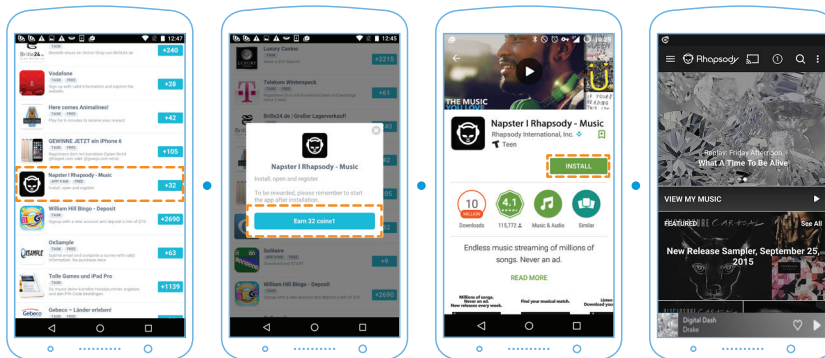




# Deeper Engagement, Better Users

Gain quality users with velocity and scale by encouraging deeply engaging actions. Use rewards to directly generate in-app engagements that bring you sustainable, loyal users that maximize the life of your app.

## Seamless user flow through native in-app integration



1

Users opt-in and see a collection of offers

2

Highly interested users choose your offer

3

Users install your app

4

Users complete an in-app action

## Sample Engagements

- Complete the tutorial
- Build your character
- Reach level 2
- Build your profile

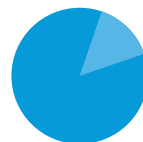
ROI up to

**127%**

CPE is the primary UA strategy for these developers and more



Average Proportion of Total UA Spend



87% CPE  
13% Video

**500M+**

Monthly active in-app users

*“Fyber’s CPE campaigns deliver highly engaged, quality users to our app. We love the flexibility to choose the best in-app action while we pay only for the actions we know bring ROI. We are thrilled with results that surpassed all of our goals.”*

BRYAN NISPEROS, DIRECTOR OF ACQUISITION, RHAPSODY INTERNATIONAL

Contact [advertisers@fyber.com](mailto:advertisers@fyber.com) to get started.