Native ads on MoPub lower user acquisition costs for eCommerce marketers

Native ads on MoPub Marketplace enable marketers to connect with users by leveraging native content elements to tell a product’s story. DSPs like Appreciate have found success leveraging native ads to attract high quality users for eCommerce advertisers. Appreciate reports that native formats drive higher engagement with lower per-user acquisition costs.

Results

The customizable elements of MoPub native ads give buyers a more flexible canvas to educate potential customers about the functionality and benefits of the products they are marketing, resulting in higher engagement and ultimately better performance.

- **8%** decrease in cost of user acquisition
- **16%** decrease in cost-per-sale
- **Up to 89%** lower eCPM than other formats
- **Up to 20%** lower eCPI than other formats

All metrics refer to Q3 2017.

About native ads on MoPub

Native ads are dynamic ads that match the look and feel of the content around them. MoPub supports in-app native ads at scale for over 5,000 mobile app publishers. Native ads have helped thousands of our marketers tell users their story and attract users with their unique offerings. Interested in seeing how your native campaigns could look? Check out MoPub’s Native Preview Tool at mopub.com/npt

“Using native on MoPub is seamless and effective. We have been seeing very strong results with the native format by MoPub, specifically for our eCommerce marketers. The flexibility of MoPub’s native format allows us to use native elements to educate our users about our marketers’ products. The supported native elements allow us to add descriptive texts about the products which better engages users with a thorough feel for our marketers’ products and services.”

–Inbar Chap, Chief Business Officer, Appreciate