

# The Ad Platform: Facebook Publisher Services on the Benefits of App Bidding

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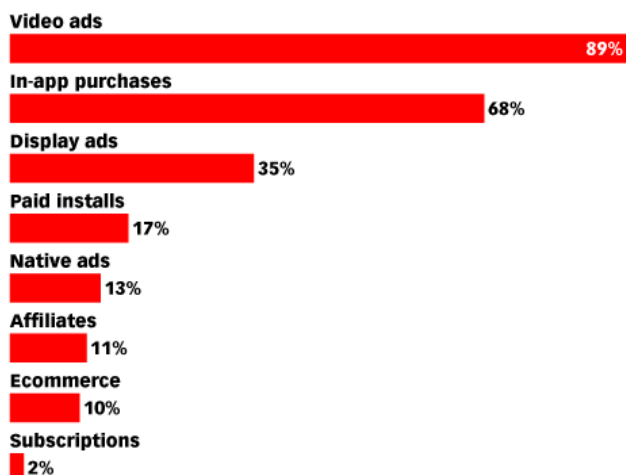
App bidding (think header bidding for mobile apps) is becoming a more popular way for developers to optimize yield from their mobile apps. Andy Berman, head of North America at Facebook Publisher Solutions, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss increased engagement with mobile games during the pandemic and how a hybrid model of in-app purchases and in-app advertising is working for app publishers.

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## Mobile App Monetization Methods Used by Mobile Publishers Worldwide, Oct 2019

% of respondents

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Source: AdColony, "Mobile Publishing Survey: 2020 Edition," Feb 12, 2020

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