

THE ULTIMATE OFFERWALL GUIDE

Presented by **Tapjoy**

CONTENTS

- KEY OFFERWALL INSIGHTS 3**
- EXECUTIVE SUMMARY 4**
- THE EVOLUTION OF THE OFFERWALL 5**
 - PROFILE OF A MODERN OFFERWALL ADVERTISER 5*
 - PROFILE OF A MODERN OFFERWALL PUBLISHER 6*
- OFFERWALL ENGAGEMENT & PERFORMANCE ANALYSIS 7**
 - 3 OFFERWALL MISCONCEPTIONS 7*
 - ENGAGEMENT BY OFFER TYPE & PLATFORM 8*
 - ENGAGEMENT ACROSS GENRES 10*
 - ENGAGEMENT ACROSS REGIONS 11*
- OFFERWALL MONETIZATION FOR PUBLISHER: EFFECTS & BENEFITS 13**
 - OFFERWALLS COMPLEMENT THE IAP ECOSYSTEM 13*
 - OFFERWALL USERS SHOW HIGH RETENTION 14*
- WHAT DO USERS THINK OF MOBILE OFFERWALLS? 15**
 - OFFERWALL USER SURVEY RESULTS REVEALED 15*
 - WHY DO OFFERWALLS RESONATE WITH MOBILE GAMERS? 16*
- GETTING STARTED 17**
- CASE STUDY #1: CURRENCY SALES: WORLD GOLF TOUR 18**
- CASE STUDY #2: CHOOSING THE RIGHT PARTNER: A THINKING APE 19**
- CASE STUDY #3: A/B TESTING: FULL HP 20**

Welcome.

This guide offers a deep dive into the performance and benefits of mobile in-app offerwalls. If your app has a currency-based economy, an offerwall could be the perfect addition to your current monetization strategy.

KEY OFFERWALL INSIGHTS

1

Non-IAP spenders love mobile offerwalls

Nearly half of all mobile offerwall users — **45%** — said that if a mobile game suddenly removed its offerwall, they would **stop playing** after they ran out of virtual currency. Furthermore, **30%** said they would continue to play without making an in-app purchase.

2

There's no one-size-fits-all monetization strategy

According to recent industry data, **just 13.4%** of users ever complete IAP. Meanwhile, in our survey, **88%** say they like having **rewarded advertising** options alongside IAP.

3

Users love CPE offers and CPA is growing in value

CPE offers account for **84.5%** of publisher earnings on Android. On iOS, new restrictions prevent CPE offers from running; since then, advertising spend on CPA offers has increased by **35.8%**, opening a new window of opportunity for iOS publishers.

4

Offerwall and video are an effective combo

On average, we saw that Tapjoy publishers that use the **Offerwall alongside Rewarded Video** generate **114%** more revenue than those using Rewarded Video alone.

5

Offerwalls complement the IAP ecosystem

On average, just **4.7%** of Offerwall users also convert on IAP, proving that offerwalls primarily monetize non-spenders. This aligns with reports we've heard directly from publishers, who say that IAP revenue has remained steady or even increased following Offerwall implementation.

6

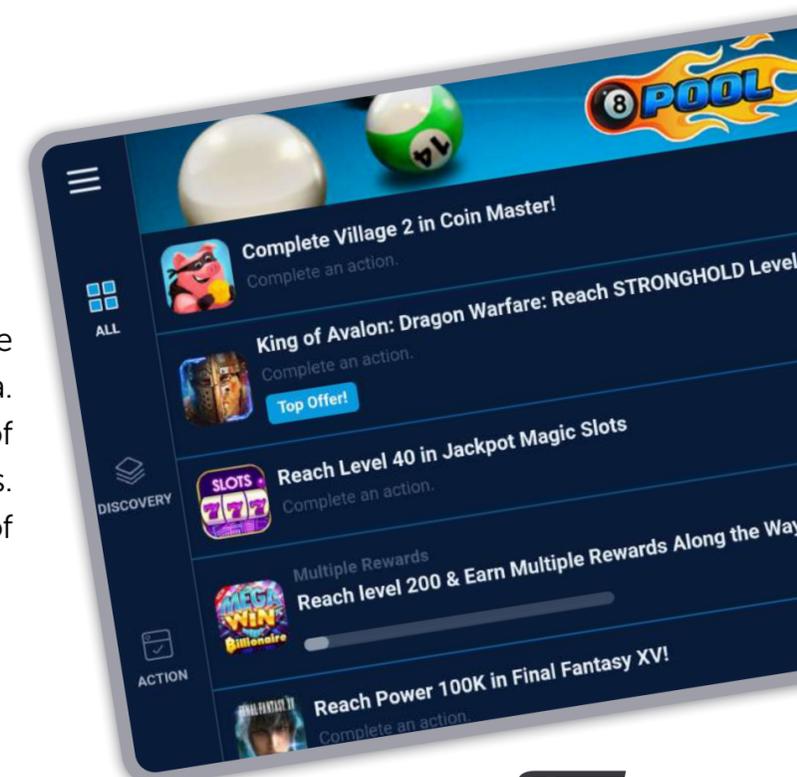
Offerwall engagement correlates to strong retention

Retention among Tapjoy Offerwall users is **2-3X higher** than non-users at the 7, 14, and 30-day marks, proving that an app's most loyal users enjoy rewarded offers.

7

Offerwall engagement varies by region

Over half of daily unique conversions on the Tapjoy Offerwall occur in North America. Outside of North America, the majority of engagement occurs on Android devices. APAC and EMEA account for over **20%** of global Android conversions.



EXECUTIVE SUMMARY

As mobile app developers seek to diversify their monetization strategies, offerwalls remain a tried-and-true method for driving ad revenue.

Offerwalls are in-app advertising units that monetize users through rewarded engagements. Users access the offerwall at key moments in gameplay, often through the app's store or a contextual message. The ad unit consists of a list of advertising offers with which users can choose to engage with in exchange for in-app currency. While the format is ideally suited to micropayment-based freemium apps, it may be tailored to any app with a virtual economy.

New research, including survey results from over **16K+ Tapjoy Offerwall users** and data from the Tapjoy network, suggests that offerwalls continue to play a vital role in mobile app monetization. Though the format has been on the market for over a decade and is already adopted broadly, publishers are reawakening to its full potential thanks to consumers' interest in — and downright demand for — the increasingly popular ad unit. To understand the value of offerwalls, we dug deeper into these three questions:

How do consumers interact with offers regionally and globally?

We assessed the performance of various offer types from July to December of 2019. We also investigated the revenue-generating potential of apps that use offerwalls alongside Rewarded Video by reviewing data from Q4 2019.

How does offerwall engagement affect existing IAP revenue?

We reviewed platform data from July to December of 2019 to understand how Tapjoy Offerwall users engaged with IAPs.

How does offerwall engagement relate to in-app retention?

We extracted retention data from July to December of 2019 and compared the retention rates of Offerwall users and non-users.

Overall, the data we uncovered suggests that offerwalls will continue to play a big role in the future of F2P, benefitting publishers, advertisers, and users alike. If your app has a currency-based economy, an offerwall could unlock a whole new revenue stream with virtually no heavy lifting from your team.

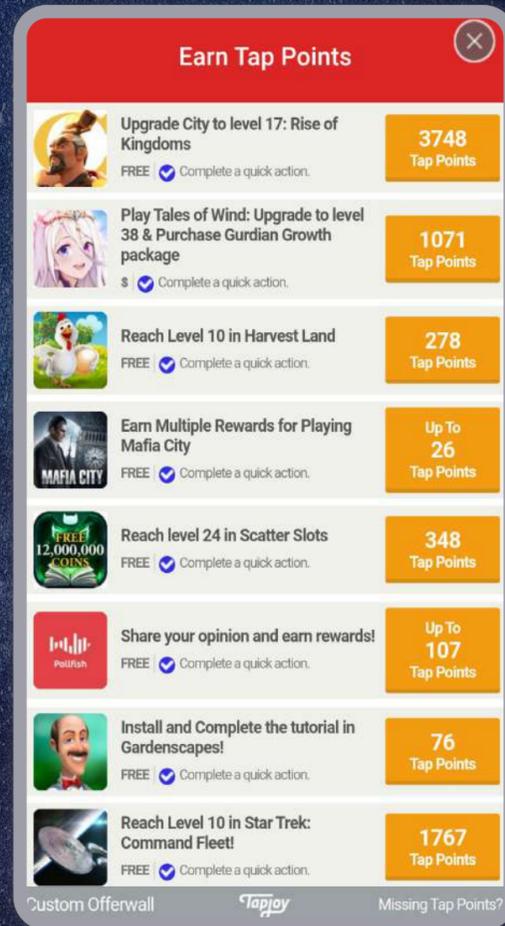


THE EVOLUTION OF OFFERWALL

THE EVOLUTION OF THE OFFERWALL

The offerwall was initially conceived as a simple value exchange, often promoting new app installs or email list sign-ups.

