

Targeting at scale with curated inventory

Inventory Packages

Transacted via MoPub-generated deal IDs, Inventory Packages allow buyers to target specific segments of in-app mobile inventory programmatically and in real-time.

Inventory Packages are curated based on shared characteristics that matter most to marketers, such as inventory type, context, performance indicators, and audience demographics, and are available to all buyers through the MoPub Demand Platform.

Examples of MoPub's Inventory Packages include:

- 4-star+ rated apps (App Annie-ranked*)
- Top downloaded non-game apps (App Annie-ranked*)
- Top downloaded games (App Annie-ranked*)
- 60%+ viewable video ad units (as measured by IAS*)
- 80%+ viewable display ad units (as measured by IAS*)
- Highest-CTR interstitial ad units
- Female 18-34 apps
- Apps new to MoPub (last 30 days)

Please see page 2 for more Inventory Packages.

“Inventory Packages helped us reduce the workload of our operations team by being able to target inventory via a deal ID. Before, our team would manually maintain and implement whitelists. With Inventory Packages, our team is able to target inventory in real-time and we've seen consistent performance and scale.”

- Partner Manager, Blis

PMP deals

For customized one-to-one deals with specific apps on MoPub, eligible DSPs may also connect directly with publishers to negotiate terms for **private marketplace (PMP)** deals; they'll generate their own deal IDs, which may then be targeted through the MoPub Demand Platform. To determine if your DSP is eligible to participate in PMP deals on MoPub, please reach out to your MoPub representative.

Check out <https://developers.mopub.com/dsps/best-practices/private-marketplace-checklist/> for PMP best practices and instructions.

Whitelist deals

Whitelists are also supported via deal IDs as a way for DSPs to manually curate the inventory they target at the campaign level.

While our Inventory Packages account for many whitelist use-cases and are meant to achieve higher scale and faster setup, some campaigns may still require a customized whitelist of apps that meet their specific targeting parameters.

To learn more about setting up whitelist deals, please reach out to your MoPub representative.

Examples of available Inventory Packages

Apps by quality indicator

- 3-star+ rated apps (App Annie-ranked*)
- 4-star+ rated apps (App Annie-ranked*)
- Top downloaded non-game apps worldwide (App Annie-ranked*)
- Top downloaded non-game apps US (App Annie-ranked*)
- Top downloaded games worldwide (App Annie-ranked*)
- Top downloaded games US (App Annie-ranked*)
- Apps with viewability measurable through Moat*
- Apps with viewability measurable through IAS*

Apps by performance indicator

- Apps with highest-CTR interstitials
- Apps with highest-CTR banners
- Apps new to MoPub (last 30 days)

Ad units by performance indicator

- Highest-CTR interstitial ad units
- Highest-CTR native ad units
- Ad units new to MoPub (last 30 days)

