

CASE STUDY: Space Inch's Pakka Pets

CHALLENGE

Pakka Pets, a cute casual game from Space Inch, has long experienced an enormous disparity between its Android and iOS eCPMs. The team sought a solution to improve the health of its Android monetization.



SOLUTION

Enter HyprMediate, and its platform-agnostic brand ad marketplace. Major brands running TV-style ads are equally keen to reach consumers on iOS and Android. This results in equal cost-per-view (CPV) payouts across all versions of an app.

"I'm 100% glad we switched to HyprMediate. It's improved fill and we get paid more on Android."

- Josh Segall, Partner at Space Inch



RESULTS

Space Inch saw an immediate 3x spike in Android eCPMs, pumping new life into Pakka Pets Android. With HyprMediate in the mix, Android and iOS eCPMs are finally on equal footing for Space Inch.



*SPIKE IN
ANDROID
eCPMs*