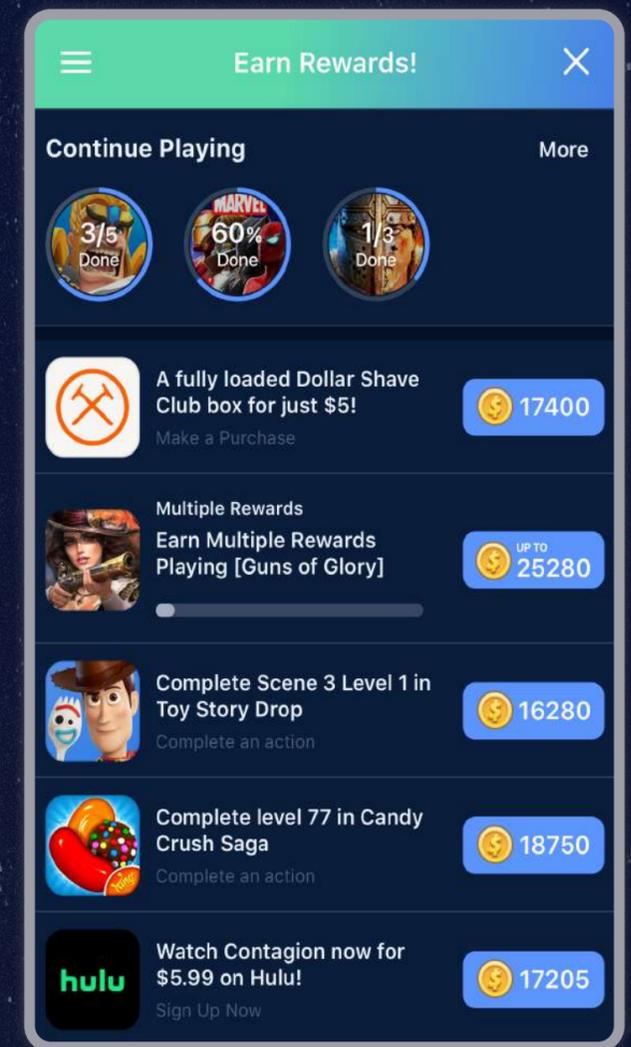
Since then, the format has radically evolved. In the age of performance advertising, brands increasingly seek ad units that can deliver on high-friction objectives and maximize ROAS.



Tapjoy Offerwall in 2016

Today, advertisers leverage the rewarded model in new and exciting ways — for online purchases, in-app engagements, and direct to consumer subscription services, which have all become the new norm on the offerwall.

Meanwhile, opt-in rewarded ads attract more users than ever before. The mobile app ecosystem is changing, and publishers are generating higher eCPMs as a result.



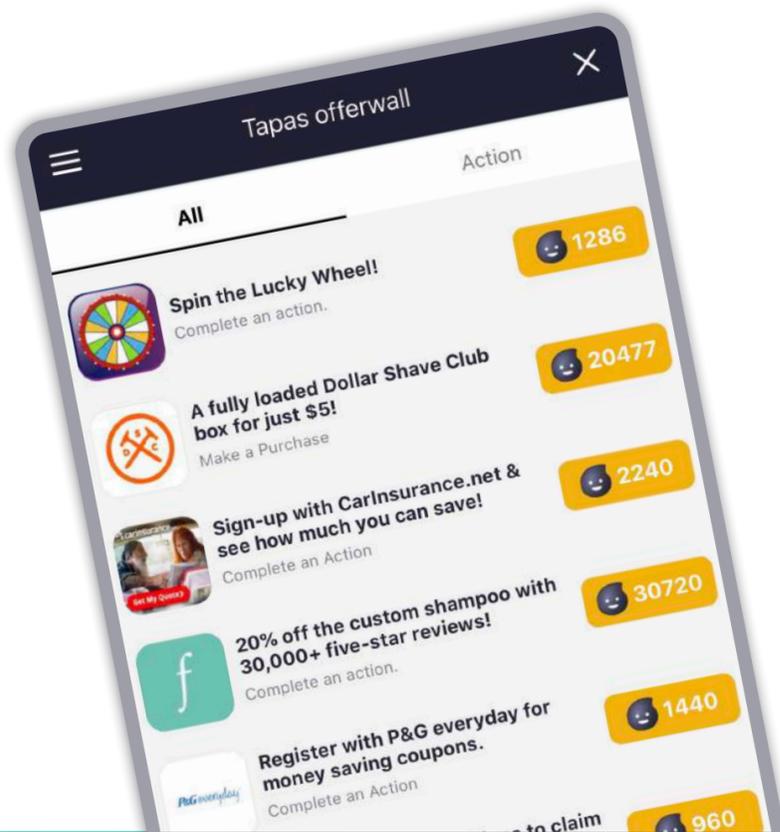
Tapjoy Offerwall in 2020

PROFILE OF A MODERN OFFERWALL ADVERTISER

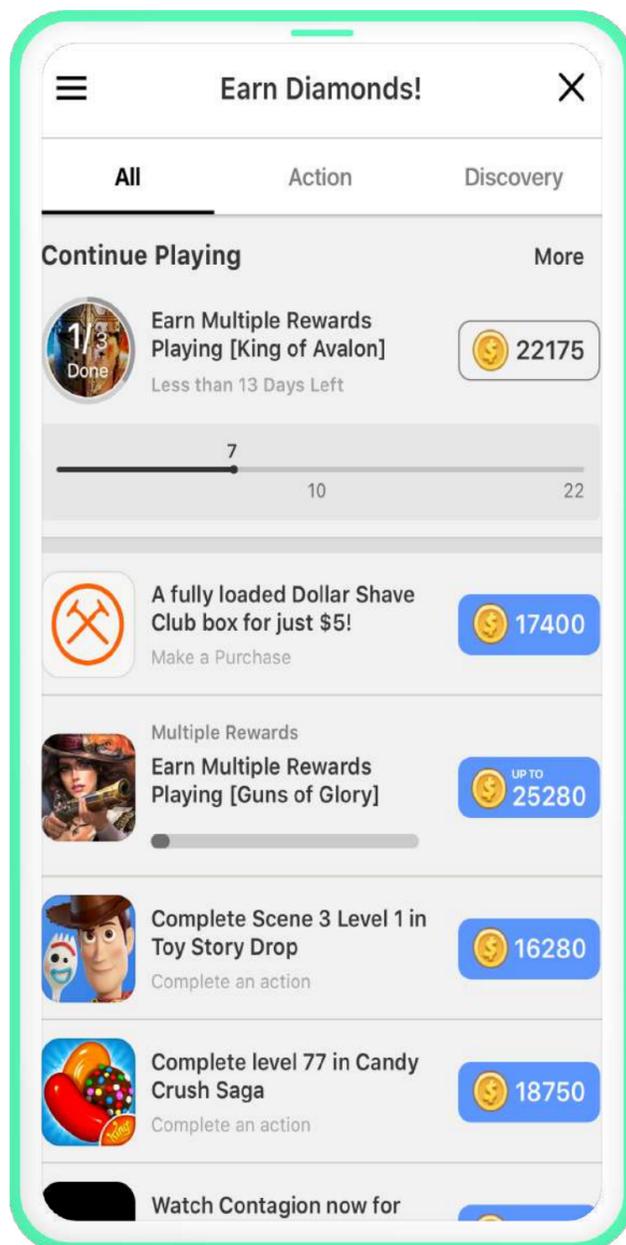
In 2007, when the first offerwall entered the scene, mobile advertising was in its nascency. Few advertisers had embraced the model — the majority of offers were simply ads to install other apps. As the goals of advertisers changed, the offerwall evolved to act as an even stronger bridge between brands and consumers.

