360 Mobile Security, based in China, provides an all-in-one speed booster and antivirus app that optimizes your background apps, memory space, junk (cache) files and battery power, while keeping your device safe from virus, malware, vulnerabilities, adware and trojans. 360 Security chose MoPub’s native ads solution to monetize.

Results
After switching to MoPub

+23% eCPM lift
+17% revenue uplift*

Native ads
Native ads are high quality, content-driven experiences that engage consumers by matching the look and feel of an app’s user interface. MoPub’s native ad standardization allows advertisers to scale ad content across every native app on MoPub Marketplace by automatically assembling creative components to match each app’s unique design and layout.

Native ads typically have five elements: title, icon image, text, main image, and call to action.

“While the eCPM and revenue from other partners have been dropping, native ads from MoPub Marketplace are a very important growth opportunity for us. By selling our first look traffic on MoPub Marketplace programmatically, we are able to get higher eCPMs and yield than with other partners. Also the first class client service from MoPub is another very important reason for us to choose them as our partner. It has been a great experience working with MoPub.”

—Bono Wu, Senior Business Development Manager, 360 Mobile Security

*Average eCPM and revenue per day, one month before vs. one month after switching to MoPub.