

Q. What is Universal Auction Model? How is it better than traditional waterfall model?

A. Chocolate Mediation offers a universal auction model that selects the highest demand source across all mediating networks instead of picking bids from any preferred network, thus, alleviating any revenue loss due to traditional waterfall model and maximizing revenue. Our internal publishers see ad revenue increases of at least 20% compared to a waterfall model.

Q. Where can I find the SDK documentation for the integration process?

A. You can find comprehensive documentation [here](#).

Q. What is the size of Chocolate Mediation SDK?

A. The Chocolate Mediation SDK has full and slim versions of the mediation SDK. Depending on the version and partners you'd like to mediate, the size of our mediation SDK can change.

[Click here](#) to take a look at the different mediation SDK versions and the file sizes.

Q. What frameworks does Chocolate Mediation support?

- ✓ Chocolate Mediation supports:
- ✓ Native Apps (iOS & Android)
- ✓ Unity
- ✓ Cocos2d-x
- ✓ Cordova

Q. Do I need to set up an account for each ad network?

A. No. App developers and publishers just need to sign up with Chocolate Mediation and integrate one SDK. We manage account creation and setup of each SDK partner you select for mediation. We offer a single-step integration and manage SDK updates of all mediating partners at our end.

Q. Which ad networks does Chocolate Mediation support?

A. Chocolate Mediation supports leading ad networks via client adapter connections. Below is a list of all the ad networks Chocolate mediation SDK supports

- ✓ Google IMA
- ✓ InMobi
- ✓ Facebook
- ✓ Vungle
- ✓ AdColony
- ✓ Applovin
- ✓ Google AdMob
- ✓ Yahoo Flurry
- ✓ Mopub
- ✓ Chartboost
- ✓ Unity
- ✓ Tapjoy
- ✓ In addition to this, publishers & app developers can add server-side demand sources of their choice using BYOD (Bring Your Own Demand) functionality

Q. Can I add new demand sources beyond bundled ad networks?

A. Yes, publishers & app developers can add any demand source of their choice using Bring Your Own Demand (BYOD) functionality. More options for getting new demand thus, increasing the monetization opportunities. Read [Press Release](#)

Q. Which ad formats does Chocolate Mediation support?

A. Chocolate Mediation is an exclusive mobile video advertising only platform. Currently, it supports

- ✓ Full Screen Interstitial
- ✓ Native Video / Inview, 300x250
- ✓ Rewarded Video
- ✓ Pre-roll

Q. How often will I receive payments?

A. Pay outs occur every 45 days.

Q. Where can I reach out if I have technical issues with Chocolate Mediation SDK?

A. You can write to us at tech-solutions@vdopia.com

Q. Is it possible to track and view the performance of mediated ad networks?

A. Yes, our unified reporting dashboard tracks and reports performance of all mediating ad networks.

Q. Does Chocolate Mediation SDK offer viewability measurements?

A. Yes, Chocolate Mediation SDK comes with MOAT SDK pre-built in for all ad units. MOAT viewability can be measured and data can be shared with demand partners, agencies, marketers, and platforms – enabling increased demand and interest in your app.

Q. Does Chocolate Mediation take a revenue share?

A. Yes, contact a representative if you'd like more details on the pricing.

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