

Paragraph

B

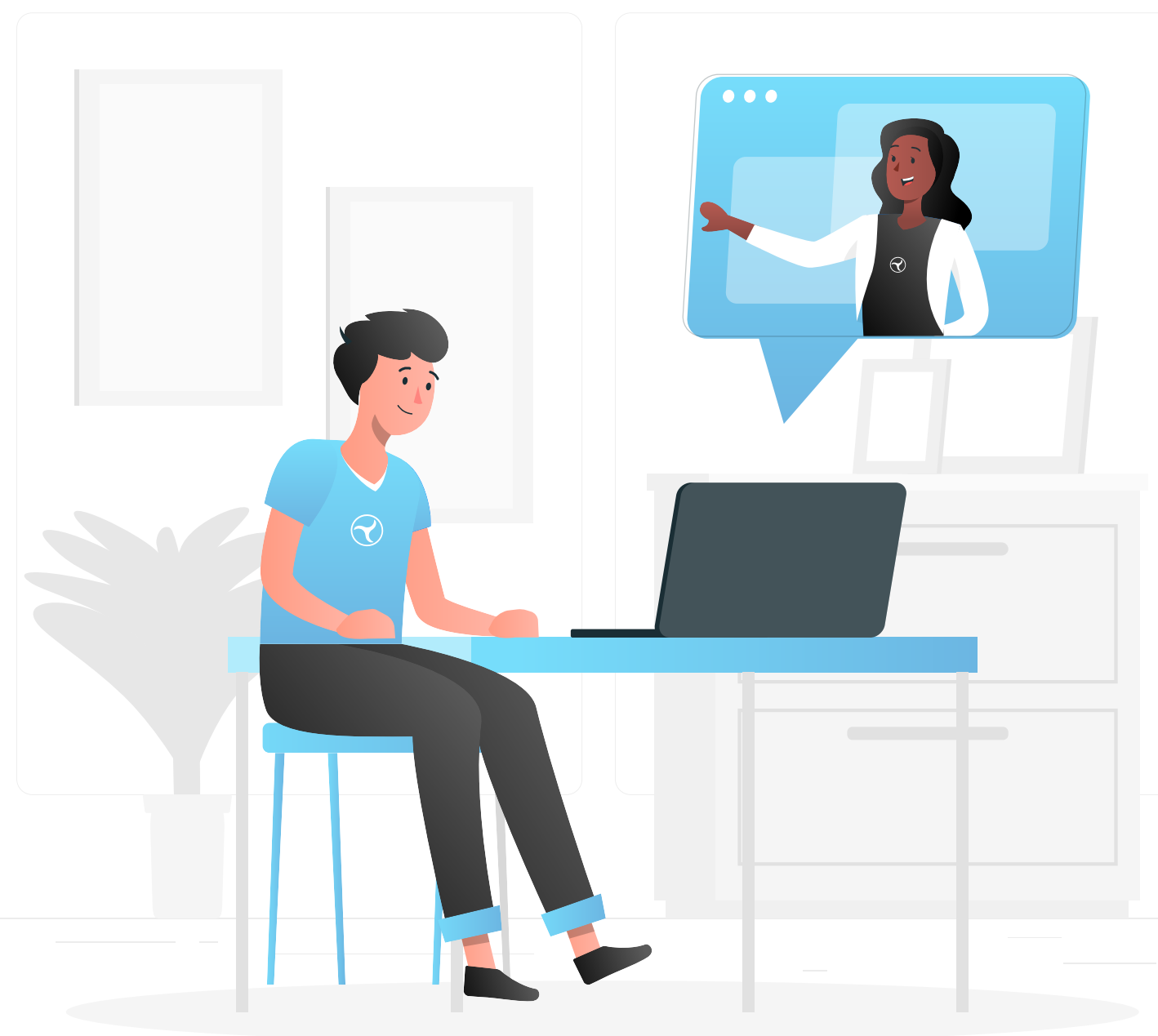
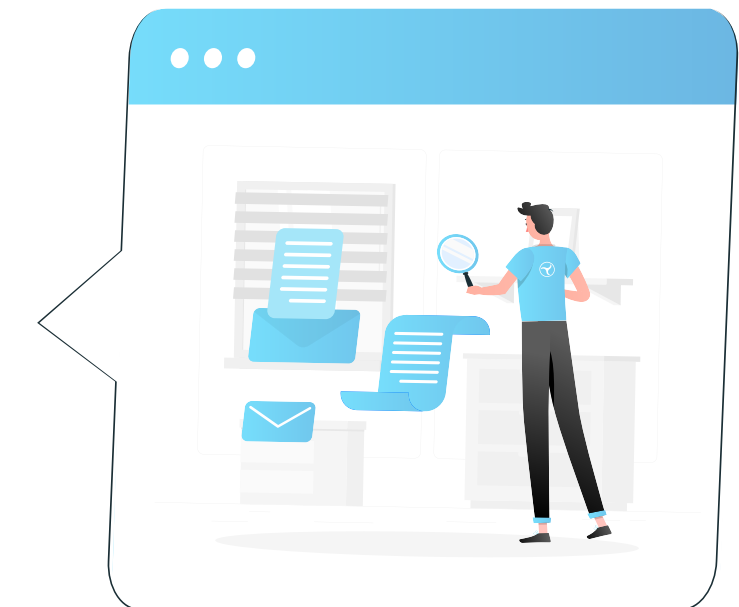
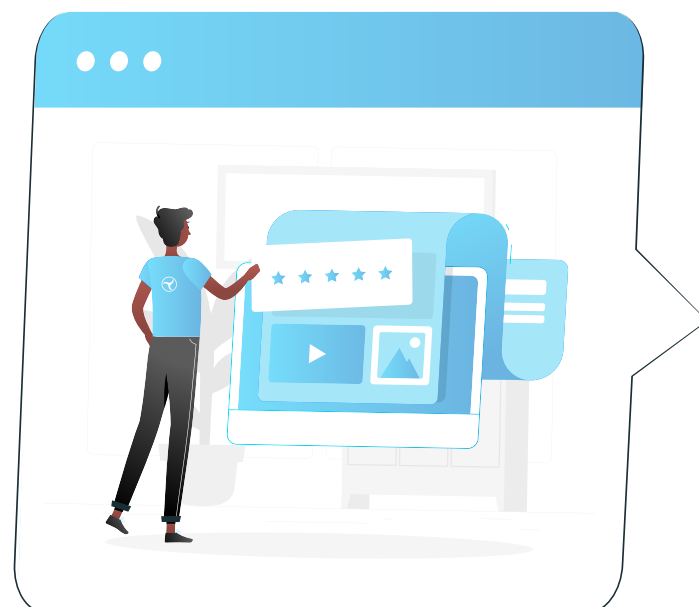
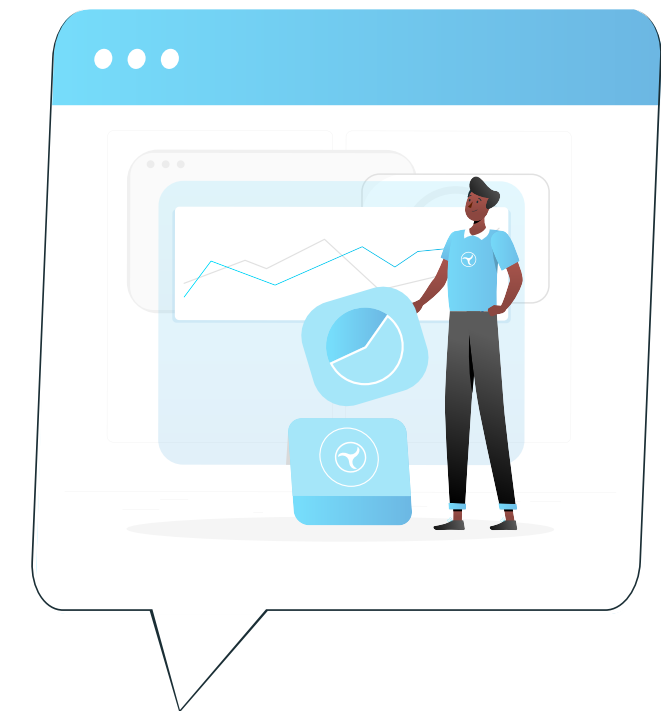
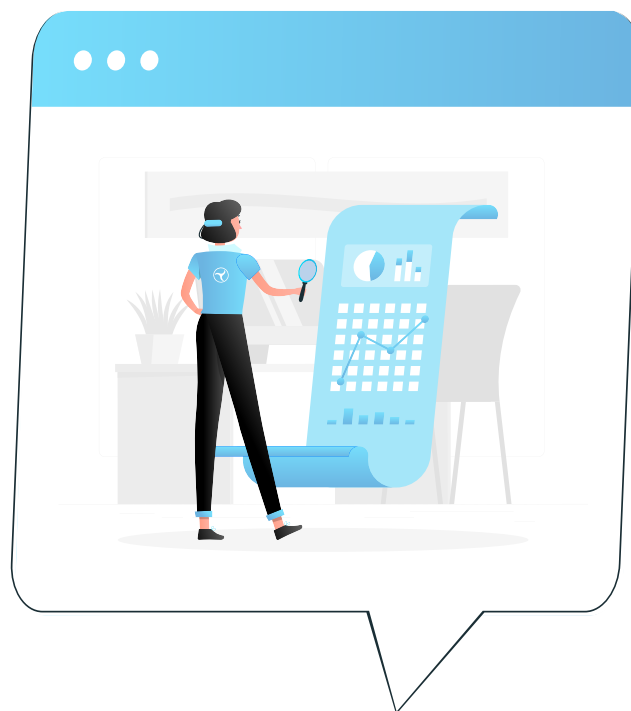
I

