

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:

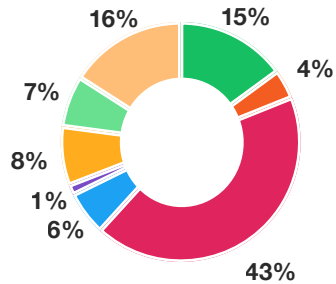
- Robust & accurate user data, including GDPR consent
- Mobile-endemic ad formats & standardized creative specifications
- In-app engagement metrics & analytics

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