

Mobile Publishing Survey

Summer 2017



The AdColony Mobile Publishing Survey

Insights, benchmarks, and trends from today's top grossing mobile publishers

#1

First survey of its kind by AdColony

100+

Monetization & UX themed questions

50%

Survey response rate in 3 weeks

82%

Games-only mobile app developers

18%

Varied genre mobile app developers

3M+

MAU per publisher on average

State of the Market

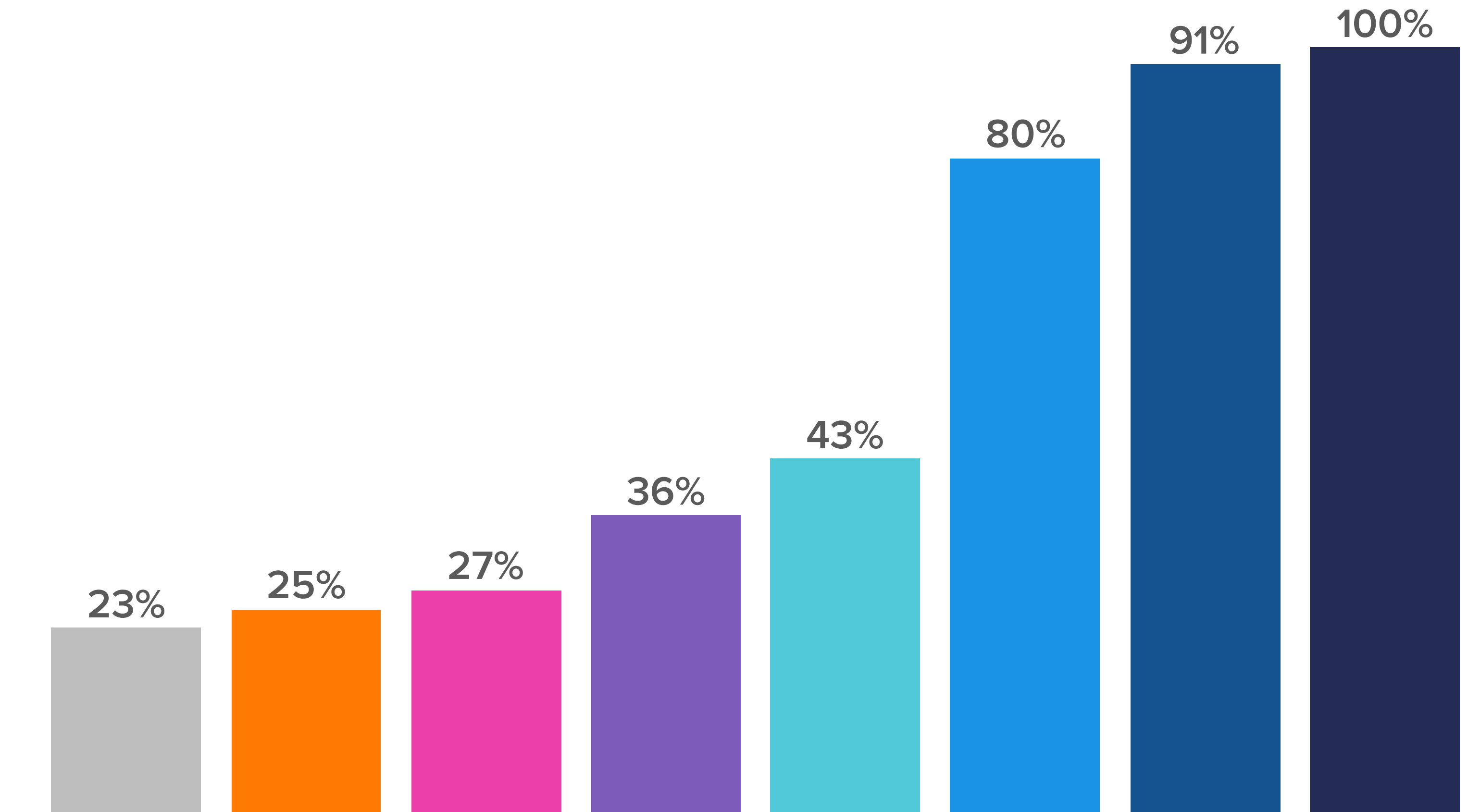
Top monetization & engagement trends



Publishers Turn to Ads & IAP to Monetize

80% of top publishers use both video and display ads to monetize their apps.

- Video ads
- In-app purchases
- Display ads
- Paid installs
- Native ads
- Affiliates
- mCommerce
- Subscriptions

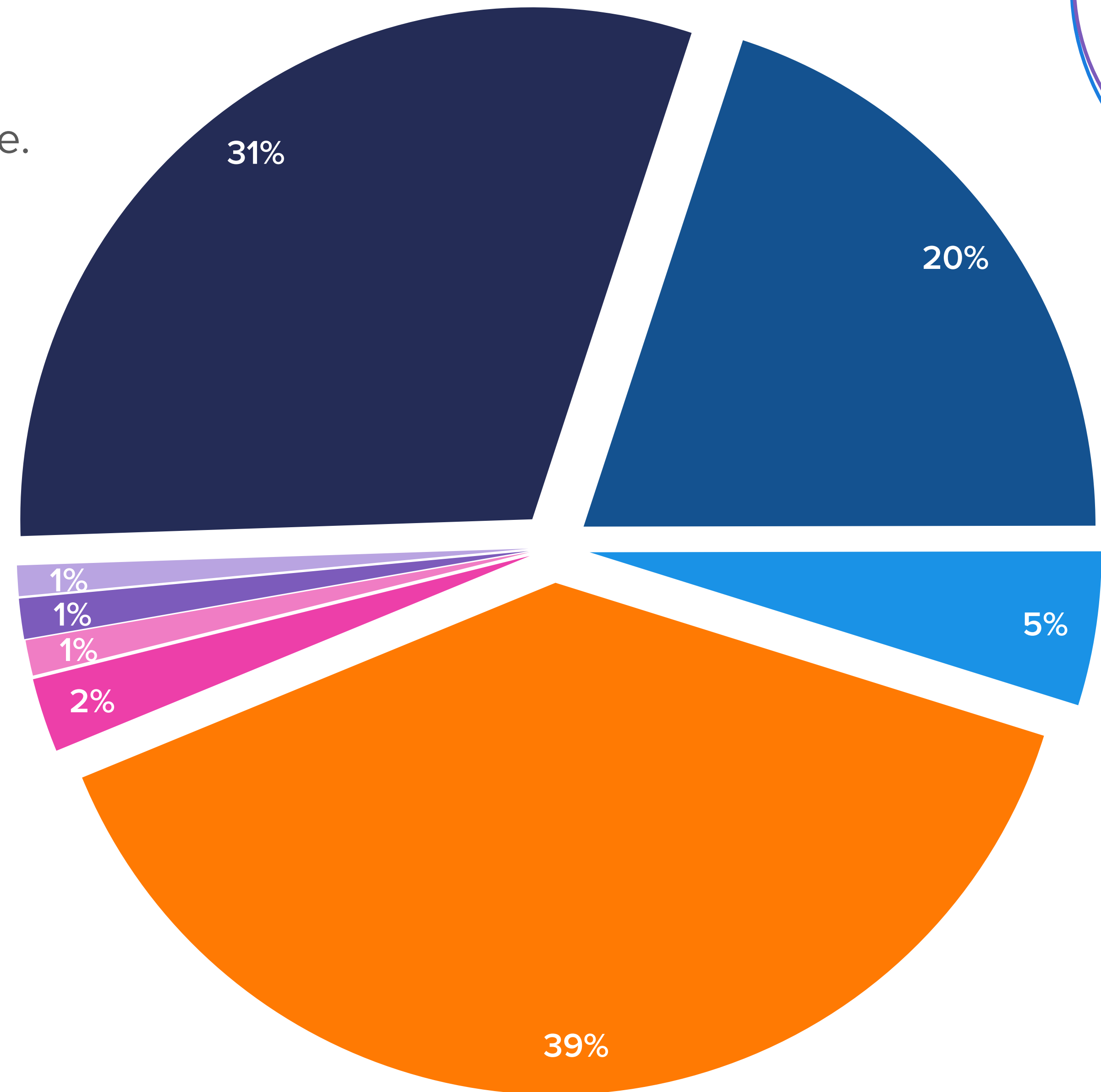




Top Revenue Sources

Ads account for 55% of total publisher revenue.

