



Quarterly Mobile eCPM Report

Q4, 2024



Welcome & Overview

Hey there! 🙌 Want to make more money from ads in your mobile game? Understanding eCPM (Effective Cost Per Mille) can help! This report gives you the latest eCPM benchmarks so you can monetize smarter and grow faster.

Why This Matters

🚀 **Find the best ads** – see which formats make the most money

🌐 **Target the right markets** – focus on the most profitable regions

📊 **Increase your revenue** – use data to boost ARPU & LTV

What's Inside

📅 **Timeframe:** Oct–Dec 2024

📱 **Platforms:** iOS & Android

🎯 **Ad Formats:** Rewarded Video, Interstitial, Banner

📊 **Data from:** 100,000+ apps & 70+ ad networks

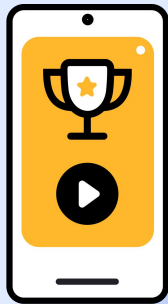
🌐 **Scale:** 200+ billion ad views



What's inside:

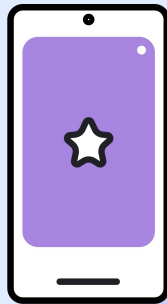
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Meet the ad formats



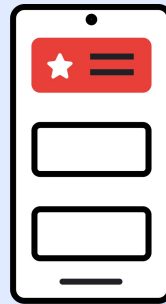
Rewarded videos

Users watch these ads to earn in-game rewards, making them highly engaging and well-paid. Their high click-through rates and user satisfaction help increase both ad revenue and in-app purchases.



Interstitial Ads

Full-screen ads (video, static, or playable) appear during natural breaks. They may be disruptive but offer high earnings, strong engagement, and wide availability, especially with interactive and playable versions improving the experience.



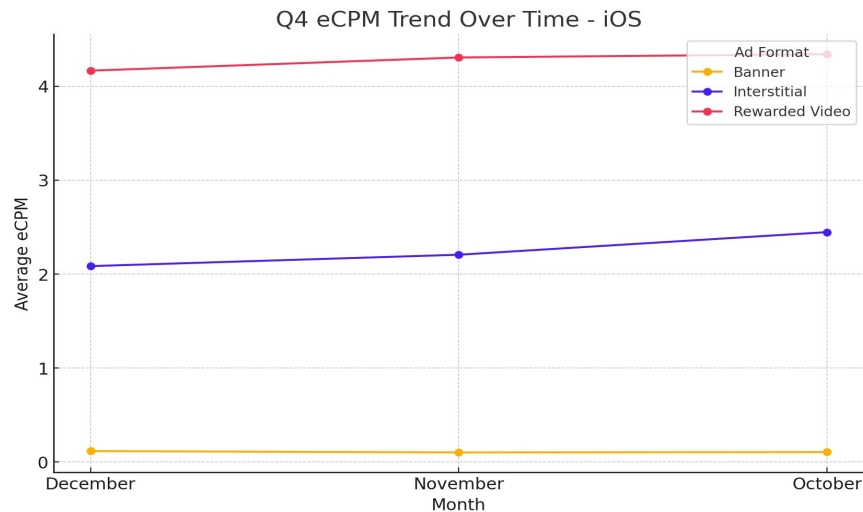
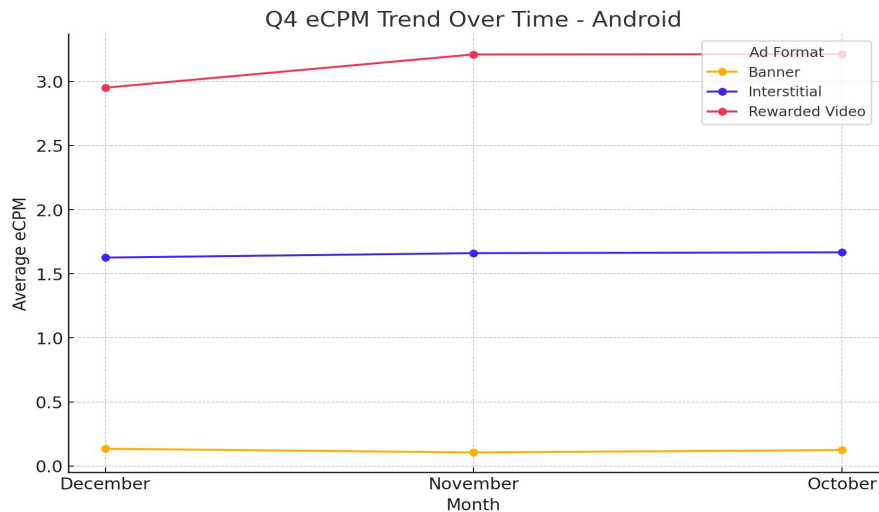
Banner Ads

Users watch these ads to earn in-game rewards, making them highly engaging and well-paid. Their high click-through rates and user satisfaction help increase both ad revenue and in-app purchases.



eCPM Trend Over Time

Charts show how average eCPM has changed month over month for each ad format on both platforms.



