

## CASE STUDY: Big Viking Games

### CHALLENGE

Big Viking Games (BVG) has maintained a large and loyal Facebook audience on its Fish World and YoWorld titles. As the games matured the studio sought to improve engagement and revenue by adding brand campaigns to its rewarded video mix. BVG added HyprMarketplace, but indirectly through a third-party. With this setup BVG and HyprMX had little ability to test and optimize so volume and eCPMs did not meet expectations.



### SOLUTION

BVG decided to cut out the middleman in order to get a cleaner ad funnel, priority access to HyprMarketplace inventory, and a direct relationship with the HyprMX team for optimization. The integration was simple and took just a few days to integrate and test utilizing a straightforward API.



**“Running HyprMX directly on our Facebook titles has made all the difference.”**

James Wilcox,  
Product Marketing Manager at Big Viking Games

### RESULTS

Overnight BVG saw a massive 40x improvement in brand revenues from HyprMarketplace with the new direct integration. The two titles are generating \$20,000 monthly and BVG’s Facebook users are engaging at a high rate with its revitalized rewarded video unit.

