

# HOW MOPUB MARKETPLACE WORKS

## Your mobile-first technology and monetization partner

MoPub is a leading monetization platform for mobile apps. Our real-time bidding (RTB) exchange, ad server, and ad network mediation make it easy for you to meet or exceed your revenue goals and drive more dollars from your remnant inventory. With MoPub Marketplace, one of the world's largest exchanges for in-app inventory, you'll gain immediate access to more than 175 demand sources. You'll also benefit from our best-in-class monetization and optimization tools and the support of our team of world-class mobile monetization experts dedicated to providing unrivaled customer service.

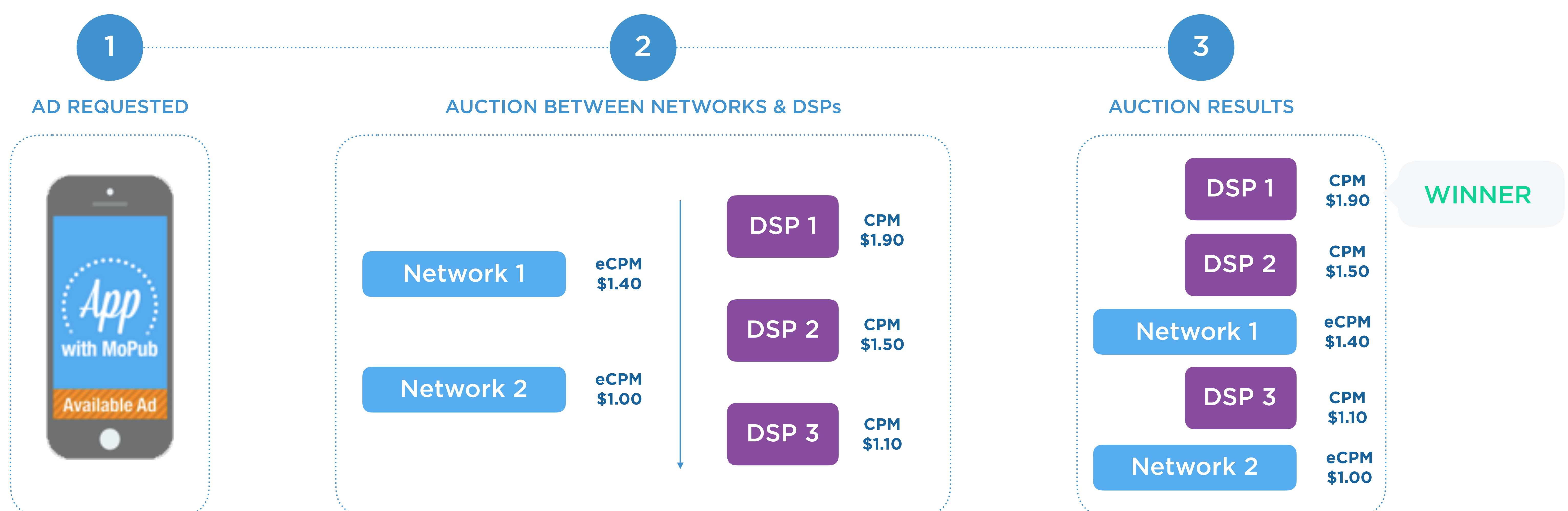
## How real-time bidding works

Real-time bidding is based on auctions. Every ad request delivered through MoPub is auctioned between the demand sources connected to the platform. Demand sources include your ad network partners and the 175 Demand Side Platforms, or DSPs, actively bidding on Marketplace. The highest paying demand source wins the auction, and that advertisement is displayed as an impression served by either the network or DSP.

## Marketplace competition with ad networks drives more revenue

Real-time bidding is an easy way for publishers to monetize their apps more effectively. The simultaneous auction between DSPs and Networks favors the highest eCPM. This means your inventory will go to the ad network or DSP that is willing to pay the highest CPM for that impression.

**Note:** You will never earn less than you would have without Marketplace, because bidders from MoPub Marketplace will only win when their bid beats your ad networks. Here's how it works:



When a Marketplace bidder beats the CPMs from ad networks you currently work with, that impression will be filled by that bidder using our dynamic algorithm. If no Marketplace bidder can beat the ad networks, then your impression will be filled by an ad network.

