

Reimagining Ads—Unlock the Potential of In-App Advertising

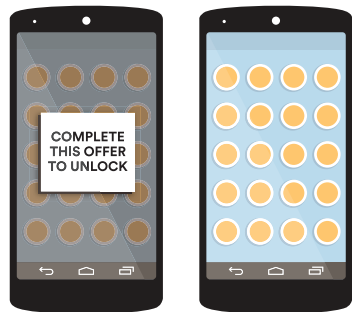
What do you want to do?

MAKE MONEY
 Consider for a moment how many people use your app. Do you have a strategy in place to monetize them? If the answer is “no”, or if you’re only monetizing a portion of your users, then you’re missing out on a huge source of untapped revenue potential. The truth is, ads don’t need to be disruptive. In fact, they can be beneficial.

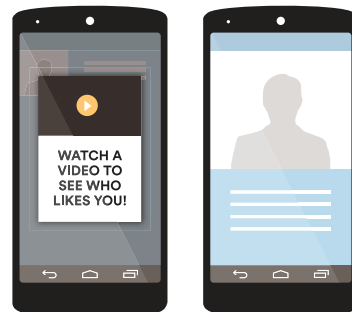
ENGAGE
 If you use an in-app purchase or subscription model, then non-paying users don’t experience some of the most compelling features of your app. Allowing users to unlock content through rewarded advertising increases the chance that they will return and continue to engage with your app.

CONVERT
 Give users a taste of your app’s premium features by allowing them to unlock partial access through rewarded advertising. Once they’re introduced, it’s more likely that they’ll spend money. On average, we’ve found that 17% of users that engage with an ad will convert into paying users.

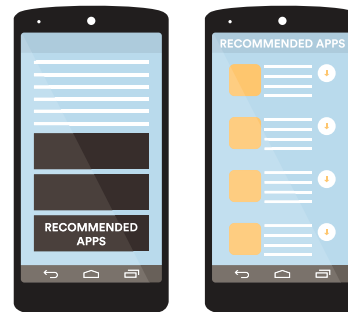
How do you want to do it?



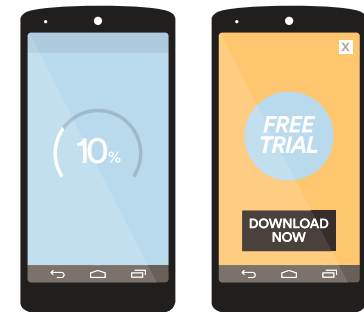
REWARDED OFFER
 Rita earns a small sticker pack for completing five offers in her photo app. She loves how the stickers enhance her photos and decides to purchase more.



REWARDED VIDEO
 Dan watches a video ad, and in return, can see one person who viewed his dating profile. This piques his interest, so he upgrades to see everyone who viewed his profile.



PERSONALIZED RECOMMENDATION
 Kim trusts her news app. She notices an unobtrusive “Recommended Apps” button in the corner and is inclined to install one of the suggestions.



INTERSTITIAL
 Josh is waiting for his utility app to synch his to-do list. An ad displays during this natural break, and he closes it when the app is ready to use.

Not sure which strategy will work best for your app?

Don’t worry, that’s what we’re here for. We’ll pair you with an experienced Account Manager who can suggest which types of ads will work best for your app and how to integrate them. Our goal is to maximize returns and boost engagement, without sacrificing user experience.

Visit [Fyber.com](https://www.fyber.com) to get started.