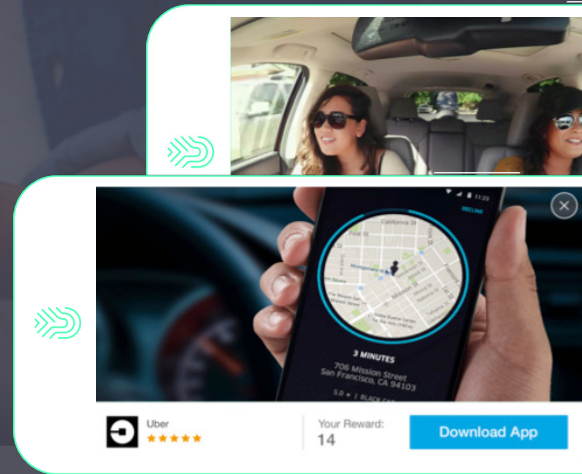


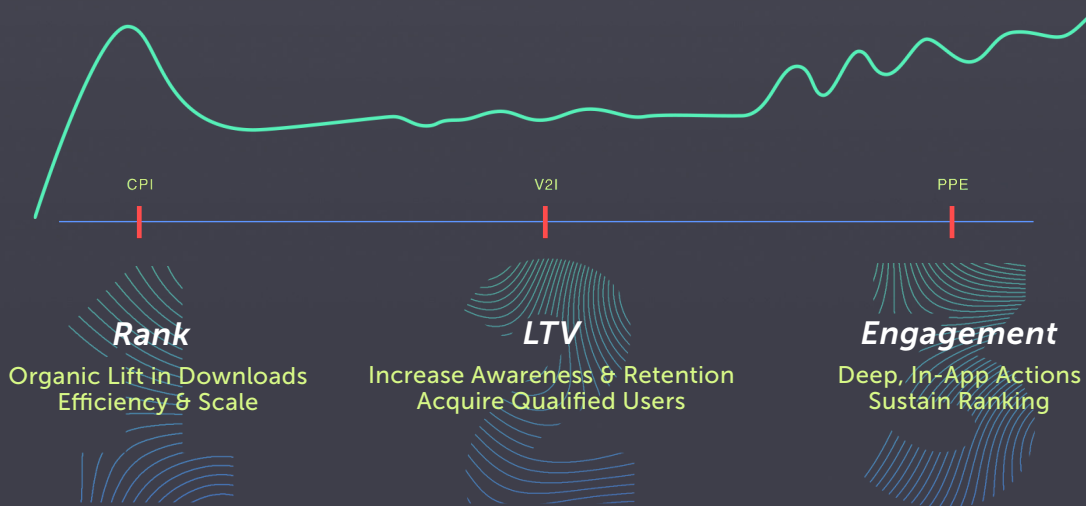


Tapjoy App Engagement Strategy



500M+
Data Points

1B+
App Installs



Tapjoy Solutions

Cost-Per-Install: Drive your app to the top of the charts, ultimately increasing your organic downloads.

Video-To-Install: Deliver an immersive video ad and acquire high-quality new users in a single ad experience.

Pay-Per-Engagement: Encourage users to install your app and drive them further into the experience by requiring a specific in-app action.

BOOST RANK:
Achieve high volumes of app installs to meet aggressive UA goals and increase organic visibility.

DRIVE LTV:
Educate consumers about the features of the app prior to download to yield higher retention and qualified consumers.

SUSTAIN ENGAGEMENT:
Drive continued app reengagement to sustain chart ranking and drive consumers deeper into the app experience.

OPTIMIZE:
Test variations of your ad to maximize impact and ROI.