Today, offerwalls provide much more variety — users can sign up for online subscriptions, complete app engagement objectives, or even make a rewarded purchase through the offerwall. It features more high-profile brands than ever before, as well as a broad mix of other types of advertisers including direct to consumer brands, movie studios, digital service providers, and more.

Offerwall ads are also a natural fit for app developers seeking new users — casual, mid-core, and hardcore publishers all use offerwall ads to attract users and maximize engagement.



PROFILE OF A MODERN OFFERWALL PUBLISHER



While mid-core game publishers were among the first to embrace offerwalls, any app with a virtual economy can reap its benefits. The format ideally suits free-to-play apps that structure gameplay around micro-transactions. Today, hardcore, mid-core, casual and even genres outside of gaming leverage the format to monetize users.

Top performing offerwall game publishers have a few other things in common:

- **Frequent content updates:** Apps that keep their content fresh also keep audiences engaged. High engagement correlates to higher offerwall conversions.
- **User levels & gameplay progression:** Users love to level-up! Built-in progression systems encourage user investment and keep them spending currency regularly.
- **Soft & hard currencies:** A soft currency becomes more valuable the deeper a user progresses in gameplay, while a hard currency remains constant. Both systems offer value for users. Best practice is to tie the offerwall to hard currencies.

Some also leverage **customer currency exchange rates** and **user segmentation** to really optimize their offerwall. Not all users have the same revenue-generating potential so tweaking your offerwall monetization strategy to encourage engagement from your most profitable segments can result in a real boost in revenue.

The offerwall also works in non-gaming apps, such as messaging, dating, or music apps with a tokenized economy. Across the board, publishers report industry-leading eCPMs and, **in some cases**, higher IAP revenue following implementation.

PLAYSIMPLE

glu

imvo

The background is a dark grey-blue color with various faint icons and shapes. On the left, there are several overlapping rectangular panels with icons like a person, a bar chart, and a list. On the right, there are filmstrip-like borders and a plus sign. Scattered throughout are small yellow-green circles and larger cyan plus signs. A white rectangular box with a cyan border is centered on the page.

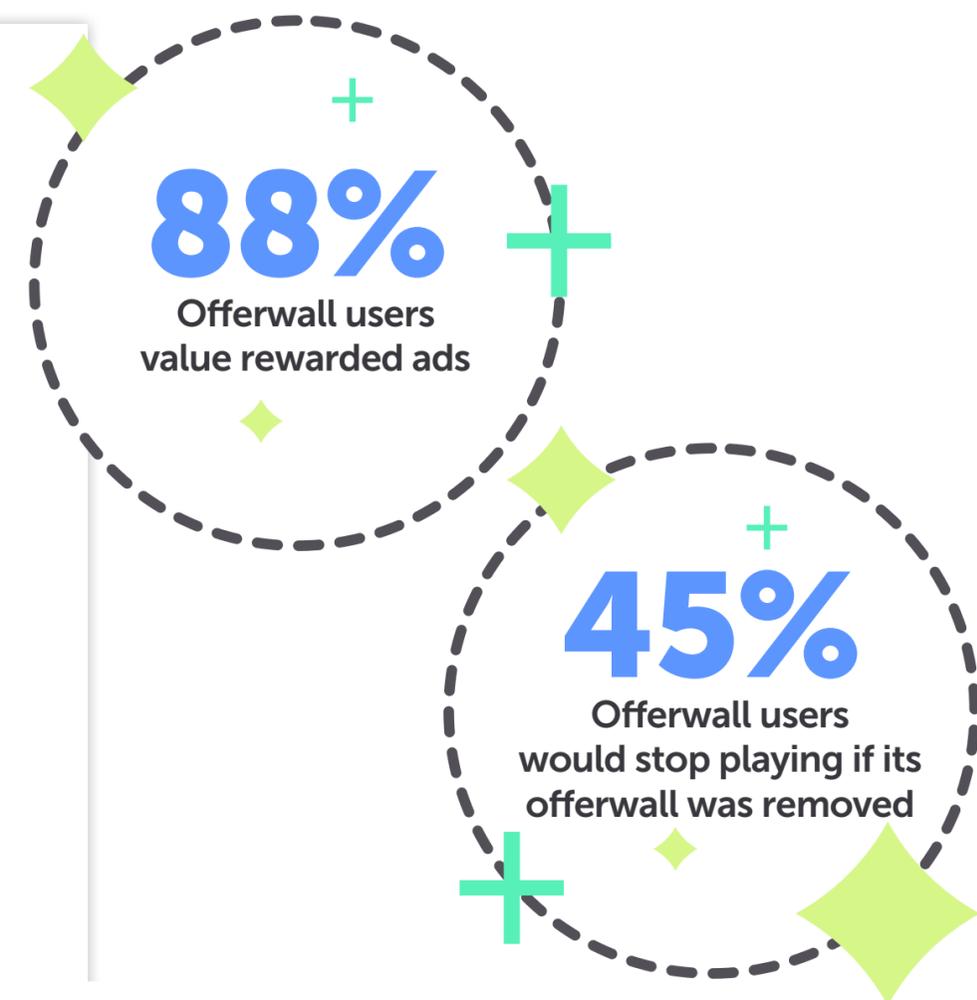
***OFFERWALL ENGAGEMENT &
PERFORMANCE ANALYSIS***

USER DEMAND CREATES OPPORTUNITY FOR PUBLISHERS

As the mobile gaming industry matures, developers must diversify their monetization models to suit the preferences of modern users. The rise of freemium gaming has conditioned users to expect a variety of different paths to premium in-app content. Beyond expecting multiple options, modern users also stick to their own unique preferences — favoring video, interstitials, rewarded ads, or IAP respectively. To maximize the value of every user, publishers must take advantage of the full suite of tools at their disposal.

With this hypothesis in mind, we surveyed **16.6K offerwall users globally** to get a clearer picture of their behavior. Unsurprisingly, of the 16.6K offerwall users we surveyed, **88%** said **they prefer rewarded ads**, including video and offerwall, alongside IAP options. A group of offerwall loyalists also emerged in our research: **45% of offerwall users surveyed said that if an app removed its offerwall, they would stop playing.**

We then compared survey data with engagement data from the Tapjoy platform to dig even deeper. What follows are our findings regarding offerwall engagement and performance across various app categories, operating systems, and regions. We framed our research to address the three biggest misconceptions in the industry. See more on the next page.



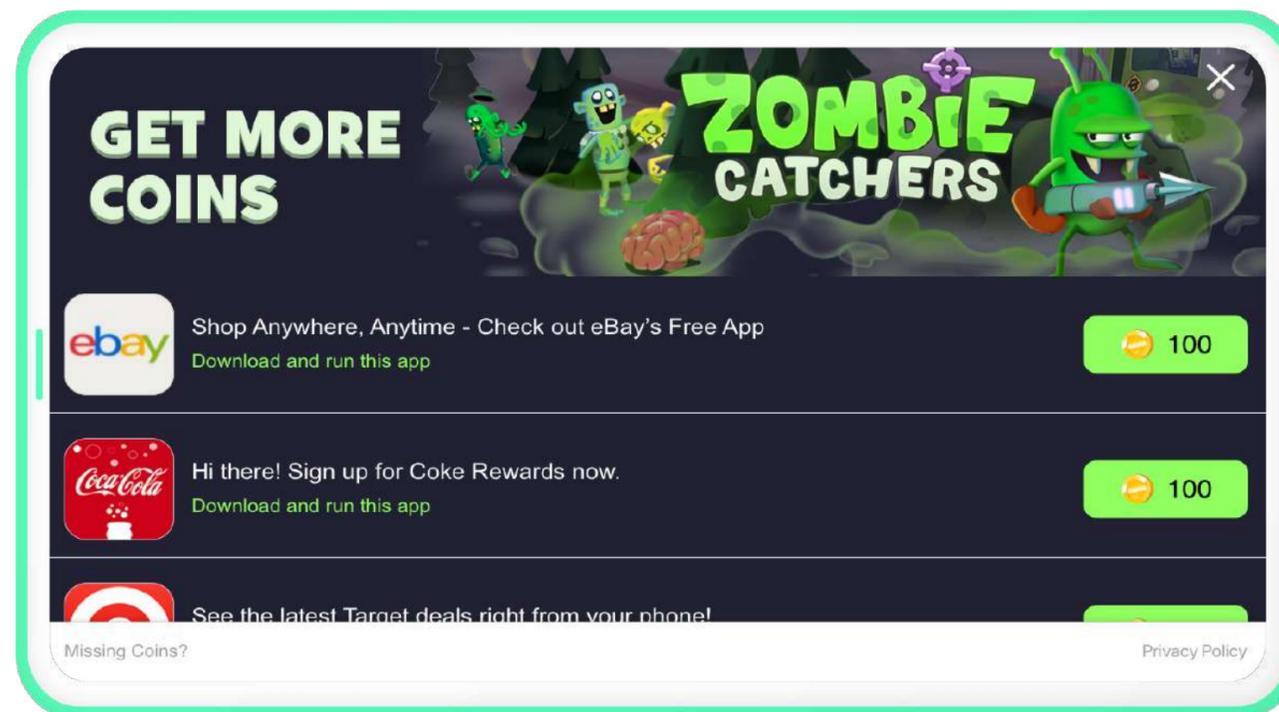
"I love the offerwall, I spend two hours a day on my commute to work playing mobile games, I couldn't afford to make in-app purchases all the time so offerwalls and rewarded ads are the best way to help me progress quickly"

