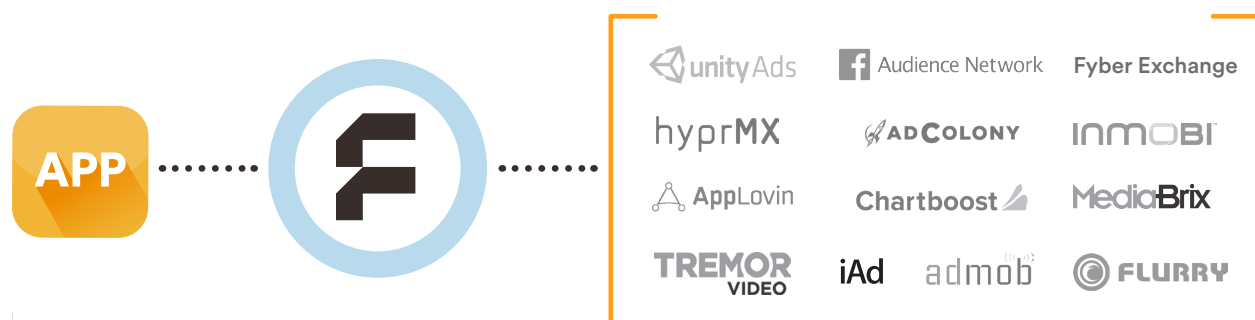


# Mediation on Fyber's mobile supply-side platform

Empowering direct deals between demand partners and leading developers



Fyber Mediation allows developers to work directly with multiple ad networks to optimize revenue and fill within their apps. Our mediation product simplifies the integration, management, and optimization of demand sources while also providing flexibility to execute on direct deals.

## How it works

Getting started is easy, simply:

**1**

Integrate the Fyber master SDK to gain access to leading demand sources in the industry.

**2**

Download Fyber's mediation bundles, which contain all necessary files needed for each ad network you want to integrate.

**3**

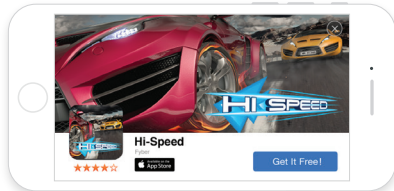
Utilize Fyber's built-and-maintained bundles to translate ad calls between the Fyber SDK and each demand partner's SDK.

**4**

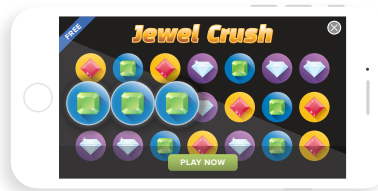
Go live with confidence. Each Fyber bundle undergoes an extensive QA process and is mutually certified by Fyber and each demand partner to ensure that the technology works as intended.

## Ad formats

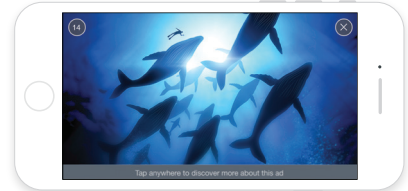
Supported ad formats include: Rewarded Video (Opt-in), Interstitials, Video, and Offer Wall (Fyber exchange only)



Rewarded Video (Opt-in)



Interstitials



Video

## Clear benefits of working with Fyber Mediation

### Reduced development costs

Fyber's built-and-maintained mediation bundles house the mediated demand partner's SDK, the Fyber adapter, and all necessary files in one package. This reduces both the cost for the initial integration and the ongoing maintenance of ad network SDKs, and minimizes the risk of integration errors.

### Human tech support

Fyber's dedicated tech teams support both the developer and the demand partner on all technical aspects, from certification and testing to integration.

### Direct business deals

Each developer sets direct commercial terms with each

demand partner, without interference from Fyber.

### Demand agnostic

Fyber maximizes developer revenue by optimizing eCPM and fill rate, regardless of where the demand is sourced: all ad networks, including the Fyber exchange, are evaluated equally.

### Revenue optimization

Fyber's dedicated Monetization and Growth team collaborates with developers on best practices for monetizing their app.

### KPI transparency

Fyber's self-serve analytics and reporting tools standardize KPIs across all ad networks to provide

actionable insights into each demand partner's performance.

### Predictive algorithm

Utilizing statistical modelling and data from demand partners, Fyber predicts the eCPM of each ad and serves the one that maximizes revenue to the developer.

### Custom prioritization

Fyber's Ad Monetization Dashboard provides developers with the flexibility to combine auto-optimization with custom priority rules to support an array of business deals.