

MoPub Native Preview Tool

MoPub's Native Preview Tool is designed to help our demand partners and their advertiser clients visualize native ad campaigns. Follow the simple steps below:

1. Go to <https://www.mopub.com/npt/>. (The tool can be accessed via mobile web or desktop.)
2. Please upload all 5 native assets, which are required per our OpenRTB 2.3 spec. The aspect ratio for the main image must be 1.91 and the aspect ratio of the icon image must be 1. Enter in your text, call-to-action (CTA), and title. The maximum character lengths for each element are as follows:
 - _ Text: 100
 - _ CTA: 15
 - _ Title: 25
3. Select a publisher from the dropdown menu. The default "MoPub" selection will show you our sample native ad layout and ignore the assets you upload. For any other publishers, the layout will look similar to the live app.
4. Click "Visualize". Your assets will then be validated to comply with MoPub's native requirements before proceeding.
5. A simulation will display in the phone to the right. If you do not see your ad right away, try to scroll up or down, or swipe left or right as each layout is unique.
6. To simulate a new creative, simply upload different images and/or text. Click "Visualize" to see the new creative rendering.
7. To erase the data you have shared with the tool, simply close your browser tab.

