



flight



How MoPub Marketplace Works

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Why MoPub is a Great Thing for Developers



Flow Free

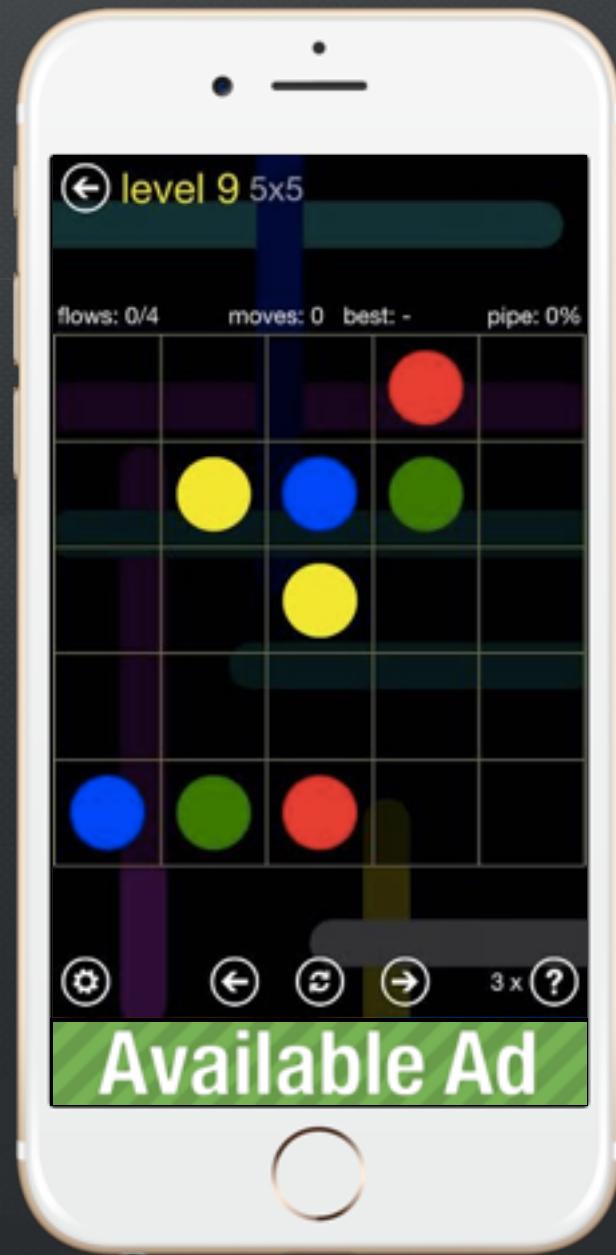
by Big Duck Games

● AD REQUEST

● DECISIONING

● AUCTION

● DISPLAY



AD REQUEST

```
{  
  "app": "Flow Free",  
  "category": "Games",  
  "OS": "iOS8"  
}  
+other parameters
```







