

Sofia, Sept. 24, 2015 -- AdTapsy ([www.adtapsy.com](http://www.adtapsy.com)) today announced an extension to their ad mediation platform which is aimed to help app developers to better monetize non-paying users with non-intrusive, opt-in advertisements. AdTapsy rolled out support for Rewarded Video Ads from the major ad networks: AdColony, Applovin and Chartboost.

“Although app developers can earn decent amounts from in-app purchases, the majority of app users never pay for virtual goods” says Branimir, AdTapsy Co-Founder. “Now it is the perfect time to bring AdTapsy Rewarded Video Mediation as an addition to their current revenue stream. Rewarded Video Ads are perfect monetization substitute for in-app purchases specifically for non-paying users, which are usually more than 95% from the total user base!”



The launch of Rewarded Video Ads Mediation makes AdTapsy “one-stop shop” mobile ad mediation platform that enables publishers to monetize their apps with multiple ad networks through main ad formats: static interstitials, video interstitials and rewarded videos – all in a single SDK. AdTapsy’s predictive analytics methods are analyzing historical performance to be able to pre rearrange multiple waterfall combinations of ad networks for each app and for each country.

“Before AdTapsy I was juggling manually between various ad networks, sometimes during my own kind of mediation in-app. AdTapsy made it much easier from the beginning to use many Ad networks.” said Ary Tebeka, CEO and founder of TenTal Software, iTunes apps publisher. “The killer feature for me was eCPM autopilot. Now I consistently get a good revenue from my apps without wasting time optimising things myself.”

To find out more about AdTapsy mediation, visit <http://www.adtapsy.com>.

#### **About AdTapsy:**

AdTapsy is an ad mediation platform with a simple mission: to help app publishers squeeze the most revenue from their apps. Their technology simplifies in-app advertising so that you can focus on building amazing apps, instead of wasting time changing ad networks. Founded in 2014, AdTapsy is headquartered in Sofia, Bulgaria. AdTapsy SDK is being used for in-app monetization in more than 1000 iOS and Android apps. Find out more at <http://www.adtapsy.com> and follow AdTapsy on twitter at [www.twitter.com/adtapsy](http://www.twitter.com/adtapsy)

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