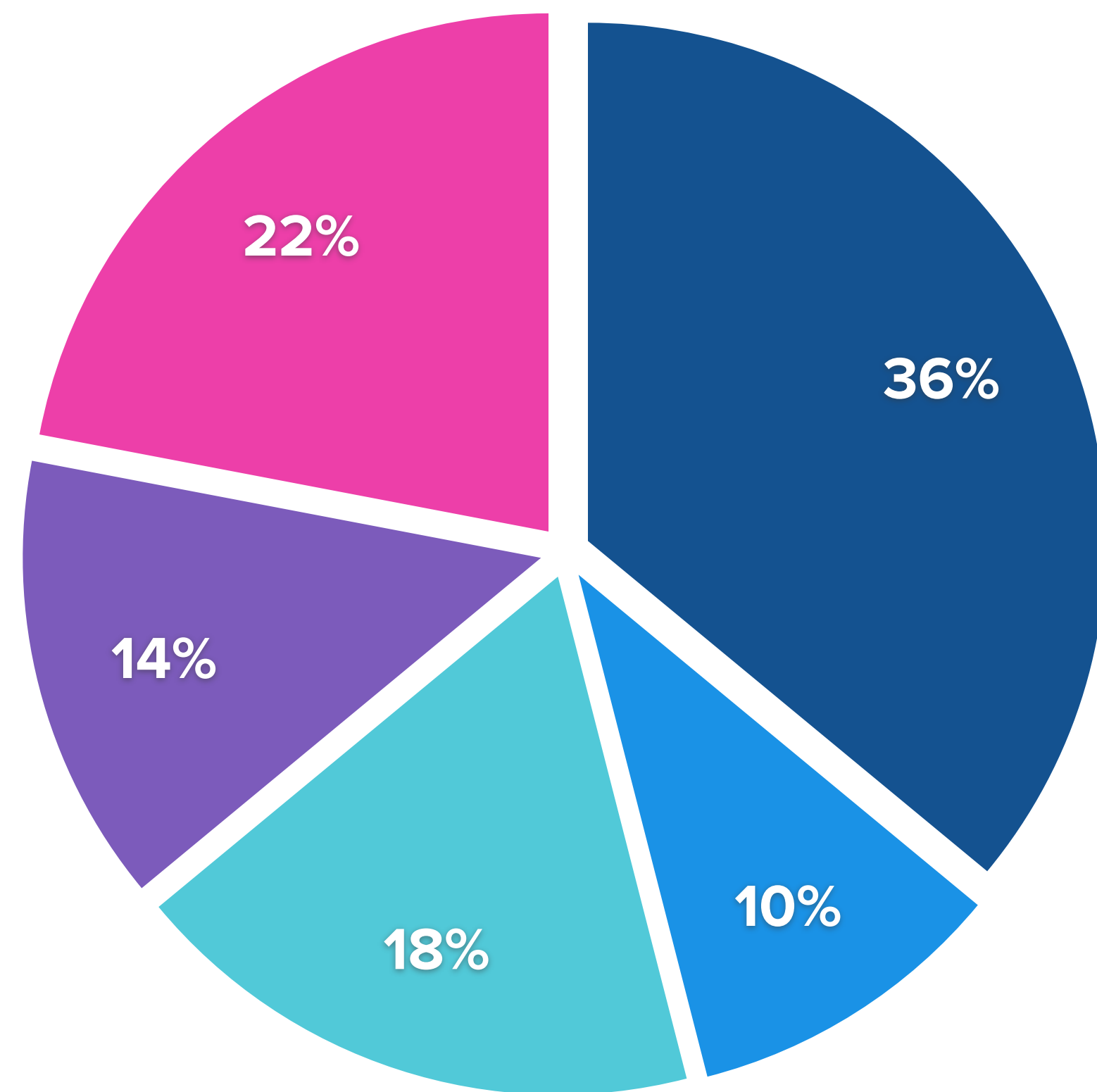
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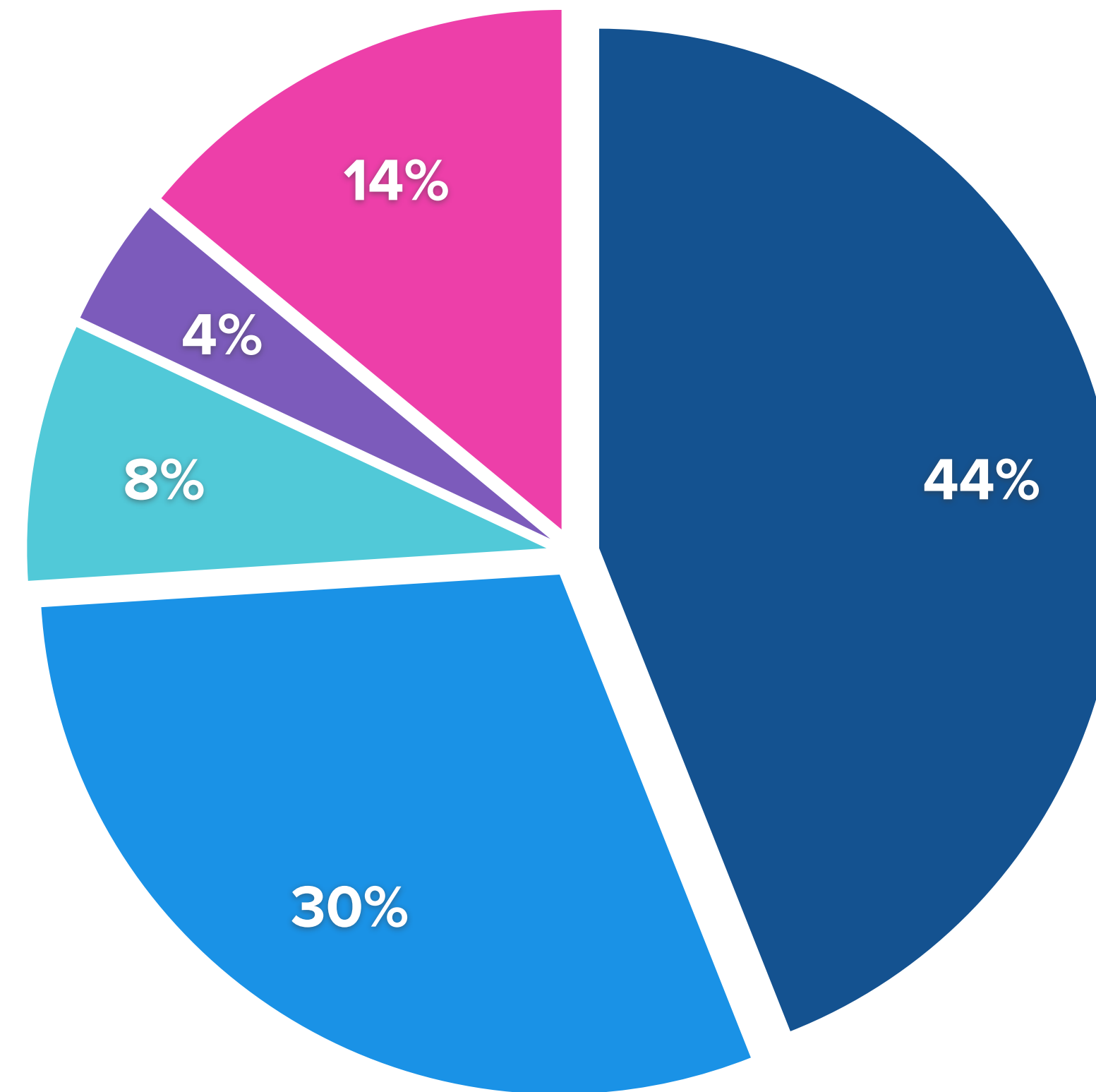
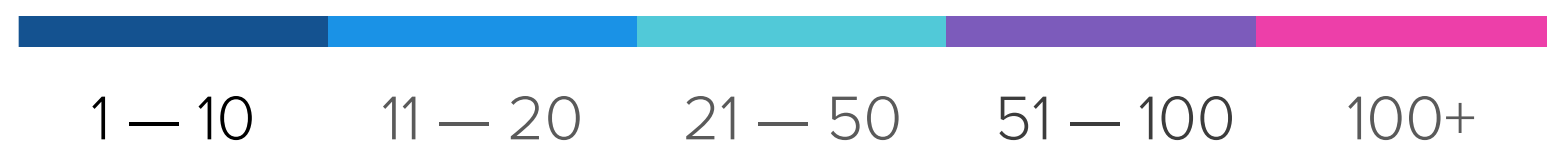


Monetization Teams are Relatively Small

While the top mobile publishers have 50+ employees, only 1 to 3 manage monetization.



