

# MoPub and adsquare, a neutral mobile data exchange, have partnered to provide DSPs mobile-first audience targeting on the MoPub Marketplace.

## Audience targeting at scale

The rich, mobile-first data that adsquare provides coupled with data from the MoPub Marketplace allows advertisers to reach their target audience with precision on mobile and scale across over 450 billion monthly ad requests. adsquare's vast data portfolio goes beyond location data and includes information about households, purchases, socio-demographics, and app usage.

## About adsquare

adsquare is a neutral and transparent data exchange that provides advertisers and agencies the ability to create audience segments with leading data providers. With their mobile-first approach, adsquare builds audience segments on various mobile supply sources by partnering with over 35 data providers.

If you are already integrated with adsquare and want to access your pre-built audiences on MoPub, or are interested in integrating with adsquare, please reach out to Tom Laband, CEO of adsquare, at [tom@adsquare.com](mailto:tom@adsquare.com) for more information.

## How it works

These audiences are found on MoPub's mobile in-app inventory in real-time via the MoPub Marketplace. When a DSP receives a bid request from the MoPub Marketplace, the DSP matches the user from the bid request to the users in the adsquare audience segment the DSP has created. If the DSP is able to match the user, they then know that the bid request comes from a user in their adsquare segment.

In order to access these audiences on MoPub's inventory, you will need to work directly with adsquare. You and your clients will continue to use adsquare's interface to build audiences to target on MoPub Marketplace.



Scale  
**450**  
 Billion  
 Monthly ad requests

Your use of the MoPub Marketplace and the adsquare audience segments in connection with the MoPub Marketplace is subject to the MoPub Policies and the terms you have in place with MoPub. Neither Twitter nor MoPub make any representations or warranties with respect to the adsquare audience segments, and neither Twitter or MoPub will be liable for any use of the adsquare audience segments. Twitter and MoPub make no warranty of any kind as to any results obtained from use of the adsquare audience segments.

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