Hyper-Casual Games

Benchmark Report - H1 2020

Team member

- CPI per country and ad network
- Top 10 ad networks per ad spend and ad revenue
- IPM by ad network



Executive Summary



Globally, **CPIs** have slightly decreased.



The **U.S.** and **Japan** are still the most expensive countries for advertising.



Unity dominates IPM on iOS and Android.



AppLovin is the top ad network by ad spend for both platforms.



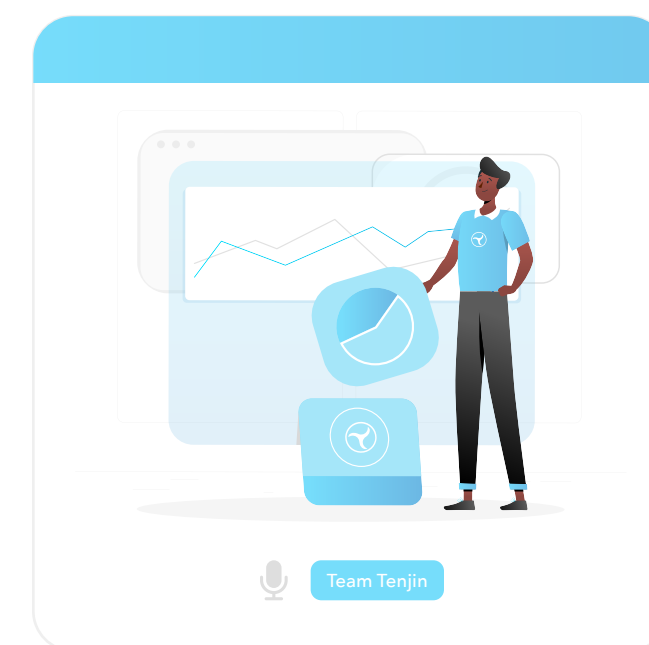
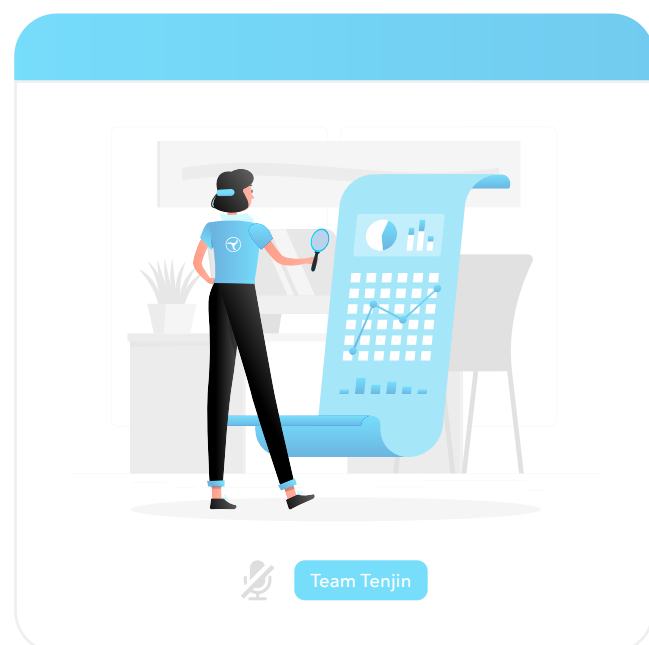
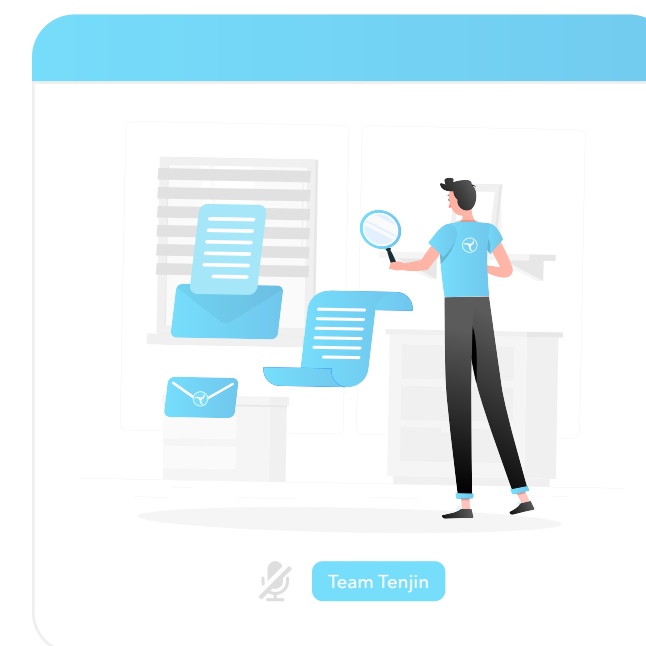
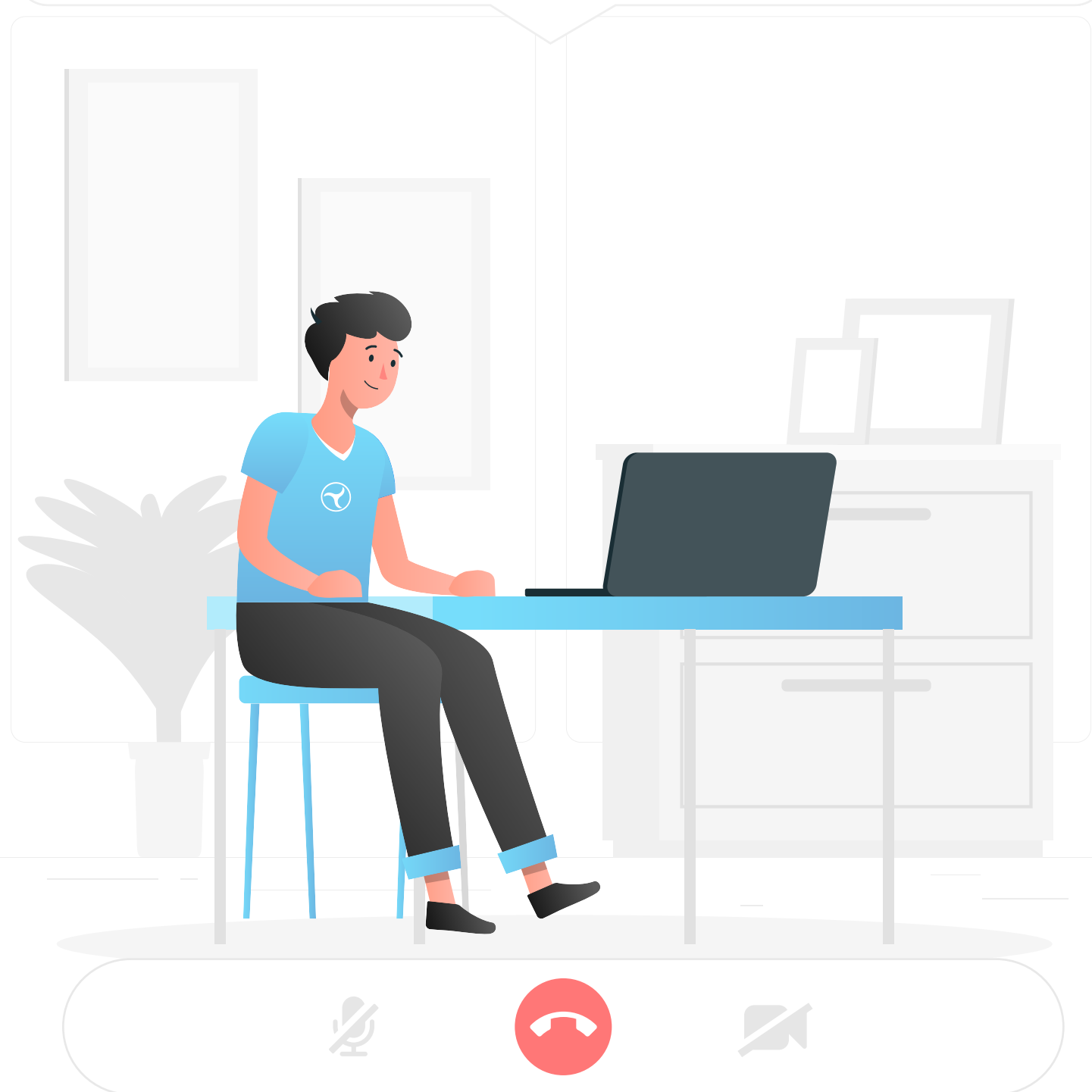
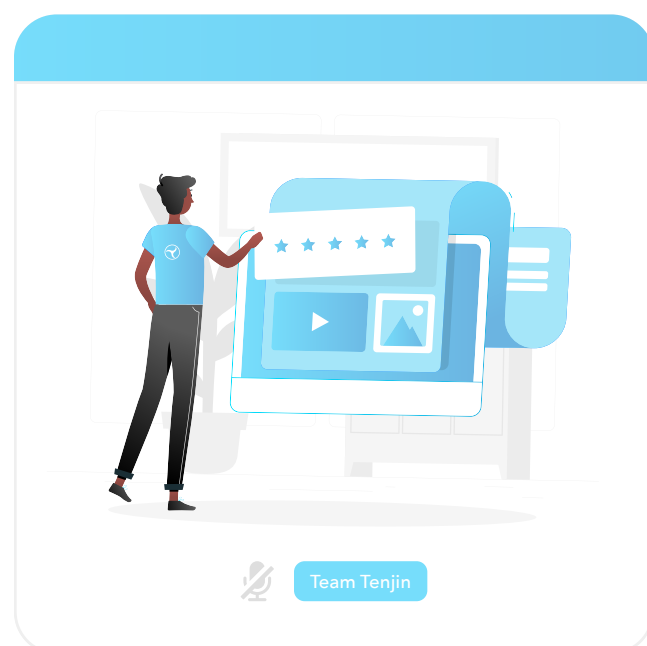
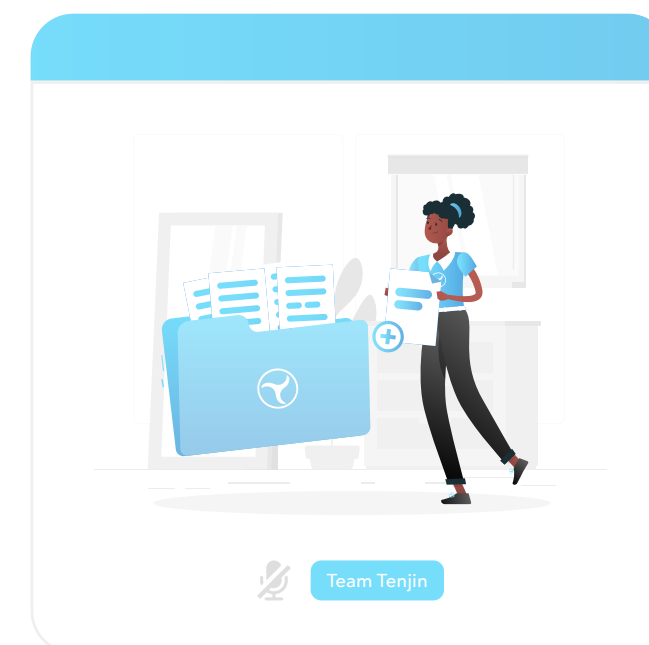
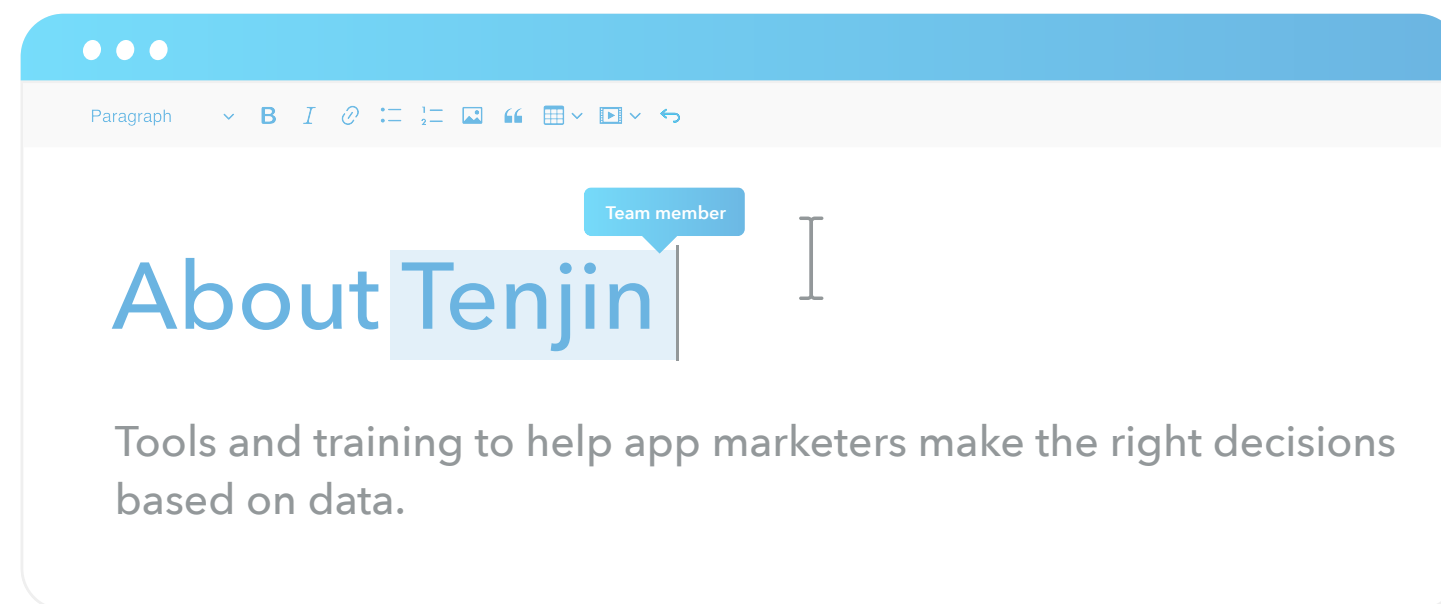
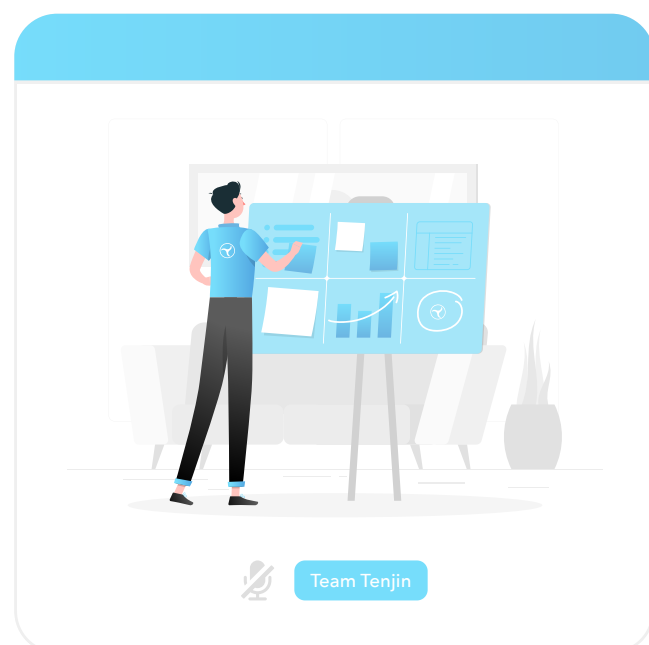
ironSource on Android, and **Mintegral** on iOS, have the lowest CPI.

