

**For mobile
publishers &
app developers**

Maximize your revenue with the leading monetization platform for app publishers.

MoPub provides monetization solutions for mobile app publishers and developers around the globe. Mobile publishers trust our flexible network mediation solution, leading mobile programmatic exchange, and years of expertise with mobile app advertising to maximize their ad revenue and control their user experience.

Trusted by leading mobile publishers.



Take control of your monetization strategy.



Powerful controls, transparent insights.
Our robust ad serving tools, interface, and analytics provide the control, transparency, and flexibility you need to power your revenue strategies.



Flexible network mediation.
Work with the network partners of your choice through one platform. Our certified partner connections reduce the overhead of working with multiple demand sources.



Competition that increases revenue.
MoPub's platform helps you maximize your revenue for every ad impression by enabling price competition between networks and the 180+ programmatic buyers on MoPub Marketplace.

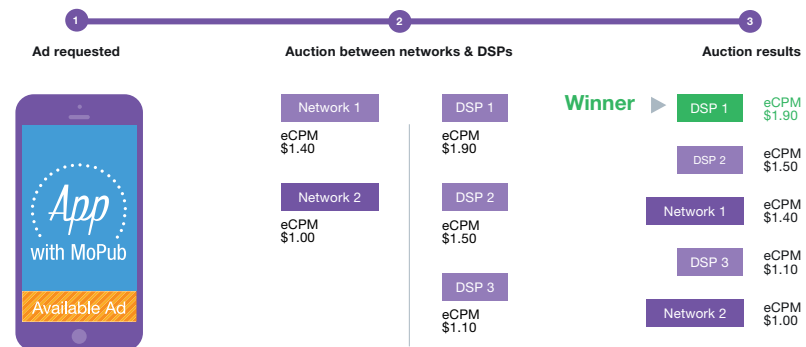
Marketplace maximizes your revenue.



MoPub Marketplace brings together over 180 demand sources in a real-time bidding (RTB) exchange. RTB enables competition among demand sources, driving higher value for each of your impressions.

Set Marketplace to compete with your ad network partners, and you'll drive even more revenue. Your inventory is filled by the ad network or DSP willing to pay the most — and you control the demand you want to see.

See how MoPub Marketplace works.



Native ads

Native ads complement your user experience and encourage user engagement by matching the look and feel of your app's interface — without having to build custom solutions for each advertiser.

“
MoPub's native ads solution has allowed us to introduce ads and complement monetization strategy with strong revenue without compromising our user experience.
 ”
 Andrea Dibben, Director of Ad Operations & Programmatic Partnerships, Timehop

Benefits

User friendly.

Native ads fit seamlessly in your app's layout and user experience.

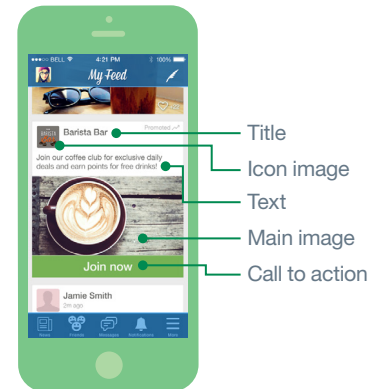
Control and flexibility.

Create multiple customized ad experiences from a single set of creative assets.

Higher engagement.

The ads are distinct in content but less interruptive in the app experience, so users are more likely to engage.

Native elements



“
We are strong believers in the native video ad format — both because of the non-intrusive experience it provides to users and because of the high performance it will offer our advertising partners. We chose MoPub because we know there is no other platform that will provide the revenue their Marketplace and networks competition offers, and because we need a platform that we can trust with our 40+ apps.
 ”
 Arthur Millet, Managing Director at La Place Media

Native video

Get the best of both worlds. Native video ads, or in-stream video ads, bring together the rich, engaging experience of video ads with the seamless experience of native display ads.

