# Monetize Your Global Traffic with Rewarded Video

## Rewarded Video drives international revenue for Melsoft Games



Melsoft Games is the casual game company behind the extremely successful *Toy Defense* franchise. The company was founded in 2008 with a focus on casual PC games, but has since evolved into one of the leading players in the mobile app market.

With a portfolio of action, strategy and time management games that consistently top the charts, Melsoft Games has attracted millions of users across more than 60 countries.

In mid-2015, the company reached into that deep portfolio to remaster one of its most popular titles, *Toy Defense 2*. In addition to updating the game's visual elements and gameplay, Melsoft Games also wanted to level up the monetization strategy. There were two goals:

- Monetize users in countries like China that had previously not been exposed to the game

- Increase ad revenue without creating a negative player experience

Having successfully monetized with interstitials in the past, the company knew they wanted an ad unit that was more interactive and engaging for players with the relaunch.

> We'd seen the success of the view-to-play model with developers like Hipster Whale and Futureplay, and with that in mind, moving to Rewarded Video with Fyber was an evolutionary step in our ad monetization strategy.
>
> **DMITRY MISKEVICH,** PARTNER RELATIONS MANAGER, GAMES

**CASE STUDY**
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# Easy, engaging global monetization

Rewarded Video ads delivered through both Fyber Mediation and the Fyber Exchange quickly emerged as the winning solution for monetizing the remastered *Toy Defense 2*. Melsoft Games worked with Fyber's expert monetization and growth team to choose the optimal times in gameplay to integrate Rewarded Video, as well as the various rewards players could receive.

With Fyber Mediation, demand from networks on a per region or country basis was filled automatically in order to deliver the highest yield, which in some cases came through the Fyber Exchange. The combination of skillful ad integration, innovative creative, and an open, agnostic mediation platform led to amazing results:

## $20-$25
eCPMs In China

## $10-$25
eCPMs across US,
Germany, France and UK

## 25%
of all game revenue from
rewarded video overall

# Key takeaways

### ■ Integrate Rewarded Video in a way that enhances the player experience

Find the most natural and engaging ways to incorporate ads. With *Toy Defense 2*, for example, Melsoft Games gave players the opportunity to transfer their best troops to the next mission in exchange for watching a video.

### ■ Create rewards that encourage interaction

The right reward is unique to each game. In *Toy Defense 2*, players could watch video to get an additional daily bonus, as well as the opportunity to increase their reward at the end of each mission.

### ■ Choose a mediation provider that can optimize and deliver international demand

Manually selecting regional networks is an inefficient way to monetize global traffic. By working with a mediation provider that offered open, agnostic access to high-quality demand from around the world, Melsoft Games was able to successfully earn revenue for the global audience playing *Toy Defense 2*.

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> We knew that using a mediation platform was the best way to monetize international traffic, and all of the networks and developers we talked to recommended signing up with Fyber. We expected to earn some revenue, but were so surprised to get performance in places like China that was on par with traffic from the U.S. The access to so many third-party networks was great, but we also got nice revenue through the Fyber marketplace directly – sometimes even better than when we used mediation.

**DMITRY MISKEVICH,** PARTNER RELATIONS MANAGER, MELSOFT GAMES

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