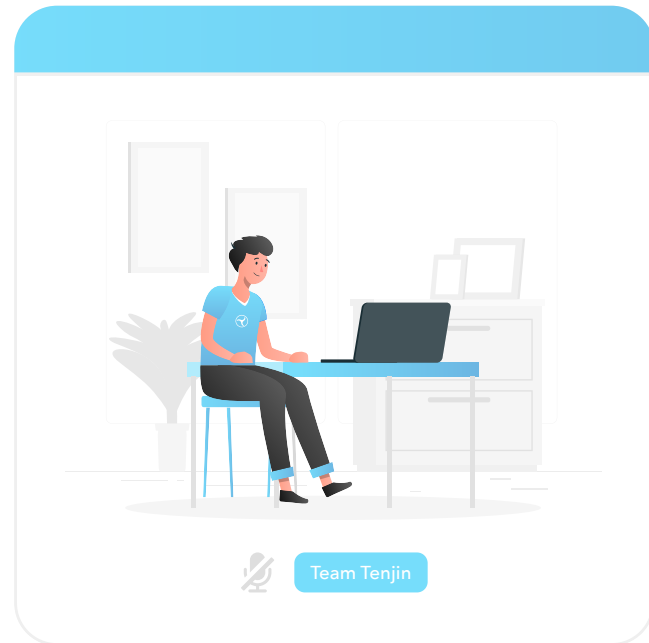
Table of Contents

Methodology **05**

User Acquisition **06**

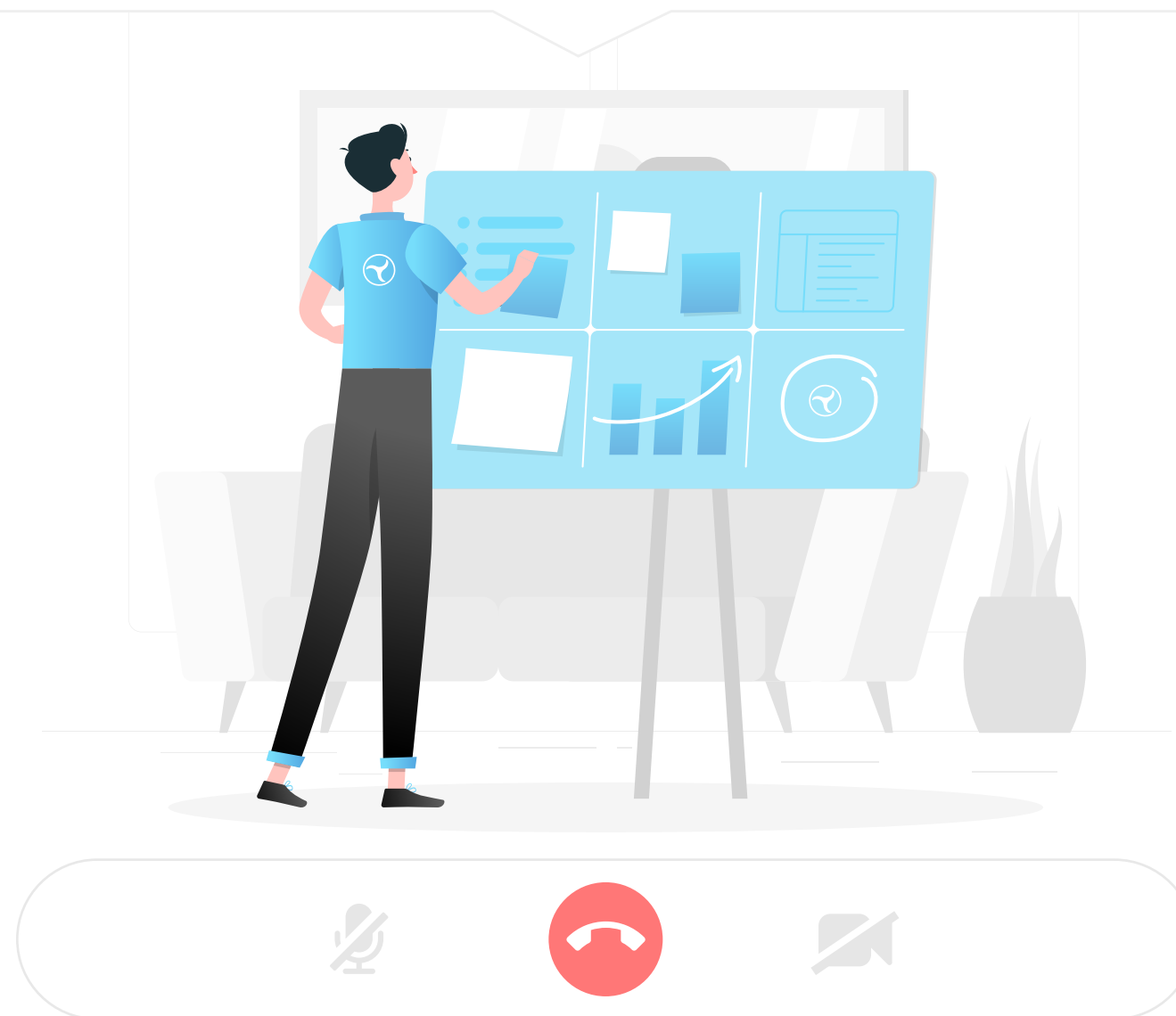
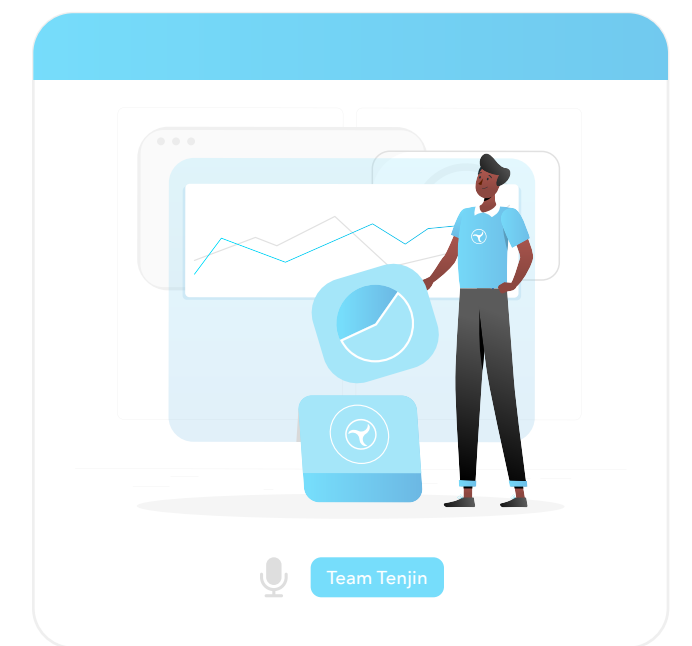
