

In-App Advertising Performance Index

Ad Format Monetization Trends
+
Ad Network Monetization
Power Ranking

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Latin America	82

Key Findings

1

Rich interstitial was the ad format with the highest monetization power in almost all regions. Its combination of relative high eCPM and impression rates (unlike video ads that cannot be served too frequently) and new variation in form of **playable ads**, which increases engagement rates, makes this a promising enduring format.

2

True to all the buzz around this format, rewarded video ads generated the highest eCPM performances in all the regions. However, the nature of this format limits how frequently it can be served, which limits its impression rates and, ultimately, its revenue generation share. This format's eCPMs trended up, especially in the second half of the year by impressive margins due to the launch of this format by Facebook Audience Network and AdMob.

3

Despite being one of the earliest ad formats and being on the lower end of eCPMs, banner ads have endured as the second highest revenue generating format across all regions and even held the top spot in markets like Latin America and Western Europe on iOS. Its ubiquitousness and extremely high impression rates make this still a reliably strong monetizing format.

4

Video interstitial ads appeared to be trending down in terms of its eCPM performance in many of the regions, lower than rich interstitial ads in some cases, but saw a bump increase in Q4.

5

AdMob dominated the revenue generated and ad fill impressions with banner and rich interstitial ads no matter the region. Inneractive Marketplace also performed strongly across all regions with banner and rich interstitial ads. Amazon Mobile Ads outperformed others for banner ads in the United States, Western Europe and East Asia.

6

AppLovin consistently ranked as the top monetizing ad network for rewarded video and video interstitial ads. While Tapjoy (only for rewarded video), Vungle, AdColony, and Unity Ads were also strong monetizing ad networks for video formats.

7

Rewarded video, rich interstitial and video interstitial ads' eCPMs were all significantly higher on iOS than on Android. The margin of eCPMs between iOS and Android is especially wider for the Eastern Europe and Latin America regions.

8

Rewarded video format from Facebook Audience Network and AdMob was launched in mid 2017 and has since shown explosive eCPMs growth (especially from FAN) making them two of the must add ad networks for rewarded videos in 2018.

If you are an app publisher, your app might have users from many different parts of the world. Similar to how each regional markets require their own set of marketing strategies, an one size fits all approach does not work. Monetizing with in-app ads is not any different.

How to use this index?

1

This monetization power ranking index is to help mobile app publishers decide with confidence **which ad formats can best monetize for users in different regions of the world.**

An ad format, like rewarded video, might monetize more for some regions on Android but another like rich interstitial might actually monetize more for other regions on iOS. For publishers interested in maximizing ad revenue, the findings from this report can be useful for creating different ad experiences for different user segments.

2

For publishers that are not using an ad mediation platform that programmatically optimizes the ad networks ad fill positions yet, this monetization power ranking of the ad networks also highlights **which ad networks monetize more than others.**

3

Lastly, the **eCPM trend reports of each ad formats in the different regions** can serve as a **revenue planning tool.** 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.

Scope

We've analyzed from our internal ad mediation stack's data the ad revenue performance of ad networks and ad formats in selected regions where we have significant impressions:

11

Months

Jan - Nov 2017

5

Regions

United States | Western Europe
Eastern Europe | East Asia
Latin America

4

Ad Formats

Rewarded Video | Banner
Rich Interstitial
Video Interstitial

2

Platforms

iOS | Android

31,000+

Apps

60+

Ad Demand
Sources

69+ Billion

Impressions

Monetization Power Ranking

Over 60 ad demand sources within Appodeal's ad mediation stack were ranked based on the revenue they generated for publishers from each of the ad formats. The revenue factored in the combination of ad networks' eCPMs, impressions and fill rates. Simply, the higher each of these factors were means the higher the ad network's revenue and the higher the ad network's ranking.


$$\text{Ad Network Monetization Power Ranking} = \frac{\text{eCPMs}}{\text{Average}} \times \text{Impressions} \quad (\text{Ad Requests} \times \text{Fill Rates})$$

Only ad networks that reached a certain revenue threshold for each of the different regions and ad formats were included in the ranking. Those that did not were not included in the ranking.

The ad networks in each ad format that surpassed the revenue threshold by a significant margin are distinguished with the star symbol to the right. In this index, those are the ad networks for a particular ad format and platform that generated over 1% of the total revenue for that particular region across all ad formats in its respective platform.



Why is there no eCPM ranking of ad networks?

Because without factoring impressions and fillrate, just the eCPM would give a misleading indication of how an ad network would perform. By ranking the ad networks' general monetization or revenue generating power, publishers can gain a more holistic view of which ad networks and ad formats can generate the most revenue in different regional markets.

Ad Formats

Monetization Trends

Rewarded Video
Banner
Rich Interstitial
Video Interstitial

Ad Formats



Rewarded Video

User-initiated ads where users can earn in-app rewards in exchange for viewing a video ad.



Banner

A traditional ad format that neatly places a small ad at the top or bottom of the screen.



Rich Interstitial

Attention grabbing static or playable ads that covers the entire screen.



Video Interstitial

Skippable or non-skippable video ads that covers the entire screen.

Key Findings

1

Rich interstitial was the ad format with the highest monetization power in almost all regions. Its combination of relative high eCPMs and impression rates (unlike video ads that cannot be served too frequently) and new variation in form of playable ads, which increases engagement rates, makes this a promising enduring format.

2

True to all the buzz around this format, rewarded video ads generated the highest eCPM performances in all the regions. However, the nature of this format limits how frequently it can be served, which limits its impression rates and, ultimately, its revenue generation share. This format's eCPMs trended up, especially in the second half of the year by impressive margins due to the launch of this format by Facebook Audience Network and AdMob.

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Despite being one of the earliest ad formats and being on the lower end of eCPMs, banner ads have endured as the second highest revenue generating format across all regions and even held the top spot in markets like Latin America and Western Europe on iOS. Its ubiquitousness and extremely high impression rates make this still a reliably strong monetizing format.

4

Video interstitial ads trended down in terms of its eCPM performance in many of the regions, lower than rich interstitial ads in some cases, but saw an increase bump in Q4.



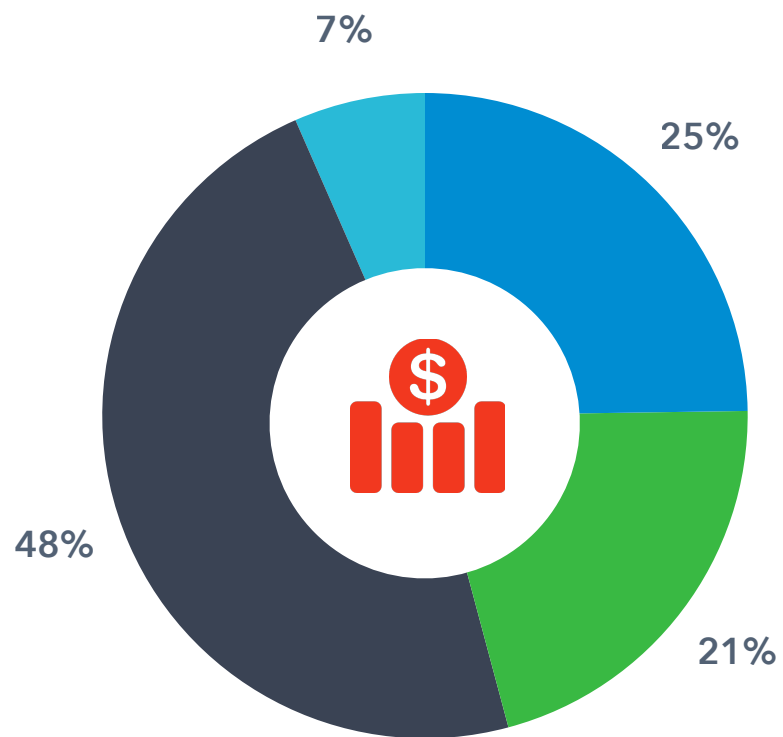
Average eCPMs



Region	Rewarded Video	Banner	Rich Interstitial	Video Interstitial
United States	\$8.64	\$0.46	\$4.11	\$4.76
Western Europe	\$3.59	\$0.20	\$1.60	\$1.66
Eastern Europe	\$1.05	\$0.07	\$1.01	\$0.73
East Asia	\$3.85	\$0.28	\$1.60	\$3.60
Latin America	\$0.70	\$0.10	\$0.69	\$0.56

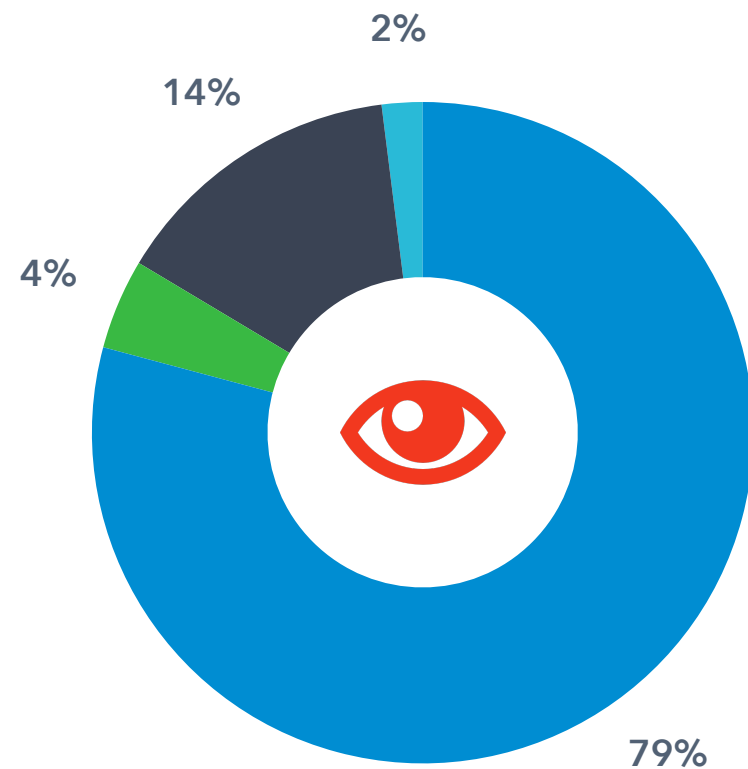
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017



● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



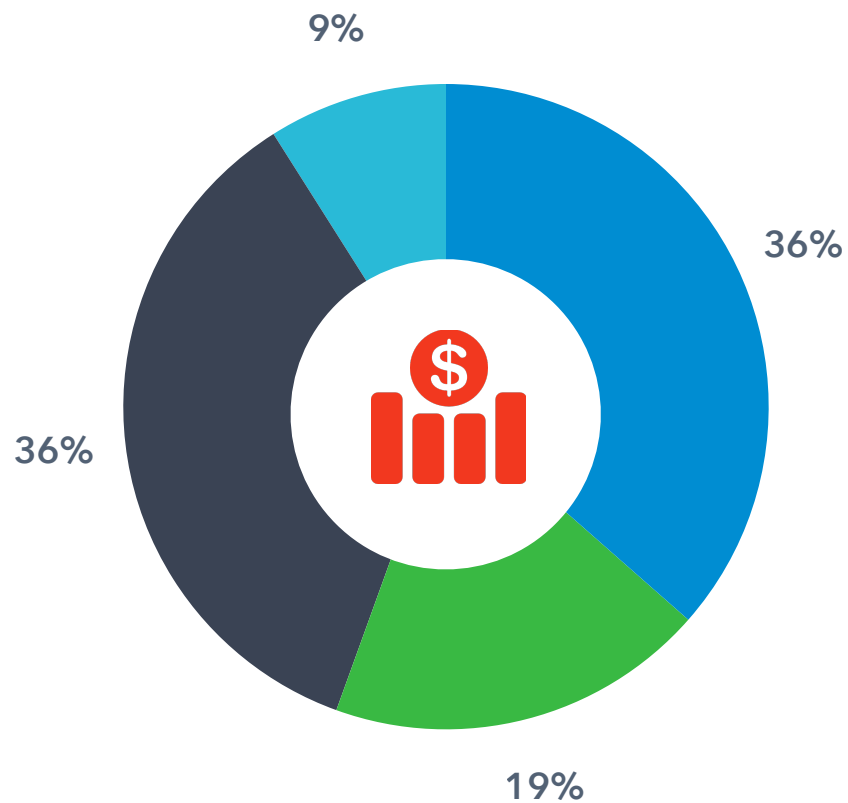
Average eCPMs



Region	Rewarded Video	Banner	Rich Interstitial	Video Interstitial
United States	\$10.40	\$0.56	\$6.07	\$6.13
Western Europe	\$6.11	\$0.24	\$2.79	\$3.34
Eastern Europe	\$2.33	\$0.14	\$1.25	\$2.00
East Asia	\$8.16	\$0.26	\$5.29	\$4.75
Latin America	\$2.21	\$0.15	\$1.77	\$1.50

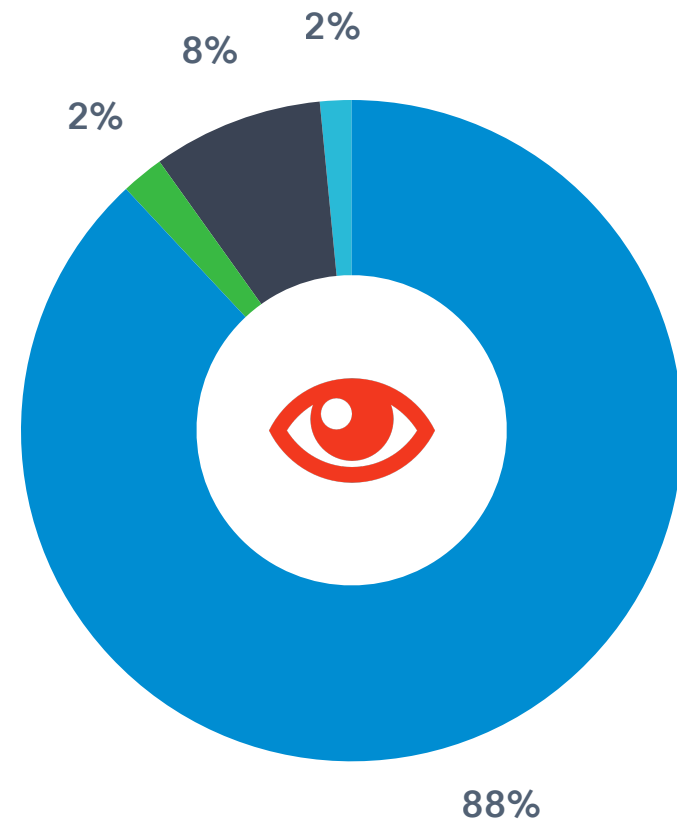
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017

