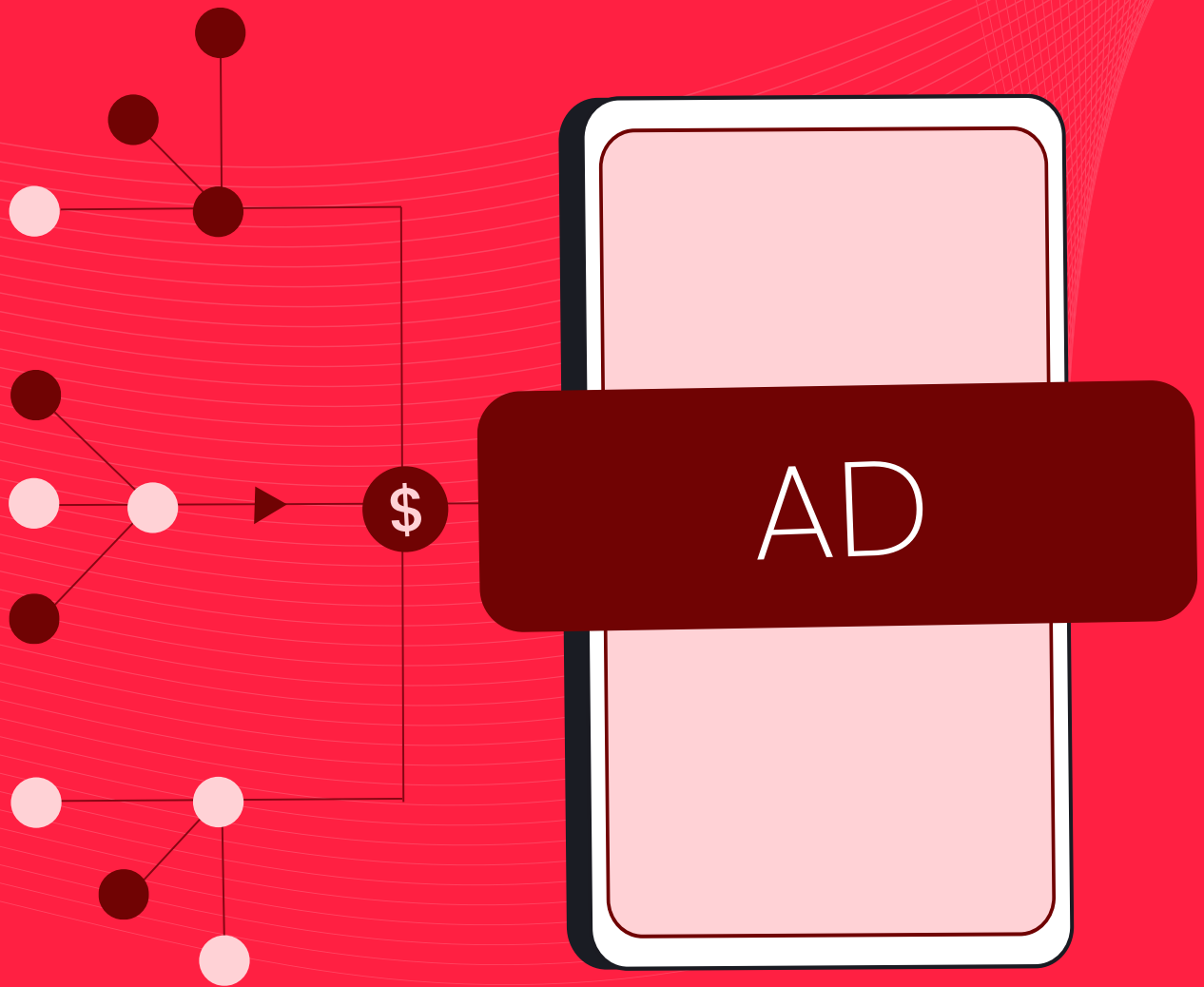


# Ad Mediation

A Publisher's Guide



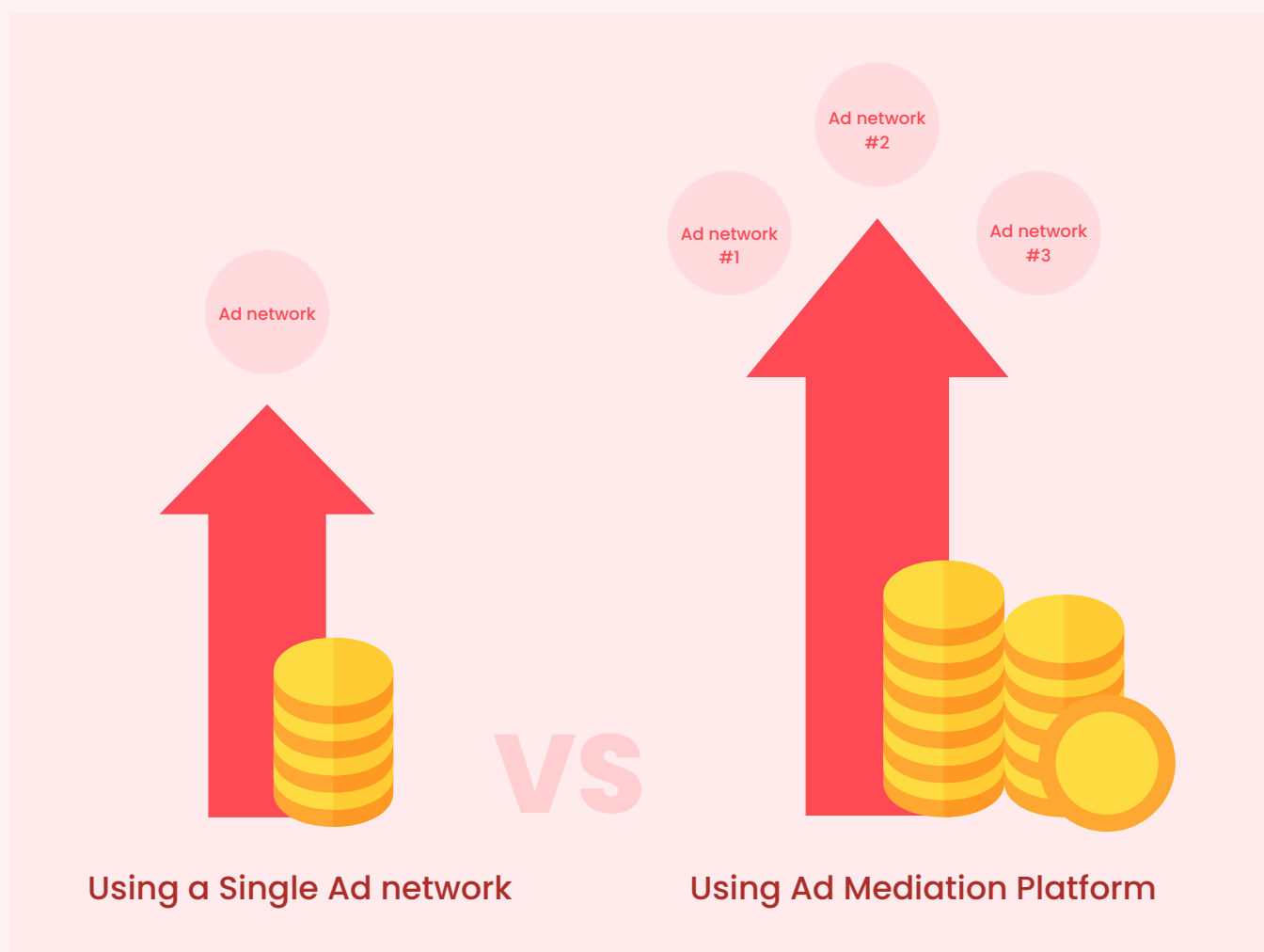
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Publishers' eCPM and fill rates for display ads may be increased via the usage of ad mediation technologies and solutions. A tool that allows publishers to discover and show adverts from web services, direct retailers, and other sources might also be included. The opportunity of working with many ad networks at the same time to increase income potential has led to the high popularity of ad mediation services among app makers. Publishers have total freedom and complete control over how, when, and from whom ad inventory can be purchased thanks to ad mediation.

As ad mediation platforms can perform up to **20%** better than a single ad network, more publishers and developers are investigating the possibilities that these platforms offer.



