

# Tuyoo increases ARPDAU by 8% with the addition of Fyber Marketplace

In just 3 weeks, Fyber Marketplace grew to 16% share of wallet for full screen ad units and earned a premier spot among default monetization partners

■ Founded in 2013, Tuyoo Games is a leading developer and publisher in China's fast growing interactive entertainment industry while seamlessly translating their portfolio for global markets. Tuyoo reached 300M+ MAUs with – 途游斗地主 alone after the app's 2017 launch and continues adding oil to build a diverse range of games serving over 10 million DAU today.



Panda Cube Smash



Fish Blast: Puzzle Games



Lucky Diamond: Gem Blast Crush



Lucky Home: Design & Decor



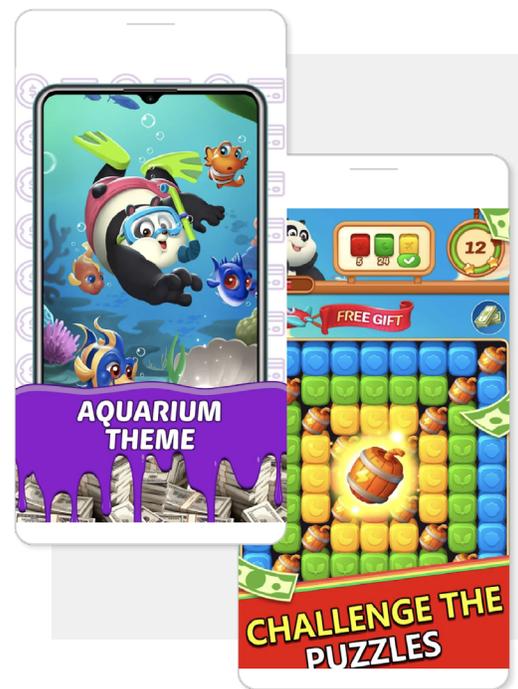
Fish Blast 3D: Fishing & Aquarium



Solitaire Tripeaks: Farm and Family



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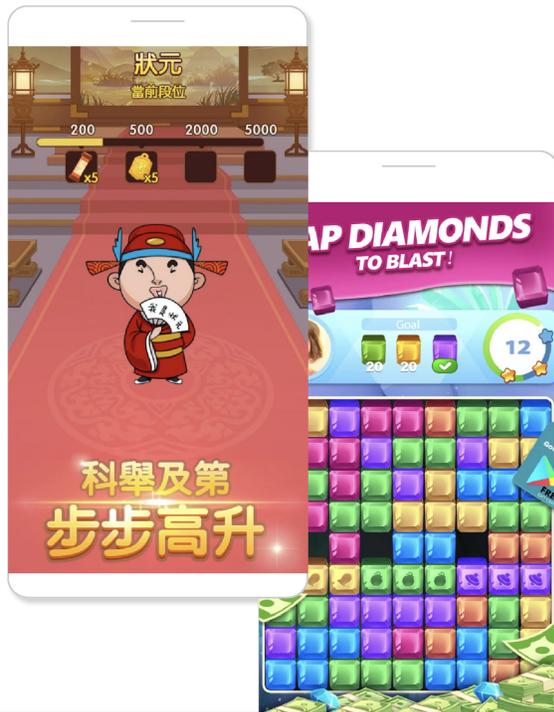
## The challenge

Tuyoo was looking to improve fill across interstitial and rewarded video for their highly engaged users. They searched for a solution that has strong fill and performance in both full-screen ad formats. In addition, Tuyoo hoped to find a demand source that would be competitive globally so they could feel confident implementing this solution across their entire portfolio.

## The solution

Fyber Marketplace presented itself as a strong contender for full-screen ad formats that could provide fill for traffic in APAC as well as Western markets. Tuyoo tested Fyber Marketplace on a newer, smaller app to evaluate performance first. After only a few days, Fyber Marketplace proved to perform very competitively, prompting Tuyoo to quickly integrate Marketplace into their ad stacks for their larger titles.

With the impressive performance on full-screen ad units, Tuyoo also took Fyber Marketplace live in their banner placements, finding a new demand partner that satisfied their need for better fill globally, across all of their active ad formats.



## The results

\$↑ by **8%**

Increase in ARPDAU by 8% with the addition of Fyber Marketplace.

📱 \$↑ **16%**

Fyber Marketplace contributed 16% of full screen share of wallet once added.

Fyber Marketplace

Fyber Marketplace stands within the top 5 demand sources for Tuyoo globally.



Fyber Marketplace has shown strong performance across our most heavily engaged full-screen ad units, globally. Our integration experience and the excellent service from the monetization team and integrating Fyber across our entire portfolio was an easy decision. We are happy and thankful for our fruitful partnership with Fyber.

**SPRING XIAO**, Head of Monetization, Tuyoo