

MoPub Advanced Bidding:

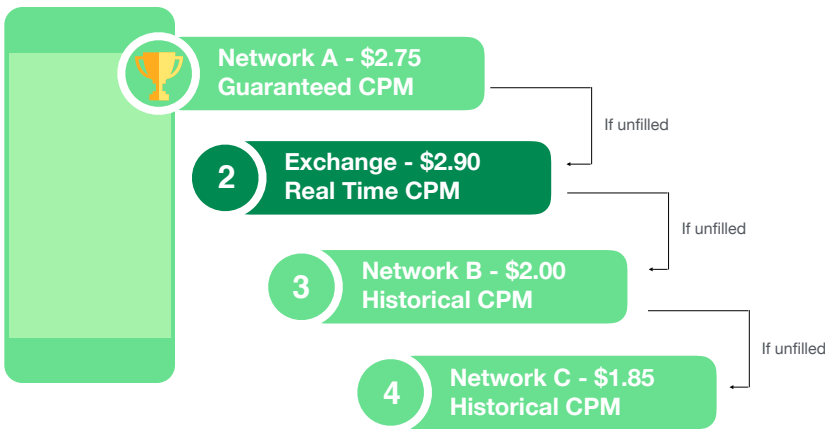
Bringing the benefits of header bidding to the mobile app ecosystem



MoPub has completely reimagined header bidding for the mobile app environment with the introduction of Advanced Bidding. Our approach increases yield by creating real-time competition in a unified auction between the buyers on our exchange and the ad networks connected to our mediation platform. MoPub proved that combining network mediation and real time bidding drives material gains in revenue; Advanced Bidding builds upon that proven mechanic.

How it works and why it matters

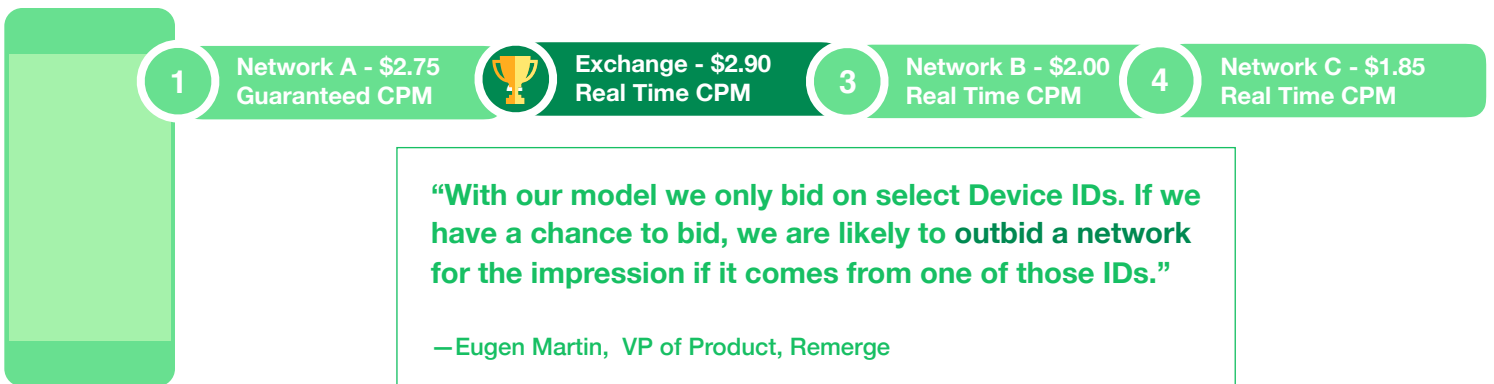
Enabling competition among demand partners for inventory has proven to be an effective strategy for driving publisher yield. The waterfall is built on this premise, where buyers from our real-time bidding exchange compete against ad networks managed through our mediation waterfall. However, it has a few inherent shortcomings:



Waterfall shortcomings:

- **Missed revenue** - the buyer willing to pay the most may not win the impression
- **Latency** - if unfilled, each step down the waterfall chain increases latency, reducing overall inventory
- **Inaccuracy** - historical CPM does not accurately reflect the true valuation of the impression by networks
- **Complexity** - the publisher is responsible for setting each priority and for ensuring the historical CPM is accurate

Advanced Bidding flattens the waterfall, giving ad networks and exchange buyers a fair look at each impression and creating the opportunity to bid in real time. The result is a more productive auction and a more efficient marketplace:



“With our model we only bid on select Device IDs. If we have a chance to bid, we are likely to outbid a network for the impression if it comes from one of those IDs.”

—Eugen Martin, VP of Product, Remerger

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Increase yield by enabling real time competition

Enabling per-impression competition among more demand partners will increase yield. Advanced Bidding ensures the demand partner that wins the auction is the highest bidder, not just the highest one in the waterfall. It's also applicable to every ad format supported on our platform, including rewarded video and our industry-leading solution for native ads.



Open your inventory to more potential buyers

Without Advanced Bidding, about 10-30% of the ad requests on MoPub are excluded from the exchange. Most of these potential impressions are blocked by priority-based waterfall allocations to ad networks. Advanced Bidding flattens the waterfall, allowing all networks and the exchange equal access to impressions that were once off-limits, creating more opportunities for buyers to bid aggressively on select impressions.

“This is precisely what we are hoping for: the opportunity to bid high and win the right impression for our advertisers.”

—Michael Migliero, Co-founder,
Fractional Media



Balance automation and hands-on ad management

Advanced Bidding simplifies the process of working with ad networks, as more inventory is transacted automatically. The end result is increased yield for less effort. For publishers that want to retain a more hands-on approach, MoPub offers its powerful set of ad management tools, enabling publishers to experiment and determine the mix of automated and controlled strategies that work best for monetizing their inventory.

Keeping the dialogue open

Looking for more information? MoPub's team of consultative experts is here to help. To learn more, please get in touch at sales@mopub.com — we look forward to hearing from you.