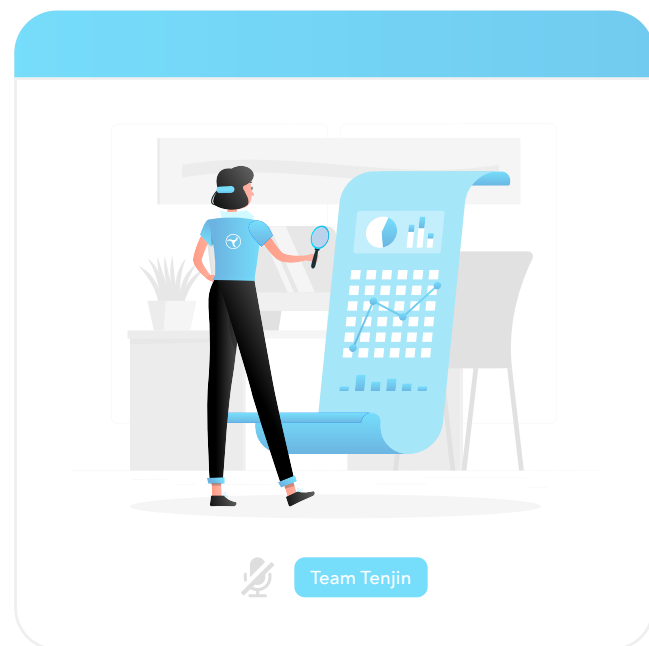
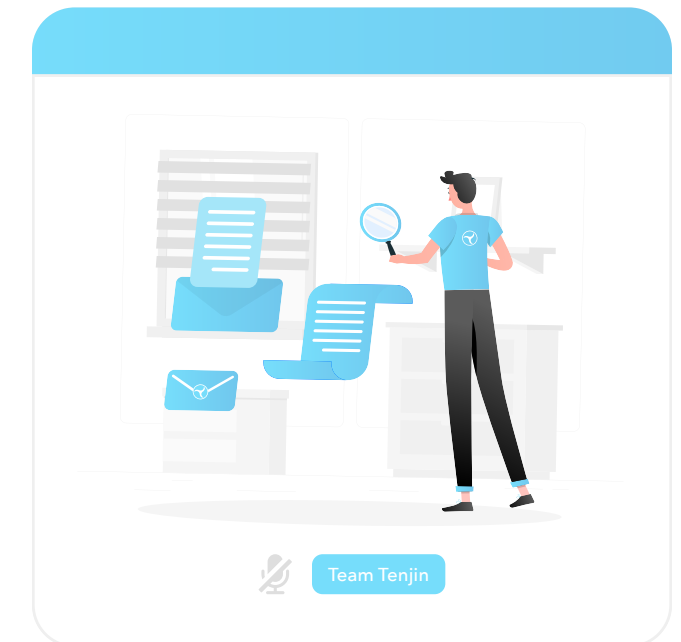
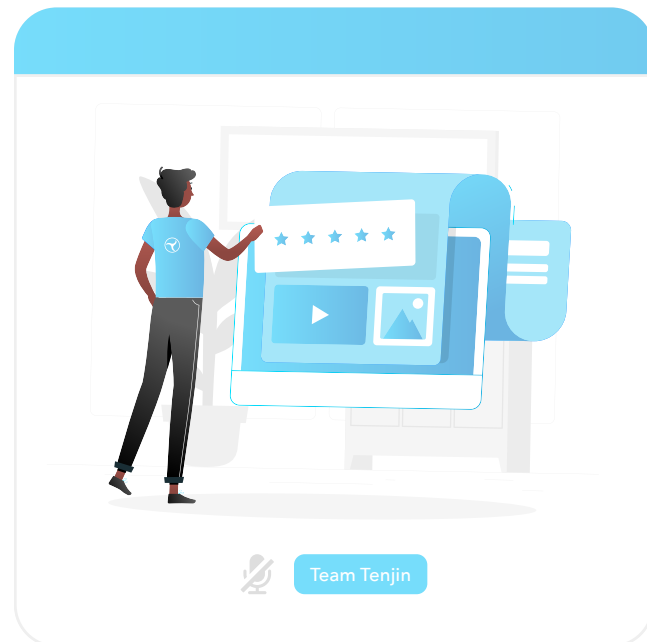
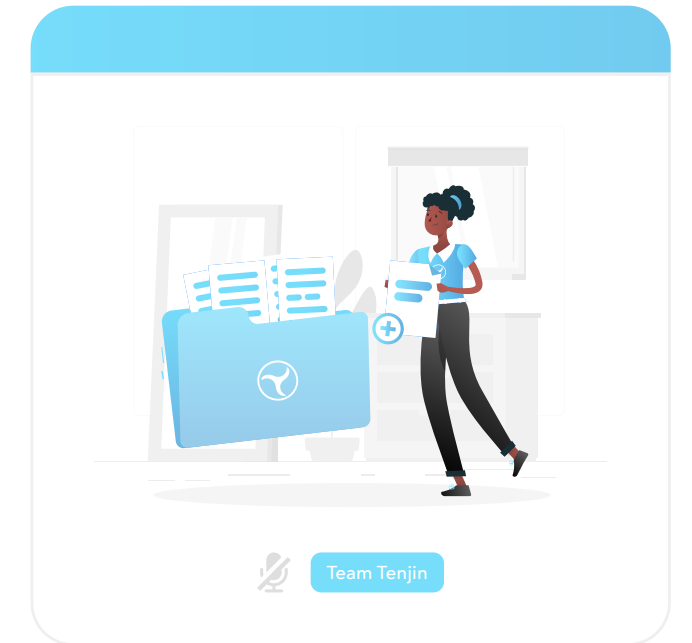
Ad Monetization **17**