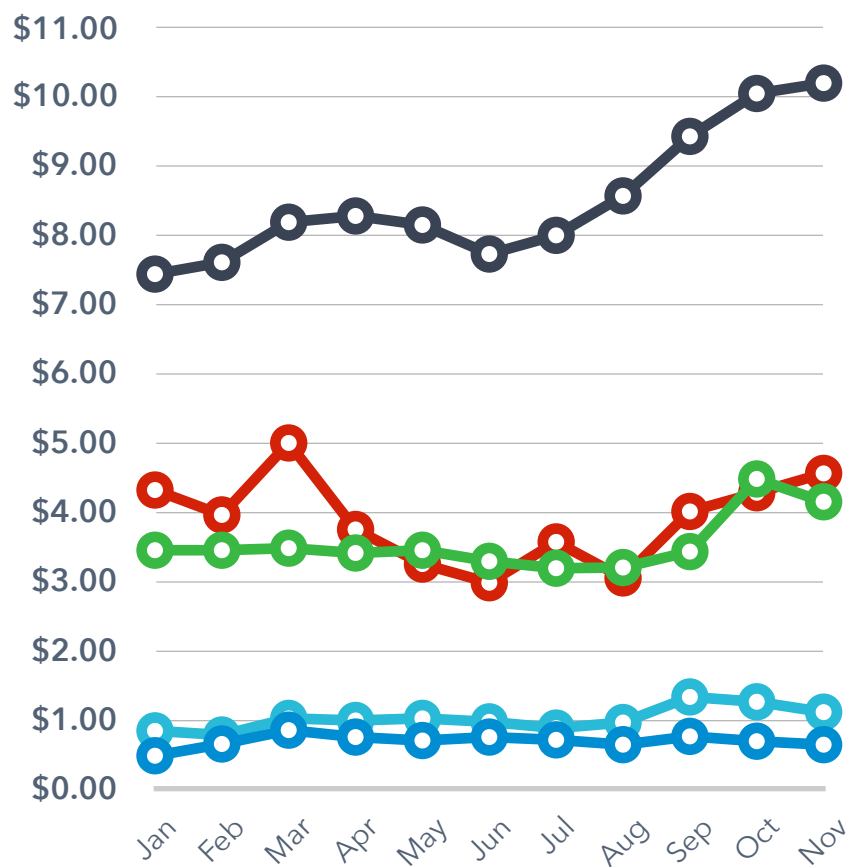


● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



Monthly Average eCPMs of Rewarded Video Ads In Each Region

Based on 2.2 billion impressions



Region	High	Low	Average
United States	\$10.21	\$7.45	\$8.64
Western Europe	\$4.49	\$3.20	\$3.59
Eastern Europe	\$1.34	\$0.79	\$1.05
East Asia	\$5.01	\$2.99	\$3.85
Latin America	\$0.86	\$0.49	\$0.70



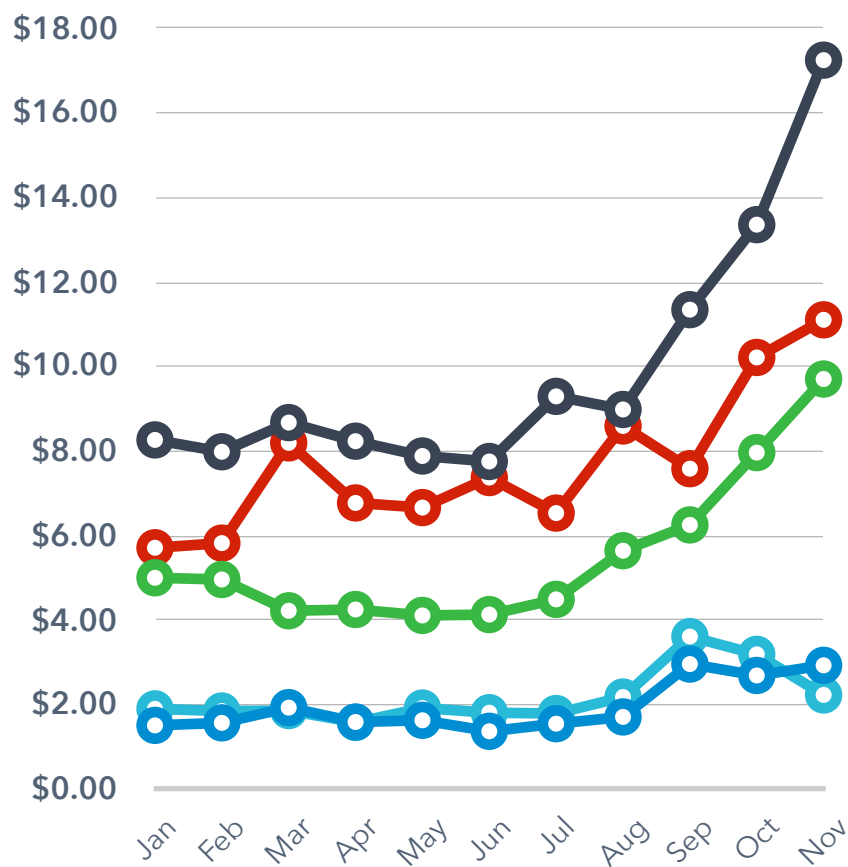
Rewarded Video Ads

MONETIZATION TRENDS

Jan – Nov 2017

Monthly Average eCPMs of Rewarded Video Ads In Each Region

Based on 358 million impressions

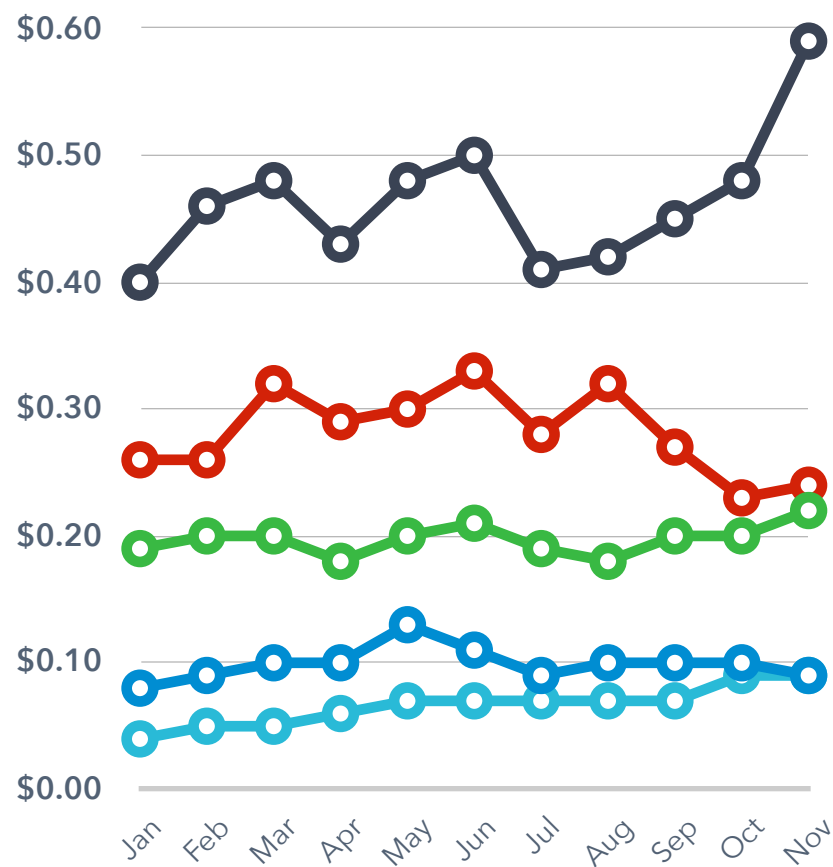


Region	High	Low	Average
United States	\$17.25	\$7.76	\$10.40
Western Europe	\$9.71	\$4.12	\$6.11
Eastern Europe	\$3.62	\$1.59	\$2.33
East Asia	\$11.11	\$5.72	\$8.16
Latin America	\$2.97	\$1.38	\$2.21



Monthly Average eCPMs of Banner Ads In Each Region

Based on 40.3 billion impressions

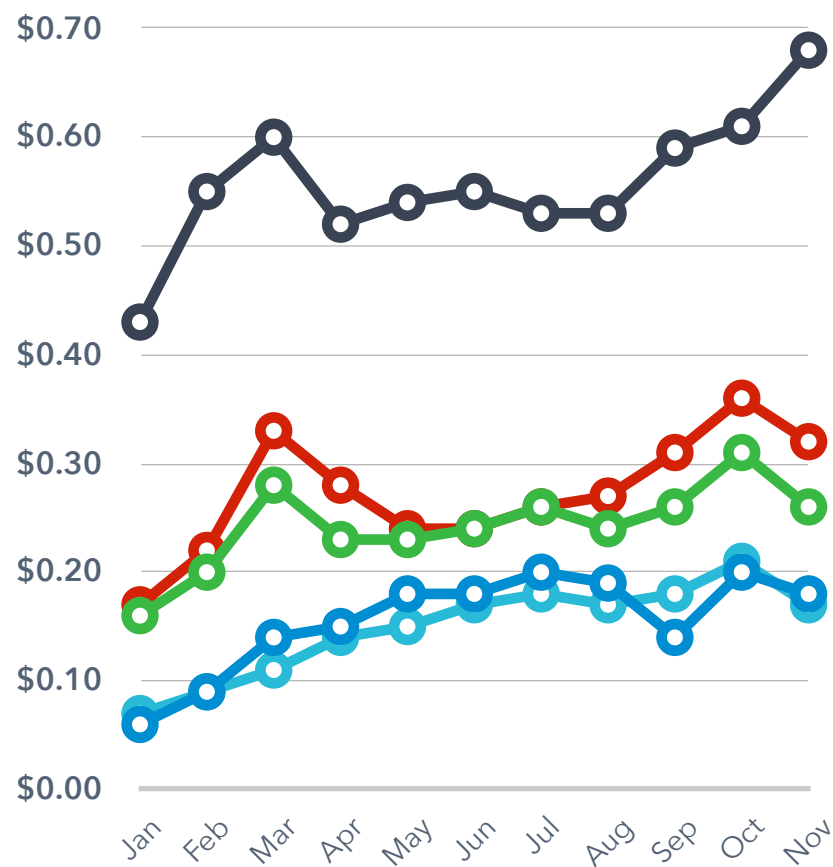


Region	High	Low	Average
United States	\$0.59	\$0.40	\$0.46
Western Europe	\$0.22	\$0.18	\$0.20
Eastern Europe	\$0.09	\$0.04	\$0.07
East Asia	\$0.33	\$0.23	\$0.28
Latin America	\$0.13	\$0.08	\$0.10



Monthly Average eCPMs of Banner Ads In Each Region

Based on 15.2 billion impressions

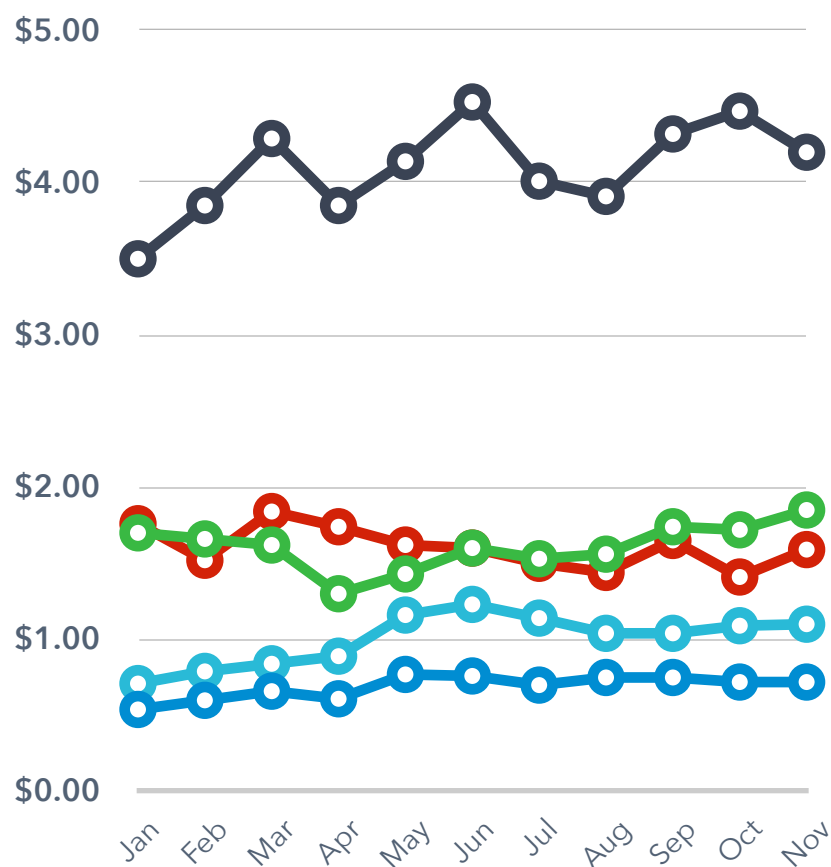


Region	High	Low	Average
United States	\$0.68	\$0.43	\$0.56
Western Europe	\$0.31	\$0.16	\$0.24
Eastern Europe	\$0.21	\$0.07	\$0.14
East Asia	\$0.36	\$0.17	\$0.26
Latin America	\$0.20	\$0.06	\$0.15



