

Programmatic video with VAST 2.0



Deliver video ads at scale

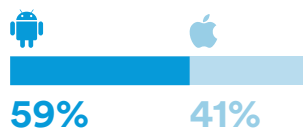
Tap into Fyber's extensive mobile in-app inventory from top-ranking app developers to deliver high quality videos with VAST (Video Ad Serving Template). Fyber's user-initiated, full-screen mobile ad units reach engaged audiences on a global scale, while VAST provides granular app and user insights for full transparency and control of your campaign performance.

Benefit from Fyber's VAST expertise

- Streamlined integration, serve hundreds of campaigns through a single setup
- Maximize ROI by reaching the right audience through our transparent Exchange (target by device ID, user ID, app name, etc.)
- Fyber provides step by step guidance from integration to production to help you manage and optimize your VAST tag.

500M+

Monthly active users (MAU)



85.7%

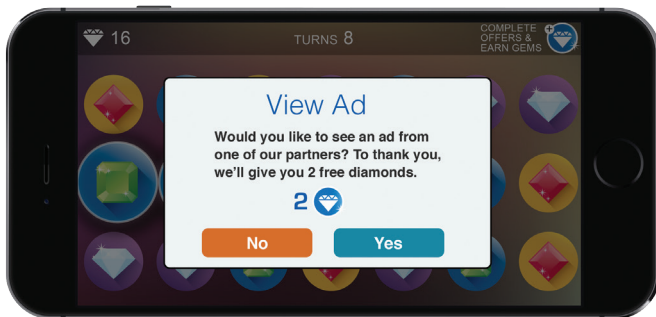
Video completion rate

*30 seconds or less

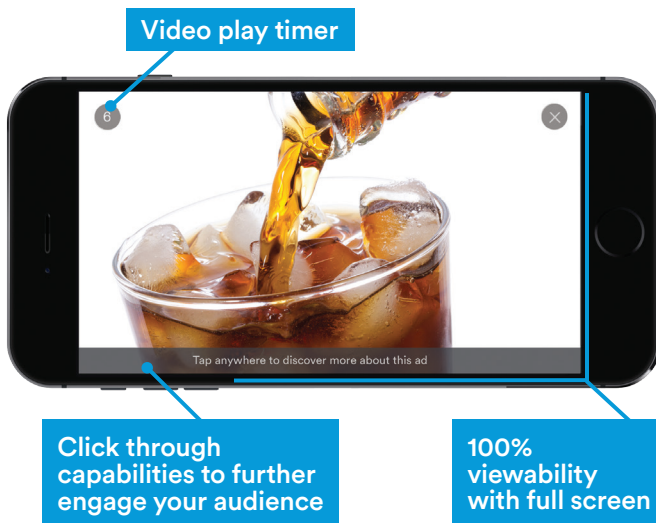


Seamless video delivery with Fyber's VAST-compliant player

Users opt-in to watch a video



Dynamic resizing for full-screen ad



Get started in three easy steps

- 1 Set up**
Send us your VAST tag and we will take care of the testing and integration
- 2 Go live**
Run your video campaigns in premium apps through Fyber's Exchange
- 3 Optimize**
Leverage the expertise of your account manager to maximize revenue

Supported VAST tags from leading advertising platforms

