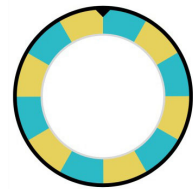


CASE STUDY: C-Factor's Qriket

CHALLENGE

C-Factor users were tiring of seeing the same app-install ads over and over. It sought brand videos to upgrade its experience. C-Factor was also having trouble scaling its own ad system, but had limited resources for a lengthy third-party integration.

Qriket



SOLUTION

Since HyprMX could deliver both mediation and brand ads, it made for an obvious partnership opportunity. As a bonus, HyprMediate appeared to be the simplest integration available.

“We love HyprMarketplace. Its brand videos break up the monotony of app-install ads.”

– Mark Muralla, co-founder Qriket



RESULTS

C-Factor went live with HyprMediate in a matter of days. The documentation was so clear it never had to ping the HyprMX support team. HyprMX's brand ads breathed new life into the app, driving up user video engagement by 21%.

