

MOBILE IN-APP AD MONETIZATION

PERFOR MANCE INDEX



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INTRODUCTION



— Mobile ad monetization is not known for being transparent. That is a problem, especially as more and more mobile app publishers and developers rely on ads to generate income. Information is vital for making smarter decisions for success with ad monetization.

That is why the industry's only Mobile In-App Ad Monetization Performance Index report is back. Analyzing over 51 billion impressions in five different regional markets in H1 of 2018, this index provides insights to monetize smarter with in-app mobile advertising. Findings point to how different ad formats and different ad demand sources should be prioritized for different regional markets for the best earning results.

This index report is also an acknowledgment and appreciation of our top performing ad demand partners. Thank you partners for working with Appodeal in generating the highest ad revenue for publishers worldwide.

Yours Truly,
The A-Team

Appodeal offers an ad mediation platform that is 100% unbiased, which means we are not an ad network nor do we have our own internal demands. Therefore, we are uniquely able to evaluate the performance of our 60+ ad demand partners from a neutral point of view to make this index possible.

For every ad request we receive through the 33,000+ apps monetizing with Appodeal, our ad mediation algorithm makes our ad demand partners compete against each other so that only the highest earning ad bid wins for each and every ad impression.





What's New

There are several changes to note in the second installment of this report:

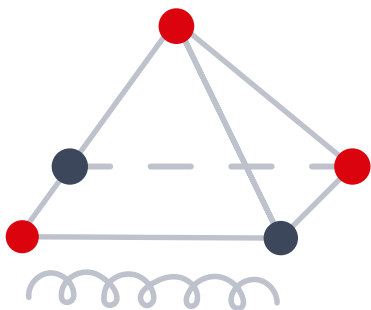


Consolidation of static, rich and video interstitial ads under “Interstitials”

Previously, skippable video interstitials and static/rich interstitials were grouped and analyzed separately. Because they are all essentially full-screen ads with similar request behavior, they have since been grouped together as one ad format in our algorithm, as well as in this index.

Two additional eCPM trendlines for ad formats

Our last index showed the trend of ad format's eCPMs with a trendline that showed their performance on all of our apps. In this version, we've added two more lines -- “Top Apps Only” and “Top Apps Excluded.”



Performance results of rewarded video by AdMob and Facebook Audience Network

Among the ad demand partners that we have been adding to our ad mediation stack, the new additions of rewarded videos by Google AdMob and Facebook Audience Network are the most notable to observe.

BONUS mini-index of DSPs

Our DSP demand partners are now featured in their own separate performance index as bonus content. Check it out to see how programmatic demands perform amongst each other within our ad exchange.



KEY INSIGHTS

USA Remained Top eCPM Performing Market With East Asia At Close Second

The US market had always led with the highest eCPM performance. It continued to do so in this index. What was surprising to see was just how fast and high the eCPMs of the East Asian market grew in the past year. Since the eCPMs of rewarded videos and interstitials on iOS were around \$1 lower for the East Asia market (compared to the US), it is probable that the East Asia market could surpass the US in certain categories in the near future.



eCPMs On iOS Were Higher Than On Android By Significant Margins In Certain Markets

While it is generally understood that the eCPMs on iOS tend to be higher than on Android — given the higher price-point of iOS devices, and advertisers' desire of reaching those users — it is interesting to note how wide the margins can be based on the market.

In the US market, the eCPM gap between iOS and Android was not that significant. However, for other markets analyzed in this index, the eCPMs on iOS were two times, or even three times higher, than on Android. For publishers, this insight on the gap between the platforms should help inform different user acquisition and monetization strategies for various markets.

Google AdMob And Facebook Audience Network Made Big Splash With Rewarded Videos

The two tech giants' entry into the rewarded video ad format category in the latter half of 2017 led to a significant boost in rewarded videos' monetization power. With their dominant access to vast numbers of advertisers, along with their promotion of the value this ad format brings to both advertisers and publishers, we predict that the gains in rewarded videos' eCPM performance will continue to rise.



Rewarded Video Remained The Top Performing Format In Terms Of eCPMs

Rewarded video debuted a mere few years ago, but has quickly become popular in the ad tech market. Thanks to high user engagement and revenue potential marks, this ad format has only grown in popularity.

Its eCPM performance continued to be the highest among all other ad formats, with the greatest increase in the U.S. and East Asia markets. New offerings by major players like Google AdMob and Facebook contributed significantly to eCPM growth; however, the inability to serve rewarded videos more frequently is one key barrier as it limits revenue potential.

Interstitials Monetized The Most Overall Revenue

Interstitials generated the most revenue in all regions (except iOS in South America). Since these full-screen ads can come in the form of a static image, video or interactive rich media (or playable ads), interstitials can be quite flexible as a happy medium between banner ads (with its low eCPMs, but high frequency), and rewarded video (with its high eCPMs, but low frequency).

While other markets showed a modest eCPM increase in general, the U.S. and East Asia markets both showed a noticeable \$2 increase in eCPM on iOS.

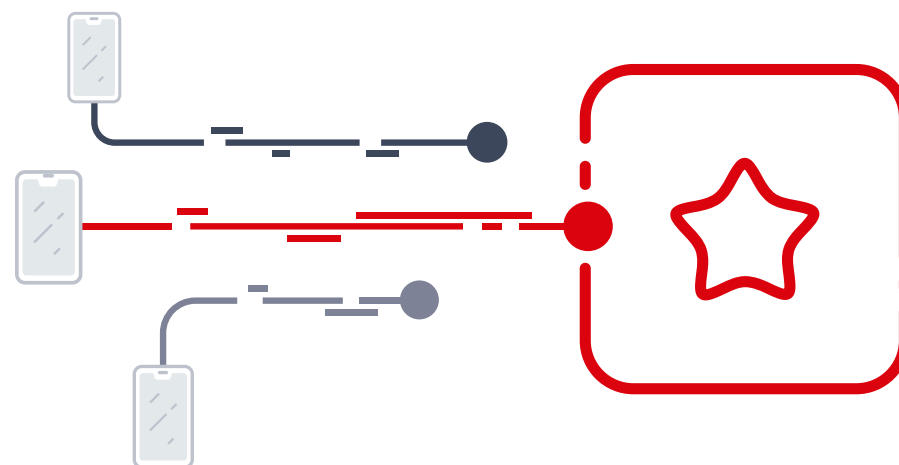
High user engagement and action completion effectiveness have driven widespread adoption of rich interstitials. We predict that this ad format will continue to be a leader in the coming year.

Banner

Continued To Be A Reliable Monetizing Ad Format

Despite being one of the oldest ad formats and having the lowest eCPMs, banners continued to be an important and reliable monetizing ad format thanks to its superior availability of ads and ability to be served frequently or even continuously. As a result, this format represented about at least a quarter of monetization power share across most regions. In South America, it even made up more than half of the revenue on iOS.

While its eCPM performance remained at the same level for most categories, the Eastern Europe and South America markets on iOS saw banner's eCPMs notably increase by almost double (by 9¢ - 15¢) compared to last year.





HOW TO USE THIS INDEX

— If you are an app publisher, your app might reach users from many different regions of the world, and a one-size-fits-all monetization approach will simply not work.

This in-app ad monetization performance index offers insights that will help mobile app publishers decide which ad formats to use for specific target audience.



Ad Format Trends

It pays to use different approaches. Global regions where Android is more popular will react to specific types of ad formats, while regions where iOS is more prevalent will see an increase of earnings under a different ad format strategy.



Ad Networks Ranking

Different ad networks monetize better in different regions. For publishers interested in taking a more manual approach in positioning ad networks, our ranking of the top ad networks' overall monetization power offers a benchmark to compare and gauge your setup.



Revenue Planning

The eCPM trend reports of each ad format can serve as a revenue planning tool. For example, some ad formats' eCPMs are trending up in certain regions, while some are trending down. Publishers can use this information to make better forecast of what eCPMs they can expect to earn.

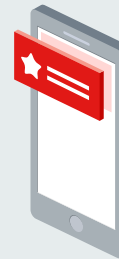


MEET THE AD FORMATS



Rewarded Videos

Rewarded videos are user-initiated ads where users can earn in-app rewards in exchange for viewing a video ad. Since the release of this format just a few years ago, rewarded videos have proven to be very popular with users, advertisers and publishers. Thanks to the high user satisfaction and high CTR of this format, publishers can earn the highest eCPMs with rewarded videos.



Banners

Banner ad is a traditional ad format that neatly places a small rectangle ad at the top or bottom of the screen. Despite this format's low CTR and low eCPM, it endured as a high earning format for publishers. This is largely due to its ability to be shown with much higher frequency than other formats. Its low cost and easy production sustain the popularity of banners among advertisers, pointing to an opportunity for publishers to obtain high supplies and varieties.



Interstitials

Interstitials are attention grabbing ads that cover the entire screen and can appear as a static image, a video, or even an interactive image. Although this format can be more disruptive to the user experience than others, when placed at the right moments within an app, interstitials are a great choice for publishers to use. They offer high CTR, high eCPMs and high availability of ads. Plus, new innovations with this format, like interactive ads, continue to make this format more user-friendly.





Average eCPM

All Apps



Rewarded Videos



Interstitials



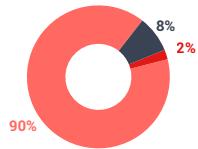
Banners

	Rewarded Videos	Interstitials	Banners
USA	\$13.75	\$8.55	\$0.46
Western Europe	\$5.77	\$3.44	\$0.23
Eastern Europe	\$2.32	\$2.24	\$0.29
East Asia	\$12.32	\$7.83	\$0.32
South America	\$2.26	\$1.91	\$0.24

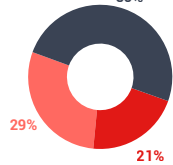
USA

4.1 Billion Impressions

Impressions Share



Monetization Power Share



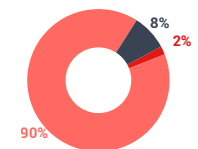
iOS Impressions & Monetization Power Distribution

● Rewarded Videos ● Interstitials ● Banners

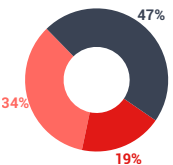
Western Europe

6.2 Billion Impressions

Impressions Share



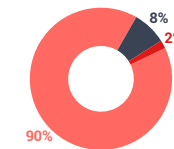
Monetization Power Share



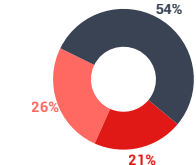
East Asia

2.0 Billion Impressions

Impressions Share



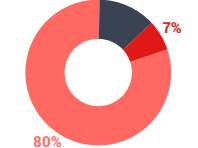
Monetization Power Share



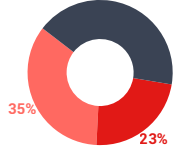
Eastern Europe

2.2 Billion Impressions

Impressions Share



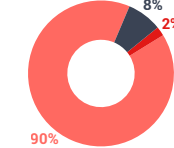
Monetization Power Share



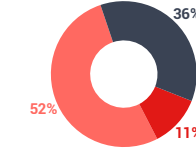
South America

0.9 Billion Impressions

Impressions Share



Monetization Power Share



Average eCPM

All Apps



Rewarded Videos



Interstitials



Banners

	Rewarded Videos	Interstitials	Banners
USA	\$12.01	\$5.24	\$0.52
Western Europe	\$2.95	\$1.52	\$0.15
Eastern Europe	\$1.57	\$1.18	\$0.12
East Asia	\$5.43	\$2.61	\$0.24
South America	\$0.66	\$0.61	\$0.08