Monthly Average eCPMs of Rich Interstitial Ads In Each Region

Based on 7.3 billion impressions

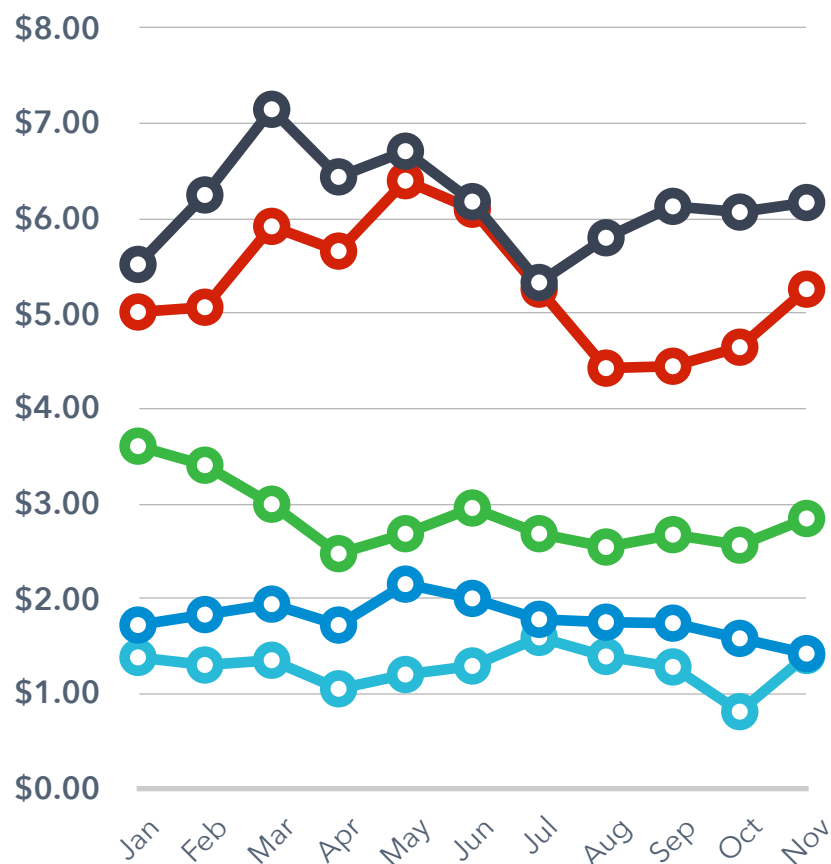


Region	High	Low	Average
United States	\$4.53	\$3.50	\$4.11
Western Europe	\$1.85	\$1.30	\$1.60
Eastern Europe	\$1.23	\$0.71	\$1.01
East Asia	\$1.84	\$1.41	\$1.60
Latin America	\$0.77	\$0.54	\$0.69



Monthly Average eCPMs of Rich Interstitial Ads In Each Region

Based on 1.4 billion impressions

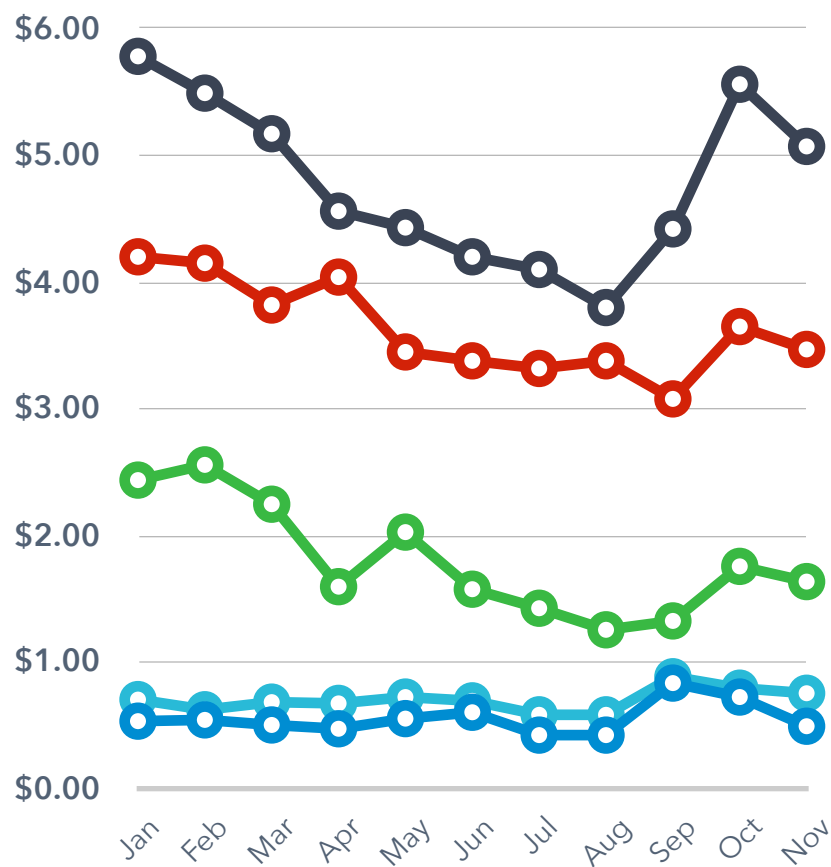


Region	High	Low	Average
United States	\$7.15	\$5.33	\$6.07
Western Europe	\$3.61	\$2.48	\$2.79
Eastern Europe	\$1.60	\$0.82	\$1.25
East Asia	\$6.40	\$4.43	\$5.29
Latin America	\$2.16	\$1.43	\$1.77



Monthly Average eCPMs of Video Interstitial Ads In Each Region

Based on 1.0 billion impressions



Region	High	Low	Average
United States	\$5.78	\$3.80	\$4.76
Western Europe	\$2.56	\$1.26	\$1.66
Eastern Europe	\$0.89	\$0.59	\$0.73
East Asia	\$4.20	\$3.08	\$3.60
Latin America	\$0.84	\$0.43	\$0.56



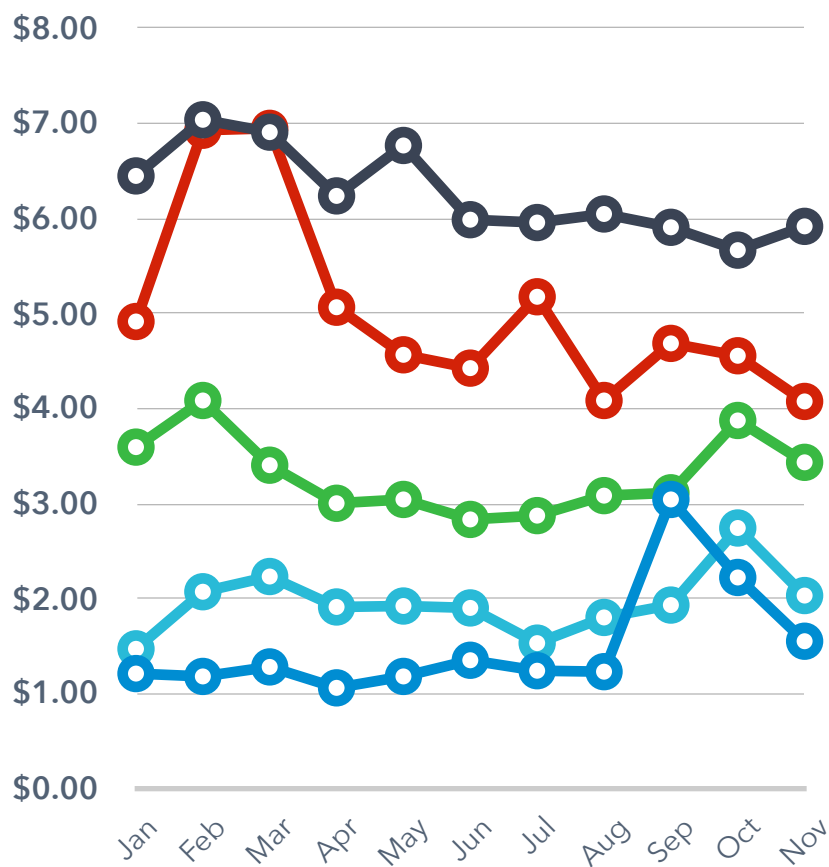
Video Interstitial Ads

MONETIZATION TRENDS

Jan – Nov 2017

Monthly Average eCPMs of Video Interstitial Ads In Each Region

Based on 266 million impressions



Region	High	Low	Average
United States	\$7.04	\$5.67	\$6.13
Western Europe	\$4.09	\$2.84	\$3.34
Eastern Europe	\$2.75	\$1.48	\$2.00
East Asia	\$6.95	\$4.08	\$4.75
Latin America	\$3.05	\$1.07	\$1.50

Regions

Ad Formats Monetization Trends
+
Ad Networks Monetization Power Ranking

United States
Western Europe
Eastern Europe
East Asia
Latin America

United States

Ad Formats Monetization Trends
+
Ad Networks Monetization Power Ranking

Key Findings

1

Rich interstitial ads monetized the most out of all ad formats on Android and a close second most on iOS. Its monetizing share was 46% on Android and 32% on iOS compared with all ad formats. Banner ads came in on top on iOS monetizing 35% of the share.

2

Rewarded video ads continued to raise as the ad format with the highest eCPM performance, averaging \$8.64 on Android and \$10.40 on iOS. Video interstitial ads' eCPMs, however, trended down during the first half of the year while rich interstitial ads' eCPMs climbed up modestly.

3

Banner ads' eCPMs remained steady. In terms of impressions though, banner ad continues to dominate over the other formats, which suggests that, while its eCPM is the lowest, it is still a reliable ad format for a sizable portion of ad revenue due to volume.

4

iOS generated higher eCPMs than on Android devices across all ad formats, especially with rich and video interstitial ads, which have eCPMs higher by 48% and 29% respectively.

Key Findings

5

AppLovin, Tapjoy, AdColony, Vungle and Unity Ads were the essential top monetizing ad networks for video ads, both rewarded and interstitials, thanks to their combination of competitive eCPMs, fillrates and ad impressions.

6

Since AdMob and Facebook launched rewarded video ads in middle of 2017, this format saw its eCPMs increased dramatically, especially toward the end of the year (even reaching eCPMs of \$17.25 on iOS in November).

7

AdMob dominated the revenue generated and ad fill impressions for both banner and rich interstitial ads. Other ad networks, such as Amazon Mobile Ads and Inneractive Marketplace, boasted high revenue and impressions as well, which helped increase the eCPM competition with AdMob for banner and interstitial ad fills in the ad mediation.

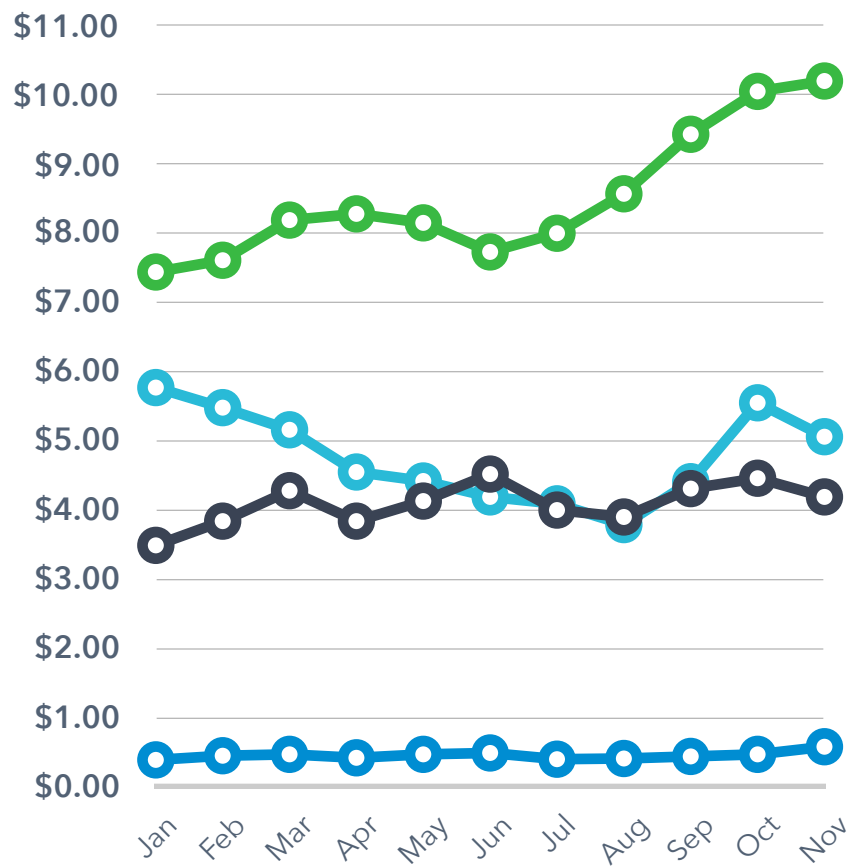
8

One impression of rewarded video ad generated the equivalent of nineteen banner ad impressions on both Android and iOS.



Monthly Average eCPMs of Each Ad Format

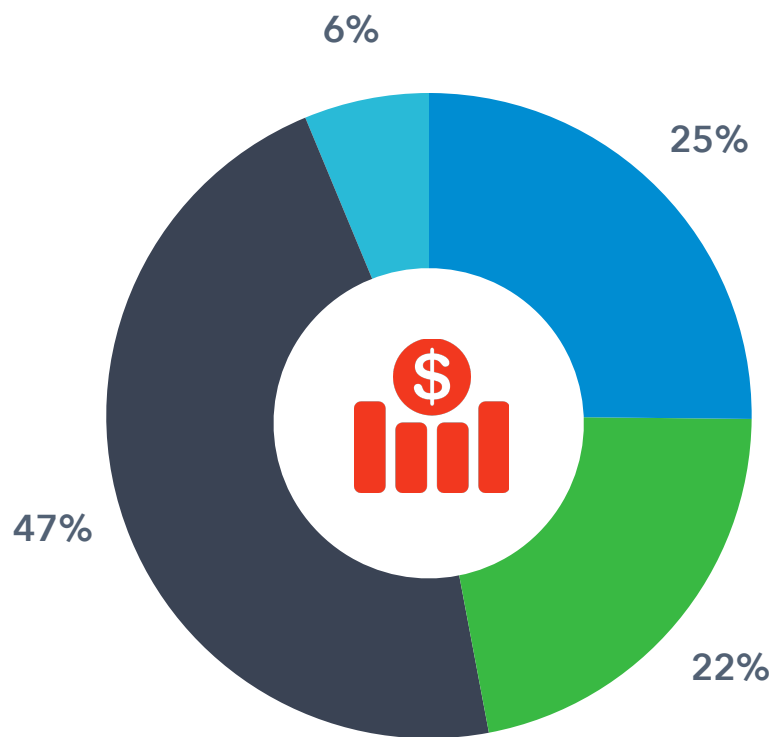
Based on 6.6 billion impressions



Ad Format	High	Low	Average
Banner	\$0.59	\$0.40	\$0.46
Rewarded Video	\$10.21	\$7.45	\$8.64
Rich Interstitial	\$4.53	\$3.50	\$4.11
Video Interstitial	\$5.78	\$3.80	\$4.76

