

Video Ads

Overview

Video ads offer a valuable opportunity to drive more revenue from your interstitial inventory. With MoPub Marketplace, you can automatically introduce video ads into your app experience. Instant access to our video ad partners make it easy for you to display video ads without burdening your app with more SDKs.

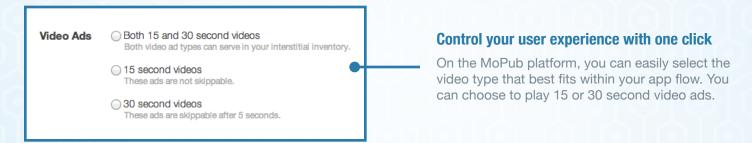
Earn higher CPMs

Video ads provide a more interactive experience that typically delivers 2 to 4 times higher CPMs than regular interstitials. Introducing video ads can also improve your interstitial fill rates, leaving fewer missed revenue opportunities.

How it works



All videos are pre-cached and automatically play inline with your app.



GETTING STARTED

- 1. Update your SDK to MoPub iOS SDK 1.16 or later. Enhancements for Android are coming soon.
- 2. Select your video types on the Marketplace Settings page on app.mopub.com