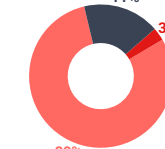
Android Impressions & Monetization Power Distribution

● Rewarded Videos ● Interstitials ● Banners

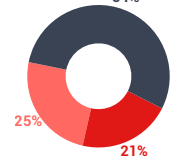
USA

4.7 Billion Impressions

Impressions Share



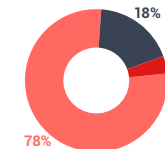
Monetization Power Share



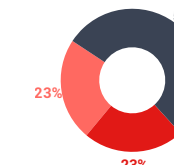
Western Europe

9.8 Billion Impressions

Impressions Share



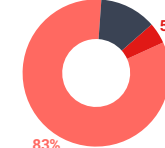
Monetization Power Share



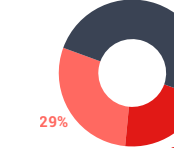
Eastern Europe

13.7 Billion Impressions

Impressions Share



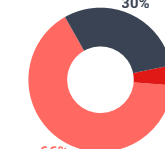
Monetization Power Share



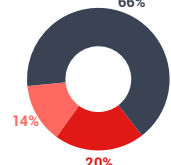
East Asia

1.0 Billion Impressions

Impressions Share



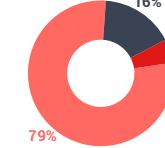
Monetization Power Share



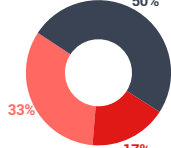
South America

7.5 Billion Impressions

Impressions Share



Monetization Power Share



SCOPE



METHODOLOGY



SCOPE

6 Months: H1 2018 (Jan - Jun)

5 Regions: United States, Western Europe, Eastern Europe, East Asia, South America

3 Ad Formats: Rewarded Video, Banner, Interstitial

2 Platforms: iOS, Android

33,000+ Apps

60+ Ad Demand Sources

51+ Billions Impressions



Ad Network Monetization Power Ranking

Only top performing ad networks (representing more than 1% of the revenue generated based on a particular ad format and region) are included in the index. And are ranked based on the revenue they generate for publishers.

The revenue is based on a combination of ad networks' eCPMs, impressions and fillrates. The higher each of these factors were, the higher the ad network's revenue and the higher the ad network's ranking.

While all the ad networks ranked in this index represent the top performing ones, there are variations in performance where some networks have higher share of the revenue due to higher eCPMs, impressions and/or fill-rates.

These distinctions are shown **by the ranking's wreath colors:**



Over 20%
of revenue
share



10-20%
of revenue
share



1-10%
of revenue
share

RANKING

eCPM TRENDS



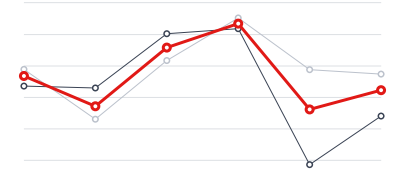
Ad Formats eCPM Trends

Each of the three ad formats' monthly average eCPMs for each of the five regions analyzed are shown to illustrate how the ad format's eCPMs are trending.

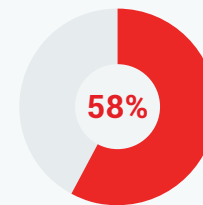
To provide more transparency to our readers, we have added two new plots of eCPMs data lines, **Top Apps Only** and **Top Apps Excluded**, along with the main trend line for **All Apps**.

The Top Apps consist of fewer than 1% of all the apps analyzed for this index, but they represent almost half of the total impressions and revenue shares. Because these Top Apps garner more attention from ad networks and advertisers, they are generally able to command higher eCPM deals with ad networks. In many cases, the Top Apps do show higher eCPMs than all other apps, which influences the main **All Apps** reference line.

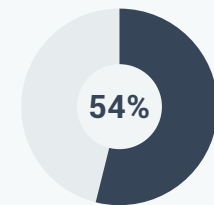
With the inclusion of eCPM trend lines for **Top Apps Only** and **Top Apps Excluded**, publishers can get a fuller more accurate picture of what eCPMs they can expect for their own apps.



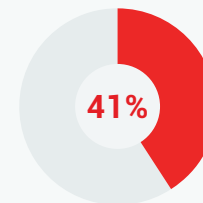
Top Apps vs. All Apps



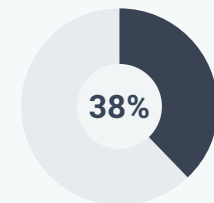
Impressions Share



Revenue Share



Impressions Share



Revenue Share



AD FORMATS eCPMs AND AD NETWORKS RANKINGS



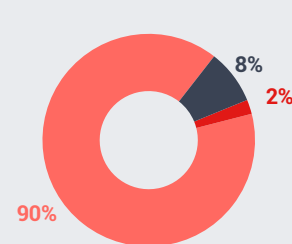


Impressions & Monetization Power Distribution

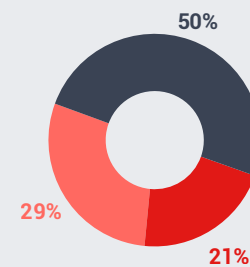
● Rewarded Videos ● Interstitials ● Banners

iOS

4.1 Billion Impressions



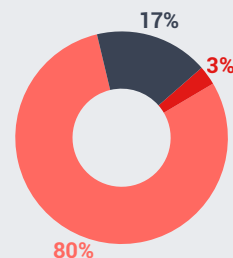
Impressions Share



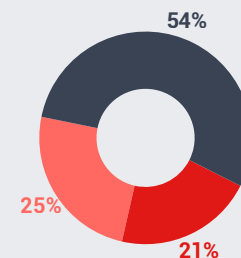
Monetization Power Share

Android

4.7 Billion Impressions



Impressions Share



Monetization Power Share



KEY FINDINGS

USA



Rewarded video's eCPMs increased significantly in 2018 and remained steadily high with an average of \$13.75 on iOS and \$12.01 on Android across all apps. In April, the average peaked to \$15.34 on iOS.

Rewarded videos from Facebook Audience Network and AdMob, which were added to Appodeal's ad mediation towards the end of 2017, attributed to the significant gains in this format's average eCPMs.

Banners' eCPMs trended back up after a dip following the year-end peak holiday period to an average of \$0.46 on iOS and \$0.51 on Android.

AdMob and MoPub performed the best for banners thanks to AdMob's superior fill-rates and MoPub's combination of high fill-rates and eCPMs.

Interstitial's eCPMs increased slightly in 2018 and remained consistent with an average of \$8.55 on iOS and \$5.24 on Android across all apps.

AdMob performed among the top for interstitials across all apps on both iOS and Android with its combination of high fill-rates and high eCPMs. AppLovin ranked among the top on iOS thanks to its high fill-rates among Appodeal's top monetizing apps.

Performance of eCPMs on iOS and Android were on par for rewarded video and banner, but higher on iOS for interstitial; while in other regions iOS generally outperformed Android in terms of eCPMs across all ad formats.

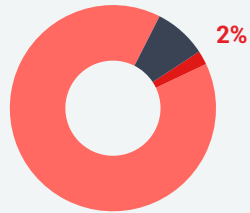




Rewarded Videos Monetization Trends

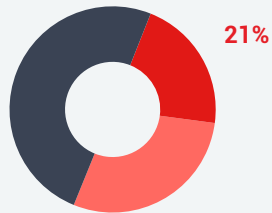
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Impressions Share

Based on 4.1 Billion Impressions

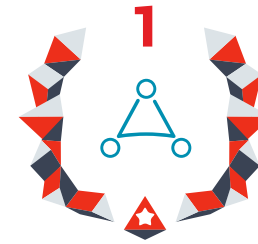
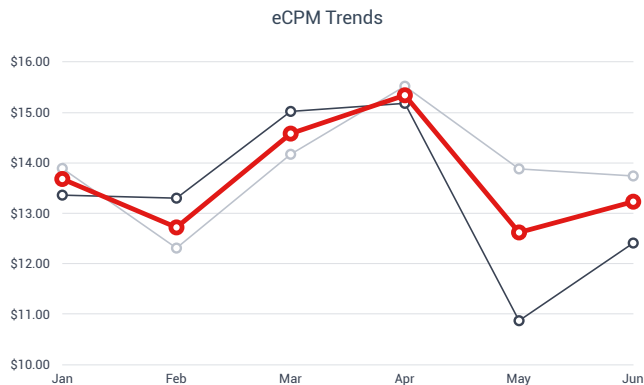


Ad Revenue Share

\$13.75

Average eCPM
All Apps

- All Apps
- Top Apps Only
- Top Apps Excluded



AppLovin



Facebook
Audience Network



Tapjoy



AdMob



IronSource



Unity Ads



AdColony



Vungle



MoPub



Mintegral



Monetization Power Ranking

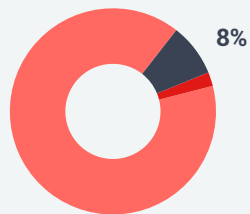


Interstitials

Monetization Trends

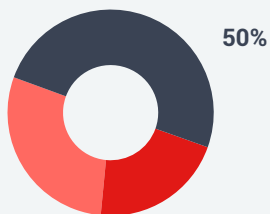
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Impressions Share

Based on 4.1 Billion Impressions

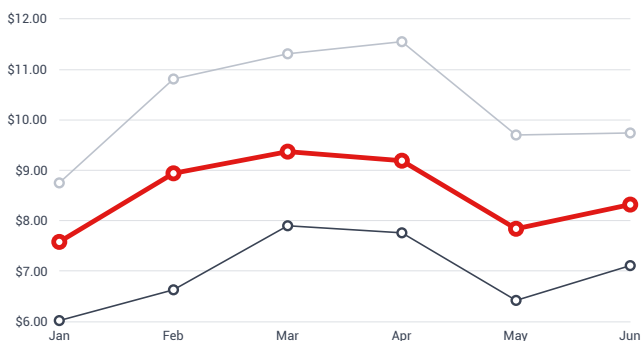


Ad Revenue Share

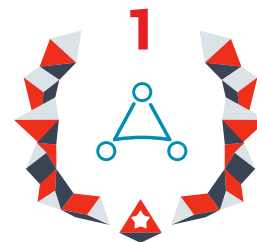
\$8.55

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



AppLovin



AdMob



MoPub



Vungle



Facebook
Audience Network



Tapjoy



Unity Ads



IronSource



Monetization Power Ranking

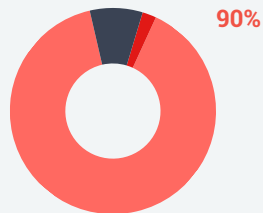


Banners

Monetization Trends

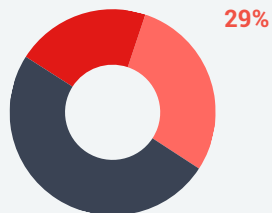
Banners' eCPMs trended back up after a dip following the year-end peak holiday period, rising to an average of \$0.46.