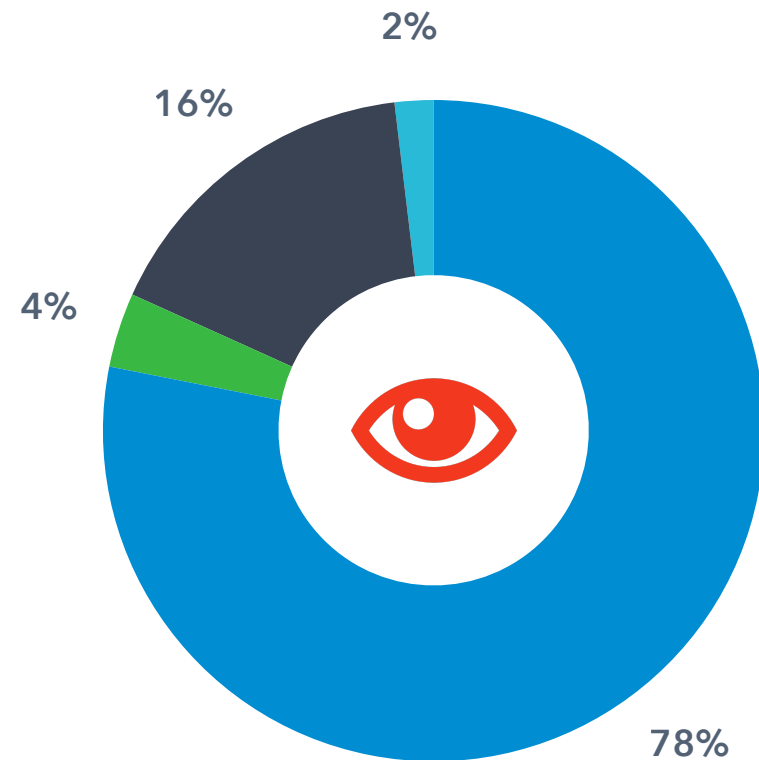
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017

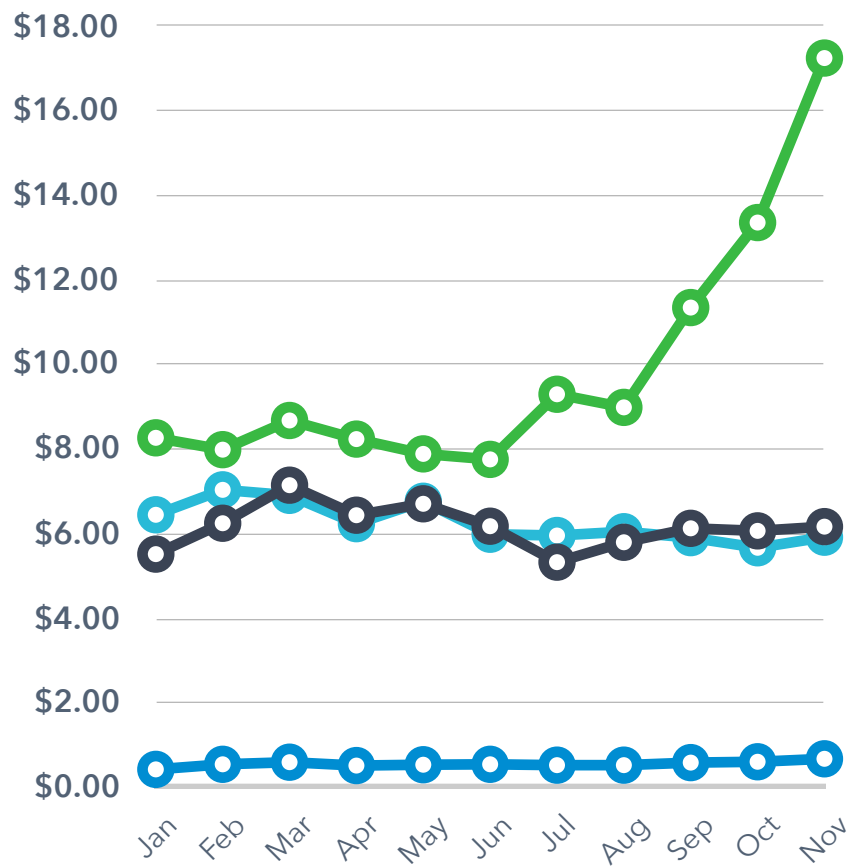


● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



Monthly Average eCPMs of Each Ad Format

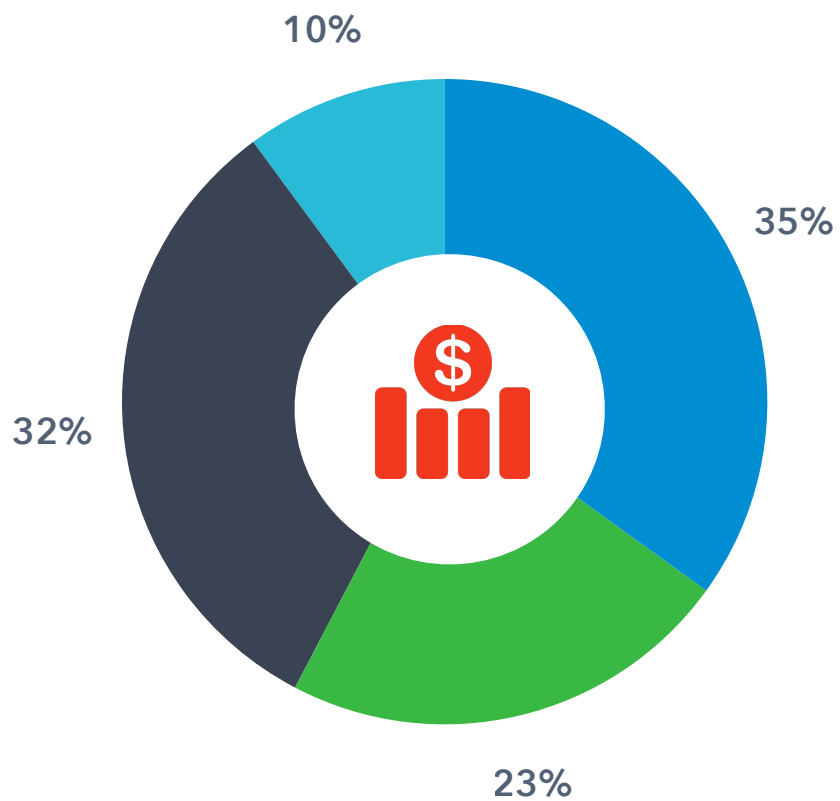
Based on 2.9 billion impressions



Ad Format	High	Low	Average
Banner	\$0.68	\$0.43	\$0.56
Rewarded Video	\$17.25	\$7.76	\$10.40
Rich Interstitial	\$7.15	\$5.52	\$6.07
Video Interstitial	\$7.04	\$5.67	\$6.13

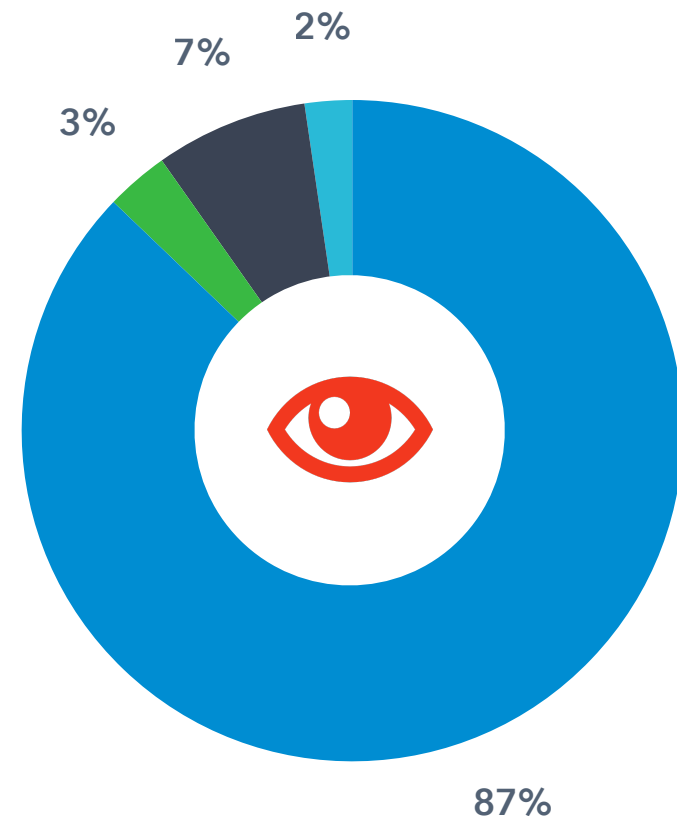
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017



● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



AppLovin



Tapjoy



Unity Ads



AdColony



Vungle



IronSource



Facebook AN



AdMob



Major Marketplace
Anonymous



Chartboost



AppLovin



Tapjoy



Facebook AN



Unity Ads



AdColony



Vungle



Major Marketplace

Anonymous



IronSource



AdMob



Chartboost



AdMob



Major Marketplace
Anonymous



Amazon Mobile
Ads



Inneractive
Marketplace



Smaato



OpenX



Facebook AN



AppLovin



InMobi



StartApp



AdMob



Major Marketplace
Anonymous



Amazon Mobile
Ads



Inneractive
Marketplace



Smaato



OpenX



InMobi



AppLovin



Facebook AN



Opera



StartApp



AdMob



Major Marketplace
Anonymous



StartApp



Amazon Mobile
Ads



Facebook AN



AppLovin



Inneractive
Marketplace



OpenX



Chartboost



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AdMob



Major Marketplace
Anonymous



Facebook AN



AppLovin



Inneractive
Marketplace



StartApp



InMobi



Amazon Mobile
Ads



Smaato



Chartboost



AppLovin



Unity Ads



Vungle



AdColony



Major Marketplace

Anonymous



AppLovin



Unity Ads



Vungle



Major Marketplace

Anonymous



AdColony

Western Europe

Ad Formats Monetization Trends

+

Ad Networks Monetization Power Ranking

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

Key Findings

1

For Android, rich interstitial ads have the highest monetization power thanks to its high eCPMs and high impression rate. It makes up 45% of the monetization share compared with all ad formats.

2

For iOS, banner ads monetized the most due to its vast impression rate, despite its low eCPMs, averaging at \$0.24, taking up 44% of the monetization share.

3

Rewarded video ads led as the ad format with the highest eCPM performance, averaging at \$3.49 on Android and \$6.11 on iOS. The introduction of rewarded video ads by Facebook Audience Network and AdMob in the middle of the year helped increase this format's eCPMs dramatically.

4

Video interstitial ads' eCPMs trended down to be more in line with rich interstitial ads'.

5

Banner ads' eCPMs remained steady throughout 2017.

Key Findings

6

iOS generated significantly higher eCPMs than Android with rewarded video, rich interstitial and video interstitial ads by 70%, 74% and 101% respectively.

7

For video ads, both rewarded and interstitial, AppLovin, Vungle, AdColony and Unity Ads and, just rewarded, Tapjoy, AdMob, and Facebook Audience Network were the essential ad networks for top monetization power thanks to their combination of competitive eCPMs, fillrates and ad impressions.

8

For rich interstitial ads, ad network AdMob dominated with the highest monetization power by a wide margin for Android. Though other ad networks, including Inneractive Marketplace and StartApp, also monetized a sizable share with rich interstitial ads.

9

For banner ads, AdMob generated the most revenue for iOS and Android with networks like Inneractive Marketplace and Amazon Mobile Ads not so behind AdMob's lead.

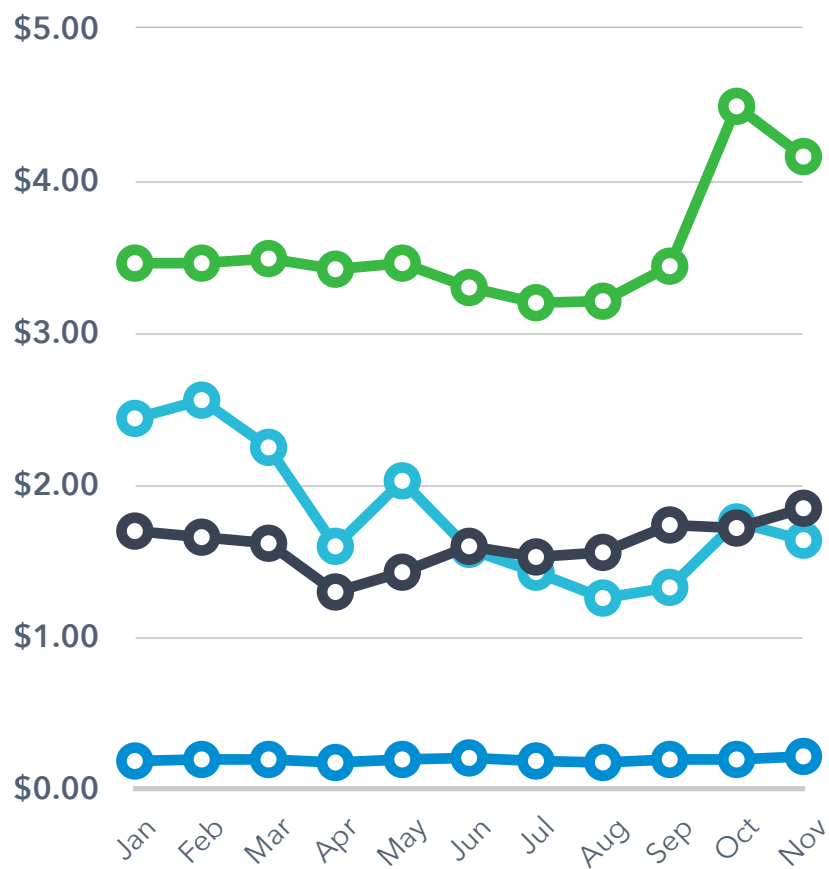
10

One impression of rewarded video ad generated the equivalent of eighteen banner ad impressions on Android and twenty-five on iOS.



