



# Welcome to Fyber

Smarter ad monetization begins here.



# Welcome!

Dear Client,

First and foremost, let me welcome you on board! We appreciate your decision to work with Fyber, and hope that this will mark the beginning of a successful and sustained relationship between our organizations.

Our goal is to have you view us not just as your ad tech platform, but rather, as your monetization partner. We truly believe that our success is measured by your success, so we strive to provide our clients with a level of service and expertise that sets the bar among leaders in our industry. We're here to help you make the most of your ad revenue strategy, so you can expect a close relationship of collaboration and guidance every step of the way.

To get you started on the right foot, we've compiled in this guide information that we think will help you during

the onboarding process. Among other things, you'll find integration information, tips for navigating our dashboard, and resources for ongoing training and assistance. But if at any time you have other questions or concerns, please do not hesitate to reach out to your Monetization Manager or your Solutions Engineering teams.

We look forward to joining you on your journey to monetization success!

Sincerely,



Janis Zech  
Co-founder and COO, Fyber



# You're in good company

Fyber has a long history of working with some of the biggest names in mobile app and game development. Leading app developers trust Fyber to provide the expert guidance that

lets them achieve their specific ad monetization goals – alongside a comprehensive platform that empowers them to act and constantly improve on their monetization strategy.

The logo for DeNA, featuring a stylized face icon followed by the text "DeNA" in a bold, black, sans-serif font.The logo for Kik, featuring the word "kik" in a green, lowercase, sans-serif font with a small blue dot above the "i".The logo for Ninja Kiwi, featuring a black circle with a red dragon head inside, followed by the text "ninja kiwi" in a black, sans-serif font, with "more awesome" in a smaller font below it.The logo for Outfit7, featuring a green gear-like icon with a red circle inside, followed by the text "OUTFIT7" in a bold, red, sans-serif font.The logo for GREE, featuring a blue hexagonal icon followed by the text "GREE" in a blue, sans-serif font.The logo for Glu, featuring a stylized orange "glu" with a small "TM" symbol.The logo for SocialPoint, featuring a colorful icon of three people standing together, followed by the text "socialpoint" in a grey, sans-serif font.The logo for Yodo1, featuring a stylized orange fish icon, followed by the Chinese characters "游道易" and the text "yodo1" in a blue, sans-serif font.The logo for Pretty Simple, featuring a red silhouette of a person holding a speech bubble, followed by the text "Pretty Simple" in a white, sans-serif font on a red background.The logo for PIK POK, featuring the text "PIK POK" in a bold, blue, sans-serif font.The logo for Storm8, featuring a stylized blue "S" icon followed by the text "Storm8" in a blue, sans-serif font.

# Integrating with Fyber



## Pre-integration

1. Decide which ad formats to use (Offer Wall, Rewarded Video, Interstitial)
2. Decide where you want to integrate these within your app
3. Select ad networks that you will be mediating (for a full list of the networks that Fyber supports, see page 5)



## Integration

1. Set up and configure you app(s) on the Fyber Dashboard
  - a. Select ad formats
  - b. Select ad networks
  - c. Set ad network delivery and priority settings
2. Integrate the Fyber SDK and ad network bundles
  - a. Download the Fyber SDK and the appropriate ad network bundles
  - b. Send both of the items above, in addition to Fyber's technical documentation, to your development team
3. Test your integration



## Post-integration

1. Ensure that impressions are served and that revenue is reported for each ad network
2. Regularly benchmark performance against target KPIs and adjust strategy as necessary

