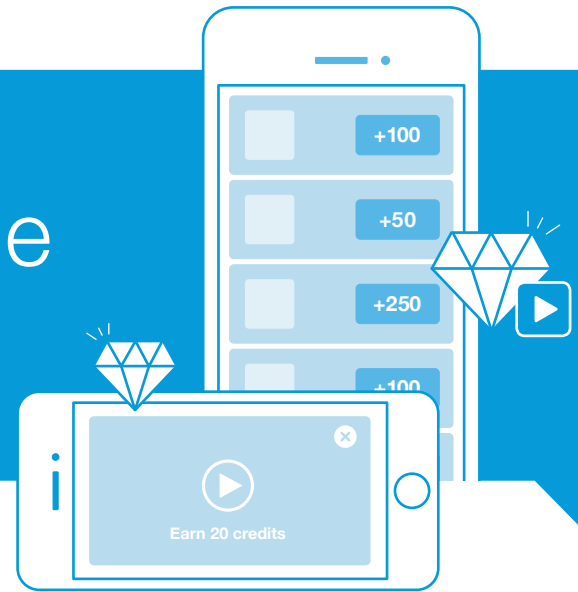


Virtual Currency Sale Super Weekends



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

During Virtual Currency Sales (VCS), publishers 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. By timing campaigns to coincide with sales and adjusting bidding strategies, advertisers can capture more scale and volume at attractive prices.

Advertisers love the improved results:



up to
20%
increase in
number of
impressions



up to
17%
increase in
click-throughs



increase of
10%
in number of
ads viewed
per user