

Streamline your ad monetization

Social Point simplifies ad monetization for increased eCPM.

Social Point is Spain's largest mobile game studio and ranks globally as a developer of top-grossing mobile and social games. Worldwide, their games have garnered over 50 million monthly active users and more than 100 million app downloads. Social Point works with Fyber to simplify the integration of their various demand partners on multiple platforms, for leading titles such as *Dragon City* and *Monster Legends*. Fyber's tools and services also helped Social Point identify key areas of opportunity to refine and optimize their ad monetization strategy.

Tackling Ad Monetization Challenges

Social Point chose to work with Fyber's mediation platform to address three key challenges commonly faced by mobile app developers:

1 The fragmentation of demand sources

2 Lack of transparency due to inconsistent reporting of KPIs from multiple demand sources

3 Time- and resource-consuming integration



“Compared to Account Managers I have worked with in the past, Fyber’s team is much more proactive. They consistently stay on top of trends to give you the best advice. This is especially helpful when you are getting started with mediation and want to make informed decisions on what ad networks you can work with to meet specific goals.”

ALBERT CUSTODIO, LIVEOPS MANAGER

Streamlining Access to Quality Demand Sources

With so many advertising demand sources – and so many network SDKs – integrating and maintaining multiple partners can quickly become costly and time-consuming. By integrating Fyber’s unified SDK, Social Point was able to work with their top-choice demand partners in a more efficient and streamlined fashion. Fyber’s mediation platform simplifies the integration of multiple ad networks through drag-and-drop SDK adapters that each connect seamlessly to other ad network SDKs. This makes it possible for Social Point to work with thousands of demand partners via five mediated ad networks, as well as Fyber’s own Ad Marketplace. In addition to an easier integration process, Fyber helps reduce maintenance costs by handling all updates and QA testing of our partners’ SDK adapters. Each adapter is also certified by the corresponding ad network, which means that Fyber works in tandem with mediation partners to consistently ensure optimum performance and stability of the adapter.

Identifying Actionable Insights Through an Easy-To-Use Dashboard

Social Point found it extremely intuitive to track insights through Fyber’s Dashboard, and in turn utilized this data to refine their monetization strategy. For example, they identified that increasing the amount of in-game currency rewarded by Fyber’s Offer Wall on the weekends would allow them to substantially increase overall revenue. Social Point was also able to pinpoint the right amount of Rewarded Video content to show and determine when to show it.

Proactive Account Management

While Fyber always maintains close, regular communication with our developer partners, Social Point was more impressed with the actions taken by our Account Management team behind the scenes – such as proactively identifying areas for optimization and providing guidance on industry best practices.

“While some dashboards can be intimidating, Fyber’s dashboard is easy to use and understand. At a glance, it provides a comprehensive overview, but you can drill down into specific KPIs that matter to you.”

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Social Point’s average weekly eCPMs

45 to 82%

higher than publishers who only integrated a single ad source.