



MoPub for marketers

Converting and retaining high-value users

Mobile marketers face many decisions, staggering amounts of data and fierce competition when it comes to attracting, converting and retaining their most valuable users.

Winning over audiences

There are over 2 million unique apps in Apple's App Store and 3.8 million in Google's Play Store. Yet the average smartphone user keeps only about 20 apps on their device at any given time, with usage concentrated in the top 5-6, according to eMarketer. An effective performance strategy in today's fiercely competitive environment requires a data-driven user acquisition strategy to achieve both quality and scale.

Leveraging mobile RTB for performance

Real-time bidding (RTB) provides today's ad buyers with the the scale and quality they need, along with the efficiency and data-driven insights that help them continually iterate and optimize their performance strategy. This sets RTB apart from direct deals, which often lack scale. Even the scale and efficiency of ad networks can be outweighed by their lack of transparency and flexibility. When RTB is conducted in a clean and transparent ad exchange, performance thrives.



MoPub's Marketer Program

MoPub has designed a program tailored specifically to the needs of marketers looking to expand their adoption of mobile RTB. Gain access to exclusive educational and networking events or schedule consultative onsite workshops, customized for your brand's needs. Topics may include Programmatic 101, LTV modeling, DSP evaluation, creative best practices, and more.



DSP selection

Evaluate partners and gain access to MoPub Marketplace.



Education

Get up to speed on the latest trends and topics in mobile RTB.



Networking & events

RSVP to attend exclusive events taking place globally year round.

Get involved

Email us at mopubs-marketer-program@twitter.com to get onboard.

We look forward to working with you!

Get to know MoPub

Why MoPub

MoPub is the leading monetization platform used by the world's top 50,000+ mobile apps and developers.

100% direct-to-publisher

MoPub is 100% directly integrated into today's most popular mobile apps, helping publishers better meet their ad buyers' needs:

- Achieve impression scale & quality
- Increase transparency for data-driven insights & optimization
- Maximize efficiency & ROI
- Create positive user experiences

Pure-play mobile

By specializing solely in mobile, our platform is specifically designed to help app developers provide optimal in-app ad opportunities for their ad buyers:

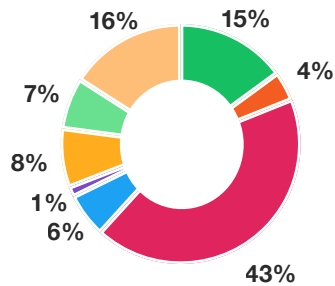
- Robust & accurate user data, including GDPR consent
- Mobile-endemic ad formats & standardized creative specifications
- In-app engagement metrics & analytics

Scale and reach

55,000+
Mobile apps

1.5B+
Unique devices

1T+
Monthly ad requests



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



22%
NAM



35%
EMEA



15%
LATAM



28%
APAC

Source: MoPub internal data, 1H 2020

Mobile-endemic ad formats and engagement metrics

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

Rewarded (opt-in)

Native



Rewarded playable



Rewarded video



Native



Native video

Display



Playable



Video



Fullscreen



Static interstitial



mREC



Banner