

## CASE STUDY: PeopleFun's Word Chums

### CHALLENGE

PeopleFun aimed to reduce ad fatigue by displaying more TV-style brand videos in Word Chums. Previously it ran HyprMarketplace through other mediators, but had never taken advantage of the increased fill rates and revenue share publishers receive on HyprMediate.

PeopleFun



### SOLUTION

By upgrading to HyprMediate, PeopleFun immediately began scaling brand revenue. It receives priority access to campaigns from NBC, Toyota, PepsiCo, and others. Additionally, the app benefited from the platform's integration of AdColony, Vungle, and other top networks.

“HyprMX’s CPV brand marketplace helps increase our LTV, which gives us a needed edge in competing against larger studios.”

– John Boog-Scott, CEO at PeopleFun



### RESULTS

As a preferred HyprMX partner, PeopleFun saw brand revenue jump 3x on Word Chums, with overall revenue doubling. The solution has been simple to manage, so PeopleFun has added it to more apps in its growing portfolio.

