

Leading Game Developer Generates 20% More Revenue with Fyber Mediation

Finds rewarded video and offer wall the perfect combination for successful monetization

■ Feelingtouch is committed to producing high quality and innovative mobile games. Known for such popular titles as *Zombie Frontier* and *Zombie World War*, they have achieved more than 300 million downloads across their portfolio since 2010. By constantly attracting new players, as well as having a loyal following of existing gamers, they have consistently ranked as one of the top developers of mobile games in the world.



Players engage with ads to earn rewards

End-to-end solution: user acquisition and app monetization

In 2012, Feelingtouch began working with Fyber on both user acquisition campaigns and app monetization with the offer wall ad format. The offer wall allows advertisers to acquire users at scale through Fyber's direct integrations in thousands of apps and over 500 million MAUs. With cost-per-engagement (CPE) campaigns, they can build a highly engaged user base by motivating users to advance beyond a normal drop-off point. Developers, on the other hand, can easily integrate this user-friendly rewarded ad format with the highest eCPMs as part of a holistic monetization strategy.

When choosing a partner, the most important consideration is the product itself - whether it is stable enough, has the feature set we need, and whether it can help us to make more money. Fyber exceeded our expectations on every level and what is more, they have great people looking after our account management. We have even introduced them to other developers.

MASEN YANG - HEAD OF OPERATIONS, FEELINGTOUCH

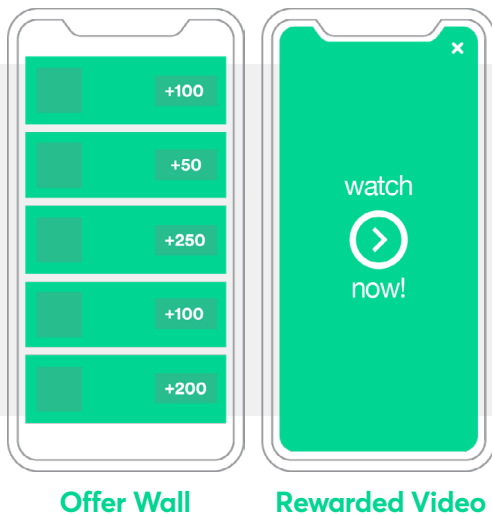
Access to all demand sources: Fyber mediation

Feelingtouch initially built their own in-house mediation tool to gain access to multiple ad networks with ad formats like rewarded video, interstitial, and banners. Initially they assigned a fixed percentage of traffic to each ad network, regardless of performance. Feelingtouch is a data-driven publisher, always testing out what works best, but quickly realized that building and maintaining their own mediation was too difficult and was not producing a sufficient level of revenue.

To access the same demand, Feelingtouch adopted Fyber's mediation solution. It runs multiple premium networks under one integration that allows developers to dynamically test and compare ad networks against each other, as well as visualize their combined performance. Fyber's mediation contains an optimization algorithm that can constantly learn and adjust in real time for each app by each country, which leads to higher revenue for app developers.

20%

improvement in revenue by using Fyber mediation vs in-house solution



Offer wall + rewarded video: The dynamic duo

Offer wall and rewarded video can exist independently of each other, but together they make a powerful combination. Besides the similar opt-in nature, which users love, both of these ad formats perfectly suit mobile games that feature a dual currency system. Using both formats allows publishers to use rewarded video for giving players soft currency and consumables (e.g. bonuses and time-based items), while leveraging offer wall for rewarding hard currency.

We are currently using Fyber as one of our main sources of revenue. We have found that among the various providers of offer wall, Fyber by far delivers the best revenue without affecting our in-app purchases. Additionally, the offer wall format serves an ideal complement to rewarded video in our monetization strategy.

MASEN YANG - HEAD OF OPERATIONS, FEELINGTOUCH