

# HOW MOPUB MARKETPLACE WORKS

## Monetize your inventory with networks and real-time bidding

MoPub Marketplace is the largest real-time bidding (RTB) exchange in mobile. The combination of RTB and network mediation makes it easy for you to drive more revenue from your remnant inventory. MoPub Marketplace drives incremental revenue for publishers by bringing immediate access to over 100 new demand sources.

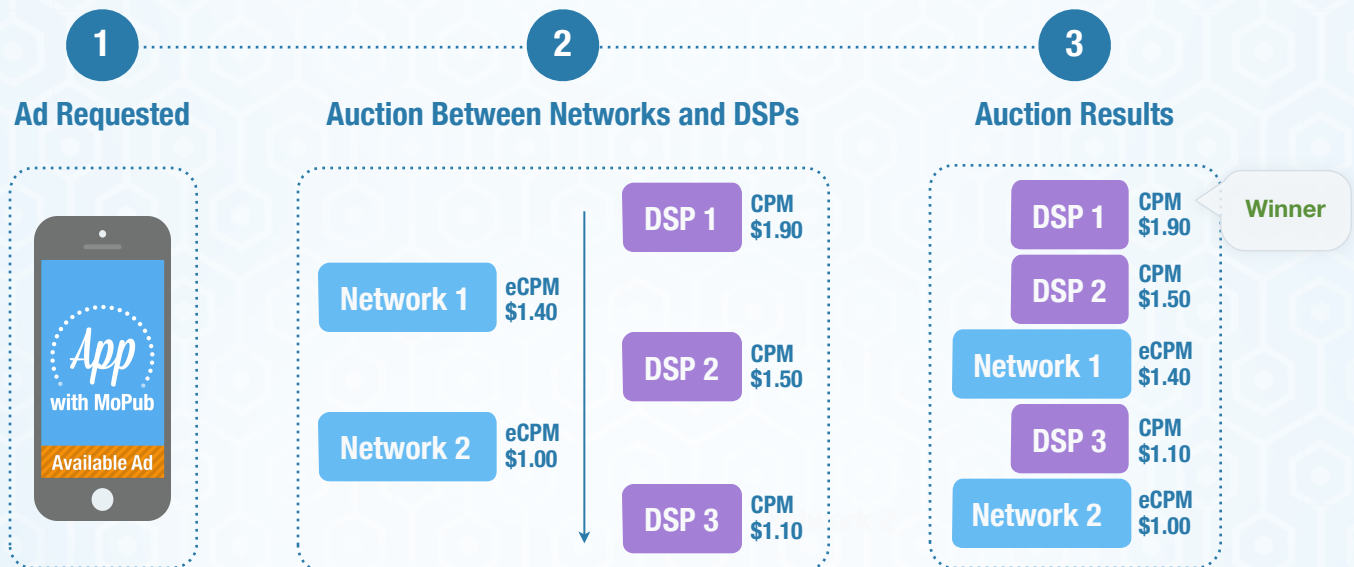
## How real-time bidding works

Real-time bidding is based on auctions. Every ad request delivered through MoPub is auctioned between the demand sources connected to the platform. Demand sources include your ad network partners and the 100 Demand Side Platforms, or DSPs, actively bidding on Marketplace. The highest paying demand source wins the auction, and that advertisement is displayed as an impression served by either the network or DSP.

## Marketplace competition with ad networks drives more revenue

Real-time bidding is an easy way for publishers to monetize their apps more effectively. The simultaneous auction between DSPs and Networks favors the highest eCPM. This means your inventory will go to the ad network or DSP that is willing to pay the highest CPM for that impression.