Video ad units by performance indicator

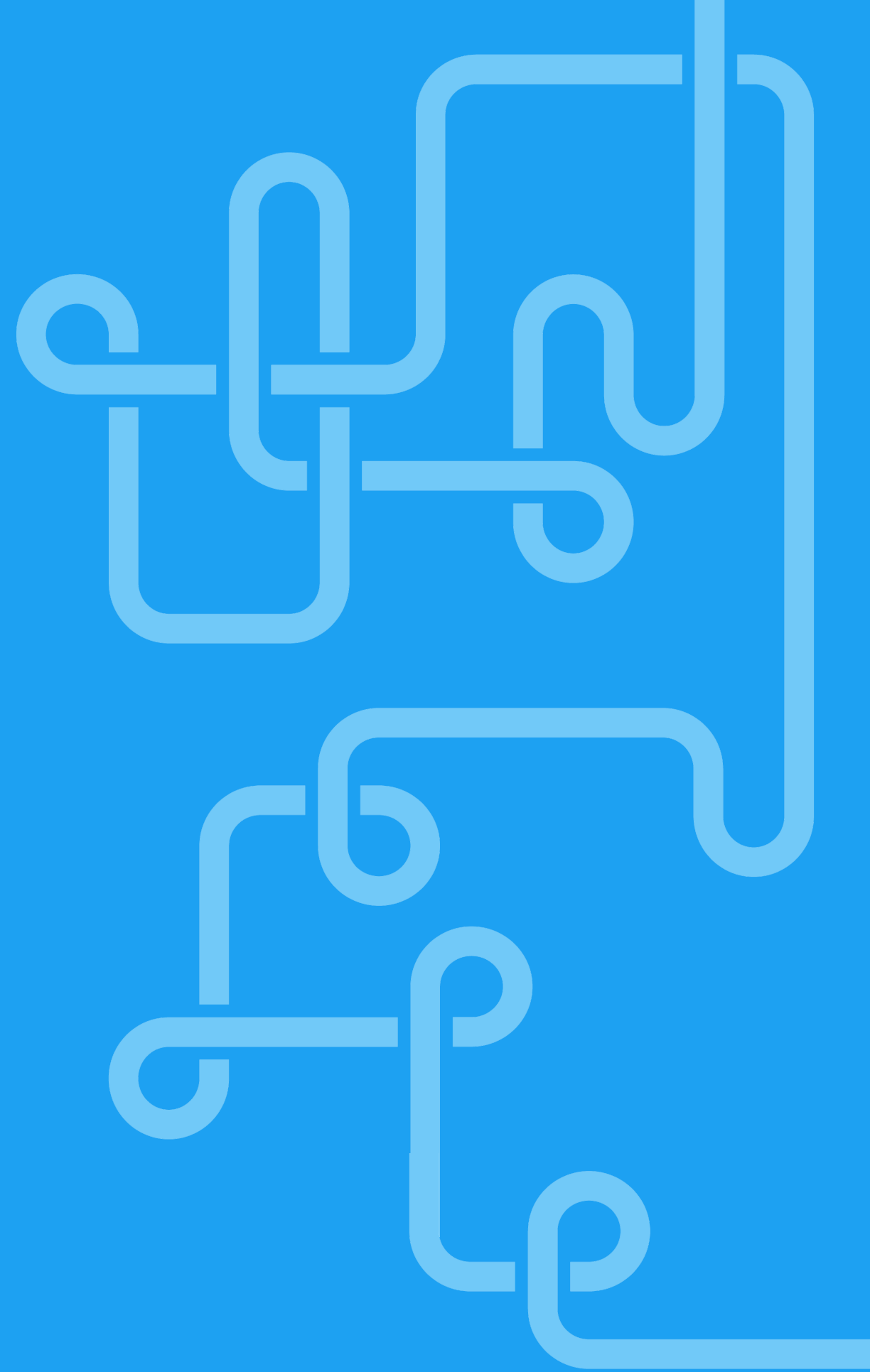
- 60%+ viewability video ad units (as measured by IAS*)
- 70%+ viewability video ad units (as measured by IAS*)
- 80%+ viewability video ad units (as measured by IAS*)
- Skippable (15 - 30 sec) video ad units with highest video completion rates
- Non-skippable (<15 sec) video ad units with highest video completion rates
- Rewarded video ad units with high compete rates

Display ad units by performance indicator

- 60%+ viewable display ad units (as measured by IAS*)
- 70%+ viewable display ad units (as measured by IAS*)
- 80%+ viewable display ad units (as measured by IAS*)
- Highest-CTR banner ad units

Apps by audience demographic composition (Comscore-verified)

- Age 18+ apps
- Age 18-34 apps
- Age 21+ (LDA) apps**
- Age 35+ apps
- Female 18+ apps
- Female 18-34 apps
- Female 21+ apps
- Female 35+ apps
- Male 18+ apps
- Male 18-34 apps
- Male 21+ apps
- Male 35+ apps



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**The Comscore LDA Inventory package includes mobile applications ("Apps") that have been identified by Comscore as having a mobile user composition of 71% or above that are ages 21 or over in the United States during the data period specified below. The Apps included in the LDA Inventory package will be updated monthly based on Comscore's measurements from the previous month. MoPub is providing the LDA Inventory package (and corresponding list of Apps) to you in confidence under the terms you previously entered into with MoPub. The LDA Inventory package (and corresponding list of Apps) is for your internal use solely in connection with your use of the MoPub Service during the term of your agreement with MoPub, and may only be used for bidding on inventory within the Apps via MoPub and in accordance with the MoPub Policies. Pursuant to the MoPub Policies, you may not use the MoPub Service to market or advertise alcoholic beverages or related accessories to an End User when you receive information that such End User is under age 21 or you otherwise know the End User is under age 21. In addition, when using the MoPub Service to market or advertise alcoholic beverages or related accessories, you must comply with all applicable laws, rules and regulations for alcohol advertising, such as ad content and geographical restrictions, as well as the MoPub Policies and other terms you have in place with MoPub. The data is provided "AS IS" and for information purposes only, and may not be accurate, timely, complete, or error-free. Neither MoPub nor its vendor makes any representation or warranty of any kind as to any results obtained from your use of this data. Please do not copy, distribute or forward without MoPub's prior written consent.