Video at scale

In-app mobile video advertising offers marketers the opportunity to engage audiences at scale with high-impact branded content. These ads stream seamlessly at natural pauses during app usage, so the user experience isn’t interrupted mid-stream or gated pre-roll.

Video-enabled ad formats

User-initiated, non-skippable fullscreen video ads offer the highest video completion rates (avg. 93% on MoPub*), because users opt-in. Like all video ads on MoPub, sound autoplays unless the device is in silent mode.

Interstitial video ads are the most popular ad size among marketers because they capture users’ undivided attention by filling the entire screen during a natural transition in the app, and offer additional branding in the end card.

Native video ads offer a seamless user experience by matching the look and feel of the app in which they appear. When a user clicks on a native ad, it expands to a full-screen video.

Last year in the US, time spent on mobile devices surpassed time spent watching TV. Meanwhile, 90% of time spent on mobile devices is in-app.

Source: eMarketer, Time Spent with Media 2019

98% MoPub video ads are full-screen, autoplay, sound-on

192M Daily active video users on MoPub

6.6B Daily available video impressions on MoPub

4.2B Daily non-skippable video impressions on MoPub

*Source: MoPub Analytics, Aug 22 - Sep 21, 2019

This data is provided “AS IS” and for information purposes only, and while efforts are made to ensure accuracy, errors may arise.

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