# What Is the Purpose of Ad Mediation?

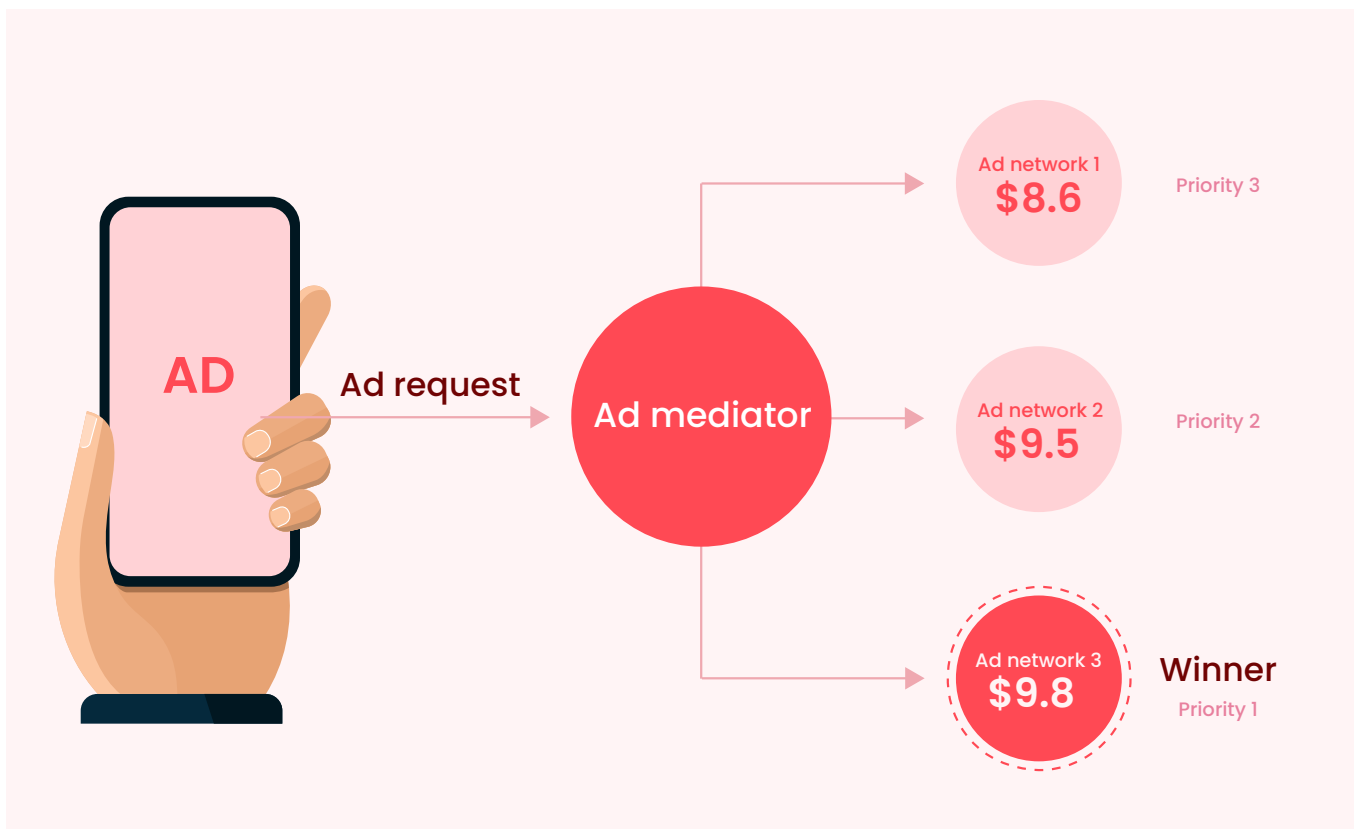
Every publisher aims to maximize ad revenue by maximizing display ad asset utilization, eCPM, and overall efficiency. With the support of technology, publishers may operate various ad networks using a single software development kit because of mobile ad mediation (SDK). Publishers no longer need to actively search for top-performing ad networks now owing to ad mediation platforms, which typically expedite and improve searches for them.

Ad mediation solutions seek to maximize ad income from each ad request by improving the fill rate, eCPM, or both in consideration of this formula.