- R. Sankla, Tapjoy Offerwall User & Panelist

THREE OFFERWALL MISCONCEPTIONS

Over the last decade, offerwalls have evolved considerably, maturing alongside mobile technology and user behavior. The offerwall of 2020 is as utterly distinct from its first iteration as the iPhone X is from its predecessors. In light of this, there are still a number of misconceptions lingering across the industry.

The top three misconceptions we hear from publishers not using an offerwall:



1

Offerwalls are a “nice-to-have” that won’t affect overall revenue.

In fact, offerwalls generate incredibly high eCPMs that are growing year-over-year on the Tapjoy platform. Moreover, we’ve found that publishers that add offerwall to their rewarded video strategy see an average of **114%** higher revenue than those that use rewarded video alone.

2

Offerwalls will negatively impact my in-app purchase revenue.

Just **4.7%** of offerwall users spend on IAP, proving that without rewarded options, these users may have remained unmonetized. Publishers on the Tapjoy platform consistently confirm that IAP revenue remains stable, or even increases, following offerwall implementation.

3

Offerwalls are a poor user experience.

Over the last decade, offerwalls have become more streamlined, user-friendly, and visually appealing than ever. **Third-party attribution technology has also become more accurate and continues to improve.** What’s more, offerwall users show strong retention, proving that they are a fan of the offerwall experience.

OFFERWALL CAMPAIGN TYPES EXPLAINED

Today, at the highest level, offerwalls include four core offer types:



| | |
|-----------------------|---------------------------|
| Rewarded Video | Rewarded Video |
| Cost Per Action (CPA) | Cost Per Action (CPA) |
| | Cost Per Install (CPI) |
| | Cost Per Engagement (CPE) |

Rewarded Video

Rewarded Video offers are just that — advertiser-sponsored brand videos that give small rewards to users upon completion. Because Rewarded Video can be delivered outside the Offerwall, its performance was not a core focus in our research.

Cost Per Action (CPA)

CPA offers exist to serve non-app advertisers. These brands and performance marketers offer enticing promotions, limited-time offers, surveys or subscription trials to users, rewarding them in return for their time and attention. Because these offers take time, and occasionally money to complete, they drive considerable revenue for mobile publishers.

Cost Per Install (CPI)

Cost Per Install ads invite users to download an app in exchange for a reward. Given the low-friction nature of these offers, users are apt to engage. However, advertisers tend not to bid as high for an app download as they would for a CPE offer, so the payout for publishers is smaller.

Cost Per Engagement (CPE)

CPE offers promote deep in-app engagements. Typically, a user will be asked to download an app, then reach a certain level or carry out a certain action within the app. CPE offers now also include Multi-Reward Engagements, which allow users to complete multiple actions or events within one CPE offer encouraging the users to stay in the app longer unlocking more revenue potential. App advertisers bid high to promote these offers because users who complete them tend to demonstrate high LTV and retention. High bids also reflect high publisher payouts.

Due to various regional and platform distinctions, the performance of different offer types vary. For example, recent restrictions from Apple prohibit CPE and CPI offers on iOS devices. However, CPA offers and video continue to perform strongly on the Tapjoy Offerwall — in fact, advertiser spend on CPA offers increased by 35.8% following the change. On the next two pages, we've gathered some engagement insights based on platform and offer type.

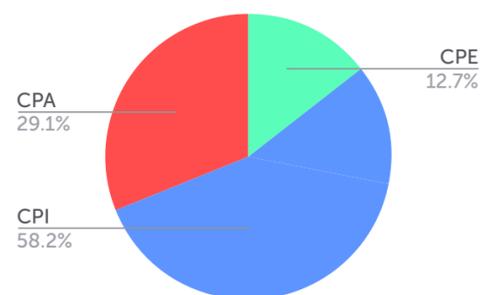
ANDROID: TOP EARNING OPPORTUNITIES

The Android offerwall continues to be a strong mix of demand types globally. We took a look at the top three earning opportunities for publishers in 2019: CPE, CPA and CPI.

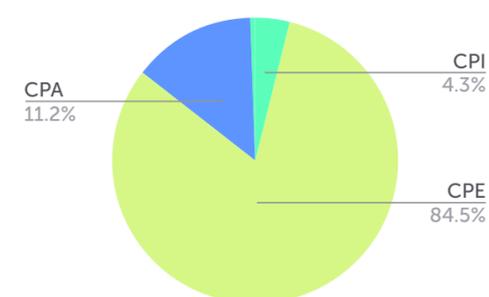


GLOBAL

Conversions by offer type



Publisher earnings by offer type



NORTH AMERICA

In North America, **39.8%** of conversions occur on CPI offers. **36.7%** occur on CPE offers, and **23.5%** occur on CPA offers.

4.7% of North American publisher Offerwall earnings come from CPI offers. **79.7%** comes from CPE offers, and **15.6%** comes from CPA offers.



EMEA

In EMEA, **35.7%** of conversions occur on CPI offers. **48.5%** occur on CPE offers, and **15.8%** occur on CPA offers.

2.7% of publisher Offerwall earnings in EMEA come from CPI offers. **93.7%** comes from CPE offers, and **3.6%** comes from CPA offers.



APAC

In APAC, **50.5%** of conversions occur on CPI offers. **32.3%** occur on CPE offers, and **17.2%** occur on CPA offers.

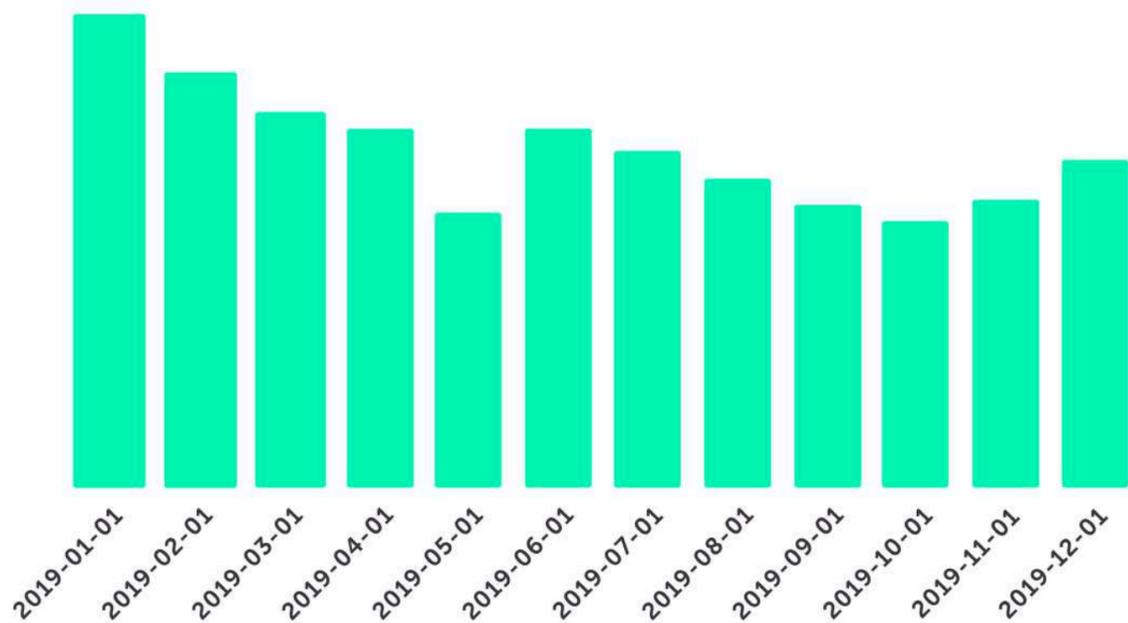
4.7% of publisher Offerwall earnings in APAC comes from CPI offers. **88.3%** comes from CPE offers, and **7%** comes from CPA offers.

