Mobile publishers & app developers

Maximize your revenue and take control of your monetization strategy.
MoPub, a Twitter company, is the leading mobile monetization platform that gives you the control and flexibility you need to maximize your app revenue.

All the demand sources you need to maximize revenue:
Network mediation + RTB exchange + direct sold.
Work with the network partners of your choice using our mediation solution. Access programmatic demand with MoPub Marketplace, the leading in-app programmatic exchange, which brings together over 180 demand-side platforms (DSPs) to bid on your inventory. Allow programmatic demand through Marketplace to compete with your networks to maximize value at the impression level.

Flexibility and control.
MoPub's platform is designed to offer a customizable mix of automation and control. Allow our machine-learning-powered Dynamic Optimization to save you time and effort, while retaining the controls and transparents insights to manage your business strategy in exactly the way you want. (No black boxes here.)

Expertise to take your business to the next level.
Our best-in-class client service drives results with integrity, insights, and proven mobile expertise — and has been trusted by leading mobile publishers around the world since 2010. We're here to talk to you about what makes most sense for your business, from Advanced Bidding (our answer to header bidding for mobile apps), to the latest ad formats like rewarded video, native, and playables.

Native	Native video	Rewarded video	Rich media	Video	Fullscreen	Banner

Interested in maximizing your app revenue? We want to hear from you.
Visit us at www.mopub.com or get in touch at sales@mopub.com.

Buyers

Confidently and efficiently reach your audience at scale across mobile apps.
MoPub, a Twitter company, is the leading monetization platform for mobile apps and provides programmatic access to high quality mobile audiences at scale for demand-side platforms and mobile marketers.

Scale and reach.
MoPub Marketplace, the leading in-app programmatic exchange, empowers you to reach over 50,000 mobile apps on more than 1.5B unique devices worldwide. Engage your audience with impactful ad formats like video, opt-in video, native, and playables, and use our Inventory Packages to connect with the right audiences for your campaigns.

Stringent supply quality measures.
We take supply quality extremely seriously, from our internal teams and processes to our partnerships with industry-leading third-party providers to measure viewability and monitor fraud and traffic quality. Our traffic is SDK direct to publishers and is not resold.

Intelligent, efficient buying.
Our rich, transparent bid requests, robust exchange data signals, and machine-learning-powered Dynamic Optimization enable you to reach your audience and hit your KPIs.

MoPub Marketer Program
For marketers looking to get more from their programmatic investments. Members of MoPub's Marketer Program benefit from:

- Direct education on MoPub's inventory, formats, and exchange trends
- Insight into your campaigns on MoPub's exchange (top publishers, top formats, top DSPs)
- Peer set analysis
- Consultative advice on scaling your programmatic buys

Interested in learning more about reaching your audience through MoPub? We want to hear from you. Visit us at www.mopub.com.