Get to know MoPub,
powered by Twitter

#ElevateYourGame with a trusted partner for mobile.

Brands trust MoPub to help them connect with audiences where they're spending their time: in mobile apps. MoPub operates the leading mobile in-app exchange, programmatically connecting buyers to in-app inventory around the globe. Publishers use MoPub as their inventory management platform, giving MoPub transparency and access to their inventory in a 100% SDK-direct manner. Founded in 2010 and focused exclusively on mobile apps since day one, MoPub is a trusted leader in the in-app space.

We live in the mobile era. In 2019, the average adult started spending more time each day engaging with their mobile device than watching TV — and 90% of time spent on mobile is in-app.

Source: eMarketer, time spent per day in the US

Brands need to connect with people where they're choosing to spend their time. MoPub's role is helping brands reach the right audience with ad formats that leverage the active attention they're investing in the apps that live on their device. Since day one, MoPub has focused on mobile app because we believe it provides the best **quality** of user experience (vs. a browser), and holds the **quantity** of time spent.

MoPub is proud to be part of the Twitter family, which comes with many benefits including access to shared resources and a robust infrastructure. Twitter takes data and privacy very seriously; privacy by design is a priority with every product Twitter builds, and privacy and data protection is the heart of Twitter's company-wide priority to build products that earn the trust of people who use them.
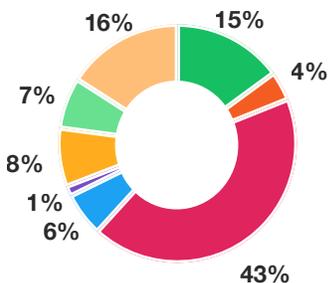
Scale and reach

55,000+
Mobile apps

1.5B+
Unique devices

1T+
Monthly ad requests

15%
4%
16%
7%
8%
1%
6%
43%

- ● Social
- ● Games
- ● News
- ● Productivity
- ● Music
- ● Ent.
- ● Services
- ● Other

22%
NAM

35%
EMEA

15%
LATAM

28%
APAC

Source: MoPub internal data, 1H 2020

## Transparency
Aligning with today's programmatic standards

App-ads.text enabled
80%
and growing

Measurable inventory
92%
and growing

Direct to publishers
100%
of our publishers' apps have the MoPub SDK integrated

Sources: MoPub internal data and IAS measurement data, 1H 2020
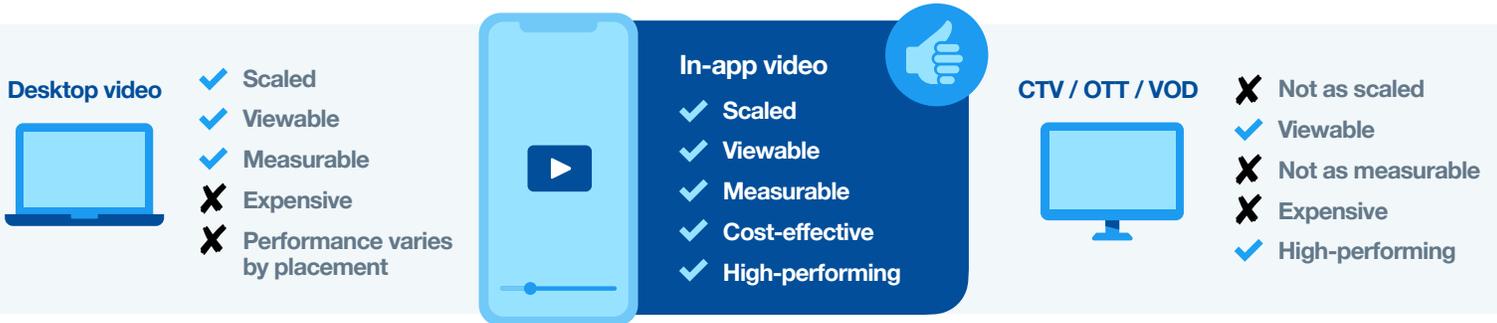
Mobile-endemic ad formats

Audiences engage with mobile apps differently than with websites and other media. In order to connect with today's mobile users, ads need to be specifically built to make a high impact on a small touchscreen.