iOS: THE GROWTH OF CPA ON iOS

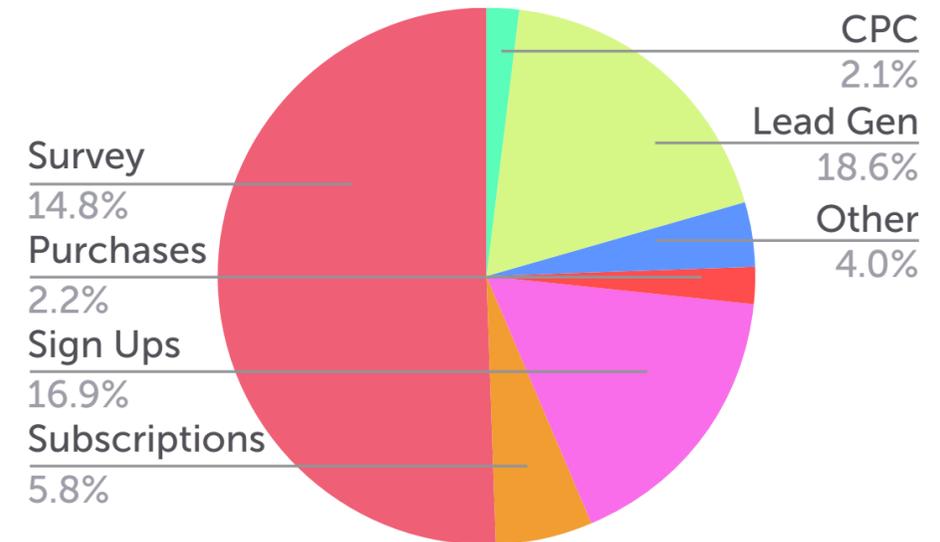
In 2019, certain offer types were restricted on iOS which lead to a drop in conversions and revenue for publishers. While there was a drop around the time the restrictions were put in place, we are steadily seeing conversions on iOS rise again as well as overall publisher earnings showing that iOS still remains a huge opportunity for publishers.

CPA offers are now dominating the iOS landscape growing by 36% since mid 2019. We decided to dive a bit deeper as CPA campaigns offer a broad mix of offers for users to engage with:

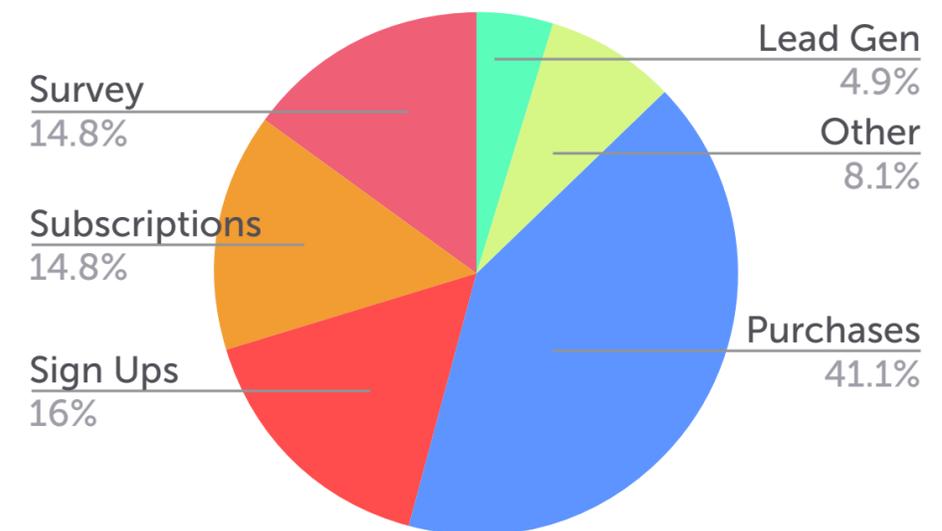
CPA Publisher Earnings:



Conversions by CPA Offer Type



Publisher Earnings by CPA Offer Type



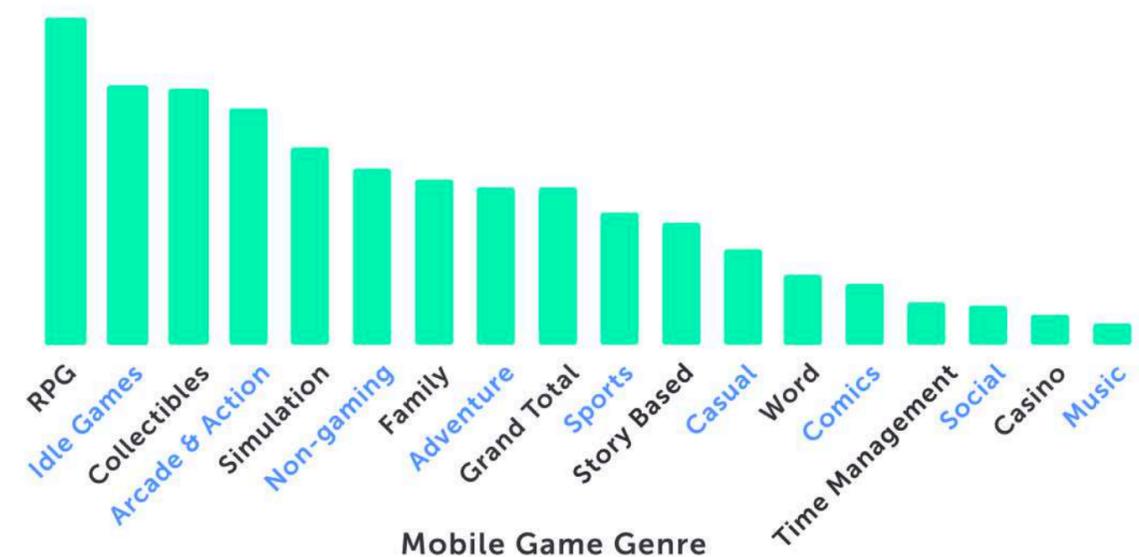
ENGAGEMENT ACROSS GENRES

To understand how offerwall engagement and performance vary across genres, we compared data from the top 180 US apps on the Tapjoy platform.

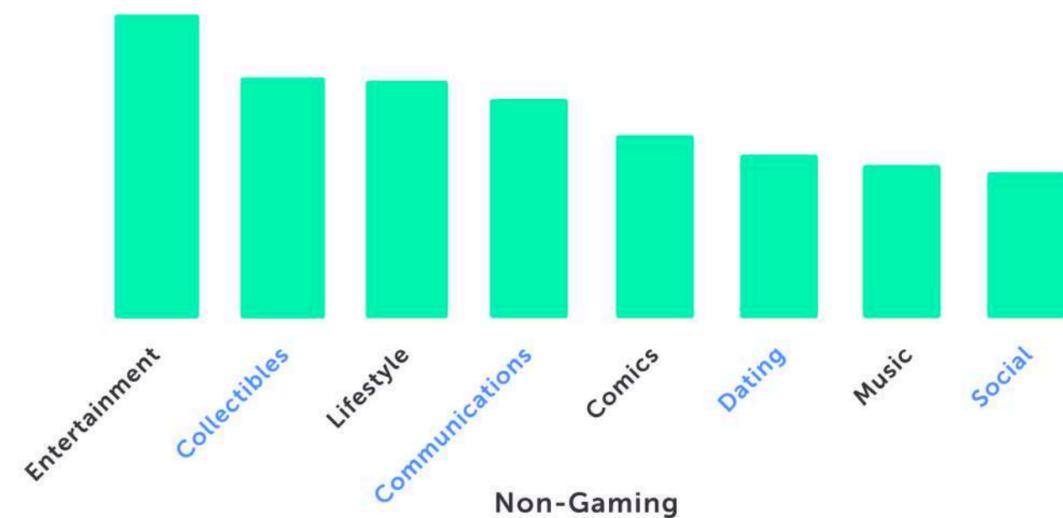


First, we looked at Offerwall eCPMs across 18 gaming category genres. Unsurprisingly, the genres that lean more hard to mid core perform the best. These apps have extremely strong in-game currencies, engage audiences, often run live events and have regular content updates. Genres with more casual gameplay depend less on in-app currencies and more on interstitial and rewarded video, however, Offerwall eCPMs are still typically 5-10X higher than video ad units.