**Note:** You will never earn less than you would have without Marketplace, because bidders from MoPub Marketplace will only win when their bid beats your ad networks. Here's how it works:

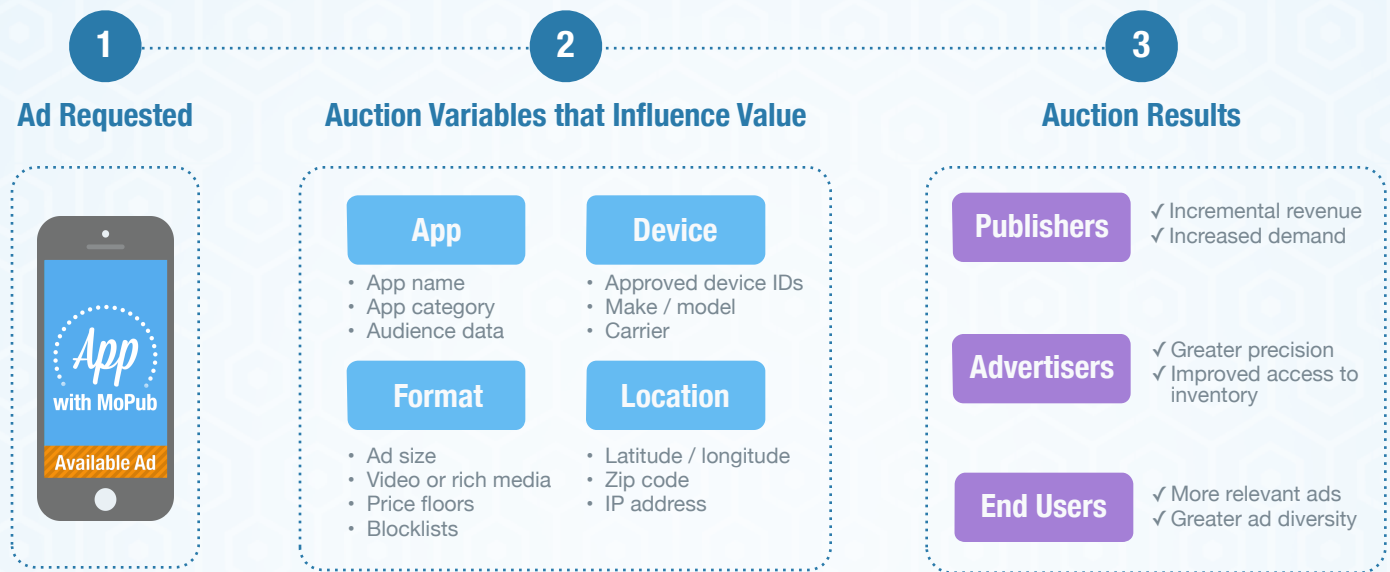


When a Marketplace bidder beats the CPMs from ad network you currently work with, that impression will be filled by that bidder using our dynamic algorithm. If no Marketplace bidder can beat the ad networks, then your impression will be filled by an ad network.

# WHY REAL-TIME BIDDING MATTERS

## Everyone wins in a more efficient market

For the publisher, the advantage of RTB is the addition of a competitive auction for each impression, ultimately driving up CPMs. For the advertiser, mobile RTB promises access to inventory at competitive price points and efficiencies around targeting the right person at the right time, at scale. All of the 100+ buyers in MoPub Marketplace leverage data to optimize their bids and determine the appropriate value of each impression. Here is an example:



**Results:** Most publishers ultimately see 25% of their remnant ad revenue come from MoPub Marketplace.

## Additional benefits of MoPub Marketplace

### Increased Control

MoPub allows you to customize your Marketplace settings. The price floor feature gives you the ability to set minimum acceptable CPMs for any ad unit. For more relevant ads, you can enable geo-targeting or block specific ad categories, advertiser domains, or individual creatives.

### Maximum Transparency

The easy-to-use dashboard allows you to view the metrics that matter most on a single screen. See revenue, eCPM, and impression data for each of the bidders and individual creatives delivered by Marketplace.

## GETTING STARTED

Sign up today at [app.mopub.com](http://app.mopub.com) and download the open source MoPub SDK for iOS or Android to start free ad network mediation and MoPub Marketplace.