Ad formats

Fullscreen video

Rewarded (opt-in) video

Fullscreen display

Native display

mREC

Banner
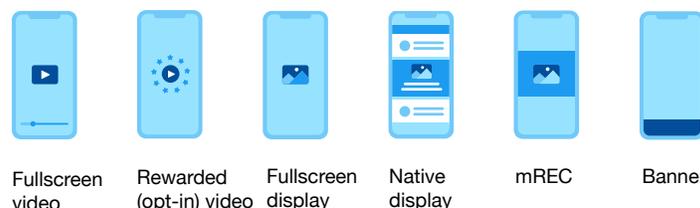
Video solutions

Start with video. Mobile video on MoPub offers a scalable, measurable, and high performing opportunity for brands looking to extend their video strategies. The in-app video format is fullscreen, sound-on, auto-play, and integrated into the user experience, which means users are likely to be more engaged.
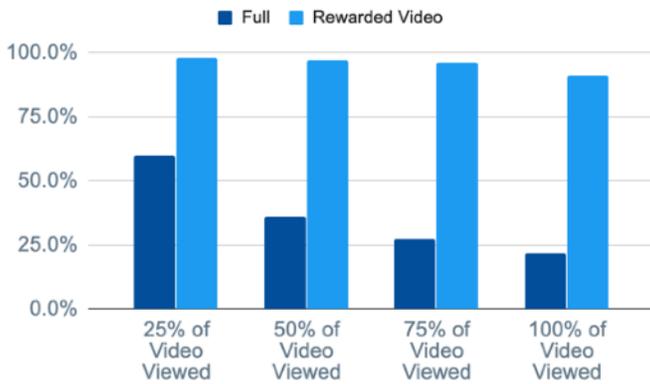
Desktop video
- ✔ Scaled
- ✔ Viewable
- ✔ Measurable
- ✘ Expensive
- ✘ Performance varies by placement

In-app video
- ✔ Scaled
- ✔ Viewable
- ✔ Measurable
- ✔ Cost-effective
- ✔ High-performing

CTV / OTT / VOD
- ✘ Not as scaled
- ✔ Viewable
- ✘ Not as measurable
- ✘ Expensive
- ✔ High-performing

MoPub video inventory is 98% measurable, 79% viewable, and sees completion rates upwards of 93%.*
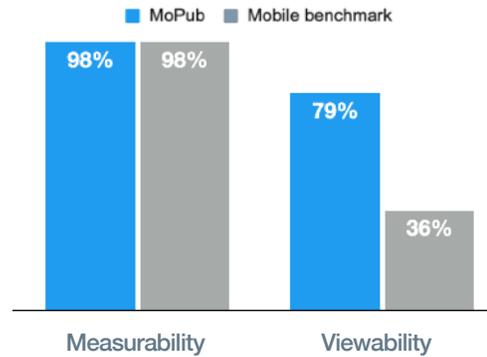*Source: IAS Q4 2019 Snapshot, MoPub vs. benchmarks*

Video completion rate quartiles by ad format*
Source: MoPub internal data, 1H 2020

In-app video on MoPub
Source: IAS Q4 Snapshot; MoPub vs in-app benchmarks

Audience solutions & custom targeting

"Premium" for the mobile app world is different from desktop; top app lists can change almost overnight, and lesser-known publishers can produce top apps with better user experiences (and higher user ratings) than those from household-name companies.

To help marketers reach the audiences they care about, MoPub offers curated Inventory Packages catering to top-of-mind goals, such as viewability, brand safety, performance, and app rating. These packages are designed to address the targeting and measurement needs of sophisticated advertisers by leveraging a single Deal ID. The catalogue of available Inventory Packages includes:

Brand safety
Vetted and approved by top advertisers and agencies

App categories
Finance, news, lifestyle

High viewability
60%, 70%, 80% for Video and Display

Top ranked
4 Star+ rated apps

Inventory Packages are powered by unique MoPub data insights as well as trusted partners, including:

comscore   APP ANNIE   IAS Integral Ad Science

You can request a full catalog of available packages by emailing mopubagency@twitter.com.

Commitment to a clean and safe exchange

Traffic quality is a top priority for MoPub and our clients; we know that invalid traffic is an industry-wide concern. We take a multi-step approach to ensure traffic quality, including publisher vetting, pre-bid threat prevention, proactive post-bid prevention monitoring, and policy enforcement leveraging Twitter's global Policy Operations organization. We've partnered with MRC-accredited partners DoubleVerify and Pixalate to help power these efforts. MoPub is also a member of several IAB Tech Lab working groups, including OMSDK, MRAID, and OpenRTB.

pixalate   DV   Media Rating Council, Inc.   iab.