Average offerwall eCPMs by mobile game genre



Average offerwall earning potential for non-game genres



The Offerwall doesn't just work in game apps! We also decided to take a look at revenue driving potential for non-gaming apps. Unsurprisingly, entertainment apps came in on top, closely followed by collectibles and lifestyle. The bar chart to the right shows the full results.



***OFFERWALL MONETIZATION
FOR PUBLISHERS:
EFFECTS & BENEFITS***

HOW OFFERWALLS ENHANCE YOUR MONETIZATION STRATEGY

Offerwalls Unlock New Revenue



Offerwalls generate higher eCPMs than Rewarded Video alone. In the US, offerwall publishers typically see triple-digit eCPMs — as much as **10X higher** than the industry average for Rewarded Video. On Android, offerwall eCPMs may be up to 15X higher. Offerwall eCPMs on our platform are also growing at a rate of **16% year-over-year**

Offerwalls complement rewarded video



Certain user segments rely on free rewards to advance their in-game progress. Because Rewarded Videos distribute smaller rewards, it's time-consuming to accrue currency for big purchases. Offerwalls, meanwhile, deliver high value rewards by rewarding deeper engagement. This is a win because bigger rewards mean bigger payouts: Publishers that offer both formats generate **114% more revenue**, on average, than those using Rewarded Video alone.

Offerwall revenue is steadily increasing on the Tapjoy platform



Between 2018-2019, average monthly revenue per Offerwall viewer **increased by 25%** on the Tapjoy platform, representing a collective **125% growth since 2017**.

Currency sales boost revenue throughout the year.



On average in 2019 publishers saw a **60% increase in earnings** and **40% increase in conversions** compared to non currency sale periods. Currency sales are limited time promotions that offer users the chance to earn more virtual currency than usual for every ad they engage with. Publishers can run a currency sale at any time that they wish, or to join one of our network wide currency sales throughout the year.

OFFERWALLS COMPLEMENT THE IAP ECOSYSTEM

Recent data from Liftoff suggests that **just 12.3%** of mobile gamers convert on in-app purchases. Some lack the financial means to spend in-app, while others simply prefer free options. Rewarded ads accommodate non-spenders (nearly 88% of users) while unlocking a new revenue stream for developers. For some users, an offerwall is more than an alternative earning option – in our latest survey, **33% of Offerwall users** said they prefer the format over both IAPs and Rewarded Video. These figures suggest that the revenue generated by an offerwall could greatly enhance a developer's monetization strategy.

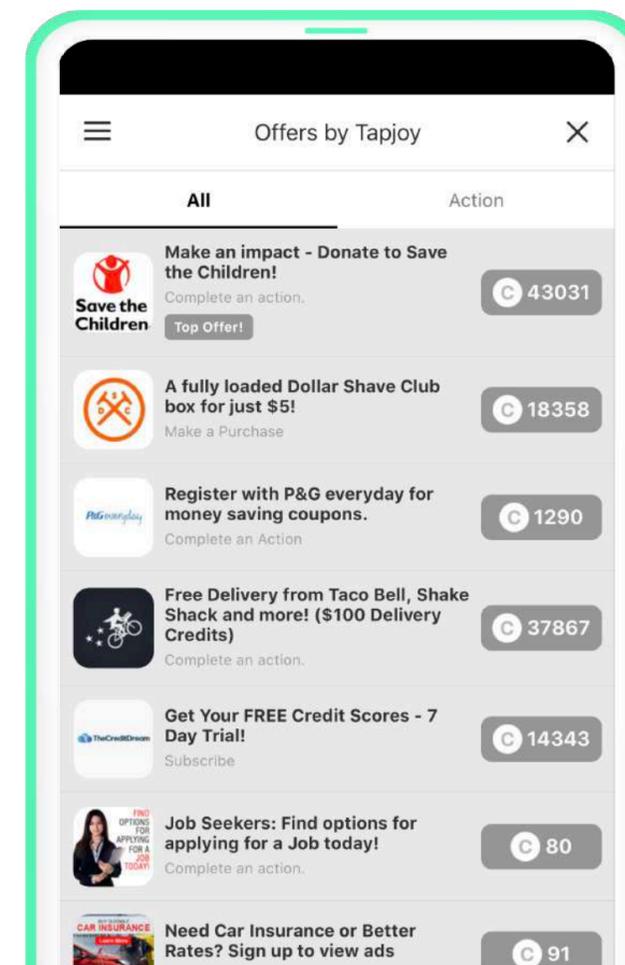
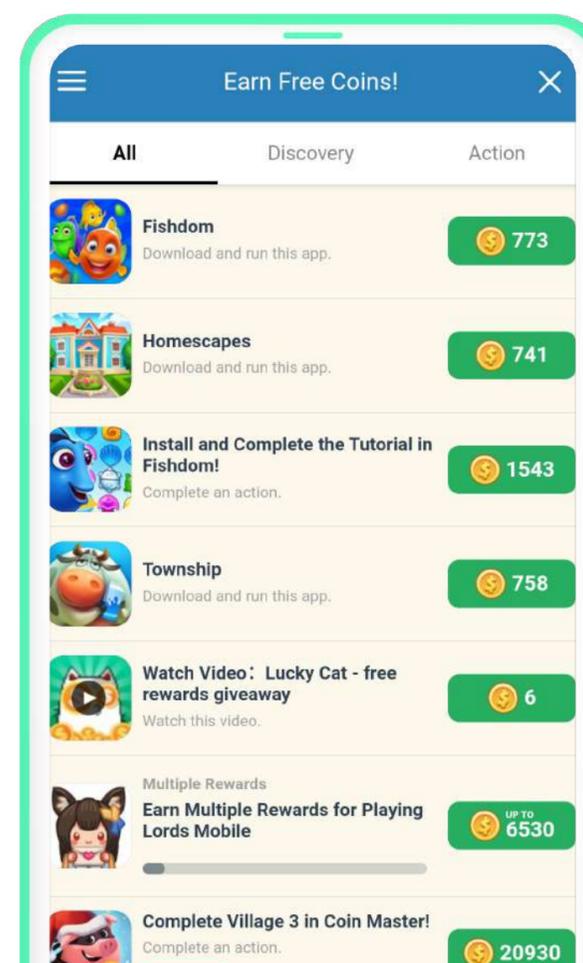
But how do offerwalls affect existing IAP revenue? As it turns out, most publishers see an increase in total revenue with IAP remaining stable. On average, just 4.7% of offerwall users also convert on IAP, proving that offerwalls primarily monetize non-spenders. As a result, offerwalls typically **boost net revenue** rather than detracting from IAP sales.

Some publishers even report that the offerwall had a positive impact on IAP sales. As Darren Markovitz of IMVU explained, in-app ads complement IAP ecosystems by offering users a way to experience games in full before investing cash. Once they get a taste of the premium experience, users are more likely to purchase paid options for virtual currency, power-ups, content, etc.



"We actually saw a positive correlation between the offerwall and IAP. Rewarded Ads give users a taste of everything the full IMVU experience has to offer. Any app that offers valuable add-ons would likely see the same results. The offerwall primes them to come back for more."

Darren Markovitz
Head of Monetization, IMVU



OFFERWALL USERS SHOW HIGH RETENTION

While conversions are an important consideration, retention is what allows publishers to measure the long-term performance of any mobile game. Our data shows that offerwall users demonstrate strong retention, suggesting that an app's most loyal users enjoy rewarded offers.

