

FYBER FUELS PUBLISHER GROWTH WITH NEW AD SERVER

Expands monetization platform to execute SDK-less direct-sold and cross-promotion campaigns

BERLIN, GERMANY - March 10, 2016 - [Fyber](#), a leading mobile advertising technology company, today announced the launch of the Fyber Ad Server, a publisher tool that extends Fyber's comprehensive monetization platform -- further enabling app developers to connect to any buyer in the \$100 billion¹ mobile advertising market.

With an easy-to-use, self-serve interface, the Fyber Ad Server empowers sophisticated publishers to monetize their audiences at higher rates. Four key features set the Fyber Ad Server apart from other solutions in the marketplace. Mobile developers and publishers can:

- Create and manage direct deals with advertisers and agencies, in addition to connecting to ad networks with no need to integrate a new SDK
- Cross-promote users within their portfolio to support new app launches and drive engagement of high-value users to apps monetizing at higher rates
- Get granular controls and flexibility with campaign management, including targeting, pacing, pricing and creative testing
- Enable competition between all sources of demand, including direct, programmatic and mediated campaigns, to deliver maximum revenue

The Fyber Ad Server will roll out with select partners later this month, initially with support for rewarded video, followed by other formats, including interstitials.

“Success for us means capitalizing on all sources of demand for our audience, from direct-sold to programmatic,” said José Carlos Cardenal, trading manager at Aunia. “The launch of the Fyber Ad Server would give us complete control over our inventory, including mobile. We welcome this addition to the Fyber platform to help us grow our business.”

¹ Source: [eMarketer](#)

“The launch of the **Fyber Ad Server** marks an important milestone in our ongoing commitment to advance the **Fyber Platform** as a holistic monetization solution for publishers,” said **Fyber Co-founder and COO Janis Zech**. “Together with trusted ad network mediation and the programmatic exchange, this creates one open platform for app developers and publishers to access all revenue sources.”

In conjunction with the **Ad Server** launch, **Fyber** has unveiled a newly-redesigned [website](#), along with [Fyber Pulse](#), a new content hub dedicated to “All Things Monetization.”

About Fyber

Fyber connects app developers and media companies with advertisers through the power of technology. Across every device. It’s an independent advertising technology company devoted to delivering global audiences at scale through a powerful cross-platform monetization & advertising solution. Our **SSP**, **Ad Serving**, **Ad Exchange** and **Mediation** products empower thousands of the world’s leading app developers and publishers to generate business-critical revenue streams and serves over 500+ million monthly active users globally. For more information, visit www.fyber.com.

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