

Direct Response

For brand interaction, awareness & affinity

Versatile direct response campaigns build awareness and drive brand interactions. Gain high volumes of quality conversions such as leads, clicks, and sales through engaged mobile audiences. Ideal for CPL, CPC and more.

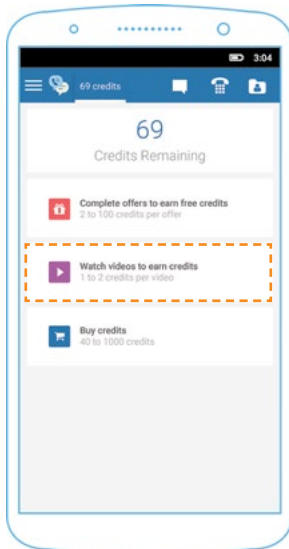
500M+

Monthly active users globally

7,600+

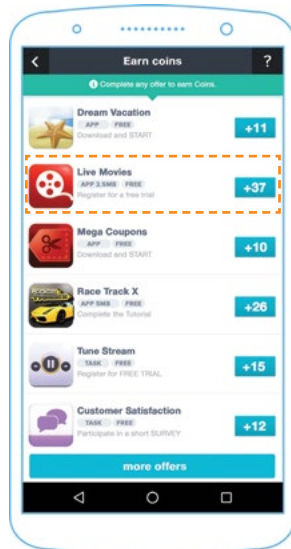
Direct app integrations

100% direct integrations for brand safety



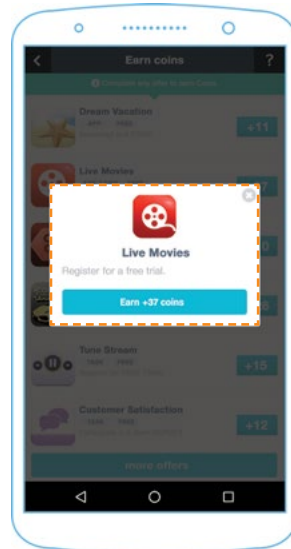
1

Users want virtual currency in their favorite app



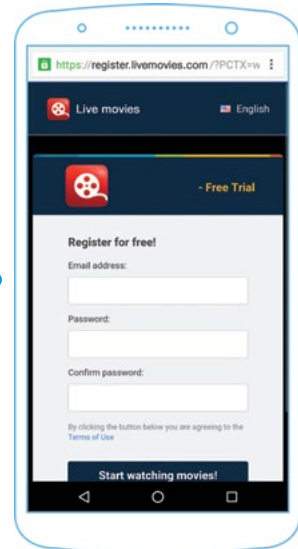
2

Users self-select your offer based on interest



3

Users complete a brand interaction



4

You only pay for completed acquisitions



Success in major verticals

Example monthly conversions seen by 1 campaign within each vertical.



Sample brand interactions

- Free trial
- Registration
- Call us
- Email submission
- Click to a landing page
- Complete a survey
- Make a purchase

Focus on key audiences with targeting

- Geo location
- Language
- OS & version
- Daytime parting
- Mobile device
- Age
- Income
- Household



• Parents



• Gadget geeks



• Fashionistas

Expert guidance every step of the way

A dedicated Fyber account manager will empower you to achieve your goals with responsive, on-call guidance. Gain quality conversions by setting the right action for your campaign, A/B testing to find winning messages, and optimizing on the fly.