CASE STUDY

Hipi is a premier short-form video platform made in India that inspires creativity and passion. It has quickly become the favorite choice for many talented creators across the country. Hipi brings joy, inspiration, and discovery to its users while empowering brands and merchants to harness storytelling and product discovery in a transformative retail marketing environment.

KEY STATS AFTER INTEGRATING WITH ADSTER

Render Rate
30%+

No.of Demand Partners
3X

Fill Rate
40%+

eCPM
75%

BACKGROUND

Hipi is India's favorite short video app, offering a platform for exciting, spontaneous, and genuine short-form videos.

Launched by Zee5, Hipi provides easy-to-use tools for users to create and discover original videos, featuring special effects, filters, music, and more. The app offers a personalized video feed based on user preferences and allows exploration of diverse content with just a scroll.

Hipi empowers millions of creators to showcase their talents and everyday lives, inspiring a global community. With integrated editing tools and free access to millions of music clips and sounds, users can easily record and enhance their videos. The app also features a 'Shop' button, enabling users to discover and purchase fashion and beauty products directly from the videos.

Hipi stands out in the competitive short video platform market, competing with the likes of TikTok, Josh, Moj, and others, while emphasizing its "made in India" origin and fostering a vibrant, creative community.

CHALLENGES

HiPi primarily monetizes through in-video inspiration-based e-commerce ads, catering to a diverse user base from various parts of India. The app supports multiple languages, including English, Hindi, Kannada, Telugu, Tamil, Malayalam, Marathi and 5 other Indian languages, making it an attractive destination for creators to showcase their talents and for brands and agencies aiming to reach a targeted audience across India. Additionally, 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 ad-server platform 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. Bandwidth constraint led to delay in integrating new demand partners like Amazon, Liftoff & more... There was no ability to onboard oRTB API led demand.

- Adster's AMP significantly improved HiPi's Ad revenue. The SDK (as part of AMP) integrated with multiple high-demand sources such as Google GAM, Admob, Audience Network by Meta, and Amazon Publisher Services which significantly increased demand and improved their fill rate, resulting in revenue uplift.
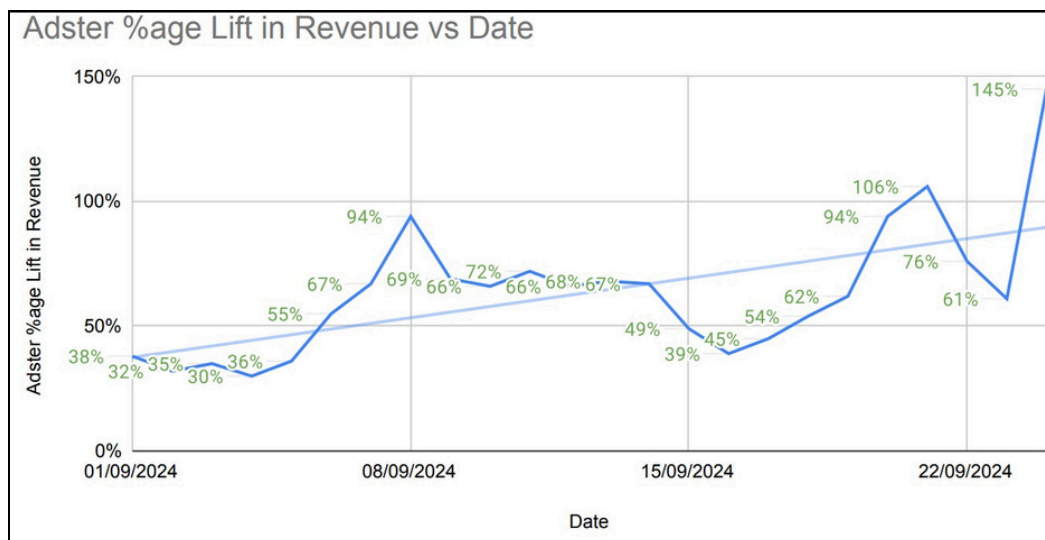
- Additionally, SDK adopted efficient techniques, including caching and Ad unit optimization within their app. This significantly reduced latency and **increased the efficiency (fill x render rate)** from 12% to 20%.
- Next Steps: Activate Adster's advanced **Yield enhancement strategies**, such as User 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.