Mobile Ad Networks Guide

Our list of the top 33 mobile ad networks provides advertisers with a great platform to generate sales, leads and mobile app installs from multiple publishers.

An inside guide, from the experts at

mobyaffiliates
mobile advertising marketplace

Mobile Ad Networks 2016 Guide

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TOP MOBILE AD NETWORKS 2016

For a mobile app developer or online business owner, that relies on mobile as the major driver behind his business success on a market, a mobile ad network has become one of the major means to grow his business. A mobile ad network provides advertisers a platform to generate sales, leads, mobile app installs, by placing their ads inside an inventory (a mobile app or website), provided by multiple publishers.

Let's define several characteristics that describe a mobile ad network.

Campaign types

Any mobile ad network provides users with several types of ad campaigns, based on what specific action they are charged for. There are 5 major types – CPM, CPC, CPI, CPA and CPV.

With **CPM** (cost-per-mile) type an advertiser is charged each time his ads are shown 1,000 times (so-called 'a mile').

With **CPC** (cost-per-click) an advertiser is charged for each click made on his ads.

CPI (cost-per-instal) is one of the most efficient for mobile app owners, because it implies that they are charged only when a click on their ads resulted into an actual app install.

CPA (cost-per-action) type is more advanced version of CPI, when an advertiser is charged for specific action users take inside an app he advertises on a mobile ad network.

And finally **CPV** (cost-per-view) type is applicable to mobile ad networks that are focused

on video ads only. With this model advertisers are charged for each instance their video ad was viewed.

Mobile ad formats

There are 5 major formats supported by mobile ad networks – interstitial, banner, native, video and offer wall.

Interstitial – is a full screen ad that covers the interface of their host application.

Banner – a classical static or animated image ad, which is placed inside an app interface.

Native – either a banner image or video ad that matches the form and function of the app it's displayed in.

OfferWall – is an ad unit within a mobile app that provides end users with lots of offers to engage in.

Reporting

Reporting API – One of a mobile ad network dashboard features that provides advertisers with data reporting on various parameters of their ads performance, such as number of impressions, clicks, installs, video ad views, platform, country, ad format and so on.

Targeting

There are number of parameters that allows to narrow down a mobile ad campaign to a specific audience. These parameters are called targeting options, there are several of such options but the majors are the following:

Geo – it allows to narrow down an ad campaign within a specific country or region

Device – it allows to show ads on specific models of mobile devices only

Carrier – with this option it's possible to show ads only to mobile users who are served by specific mobile carrier

OS – it allows to show ads on mobile devices running specific operating system or even particular versions of OS.

Connection – by applying this targeting option, it's possible to show mobile ads on mobile devices when they are connected to the Internet either via Wifi or 3G/LTE connection.

Interests – mobile ad network that collect mobile users data and build their profile allows to narrow down an ad campaign on an audience segment with specific interests only.

Gender – this option allows to narrow down an ad campaign on mobile users of a particular gender.

Now, when we have an understanding of these terms, let's take a look at the list of top mobile ad networks of 2016 we've compiled for app developers and mobile business owners to find the right one to work with.

Abmob

AdMob by Google

AdMob is a mobile advertising network, founded in 2006 by Omar Hamoui and acquired by Google in 2009. The value proposition for advertisers that delivers Admob is that they get a free ad generation tool to drive in-app installs and cross-promote apps. AdMob's proprietary IAP (in-app purchase) house ad format supply advertisers with app app users that, based on the platform's data, will most likely to download / buy a particular mobile app.

Mobile platforms: iOS, Android, Unity, Cocos

- Campaign types: CPM, CPC, CPI

- Ad formats supported: Native, Video, Interstitial

- Targeting: country, region, carrier, connection type, mobile platform, OS version, device, audience (user profile data)

- Key markets: global

Opera Mediaworks

OPERA MEDIAWORKS

Opera Mediaworks is a mobile advertising company, founded in 2013 in San Mateo, US. Opera Mediaworks, Inc. operates as a subsidiary of Opera Software ASA. Opera Mediaworks is the second after Google in its SDK penetration among mobile app and website owners, it reaches 1,4 billion consumers world. Its ad network allows advertisers to reach their users on the world's top media brands.