Key takeaways



Overall eCPM trends

- eCPM showed a steady increase from October to December, reflecting typical Q4 seasonality.
- December recorded the highest eCPM across all ad formats due to holiday ad spending peaks.

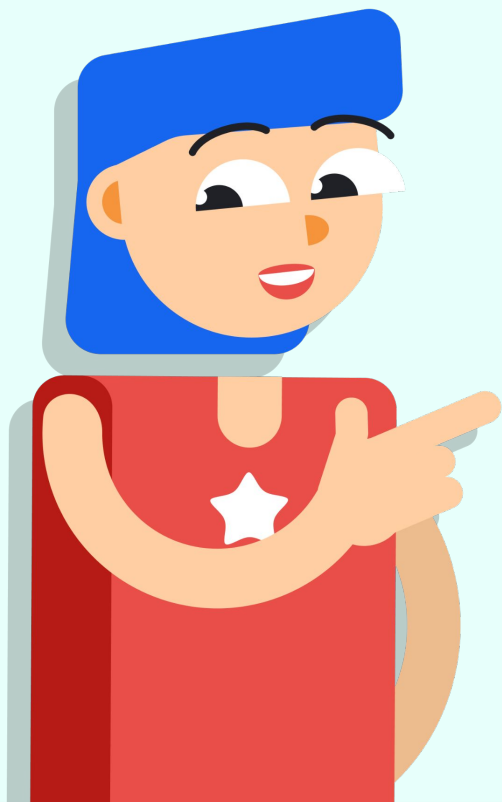
Platform differences *(iOS vs. Android)*

- iOS consistently had higher eCPM than Android across all months and ad formats.
- The gap between iOS and Android remained stable, with iOS outperforming by a notable margin.
- Android saw a more gradual rise in eCPM, whereas iOS experienced sharper increases in November and December.

Ad format performance over time

- Rewarded Video had the highest eCPM across both platforms, benefiting from strong advertiser demand.
- Interstitials showed steady growth, with a significant increase in December.
- Banners remained the lowest-performing format, with only slight improvements over time.





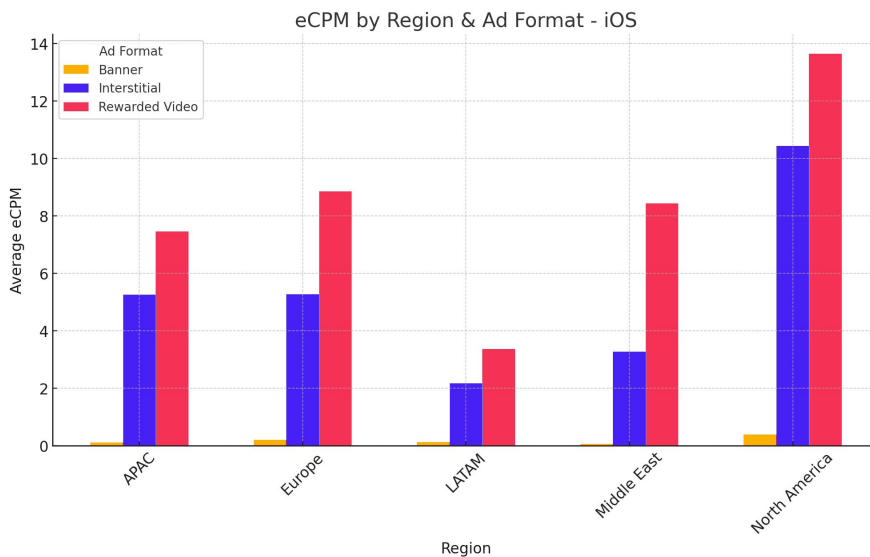
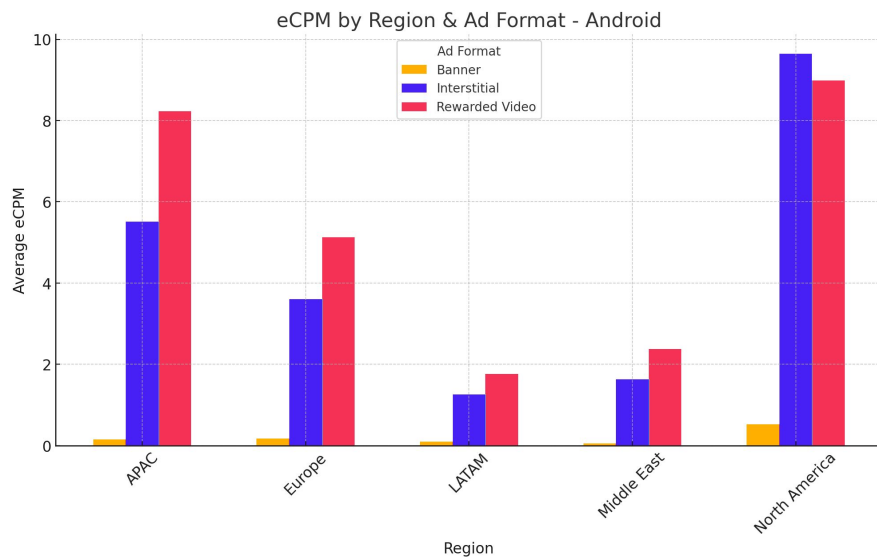
Recommendations for developers

