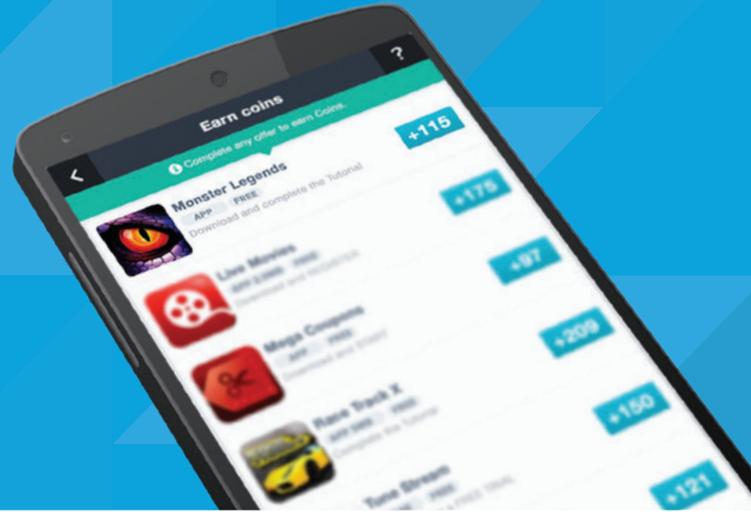**Fyber**

Getting UA right

Launching Social Point's *Monster Legends* Android with premium inventory and expert targeting

As Spain's largest mobile game studio, Social Point 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 downloads. Following the success of their hit mobile game *Dragon City,* Social Point partnered with Fyber to launch their second title, *Monster Legends*, in the United States and Europe.

Monster Legends **rose to the #2 spot amongst US Android games**

Partnering with monetization experts

Social Point was not only looking for a partner that could drive traffic, but one that they could trust to inherently understand app monetization and deliver valuable, engaged users. Having already worked with Fyber to successfully refine their ad monetization strategy, partnering on user acquisition was the logical next step. Fyber's expertise in developing sustainable revenue for mobile developers, and its extensive global inventory from top-ranking apps, made for a natural partnership.

Fyber

66%
of users completed
the game's tutorial

Delivering high-quality users at scale

During the first week of the launch, more than 46,000 new users driven by Fyber's install (CPI) campaigns downloaded and started the game. By targeting specific users from relevant app categories – including mid-core simulation and strategy games – Fyber matched *Monster Legends* with a unique and engaged audience. The value of these users was confirmed by their post-install actions: Over 66% completed the game's tutorial, indicating that they continued to engage with the game after receiving their reward. Combining organic growth with this type of high-quality traffic from multiple providers, *Monster Legends* rose to the #2 spot amongst US Android games during its week of launch.

"Fyber delivered an impressive volume of downloads just days after kicking off the campaign. Fyber exceeded our expectations; the quality of their traffic is outstanding, with an ROI comparable to that of non-incentivized traffic. Their account management team was also extremely helpful and played a vital role in launching Monster Legends to the US Android market."

MARIA TEIXIDOR, *USER ACQUISITION SPECIALIST, SOCIAL POINT*

socialpoint

Sustaining growth and success

To ensure the continued success of *Monster Legends* post-launch, Social Point worked with Fyber on their user acquisition strategy, enabling Social Point to further grow their user base. In the following months, *Monster Legends* maintained its rank as one of the top 50 grossing games in the US. Fyber continues to provide valuable, ROI-positive users for *Monster Legends* and other Social Point titles.

Average ROI per user during release week

7-10%

Visit Fyber.com to get started.