AdMob and MoPub performed the best for banners, in large part thanks to AdMob's superior fill-rates and MoPub's combination of high fill-rates and eCPMs.



Impressions Share

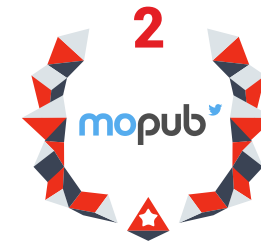
Based on 4.1 Billion Impressions



Ad Revenue Share



AdMob



MoPub

Monetization Power Ranking



Amazon Ads



AppLovin



Fyber

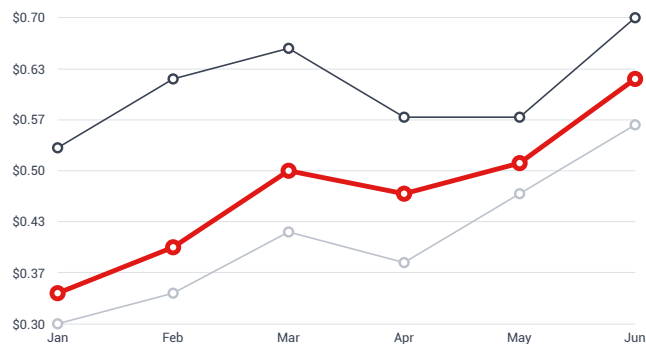


Smaato

\$0.46

Average eCPM
All Apps

eCPM Trends



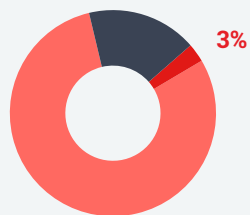
- All Apps
- Top Apps Only
- Top Apps Excluded



Rewarded Videos Monetization Trends

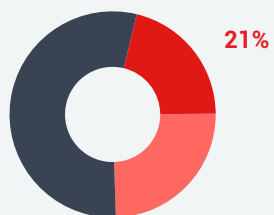
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Rewarded videos from Facebook Audience Network and AdMob, which were added to Appodeal's ad mediation stack towards the end of 2017, attributed to the significant gains in this format's average eCPMs.



Impressions Share

Based on 4.7 Billion Impressions

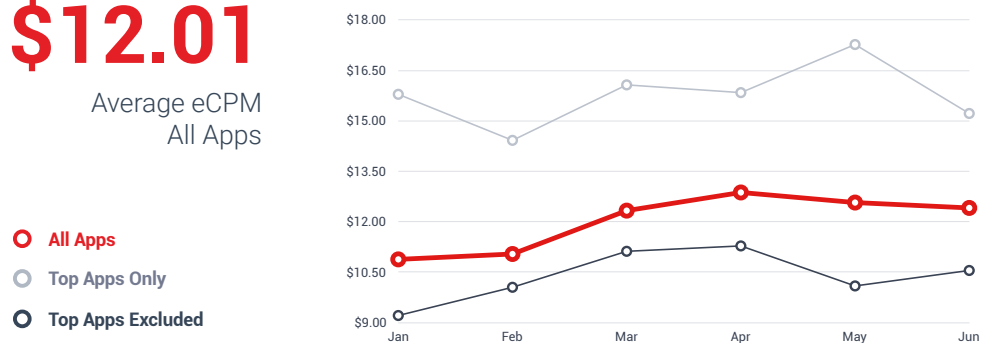


Ad Revenue Share

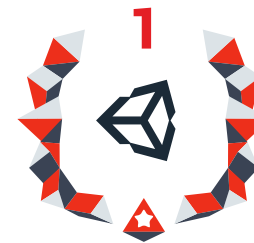
\$12.01

Average eCPM
All Apps

eCPM Trends



Monetization Power Ranking



Unity Ads



AppLovin



Tapjoy



AdMob



Facebook
Audience Network



AdColony



IronSource



Vungle



MoPub



Mintegral

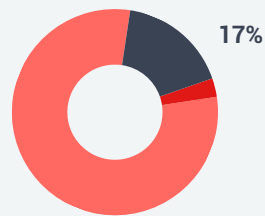


Interstitials

Monetization Trends

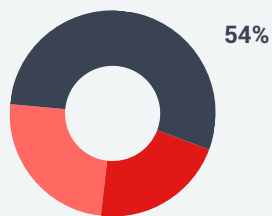
Interstitial's eCPMs increased slightly and remained consistent with an average of \$5.24 across all apps.

AdMob delivered the best results for interstitials across all apps with its combination of high fill-rates and high eCPMs.



Impressions Share

Based on 4.7 Billion Impressions

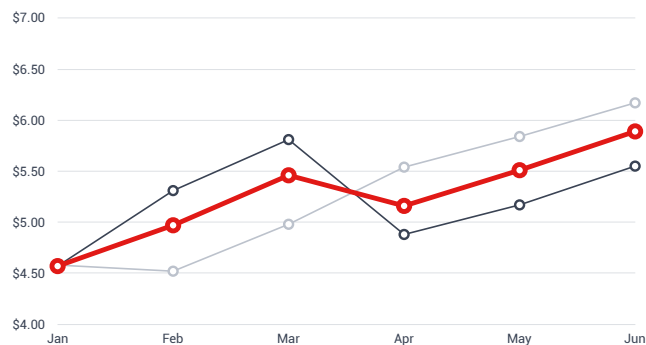


Ad Revenue Share

\$5.24

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



Unity Ads



AppLovin



MoPub



Facebook
Audience Network



StartApp



Vungle



Ogury



Fyber



AdColony



IronSource



Smaato



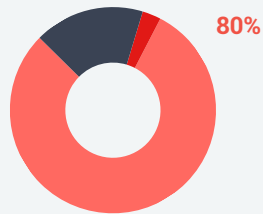
Chartboost



Banners Monetization Trends

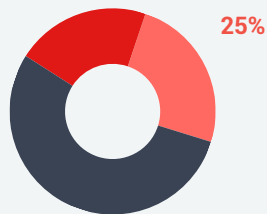
Banners' eCPMs trended back up after a dip following the year-end peak holiday period to an average of \$0.52.

AdMob and MoPub performed the best for banners thanks to AdMob's superior fill-rates and MoPub's combination of high fill-rates and eCPMs.



Impressions Share

Based on 4.7 Billion Impressions

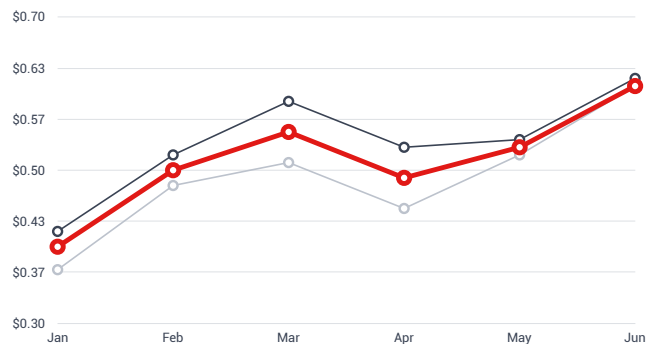


Ad Revenue Share

\$0.52

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



MoPub



Fyber



Smaato



Amazon Ads



OpenX



Facebook
Audience Network



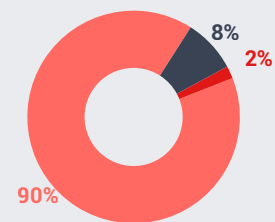
Andorra	France	Italy	Monaco	Spain
Austria	Germany	Jersey	Netherlands	Sweden
Belgium	Iceland	Liechtenstein	Norway	Switzerland
Denmark	Ireland	Luxembourg	Portugal	United Kingdom
Finland	Isle of Man	Malta	San Marino	Vatican City

Impressions & Monetization Power Distribution

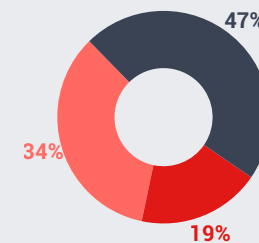
● Rewarded Videos ● Interstitials ● Banners

iOS

6.2 Billion Impressions



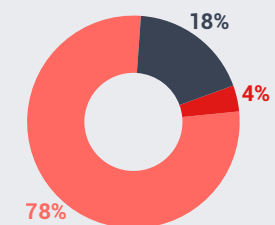
Impressions Share



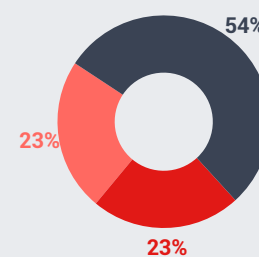
Monetization Power Share

Android

9.8 Billion Impressions



Impressions Share



Monetization Power Share



KEY FINDINGS

WESTERN EUROPE



Rewarded videos continued to lead with the highest eCPM performance, with a steady average of \$5.77 on iOS and \$2.95 on Android.

The top performing ad networks for rewarded videos were AdMob and Facebook Audience Network for iOS, while AdMob and Unity Ads were the top performing ones for Android.

Interstitial's eCPMs did not change much in 2018 with a steady average of \$3.44 on iOS and \$1.52 on Android.

The top performing ad networks for interstitials were AdMob and AppLovin on iOS, while AdMob dominated on Android.

Banners' eCPMs steadily climbed back up on iOS after a dip following the year-end peak holiday period to an average of \$0.23. On Android, however, the eCPMs decreased slightly to an average of \$0.15.

AdMob performed among the top for interstitials across all apps with its combination of high fill-rates and high eCPMs on both iOS and Android. AppLovin ranked among the top on iOS thanks to its high fill-rates among Appodeal's top monetizing apps.

eCPMs from iOS were significantly higher than on Android, about two times higher across all formats.

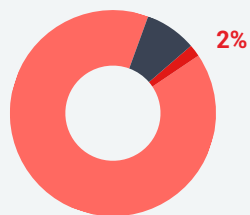




Rewarded Videos Monetization Trends

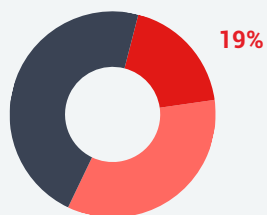
Rewarded videos continued to lead with the highest eCPM performance. Their eCPMs did not see significant shift in 2018 though, compared to last year, with a steady average of \$5.77.

The top performing ad networks for rewarded videos were AdMob and Facebook Audience Network. Their eCPM performances were especially strong, elevating the average eCPMs of this ad format.