- Mobile platforms: Android, iOS, Mobile Web

- Campaign types: CPA, CPC, CPM

- Ad formats supported: Banners, Rich Media, Text Ads, Video

- Targeting: Carrier, Demographic, Device, OS

- Key markets: Global, Nordic, United States

Unity Ads

unity Ads

Unity Ads is the premier ad monetization solution for mobile games, it was launched by Unity Technologies in 2014. The mobile ad platform was designed to advertise mobile games and it's catered to help game developers to monetize on their games more efficiently using video ads. Th Unity Ads team is focused on delivering native video ads solution that allows game advertisers to get much more of game players making in-app purchases than industry stand-ard 3% on average.

- Mobile platforms: iOS, Android
- Campaign types: CPM, CPI
- Ad formats supported: Banner, Video, Interstitial
- Targeting: device, connection, operating system, country
- Key Markets: global, United States

Chartboost

Chartboost

Chart boost is a mobile game users acquisition company, founded in 2011 by Sean Fannan and Maria Alegre in San Francisco, US. Chartboost mobile ad network provides advertisers with a platform for a cross-promotion with native ads, sophisticated targeting and tracking. Also the company provides mobile game owners with developer-t0-developer mobile ad marketplace to exchange ads inside their apps directly.

- Mobile platforms: iOS, Android
- Campaign types: CPC, CPI
- Ad formats supported: Content Lock, Interstitial, OfferWall, Video
- Targeting: Custom
- Key Markets: global, United States

Applovin

Applovin is a marketing automation and analytics company, founded by Adam Foroughi and Andrew Karam in San Francisco, US. The underlining theme of the Approvin mobile ad network is delivering high quality users. To acquire such users the platform analyzes all ad campaign results to focus the consequent campaign on app users who will most likely to interact and transact inside an advertiser's mobile app.

- Mobile platforms: iOS, Android, Mobile Web
- Campaign types: CPC, CPA
- Ad formats supported: Custom
- Targeting: Custom, Re-targeting
- Key Markets: United States

mobileCore
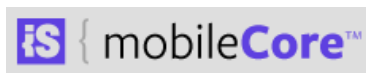
mobileCore is a mobile ad platform, launched by ironSource in 2012. In heart of the mobileCore mobile ad network is a sophisticated Campaign Manager that features multiple ad-units and campaign type support, creative assets management and advanced reporting.

- Mobile platforms: Android, iOS, Windows Phone, Cocos, Amazon, AdobeAir
- Campaign types: CPC, CPE, CPA, CPV
- Ad formats supported: App Wall, Interstitial, Offer Wall, Video
- Targeting: Custom
- Key Markets: United States, Israel

mobileCore website home page
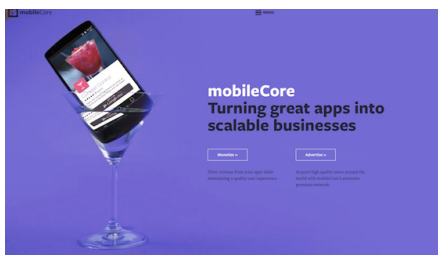
Fyber

Fyber is a leading mobile advertising technology company with headquarters in Berlin. The mobile ad network by Fyber supports a broad range of parties – app developers, advertisers and agencies, other ad networks and DSPs. It providers advertisers with programmatic ad formats that are IAB-standard compliant (Open RTB 2.3, HTML5, VAST). With Fyber app developers can run video, interstitial, engagement and install campaigns.