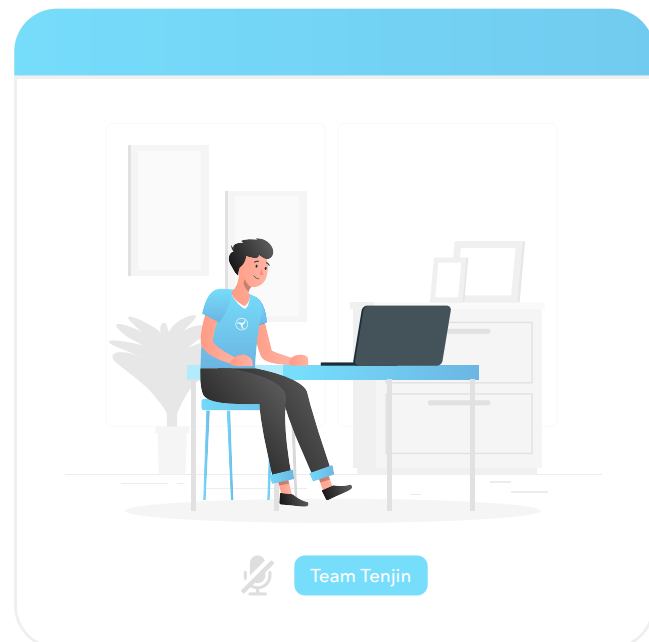




Methodology

- The benchmark report consists of anonymised data collected by Tenjin for hyper-casual games in 2020 (January 1 2020 - June 31 2020).
- The CPI & IPM ad network reports are compiled from the ad networks in the Top 10 ad networks by ad spend.
- Only countries that surpassed the thresholds of \$1 million of ad spend were included in the CPI report by country.

