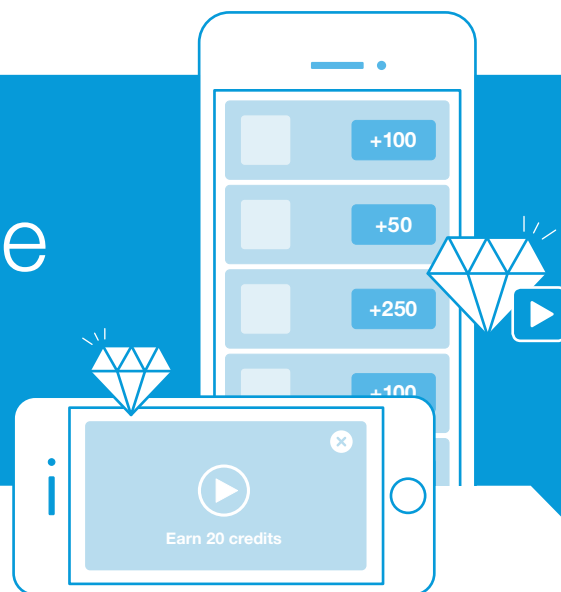




Virtual Currency Sale Super Weekends



Our Tips for a Super Weekend



Talk to your account manager about which Super Weekends you can participate in



Incorporate sales into your game play to maximize ad revenue and value for users



Notify users ahead of time – on splash screens, between levels, or in game

During Virtual Currency Sales (VCS), publishers of casual, mid- and hardcore games in Fyber's network provide extra rewards to users for each opt-in ad they complete. Typically scheduled to coincide with holidays when traffic spikes on gaming apps, these Super Weekend sales incentivize users to interact with even more ads than usual.

Publishers love the improved results:



up to
50%
Increase in
ad engagement



up to
2.5x
Lift in
eCPM



up to
3x
Improvement
in ARPDAU