Advanced Bidding 5-step start guide
This guide is designed to help you get started with monetizing with all of the supported networks available to all MoPub publishers and developers via Advanced Bidding in five easy steps.

According to our recent blog post, Advanced Bidding continued to see tremendous gains in 2020, with revenue growing 5X and publisher adoption increasing 3.4X from Q1 to Q4 2020.¹ The benefits publishers see with in-app bidding compared to traditional waterfalls can include increased ARPDAU, increased operational efficiency, and lowered ad load latency.

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 each supported network’s specific requirements and best practices for app bidding integrations and, as a reminder, you must comply with their respective policies. For example, here are Facebook Audience Network’s requirements and best practices as well as policies.

¹ Source: MoPub internal data
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Initialize your network SDKs

For example, 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, for example, Facebook Audience Network is labeled as “SDK Network” in the Implementation column. Unsupported network setups are labeled “Custom SDK.” If your supported network 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.
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- 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.

- For example with Facebook Audience Network, 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 as they are today

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

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

If you have any questions, please contact your MoPub account team or visit the Support Center.

Happy Bidding!