



# Unico Studio enhances performance across all ad formats with Fyber Marketplace

Unico Studio integrates Fyber Marketplace across banners, interstitials, and rewarded video, freeing resources to focus on new content while Fyber delivers on performance and service.

■ Unico Studio is the team behind the cheeky and addictive hits, Brain Test and Brain Test 2. With each title hitting the top downloaded charts across the App Store and Google Play within their first week live, Unico Studio hit the sweet spot creating approachable, challenging, and fun puzzle apps with room for additional adventures to keep players coming back for more.



Brain Test: Tricky Puzzles



Brain Test 2: Tricky Stories



World Pearls: Games & Puzzles



World Pirates: Search & Word Games



Fused: Number Puzzle Game



## The challenge

Unico Studio's lean and agile team is focused on the development of new apps and content to allow everyone around the world to have fun whenever they need. With a fast expanding portfolio following the smash hit Brain Test, Brain Test 2 was built to scale through a "Choose An Adventure" mechanic that will continue to grow over time. Unico needed to find an ad monetization partner that **performs strongly across banners, interstitials, and rewarded video** while also **providing technical and strategic ad monetization support**. With these resources at hand, Unico Studio would have additional bandwidth to focus on building out more Tricky Stories for Brain Test 2.

## The solution

In early 2020, Unico decided to add Fyber Marketplace to their ad monetization stack to grow revenue on the advertising front. The Fyber team was quick to provide guidance on technical integration specifically for Fyber Marketplace as well as larger recommendations across the ad monetization stack for optimal performance. Fyber Marketplace brought strong delivery, quickly earning a consistent top-tier placement in Unico's waterfall setup. Unico plans to enhance its cooperation with Fyber for its new upcoming titles based on previous success with Fyber Marketplace.



## The results



Within a few weeks from integration, Fyber reached and held a top 5 network position within Unico's waterfall across all ad formats.

Fyber  
Marketplace

Makes up 10% share of wallet across ad monetization partners.



Unico continues to collaborate within the partnership to explore new optimization opportunities and expand the partnership.



Fyber has been one of the most reliable partners for Unico's monetization efforts. Fyber's team proactively provides optimization support and has gone above and beyond to recommend changes that maximize performance through ad monetization. We have seen that Fyber is able to perform across all ad formats thanks to its solid tech infrastructure.

ERKAY UZUN, Co-Founder, Unico Studio