Flow Free

by Big Duck Games

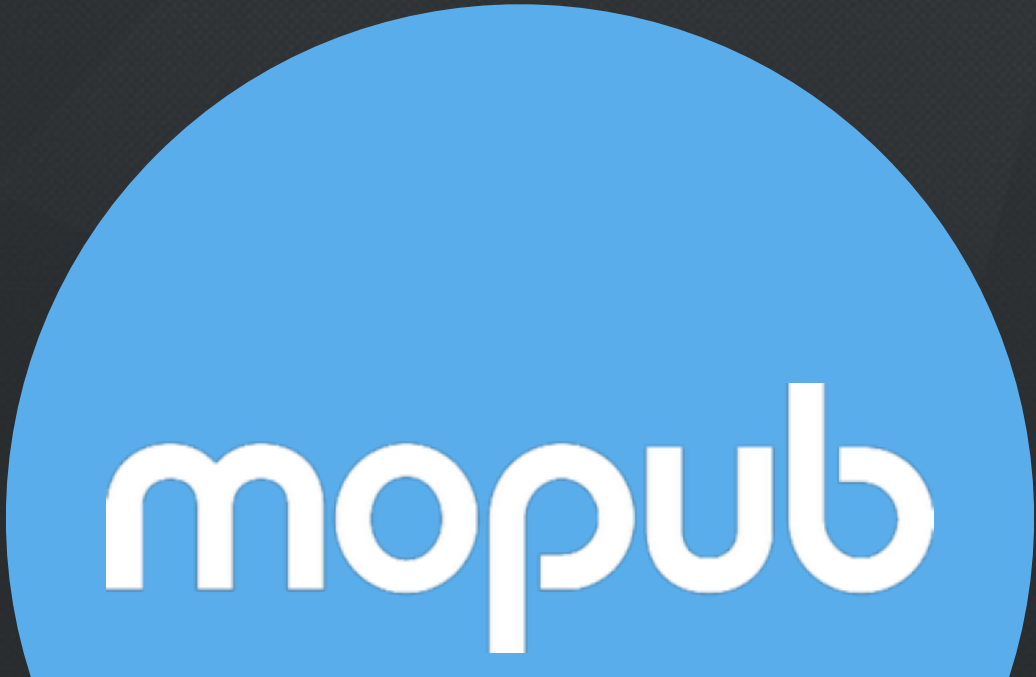


Bidder 1
\$1.90

WINNER!

Bidder 2
\$1.50

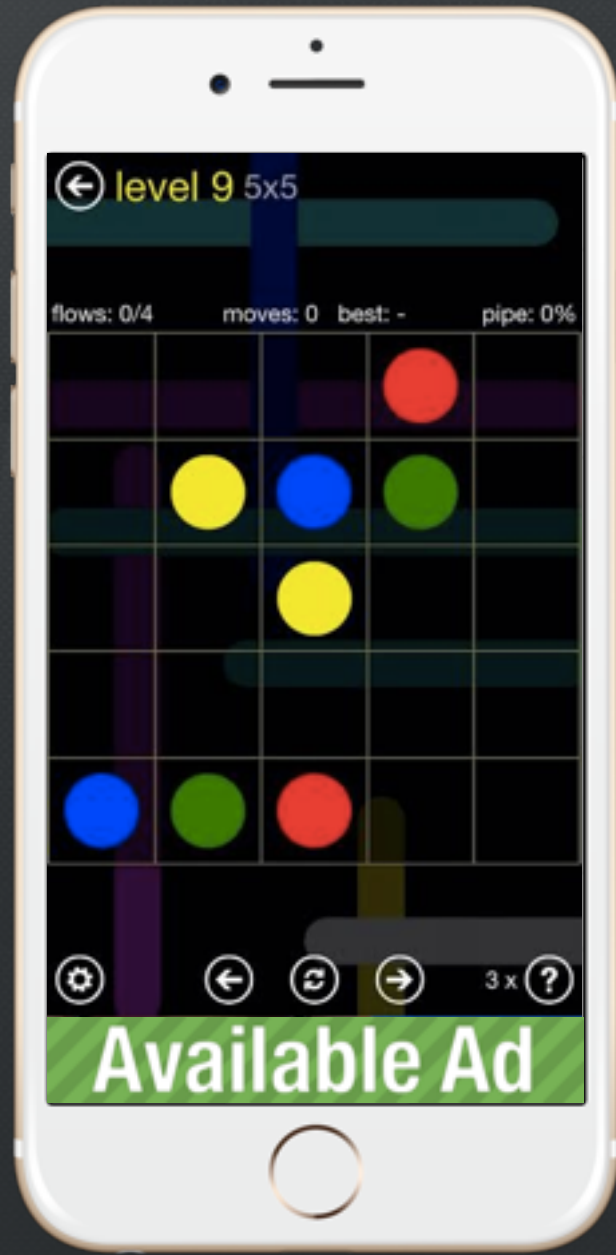
Bidder 3
\$1.10





Flow Free

by Big Duck Games



All this happens under **300ms**



175 Demand Partners


```
{
  "app": {
    "bundle": "553834731",
    "cat": [...],
    "id": "a422f9bf94df0e42359d5beff67f8821",
    "name": "Candy-Crush",
    "publisher": {
      "id": "04241e0b1cc9843276858ce16377c7eef4",
      "name": "King"
    },
    "storeurl": "https://itunes.apple.com/us/app/candy-crush-saga/id553834731?mt=8",
    "ver": "1.0"
  },
  "at": 2,
  "bcat": [...],
  "device": {
    ...
  },
  "id": "73ca1cb7-0661-6ad6-b170-d354310c58e35",
  "imp": [
    {
      "bidfloor": 0.12,
    }
  ]
}
```