Monthly Average eCPMs of Each Ad Format

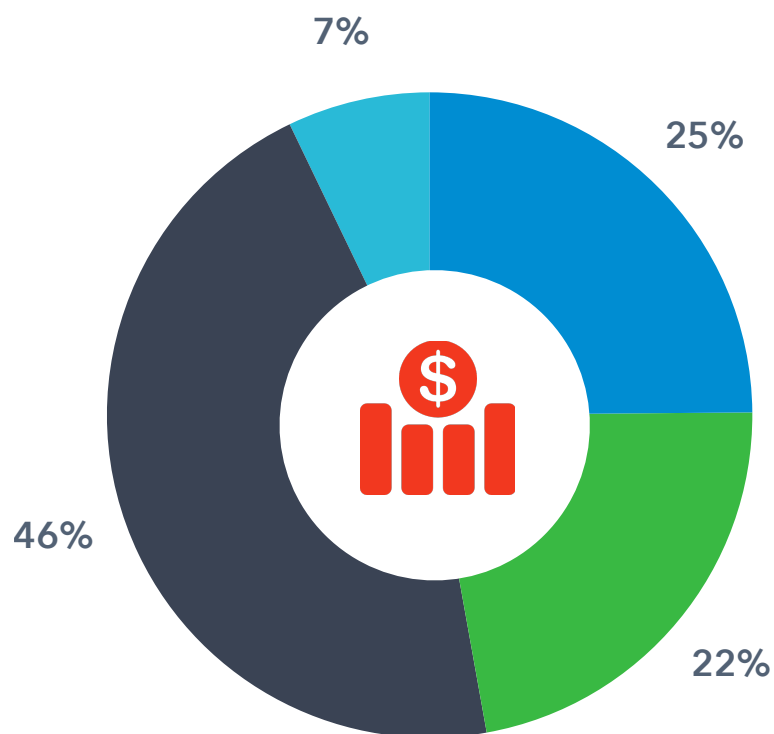
Based on 9.3 billion impressions



Ad Format	High	Low	Average
Banner	\$0.22	\$0.18	\$0.20
Rewarded Video	\$4.49	\$3.20	\$3.59
Rich Interstitial	\$1.85	\$1.30	\$1.60
Video Interstitial	\$2.56	\$1.26	\$1.66

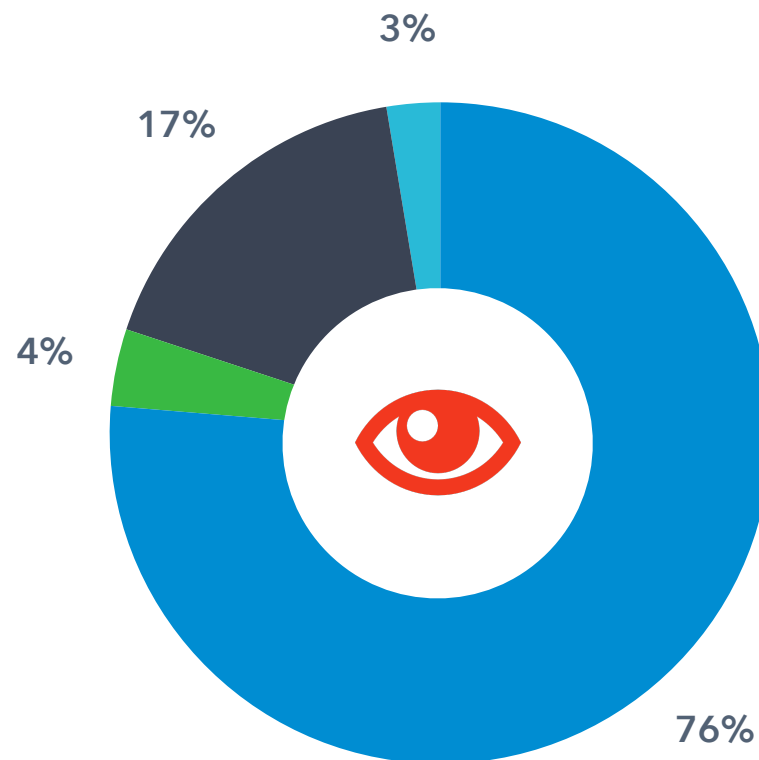
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017

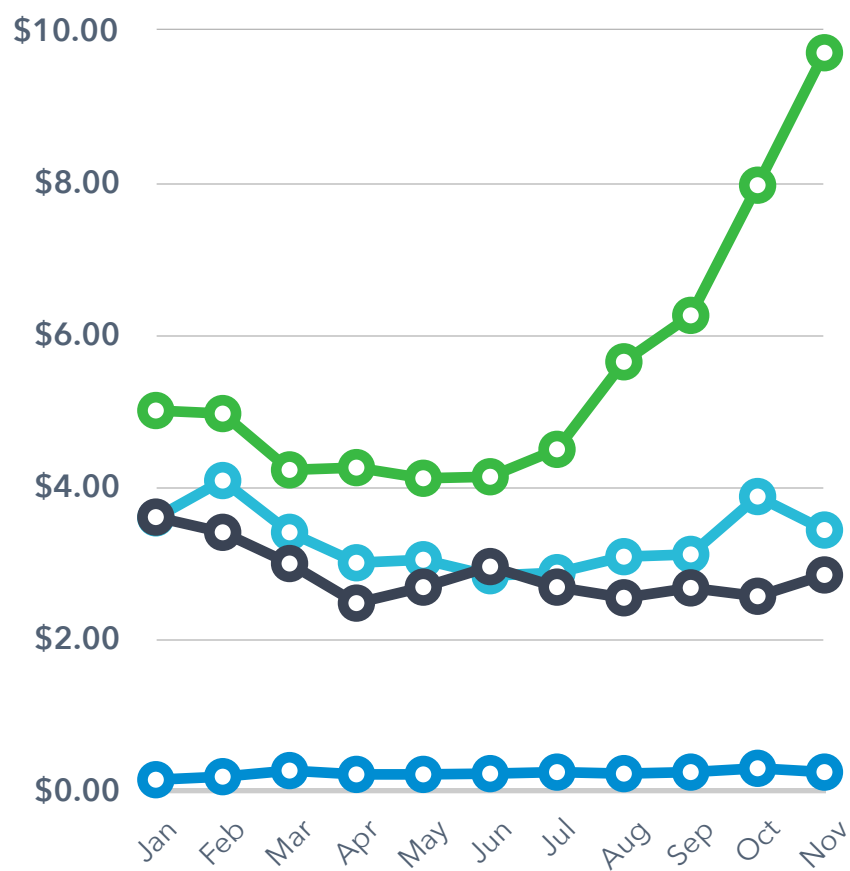


● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



Monthly Average eCPMs of Each Ad Format

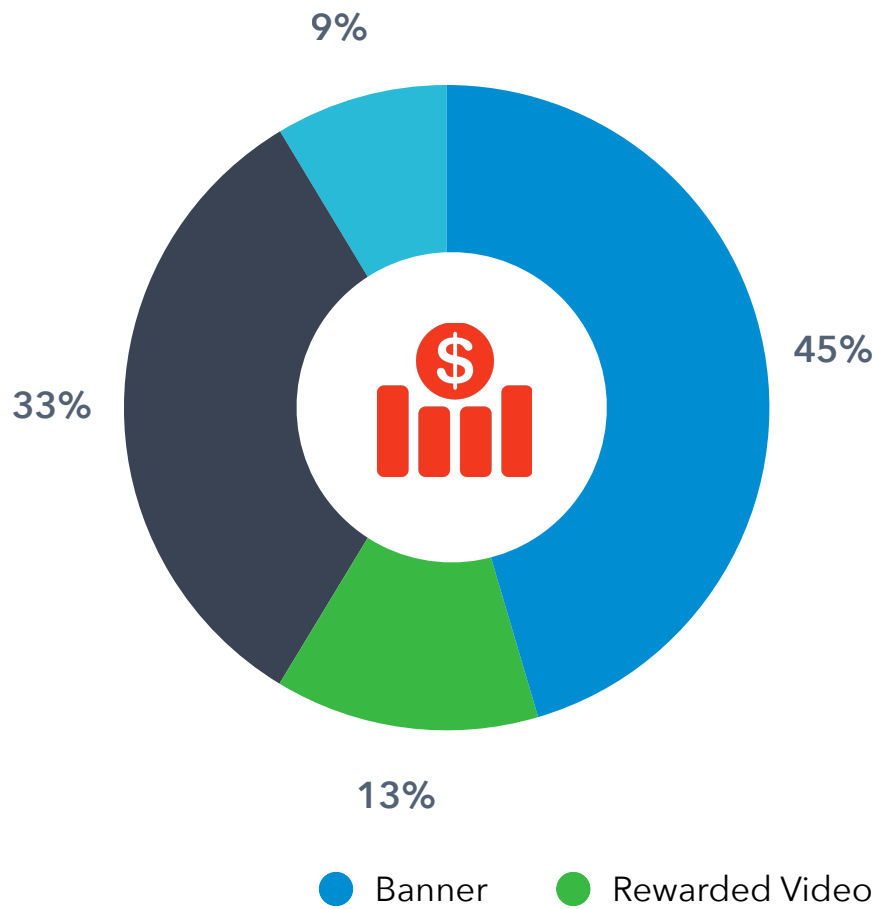
Based on 6.7 billion impressions



Ad Format	High	Low	Average
Banner	\$0.31	\$0.16	\$0.24
Rewarded Video	\$9.71	\$4.12	\$6.11
Rich Interstitial	\$3.61	\$2.48	\$2.79
Video Interstitial	\$4.09	\$2.84	\$3.34

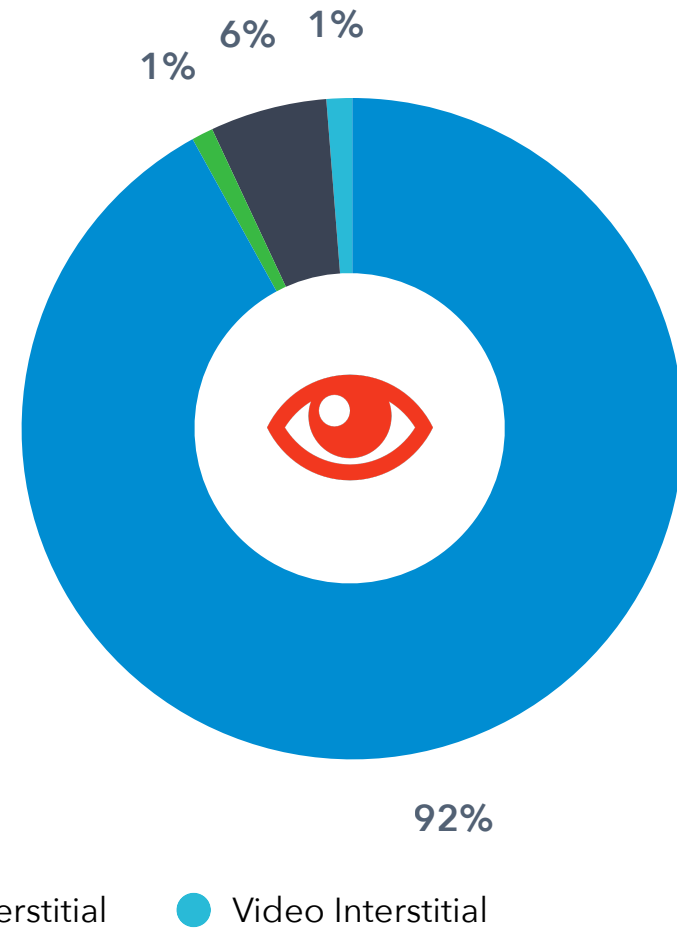
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017





AppLovin



Tapjoy



Unity Ads



AdColony



Vungle



AdMob



Facebook AN



IronSource



Major Marketplace
Anonymous



Chartboost



AppLovin



Facebook AN



Tapjoy



AdColony



Unity Ads



Vungle



AdMob



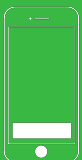
Chartboost



IronSource



Major Marketplace
Anonymous



AdMob



Major Marketplace
Anonymous



Amazon Mobile
Ads



Inneractive
Marketplace



Smaato



OpenX



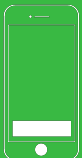
Facebook AN



AppLovin



InMobi



AdMob



Major Marketplace
Anonymous



Inneractive
Marketplace



Amazon Mobile
Ads



OpenX



Smaato



AppLovin



InMobi



Facebook AN



StartApp



AdMob



Major Marketplace
Anonymous



Inneractive
Marketplace



StartApp



Facebook AN



Smaato



AppLovin



Amazon Mobile
Ads



Ogury



OpenX



InMobi



Chartboost



AdMob



Major Marketplace
Anonymous



Inneractive
Marketplace



StartApp



AppLovin



Facebook AN



InMobi



Smaato



Amazon Mobile
Ads



Chartboost



OpenX



AppLovin



Unity Ads



Vungle



AdColony



Major Marketplace
Anonymous



AppLovin



Unity Ads



Vungle



AdColony



Major Marketplace
Anonymous

Eastern Europe

Ad Formats Monetization Trends

+

Ad Networks Monetization Power Ranking

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

Key Findings

1

Rich interstitial ads accounted for about half of the ad revenue generated for both Android and iOS due to its high eCPMs and impression rates compared to all the other ad formats.

2

For Android, both rewarded video and rich interstitial ads' eCPMs climbed steadily up (averaging at \$1.05 and \$1.01 respectively) practically tying for ad format with the highest eCPM performance.

3

For iOS, rewarded video ads led with the highest eCPM performance (averaging at \$2.33) with video interstitial ads in second place (averaging at \$2.00).

4

Banner ads' eCPMs steadily trended up for both iOS and Android.

5

iOS's eCPMs were more than double of Android's for three ad formats. Its eCPMs for banner, rewarded video, and video interstitial ads were 100%, 122% and 174% higher respectively than on Android.

Key Findings

6

For rewarded video ads, AppLovin was the clear leader in terms of monetization power. Other ad networks like Unity Ads, AdColony, and Tapjoy also boasted high monetization power for both Android and iOS. Regional ad network MyTarget monetized well for Android.

7

For video interstitial ads, AppLovin and Unity Ads monetized the best for the first two spots for both iOS and Android. AdColony was another strong monetizing network for this format.

8

AdMob dominated as the top monetization ad network for banner and rich interstitial ads. Regional ad networks like MyTarget and Yandex performed strongly too for both formats, especially on Android. Inneractive Marketplace was another high monetizer with banner ads. StartApp stood out as a high monetizer for interstitial ads.