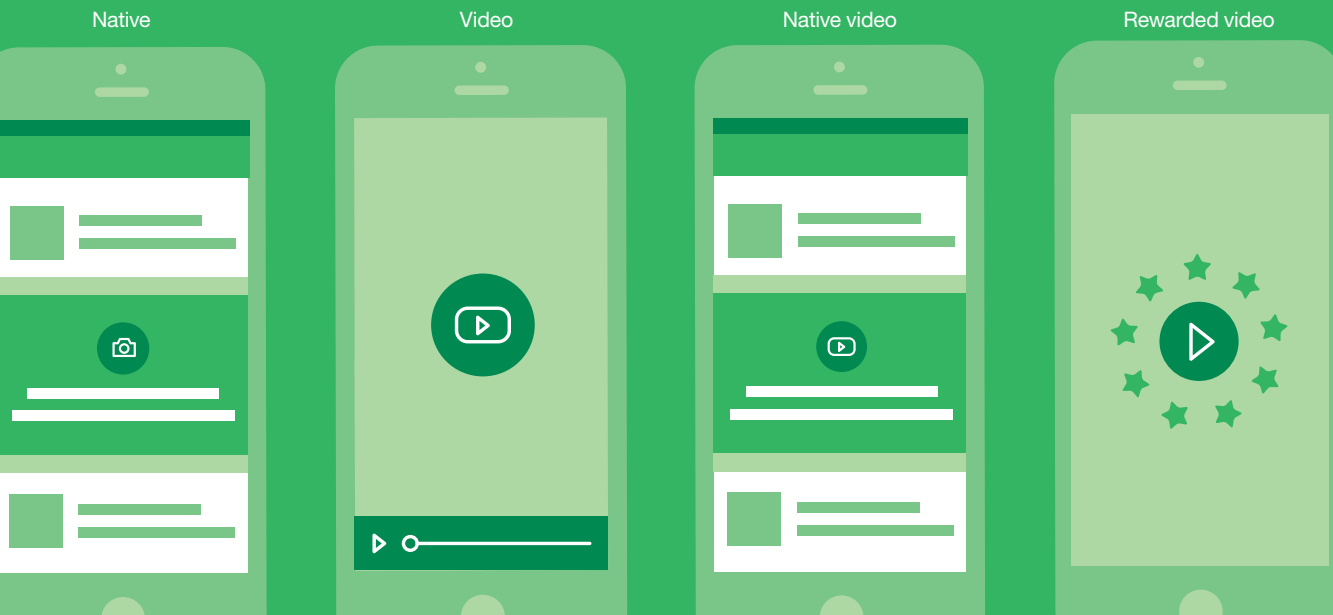


Banner

Fullscreen

Rich media

Take control of your inventory with ad formats that meet your needs.



