

# Using Tipalti to Pay Game Developers on Their Ad Network

**"Workload has decreased by over 50% while offering many new payment methods. Tipalti's reconciliation, tax and regulatory compliance capabilities have elevated our capabilities as a network."**

**Richmond Ang, Assistant Controller**



- 50% payment workload reduction
- 20,000 apps with developers in 40 countries

- Mobile Advertising & App Monetization
- San Francisco, CA
- Customer since 2012

Tapjoy is a best-in-class mobile marketing platform geared towards game developers looking to monetize their app content. With over 20,000 apps played by 620 million active users per month, the company continues to expand its global network with programmatic video offerings.

Tapjoy prioritizes automated publisher payments because they deem it critical to their business. At the same time, it's a process that no single individual can do efficiently or effectively. That's where automation takes over.

Since automating publisher payments with Tipalti, Tapjoy has decreased their payment management workload by over 50%. In addition, the ability to offer a wider array of payment methods (ACH, eCheck, wire transfer, PayPal, etc.) has endeared the company to its publisher partners, building greater loyalty and satisfaction.

On the backend, payment reconciliation, payee portals and communications, and tax and regulatory compliance have elevated Tapjoy's processes to the highest industry standards. In February 2018, they were recognized as one of the 15 most secure mobile ad networks by Singular.

Tapjoy	
Account	<b>Payment Information</b>
Basic Info	Payment Details Entry: Address Payment Method Tax Forms Done
Manage Permissions	✓ No Payment method ✓ X
Billing	Enter your address:
Summary	Please enter your contact details as they appear on your bank records.
Add Funds	Email Address: james@tipalti.com
Transfer Funds	Phone Number:
Payment History	First Name: James
Payment Information	Middle Name:
Reports	Last Name: Harris
Legacy Reports	Company: Tipalti
	Address: 1810 Gateway Dr.

**"A crucial component of Tapjoy's mobile performance-based advertising platform is managing timely and accurate payments to our app developers and publishing partners every month, across approximately 40 countries, and all in local currency."**

**Richmond Ang, Assistant Controller**