Number of Employees



Monetization Team Size

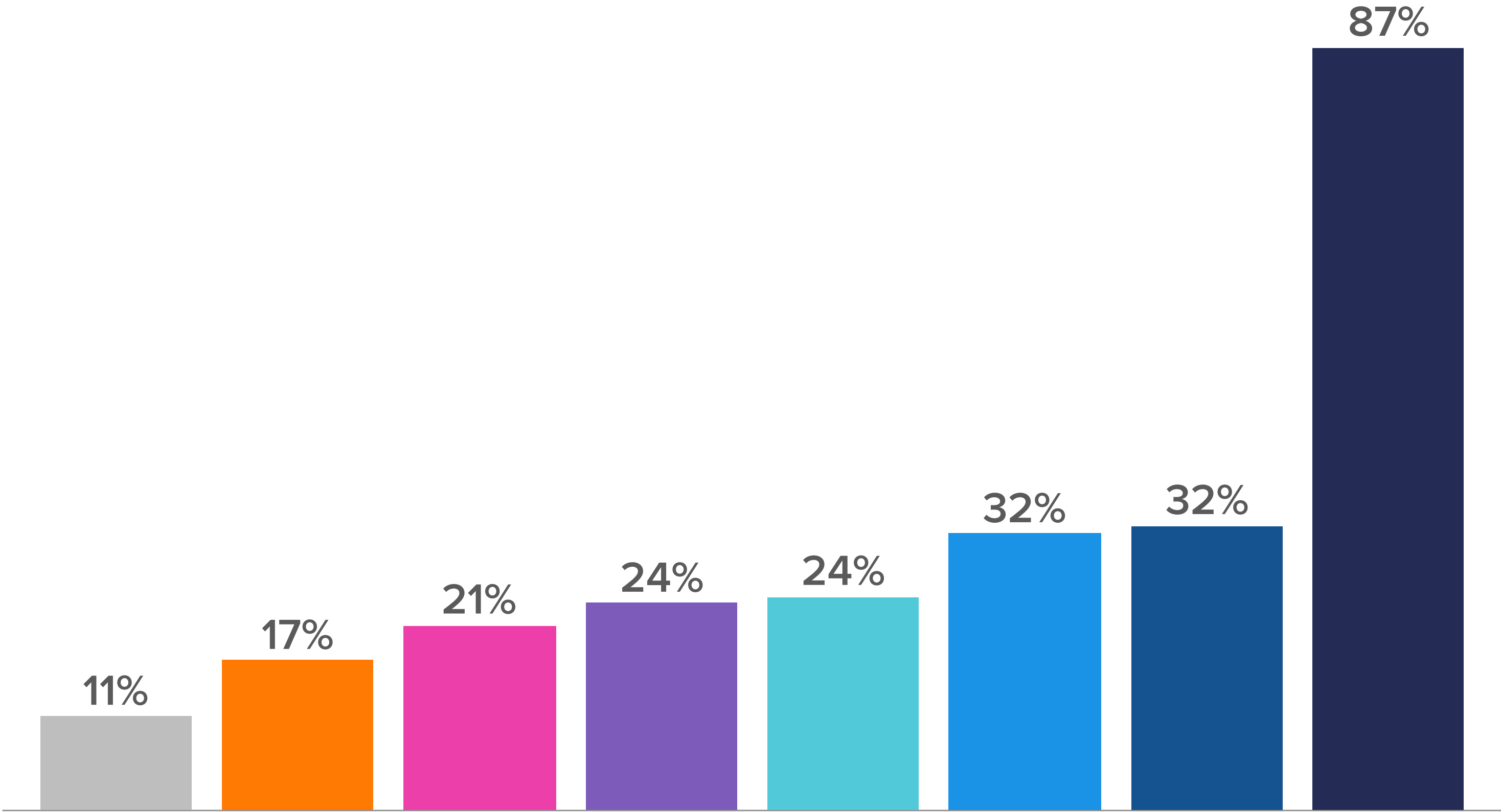




Rewarded Video Ads Deliver the Best User Experience

Of ad monetization methods, publishers rank rewarded video as the best for user experience.

- Rewarded video ads
- Native ads
- Interstitial display ads
- Playable ads
- Banner display ads
- Interstitial video ads
- In-feed video ads
- Preroll video ads

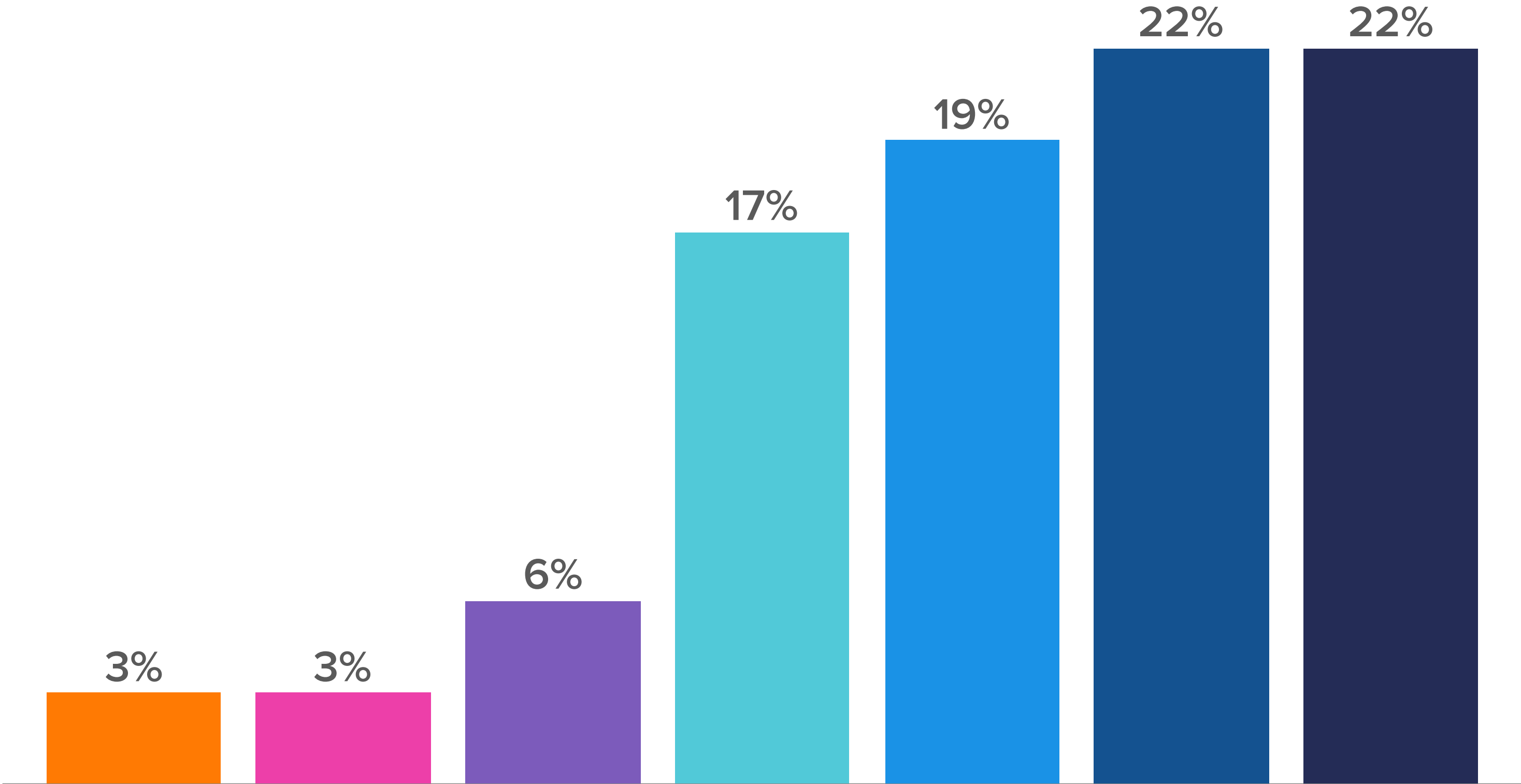




Playables & Video Drive Monetization Excitement

Publishers are most excited about immersive ads & in-app purchases.

