

Fyber & Falk Realtime – Client FAQ

Q: How does the acquisition of Falk Realtime support Fyber’s vision of creating the leading independent full-stack mobile Supply-Side Platform?

Falk Realtime brings a multitude of platform and infrastructure enhancements, strengthening our position as a leading mobile Supply-Side Platform. Falk Realtime will power the programmatic stack of the Fyber Exchange, providing both app developers and demand partners with more flexibility, granular control, and a solid tech infrastructure when selling and buying mobile inventory.

Q: How do app developers who work with Fyber benefit from the acquisition of Falk Realtime?

App developers will benefit from added flexibility and more granular control over how they monetize their apps. New post-integration functionalities include setting up private marketplaces and running programmatic direct campaigns. By using the Falk Realtime Ad Server, developers will be able to run direct sold and cross-promotion campaigns via a self-serve ad server. Falk Realtime will also enrich Fyber’s portfolio of available ad formats, providing app developers with a wide range of mobile rich media and video ads which follow IAB standards.

Q: What new opportunities will arise from the acquisition for Fyber’s demand partners?

For Fyber’s demand partners, the acquisition of Falk Realtime brings exciting new solutions for running successful mobile ad campaigns. Following the integration phase, demand partners will be able to access additional relevant IAB ad formats through the Fyber Programmatic Exchange. Post integration, demand partners will also be able to take advantage of programmatic direct and private exchange offerings, enabling direct negotiations with developers for exclusive inventory.

Q: As a current demand partner of Falk Realtime, how will my account benefit from accessing Fyber’s inventory?

Existing Falk Realtime clients gain access to additional premium inventory through Fyber’s network of top-charting mobile apps. By tapping into the strong partnerships that Fyber has established with leading global developers, advertisers are empowered to reach high-quality mobile users at scale.

Q: What are the next steps, and when will the added functionalities provided by Falk Realtime become available to app developers and demand partners working with Fyber?

We are currently solidifying a timeline for the integration of Falk Realtime’s services into Fyber’s platform. During the integration phase, we will gradually incorporate Falk Realtime’s capabilities into the Fyber Exchange. We will communicate each new functionality to our developers as it becomes available.

Q: Is there any action required for current partners of Fyber or Falk Realtime?

At this time, no action is required from our partners at either company. During the integration phase, we will provide regular updates to keep both Fyber and Falk Realtime partners informed of any potential changes.