Demand Partners Choose:

OS Type

Geography

Ad Format

Other Parameters

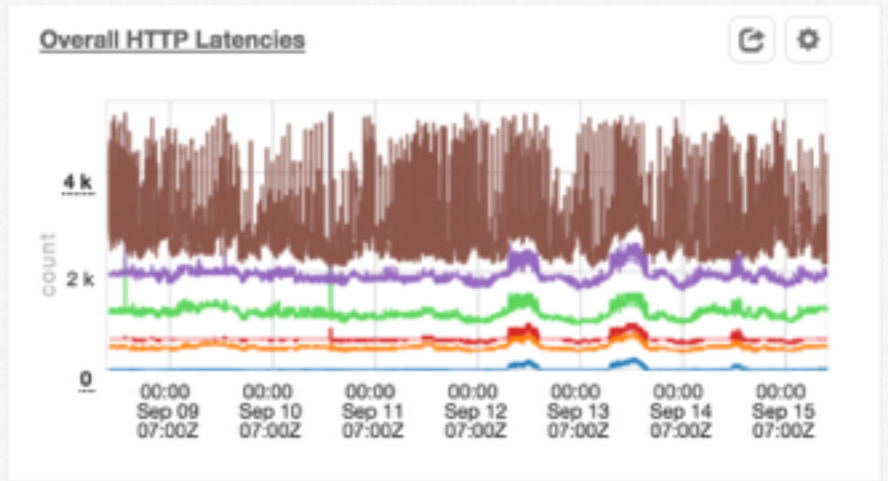
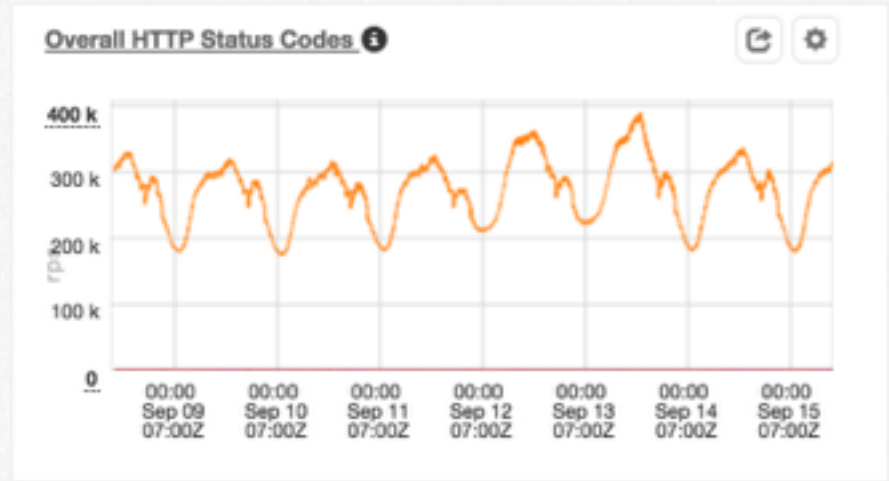
Number of incoming
requests per second
~300,000

