

Mobile Video Ads Drive 3x Higher Retention for a Global Gaming Powerhouse

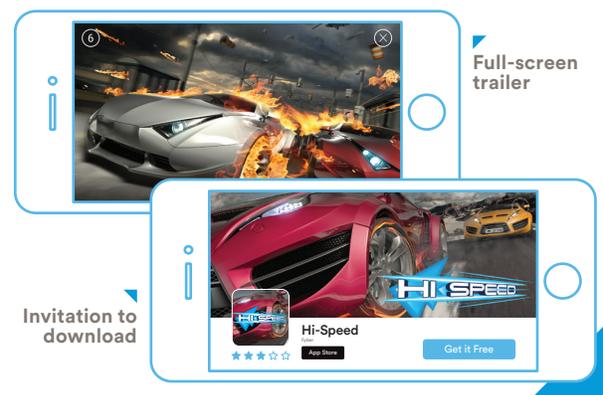
Stay top of mind and on top of the charts

Fyber's client, a global mobile gaming powerhouse, released two games that have consistently ranked among the Top 50 Grossing Apps for iOS and Google Play since their releases. With other games constantly fighting for even the most loyal player's attention, the client needed a long-term user acquisition (UA) strategy that would consistently deliver dedicated and engaged players from around the world. The company also wanted to keep both titles visible and popular in the app stores.

Boost installs, retention and revenue with non-rewarded mobile video

The combination of Fyber's expert UA team, global inventory of more than 500MM MAUs, and high quality ad placements made it a natural choice. But the game developer didn't want to just find any users – the goal was to acquire players that would stay engaged and deliver a high lifetime value (LTV) in both games. The company used Fyber's non-rewarded Mobile Video Advertising (MVA) formats.

Each video ad showcased the functionality and gameplay with an immersive, full-screen trailer, followed by an optional invitation to download.



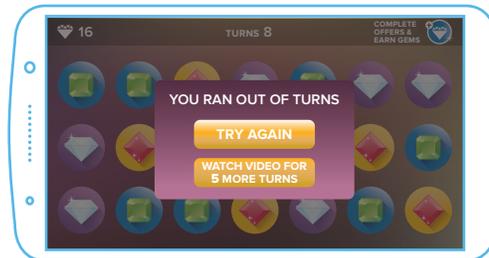
“In general, installations [from the Fyber] platform have brought high % of engagement and above average ARPDAU among our partners.”



MVA drove 3000+ daily installs and 3x higher retention

- At the height of the campaigns, the games together saw 3000+ installs per day globally, with many new users coming from China, Russia, and the USA
- With 7-day retention rates of 50 - 70% on iOS, the client gained some of the most engaged users in the industry
- Overall 7-day retention rates were 3x higher than the next leading competitor

Fyber delivered these results with immense scale for months, and the campaigns helped the games reach top spots on various charts around the world. One game was consistently one of the top 10 adventure games in China and top 50 in the USA for 5 months, while the other was consistently one of the top 10 puzzle games in Russia 5 months.



“The most important criteria were stability, big amount of traffic, flexible targeting opportunities, usability of dashboard, excellent support. We chose to work with [Fyber] because [it] meets all of our criteria.”