- Mobile platforms: Android, iOS
- Campaign types: CPA, CPM, CPI, CPV
- Ad formats supported: Banner, Interstitial, Native, Video
- Targeting: carrier, device, OS
- Key Markets: Global

Cyber mobile advertising self-service platform
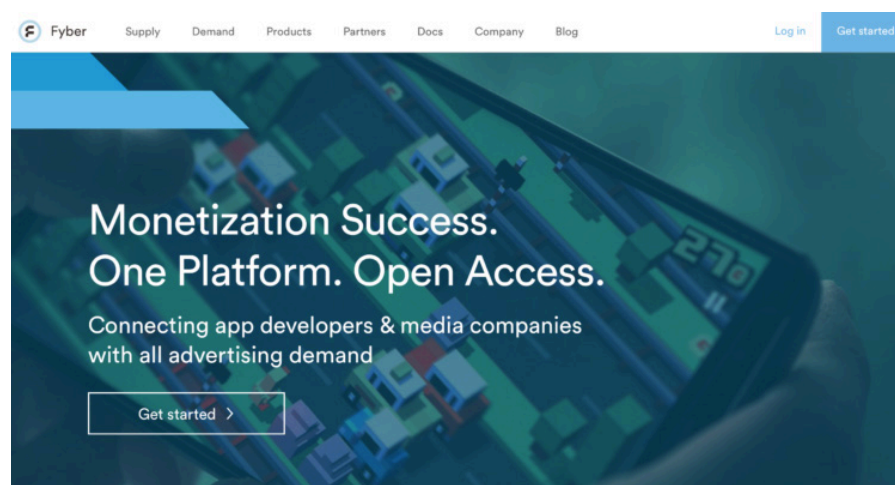
InMobi

InMobi is a mobile advertising platform, founded by Naveen Tewari, Amit Gupta, Abhay Signal and Mohit Saxena in San Francisco, US. InMobi offers advertisers to reach over 1,5 billion mobile users across more than 32,000 mobile properties to choose from. With InMobile mobile ad network advertisers can launch brand engagement, user acquisition or remarking ad campaigns.

- Mobile platforms: Android, iOS, Mobile Web

- Campaign types: CPC, CPI
- Ad formats supported: Banner, Native, Video, Interstitial, Rich Media
- Targeting: carrier, channel, country, device, operator, os, time
- Key Markets: Europe, India, Japan, Kenya, South Africa, UK, United States

Tapjoy

Tapjoy is an app monetization and mobile user acquisition company, founded by Lee Linden, Ben Lewis and Mitch Liu in 2007 in San Francisco, US. The Tapjoy mobile ad network services lineup are focused on helping premium mobile app publishers to increase revenue on each user they have.

- Mobile platforms: Android, iOS, Mobile Web
- Campaign types: CPC, CPD, CPI, CPM
- Ad formats supported: Content Lock, Interstitial, Offerwall, Rewards
- Targeting: custom
- Key Markets: Europe, India, Japan, Kenya, South Africa, UK, United States

Startapp

Startup is a mobile advertising company, founded by Gil Dudkiewicz and Ran Avidan in December, 2010 in New York, US. The StartApp mobile ad platform is built upon mutual mobile app user data sharing principle that allows all advertisers to build more comprehensive users profile.

- Mobile platforms: Android, iOS
- Campaign types: CPA, CPC, CPI, CPM
- Ad formats supported: App Icon, Full Page Ads, InApp Ads, Interstitial, Video
- Targeting: App, Carrier, Competitors, Connection Type, Device, Gender, Geo, OS
- Key Markets: Global

RevMob

RevMob was founded in 2012 by CEO Gui Schvartsman in Brazil. Revmob has mobile traffic partners in over 180 countries, its mobile ad platform features audience geo, carrier, device and other types of targeting, various ad formats, including interstitial, pop-up, video and more.

- Mobile platforms: Android, Corona, IOS, Unity
- Campaign types: CPC, CPI
- Ad formats supported: Interstitial, Video, Pop-up, Rich Media
- Targeting: geo, device, carrier, connection speed, genre
- Key Markets: Global

AirPush

AirPush is one of the largest ad network for Android OS, founded by Asher Delug in December, 2010 in Los Angeles, US. The mobile ad platform for advertisers is characterized by Performance Creative Initiative solution that gives them access to custom design, media buying, as well as real-time campaign optimization to maximize their campaigns efficiency. The other distinctive feature is the Conversion Optimizer solution to increase mobile ad campaign performance via utilizing sophisticated learning algorithms.

