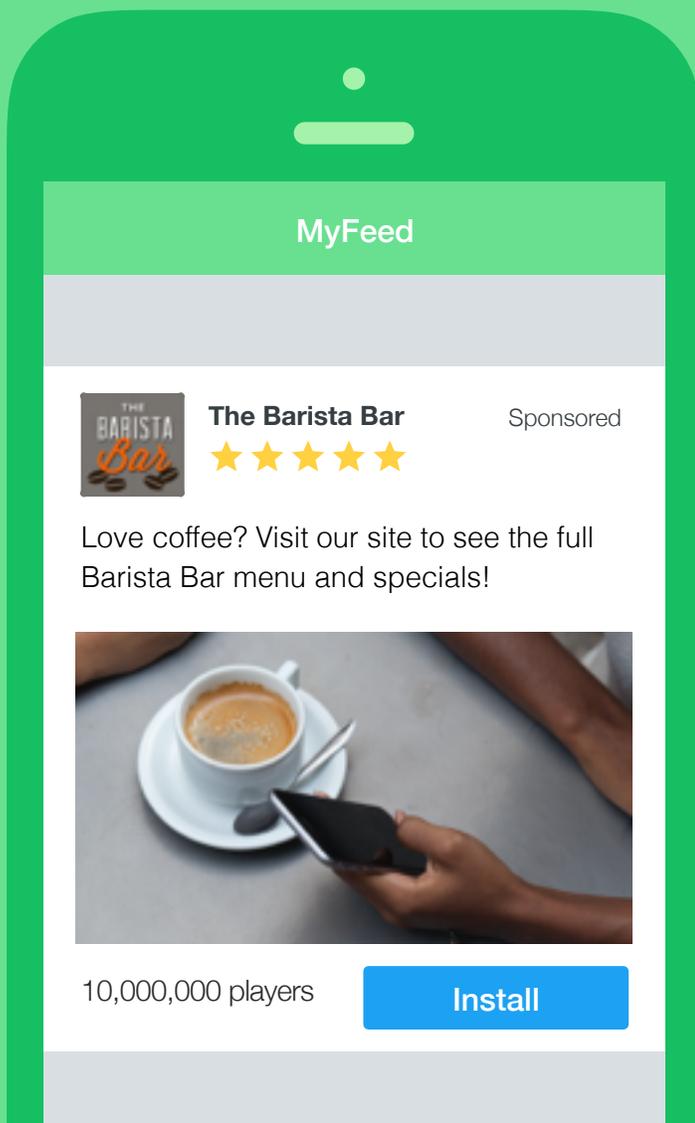


## Overview

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. MoPub's native ad standardization allows advertisers to scale ad content across every native app in the Marketplace by automatically re-assembling creative components to match the app's unique design and layout. And because the ads complement the in-app experience, people are more likely to read, process, click, and engage.



## Engage People In-App

Reach people in apps unobtrusively, by matching the look and feel of the surrounding app content. When your ads co-exist seamlessly with the overall app experience, people are more likely to treat them as content — not an interruption. Advertisers can insert custom CTAs to drive desired actions or conversions. One DSP increased click-through rate by 129% and conversion rate by 384% using native ads, compared to banner ads.

## Reach People at Scale

Publishers continue to rapidly adopt native. The number of apps with native ad inventory increased 8X in 2015. With more than one billion unique devices on MoPub Marketplace, advertisers can reach their audience in high quality placements at massive scale.

## Minimize Customization

Even though every app has a different look and feel, that doesn't mean advertisers need a unique set of creative for each publisher. With standardized native technology, advertisers can submit a single set of native ad attributes that can be automatically re-assembled to match the look and feel of any native app on MoPub Marketplace.

# Anatomy of a Native Ad



The image shows two mobile phone screens displaying native ads for 'The Barista Bar' within a 'MyFeed' context. The left screen shows a card-style ad with the following components labeled: Title, Icon Image, Star Rating, Text, Main Image, and CTA Text. The right screen shows a card-style ad with the following components labeled: Title, CTA Text, Star Rating, and Icon Image.

# Native Ad Types



Social media in-feed units



Recommendation widgets



Standard ad with native elements



Promoted listings

# Getting Started

It's simple. Test your bidder for native ads in the MoPub Demand Platform and MoPub Sample App. Flip on the native filter in the MoPub Demand Platform to start receiving native inventory. Get in touch with our team of mobile experts for help.

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