

CASE STUDY: Perk

CHALLENGE

Perk has a wide-range of apps in its portfolio. Each property implements rewarded video in a unique way to drive engagement and loyalty. Perk sought to balance the inconsistent performance of CPI (cost-per-install) app ads with a CPV (cost-per-view) partner that could add value with every impression.

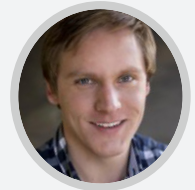


SOLUTION

HyprMarketplace specializes in rewarded video from Fortune 500 brands and attracts a diverse set of campaigns. It optimizes towards the ads that perform best in each environment. With payouts ranging from \$0.01 to \$0.08 per completion, HyprMarketplace is built to maximize publisher revenue.

“HyprMarketplace is a game-changer. We didn’t think these eCPMs were possible across all of our apps.”

– Dan Mateer, Director of Product



RESULTS

HyprMarketplace has blown away the competition across Perk’s portfolio. In July 2017 Perk’s flagship iOS app saw HyprMarketplace deliver a 92% US fill rate with eCPMs above \$20 compared to CPI networks that typically deliver around \$5. As a result of the performance, Perk has integrated HyprMarketplace in more than ten of its apps.