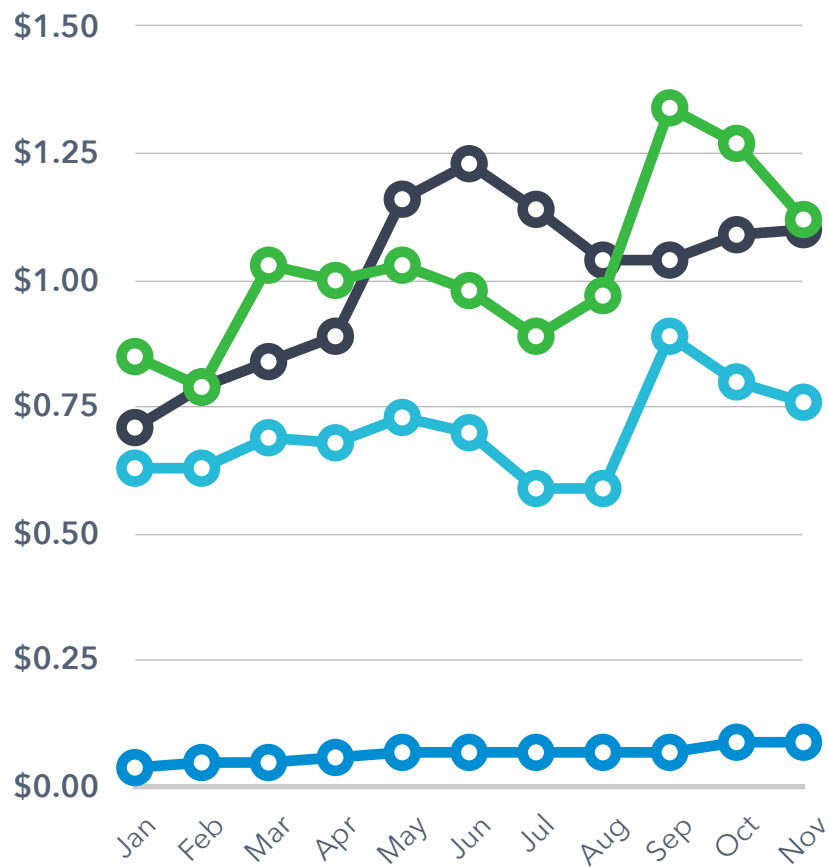
9

One impression of rewarded video ad generated the equivalent of fifteen banner ad impressions on Android and seventeen on iOS.



Monthly Average eCPMs of Each Ad Format

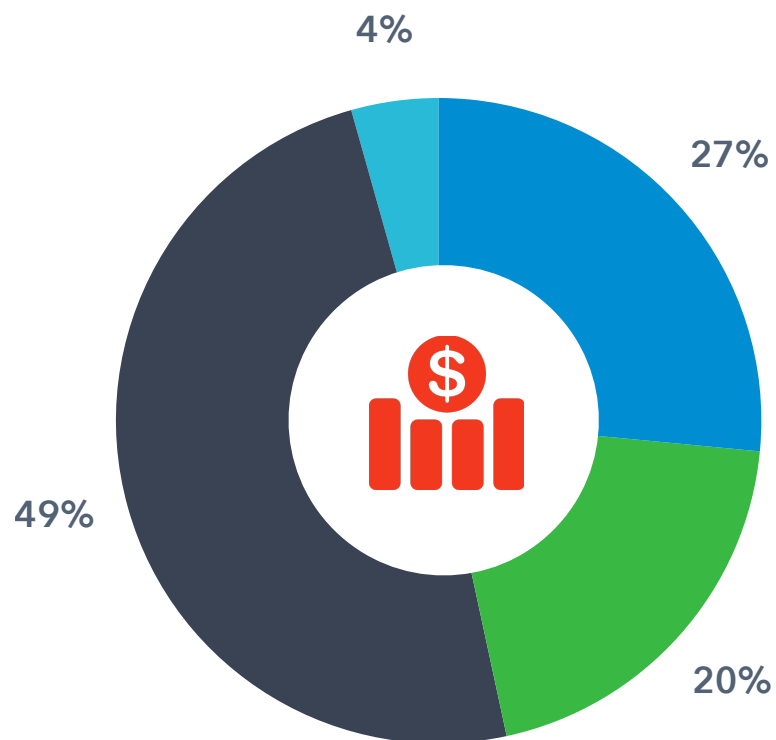
Based on 25.4 billion impressions



Ad Format	High	Low	Average
Banner	\$0.09	\$0.04	\$0.07
Rewarded Video	\$1.34	\$0.79	\$1.05
Rich Interstitial	\$1.23	\$0.71	\$1.01
Video Interstitial	\$0.89	\$0.59	\$0.73

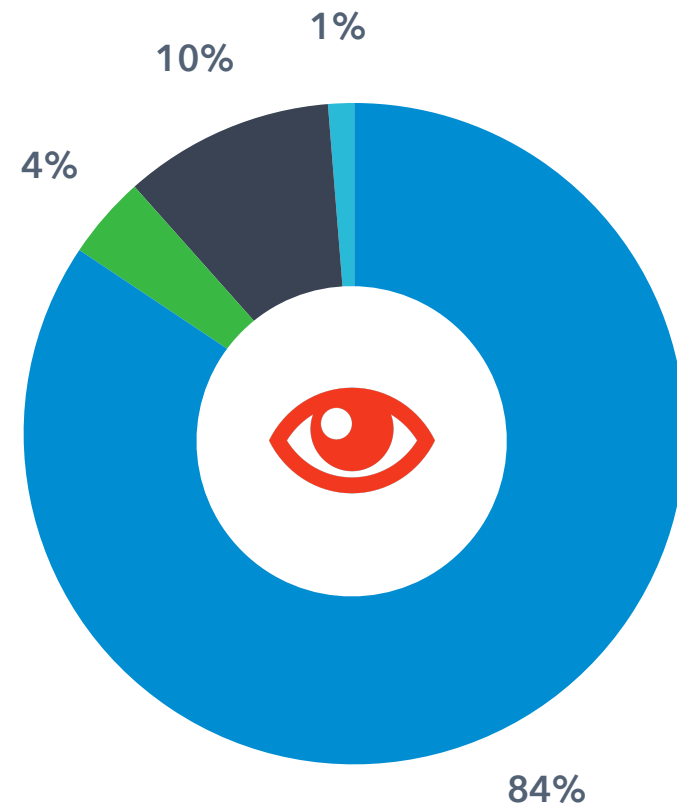
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017

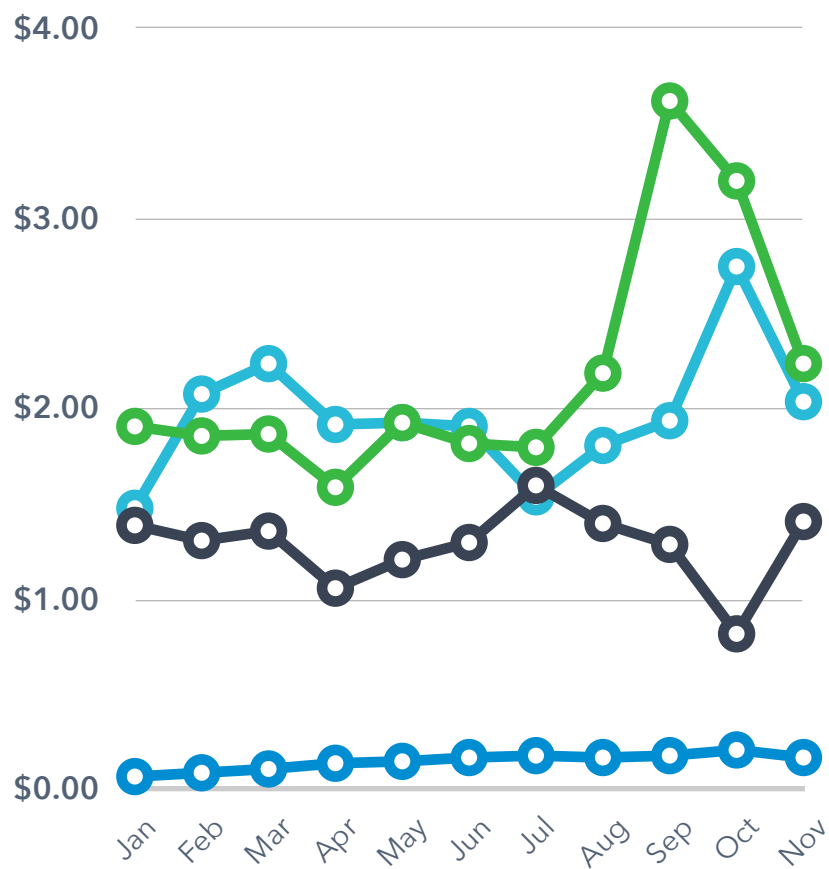


● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



Monthly Average eCPMs of Each Ad Format

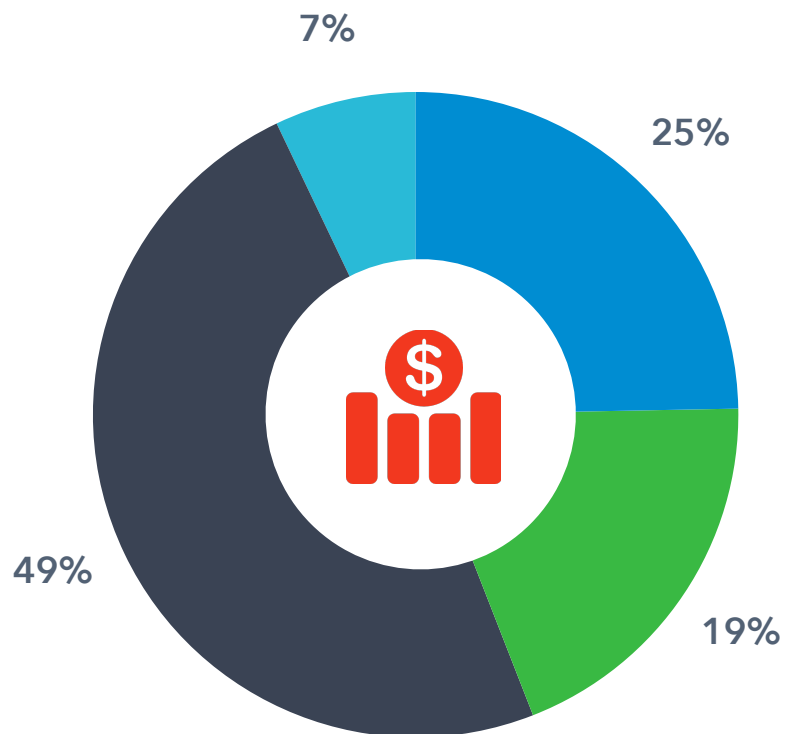
Based on 3.5 billion impressions



Ad Format	High	Low	Average
Banner	\$0.21	\$0.07	\$0.14
Rewarded Video	\$3.62	\$1.59	\$2.33
Rich Interstitial	\$1.60	\$0.82	\$1.25
Video Interstitial	\$2.75	\$1.48	\$2.00

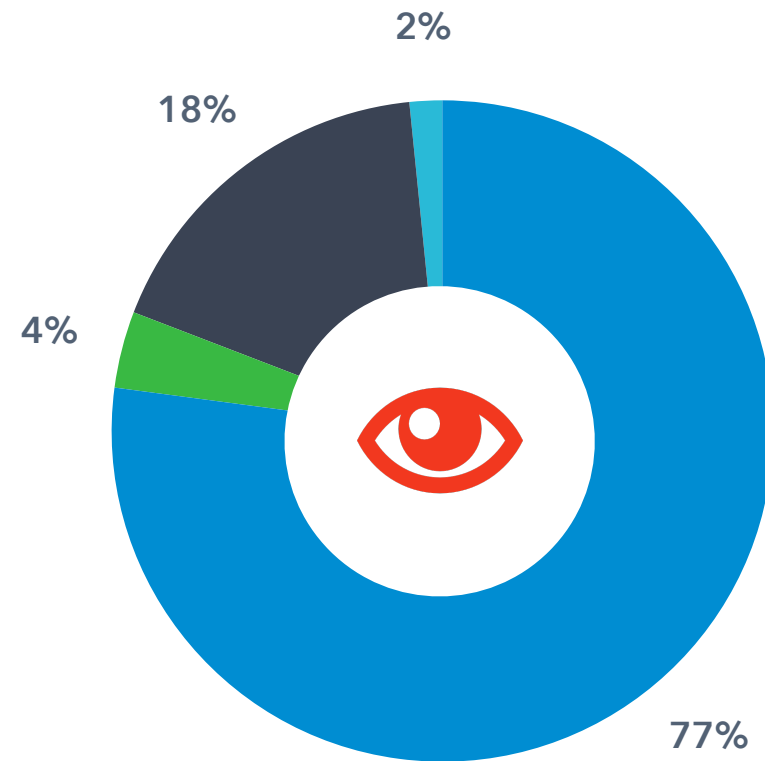
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017



● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



AppLovin



Unity Ads



AdColony



Tapjoy



MyTarget



AdMob



Vungle



Major Marketplace
Anonymous



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Major Marketplace
Anonymous



MyTarget



AdMob



MyTarget



Yandex



Major Marketplace
Anonymous



Interactive
Marketplace



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InMobi



AdMob



Major Marketplace
Anonymous



Yandex



Inneractive
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MyTarget



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MyTarget



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East Asia

Ad Formats Monetization Trends
+
Ad Networks Monetization Power Ranking

China
Hong Kong
Japan
South Korea
Taiwan

Key Findings

1

Rich interstitial ads accounted for the most share of the ad revenue generated for both Android (52%) and iOS (38%) due to its high eCPMs and impression rates compared to all the other ad formats.

2

For Android, both video formats (rewarded and interstitial) had the highest eCPM performance, with an average of \$3.85 for rewarded video, but video interstitial was trending down.

3

For iOS, rewarded video climbed up impressively to be the top eCPM performing ad format, averaging at \$8.16. Rich interstitial trended up as well in the middle of the year to be the second highest ad format with an average of \$5.29, surpassing video interstitial by the end of the period.

4

Banner ads' eCPMs performed better on Android during the middle of the year and on iOS had higher eCPMs towards the end of the year.

5

Rich interstitial ads' eCPMs increased to a high of \$6.40 on iOS but remained flat on Android.

Key Findings

6

The average eCPMs of rewarded video, rich interstitial and video interstitial ads were significantly higher on iOS than on Android by 111%, 231%, and 32% respectively.

7

For rewarded video ads, AppLovin was the clear leader in terms of monetization power. Other ad networks like Vungle, Unity Ads, Tapjoy and AdColony also boasted high monetization power for both Android and iOS. With the launch of Facebook Audience Network's and AdMob's rewarded video ads in mid 2017, this ad format's eCPMs increased drastically since, especially on iOS.

8

For video interstitial ads, AppLovin monetized the best for both iOS and Android. Vungle and Unity Ads were other strong monetizing networks for this format.

9

AdMob dominated as the top monetization ad network for banner and rich interstitial ads, well ahead of the other ad networks.