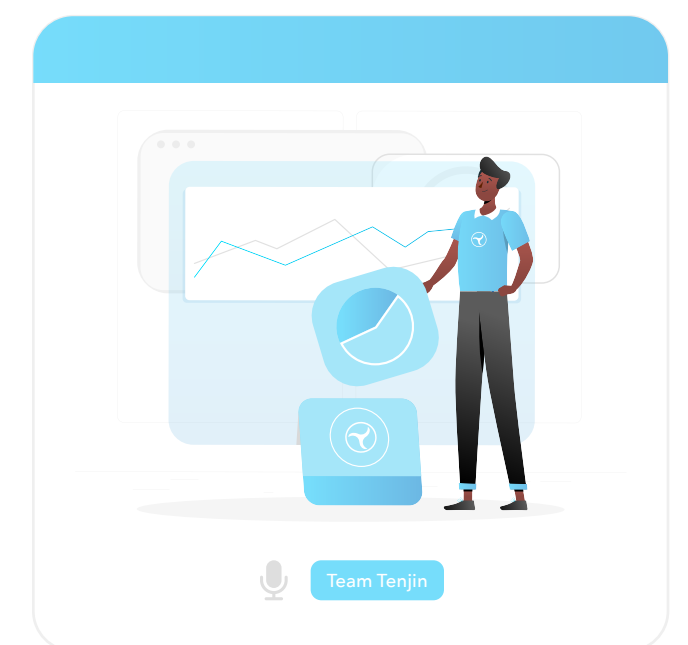
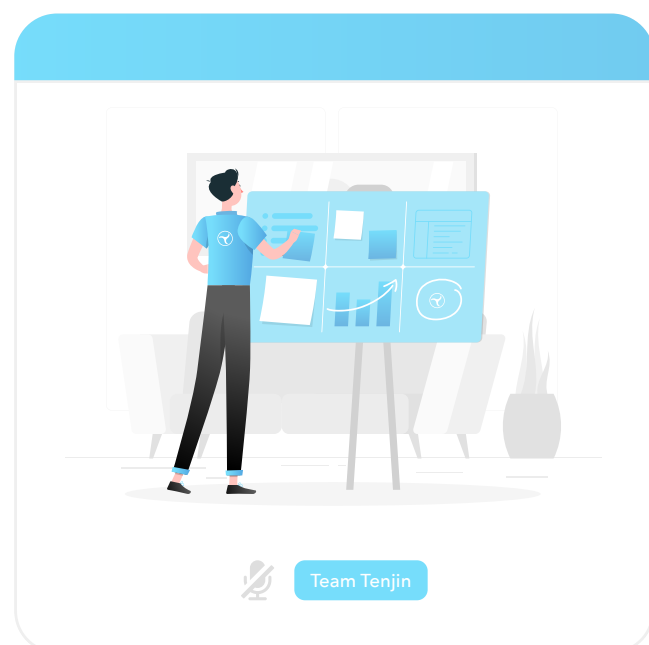
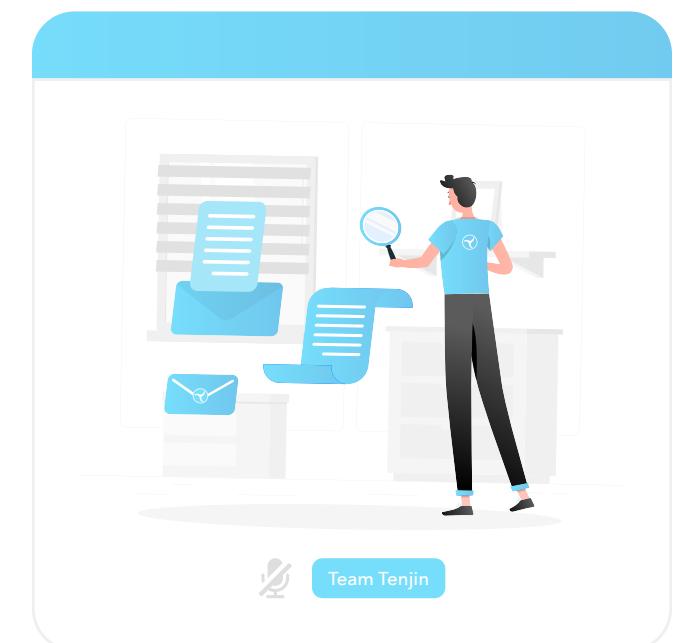