Impressions Share

Based on 6.2 Billion Impressions

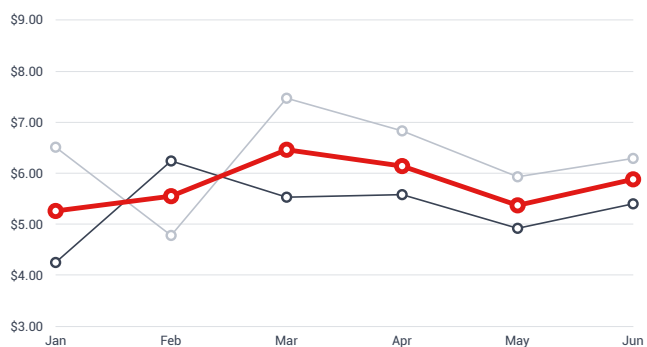


Ad Revenue Share

\$5.77

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



AdMob



Facebook
Audience Network



AppLovin



IronSource



Unity Ads



Tapjoy



AdColony



Chartboost



MoPub



Vungle

Monetization Power Ranking

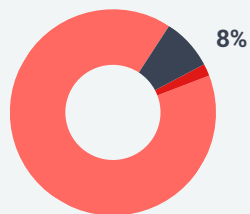




Interstitials Monetization Trends

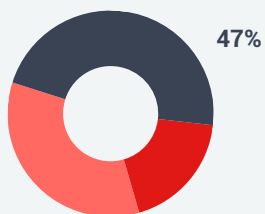
Interstitial's eCPMs did not change much in 2018 with a steady average of \$3.44.

The top performing ad networks for interstitials were AdMob and AppLovin. AdMob ranked high thanks to its high fill-rates and higher than average eCPMs while AppLovin had among the highest fill-rates.



Impressions Share

Based on 6.2 Billion Impressions

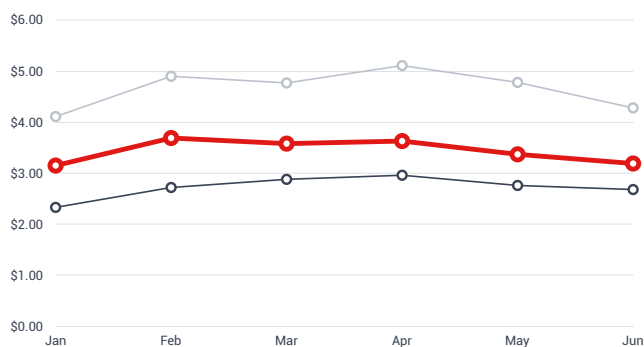


Ad Revenue Share

\$3.44

Average eCPM
All Apps

eCPM Trends



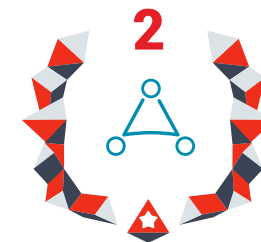
- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



AppLovin



MoPub



IronSource



Fyber



Unity Ads



Facebook
Audience Network



Tapjoy



Vungle



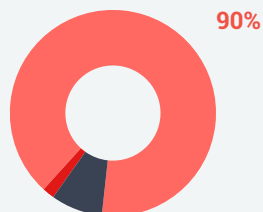


Banners

Monetization Trends

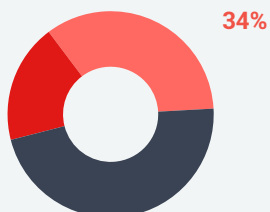
Banners' eCPMs steadily climbed back up on iOS after a dip following the year-end peak holiday period, to an average of \$0.23.

AdMob is the top performing ad network for banners, with its superior fill-rates. MoPub ranked among the top thanks to its higher than average eCPMs.



Impressions Share

Based on 6.2 Billion Impressions



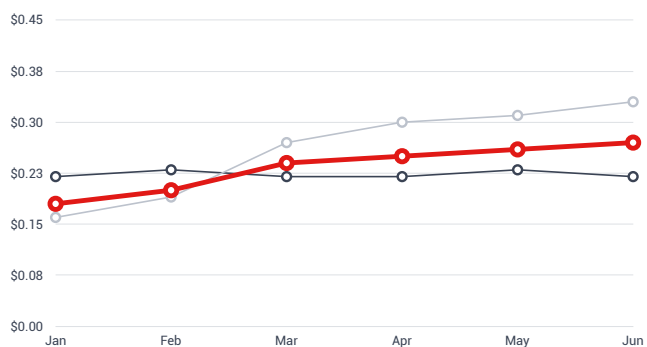
Ad Revenue Share

\$0.23

Average eCPM
All Apps

eCPM Trends

- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



MoPub



Fyber



AppLovin



Amazon Ads



Smaato



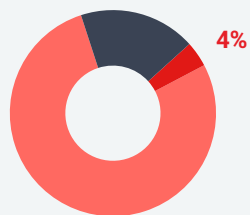


Rewarded Videos Monetization Trends

Rewarded videos continued to lead with the highest eCPM performance. Their eCPMs did not see significant shift in 2018 though, compared to last year, with a steady average of \$2.95.

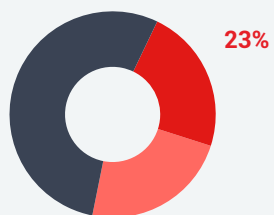
The top performing ad networks for rewarded videos were AdMob and Unity Ads overall.

In terms of eCPMs, AdMob and Facebook's strong performance, in particular, elevated this ad format's eCPM average.



Impressions Share

Based on 9.8 Billion Impressions

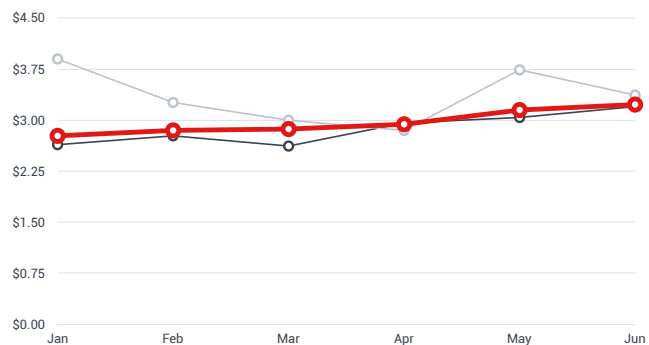


Ad Revenue Share

\$2.95

Average eCPM
All Apps

eCPM Trends



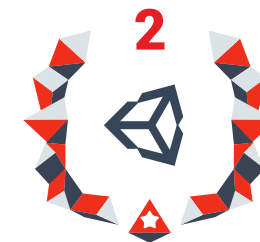
- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



Unity Ads



Tapjoy



AppLovin



Facebook
Audience Network



AdColony



Vungle



IronSource



MoPub



Chartboost



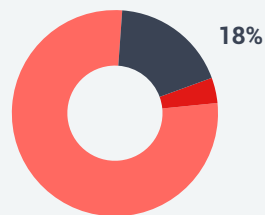


Interstitials

Monetization Trends

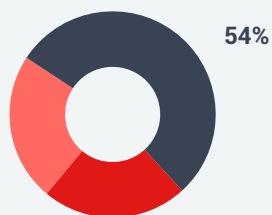
Interstitial's eCPMs did not change much in 2018 with a steady average of \$1.52.

The top performing ad network was AdMob, thanks to its superior fill-rates in this ad format.



Impressions Share

Based on 9.8 Billion Impressions



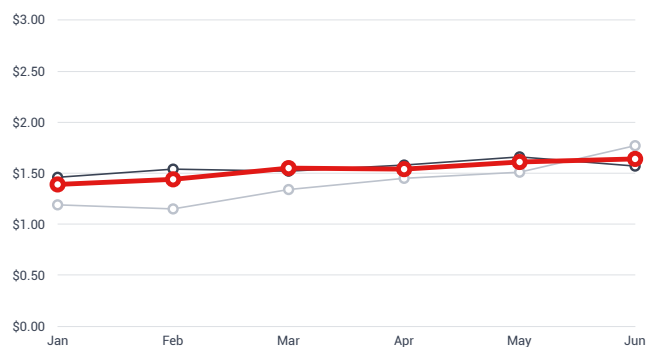
Ad Revenue Share

\$1.52

Average eCPM
All Apps

eCPM Trends

- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



Unity Ads



AppLovin



MoPub



Ogury



Fyber



Vungle



Smaato



Facebook
Audience Network



StartApp



AdColony



Chartboost



IronSource



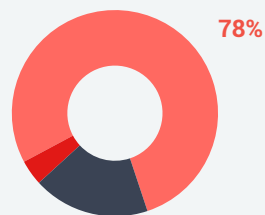


Banners

Monetization Trends

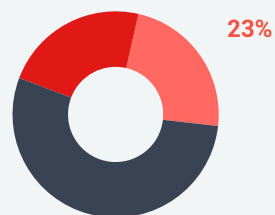
Banner's eCPMs decreased slightly following the holiday peak to an average of \$0.15.

AdMob is the top performing ad network for banners on Android with its superior fill-rates. MoPub, on the other hand, ranked among the top thanks to its higher than average eCPMs.



Impressions Share

Based on 9.8 Billion Impressions

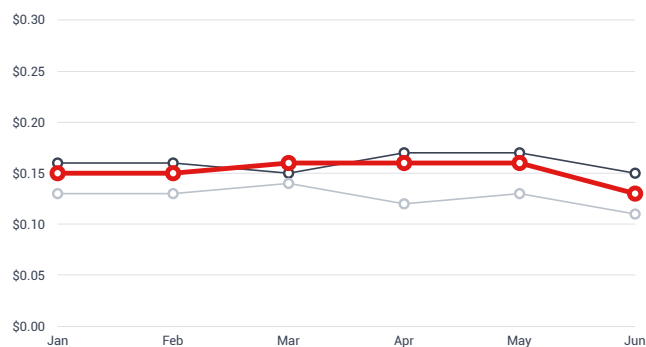


Ad Revenue Share

\$0.15

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



MoPub



Fyber



Amazon Ads



Smaato



OpenX



Facebook
Audience Network





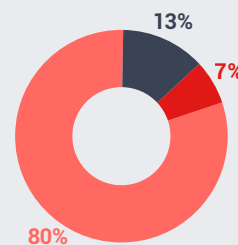
Albania	Estonia	Moldova	Slovakia
Belarus	Greece	Montenegro	Slovenia
Bosnia & Herzegovina	Hungary	Poland	Ukraine
Bulgaria	Latvia	Romania	
Croatia	Lithuania	Russia	
Czech Republic	Macedonia	Serbia	

Impressions & Monetization Power Distribution

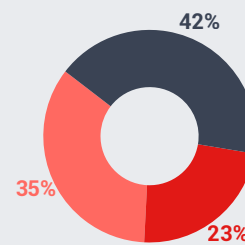
● Rewarded Videos ● Interstitials ● Banners

iOS

2.2 Billion Impressions



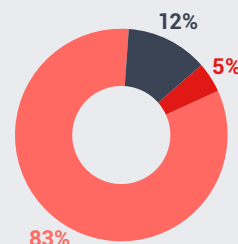
Impressions Share



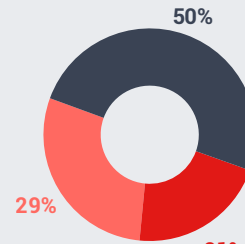
Monetization Power Share

Android

13.7 Billion Impressions



Impressions Share



Monetization Power Share



KEY FINDINGS

EASTERN EUROPE



Rewarded video's eCPMs increased by half on Android in 2018, compared to last year, with an average of \$1.57. On iOS, the eCPMs remained about the same, averaging at \$2.32.

