# Protect your user experience

mopub

**The MoPub Marketplace powers programmatic buying at scale. We maintain a high-quality exchange with a comprehensive approach through our product, policy terms, and client service offerings.**

## Product

**Pre-Built Filters:** The MoPub SDK automatically blocks certain types of pop-up and auto-redirect ads from showing in your app.

**Trusted Technology:** We partner with The Media Trust to offer you an additional layer of protection against unwanted ads. Their technology proactively scans ads for prohibited creative attributes.

## People

**Partner Education:** We provide ongoing education for our demand partners in order to ensure that they understand and comply with our policies.

**Proactive Approach:** The MoPub Policy team monitors Marketplace activity to identify and administer violations.

**Strict Enforcement:** All demand partners are strictly held accountable for the ads they serve, and can face immediate suspension for Prohibited or Restricted offenses.

## Policy

**Video:** We allow either 30-second skippable or 15-second non-skippable ads video ads to run on the MoPub Marketplace.

**MRAID:** For all MRAID ads, we allow a 2-second delay for the close button to load.

**Playable Ads:** For interstitial MRAID playable ads, a 5-second delay is allowed for the close button to load, provided a countdown timer is included. The delay allows time for the ad to load correctly.

## Controls

Our interface gives you controls to protect your user experience through:

*Content filtering*: Customize the type of ads that are served in your apps by using the Content Filtering controls (click link for instructions). For additional customization, please contact your account team directly.

*Adomain blocking*: Block specific creatives and advertisers from displaying ads in your apps using our adomain blocklist.

*Creative Review Tab*: Individual creatives can be blocked on the 'Creative Review' tab under the 'Marketplace' tab.

# Escalation process

The MoPub Marketplace serves thousands of ads every second. While we maintain a high-quality exchange through our stringent controls and processes, it's possible for a problematic ad creative to occasionally make it through. If this occurs, please use the following tools to pinpoint the ad creative. Once the ad is found, please send the information to your account team, who will escalate internally.

**1**

## Creating flagging tool

Use our Creative Flagging Tool to perform a simple gesture directly on the creative and send MoPub the required ad information we need to diagnose the creative. Please remember to include your account team in the email.

**2**

## Creative review tab

Find ad creatives directly on the Creative Review Tab, under the 'Marketplace' tab in the MoPub UI.

**3**

## Proxy logs

Proxy logs, such as Charles logs, record all activity that occurs on the ad server-side of the app. Use these logs to pinpoint the problematic ad.

**4**

## Metamarkets

Please use the following information to pinpoint (or narrow down) the ad creative in Metamarkets:

- Ad Unit IDs where the ad was displayed (or the app, OS, and ad format)
- The adomain, e.g. exampleapp.com (or advertiser / DSP)
- Time and country the ad was seen (including timezone)
- Screenshots, landing URL, or any other information at hand