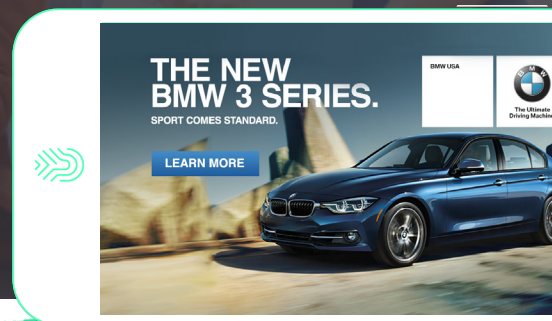




Tapjoy Private Exchange™ In-App Programmatic Video

TAPJOY PRODUCT SHEET



We've partnered with Rubicon Project to provide programmatic access to our Interplay™ Video via VAST tags.

Our Interplay™ advertising platform delivers impactful ad experiences designed to engage consumers within mobile apps. Available now via PMPs.

85%

Average Video Completion Rate

4%

Average Click Through Rate

MOAT *Certified Inventory*

98%

Human & Viewable Inventory

2.5X

Audible, Viewable, On Completion*

12K+

Direct Access to Premium Apps

180MM

European Monthly Active Users

Audience

First-Party Data Segments

Viewability

Full-Screen, In-App Video

Performance

MOAT Certified Industry-leading Completion Rates

POWERED BY



*Versus in-app Benchmark