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## SOCIAL GAME DEVELOPER TAPJOY LAUNCHES PAY-PER-PLAY ADVERTISING



Social Game developer Tapjoy has launched a pay-per-action advertising network that will allow developers to advertise their applications or games to new users without paying until the user has reached a certain level in a given game. For example, if the game is TapDefense, an advertisement might say to a person "Beat level four in TapDefense and earn 10 tap points." Until that user beats level four in TapDefense, the creator of TapDefense does not have to pay for that advertising, even if the user clicks on it. It's a very assured method of advertising as developers know that not only that people are click on their games, but they're playing them, too.

<https://blog.granted.com/>