- ✓ Prioritize Rewarded Video placements to maximize revenue, especially on iOS.
- ✓ Capitalize on Q4 eCPM spikes by optimizing ad placements before the holiday season.
- ✓ Consider platform-specific strategies—iOS provides higher returns, so focusing on iOS monetization could be beneficial.
- ✓ Diversify ad formats, leveraging interstitials and rewarded videos while optimizing banner placement for incremental revenue.



eCPM by Region & Ad Format

Chart shows which platform performs better in eCPM for each ad format and region.



Key takeaways



Regional performance trends

- North America & Europe lead with the highest eCPM across iOS & Android.
- Asia-Pacific (APAC) shows strong growth, especially for Rewarded Video ads.
- Latin America (LATAM) & Middle East & Africa (MEA) have lower eCPMs but potential for volume-driven revenue.

Ad format performance by region

- Rewarded Video has the highest eCPM globally across both platforms.
- Interstitials dominate in North America & Europe.
- Banners consistently have the lowest eCPM across all regions.

iOS vs. Android eCPM differences

- iOS outperforms Android in eCPM, especially in North America & Europe.
- Android shows better relative performance in emerging markets (LATAM, MEA, APAC).



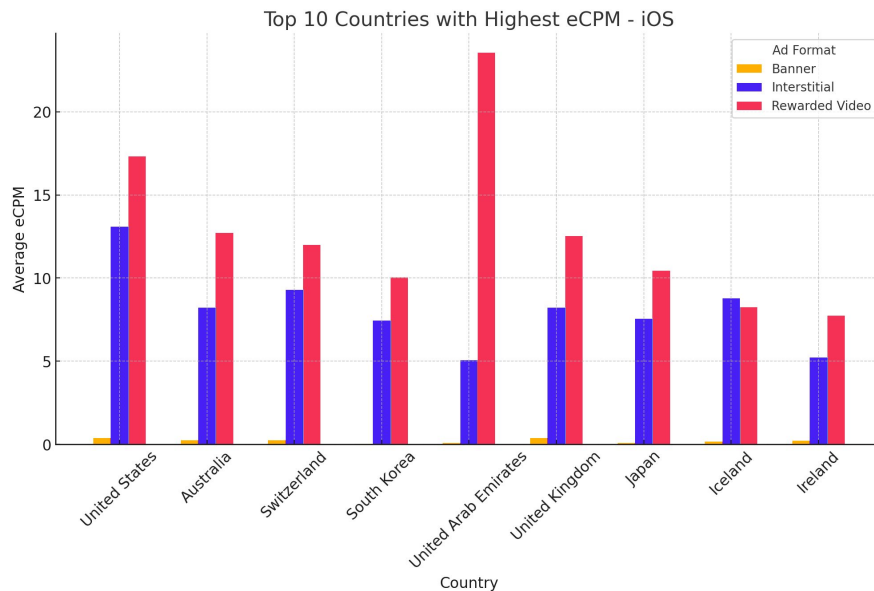
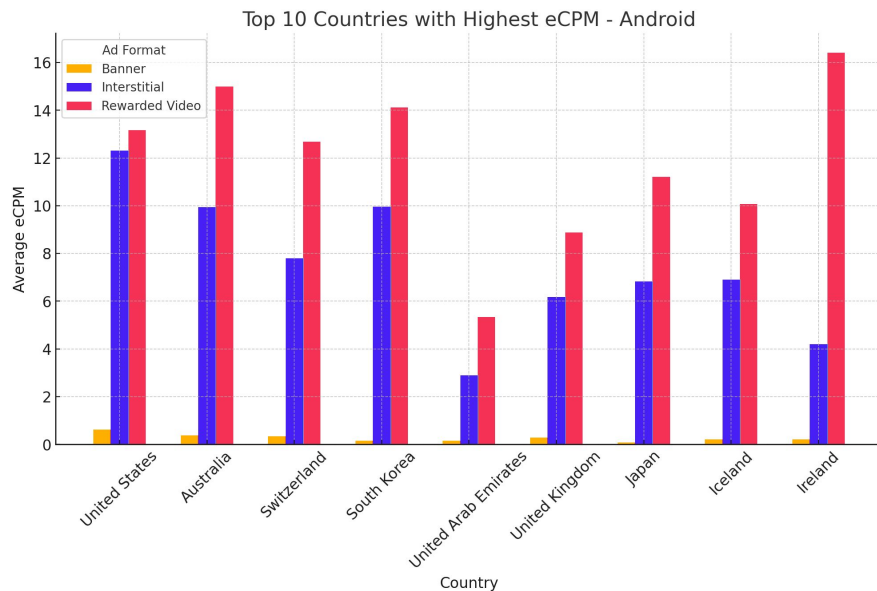