Users who engages with offerwalls come back for more.

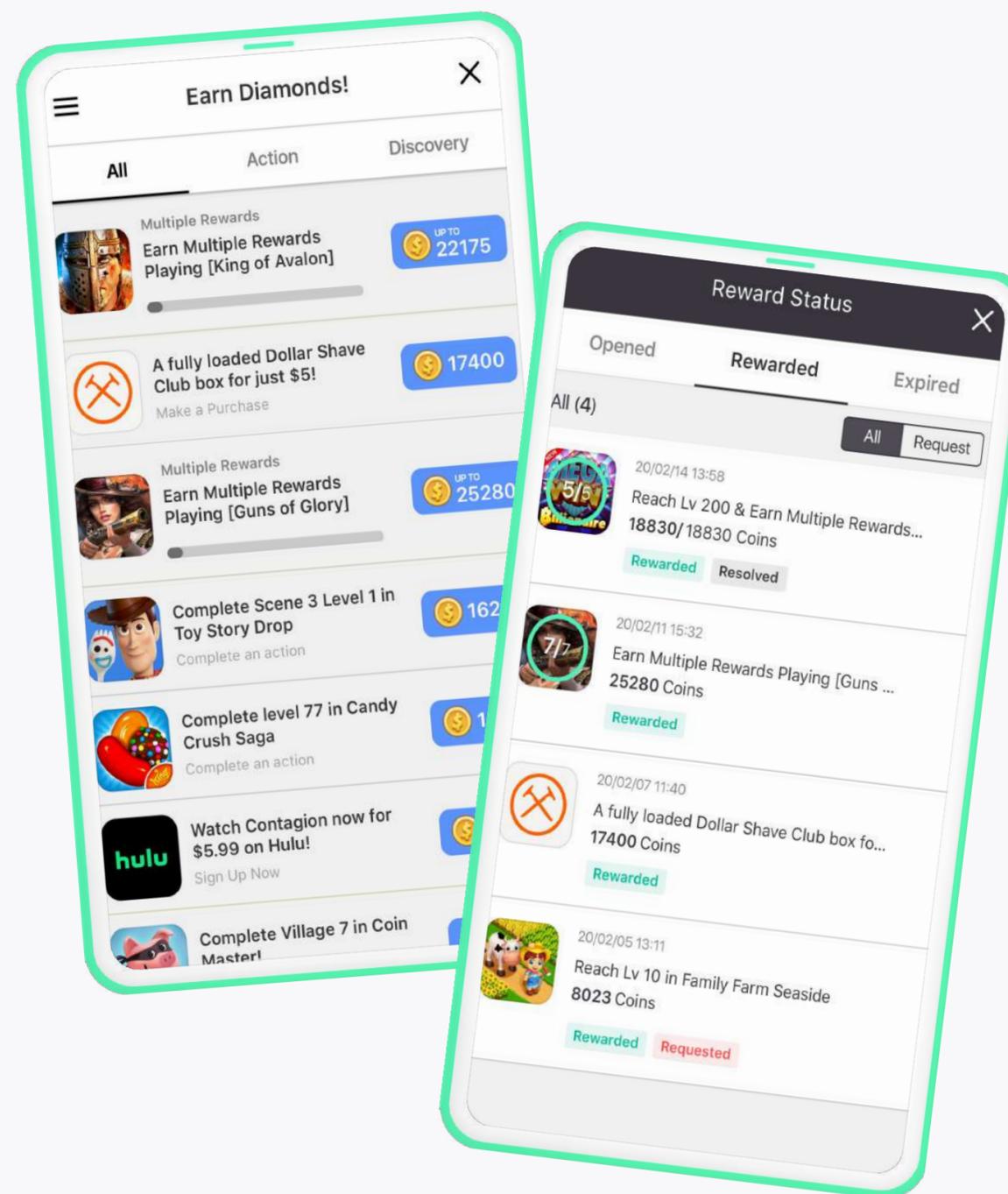
Tapjoy's data shows that 62% of users who open the offerwall once will do so again. 43% of users that complete an offer will move on to complete more in the future.

Offerwall engagement rates correlate with long-term retention.

7-day retention rates among Tapjoy Offerwall users are 13.7%, more than 2X higher than those of non-users (5.7%).

An app's most loyal users are also offerwall users.

At the 14-day mark, Tapjoy Offerwall users showed 8.9% average retention, compared to 3.3% among non-users. At the 30-day mark, offerwall users averaged 4.4% retention, compared to 1.3% among non-users.





***WHAT DO USERS THINK OF
MOBILE OFFERWALLS?***

OFFERWALL USER SURVEY RESULTS REVEALED

So far, we've explored **how** the offerwall enhances app performance, but it's equally important to examine **why** it's effective — because users really value it! Offerwalls engage mobile users at key moments with opt-in ads while respecting their play time. Moreover, users **consistently say** they prefer the Tapjoy Offerwall to those of competitors in A/B testing.

According to our survey of more than 16K Tapjoy offerwall users...

+88%

Prefer to have the option of rewarded ads alongside IAP

+56%

Use offerwalls as a supplement to in-app purchases

+53%

Prefer offerwalls to rewarded video ads outside of offerwalls

+45%

Say if an app removed its offerwall, they would stop playing after they ran out of currency

WHY DO OFFERWALLS RESONATE WITH MOBILE GAMERS?

- **Freemium gameplay.**

The modern mobile gamer enjoys freemium models that let them play without making in-app purchases. Offerwalls let them download monetized apps for “free” while providing multiple paths for earning in-game currency.

- **Game discovery**

Offerwalls are an ideal channel for mobile gamers to find new interesting apps or products. Thanks to the prevalence of CPE, in which users engage with new apps, offerwalls have become a great tool for app discovery (and cross-portfolio retention).

- **Brand and product discovery.**

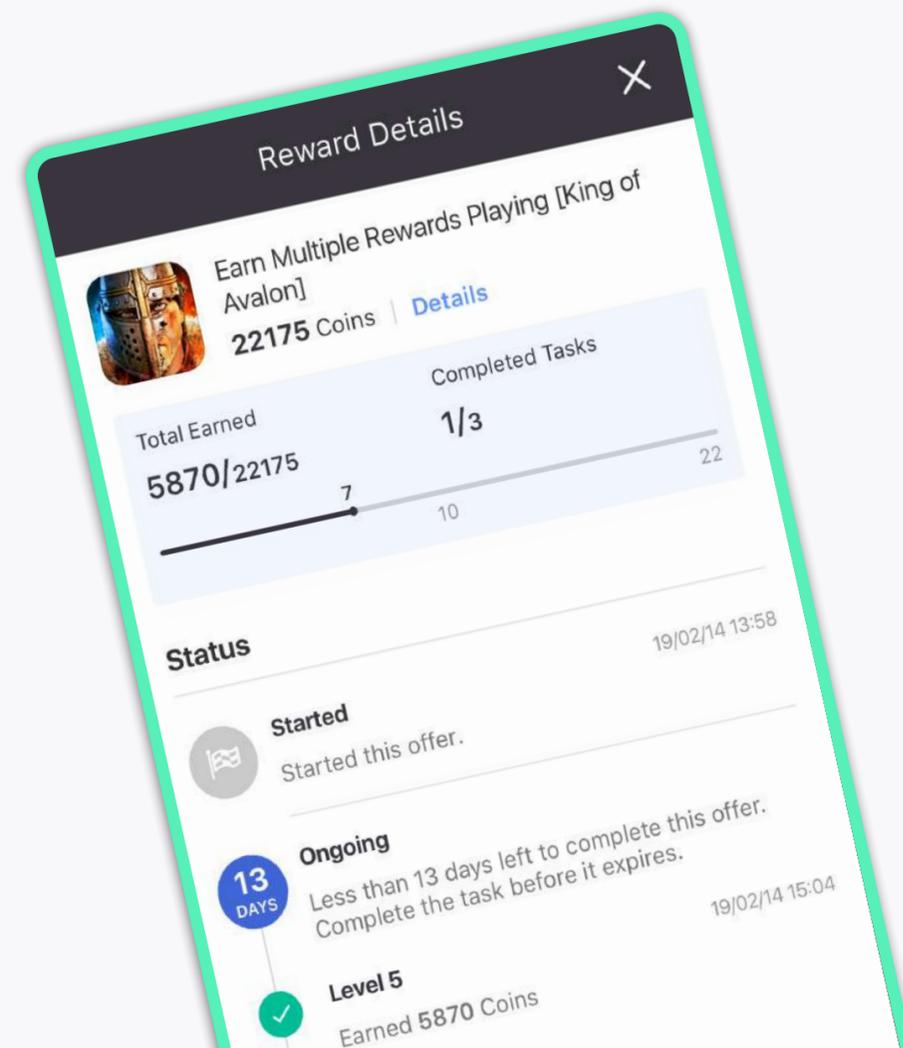
Mobile users frequently engage with offerwall ads to obtain promotional deals on new consumer products or services. An increasing number of direct to consumer brands use offerwalls to offer subscription deals, free trials, and purchasable products that users can obtain between sessions.