AdMob's rewarded video led with the strongest fill-rates and average eCPMs on iOS while on Android, MyTarget and Unity Ads outperformed AdMob for the top two spots.

Interstitial's eCPMs increased slightly, compared to 2017, and remained steady with an average of \$2.24 on iOS and \$1.18 on Android.

AdMob and MoPub performed among the top for interstitials across all apps on both iOS and Android, thanks to their high fill-rate and higher than average eCPMs. Yandex and MyTarget were also among the top on Android with strong fill-rates.

Banner's eCPMs more or less doubled, compared to 2017, with an average of \$0.29 on iOS and \$0.12 on Android.

Yandex was the leading ad network for banners on iOS, driving up the average eCPMs of this ad format. While on Android, MyTarget and AdMob were competitive for the top two spots with their superior fill-rates.

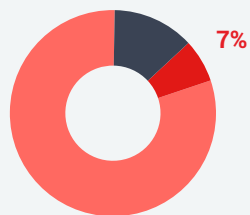
eCPMs from iOS were significantly higher than on Android across all formats, about two times higher for banners and interstitials.



Rewarded Videos Monetization Trends

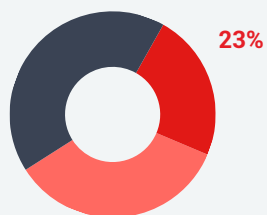
Rewarded video's eCPMs remained about the same, compared to last year, averaging at \$2.32.

AdMob's rewarded video led with the strongest fill-rates and average eCPMs.



Impressions Share

Based on 2.2 Billion Impressions



Ad Revenue Share

\$2.32

Average eCPM
All Apps

eCPM Trends



Monetization Power Ranking



AdMob



AppLovin



Unity Ads



IronSource



AdColony



MyTarget



MoPub



Chartboost



Tapjoy



Facebook
Audience Network



Vungle

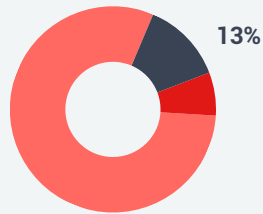




Interstitials Monetization Trends

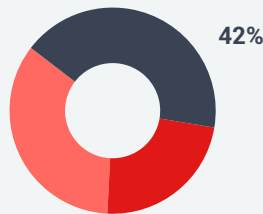
Interstitial's eCPMs increased slightly, compared to 2017, and remained steady with an average of \$2.24.

AdMob and MoPub performed among the top for interstitials across all apps, thanks to their high fill-rate and higher than average eCPMs.



Impressions Share

Based on 2.2 Billion Impressions

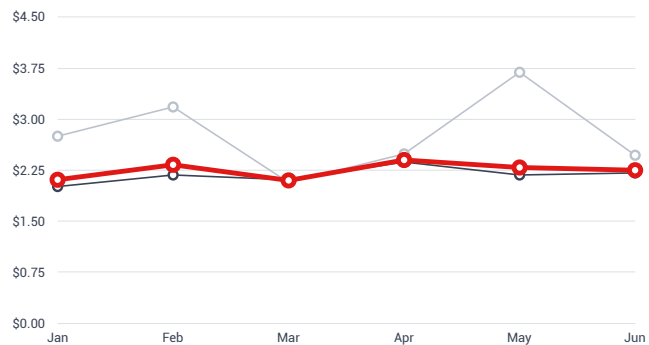


Ad Revenue Share

\$2.24

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



AppLovin



MoPub



Unity Ads



Yandex



IronSource



Fyber



MyTarget



Facebook
Audience Network



AdColony



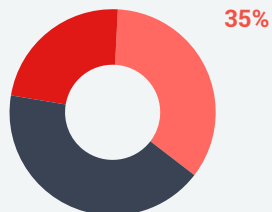
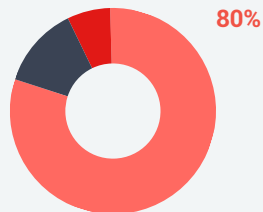


Banners

Monetization Trends

Banner's eCPMs almost doubled, compared to 2017, with an average of \$0.29.

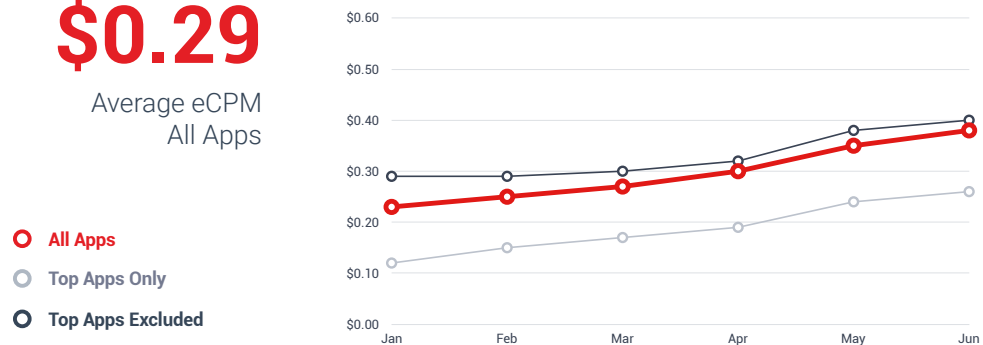
Yandex was the leading ad network for banners, driving up the average eCPMs of this ad format.



\$0.29

Average eCPM
All Apps

eCPM Trends



Monetization Power Ranking



Yandex



MoPub



AdMob



Fyber



AppLovin



MyTarget



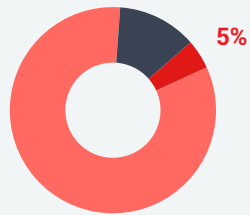


Rewarded Videos

Monetization Trends

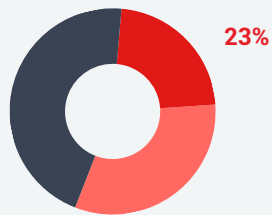
Rewarded video's eCPMs increased by **half**, compared to last year, with an average of \$1.57.

MyTarget and Unity Ads took the **top two spots** for their overall monetization power.



Impressions Share

Based on 13.7 Billion Impressions

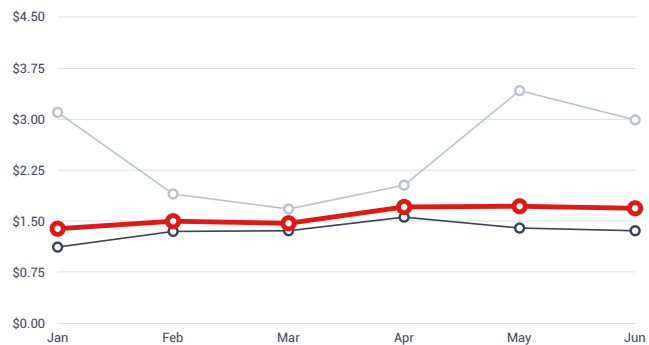


Ad Revenue Share

\$1.57

Average eCPM
All Apps

eCPM Trends



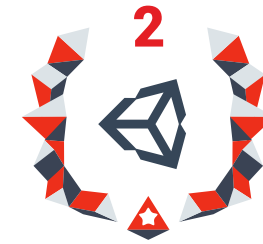
- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



MyTarget



Unity Ads



AdMob



AppLovin



AdColony



Facebook
Audience Network



MoPub



Vungle



Tapjoy



Chartboost



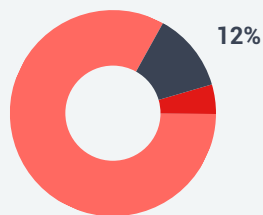


Interstitials

Monetization Trends

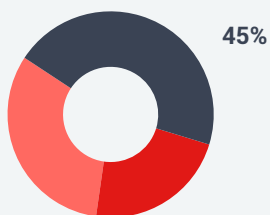
Interstitial's eCPMs increased slightly, compared to 2017, and remained steady with an average of \$1.18.

AdMob and MoPub performed among the top for interstitials across all apps, thanks to their high fill-rate and higher than average eCPMs. Yandex and MyTarget were also among the top with strong fill-rates.



Impressions Share

Based on 13.7 Billion Impressions

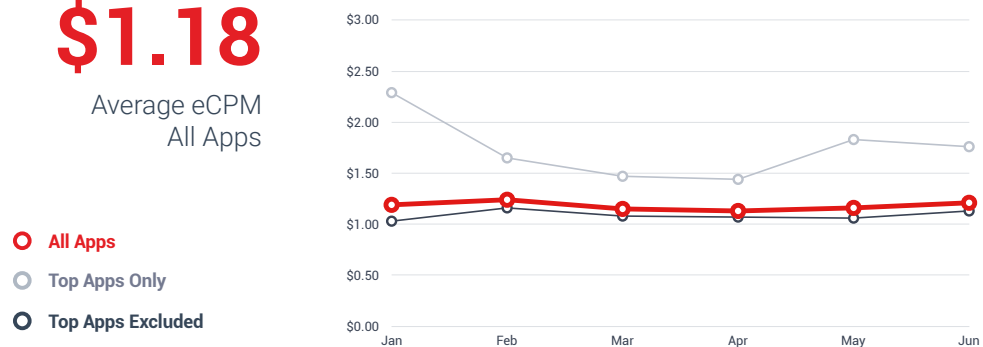


Ad Revenue Share

\$1.18

Average eCPM
All Apps

eCPM Trends



Monetization Power Ranking



AdMob



Yandex



MyTarget



MoPub



Unity Ads



AppLovin



Fyber



Facebook
Audience Network



IronSource



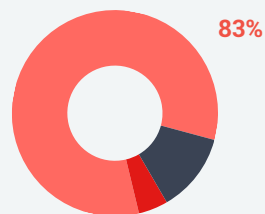


Banners

Monetization Trends

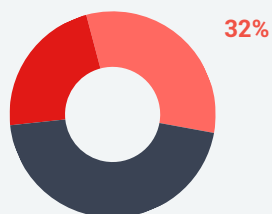
Banner's eCPMs almost doubled, compared to 2017, with an average of \$0.12.

MyTarget and AdMob took the top two spots with their superior fill-rates.