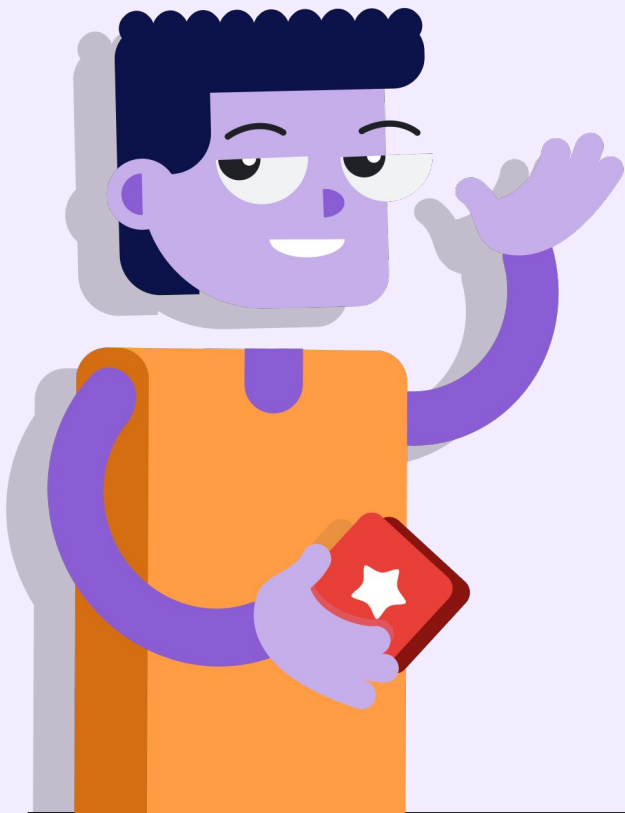
Recommendations for developers

- ✓ Focus on iOS in North America & Europe for the highest eCPM potential.
- ✓ Optimize Android strategies in APAC & LATAM, where interstitial and rewarded video ads perform well.
- ✓ Adapt ad formats to regional trends, using rewarded video for premium markets and interstitials where engagement is higher.
- ✓ Diversify monetization, balancing high-eCPM formats with banners for incremental revenue.

Top 10 Countries with Highest eCPM

Chart shows the most profitable markets for mobile games (average ecpm among formats).





Recommendations for developers

- ✓ Prioritize iOS in North America and Europe for premium eCPM opportunities, especially in rewarded video.
- ✓ Leverage Android monetization in LATAM and APAC, focusing on interstitial and rewarded video ads.
- ✓ Adapt ad strategies by country, optimizing ad placements based on the highest-performing formats.
- ✓ Diversify ad formats for stability, balancing high-eCPM rewarded video with interstitials and banners for incremental revenue.





Best of Luck, App Developers!

Q4 data shows Rewarded Video leads in eCPM, Interstitials stay steady, and Banners remain the lowest. iOS earns higher eCPM, especially in North America & Europe, while Android performs well in APAC & LATAM.

For mobile game developers, optimizing ad formats, targeting high-eCPM regions, and using seasonal trends can boost revenue.

Wishing you huge success in growing your games and maximizing earnings!

👉 **Want to improve your monetization?**

Check out Appodeal for expert tips, insights, and tools to help your game thrive!

Happy monetizing! 🚀 ✨

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