

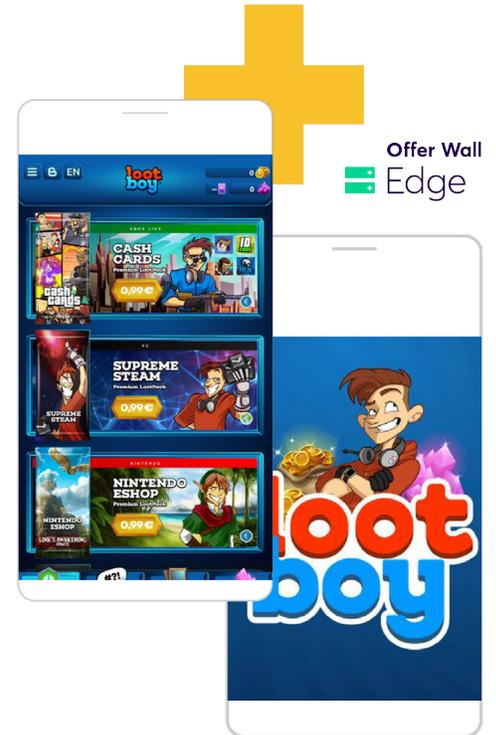
# Mothership boosts Lootboy's revenue by 62% with Offer Wall Edge while reducing overhead costs

Replacing multiple offer and survey wall providers exclusively with Fyber's Offer Wall Edge simplified operations while growing user engagement rate, ARPDAU and overall revenue

■ Founded in 2013, **Mothership Marketing GmbH** is Europe's leading full-service marketing agency, covering the full range of integrated digital marketing for digital products. It provides data-based insights and strategic consultation to enable its clients to reach new audiences and monetize users efficiently and at scale.

■ Founded in 2018, **LootBoy** is the developer of an innovative digital marketing platform for the gaming industry with over 6M registered users. LootBoy's platform promotes gaming products and brands in an entertaining and playful way, enabling over 250 partners to gain access to millions of active and loyal users who use Lootboy to access exclusive gaming content.

■ Lootboy chose to partner with Mothership upon realizing that its small team needed expert support in dealing with the operational overhead of optimizing their monetization strategy



The impact of switching to working exclusively with Fyber's Offer Wall Edge has been tremendous. We are able to generate superior results while significantly streamlining our operations by working with a single platform that covers our needs across monetization, reporting, and user support.

**CHRISTIAN HOFBAUER**, Mothership's Managing Director

## The challenge

In Q1 2020, Lootboy was running five different offer and survey walls in parallel, assuming that providing users with this variety would improve engagement and revenue. However, Mothership found that managing multiple partners required enormous resources and created substantial overhead when it came to optimization, billing, and especially in dealing with user inquiries regarding the status of their completed offers and earned Diamonds. The challenge of handling user inquiries had a negative impact on user experience and seemed to outweigh the benefits of working with multiple vendors. LootBoy was in need of streamlining their offer wall operations without sacrificing revenue.

## The solution

LootBoy integrated Fyber's Offer Wall Edge in January 2020 integrating it alongside the 5 other vendors. Throughout Q1 2020, Fyber's Offer Wall generated 15% higher revenues compared to the five other providers combined. Upon observing Fyber's impressive performance, Mothership decided during Q2 2020 to work exclusively with Offer Wall Edge. This switch streamlined the operational overhead related to user inquiries, reducing user ticket count by 65% while also generating higher revenue. Working with Fyber as the sole Offer Wall provider, Lootboy's revenue grew by over 62% between Q1 2020 (Fyber running alongside 5 other vendors) and Q3 2020 (Fyber as the exclusive provider).

## The results

In Q1 2020 Fyber outperformed the five offer and survey walls combined



Performance continued to improve throughout the year (Q3 vs Q1)



**“ We couldn't be happier with Mothership's decision to switch to Fyber's Offer Wall Edge. The new setup generated strong performance from day one and continued to improve over time, driving 62% higher total revenue than we had when our in-house team was working with multiple vendors. Fyber and Mothership also helped us streamline the user experience and reduce customer support overhead, which made a big impact on our daily operations. ”**

**ANDRE KUSCHEL**, LootBoy CEO