Impressions Share

Based on 13.7 Billion Impressions



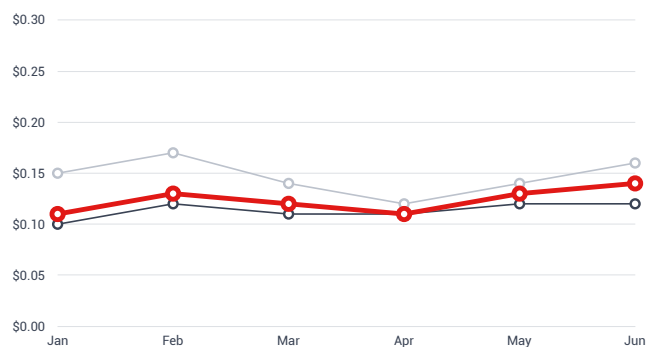
Ad Revenue Share

\$0.12

Average eCPM
All Apps

eCPM Trends

- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



MyTarget



AdMob



Yandex



MoPub



Fyber





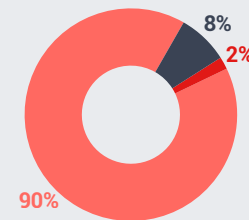
China
Japan
South Korea
Taiwan
Hong Kong

Impressions & Monetization Power Distribution

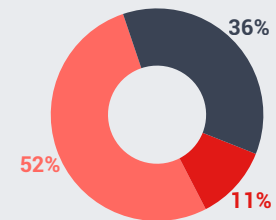
● Rewarded Videos ● Interstitials ● Banners

iOS

2.0 Billion Impressions



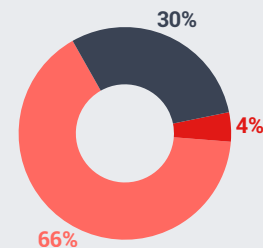
Impressions Share



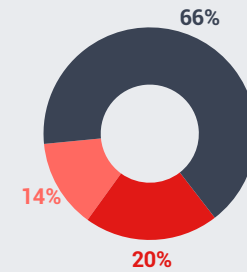
Monetization Power Share

Android

1.0 Billion Impressions



Impressions Share



Monetization Power Share



KEY FINDINGS

EAST ASIA

Overall, iOS showed impressive gains in eCPMs in all formats, especially rewarded video and interstitial. The results on Android were more modest and mixed.

Interstitial's eCPMs increased significantly on iOS, compared to last year, with an average of \$7.83. On Android, eCPMs remained at around the same level, averaging at \$2.61.

AdMob ranked among the top for Interstitials across all apps with its superior eCPMs and fill-rates on both iOS and Android.

Rewarded videos saw a significant bump in their eCPMs on both iOS and Android, averaging at \$12.32 and \$5.43 respectively.



Rewarded videos by AdMob and Facebook, recently added towards the end of 2017, contributed to the significant boost in the eCPM averages on both platforms.

Banners on iOS saw its eCPMs trending up to an average of \$0.32. On Android, banners trended down slightly to an average eCPM of \$0.24.

AdMob dominated the banner format with its superior fill-rates and decent eCPMs on both platforms.

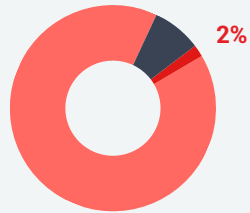
The eCPMs on iOS across all ad formats are significantly higher than on Android, especially with Interstitials, which were three times higher.



Rewarded Videos Monetization Trends

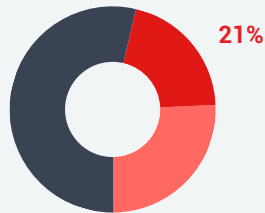
Rewarded videos saw a significant bump in their eCPMs, compared to last year, averaging at \$12.32.

Rewarded videos by AdMob and Facebook, recently added towards the end of 2017, contributed to the significant boost in the eCPM averages.



Impressions Share

Based on 2.0 Billion Impressions



Ad Revenue Share

\$12.32

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



AdMob



AppLovin



Facebook
Audience Network



Vungle



IronSource



Tapjoy



Unity Ads



Chartboost



Mintegral



AdColony



Monetization Power Ranking

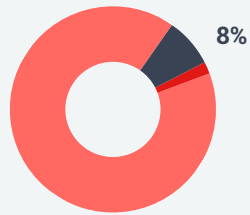


Interstitials

Monetization Trends

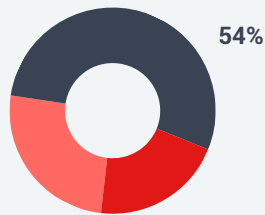
Interstitial's eCPMs increased significantly, compared to last year, with an average of \$7.83.

AdMob ranked among the top for Interstitials across all apps, with its superior eCPMs and fill-rates.



Impressions Share

Based on 2.0 Billion Impressions

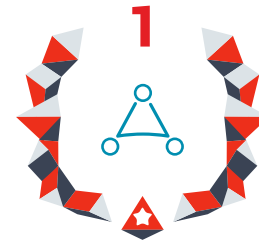
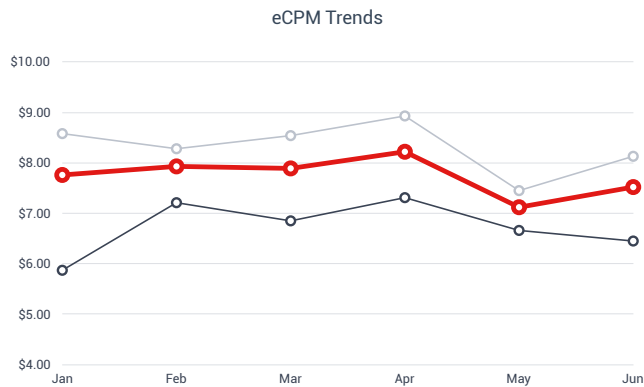


Ad Revenue Share

\$7.83

Average eCPM
All Apps

- All Apps
- Top Apps Only
- Top Apps Excluded



AppLovin



AdMob



Tapjoy



IronSource



MoPub



Unity Ads



Vungle



Chartboost



Facebook
Audience Network



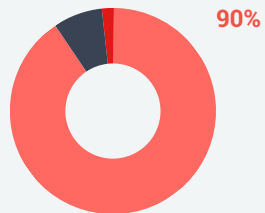
Monetization Power Ranking



Banners Monetization Trends

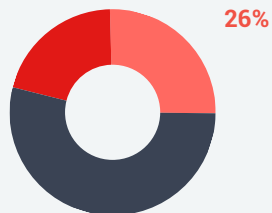
Banners on iOS saw eCPMs trending up to an average of \$0.32.

AdMob dominated the banner format, with its superior fill-rates and steady eCPMs.



Impressions Share

Based on 2.0 Billion Impressions



Ad Revenue Share



AdMob



AppLovin



MoPub



Fyber



Amazon Ads

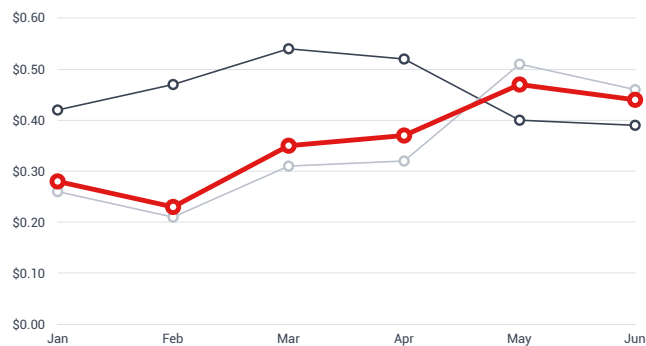


Monetization Power Ranking

\$0.32

Average eCPM
All Apps

eCPM Trends



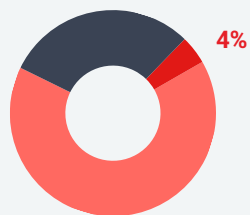
- All Apps
- Top Apps Only
- Top Apps Excluded



Rewarded Videos Monetization Trends

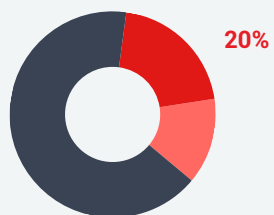
Rewarded videos saw a significant bump in their eCPMs, compared to last year, averaging at \$5.43.

Rewarded videos by AdMob and Facebook Audience Network, recently added towards the end of 2017, contributed to the significant boost in the eCPM averages.



Impressions Share

Based on 1.0 Billion Impressions

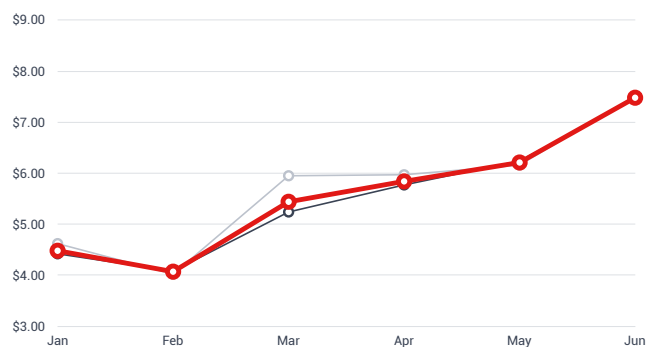


Ad Revenue Share

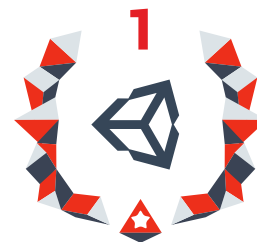
\$5.43

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



Unity Ads



AdMob

Monetization Power Ranking



Facebook
Audience Network



AppLovin



Vungle



Tapjoy



IronSource



AdColony



Chartboost



MoPub

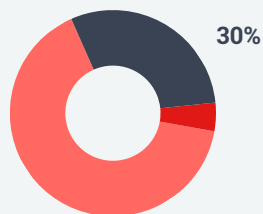




Interstitials Monetization Trends

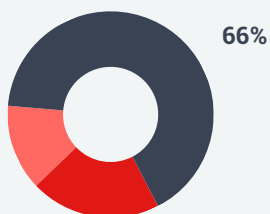
Interstitial's eCPMs remained at around the same level as last year's, averaging at \$2.61.

AdMob ranked as the top network for Interstitials across all apps, with its superior eCPMs and fill-rates.



Impressions Share

Based on 1.0 Billion Impressions

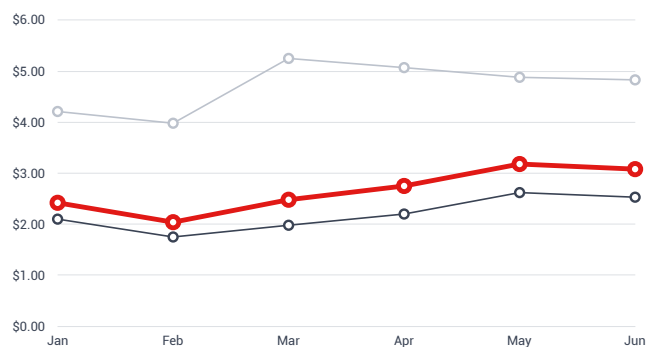


Ad Revenue Share

\$2.61

Average eCPM
All Apps

eCPM Trends



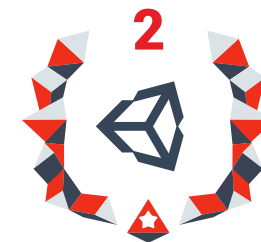
- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



Unity Ads



MoPub



AppLovin



Vungle



Facebook
Audience Network



Fyber



IronSource



Smaato



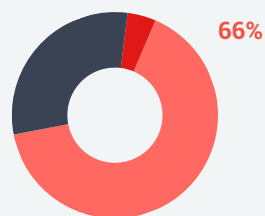


Banners

Monetization Trends

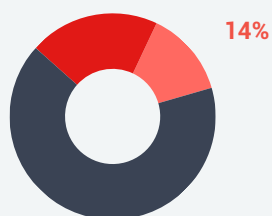
Banners on Android trended down slightly to an average eCPM of \$0.24.

