



Tapjoy Goes Back to School

With the projected spend for 2018 Back to School shopping being \$82.8 billion dollars, we wanted to dive into the shopping behaviors of parents on our network.



700MM+

Global Monthly Active Users

25K+

Apps via direct SDK integration

15MM+

Ad engagements delivered daily

MOAT *Certified*

*Versus in-app Benchmark

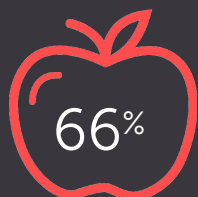
2x
MOAT
Video Score

99%
MOAT Certified
Human & Viewable

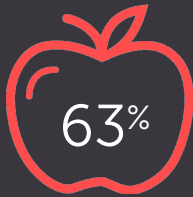
90%
Average
Completion Rate

4%
Average
Click Through Rate

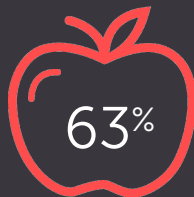
Tapjoy's Audience:



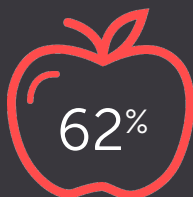
Parents have children the between the ages of 5 - 19



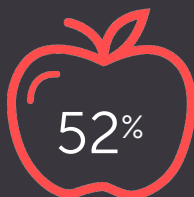
Parents prefer to watch video ads or receive a coupon



Parents are likely to engage with back to school mobile ads



Parents play mobile games 3x or more a day



Parents go shopping 2-6 times a week



Deepen Post Video Engagement with Parents:

Features:

- Product Showcase Gallery
- Coupon
- Product Slider
- Match Three Puzzles
- Product Hotspots
- Immersive Experiences
- Interactive Rich Media



*NRF Back-to-School Spending Survey, July 2018

**Tapjoy, BI research, July 2018