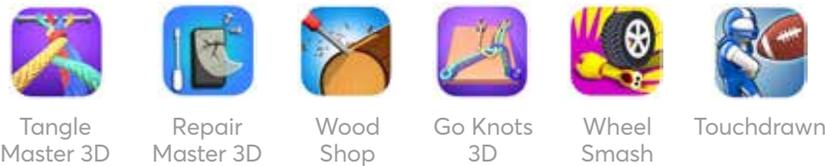


# Rollic drives growth & efficiency with Fyber Marketplace

Rollic integrates Fyber Marketplace as a default monetization partner for all games across rewarded video, interstitials, and banners

■ Founded in January 2019 in Istanbul, Turkey, Rollic has been a bright star in the sky of hypercasual gaming, publishing 12 games by Turkish developers in its first year of activity, drawing global attention to the talent filled Turkish gaming scene. Since then, Rollic grew the team to 33 employees and is continuously releasing chart-topping hypercasual games, including massive hits such as:



## The challenge

**Rollic was looking for an ad monetization partner that:**

- Drives revenue growth across all ad formats while keeping Rollic's ad stack efficient
- Takes initiative, extending Rollic's collaborative DNA from game development to ad monetization by providing proactive, consultative service



Rollic has dedicated Growth teams that lead our monetization activity, but we expect our partners to share the responsibility for driving growth through their service and technology. It helps us keep the monetization side of our business very efficient and invest most of our resources towards coaching our developers in the game design process."

**NIHAT ALBAYRAK**, Director of Growth

## The solution

Fyber marketplace was tested in late 2019, monetizing rewarded video and interstitial inventory on a single app.

Promising results led to the addition of banners to the integration, and Fyber quickly became a top revenue contributor across all ad formats, with 90% of Fyber's revenue contribution coming from rewarded video and interstitials.



## The results



Included in default ad stack across all titles



# 3X

Growth from Q1 to Q2 2020



# 90%

Of growth driven by rewarded video and interstitials



**Fyber stood out in how easy it was to scale our partnership.** The integration process was smooth and Fyber's tech team has been responsive and quick to resolve any issue, while our Account Manager proactively provides optimization recommendations on a regular basis, **driving strong performance across all ad formats.**"

**NIHAT ALBAYRAK**, Director of Growth