- Playable ads
- Interstitial video
- In-app purchases
- Native ads
- Paid subscriptions
- Paid app downloads
- Interstitial display

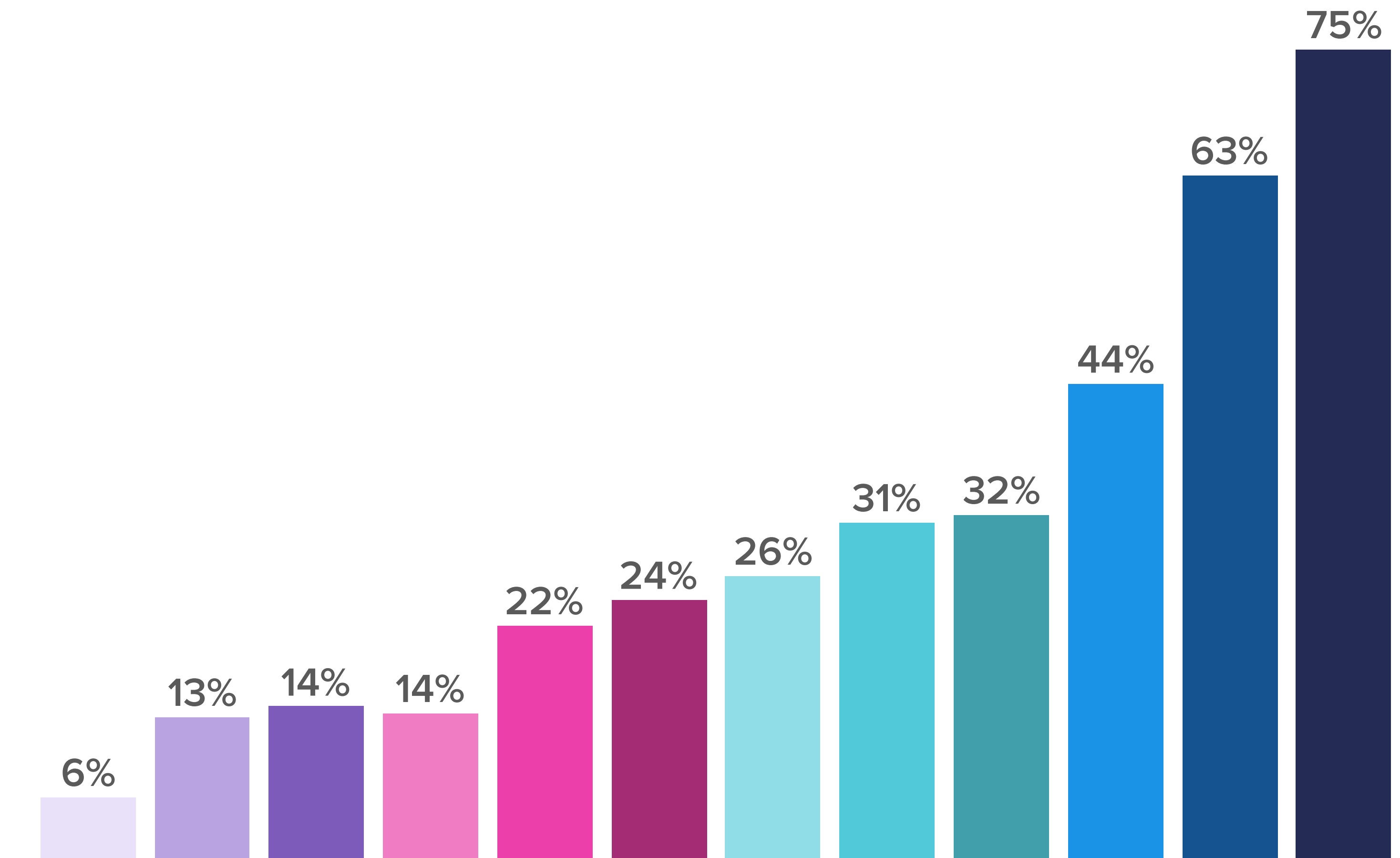




Most Effective Monetization Methods

Rewarded video, IAP, & interstitial video all regarded as highly effective.

- Rewarded video ads
- In-app purchases
- Interstitial video ads
- Playable ads
- Interstitial display ads
- Native ads
- Banner display ads
- Preroll video ads
- Paid app downloads
- Paid subscriptions
- In-feed video ads
- Affiliate programs



