Network Mediation

mopub

Why MoPub

Our network mediation solution allows you to connect to the ad networks of your choice through server-to-server and SDK integrations, ensuring you can effectively monetize your mobile inventory. The process of changing mediation platforms can be daunting. With MoPub, the transition is simple: you can continue to work with your preferred partners and make more revenue through real-time bidding.

More revenue	Access real-time bidding through MoPub Marketplace to increase your revenue. Networks and buyers compete for each ad impression in real time, driving up eCPMs and overall earnings. On average, publishers see an increase in overall revenue by 20-30%.
Fewer SDKs	Minimize development work through server-side integrations with several top ad networks. This means access to more demand partners without weighing down your app with additional SDKs.
Open Source	Customize the way ads load and display; quickly and easily identify the source of any bugs or crashes. We believe in transparency, which is why we built an open-source SDK.
Native Ads + Video	Leverage the industry's only full-stack solution for native ads. Native ads match the look and feel of your app so you can monetize more effectively while maintaining a great user experience. Experience the benefits of both native and video ads with the industry's first mediation and full-stack solution for native video ads.
Flexibility	Access flexible ad serving controls easily customized to fit your needs and support leading and cutting-edge ad formats.

Transitioning to MoPub

- Ad networks are transferrable to MoPub through server-side integrations, pre-built adapters, or custom events.
- Match your existing mediation waterfall with the same app and geo-targeting setup using Segments.
- Easily traffic direct ad serving and cross-promotional campaigns through our Orders and Line Items management system.
- Pass up key-value pairs to segment your audiences, such as restricting ads to only non-paying users.

Getting Started

MoPub offers free network mediation. Contact us at sales@mopub.com for a MoPub demo to see why MoPub is trusted by the world's leading mobile publishers.