Success and scale with native ads

Criteo, the advertising platform for the open internet, partnered with MoPub to bring native ad formats to their advertisers via mobile in-app RTB.

Before fully partaking in native ad buying across multiple regions, Criteo worked with MoPub to invest in custom product development to process native ad bid requests and responses in real time.

Criteo leveraged MoPub’s strong publisher partnerships to take advantage of opportunities in scale and price efficiency. MoPub encouraged publishers to prepare for growth in native demand and, leading up to Criteo’s buying against native ad formats, additional in-app native supply had become available. The rise in supply and emerging demand equated to a wealth of new opportunities. The MoPub business team also proactively worked with several high-profile publishers that represent significant native inventory to adopt a new SDK spec for Criteo. Ultimately, MoPub has been able to provide Criteo with high-value impressions to successfully scale the native format.

Results

After launching this engaging ad format on MoPub inventory, in conjunction with other factors including Criteo’s proprietary algorithm, **Criteo increased investment on MoPub native ad inventory by 122% year-over-year (Q4 2017 to Q4 2018).**

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1 Data provided by Criteo.
2 Data provided by Criteo and refers to Criteo advertisers running campaigns with a conversion optimization objective
3 Data provided by Criteo for Q2 2019

“Mobile continues to be a major focus for Criteo, and just last year our app business grew 54% year-over-year. As we continue to invest in mobile-optimized creative formats, our relationship with MoPub is valuable to provide access to quality in-app supply,” said Marc Grabowski, EVP Global Supply, Criteo. “MoPub provides incremental reach to eligible impressions through ad formats that complement the user experience, which enables us to increase campaign performance for our advertisers.”

— Marc Grabowski, EVP Global Supply, Criteo

The interest in native ads is part of a broader trend: MoPub has seen 24% year-over-year growth in native ad spend. Native ads on MoPub are high-quality, content-driven experiences that engage consumers by matching the look and feel of an app’s user interface. Because the ads complement the in-app experience, consumers may be more likely to consume and engage with the ads.

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