



# NATIVE ADS

---

## OVERVIEW

MoPub Native Ads is the industry's first scalable solution for mobile app developers. Native ads offer an opportunity to monetize your app more effectively by matching the original content's look and feel, while preserving the same great experience for your users. Our native ads platform allows you to provide tailored ad experiences for your advertising partners without having to build custom solutions for each advertiser.

## FEATURES

MoPub Native Ads offers you the ability to work with direct advertisers, promote your own features and apps, mediate native ad networks and drive more revenue from more than one hundred demand partners on MoPub Marketplace.

### DRIVE MORE REVENUE WITH DIRECT ADVERTISERS

You can drive more ad revenue and open up new business opportunities with direct advertising partners, without building any custom solutions.

### LEVERAGE PROGRAMMATIC BUYING ON MOPUB MARKETPLACE

With 100+ demand partners on MoPub Marketplace, MoPub Native Ads enable you to immediately earn more revenue from advertisers without direct sales relationships.

### MAXIMIZE FILL RATES WITH NATIVE AD NETWORK MEDIATION

The MoPub platform allows you to mediate third-party native ad network SDKs. With pre-built support for several ad networks, Native Ads on MoPub make it easy for you to maximize fill rates and increase overall revenue with any native ad network.

### PROMOTE YOUR OWN CONTENT OR APPS

Native ads offer a great opportunity to market new features, drive installs for your other apps, or highlight other parts of your business within your app's natural flow.



MoPub Native Ads enable you to monetize your app more effectively by matching the original content's look and feel. The same ad creative can take multiple forms to blend seamlessly with your user experience.

## HOW IT WORKS

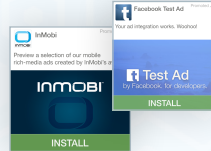
### IMPLEMENT MOPUB NATIVE ADS FROM MULTIPLE AD SOURCES



**DIRECT ADVERTISERS**



**DEMAND PARTNERS ON MOPUB MARKETPLACE**



**NATIVE AD NETWORK MEDIATION**



**CROSS PROMOTION**

### EASY IMPLEMENTATION

MoPub Native Ads can be easily implemented using the MoPub SDK. Get all of the same benefits of our existing ad serving features including budgeting, frequency capping, and device, geo and keyword targeting features with your native ads implementation.



### ONE AD, MANY WAYS

You can create multiple customized ad experiences from a single set of creative assets with MoPub Native Ads. From a newsfeed image to a chat screen, a single ad creative can take multiple forms within your app to blend seamlessly with your user experience.



## GETTING STARTED

1. Download or update to the MoPub SDK 2.2 or later at [mopub.com/resources/open-source-sdk](http://mopub.com/resources/open-source-sdk)
2. Create a native ad unit on [app.mopub.com](http://app.mopub.com)