

# Improve app revenue and fill rates with App Mediation

App Mediation, also referred to simply as mediation, increases your mobile app revenue by calling a series of third-party ad networks to fill an ad request, in order of highest expected yield. It maximizes yield and fill rates by passing the request along in sequence. So, if one ad network does not fill the request, the next ad network in the sequence gains an opportunity.

## A chain of demand

When an ad request is placed, Ad Manager assembles an organized list (or chain) of ad networks to call and sends the list back to your app to find the best ad for your users.

Here's how it works: Ad Manager first uses yield groups to determine which ad networks are eligible to compete. Then, it orders them from highest to lowest expected yield using the estimated CPM for each ad network and the real-time Ad Exchange CPM. Any ad networks with lower expected yields than Ad Exchange are excluded from the chain, leaving only third-party options with higher expected yields.

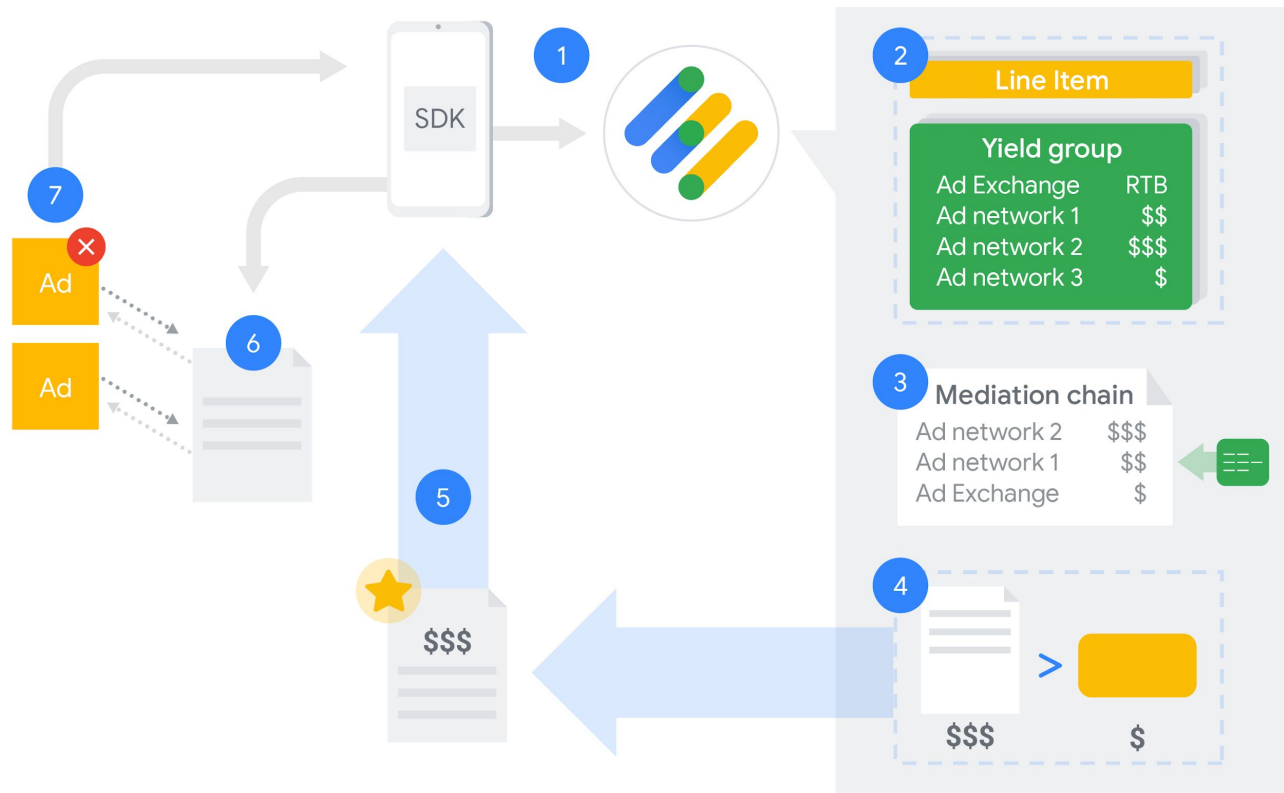
## Competing demand sources

Ad Manager also compares the mediation chain's expected yield with other Ad Manager line items and real-time bids from Authorized Buyers and Exchange Bidders, and they compete against each other in [Dynamic Allocation](#) based on expected yield.

If a real-time bid or another Ad Manager line item returns a higher price than the expected price from any mediation network, the Ad Manager or Ad Exchange creative is returned directly and no mediation chain is returned.

### Learn more and get started with app mediation

- [Mediation for mobile apps](#)
- [Introduction to mediation](#)
- [How mediation works](#)
- [Getting started with mediation](#)
- [Manage yield partners](#)
- [Create and manage yield groups](#)
- [Automatic data collection](#)
- [AdMob Mobile SDK mediation is no longer available as a yield partner](#)



## The mediation lifecycle

1. Your mobile app sends an ad request to Ad Manager via the Google Mobile Ads SDK.
2. Ad Manager determines which line items and yield groups are eligible for the request.
3. Ad Manager creates a chain of ad networks to call in mediation.
4. Ad Manager compares the mediation chain's expected yield with other Ad Manager line items.
5. Ad Manager sends the mediation chain back to the Google Mobile Ads SDK.
6. Google Mobile Ads SDK sends a request, or "callout," to each ad network until an ad is returned.
7. Google Mobile Ads SDK displays the returned ad in your mobile app.