- Mobile platforms: Android
- Campaign types: CPC, CPM
- Ad formats supported: App Icon, Messaging, Notifications, Offerwall
- Targeting: custom
- Key Markets: Global, United States

Mobvista

Mobvista is a mobile advertising and game publishing company, founded by Robin Duan in March, 2013 in Hong Kong, China. An acquisition of nativeX in winter of 2016 has brought

to the company the nativeX video monetization technology and, in a combination with Mob-vista's mobile advertising market reach, it dramatically increased the company's potential to generate revenue for publishers and advertisers.

- Mobile platforms: Android, OS
- Campaign types: CPI, CPA
- Ad formats supported: Full-screen, Ad feeds, Native, Banner
- Targeting: custom
- Key Markets: China, Global

ClickDealer

ClickDealer is a global performance marketing agency, founded in 2012 by Max Polyakov in Menlo Park, US. ClickDealer has a vast network of 7,000+ publishers that allows the company to generate more than 5 million conversions a month and bring 3+ million mobile app installs monthly. In June of 2016 ClickDealer acquired Fiksu and it brought its FreeMyApps and DSP to the lineup of ClickDealer's in-house mobile solutions.

- Mobile platforms: Android, OS
- Campaign types: CPA, CPL, CPC, CPI, CPS
- Ad formats supported: Native, Video, Banner
- Targeting: custom, retargeting
- Key Markets: Global

Leadbolt

Leadbolt is an app discovery and user acquisition company, founded by Dale Carr in 2010 in Sydney, Australia. A leading Australian mobile ad network, it provides Direct Deals Marketplace for publishers to get the best offers. Leadbolt is capable to deliver with LTV (life-time-value) users, high retention rates (a time a mobile app user continues to use an app). Among the clients the company has are Ketchapp, Five Bits, NQ Mobile.

- Mobile platforms: iOS, Android, Windows Phone
- Campaign types: CPC, CPM, CPI, CPV

- Ad formats supported: Native, Video, Interstitial
- Targeting: country, region, carrier, connection type, mobile platform, OS version, device, category
- Key Markets:

CPALead

CPALead is mobile & web ad and affiliate network, founded in 2006 in Las Vegas, US. Android TV targeting support is one of the features that set this company apart other mobile ad networks. Since 2006, CPAlead has paid out over $100,000,000 to mobile app and website developers in over 180 countries.

- Mobile platforms: iOS, Android, Web
- Campaign types: CPI, CPA
- Ad formats supported: Dynamic Interstitial, Offer Walls, Banner
- Targeting: country, OS, OS version, device
- Key Markets: Australia, Brazil, Canada, China, Global, India, Russia, United Kingdom, United States

Epom

Epom is an ad serving company, founded by Anton Ruin in 2010 in Kiev, Ukraine. Provides reliable 24/7 technical support that covers tech. issues, advice on inventory management and media planning. Among Epom partners are Aol, Ask.com, Smaato, Amazon.com, Aliexpress. Among features that the company provides publishers with are 100% fill-rate, global reach and highest eCPM.

- Mobile platforms: iOS, Android
- Campaign types: CPM, CPC, CPA
- Ad formats supported: Interstitial, Background, Banner, Native, Video
- Targeting: country, language, OS, browser, behavioural, demographic
- Key Markets: Canada, Europe, Germany, UK, Ukraine, United States, US, USA

YeahMobi

YeahMobi is a performance based mobile advertising company, founded by Peter Zou and Frank Wang in May, 2009 in China. Among all ad formats that are supported by YeahMobi, a special focus is made on Native ads that allow advertisers and publishers to deliver user-friendly experience and relevant ads. Another feature that distinguish YeahMobi from other companies is location-based ad format support.

- Mobile platforms: iOS, Android

- Campaign types: CPM, CPC, CPA

- Ad formats supported: Native, Interstitial, Video, Ad Walls, Feeds, Icons, location-based ads

- Targeting: options supported by ad platforms by Facebook, Google, Yandex an VK.

