

## CASE STUDY: iWin's Deal or No Deal

### CHALLENGE

Frustrated with its mediation partner, iWin built an internal solution for its hit game Deal or No Deal. But quickly iWin realized it didn't have time to build a robust and user-friendly platform itself. While hesitant to try another partnership, iWin was drawn to the simplicity of HyprMediate.



### SOLUTION

iWin saw the opportunity to rapidly deploy HyprMediate, which was built to be an alternative to the complex and opaque systems iWin had already tried. It was also intrigued by the idea of running brand ads via HyprMarketplace.

**“We’ve tried other mediators, but none met our expectations until HyprMediate. We couldn’t be happier.”**

- CJ Wolf, CEO iWin



### RESULTS

iWin quickly deployed HyprMediate iOS with several top networks integrated. Aided by HyprMarketplace brand ads, ad revenue shot up 32%. Pleased with the results, iWin launched HyprMediate Android with similar success.