## Our Mediation partners


 **ADCOLONY**

**Chartboost** 

**hyprMX**

**MediaBrix** 

 **AdMob** by Google

 **Audience Network**

 **APPLOVIN**

**TREMOR**  
VIDEO

 **FLURRY**

**inMOBI**

**iAd**

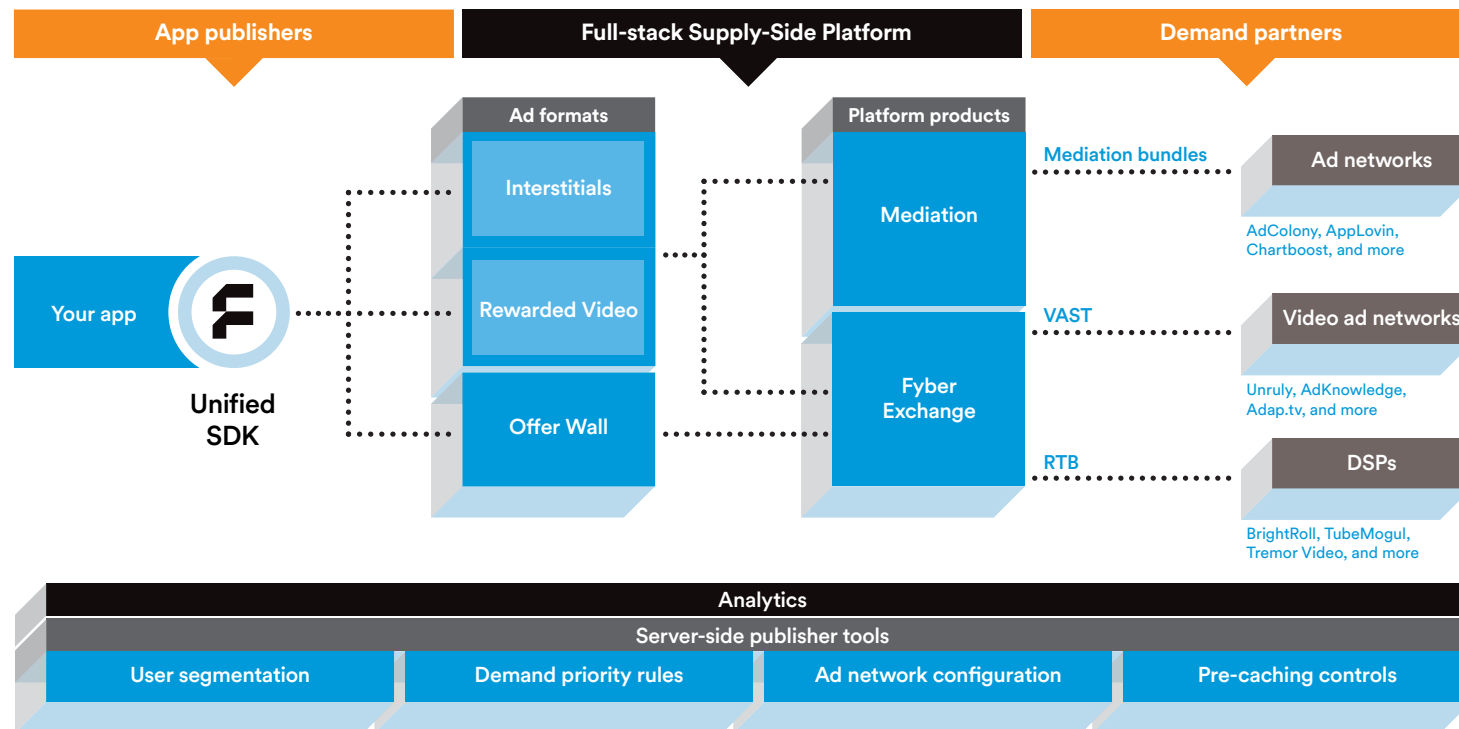
 **unity ADS**

**Vungle**

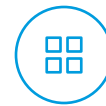
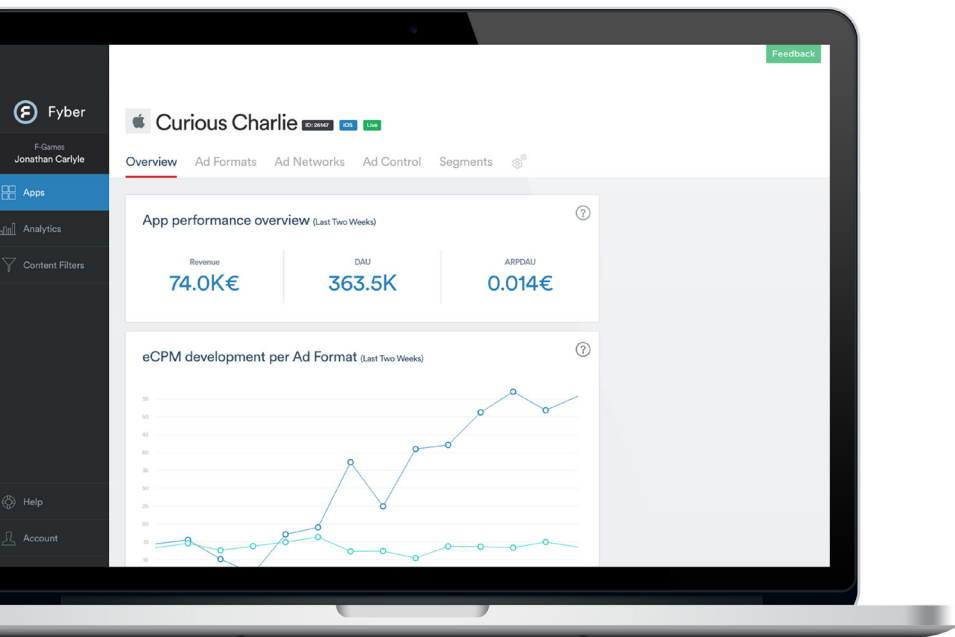
# Our platform