- Key Markets: Global

YeahMobi website homepage
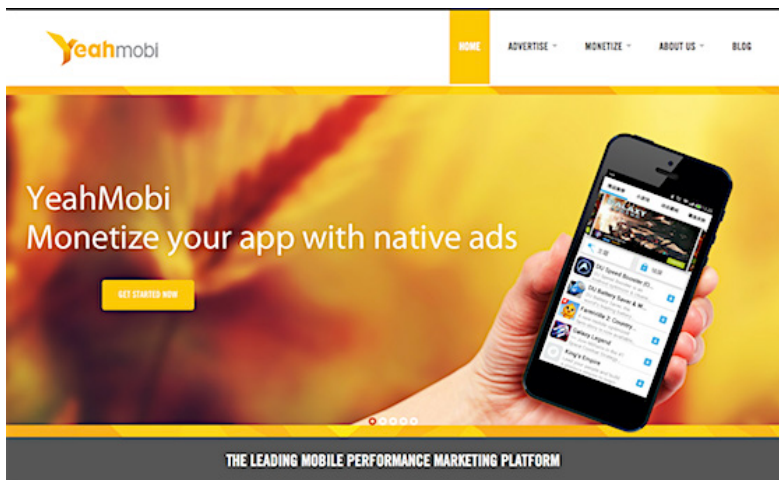
Mobusi

Mobusi is a mobile performance advertising agency. Founded in 2012 in Madrid, Spain. Mobusi has more than 20, 000 publishing partners and 5,00 advertisers in Europe and South America.

- Mobile platforms: iOS, Android

- Campaign types: CPM, CPC, CPI, CPA

- Ad formats supported: Interstitial, Banner, Video

- Targeting: country, carrier, OS, device, browser, wifi / mobile connectivity

- Key Markets: Global

Mobusi mobile advertising network

Propeller Ads

Propeller Ads is an online advertisting company, founded in 2011. It maintains one of the biggest ad networks on the market, with over 650M daily advertising impressions across the globe. Propeller Ads ad network has more than 6,000 publishers, 4600 live campaigns and 100,000 sites registered in the network.

- Mobile platforms: iOS, Android

- Campaign types: CPM, CPA, CPL, CPC

- Ad formats supported: Display Banner, Slider, Layer, Direct Link, Mobile Dialog Banner, Mobile Interstitial Ads, Mobile Banners

- Targeting: geo location, OS, device, wifi / mobile connectivity, carrier, ad zone, day parting, frequency capping

- Key Markets: Global

MobAir

MobAir is a performance-based mobile app marketing platform, launched in 2015 in Israel. The mobile ad network platform offers advertisers 100% fill rate, focus on native ad format, as well as full automation and control over their ads performance.

- Mobile platforms: iOS, Android
- Campaign types: CPM, CPA, CPL, CPC
- Ad formats supported: Interstitial, Banner, OfferWall, Video
- Targeting: n/a
- Key Markets: Global

MobAir mobile monetization and advertising platform
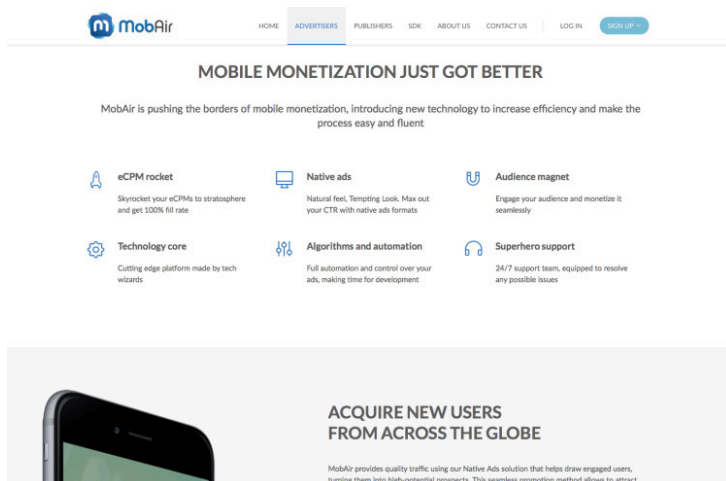
Kimia