# How Does Ad Mediation Work?

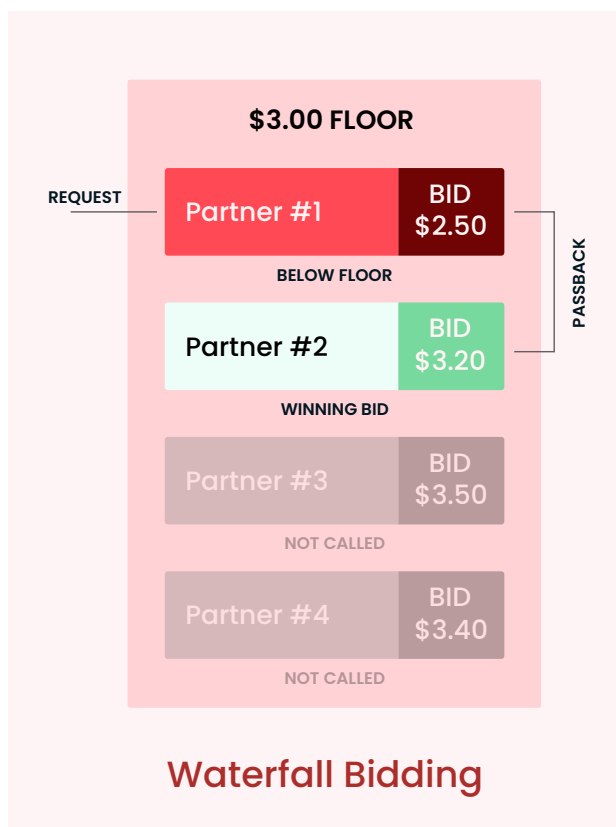
Publishers have access to a variety of ad networks through ad mediation platforms. Then, advertisers place competing bids for the available ad inventory. The advertiser with the highest return on investment is finally chosen by the ad mediation platforms (ROI), the winner being the one who is the highest bidder. Publishers once more rank different ad networks in the order that they prefer them and look to the top ad network to fulfill an ad request. However, if that ad network is unable to fulfill the request, the ad mediation platform moves on to the next one. Until the request is fulfilled, the publisher keeps delivering ads to the networks on their list.



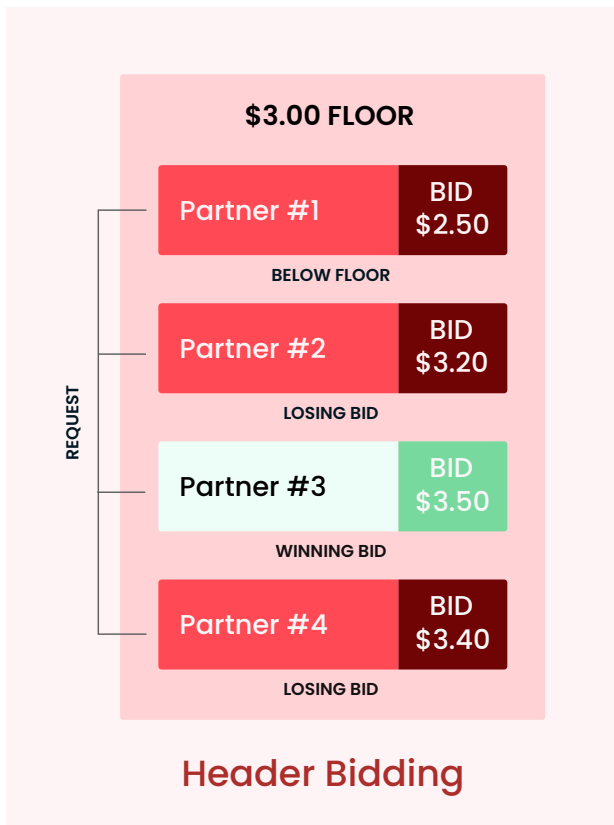
# Uses of Ad Mediation and Mediation Platforms

The primary objective of every ad mediation service is to boost publishers' ad income. To fill an ad inventory with the greatest CPM feasible, the platforms link to several ad networks through a single integration and then perform ad mediation using the data generated from each network.

The sale of advertising space through waterfall bidding or in-app header bidding is how ad mediation systems optimize return on investment.



The more traditional of the two methods, **waterfall bidding**, selects and arranges several ad networks according to their aggregate ad income. For instance, the mediation platform chooses the best performing ad network to fulfill an ad request from an app developer until the demand is satisfied, at which point it moves on to the next ad network in line.



However, under the **Header Bidding** approach, publishers use more recent advertising technology to allow many advertisers to compete in real-time bidding (RTB) for particular ad space. The winning bidder for the ad space pays \$0.01 more than the runner-up. In this method, publishers can sell their inventory at the greatest price possible while the mediation service chooses high-paying advertisers.