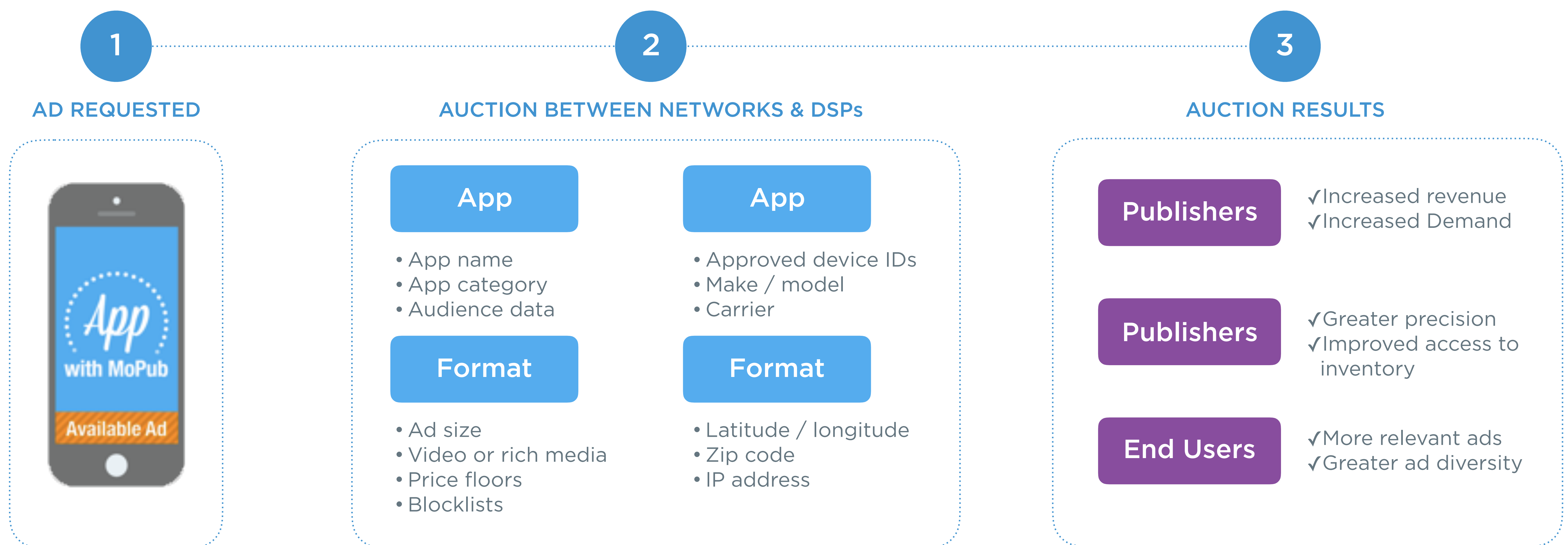
Any questions? Just ask. Our team of mobile pros would be happy to talk you through it.



# WHY REAL-TIME BIDDING MATTERS

## Everyone wins in a more efficient market

For the publisher, the advantage of RTB is the addition of a competitive auction for each impression, ultimately driving up CPMs. For the advertiser, mobile RTB promises access to inventory at competitive price points and efficiencies around targeting the right person at the right time, at scale. All of the 175+ buyers in MoPub Marketplace leverage data to optimize their bids and determine the appropriate value of each impression. Here is an example:



## Additional benefits of MoPub Marketplace

### Increased Control

MoPub allows you to customize your Marketplace settings. The price floor feature gives you the ability to set minimum acceptable CPMs for any ad unit. For more relevant ads, you can enable geo-targeting or block specific ad categories, advertiser domains, or individual creatives.

### Unrivaled Customer Support

We partner with our customers to help them meet or exceed their revenue goals. Leverage our team's deep mobile expertise and benefit from our unrivaled dedication to customer service.

### Maximum Transparency

The easy-to-use dashboard allows you to view the metrics that matter most on a single screen. See revenue, eCPM, and impression data for each of the bidders and individual creatives delivered by Marketplace.

## GETTING STARTED

Sign up today at [app.mopub.com](http://app.mopub.com) and download the open source MoPub SDK for iOS or Android to start free ad network mediation and MoPub Marketplace.