

Understand the health of your ad business at a glance with MoPub's publisher UI dashboard

We're excited to announce the completely revamped MoPub publisher UI dashboard, available in beta to all of our publishers beginning today, designed to save you time. So what's new?

When you log into the [publisher UI](#), you'll be greeted by a new dashboard with improved visualizations (such as comparison/trending metrics by preset time periods) and new useful insights (such as inventory fill rate, demand source fill rate, and accurate revenue for supported networks).

Most importantly, you'll now have access to the performance data across all of your demand sources (MoPub Marketplace, direct ad serving, and ad networks), giving you a holistic view of your ad business that is easily digestible.

mopub 



Last week vs Previous week

Share

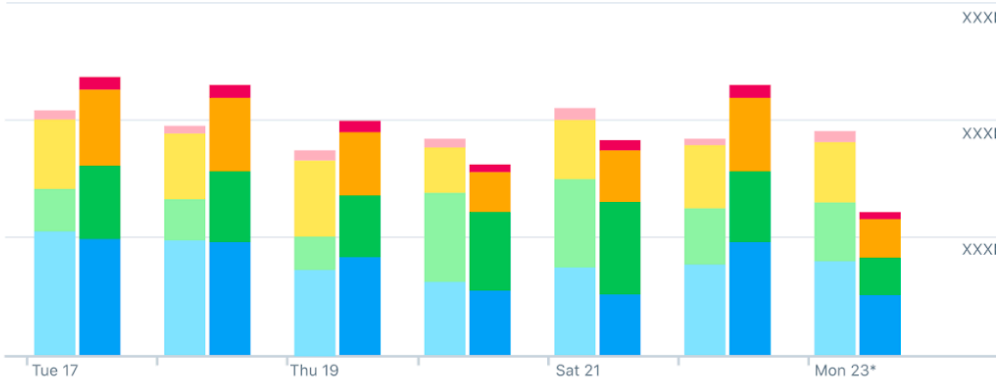
- Today so far*
- Yesterday vs previous day
- Yesterday vs same day last week
- Last week vs previous week**
- Last 2 weeks vs previous 2 weeks
- Last month vs previous month

DAU ⓘ	Fill rate ⓘ	Impressions ⓘ	DAU ⓘ	ARPPDAU ⓘ
81 ↓7.8%	66.7% ↑16.7% 55.6%	403.2M ↓4.7% 421.9M	280M ↓2.7% 272M	\$23.81 ↑1.7% \$23.75

(Coordinated Universal Time)

*Current day metrics are approximate

Ad sources Apps



XXXX

XXXX

XXXX

Revenue by ad source	Total
Certified networks ⓘ	\$101.5K \$94.4K
Non-certified networks ⓘ	\$66.4K \$64.8K
MoPub Marketplace	\$53.1K \$56.0K
Direct sold	\$12.4K \$11.8K



Showing week-on-week comparison of ad sources performance. (For illustration purposes only - does not reflect actual metrics.)

Last month vs previous month

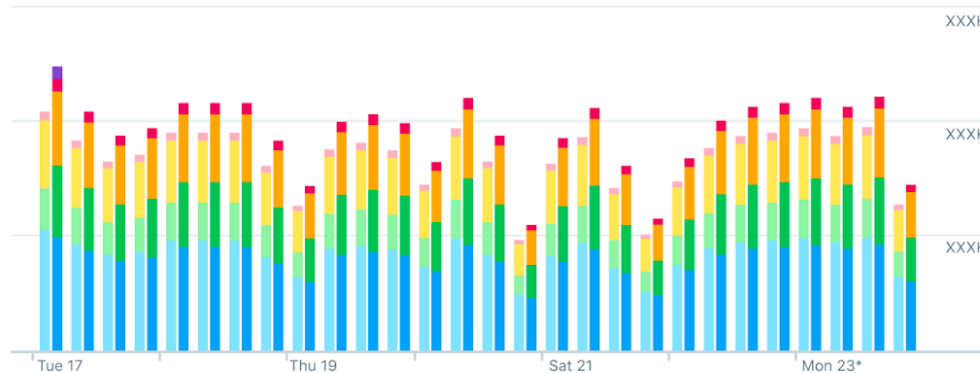
Account overview

Estimated revenue ⓘ	eCPM ⓘ	Inventory Fill Rate ⓘ	Impressions ⓘ	DAU ⓘ	ARPPDAU ⓘ
\$858.2K ↑2.7% \$822.4K	\$5.81 ↓7.8% \$6.86	72.7% ↑6.9% 55.6%	1.61B ↓4.7% 2.1B	280M ↓2.7% 272M	\$23.81 ↑1.7% \$23.75

Data is reported in UTC time (Coordinated Universal Time)

*Current day metrics are approximate

Ad sources Apps



XXXX

XXXX

XXXX

Revenue by ad source	Total
Certified networks ⓘ	\$101.5K \$94.4K
Non-certified networks ⓘ	\$66.4K \$64.8K
MoPub Marketplace	\$53.1K \$56.0K
Direct sold	\$12.4K \$11.8K

Left: This week Right: Previous week



Performance overview across all ad source categories. (For illustration purposes only - does not reflect actual metrics.)



Still have questions?

If you have questions on any of these metrics or how to decipher them, check out this [technical documentation](#) for additional insights.

For everything else, please reach out to support@mopub.com or your MoPub account representative.