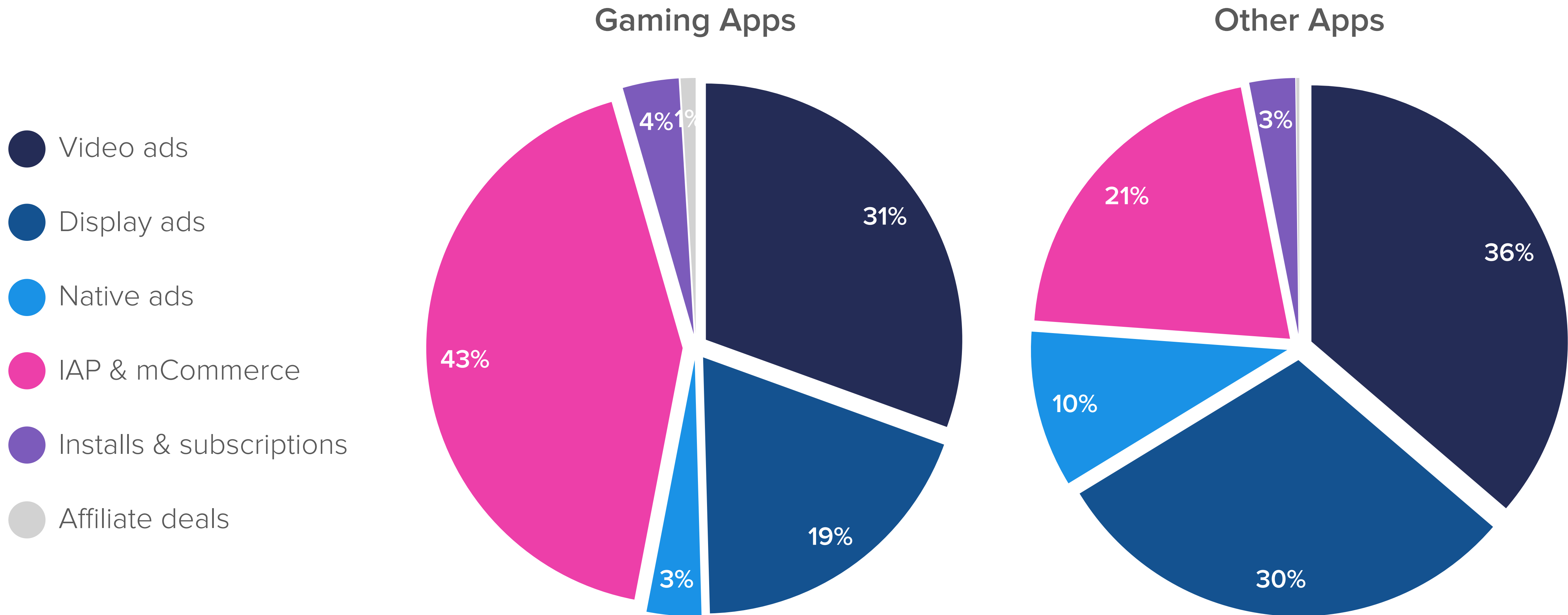
Monetizing the Experience

Revenue, Effectiveness, & User Impact



The Revenue Divide: Games vs Other Apps

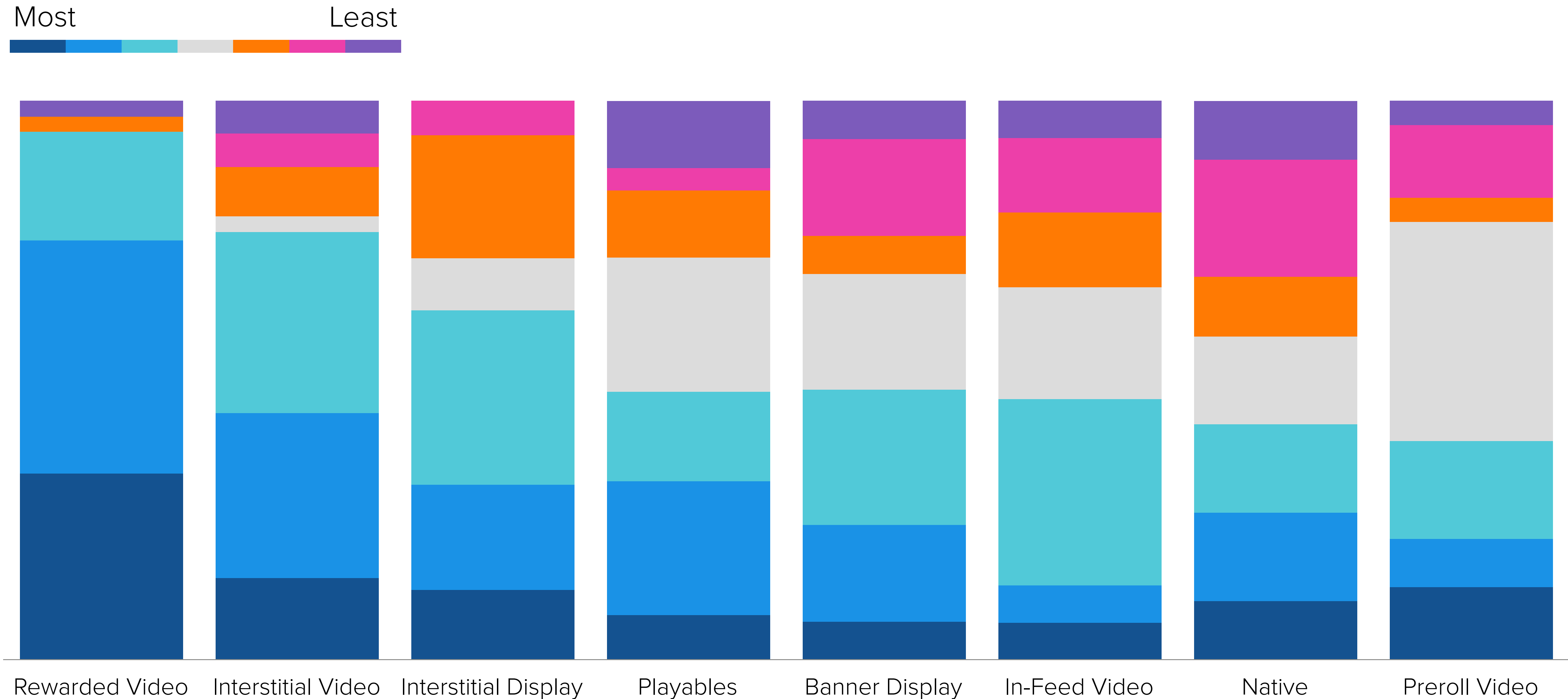
Advertising provides 76% of revenue for non-gaming apps.





Ad Monetization Effectiveness

Rewarded video, interstitial ads, and playables rank as most effective ad monetization methods.





Other Monetization Effectiveness

Outside of ads, driving in-app purchases of digital goods is most effective monetization method.

Most

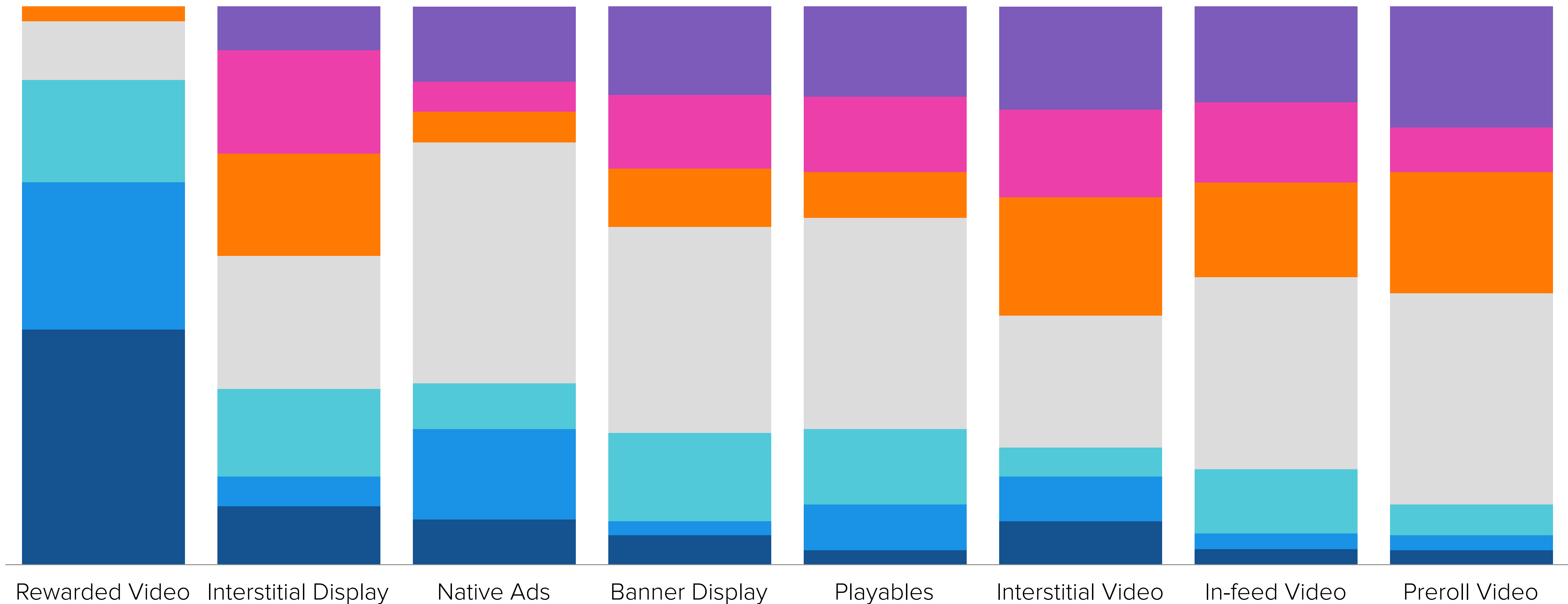
Least



Ad Monetization & the User Experience



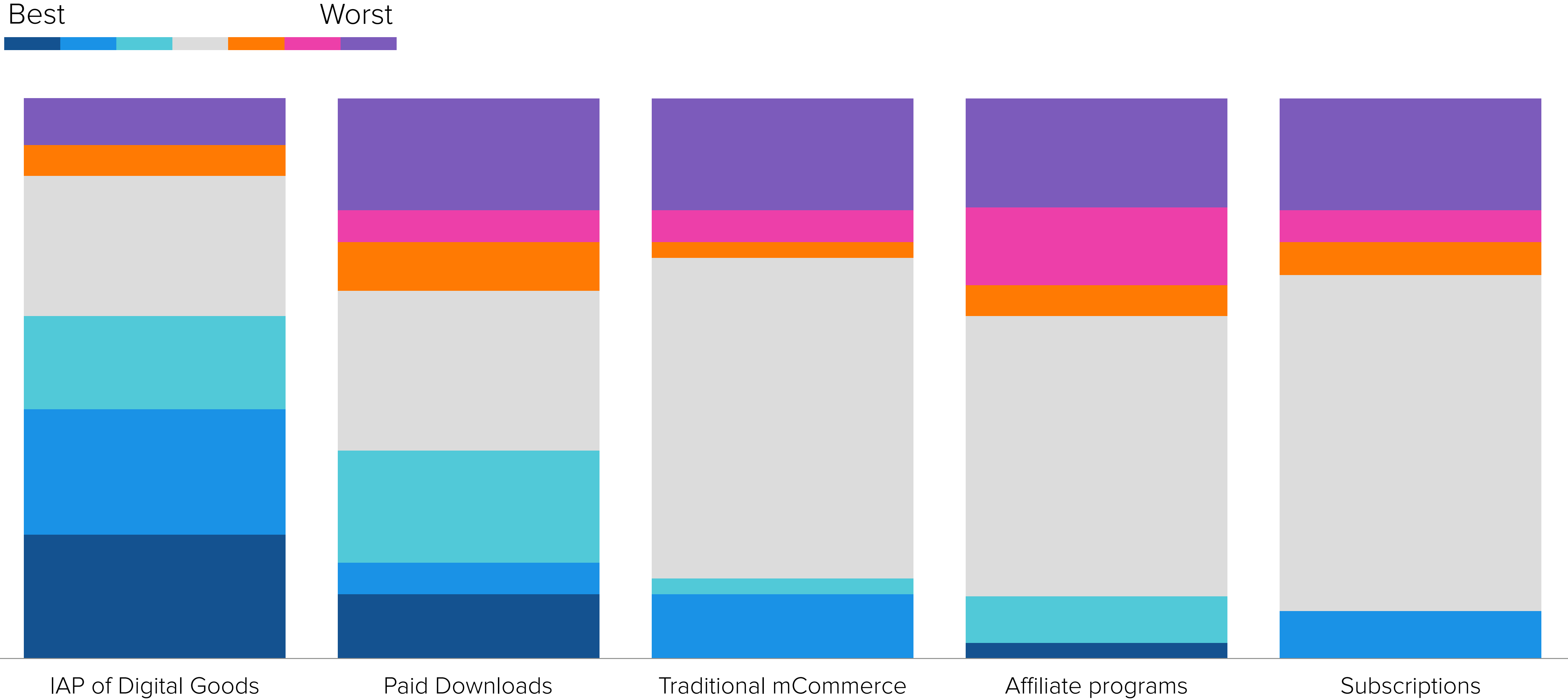
Publishers rate ad monetization channels for their impact on the user experience





