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

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

Source: MoPub internal data, 1H 2020

© 2020 MoPub (a division of Twitter, Inc.) | www.mopub.com