Fyber

Fyber Programmatic:
Real-Time Bidding

Fyber for DSPs

Video is becoming the leading programmatic format

Fyber connects Demand-Side Platforms with a vast global inventory in the RTB space. A comprehensive product suite that spans all channels, screens, and formats, makes Fyber the most versatile programmatic supply source.

Ad formats include:

- In-app
- Video
- Display

Visit Fyber.com to get started.

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Premium web and mobile inventory

Leading publishers and app developers monetize their premium content through Fyber's Supply-Side Platform. This unique inventory translates to engaged audiences for high-impact campaigns of Fortune 500 brands.

Global campaign reach

DSPs working with Fyber benefit from access to audiences across key geographic regions. Fyber delivers inventory at critical scale required for truly global campaigns.

45% North America

30% EMEA

15% APAC

10% LATAM

Strong in-app traffic with

500M+

monthly active users from leading publishers

PIK POK · viggle · OUTFIT7 · DeNA · GREE · kik

Fyber SSP features

Global reach
Access key geographic regions

Granular inventory control
DEAL ID, PMP, Automated guaranteed

Cross-device
Mobile, mobile web, desktop

Full compatibility
Supporting HTML5, VPAID, VAST

Multi-format
Video, in-app, display

Easy integration
OpenRTB compliant

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