Other Monetization & the User Experience

Publishers rate ad monetization channels for their impact on the user experience





Engaging the User

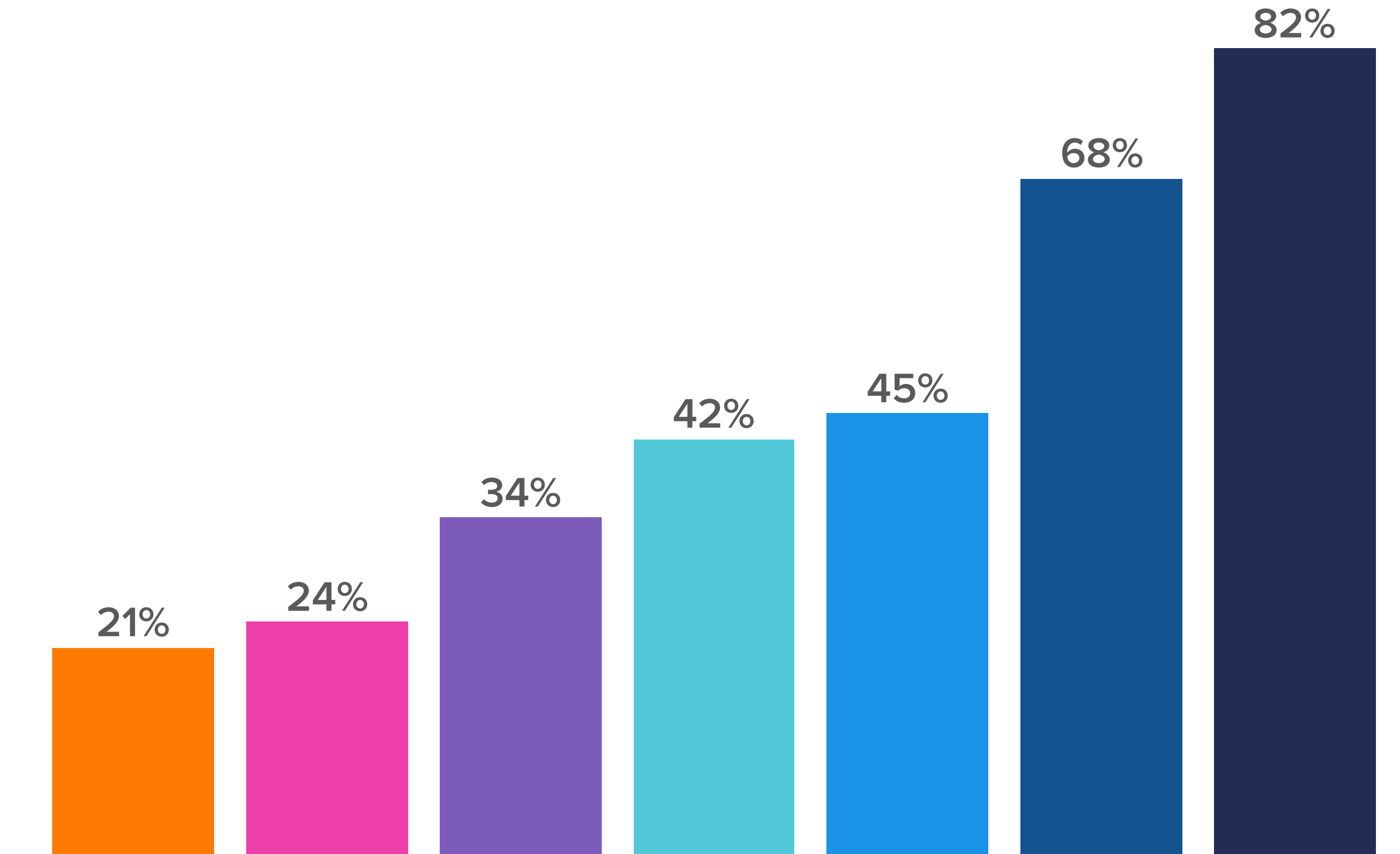
Methods Used & Effectiveness



Nurturing High Quality Users

User retention, IAP behavior, and session duration are the strongest indicators of user quality.

- Retention
- Early IAP
- Average session duration
- Positive review
- Session frequency
- Social login
- Tutorial completion

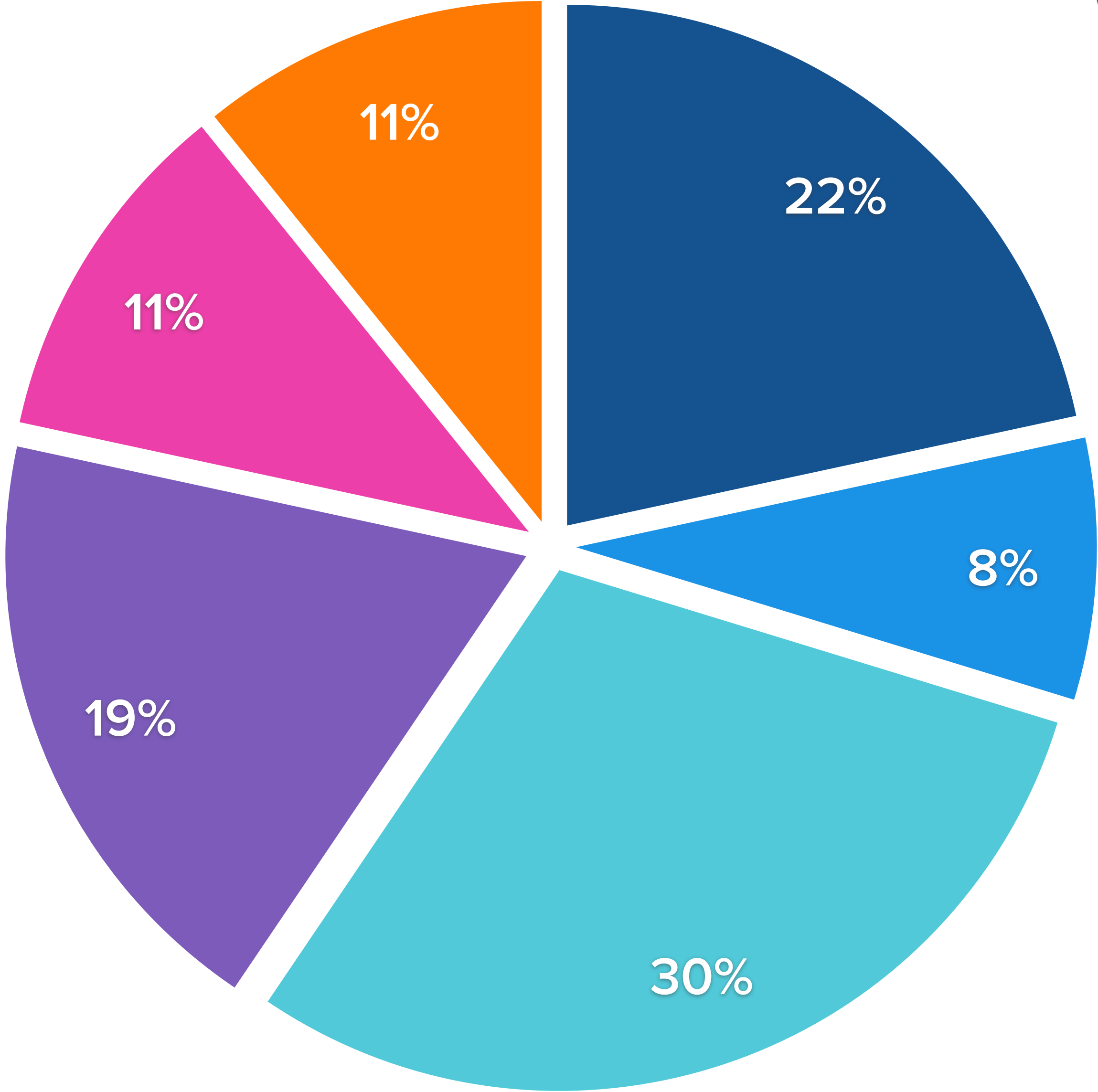




Quantity of Methods

71% of publishers use 3+ engagement methods to retain their users.

