# MoPub Advanced Bidding: What this means for our buying partners
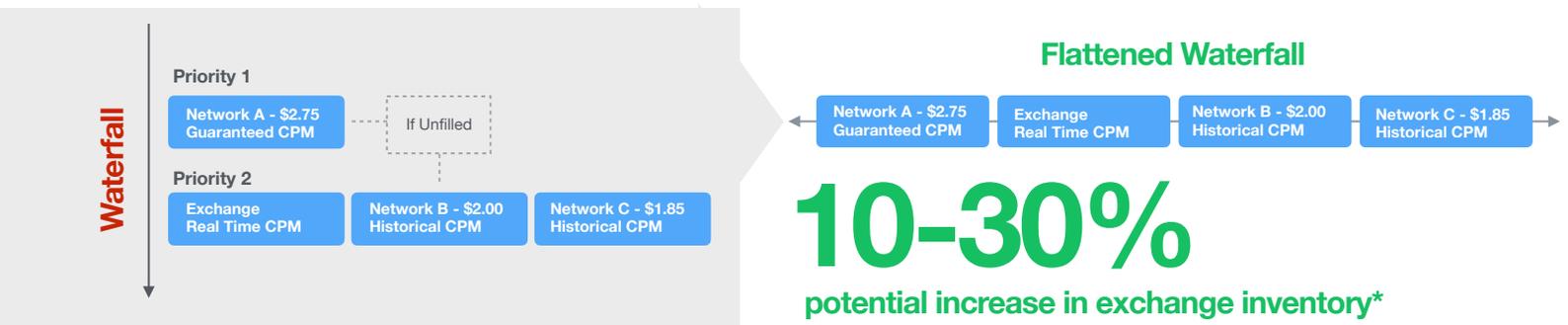
MoPub has completely reimagined header bidding for the mobile app environment with the introduction of Advanced Bidding. It's designed to help publishers more efficiently monetize their inventory by replacing the traditional waterfall with simultaneous real-time bidding from ad networks and DSPs.

## An important step toward improved efficiency and transparency

Our objective is to give buy-side partners confidence that they are reaching the largest, highest quality audience across mobile apps. We strive to provide the tools that enable our buyers to reach their audience effectively, spend efficiently, and buy confidently.

## Creating a more productive auction, not self competition

MoPub's approach is distinctly different from desktop header bidding. First and foremost, it is not designed to create competition between exchanges. That was the primary focus of desktop header bidding and greatly increases the likelihood of buyers competing against themselves for the targeted inventory. That does not align with our goal of creating efficiency, and is not part of our program. Our focus is enabling real time pricing from in-app ad networks, which bring their own unique demand to the mobile app space.



**Flattened Waterfall**

**Waterfall**

Priority 1
Network A - $2.75 Guaranteed CPM → If Unfilled
Priority 2
Exchange Real Time CPM | Network B - $2.00 Historical CPM | Network C - $1.85 Historical CPM

Network A - $2.75 Guaranteed CPM | Exchange Real Time CPM | Network B - $2.00 Historical CPM | Network C - $1.85 Historical CPM

# 10-30%
**potential increase in exchange inventory***

## Built on a proven platform

MoPub is uniquely placed to make Advanced Bidding work for the in-app space because our publishers already use the platform to manage their ad networks. In parallel, the ad networks interested in buying in real time are already supported by our standard mediation product. Advanced Bidding is a change in how inventory is auctioned between existing platform partners. MoPub's position as the primary network mediation layer and as a leading exchange gives us a unique ability to integrate Advanced Bidding without having to bias the platform towards one type of partner over another.

# Advanced Bidding is expected to deliver value for our buyers by addressing three core areas:

### Bring more inventory into the exchange.

Currently, about 10-30% of the ad requests on MoPub are excluded from the exchange. This potential inventory is inaccessible because many of the 50,000+ apps on our platform deploy a priority-based waterfall to manage ad networks. Advanced Bidding is intended to flatten the waterfall, bringing impressions that were prioritized above RTB back into the exchange.

### Increase access to higher quality inventory.

The most common reason inventory is withheld from the exchange is to allocate a specific set of impressions to an ad network for a flat price. These often include valuable first-look impressions or high value ad formats. Advanced Bidding gives publishers a way to simplify their network setup; if a network can also respond to ad requests in real time, it reduces the need for these inventory-withholding arrangements and opens this inventory up to our exchange buyers.

### Eliminate inaccurate pricing from the auction.

The waterfall approach relies on each ad network's historical average CPM as the proxy value for future impressions. We know this is unlikely to match the value of a potential impression in real time. Furthermore, the publisher can manually override the CPM, potentially introducing inflated price points. We believe enabling ad networks to bid in real time will increase efficiency by removing inaccurate prices from the auction.

## Keeping the dialogue open

Looking for more information? MoPub's team of consultative experts is here to help. For more information, please get in touch at dspsupport@mopub.com — we look forward to hearing from you.