Mobile marketer best practices: What should advertisers and agencies look for in a mobile programmatic exchange?

We realize that mobile advertisers, marketers, and agencies have lots to consider when evaluating programmatic partnerships and seeking education. With that in mind, we’ve put together an overview of questions to ask when evaluating a programmatic exchange. If you missed Part 1, check it out here.
Invalid traffic (IVT) prevention: what steps is the exchange taking?

When looking at what a mobile programmatic exchange has to offer, it’s important to explore the ways in which they are working to prevent IVT:

Is the exchange working with accredited partners?

Make sure your exchange is working with third-party vendors to prevent IVT, both pre-bid and post-bid. At MoPub, we’re proud to partner with two of the industry’s leading MRC-accredited vendors in mobile IVT-management, Pixalate and DoubleVerify. MoPub’s ad server is integrated with Pixalate’s Threat Intelligence data feeds to automatically scan ad calls to our exchange and block Media Ratings Council defined types of general and sophisticated IVT. DoubleVerify and Pixalate directly monitor post-bid impression samples across regions and ad formats to detect any potential supply-side threat signals, such as malicious IP addresses or user agents, spoofed bundle IDs, etc.

How are they vetting traffic: manually, in an automated fashion, or both?

What is the exchange doing to ensure cleanliness? Make sure the exchange is tasking their demand partners with running clean ads via ongoing DSP maintenance.

How are they vetting publishers?

Twitter’s global Policy Operations team vets the IVT risk of every prospective publisher who wishes to participate in MoPub’s ad exchange by leveraging Pixalate’s Media Ratings Terminal, in addition to manual checks of app store listings and user reviews.

How do they approach investigations and policy enforcement?

Make sure your exchange is properly investigating any activity that could be flagged as potentially fraudulent. At MoPub, publishers found to be in violation of MoPub’s policies are subject to enforcement actions in accordance with MoPub’s policies, which may include suspension from the exchange.
When evaluating an exchange partnership, take into account the technical and reporting solutions they offer to help both the publisher and advertiser.

What kind of technical solutions does the exchange offer?

For example, MoPub offers products including:

**Advanced Bidding**

to improve inventory access for real-time buyers, level the playing field by moving from historical to real-time pricing, increase auction efficiency by improving pricing transparency, and help advertisers to achieve campaign objectives and improve performance.

**Curated inventory offerings**

that allow buyers to seamlessly discover and target their audience, and data analytics from our in-house technical solutions and analytics teams.

**Impression-level revenue data (ILRD)**

to make smarter user acquisition (UA) decisions. With ILRD, mobile app marketers can attribute ad-based revenues to each user acquisition (UA) campaign, in order to better measure the profitability of campaigns.

What kind of reporting do they offer?

Marketers should look for an exchange partner that provides analytics and reporting around your data. For example, does the exchange provide detailed data on trends in your spending, how you are spending on the exchange, and what apps you’re on? When you ask for data, your exchange should be able to provide it. At MoPub, we have offerings such as [MoPub Analytics](#) to provide data to end users and DSPs, in real time. Questions about this? Reach out to your account representative for more details.
The ability to provide access to a variety of ad formats is an important trait in an exchange, and gives you more flexibility in your strategy. Ask:

What ad formats does the exchange support and how does that connect to your objectives?

Even if you’re using only one or two ad formats today, keep your options open to expand in the future. You can check here to find out the types of ad formats MoPub currently supports, and the ways in which we adhere to IAB standards.

- Fullscreen
- Banner
- mREC
- Static interstitial
- Video
- Native
- Playable
- Rewarded playable
- Rewarded video
If you want to get in front of a specific audience, your exchange should be able to help you do so. Ask:

**What audience(s) does the exchange reach?**

Exchanges should help you get in front of the right users at the right time. Make sure your exchange has a good understanding of this type of behavioral-based knowledge because, in a behavioral based ecosystem, audience and reach are important factors. It’s important that the exchange works with a variety of apps across verticals. MoPub is the leading global in-app exchange, making the diversity of apps we work with unmatched.

**Are they in compliance with all regulations (such as GDPR)?**

When looking to target key audiences, you should ensure that your exchange is compliant with industry regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). MoPub is committed to having policies and procedures in place to help ensure that our services comply with both GDPR and CCPA requirements.
Want to learn more?

Before solidifying a partnership with a mobile programmatic exchange, advertisers should use the questions and answers provided above as a checklist to help in their decision-making process. At MoPub, we strongly value and uphold the points on the checklist outlined here that help us contribute to a stronger programmatic ecosystem.

Looking for more Mobile Marketer Best Practices? Check out these insights on programmatic expectations or this advice on in-app ad formats. You can also get in touch with MoPub's Marketer Program, our expert team dedicated to helping mobile marketers and agencies maximize their programmatic investment, here.