With Fyber's full-stack mobile Supply-Side Platform, developers have access to the most relevant mobile ad formats from our Mediation and Exchange products via a unified SDK. Adding to the demand from mediated ad networks, the Fyber Exchange delivers campaigns from thousands of direct and indirect advertisers, including DSPs and ad

networks, while advanced yield optimization ensures that only the highest paying ads are shown. App developers stay in full control over all their demand sources and manage them server-side through Fyber's intuitive Ad Monetization Dashboard.



# The Fyber Ad Monetization Dashboard



## Apps

### Overview

View the overall performance, country performance, and eCPM development of your app for the past two weeks.

### Ad formats

Select the ad formats you would like to use in your app. Define virtual currencies and set exchange rates for rewarded ad formats.

### Ad networks

Control all your mediated ad networks from a single place: turn networks on/off in real time, configure third party credentials, and view how your networks are contributing to overall revenue and impressions.

### Ad control

Customize how ads are served to your users, either globally or on a per-country basis, by defining user segments, prioritizing demand sources, and managing targeting and ad delivery rules.

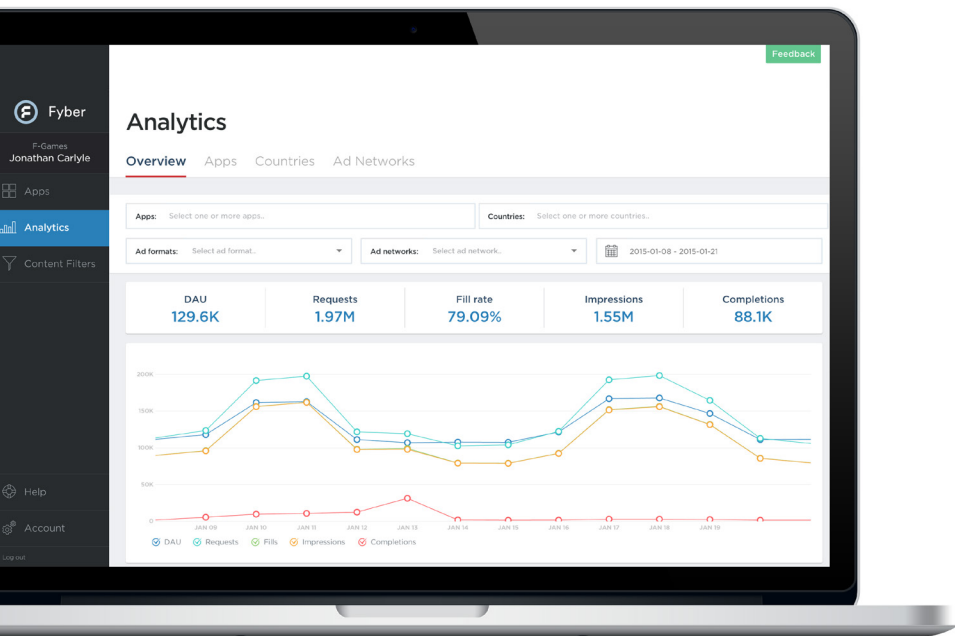
### Segments

Define user segments based on a variety of usage, behavior, and demographic metrics.