Kimia (from Arabic Al-Kimia – the alleged ability to turn common metals into gold) is a mobile peformance marketing network, founded by Karel de Beule in Madrid, Spain in 2006. The network delivers 3 billion mobile clicks and 6 million sales events per month. Affiliates can rely on being able to choose from premium, even exclusive, benchmarked offers. To improve their services to webmasters they recently launched an exclusive CPM network. Kimia also helps mobile service providers and advertisers to convert quality users to their mobile
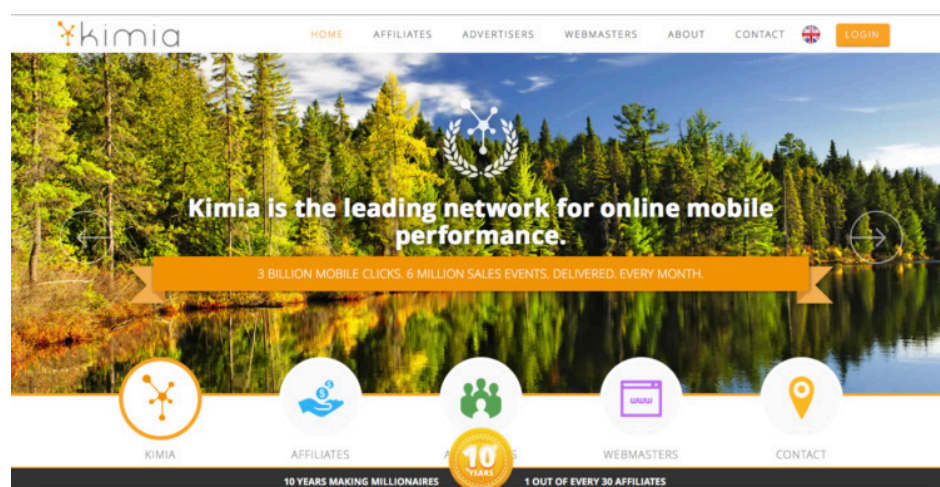
service and products.

- Mobile platforms: All
- Campaign types: CPA, CPL, CPM, CPI
- Ad formats supported: Display banner, Mobile pop-under, Interstitial, Redirect / Direct link
- Targeting: carrier, device, geo location, demographic
- Key Markets: Global

Kimia leading network for mobile online performance

Avazu

Avazu is multinational corporation in the digital marketing industry,

specializing in cross-device advertising and mobile game publishing, founded by Yi Shi in October, 2009 in Germany and later headquartered in Shanghai, China. Avazu features Precision Ads – a pay-per-calling advertising platform to drive quality leads and revenue to businesses.

- Mobile platforms: iOS, Android
- Campaign types: CPM, CPC, CPA, CPL
- Ad formats supported: Banner, Interstitial, Text ad
- Targeting: device, carrier, OS
- Key Matkers: APAC, Asia, China, Latin America, Middle East, United States

Instal

instal_logo

Instal is a mobile user acquisition company, founded by Alessandro Sordi and Filippo Satolli in 2013 in Florence, Italy. For mobile app owners Instal offers ad solution that is entirely focused on non-incentivized traffic to drive app install with CPI campaign model. Instal ad platform allows to set specific CPI per different geo locations.

- Mobile platforms: iOS, Android

- Campaign types: CPI

- Ad formats supported: App Walls, Banners, Display, Interstitial, Offerwall, Popups, Rewards, Search, Text Ads, Video

