



Fine-tune your rewarded ads

How tweaks in your apps' virtual economy can yield big results

Hothead Games, founded in 2006, is a leading independent game developer that established its roots within mobile games in 2011. Since then, they have become a major player in the mobile gaming space.



After releasing *Kill Shot* – a military themed first-person shooter – Hothead Games made the decision to partner with Fyber in order to monetize in a way that would add value to gameplay. Through the end-to-end guidance of Fyber's Monetization and Growth experts, Hothead Games was able to implement small adjustments to their virtual economy that proved to make a big impact on ad impression frequency and exposure.

“Our players want to engage with ads in a way that has a positive effect on game play. We feel that working with Fyber we were able to add additional revenue streams to *Kill Shot* without ever sacrificing player experience or having a negative impact on our in-app purchases. The addition of Rewarded Video has worked in harmony with our existing monetization strategy”.

OLIVER BIRCH, DIRECTOR OF MARKETING



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Prominent integrations simplify players' access to rewarded ads



By including prominent links to Rewarded Video ads in *Kill Shot's* user interface, Hothead Games made it easy for players to earn virtual currency from watching videos. An added button placed in close proximity to users' currency stats provides streamlined access to rewarded ads, and draws a clear connection between watching videos and earning in-app Gold.

Adjusted virtual currency rewards boost engagement and revenue

Fyber's Monetization and Growth team provides app developers with guidance on how to optimize the effectiveness of rewarded ads. When reviewing *Kill Shot's* virtual currency rewards, Hothead Games worked closely with their dedicated Fyber account manager to determine the optimal payout for their game.

Minor adjustments to *Kill Shot's* virtual economy made watching videos more rewarding for players, leading to significantly increased user engagement and revenue.

Kill Shot iOS:

+125%

Video ad ARPDAU

+89%

Exposure

Kill Shot Android:

+67%

Video ad ARPDAU

+54%

Exposure

"Fyber's Monetization and Growth team provided extremely helpful advice as to what adjustments we could make to maximize our monetization strategy. It was great to see how little tweaks would make such a big impact".

KENNETH WONG, SENIOR MONETIZATION MANAGER

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