

MRAID Video

Overview

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MRAID (Mobile Rich Media Ad Interface Definitions) is a framework for mobile advertisers that allow rich media ad creatives to run across all compliant devices and applications.

Benefits

Mobile first format for the best ad experience

Marketers can reach their audience with an unparalleled ad experience designed for mobile. The natural introduction of the ad ensures a high quality app experience that won't require the user to leave the app

Limitless canvas for video

MRAID is the most customizable video ad format. Marketers can select between click-to-play and auto-play formats. The uniqueness of the ad keeps the user engaged and provides exciting ways for marketers to convey their value.

Certification makes getting started simple

MRAID is easy to run with one of MoPub's [certified rich media vendors](#). Working with a certified vendor simplifies the customization of ads and ensures that delivery and reporting is always consistent.

MRAID+VPAID Addendum

Partners with VPAID creative are able to serve ads on MoPub with a slight addendum to the spec. MRAID+VPAID tags will function properly and run as regular MRAID 2.0 video ads in MoPub video players (however third party quartile reporting will not be available).