- Targeting: Channel, Device, Keyword, Platform

- Key Markets: Asia, Europe, Italy, Latin America, United States, US

Instal mobile marketing platform
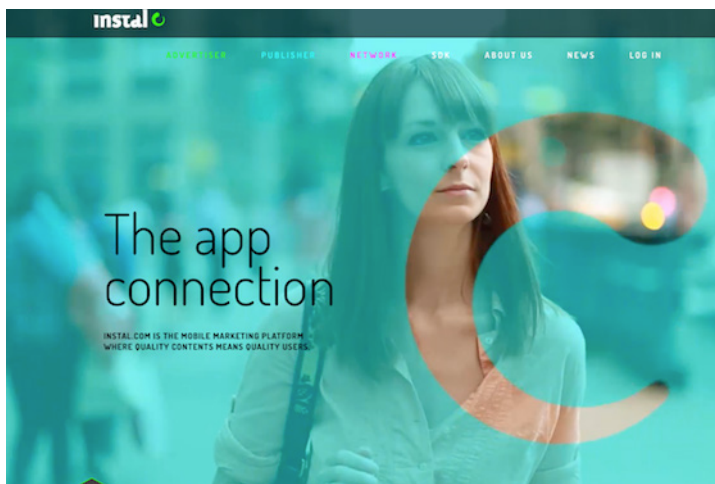
Adcash

Adcash is a real-time advertising trading platform, founded in 2008 in Tallinn, Estonia. Adcash mobile advertising network is driven by proprietary AdApt Engine that features a number of algorithms to provide maximum relevance, as well as Reach Estimate function that allows advertisers to access their ad campaign reach before its launch.

- Mobile platforms: Android, iOS, Mobile Web

moby*affiliates*
the mobile marketing exchange

- Campaign types: CPM, CPC, CPA, CPL, CPV
- Ad formats supported: Banner, Interstitial, Video
- Targeting: Custom
- Key Markets: Global

msales

msales is programmatic traffic monetization platform, launched in 2004 by Marcel Jaeger and Simon Schreiber in Germany. msales mobile advertising network solution features sophisticated fraud detection tools, ad units compression, delivering high volumes of clicks (4 billion clicks / month), as well as great conversion volumes (6 million / month)

- Mobile platforms: Android, iOS
- Campaign types: CPA, CPI
- Ad formats supported: Banner, Native, OffferWall, In-app
- Targeting: Custom
- Key Markets: Global

Appodeal
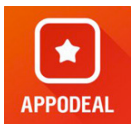
Appodeal is a programmatic ad mediation solution for mobile apps. Founded in early 2015, by Pavel Golubev and Natalie Portier. There are several features that make a difference between options other companies provide to publishers and Appodeal does. Among these are supporting Bitcoin as one of the payment methods, paying publishers anytime upon their request or on a monthly basis, as well as sophisticated programmatic mediation feature that allows publishers to monetise their apps more efficiently and focus only on the most converting offers.

- Mobile platforms: iOS, Android
- Campaign types: CPI, CPM, CPC
- Ad formats supported: Banner, Interstitial, Native, Video
- Targeting: demographic, interest
- Key Markets: Asia, Australia, Austria, Canada, Europe, France, Germany, Global, Hong Kong, India, Indonesia, Israel, Japan, Korea, Norway, Poland, Spain, UK, Ukraine, United Kingdom, United States

Mobobeat

Mobobeat is a mobile performance network that was established in 2008 in Madrid, Spain. Mobobeat rewards publishers with a progressive scheme of payouts, that depends on a volume, starting from 60% and all the way up to 80%. The company also offers a referral program, according to its term publishers are paid 4% of the net revenue for each referral. Global coverage is another advantage that sets the company apart of competitors, Mobobeat is running 1000+ converting campaigns in over 200 countries.

- Mobile platforms: iOS, Android, Mobile Web, Windows Phone

- Campaign types: CPI, CPM, CPC, CPA

- Ad formats supported: Banner, Interstitial, Native, Offer Wall, Pops, Redirect, Video

- Targeting: Country, OS, Carrier, Category

- Key Markets: Global

Performance Revenues

Performance Revenues is a performance based mobile affiliate network company, founded in 2011 in Tel Aviv, Israel by Oded Former and Ron Brightman. Performance Revenues mobile advertising solution is focused specifically on CPI model and allows advertisers to define how much do they want to pay for a mobile app user. By having 12 years of experience in performance marketing, the company's team has a commitment to supply high quality offers, reliable and robust tracking solution and provide 99% fill rate worldwide for both mobile and web.

- Mobile platforms: iOS, Android

- Campaign types: CPI

- Ad formats supported: Video, Interstitial, in-app, App Wall

- Targeting: Country

- Key Markets: Global

Appnext

Appnext is a mobile app discovery company with a platform that operates on a self-serve CPI bidding basis. It was founded in 2012 by Elad Nantason. Appnext's ad solution features extensive database of 350 million mobile app users, it operates in 180 countries, has a community of more than 30,000 developers, where any new advertiser can get to know fellow developers and get valuable hints for launching his own ad campaigns.