AdMob dominated the banner format with its superior fill-rates and consistent eCPMs.



Impressions Share

Based on 1.0 Billion Impressions

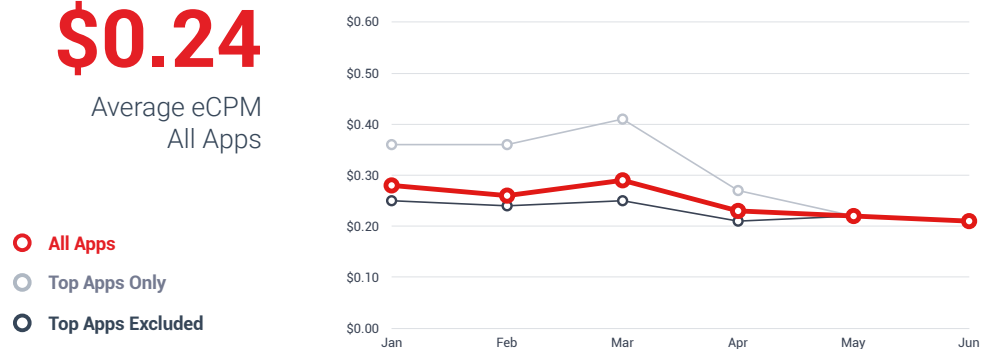


Ad Revenue Share

\$0.24

Average eCPM
All Apps

eCPM Trends



Monetization Power Ranking



AdMob



MoPub



Fyber



Facebook
Audience Network



Smaato



Amazon Ads



Argentina
Bolivia
Brazil
Chile
Colombia

Ecuador
Falkland Islands
French Guiana
Guyana
Paraguay

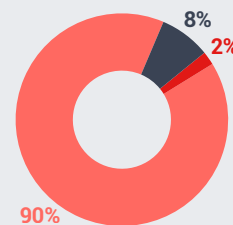
Peru
Suriname
Uruguay
Venezuela

Impressions & Monetization Power Distribution

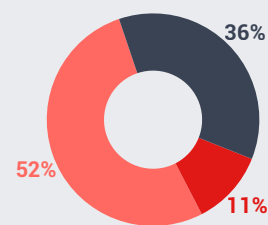
● Rewarded Videos ● Interstitials ● Banners

iOS

0.9 Billion Impressions



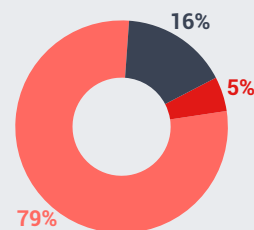
Impressions Share



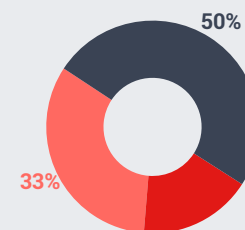
Monetization Power Share

Android

7.5 Billion Impressions



Impressions Share



Monetization Power Share



KEY FINDINGS

SOUTH AMERICA



Overall eCPMs of ad formats on iOS increased modestly compared to last year. Android, on the other hand, did not see a noticeable shift.

Interstitial's eCPMs increased steadily on both platforms with an average of \$1.91 on iOS and \$0.61 on Android.

AdMob ranked top for Interstitials across all apps with its superior eCPMs and fill-rates on both iOS and Android.

Rewarded video also saw a steady eCPM increase on both platforms with an average of \$2.26 on iOS and \$0.65 on Android. This format has yet to surpass interstitial by wider margins in South America, as compared to other regions.

AdMob takes the top place for rewarded video thanks to its combination of superior fill-rates and higher than average eCPMs on both platforms. Facebook and MoPub's high eCPMs in this ad format were major contributors in boosting this format's average eCPMs.

Banners on iOS increased quite significantly, compared to last year, to an average of \$0.23. It stayed flat on Android though, averaging at \$0.08.

AdMob dominated the banner format with its superior fill-rates on both platforms. MoPub was another strong network, particular on iOS, with its impressive high eCPMs.



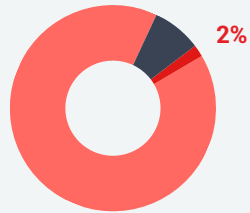


Rewarded Videos

Monetization Trends

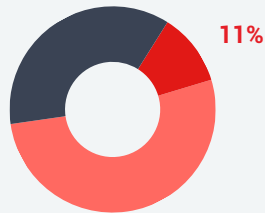
Rewarded video saw a steady eCPM increase, with an average of \$2.26. This format has yet to surpass interstitial by wider margins in South America, as compared to other regions.

AdMob takes the top place for rewarded video, thanks to its combination of superior fill-rates and higher than average eCPMs. Facebook and MoPub's high eCPMs in this ad format were major contributors in boosting this format's average eCPMs.



Impressions Share

Based on 0.9 Billion Impressions

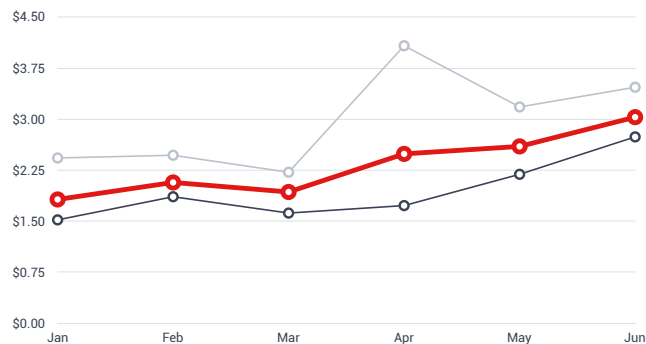


Ad Revenue Share

\$2.26

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



AdMob



Facebook
Audience Network



MoPub



AppLovin



IronSource



AdColony



Unity Ads



Chartboost



Tapjoy



Vungle



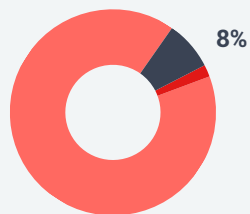
Monetization Power Ranking



Interstitials Monetization Trends

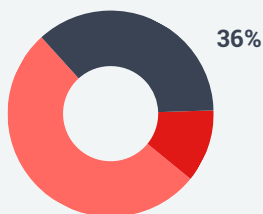
Interstitial's eCPMs increased steadily, with an average of \$1.91.

AdMob ranked top for Interstitials across all apps with its superior eCPMs and fill-rates.



Impressions Share

Based on 0.9 Billion Impressions

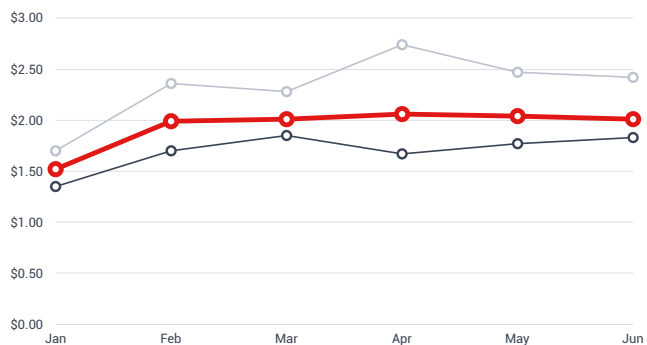


Ad Revenue Share

\$1.91

Average eCPM
All Apps

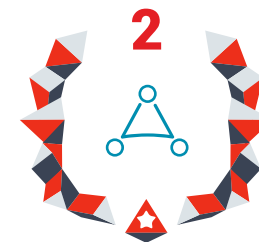
eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



AdMob



AppLovin



MoPub



Facebook
Audience Network



IronSource



Fyber



Tapjoy



Vungle



AdColony



Unity Ads

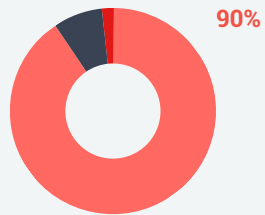
 Monetization
 Power Ranking



Banners Monetization Trends

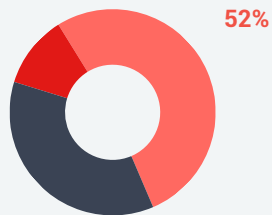
Banners on iOS increased quite significantly, compared to last year, to an average of \$0.24.

AdMob dominated the banner format, with its superior fill-rates. MoPub was another strong network with its impressive high eCPMs.



Impressions Share

Based on 0.9 Billion Impressions



Ad Revenue Share



AdMob



MoPub



Fyber



AppLovin



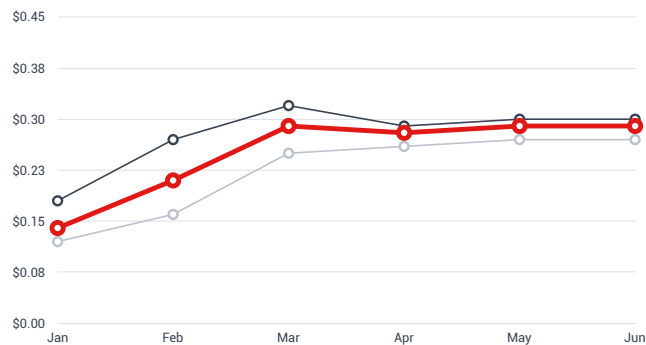
Smaato



\$0.24

Average eCPM
All Apps

eCPM Trends



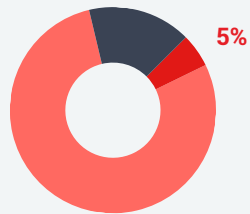
- All Apps
- Top Apps Only
- Top Apps Excluded



Rewarded Videos Monetization Trends

Rewarded video also saw a steady eCPM increase, with an average of \$0.66. This format has yet to surpass interstitial by wider margins in South America, as compared to other regions.

AdMob takes the top place for rewarded video thanks to its combination of superior fill-rates and higher than average eCPMs, on both platforms. Facebook and MoPub's high eCPMs in this ad format gave major boost to this format's average eCPMs.