300,000 RPS sent to 175
demand partners

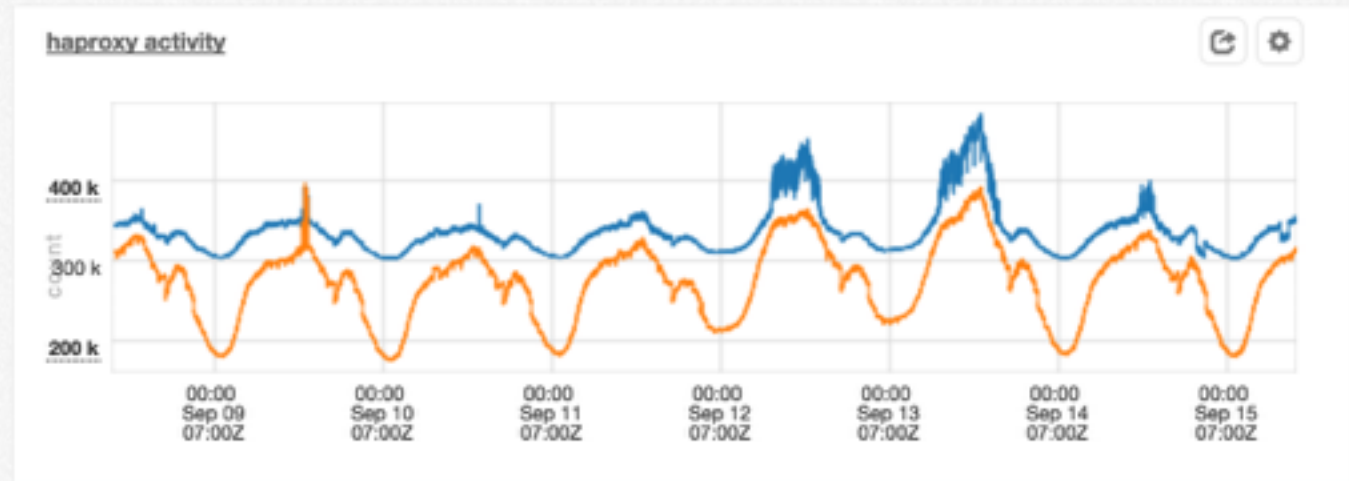
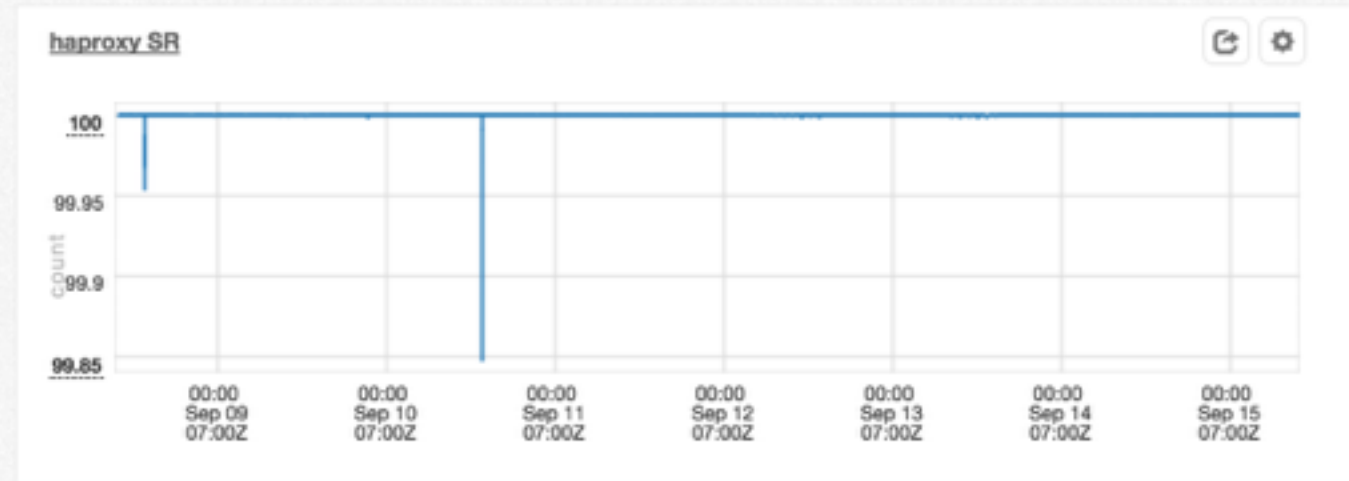
15B
auctions per day

How we deploy safely

TFE Stats



Local Haproxy Stats



Downstream (Agg)



Metrics We Monitor:

Revenue rate

Number of impressions

Clear rate

Auction win rate

System (CPU/memory)