- Mobile platforms: iOS, Android, Mobile Web

- Campaign types: CPI

- Ad formats supported: Interstitial, Notification

- Targeting: Country, Device, Channel

- Key Markets: Global

Matomy

Matomy Media Group is a global and multichannel performance-based advertising solutions company, founded by Adi Orzel in Tel Aviv, Israel in 2007. Essentially Matomy ad solution for advertisers serves as a gateway to 8 media channels. Matomy combines features of a premium customer supplier, full-service agency that provides search and social campaigns management (media planning, creatives, optimization and consultation) and media buying partner.

- Mobile platforms: iOS, Android, Web

- Campaign types: CPA, CPL, CPI, CPM

- Ad formats supported: Banner, Offer Wall, Video, Native, Push Notification

- Targeting: Country, Device, Channel

- Key Markets: Arab Markets, Asia, Europe, Global, LATAM, US

minimob

minimob is a performance-based platform company, founded in 2013. With a help of sophis-

ticated logic & real-time evaluation solution to analyze thousands of custom offers from advertisers, minimob is capable to deliver custom offers that generate highest eCPM. Thanks to having 30 an office in 30 cities worldwide, Minimob provides 24/7 support that covers all timezones.

Mobile platforms: iOS, Android

- Campaign types: CPI

- Ad formats supported: Banner, Video, AdWall, in-app ad

- Targeting: Country, OS, App Store, Traffic type

- Key Markets: Global

minimob mobile advertising and app marketing company
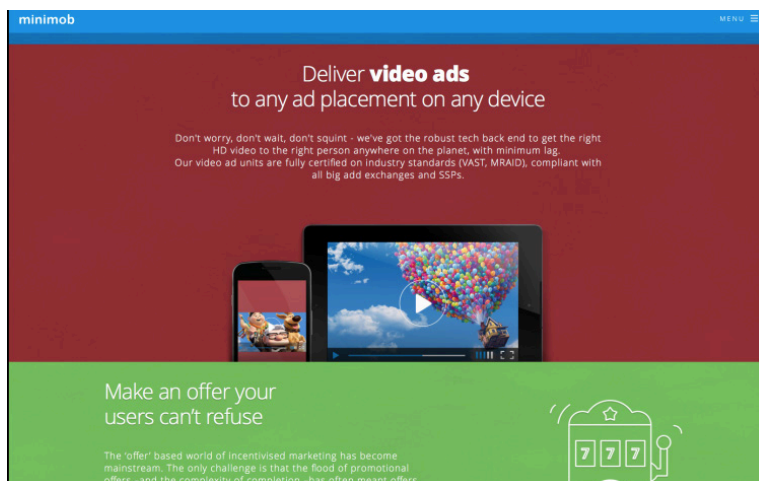
AppsUnion

AppsUnion is a mobile performance based ad network, founded in 2012 in China. AppsUnion ad platform delivers more than 80 billion impressions monthly, it features large in-house traffic and global media buy.

- Mobile platforms: Android, IOS, Mobile Web

- Campaign types: CPC, CPI, CPA

- Ad formats supported: Banners, Interstitial, Native, OfferWall, Rich Media

- Targeting: OS, Platform

- Key Markets: Global

AppsUnion global mobile ad network

Final Thoughts

The list of 33 mobile ad networks we've composed in this article presents a snapshot of some of the best players in this field. Of course this is not the ultimate list and there are more mobile ad networks but it does represent the ones that are well established, trustworthy and we suggest you to consider working with one or more of them.

To pick up the right mobile ad network to advertise your app(s) or to monetise your app(s) or mobile website traffic you need to consider such criteria as what platform and key markets a particular company covers to match your targeted audience, will you be able to accept payments via payment methods it supports. As well as if a particular ad network offers programmatic mediation solution or not. Programmatic mediation allows publishers to monetize their traffic more efficiently with the highest bid offers. The most efficient ad formats of today, and most likely of foreseeable feature, are Native an Video.

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