

# Lecture 39: Advertise On This Network & Reach Over 1.24 Billion Potential Users

**MoPub** - Have you ever heard of The MoPub Marketplace? It Reaches over 1 Billion devices for iOS and Android. It handles over 130 Billion ad requests every month across both platforms. It's one of the Largest mobile ad exchanges in the world today. MoPub puts you in touch with thousands of advertisers in an auction setting. You can review ads that are being run through the platform to assure a superior quality user experience. So start earning revenue with the world's largest mobile ad exchange.

Mobile app advertising is getting more tougher by the day. Twitter also released mobile app ads as well to help add to the volume of options you have out there today. Guess what? Building your app is only half of the job, it's the successful promoting which is the important part of the formula to getting downloads and driving social engagement.

Advertisers can now run their ad campaigns at the same time to more than 241 million active users on Twitter, and to more than 1 billion mobile user devices off of Twitter(on MoPub), through one interface at ads.twitter.com. You can expect a High Return On Your Investment (ROI). Be sure to check the Recommended Links below. Okay, I'll see you in the next lecture.

## **Recommended Links:**

<http://www.mopub.com/platform/>

<https://blog.twitter.com/2014/a-new-way-to-promote-mobile-apps-to-1-billion-devices-both-on-and-off-twitter>

<https://business.twitter.com/solutions/drive-app-installations-or-engagements>