The SDK

Not all SDKs are created equal

The MoPub SDK is built to reliably handle the ad request, rendering, and reporting for sophisticated mobile advertising businesses. Our SDK is open source; the lightweight library gives more transparency than closed SDKs that can crash your app or conflict with other libraries. You also can customize your integration or troubleshoot issues without waiting for third-party help.
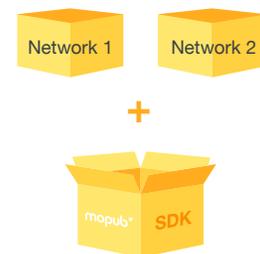
Access 175+ demand sources in one SDK

The MoPub SDK is designed to maximize value with a minimal footprint. We offer two base version of the library and the ability to add any network partner through our open source framework.

One lightweight base SDK instantly connects your app to over 175 Demand Side Platforms (DSPs) and server-to-server ad networks.

The bundled SDK provides access to these three key networks without having to integrate each SDK individually.

MoPub also gives the ability to work with any network using third-party SDKs and adaptors, many of which are pre-built.

The SDK

The MoPub SDK offers additional features that provide increased revenue opportunities, greater transparency, and more control.

Support high value ad formats
The bundled SDK provides access to these three key networks without having to integrate each SDK individually.
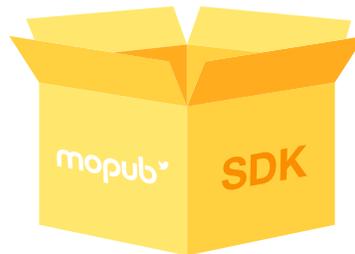
Reliably pass all the data that matters
MoPub passes key variables like approved device IDs, location, and operating system to maximize the value of each impression.

Control what your users see
The SDK automatically blocks unacceptable ad formats such as pop-ups and auto-redirect ads. Our SDK also includes a Creative Flagger that helps you identify inappropriate ads within the app.

When you choose MoPub, you'll gain access to our team of mobile experts, dedicated to delivering unparalleled customer service and partnering with you to meet your revenue goals.

Getting started

The flexibility and reliability of MoPub's open-source SDK provides developers a solid platform to manage their ad supported applications. Download the SDK now at mopub.com/resources.