

For buyers

MoPub empowers demand-side platforms and marketers to confidently and efficiently reach a large, high quality audience across mobile apps.

MoPub Marketplace, the leading mobile real-time bidding exchange, provides access to high quality in-app supply that scales across more than 1.5 billion mobile devices worldwide. We take quality seriously and have strict quality control measures in place. Our bid requests are rich with valuable first- and third-party data to help our demand partners find their target audience. And our buyers have access to a world-class team of mobile experts and a simple and powerful interface to control exactly what inventory they want to receive.

Your audience is here.

Mobile inventory empowers you to reach your audience at any time, in any place.

Mobile drives results for brands. Compared to desktop ads, mobile advertising drives 2-3x higher point lifts for key brand metrics such as favorability, aided awareness, likelihood to recommend, and purchase intent.

Consumers spend 86% of time on smartphones in apps.¹

That's why our focus has always been on apps — and why over 99% of MoPub's publisher inventory is from mobile apps. It means we have the inventory you need to reach your target audiences: in over 49,000 apps on over 1.5 billion unique mobile devices.

Mobile is where it's at.

Time spent:



The average smartphone user visits:

30+ apps/mo³

On mobile, premium supply means:

Your most important audience



Quality in-app content



Transparently-sold geo-enabled inventory



Innovative, engaging ad formats



¹ eMarketer, 2016; ² comScore, 2016; ³ App Annie, 2016;

Video ads

Video ads are the one of the most powerful ways for marketers to engage with their consumers, and MoPub offers one of the most robust mobile video solutions in market. Our diverse set of rich ad formats and access to the largest in-app audience allows marketers to reach their audience with high quality placements where they're consuming media, at any time.

Video formats	Key benefits	Length	Orientation
VAST video 	Standardized format that can run across video players on desktop and mobile.	0-15 sec non-skip; 16-120 sec skip	Vertical and landscape
MRAID video 	Customizable and immersive brand experience.	0-120 sec skip	Vertical and landscape
Opt-in video 	Requires users to opt-in to view the video, generating higher completion rates.	Up to 30 second non-skip	Landscape
Native video 	In-stream video that matches the look and feel of the content.	0-120 sec skip	Landscape

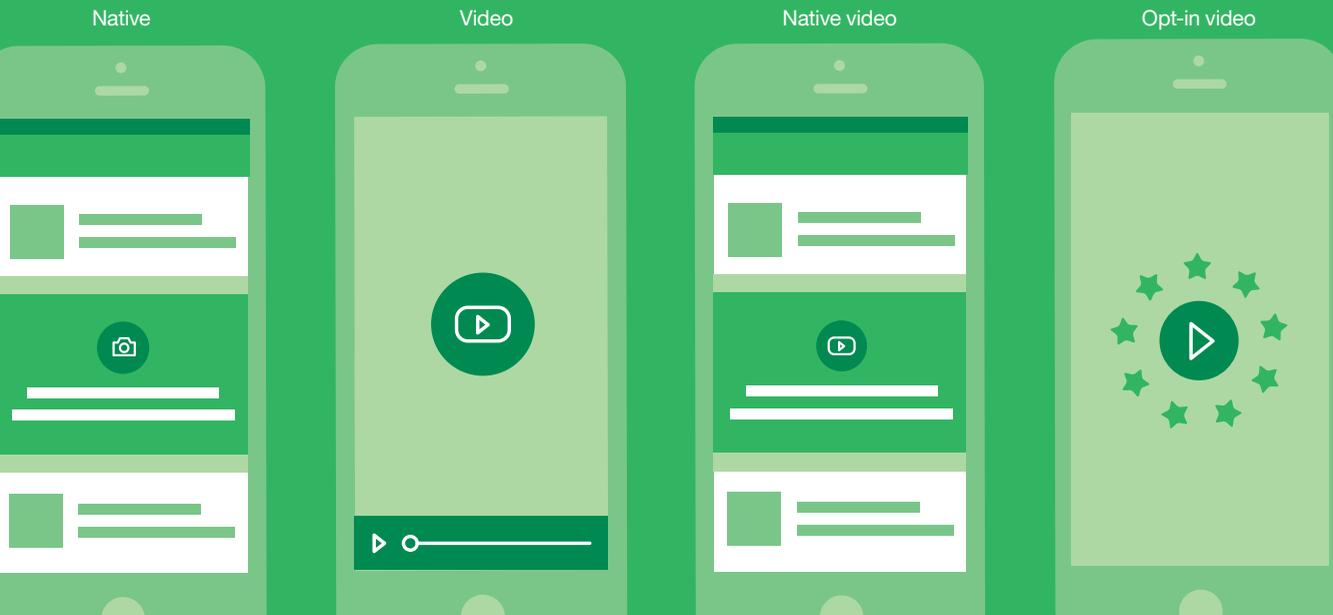


Banner

Fullscreen

Rich media

Take control of your inventory with ad formats that meet your needs.



Native

Video

Native video

Opt-in video

Native ads

Native ads engage consumers by complementing the look and feel of an app's user interface. MoPub's native ad standardization allows advertisers to scale native ad content by automatically reassembling creative components to match the app's unique design and layout. We offer both native display and native video ads.

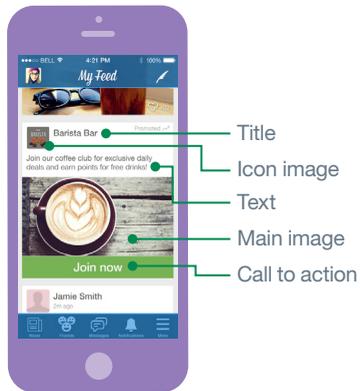
Benefits

Engaging and non-intrusive.
Ads co-exist seamlessly with the overall app experience.

Minimize customization.
A single set of native ad attributes can be automatically re-assembled to match the look and feel of any native app.

Reach people at scale.
Publishers continue to rapidly adopt native.

Native elements



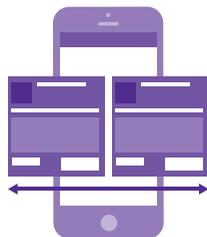
“ Native ads help our clients reach consumers with effective messaging that drives results and positive brand perception — while not diminishing those consumers' in-app experiences. MoPub Marketplace gives us access to high quality native ad supply at scale so we can reach the right audience with a high degree of brand safety. ”

Michael Collins, CEO, Adelphic

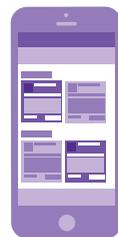
Native ad types



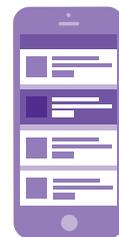
Social media in-feed units



Recommendation widgets



Standard ad with native units



Promoted listings

Industry-leading partnerships

MoPub partners with industry leaders to help our buyers drive the greatest impact for their campaigns. Selected partners include:



Data partnerships

adsquare

factual



Traffic quality

FORENSIQ

THE MEDIA TRUST



Viewability

MOAT

IAS Integral Ad Science



Analytics & measurement

COMSCORE

METAMARKETS



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