Native

Video

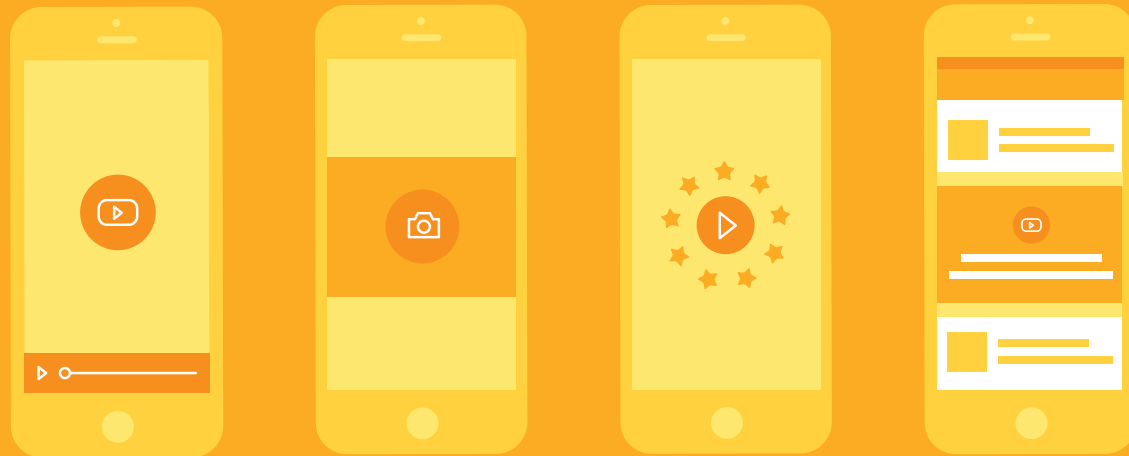
Native video

Rewarded video

Video ads

Video ads offer a valuable opportunity to drive more revenue for your fullscreen interstitial inventory. Control your user experience by choosing the video type that best fits within your app flow.

Video ad options



Interstitial VAST video

Interstitial MRAID video

Rewarded video

Native video

Benefits

Better revenue and fill.

Video ads can improve your fullscreen fill rates and typically deliver higher CPMs than non-video fullscreen ads, leaving fewer missed revenue opportunities.

Competitive demand.

Brand, performance, and direct response budgets are increasingly moving to video inventory.

High quality creatives.

The premium ad experience typically attracts high quality creatives, and can sometimes even include TV commercials.

Rewarded video ads

Rewarded video ads give users the choice to engage with a video ad in return for an in-app virtual reward, such as points or lives. They're a great way to balance user experience with additional sources of revenue — and can also introduce users to in-app purchases.

Benefits

Grow value of users.

Rewarded video ads can be used to introduce users to your app economy.

Increase time spent in app.

This format provides users a clear value exchange and reason to stay engaged in the app for longer.

Robust security settings.

Server-to-server verification provides a trusted system and simplified security settings.

Effective revenue driver.

Rewarded video ads can yield higher eCPMs than regular video.

User friendly.

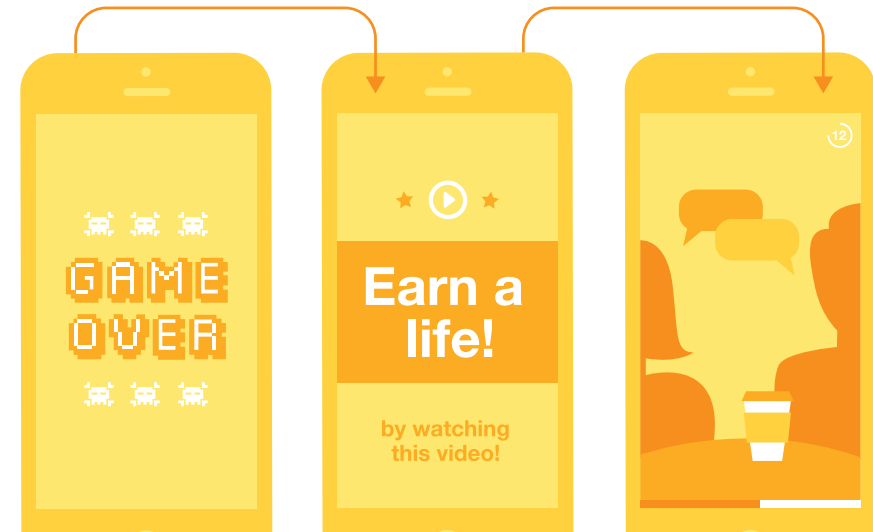
Users have control over their ad experience, helping you to balance user experience with additional sources of revenue.

“

Rewarded video ads have doubled the average LTV of our users in some cases and improved the reciprocity of what we offer users in-app. We just wanted one platform to manage all our ads and I can trust MoPub to manage all our rewarded ad networks — and more importantly, offer us longer term ways to increase revenue.

”

Baptiste Chardon, Monetisation Manager, Ubisoft





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