

# Make smarter decisions with impression-level revenue data



## Overview

Granular and accurate impression-level data is crucial to mobile in-app publishers regardless of their monetization model. Publishers monetizing with advertising and/or in-app purchasing often rely on paid user acquisition to reach and retain new users. As a result, they need to understand both the cost to acquire and the revenue generated by each new user.

## Not all solutions are created equal

Simply dividing the total revenue generated on a specific ad placement by the number of users that engaged with that ad placement **will result in all users getting the same average value**. Using averages leads to an inaccurate representation of the user's ad revenue value and can make for a poor foundation for any ads LTV calculations.

MoPub's impression-level revenue data solution enables full-platform publishers to leverage data to better understand their users by adhering to these three guiding principles:



### Access

Get access to revenue data at the impression level in real-time once an ad impression is triggered.



### Clarity

Receive a clear understanding of the precision of the revenue data. Distinguish between metrics that are exact (from real-time auctions) vs estimated (from ad networks).



### Flexibility

Use the data in your own BI stack or send to external partners for deeper analysis and reporting.

## Level up your game

Access to this level of data about your users pays tremendous dividends. It enables you to:

### Understand the true value of each user

Augment your proprietary IAP revenue data to create a holistic view of your users' LTV.

### Take user acquisition to the next level

Attribute your ad-based revenues to each UA campaign, in order to better measure the profitability of your campaigns.

### Monetize different users differently

Offer additional ad reward opportunities to valuable users that are likely to engage with ads.

# What do you get?

MoPub provides revenue information associated with each impression, provided in real-time, on the device, within the publisher app. The impression-level data may include the following types of data associated with an ad impression (subject to change from time to time):

## Revenue information:



- Revenue of the impression
- Currency

## Precision of the revenue data:



- Exact, estimated, or publisher defined
- Ad format (e.g. native, interstitial, etc)

## The advertising partner/demand source that showed the ad:



- Source of impression (e.g. ad network, marketplace, guarantee, etc)
- Ad group (line item) ID and name
- \*Name of ad network\*
- \*Ad network's placement/zone/etc ID\*

*\*If the impression was served by a MoPub supported ad network.*

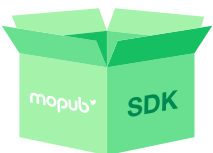
## Information about the waterfall that showed the ad:



- Country resolution used for targeting the ad
- A unique ID for each impression
- Priority of the line item
- Ad unit ID and name
- Ad unit format (e.g. native, interstitial, etc)

## Use it your way

Process the data directly with your own internal BI or pass it to a mobile measurement, attribution and analytics provider. We've worked closely with these companies to ensure proper ingestion of MoPub data, so that you can work with any of them with confidence.



## Getting started

We invite all of our full-platform publishers to take advantage of this solution.\* Please update to MoPub SDK 5.7+ and reach out to your account management team to enable.

\*MoPub reserves the right to approve partners for use of the service and to terminate the service or any partner's access to the service at any time. Additional terms may apply; please see [www.mopub.com/legal](http://www.mopub.com/legal) for more information. MoPub makes no guarantee regarding the accuracy of any impression level data or the performance or results of such reporting, including any discrepancies or inaccuracies in reporting.



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