

mopub[™]

Advanced Bidding

Bringing the benefits of header bidding
to the mobile app ecosystem.



The mobile app world is unique.
Is your monetization solution maximizing your revenue?

Introducing MoPub Advanced Bidding

MoPub is advancing to the next horizon of mobile app advertising.

We believe that today's waterfall doesn't always maximize revenue per impression and that bidding for inventory in real time is better for publishers and advertisers. Our solution is based on the following principles:



Mobile app bidding can't replicate header bidding in desktop.

A successful solution has to acknowledge that the mobile app world is unique. Market solutions using javascript tags and price range line items create operational and trafficking overhead; we believe that bidding should work to reduce priorities and line items, not increase them.



Including network demand is critical.

In addition to demand from exchanges, including the network sources, which make up a large portion of overall app publisher revenue, is key. A bidding future that is inclusive of networks and allows them to respond to ad requests in real-time will help publishers get closer to the actual highest price (and true value) per impression. (This means that networks need to take the critical step of supporting per-impression bidding.)



Ad format innovation must be preserved.

Rich, innovative ad formats designed specifically for the mobile app experience (such as rewarded video, native, and playables) come from client-side ad format innovation and are facilitated by SDKs. Bidding solutions must consider a hybrid approach of server-side and client-side: ad valuation where the demand source responds back with their highest price server-side, and client-side ad format execution.

Looking to optimize your monetization strategy? MoPub's team of consultative experts is here to help. For more information, please get in touch — we look forward to hearing from you.

