

MoPub Auto CPM

Auto CPM is a part of MoPub's broader Dynamic Optimization effort in helping mobile publishers maximize revenue and optimize workflow by automating the task of updating network CPMs in the ads waterfall — a tedious and highly resource-intensive endeavor.

What problem does it solve?

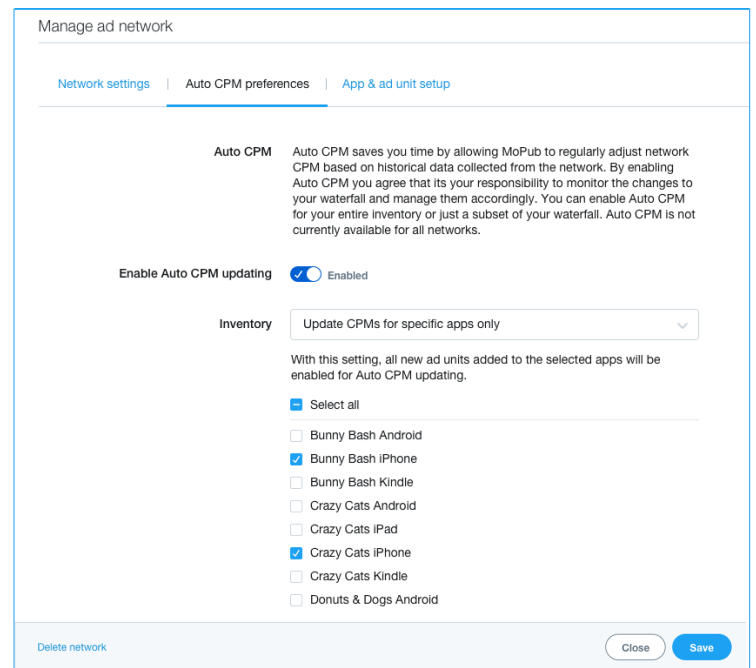
When setting the ads waterfall, publishers have to rely on the ad networks' historical CPMs as indicators to determine their price. To ensure the waterfall reflects the most accurate market demand for the impressions, it's crucial that these CPMs are updated with the latest data on a regular basis -- which means time and resources must be dedicated to maintaining this. Auto CPM removes this need.

How does it help?

Auto CPM offers publishers the option to automate the process of retrieving the CPMs from ad networks, calculating the rolling 7-day rolling average, and updating the system so that the waterfall is prioritized efficiently to maximize for yield. This feature builds on MoPub's efforts to provide our publishers with an unrivaled level of transparency and control.

What are the benefits?

- Increases auction efficiency
- Improves operational efficiency
- Frees up resources for more strategic initiatives



“The new Auto CPM from MoPub saves us so much time and frees up the team for other more strategic tasks. We no longer need to update the networks' CPMs manually. Best of all, it gives us the option to manually override it when necessary.”

David Novak
Director of Advertising at Online Buddies