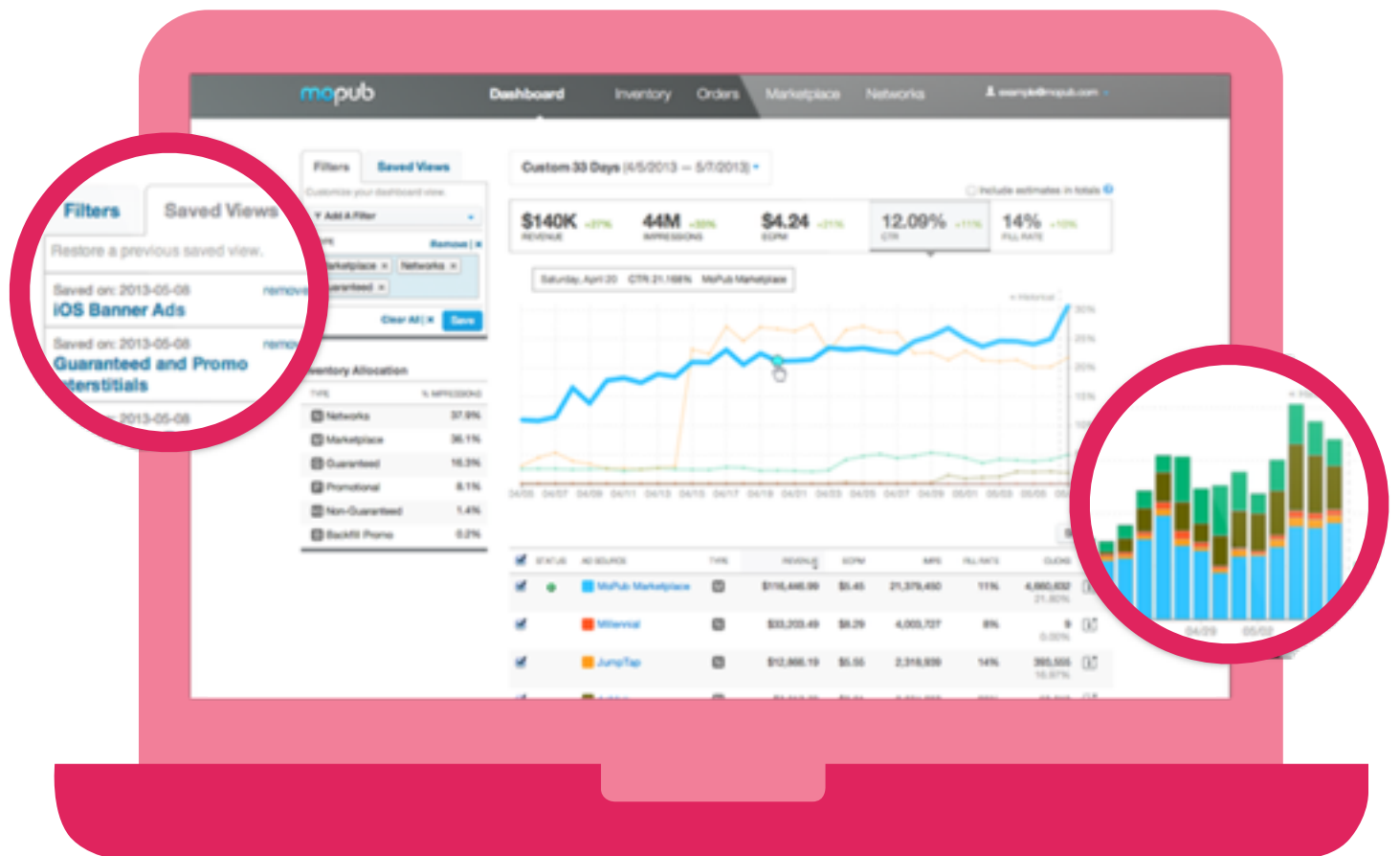


# Drive more mobile advertising revenue

MoPub powers a leading monetization platform for mobile apps by connecting publishers with direct ad sources, ad networks, and top DSPs through the MoPub Marketplace, one of the largest real-time bidding exchanges, and providing the world-class tools and service needed to meet and exceed your mobile monetization goals





## Direct ad serving

MoPub's best of breed ad server supports all of the major campaign management, budgeting and targeting features you need to grow your business. Track ads from direct deals or house ads and optimize user experience with sophisticated geo-targeting, keyword-targeting, and frequency caps on Android, iOS and mobile web.



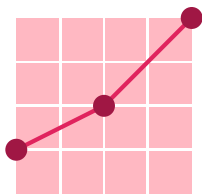
## Ad network mediation

Ad network mediation allows mobile app developers to serve ads from unlimited networks through a single SDK. With our unique mediation system, MoPub allocates the right inventory to the right ad network partner and eliminates time spent on individual SDK integrations.



## MoPub marketplace

Drive more revenue with one of the world's largest real-time bidding exchange for mobile ads. MoPub Marketplace brings new revenue opportunities to app publishers through a more efficient, flexible, and transparent ad market. Best of all, MoPub Marketplace competes dynamically with your ad networks to ensure you are always maximizing your ad revenues.



## Reporting

The easy-to-use Dashboard allows you to view the metrics that matter most on a single screen. Visualize performance with intuitive charts and use ad network reporting tools to analyze trends in your app monetization. MoPub's intuitive design and comprehensive reporting tools make managing app monetization efficient and effective.



## Support

We partner with our customers to ensure they meet or exceed their mobile monetization goals by leveraging our flexible tools, solutions, and expertise. We're committed to providing unrivaled customer service and hands-on support.

## Getting started

Register for your free MoPub account at [app.mopub.com](http://app.mopub.com) to get started with free ad serving today.