# Difference between ad mediation and RTB mobile

Ad Mediation	RTB mobile
Involves using a platform to look for the best ad networks available.	Enables advertisers to place bids on open slots, simpler to track and assess each impression according to individual merits.
Publishers have a better chance of displaying the most relevant adverts in their ad spots.	Based on the value they place on each audience.
The best advertisement is used to fill the available space.	Advertisers can choose among hundreds of ad exchanges and determine how much to bid.
The use of technology to raise the display ad fill rates and eCPM rates of app publishers.	Cost-effective advertising method to reach key customers.

Publishers are better off selecting one of the two solutions because they each have benefits in various ways. RTB is the way to go if you want to automate your advertising tasks. Ad mediation can be the best option if you prefer a more hands-on strategy where you can carefully control and increase your ad earnings.



# What are the Benefits of Ad Mediation?

Using ad mediation and ad mediation solutions for your app and website has several benefits.

## 1. Increase in Display Ad Fill Rates

Ad mediation enhances the amount of ad inventory purchased, which raises ad capacity utilization. Publishers can allow multiple ad networks access to their ad inventory, enabling advertisers to bid for their ad space. This opens the door to greater competition between advertisers willing to pay more for space.

## 2. Provides Cohesive Ad Management Structure

Ad mediation lets publishers multiply ad networks through one platform and also lets app developers manage the same via SDK integration, eliminating the requirement to administer each ad platform individually.

## 3. Manage Multiple Ad Networks in One Place

Ad networks are used by the majority of publications. It's difficult to maintain tens or even hundreds of advertising networks manually. As a result, it's almost hard to keep tabs on each individual's performance. In other words, publishers would be squandering valuable time and resources while simultaneously leaving money on the table, if not using ad mediation.

## 4. Better Control of App Monetization

Selling and purchasing ad space has been a time-consuming process before the invention of ad mediation technology. A further problem here is that the pricing is all over the place. Using ad mediation, publishers can decide how and to whom they sell their ad space. With Ad mediation, all of the advertising networks may be accessed and controlled from a single location. In fact, ad mediation solutions provide thorough statistics and insights into critical KPIs. For publishers making money from apps, this process becomes a lot simpler and highly efficient.



# Ad Mediation- A Boon for Publishers

Apart from the benefits mentioned above, there are two factors that make ad mediation a desirable service for every publisher:

- **Higher eCPM Rate:** Ad mediators platform allows publishers to access numerous ad networks. Rates go higher when several demand sources are competing for your impressions. As a publisher, if you're dealing with only one ad exchange, there wouldn't be any choice but to leave the ad space at the listed price. Hence, to get a better return on ad spending, consider using ad mediation.
- **Better Fill Rate:** The Fill Rate reveals the percentage of the banner inventory that has been sold. As a publisher, the aim is to maximize the fill rate. When the amount of ad space sold increases, there would be a significant improvement in display ad fill rates. With ad mediation, there are multiple ad networks accessing publisher ad inventory, thus, creating more competition between advertisers willing to pay more for the ad inventory.

## In conclusion:

1. In order to streamline reporting and optimization, ad mediation systems allow app publishers but also developers to handle different ad networks from a single interface.
2. Ad mediation platforms help with fill rates and increase CPMs by making ad networks bid against each other for your ad space.
3. Not all ad mediation platforms are made equal. Ensure you ask the right questions to meet your individual needs.

# Final Thoughts

Companies can overcome the difficulty of scaling and successfully managing monetization strategies through the use of ad mediation. Publishers and developers may manage multiple networks through a single unified platform, boosting ad revenue. It's hard to imagine not attempting ad mediation when you think about all of its benefits. Without ad mediation, there is a small chance that you will achieve the same goals.



# About AdPushup

AdPushup was formed with a simple idea: While A/B testing was getting popular, no one was using it to optimize ad layouts. Our founders built a simple prototype, which resulted in double-digit revenue growth for our first publishing partners. Today, we optimize 4B+ monthly ad impressions for 300+ publishers. We are a Google Certified Publishing Partner (GCPP), backed by Microsoft Ventures, and members of IAB & TAG.

To know more, write to us at [growth@adpushup.com](mailto:growth@adpushup.com)

300+

Happy Publishers

30+

Demand Partners

40%

Avg. Revenue Uplift

Microsoft  
Partner

2020 Partner of the Year Finalist  
Media and Communications Award

FT FINANCIAL  
TIMES  
statista

THE AMERICAS'  
FASTEST GROWING  
COMPANIES 2022

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