Impressions Share

Based on 7.5 Billion Impressions

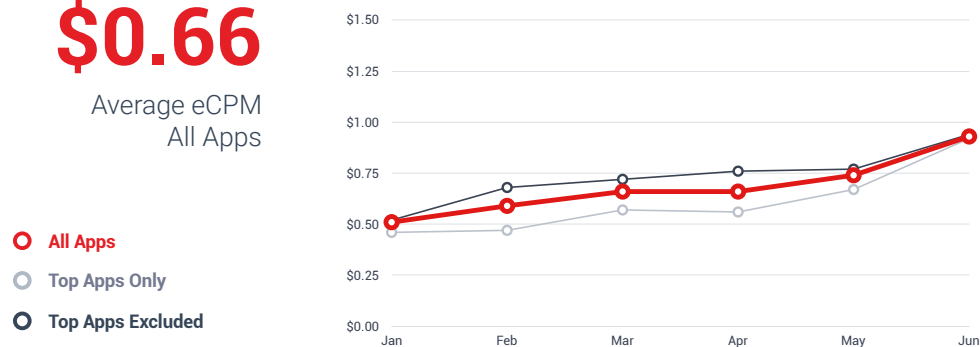


Ad Revenue Share

\$0.66

Average eCPM
All Apps

eCPM Trends



Monetization Power Ranking



AdMob



MoPub



AppLovin



Unity Ads



AdColony



Tapjoy



Facebook
Audience Network



IronSource



Vungle



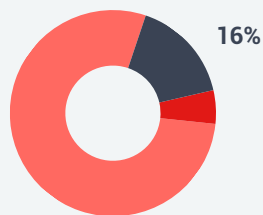
Chartboost



Interstitials Monetization Trends

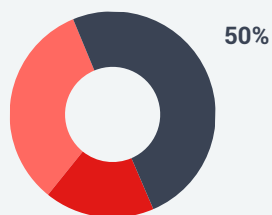
Interstitial's eCPMs increased steadily with an average of \$0.61.

AdMob ranked top for Interstitials across all apps with its superior eCPMs and fill-rates.



Impressions Share

Based on 7.5 Billion Impressions



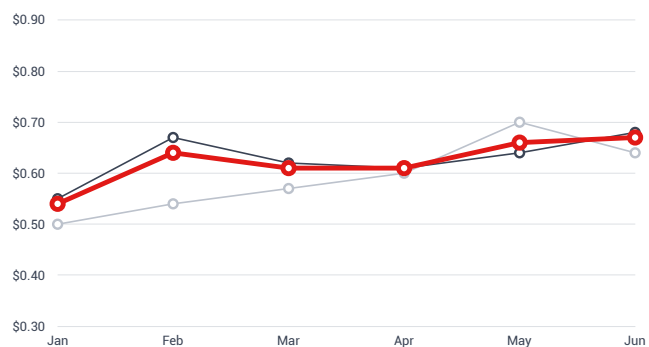
Ad Revenue Share

\$0.61

Average eCPM
All Apps

eCPM Trends

- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



AppLovin



MoPub



Unity Ads



Facebook
Audience Network



Smaato



Fyber



Vungle



StartApp



AdColony



IronSource



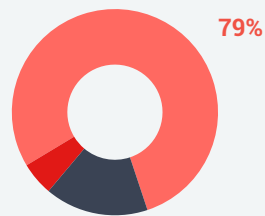


Banners

Monetization Trends

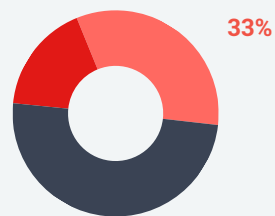
Banner's eCPMs stayed relatively flat on Android, averaging at \$0.08.

AdMob dominated the banner format with its superior fill-rates.



Impressions Share

Based on 7.5 Billion Impressions

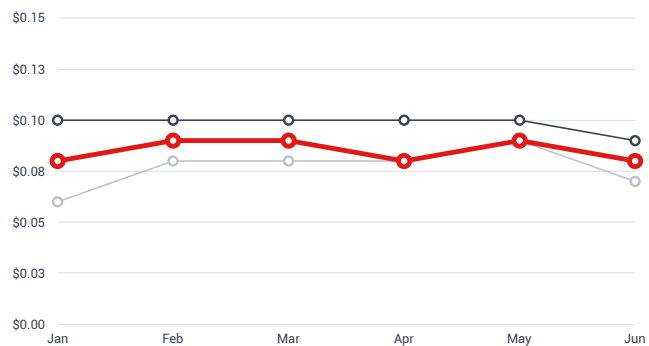


Ad Revenue Share

\$0.08

Average eCPM
All Apps

eCPM Trends



- All Apps
- Top Apps Only
- Top Apps Excluded



Monetization Power Ranking



AdMob



MoPub



Fyber



Smaato



Facebook
Audience Network



+ BONUS



DSP MINI- PERFORMANCE INDEX

DSPs (demand-side platforms) are another major type of ad demand source. Unlike ad networks, DSPs run ads programmatically in real-time and require a type of integration that is generally more complex, making them inaccessible to most publishers. However, Appodeal has access to their performance data as our SDK also includes a built-in ad exchange with a big number of DSPs competing for the publisher's inventory.

This Bonus Mini-Performance Index of DSPs showcases the top monetizing DSPs that not only won the auction within the ad exchange but also against ad networks for ad impressions from H1 2018.

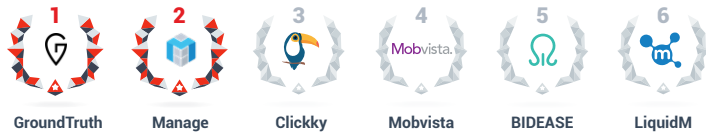
As more DSPs continue to be added to our ad exchange and ad networks adopt more programmatic approaches at the same time, expect to see some interesting shifts and convergence of these two types of ad demand sources in the upcoming year.



Interstitials



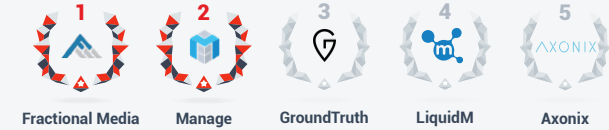
Banners



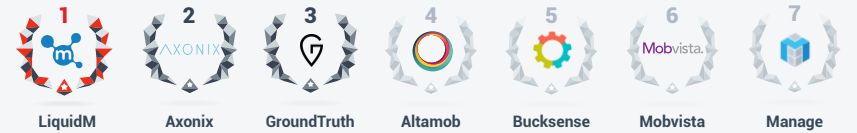
Non-Skippable Videos



Interstitials



Banners

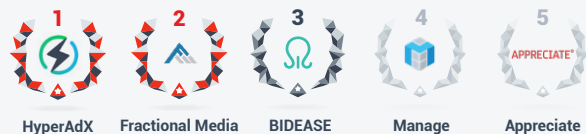


Non-Skippable Videos

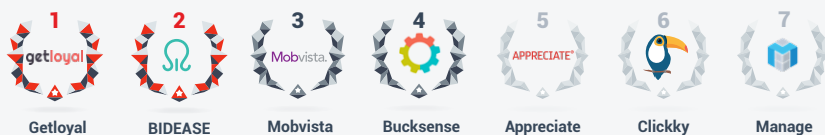
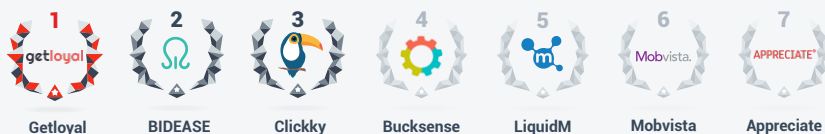




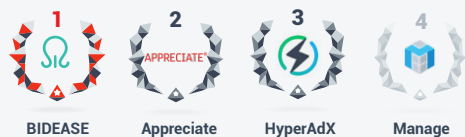
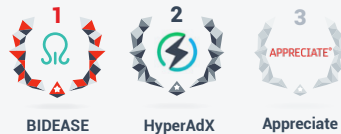
Interstitials



Banners



Non-Skippable Videos



Interstitials



Banners



Non-Skippable Videos





Interstitials



Fractional Media



LiquidM



Manage



LiquidM



Fractional Media



Manage



Banners



Clickky



LiquidM



Manage



Non-Skippable Videos



Manage



Mobvista

PLEASE,
STAND
BY



ABOUT APPODEAL

- Appodeal is a leading all-in-one ad monetization solution that puts app publishers first. Our one ad mediation SDK gives publishers access to over 60 ad demand sources, all competing against each other in a real-time auction for each and every ad impression.

Appodeal's ad mediation is 100% unbiased (we are not an ad network nor do we have our own internal ad demands).

That is why we are uniquely able to evaluate the performance of our 60+ ad demand partners from a neutral point of view to publish the industry's only in-app ad monetization performance index report.

We believe transparency is key for publisher's success with ad monetization.



All-In-One Ad Monetization Solution



100% Unbiased Ad Mediation

Monetize effortlessly as over 60 ad demand sources compete for each of your ad impression. Now powered by the latest in-app header bidding technology.



Full Ad Monetization Controls

Take full control to manage your ad networks, waterfall and ad units. A/B test different user segments and ad placements for optimize results.



Powerful Ad Server

Run cross-promo ads to grow your apps or direct deal ads through your premium ad inventory to monetize even more.



Transparent Ad Revenue Analytics

View ad performance of over 60 ad demand sources all on one dashboard. Understand the ad revenue attribution of your newly acquired users.



One Unified Payout System

Get paid in advance on-demand or every 30 days in one aggregated payment option of your choice.

All Winning Mobile Ad Formats



Rewarded
Video



Banner



Interstitial
(static, video, rich)



Native
Ad

We Support:



All In One Ready-to-Go SDK

Sign up free:

appodeal.com

Questions?

Media inquiries:
press@appodeal.com

Sales:
pubdev@appodeal.com

Over 60 Ad Demand Sources In One SDK

List As of November 2018

Ad Networks & Ad Exchanges

	 Interstitial Rich Video Static	 Banner	 Rewarded Videos	 Native Ads
AdColony	•		•	
AdMob	•	•	•	•
Amazon Mobile Ads	•	•		
AppLovin	•	•	•	•
Chartboost	•		•	
Facebook Audience Network	•	•	•	•
Fyber/Inneractive	•	•	•	
Flurry	•	•	•	•
InMobi	•	•	•	•
IronSource	•		•	
Mintegral	•		•	•
MoPub	•	•	•	•
MyTarget	•	•	•	•
Ogury	•			
OpenX	•	•		
Smaato	•	•		•
StartApp	•	•	•	•
Tapjoy	•		•	
Unity Ads	•		•	
Vungle	•		•	
Yandex	•	•		

DSPs

	Interstitial Rich Video Static	Banner	Rewarded Videos	Native Ads
Altamob		•		
Amoadload	•	•	•	
AppGrowth	•	•	•	
Applift	•	•	•	•
Appreciate	•	•	•	•
Avazu	•		•	•
Axonix	•	•		
Beeline Programmatic	•	•	•	
BIDEASE	•	•	•	•
Bucksense	•	•		•
Epom	•	•		
Fractional Media	•		•	
Getloyal DSP	•	•		
GroundTruth (xAd)	•	•		
HyperadX	•		•	
Index Exchange	•		•	
Jampp	•	•	•	•
LeadBolt	•		•	
LiquidM	•	•		
Manage.com	•	•	•	•
Mobvista	•	•		
Oxonux Digital Media		•		
Persona.ly	•		•	
Pubnative	•		•	•
Woobi	•		•	
Yeahmobi	•	•	•	
Zorka Mobi	•			



MOBILE IN-APP AD MONETIZATION

PERFORMANCE INDEX

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