- 1
- 2
- 3
- 4
- 5
- 6 +

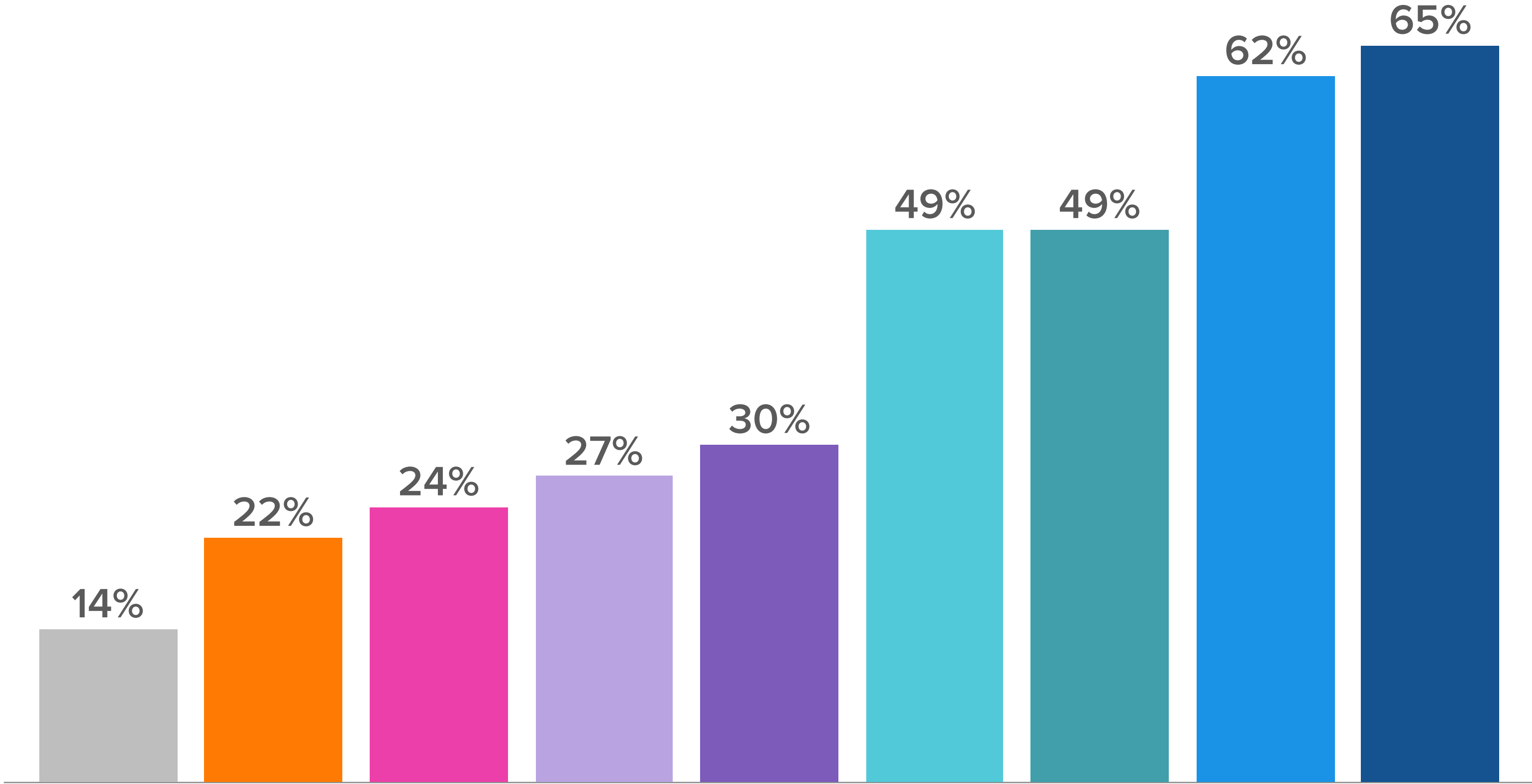




Popular Engagement Methods

Publishers rely on achievements, notifications, value exchanges, & events to engage users.

- Achievements
- Push notifications
- Value exchange ads
- Scheduled events
- Dynamic events
- VIP rewards
- Modal messaging
- User generated content
- Banner messaging

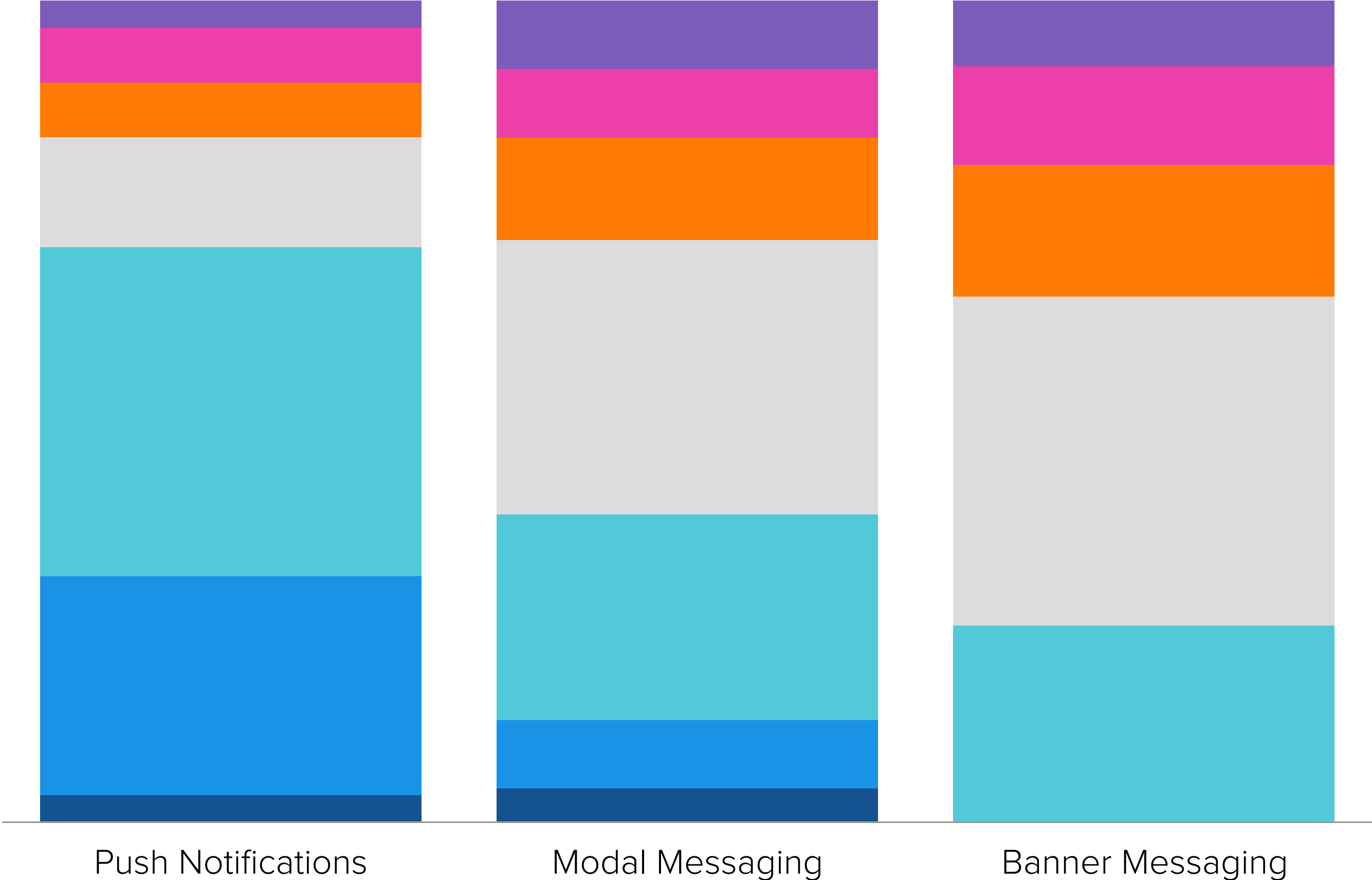




Engagement Effectiveness: Messaging

70% of publishers who use push notifications find it to be effective at driving engagement.

