

Why incent?



Fyber runs UA campaigns for **80%** of the top 50* Android developers.



On average, the cost of Android incentivized install campaigns is **6.7 times** lower than non-incent.



Fyber delivers high volumes of traffic and positive ROI of **7-10%****.



Fyber's incentivized campaigns scale to deliver high volumes of installs and increased engagement. Every month, Fyber delivers an average of **7.2 million** installs globally,

42% in North America
39% in EMEA

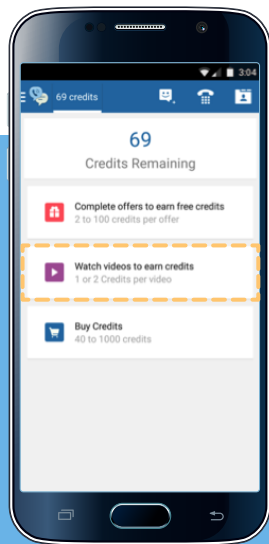
19% in the rest of the world.



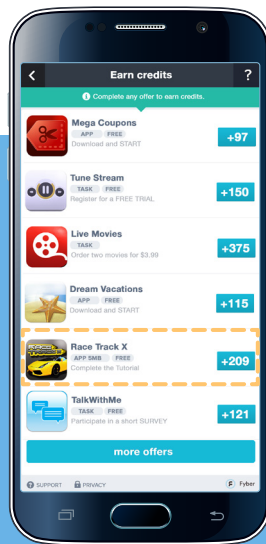
Incentivized campaigns are versatile. Fyber offers cost-per-action and cost-per-install campaigns so advertisers can optimize to meet their business objectives.

*top 50 revenue generating advertisers partnered with Fyber, **in a recent case study with Social Point: goo.gl/YMD10x

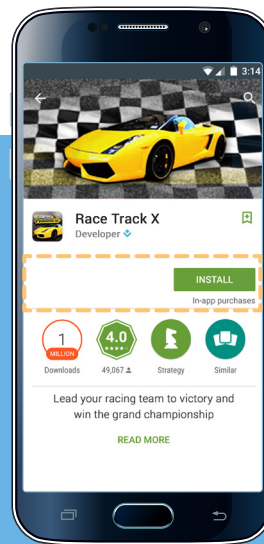
Our in-app user experience



Opt-in



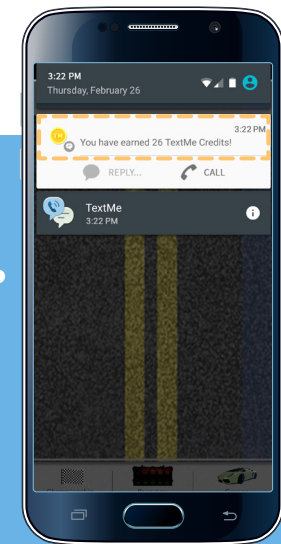
Select offer



Install



Optional action



In-app reward



Increase your
app's discoverability



Grows your
user base