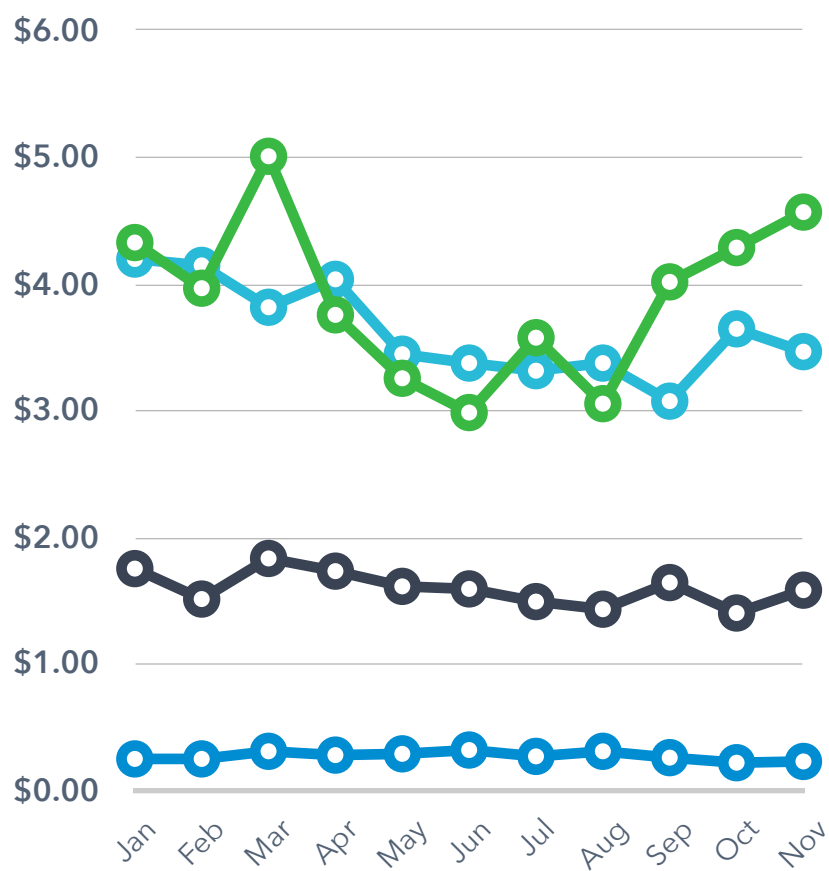
10

One impression of rewarded video ad generated the equivalent of fourteen banner ad impressions on Android and thirty-one on iOS.



Monthly Average eCPMs of Each Ad Format

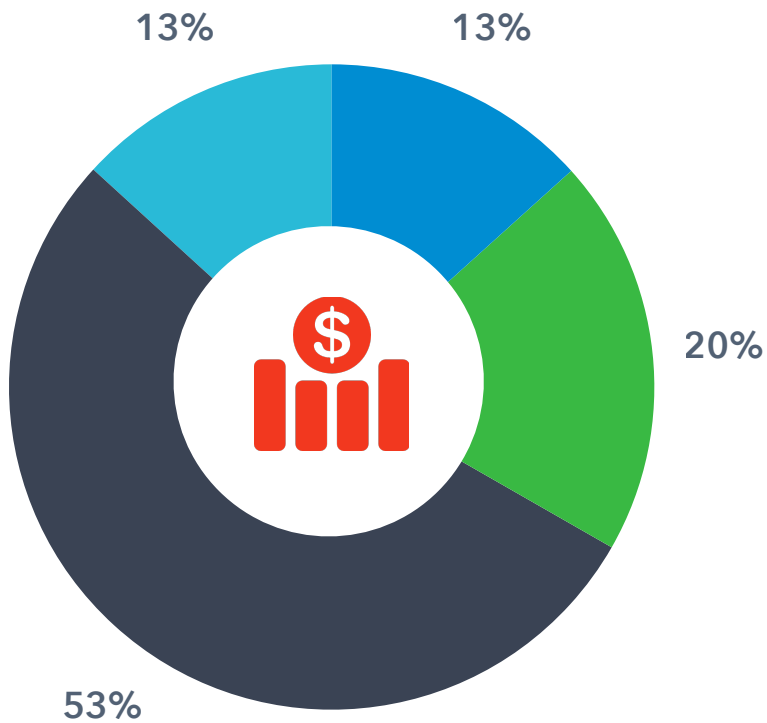
Based on 1.5 billion impressions



Ad Format	High	Low	Average
Banner	\$0.33	\$0.23	\$0.28
Rewarded Video	\$5.01	\$2.99	\$3.85
Rich Interstitial	\$1.84	\$1.41	\$1.60
Video Interstitial	\$4.20	\$3.08	\$3.60

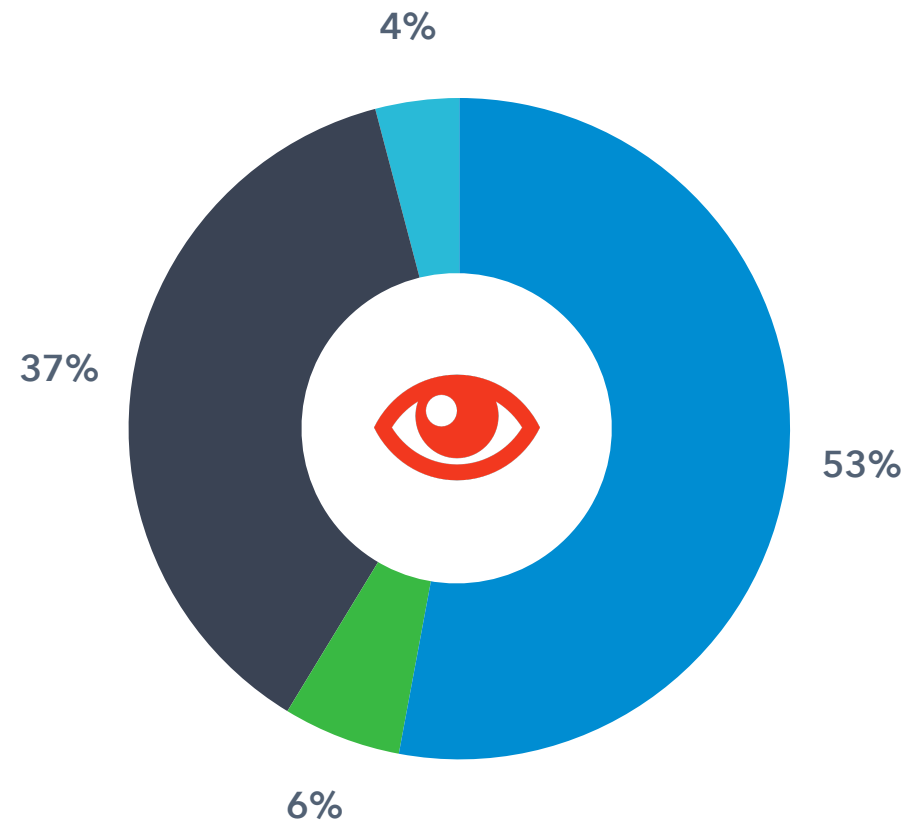
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017

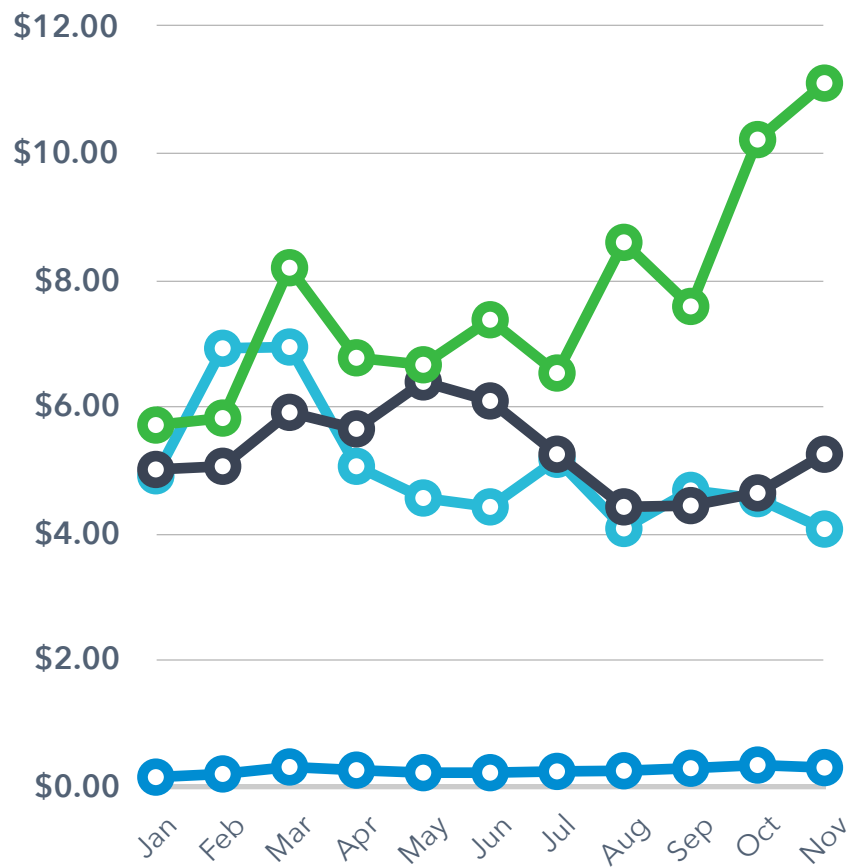


● Banner
 ● Rewarded Video
 ● Rich Interstitial
 ● Video Interstitial



Monthly Average eCPMs of Each Ad Format

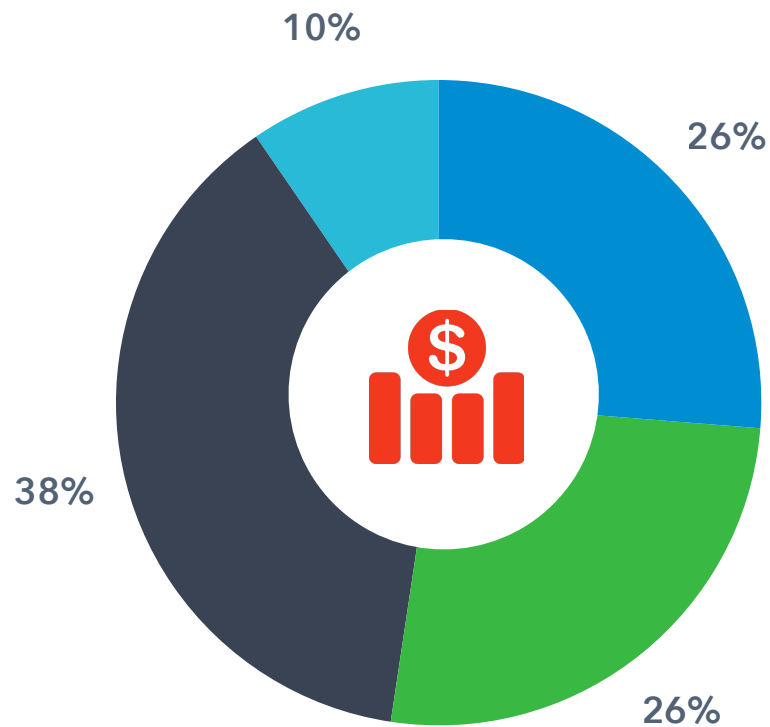
Based on 1.8 billion impressions



Ad Format	High	Low	Average
Banner	\$0.36	\$0.17	\$0.26
Rewarded Video	\$11.11	\$5.72	\$8.16
Rich Interstitial	\$6.40	\$4.43	\$5.30
Video Interstitial	\$6.95	\$4.08	\$4.76

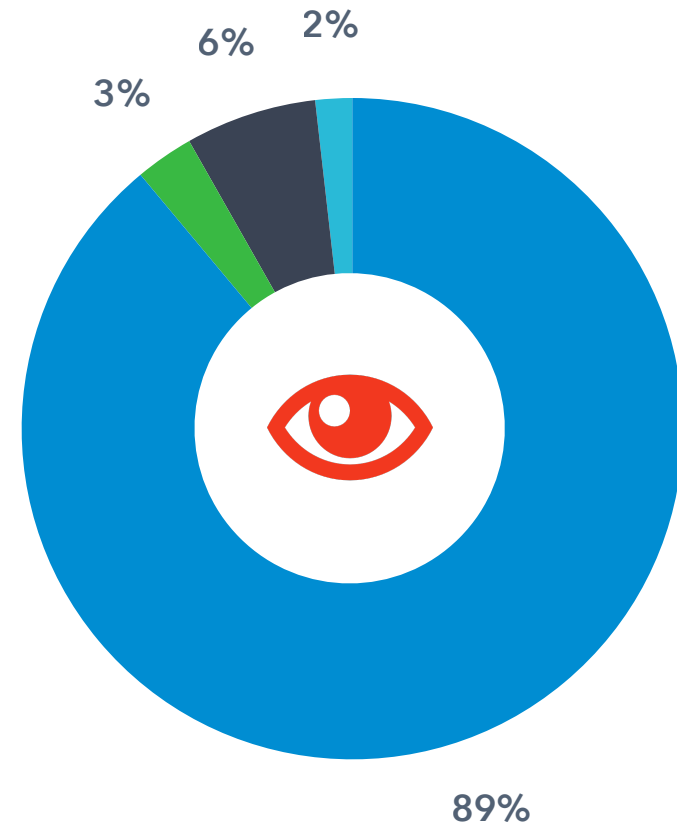
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017



● Banner
 ● Rewarded Video
 ● Rich Interstitial
 ● Video Interstitial



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El Salvador
Falkland Islands
French Guiana
Guatemala
Guyana
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Suriname
Uruguay
Venezuela

Key Findings

1

Rich interstitial was the top monetizing ad format for Android with 48% of the monetization share. While banner takes the top spot for iOS with 55% of the share.

2

For Android, rewarded video trended up with the highest eCPM performance with an average of \$0.70. Rich interstitial came in at a close second place with an average of \$0.69. Along with video interstitial ads, all three of these formats trended up.

3

For iOS, rewarded video trended up to become the highest eCPM performing ad format with an average of \$2.21, surpassing rich interstitial ads, which trended up in mid year but then decreased, ending second place with an average of \$1.77. Video interstitial was relatively flat for most of the year except for the end of the year with an average of \$1.50.

4

Banner ads's eCPMs climbed up steadily on iOS and remained relatively flat on Android.

5

The average eCPMs of rewarded video, rich interstitial and video interstitial ads were significantly higher on iOS than on Android by 215%, 156%, and 167% respectively.

Key Findings

6

For rewarded video ads, AppLovin was the top monetizer on both platforms. Other notable ad networks for this ad format includes AdColony, Tapjoy, and Unity Ads. With the launch of Facebook Audience Network's and AdMob's rewarded video ads in mid 2017, this ad format's eCPMs increased drastically since, especially on iOS.

7

For video interstitial ads, AppLovin monetized the best for iOS and the second highest for Android. AdColony, Unity Ads, and Vungle were other strong monetizing networks for this format.

8

AdMob dominated as the top monetization ad network for banner and rich interstitial ads well ahead of the other ad networks.

