HiPi (Zee5)Case Study

ABOUT HiPi

Hipi is India's favorite short-form video app, offering an ad-supported platform for exciting, spontaneous, and genuine short-form videos. Hipi empowers millions of creators to showcase their talents and everyday lives, inspiring a global community. Hipi stands out in the competitive short video platform market, competing with the likes of TikTok, Josh, Moj, and others.

KEY STATS AFTER INTEGRATING WITH ADSTER

Render Rate
30% ⬆

No of Demand Partners
3X ⬆

Fill Rate
60% ⬆

eCPM
75% ⬆

CHALLENGES

HiPi primarily monetizes through in-video e-commerce ads, catering to a diverse user base in multiple languages. HiPi explored direct & programmatic ads to monetize its inventory but was facing multiple challenges.

- Optimal mediation platform setup.
- Identification and implementation of workflows to render ads efficiently.
- Identifying and implementing multiple demand sources within and external to their primary mediation platform (GAM).
- Missed opportunities as a large number of ad requests didn't receive responses, leaving placements unfilled and resulting in revenue loss.

HOW ADSTER HELPED

Prior to Adster, HiPi relied on an external video platform (Vserv) to run video ads for direct campaigns and then migrated to Google ADX for their programmatic ads revenue. However, they faced significant challenges in boosting ad revenue and targeting the right audience segments for direct campaigns effectively.

- Adster's AMP significantly improved HiPi's Ad revenue. The SDK (as part of AMP) integrated with multiple high-demand sources such as Google Admob, Audience Network by Meta, and Amazon Publisher Services which significantly increased demand and improved their fill rate, resulting in revenue uplift.

Adster %age Lift in Revenue vs Date
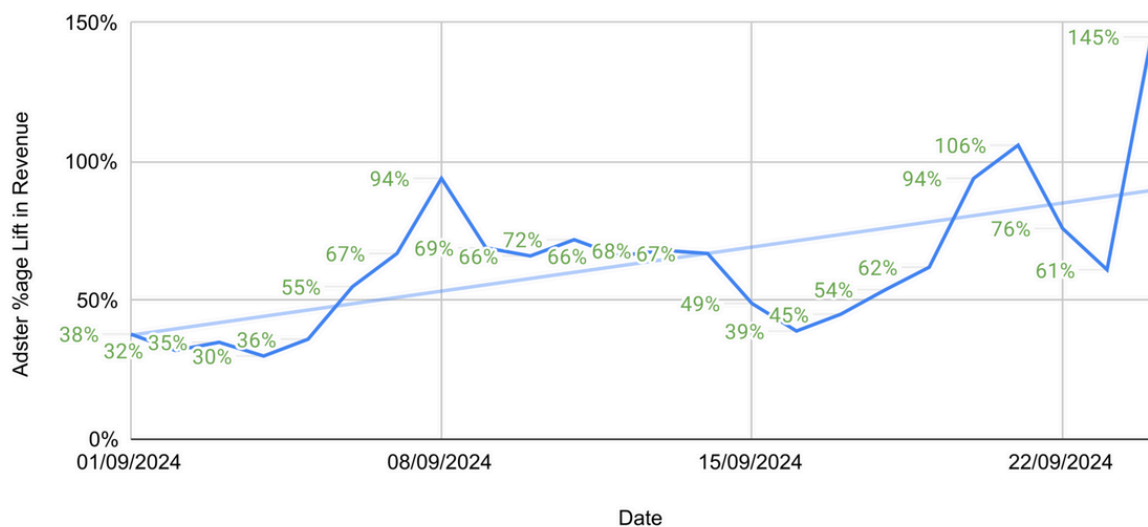
- Additionally, SDK adopted efficient techniques, including caching and Ad unit optimization within their app. This significantly reduced latency and increased the efficiency (fill x render rate) from 5% to 20%.

- Next Steps: Activate Adster's advanced Yield enhancement strategies, such as User level intent analysis, yield groups, and dynamic pricing floors (at a user level), to enhance yield and scale revenue despite the inherent complexities and need for constant innovation in Ad serving technology.

IMPACT

By implementing Adster's meta-mediation and orchestration platform, AMP, HiPi was able to streamline and optimize Ad serving across the app and enhance ad revenue through improved fill and render rates.