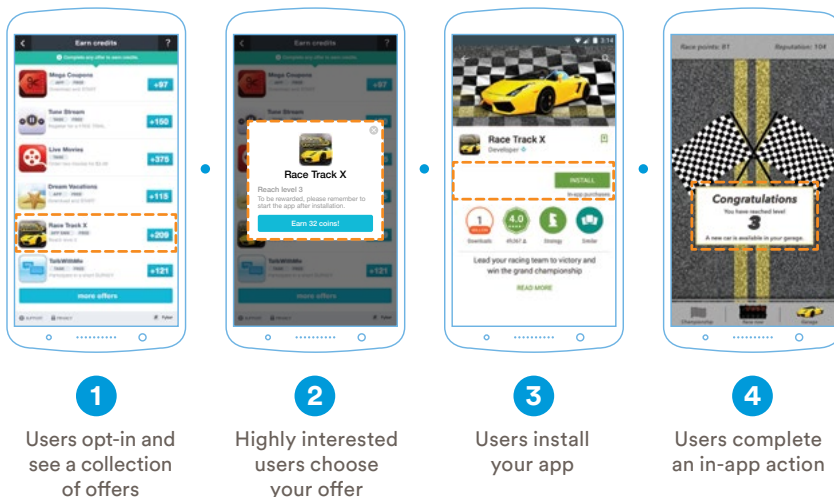




# Deeper Engagement, Better Users

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



## Sample Engagements

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

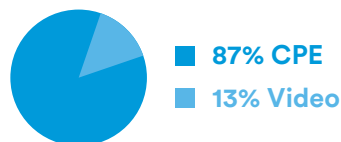
ROI up to  
**127%**

**500M+**  
Monthly active in-app users

CPE is the primary UA strategy for these developers and more



Average Proportion of Total UA Spend



*“Fyber’s CPE campaigns have helped Summoners War gain quality users who are fully engaged in our app. We pay only for actions that we know bring lifetime value from our users. We couldn’t be happier with results hitting well above our expected ROAS (return on ad spend) goals.”*

ERIC CHO, MARKETING MANAGER, COM2US USA, INC.

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