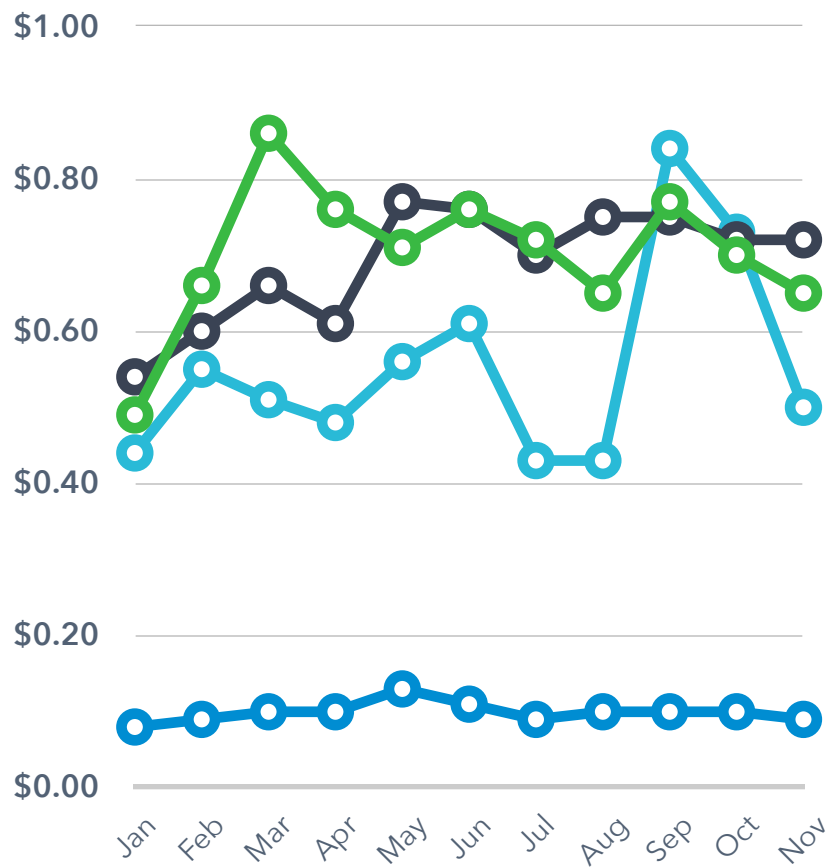
9

One impression of rewarded video ad generated the equivalent of seven banner ad impressions on Android and fifteen on iOS.



Monthly Average eCPMs of Each Ad Format

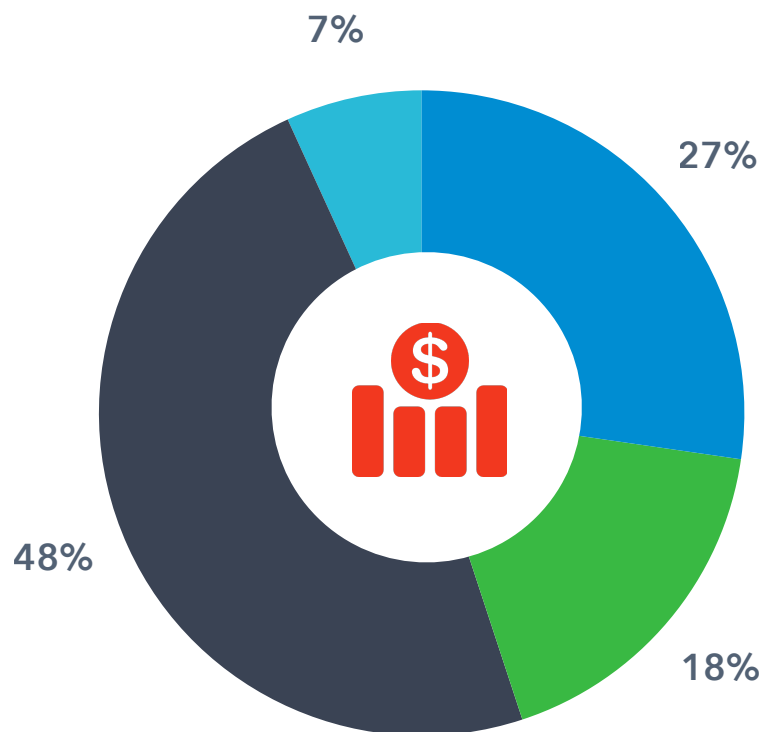
Based on 8.1 billion impressions



Ad Format	High	Low	Average
Banner	\$0.13	\$0.08	\$0.10
Rewarded Video	\$0.86	\$0.49	\$0.70
Rich Interstitial	\$0.77	\$0.54	\$0.69
Video Interstitial	\$0.84	\$0.43	\$0.56

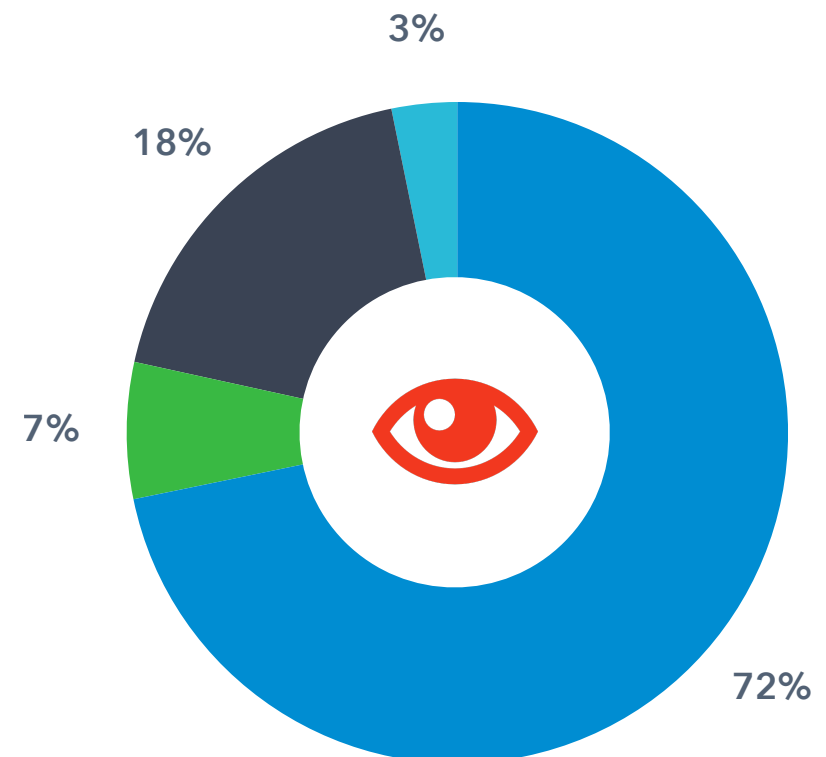
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017

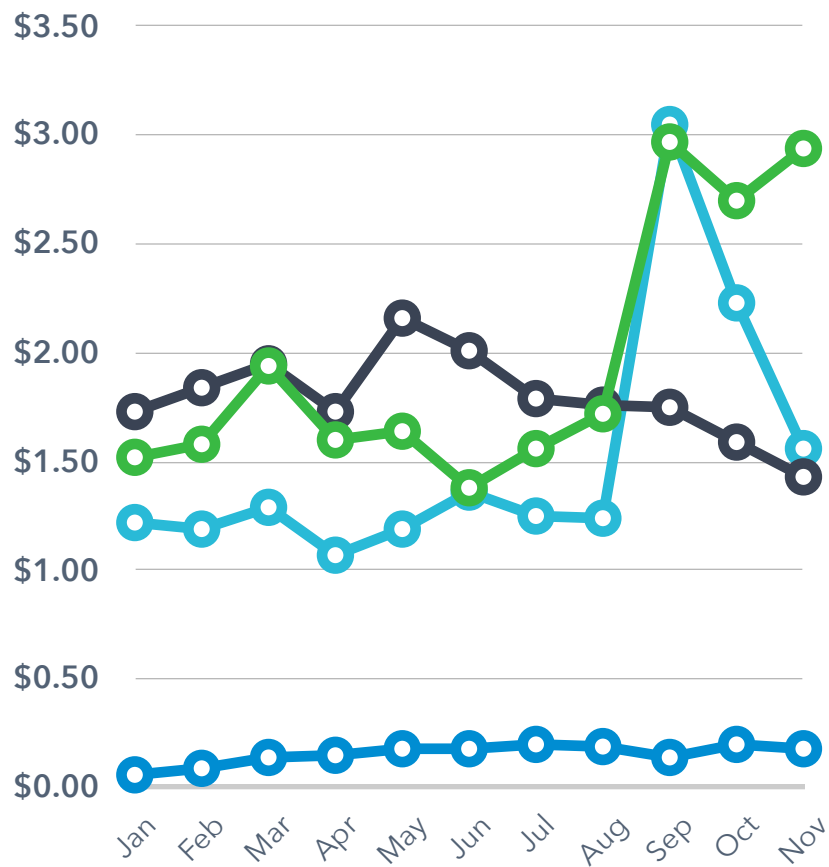


● Banner ● Rewarded Video ● Rich Interstitial ● Video Interstitial



Monthly Average eCPMs of Each Ad Format

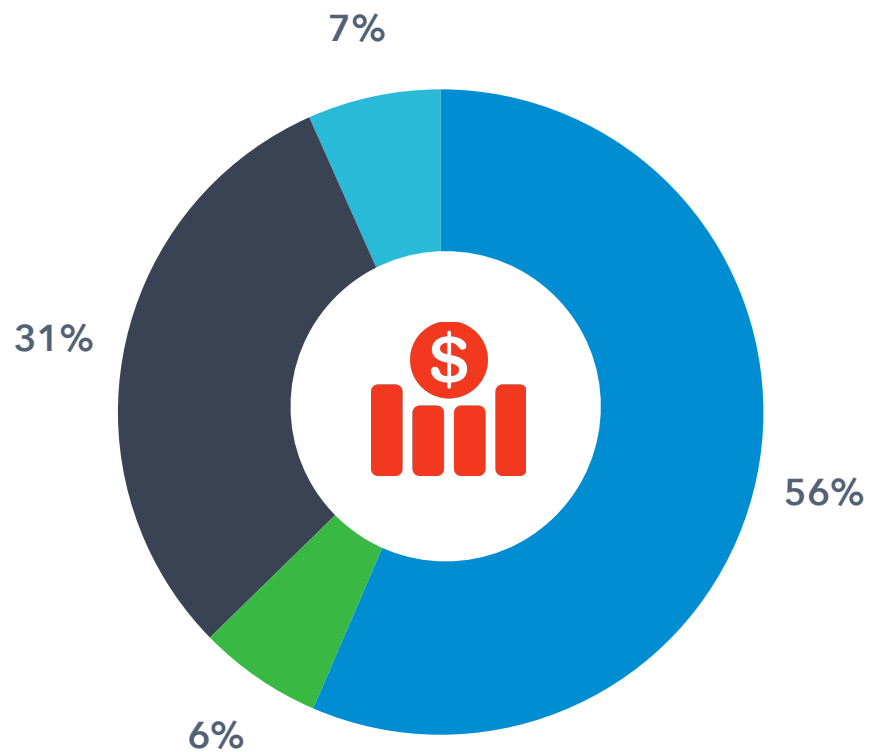
Based on 2.3 billion impressions



Ad Format	High	Low	Average
Banner	\$0.19	\$0.06	\$0.15
Rewarded Video	\$2.97	\$1.38	\$2.21
Rich Interstitial	\$2.16	\$1.43	\$1.77
Video Interstitial	\$3.05	\$1.07	\$1.50

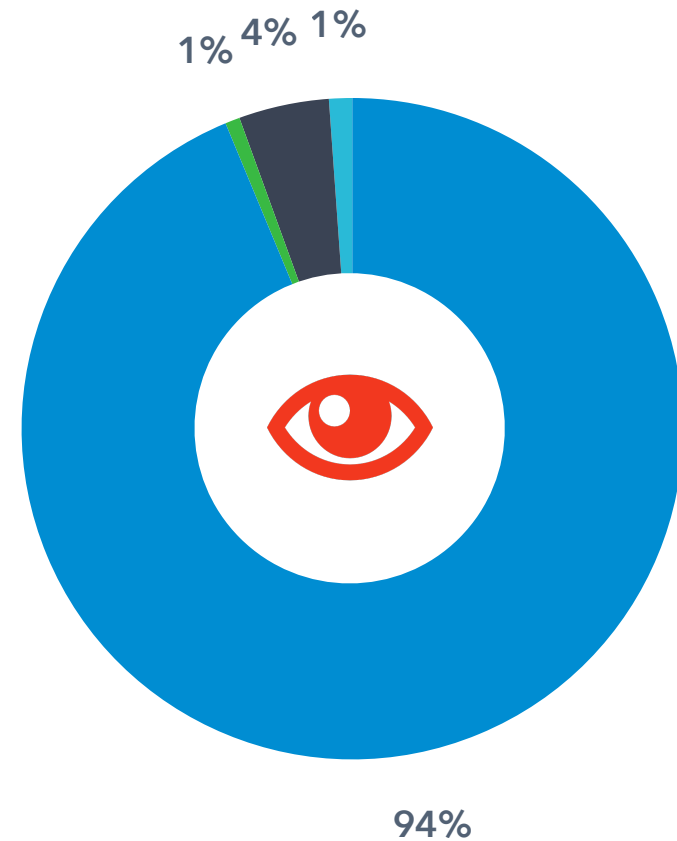
Monetization Power Share

Jan - Nov 2017



Impressions Share

Jan - Nov 2017



● Banner

● Rewarded Video

● Rich Interstitial

● Video Interstitial



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AdColony



Tapjoy



Major Marketplace
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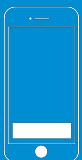
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Unity Ads



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Thank You

We hope you've find Appodeal's report on Jan - Nov 2017 Monetization Trends and Power Ranking to be useful. To learn more about in-app advertising, Appodeal's intelligent ad mediation and subscribe to our monthly publisher and app developer newsletter, visit us online at www.appodeal.com or check out our blog at blog.appodeal.com.

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In a mobile ad industry built for advertisers, Appodeal's intelligent ad mediation puts app publishers first, the way it should be.

With just one SDK integration, a mobile app gains access to 60+ ad demand sources competing against each other in real-time auction for every single ad impression. Appodeal is the ad mediation solution for more than 31,000 apps, from indie to enterprise, including apps featured on the App Store and Google Play.

Complete with all major mobile ad formats, cross-promo and direct deal tools, and full-control of monetization strategy, Appodeal is the ad mediation solution for mobile apps.

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