

Fyber & Heyzap – Client FAQ

Q: How does the acquisition of Heyzap support Fyber’s vision of creating the leading independent full-stack mobile supply-side platform?

This acquisition instantly accelerates the scale and reach of Fyber, creating one of the largest independent mobile monetization platforms that will offer a global scale of over half a billion monthly active users (MAU).

Q: How do app developers who work with Fyber benefit from the acquisition of Heyzap?

When we started our discussions with the Heyzap team, it became very clear that we’re on a similar mission - to empower app and game developers with solutions for smarter ad monetization. Together, we’ll continue to invest in creating the most advanced, flexible supply-side platform that enables publishers to get the highest yield for their ad inventory.

Q: What new opportunities will arise from the acquisition for Fyber’s demand partners?

Advertisers, ad networks, agencies and demand-side platforms will benefit from Fyber’s increased global scale of over half a billion MAUs and enhanced mobile advertising inventory. We’ll continue to be an open and agnostic platform creating the most effective and efficient pipelines between demand and supply.

Q: How will Heyzap’s mobile developers and advertisers benefit from this?

Heyzap’s publishers, including gaming and non-gaming developers, will have access to Fyber’s leading app monetization solutions, including its first-to-market mediation and ad exchange across a variety of formats, SSP and soon-to-come Publisher Ad Server. With the acquisition, Fyber’s platform will offer the most advanced, flexible and customized ad management software tools that enables publishers to get the highest yield for their ad inventory.

Heyzap’s advertisers will gain access to additional, high-quality inventory through Fyber’s global network of top-charting mobile apps. By tapping into the strong partnerships that Fyber has established with leading global developers, advertisers are empowered to reach high quality mobile users at massive scale, including access to additional, relevant IAB ad formats through the Fyber Programmatic Exchange. They will also be able to take advantage of programmatic direct and private exchange offerings that Fyber is developing, enabling direct negotiations with developers for exclusive inventory.

Q: Is there any action required for current partners of Fyber or Heyzap?

At this time, no action is required.

Q: Will any Fyber products or features be retired due to this acquisition?

There are no plans to retire any of Fyber’s products. We will continuously invest in the Fyber platform and take learnings from Heyzap’s technology and product takeaways.

Q: Will my contact at Fyber change?

No, your same Fyber contacts will be your go-to.