- **Customer support is better than ever**

In various A/B tests, we’ve found that users consistently rate offerwalls with built-in customer support higher than those without it. Intuitive, native customer support integrations help quickly resolve attribution issues and customer queries. These services elevate the user experience and contribute to long-term retention.

- **Improvements in UI/UX features.**

Offerwalls are intuitive and easy to use. Today, most providers give publishers the option to customize the offerwall UI to provide a seamless native experience. Some providers also offer advanced UX features to maximize engagement. For instance, the Tapjoy Offerwall includes Multi-Reward offers that provide incremental earning opportunities, easily tracked with a visual progress bar at the top of the offerwall.



GETTING STARTED

Ready to reap the benefits of offerwalls? Tapjoy can help you get started. Every partner that works with Tapjoy links up with a mobile monetization specialist on day one to ensure a seamless integration. We manage the tough stuff for you and provide ongoing advice and support. We'll help you determine the best points in the gameplay loop to message users to visit the Offerwall, and how the entry point will function alongside your existing store. Our team can even help design the Offerwall UI and header image to match your game, and if you're currently using Tapjoy for Video the first 3 steps are already done!

Ready to uplevel your ad monetization strategy?

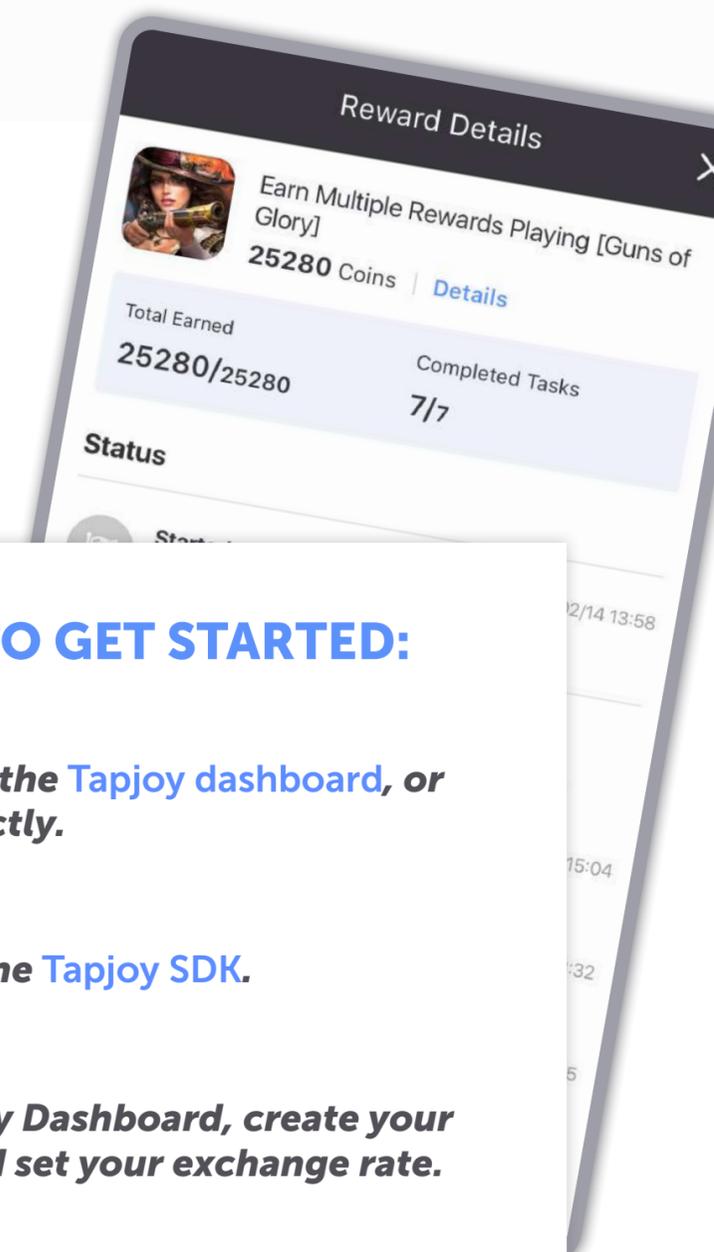
Our team of mobile monetization experts is here to help!
[Reach out today to get started.](#)

For more information on Tapjoy offerwalls, visit the following resource pages:

- [Is offerwall right for your app?](#)
- [How to optimize your offerwall?](#)
- [Five questions to ask your offerwall provider?](#)

HERE ARE THE STEPS TO GET STARTED:

- 1** *Sign up for an account on the [Tapjoy dashboard](#), or reach out to our team **directly**.*
- 2** *Download and integrate the [Tapjoy SDK](#).*
- 3** *Add your app to the [Tapjoy Dashboard](#), create your app's virtual currency, and set your exchange rate.*
- 4** *Create a placement and link offerwall content. You can read more about placements and content [here](#).*
- 5** *Test your new placement. Complete a test off to confirm your integration is successful.*
- 6** *Go Live!*



CASE STUDY 1

WORLD GOLF TOUR SEES 70% INCREASE IN AD REVENUE WITH CURRENCY SALES

Since implementing the Tapjoy offerwall on iOS and Android in June 2019, World Golf Tour has participated in 8 currency sales.

While the World Golf Tour offerwall was already performing well, **currency sales led to an average revenue increase of 70% when comparing non-sale periods to average periods.** Most recently, during a Thanksgiving/Black Friday currency sale, the **iOS offerwall outperformed the prior weekend by 296%!**

The results are clear: Currency sales are an effective way for publishers to boost revenue without negatively affecting the game's virtual economy.

Compared to non-currency sale weekends, WGT saw the following results:

70%
Increase in
app installs

223%
increase in revenue
on iOS

176%
increase in revenue
on Android



"We almost double our revenue every time we participated in Tapjoy's currency sales! It's an invaluable part of our monetization strategy."

Richard Fishman,
Director of Product Management at Topgolf

CASE STUDY 3

FULL HP UNLOCKS 30% MORE OFFERWALL REVENUE WITH A/B TESTING

When it comes to choosing an offerwall provider, the quality of the UX and of the offers themselves are critical. Russian game developer Full HP realized this when it conducted an A/B test with Tapjoy against its previous offerwall provider.

The A/B test showed user preference for one offerwall over the other due to the variety of its offer selection as well as one solution showing more revenue-generating potential. During the test period, customer support issues seldom surfaced, confirming in advance that existing users would not be frustrated by the switch.

Following the A/B test, the studio saw the following results after switching to Tapjoy:

30%
increase in
offerwall revenue
across iOS and
Android

Zero
churn

Zero
increase in
customer support
tickets



"With the integration of the Tapjoy Offerwall, we experienced a significant boost in our ad revenue. Not only were the short-term offers well-received by users, the switch didn't increase churn rate and DAU remained steady."

Murad Musakaev
Project Manager, Full HP Ltd

ABOUT TAPJOY

Tapjoy is a leading mobile advertising and app monetization company. Our **Maximum Impact Platform™** empowers advertisers to connect with over **972 million** monthly active users through value exchange advertising that drives awareness, engagement and the metrics that matter most to their overall growth.

Meanwhile, companies such as Scopely, Crowdstar, Topps and many of the top 200 grossing app publishers trust our platform to monetize their content, grow their audiences and reward their users.

In fact, Tapjoy is integrated into the majority of the top 10 apps on the App Store and Google Play. Founded in 2007 and headquartered in San Francisco,

Tapjoy is a global organization with more than a dozen offices worldwide. For more information, visit www.tapjoy.com.