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This guide is designed to help you get started on monetizing with Facebook Audience Network via Advanced Bidding in 5 easy steps.

Before getting started, please review our Publisher Integration Guide to ensure you meet the technical requirements to enable Advanced Bidding. We strongly recommend you review Facebook Audience Network-specific requirements and best practices for app bidding integrations and make sure to comply with Audience Network policies.
Initialize network SDKs

Ensure that Facebook Audience Network is initialized as early as possible. This means doing so “outside of the MoPub integration”; that is, before MoPub is initialized, for sufficient lead time to generate a successful bid. Learn more here.

Verify you’re using the Supported Network connection

Navigate to the Networks tab in the MoPub UI and make sure that Facebook Audience Network is labeled as “SDK Network” in the Implementation column. Unsupported network setups are labeled “Custom SDK.” If yours is labeled “Custom SDK,” please follow these instructions to migrate to the supported connection.
Once your network setup is verified, you can set up an Advanced Bidding line item. All network bidders and Marketplace will run within this one, singular line item.

- First, navigate to the ad unit(s) where you want to set up Advanced Bidding. From there, you can toggle to the Advanced Bidding tab and enable Advanced Bidding.
• Select a Starting Priority for Advanced Bidding. We recommend setting it at the highest priority to allow the most competition - this is done for you by default.

• Switch the network to “On” and add in your Facebook Audience Network placement IDs.

• Under Marketplace, select your fullscreen and video preferences for Advanced Bidders. To ensure you are receiving the full funnel of demand from Advanced Bidders, we recommend allowing all creative formats and both skippable and non-skippable video.
Keep traditional network and Marketplace line items running

Networks not enabled for Advanced Bidding and Marketplace should remain the same within your waterfall to maintain revenue stability as you transition to Advanced Bidding.
Enable Auto CPM for supported traditional networks

When available, make sure to enable Auto CPM. This ensures accurate competition for the networks that aren’t submitting a real-time price.

<table>
<thead>
<tr>
<th>Network settings</th>
<th>Auto CPM preferences</th>
<th>App &amp; ad unit setup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto CPM</td>
<td>Auto CPM saves you time by allowing MoPub to regularly adjust network CPM based on historical data collected from the network. By enabling auto CPM you agree that it’s your responsibility to monitor the changes to your waterfall and manage them accordingly. You can enable auto CPM for your entire inventory or just a subset of your waterfall. Auto CPM is not currently available for all networks. It may take about a day or two for auto CPM to kick in for the first time, learn more.</td>
<td></td>
</tr>
</tbody>
</table>

**Enable auto CPM**
- Enabled

**Inventory**
- Update CPMs for specific apps only

With this setting, all new ad units added to the selected apps will be enabled for Auto CPM updating:
- Select all
- App 1
- App 2
- App 3
- App 4
Please review our Publisher Integration Guide for more information on Advanced Bidding. Make sure to sign up for our publisher newsletter to stay up to date on Advanced Bidding including new partner additions, features, and monetization tips.

Happy bidding!

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