Other things that can go wrong:

hardware failures

traffic pattern changes

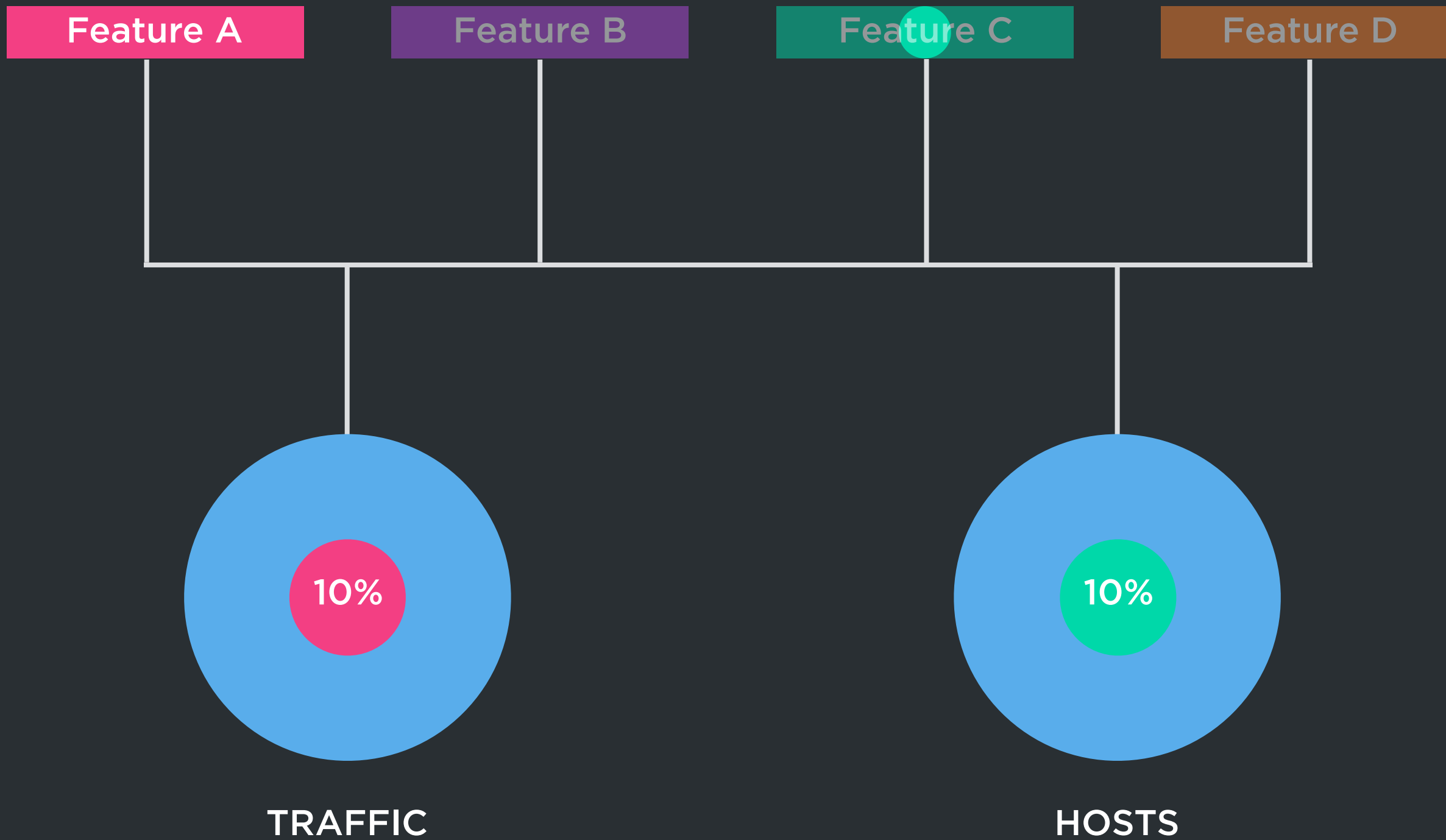
dependency failures

Other things that can go wrong:

bad integrations

unintentional bid behavior

How We Experiment



mopub



fabric

Thank You

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