- Completely effective
- Mostly effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Mostly ineffective
- Completely ineffective

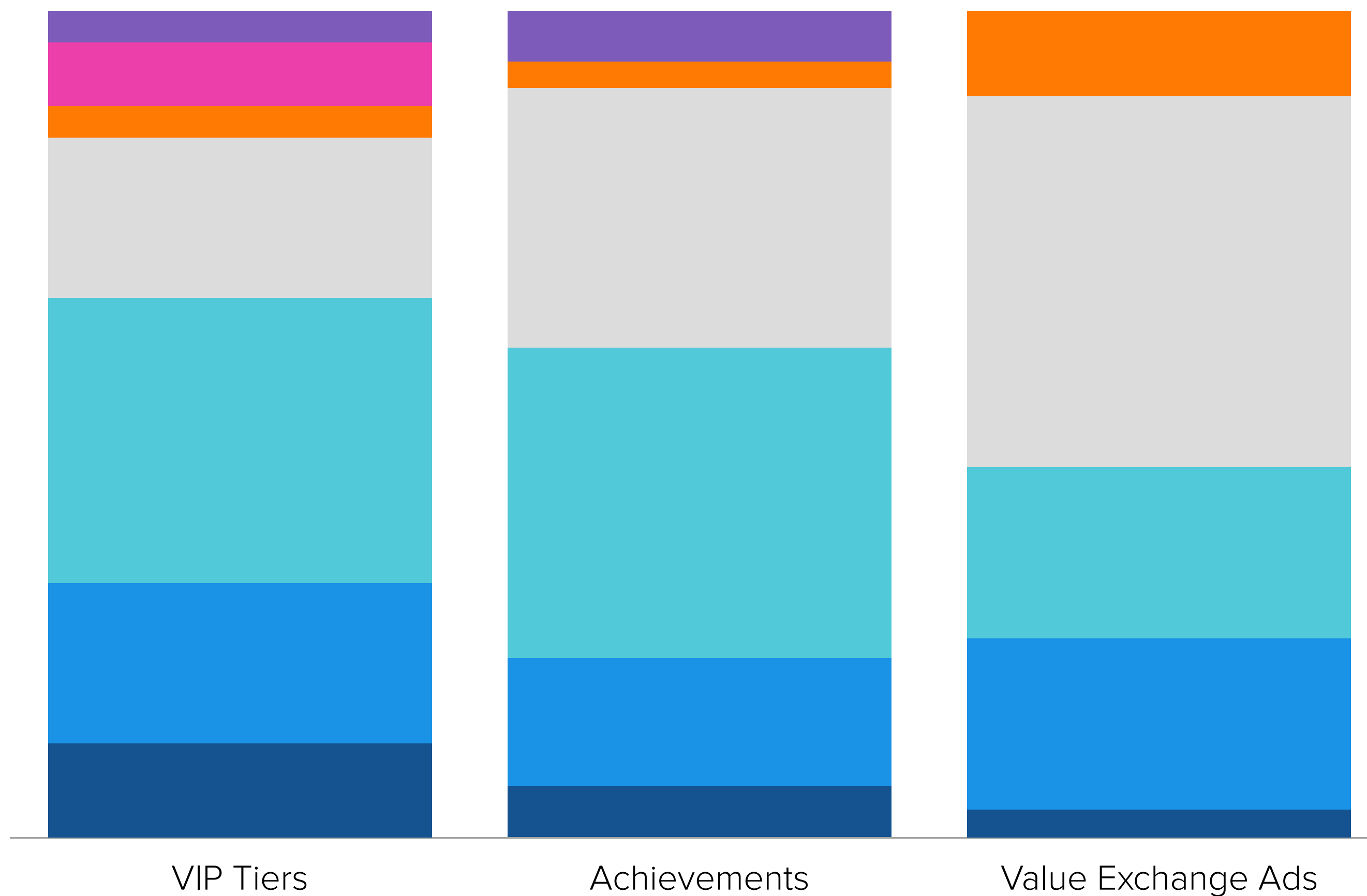




Engagement Effectiveness: Rewards

Rewarding users for their loyalty through VIP tiers is effective for 65% of publishers.

- Completely effective
- Mostly effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Mostly ineffective
- Completely ineffective

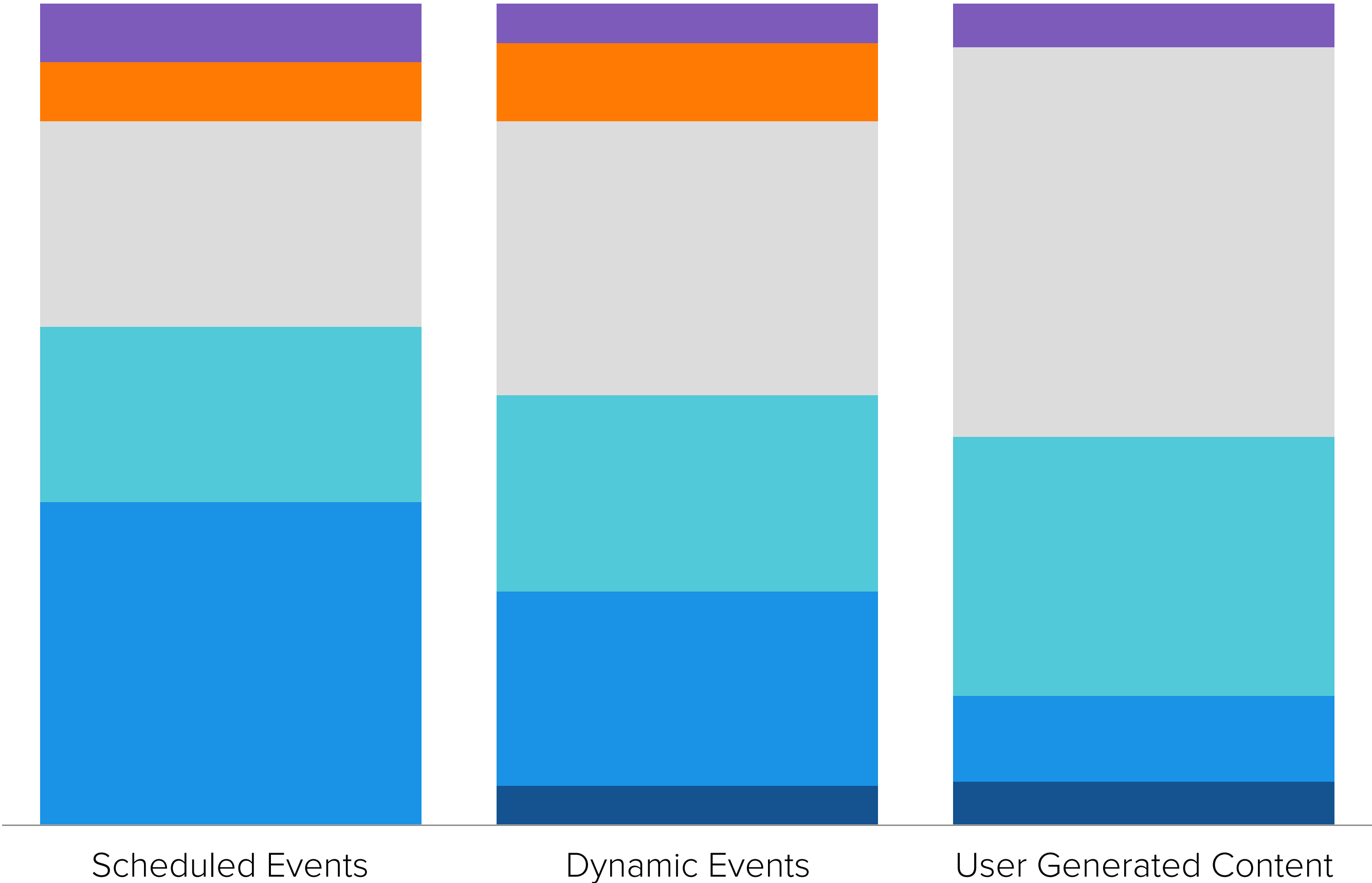




Engagement Effectiveness: Events & Dynamic Content

Scheduled & dynamic events yield better engagement than user generated content.

- Completely effective
- Mostly effective
- Somewhat effective
- Neutral
- Somewhat ineffective
- Mostly ineffective
- Completely ineffective



Thank you!

