

## Overview

Native video ads bring together the monetization potential of video ads with the seamless user experience of native display ads. With MoPub, you get a fully-featured, flexible, and effective solution for native video. As the first “full stack” solution for this new exciting format and a long-time innovator in native ads, you’ll get all the benefits of our platform, sound technology, and access to immediate demand for your inventory. Moreover, with more than two years of experience with native and video ads, you’ll get our team of experts and a platform that grows as your native video business grows.

## Features

Like native ads, native video ads are in-stream video ads that match your app’s look and feel. MoPub’s Native Video Ad platform gives you the ability to work with any network through open-sourced network mediation, and serve native video ads from direct advertising partners. Our solution allows you to provide tailored ad experiences for your advertising partners without having to build custom solutions for each ad source. MoPub also maximizes your native ad revenue by automatically selecting the ad source that offers the best CPM whether that’s one of your native ad networks, one of the 175+ DSPs on MoPub Marketplace, or one of your direct-sold partners.

## Drive more revenue and fill

Publishers can ensure they’re earning the highest eCPM by working with any network and maximizing long term revenue with competition from 175+ Demand Partners on MoPub Marketplace, including demand from Twitter.

## Don’t commit to one ad source

Our full stack solution gives you the flexibility to work with almost any ad partner. In addition to immediate access to demand partners on Marketplace, MoPub supports Direct campaigns for native video, mediation for Facebook Audience Network, and the ability to mediate any other network through our custom events code.

## Leverage full controls

Native videos serve in your existing native ad units, so you have the same, full featured controls that you currently have with native display ads today. And set up is simple: Just mark the checkbox on your native ad unit. Native video also works with both MoPub’s Ad Placer solution and your custom integrations.

## Partner for the long term

Our full stack solution means you can invest in a longer term strategy with native video and trust that MoPub’s platform will meet your needs — whether that means new network relationships or direct ad partnerships. As the first programmatic platform to introduce native ads, you’ll benefit from in-house account experts, technical solutions engineers, and a tried and true platform that has served over 335 billion monthly ads.



## Getting started

Native video is currently in private beta. For more information about using MoPub for native video ads, please contact your account team or [sales@mopub.com](mailto:sales@mopub.com) to learn more.