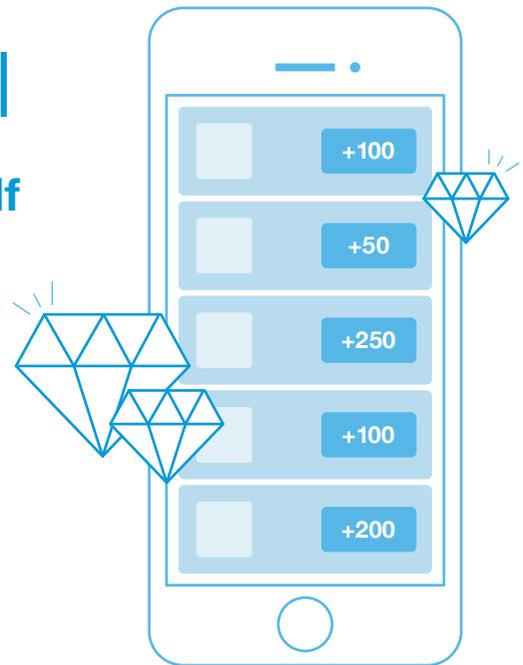




# The Fyber Offer Wall

## Reward Your Users, Reward Yourself

The Offer Wall is an easy-to-integrate, high payout ad format that serves as a key component of an effective monetization strategy. It works best in strategy games, first-person shooting, resource management games, dating and communication apps, or any app with a strong virtual currency economy.

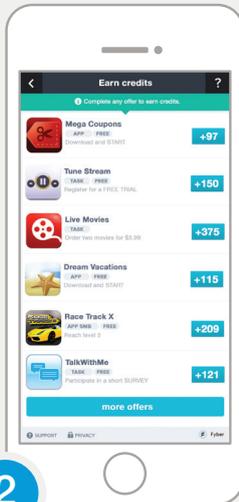


## How Does it Work?



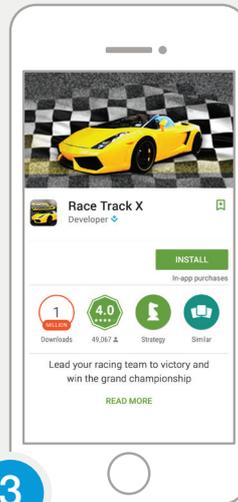
1

From a point within your app, a user is given the choice to open the Fyber Offer Wall



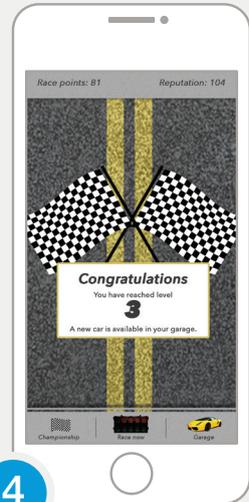
2

A user picks from a variety of attractive offers. Developers can control the type and content of offers and genre of advertised apps



3

A user completes required action - install, watch tutorial, play game, etc. - and returns to your game or app



4

Fyber credits the user with the corresponding value of the offer's reward



## Benefits for Publishers



### Highest Payouts

The Offer Wall delivers a consistent revenue stream with the highest eCPMs of all ad formats - up to 5x higher payouts than rewarded video.



### Maximize Revenues

The Offer Wall serves as an ideal complement to in-app purchases by monetizing non-payers without cannibalizing your IAP.



### Flexible Integrations

Developers have two choices: quickly integrate the Fyber SDK or use the flexible API to match the native look and feel of an app.

## Benefits for Users



### User Experience

This non-disruptive, opt-in ad format allows users to choose which offers to complete for currency rewards. Pair it with Rewarded Video for soft rewards (lives, bonuses, time, etc.) for a holistic app monetization.



### Reward and Retain

In order to earn sizeable free rewards, users only need to spend their time completing offers. In return, they gain access to premium content and features, which encourages retention.



### Better Engagement

Earning rewards incentivizes users to continue interacting with your app. For example, earning currency helps non-paying users progress through complex strategy games rather than leaving an app.

## Apps that Successfully Monetize with Offer Wall



Dragon City



Monster Legends



Racing Rivals



Kim Kardashian



Zombie Frontier



Zombie World War



TextMe



Lovoo

Talk to Fyber's monetization team today. We love to help developers build a successful monetization strategy that includes our popular Offer Wall.

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