

## CASE STUDY: TAPAS MEDIA

### CHALLENGE

Tapas, a popular comics and books app, wanted to supplement its in-app purchase revenue while maintaining a great user experience. As a curator of premium content, it did not want to include interruptive or low quality ads.

*tapas*

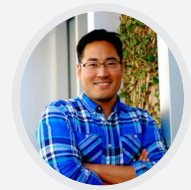


### SOLUTION

Tapas integrated HyprMediate to allow its readers to opt-in to content sponsored by recognizable brands like Fendi, Oreo, and Toyota. Tapas chose HyprMX because of its simple mediation technology and powerful brand video marketplace.

“HyprMX lets us pair its premium brands with our accomplished content creators”

– Chang Kim, CEO



### RESULTS

Users embraced rewarded video, helping Tapas earn upwards of \$0.04 ARPDau. Retention also increased as HyprMediate’s placements kept users coming back for more great content.

**\$0.04**  
ARPDau