### Settings

Toggle test mode on/off, set up virtual currencies, obtain Fyber security credentials, and manage serverside callbacks.

# The Fyber Ad Monetization Dashboard



## Analytics

### Overview

View daily aggregated performance for key performance metrics. You can segment your data by app, country, ad format, or ad network.

### Apps

Analyze the performance of each of your individual apps by selecting a particular KPI to examine.

### Countries

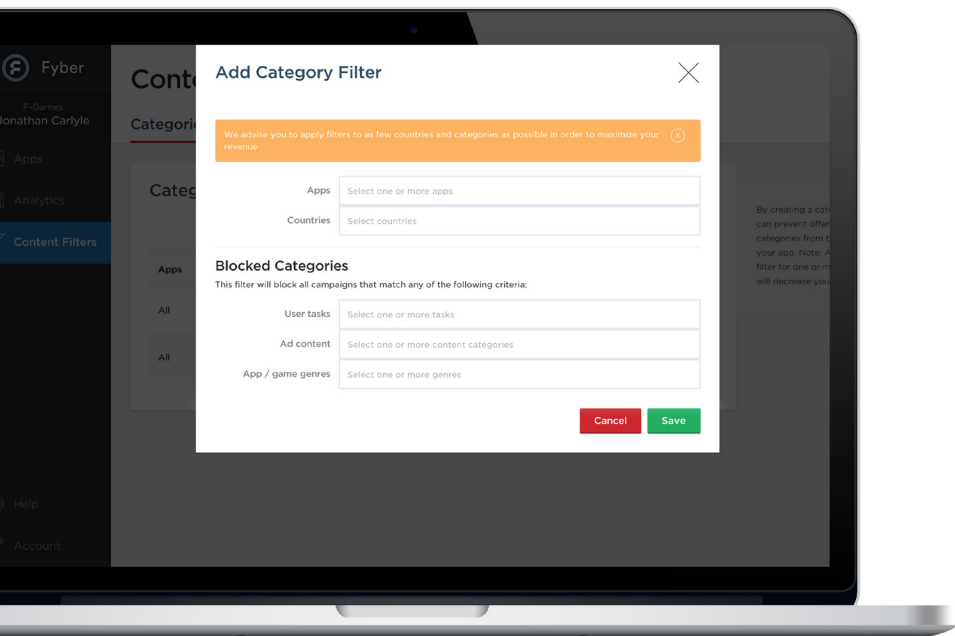
Analyze the performance of your account on a regional level.

### Ad networks

Explore and compare the performance of your chosen demand partners and determine how they contribute to your overall success.



# The Fyber Ad Monetization Dashboard



## Content filters

Customize your users' ad experience by defining content filters for a particular app or region.

The filter will block all ads that match your defined criteria.

Filtering criteria includes:

- particular user tasks (e.g. survey completion, purchase/payment required)
- ad content (e.g. gambling and lotteries, alcohol)
- app or game genres (e.g., arcade, casino, dice, racing)

# Resources

## Developer Portal

Fyber's [Developer Portal](#) is the go-to information portal for your integration team. Here, your engineers will find integration documentation for iOS, Android, and Unity, information on supported third party SDKs, and download links for the most recent Fyber SDK, plug-ins, and adapters.

## FAQ

Our [FAQ](#) great place to start: A glossary of our most commonly-asked questions.

## Product updates

Want to stay on top of all the latest from Fyber? Just look for our Product Updates feed, located on the right side of the screen when you log in to the [Fyber Dashboard](#).

## Published resources

[eBook: Maximizing Rewarded Advertising Revenues](#)

## Sign up for Fyber news

[Sign up for news and insights](#) from Fyber.

## Fyber blog

Visit [our blog](#) for industry updates and news.



## About Fyber

Fyber is a leading mobile advertising technology company. We are devoted to solving the fundamental business challenge faced by freemium app and game developers, generating sustainable revenue streams through ad monetization across all connected devices. Built by developers for developers, our unified platform serves approximately 500+ million monthly active users and empowers thousands of the world's leading app developers and publishers to integrate, manage and optimize all ad revenue sources across mediation, exchange and ad serving. We are investing for the long term to build the platform that will fuel the app economy of the future. For more information, visit [www.fyber.com](http://www.fyber.com).