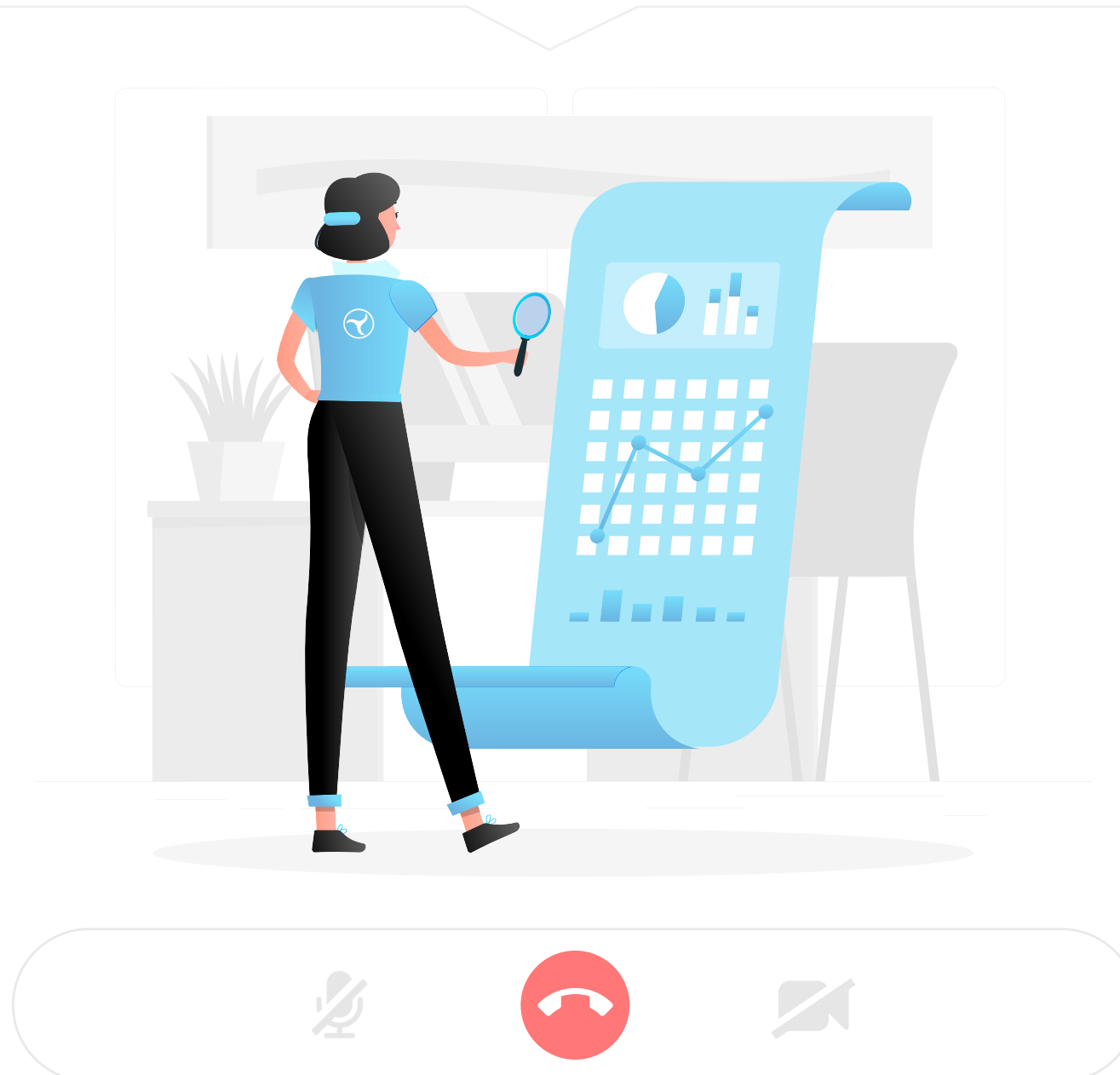
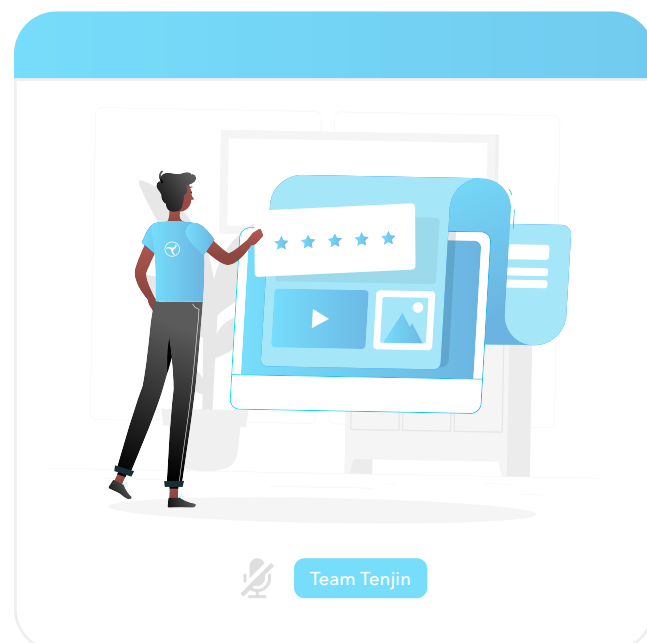
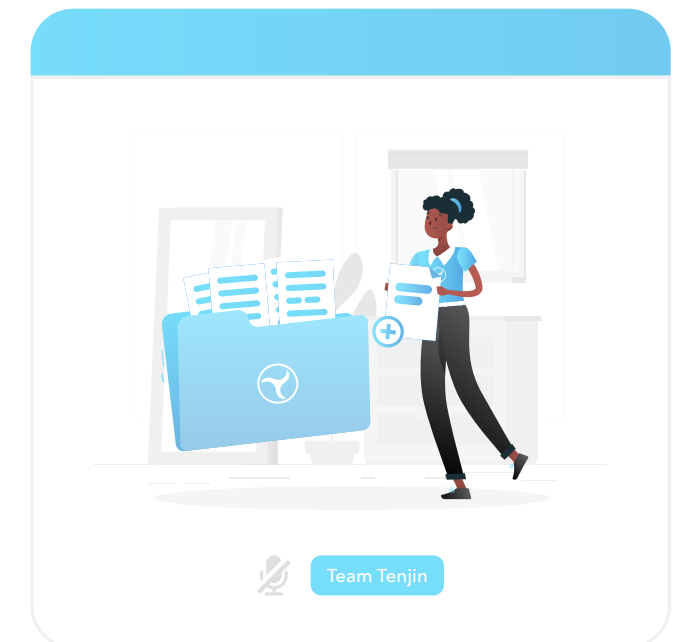




Paragraph

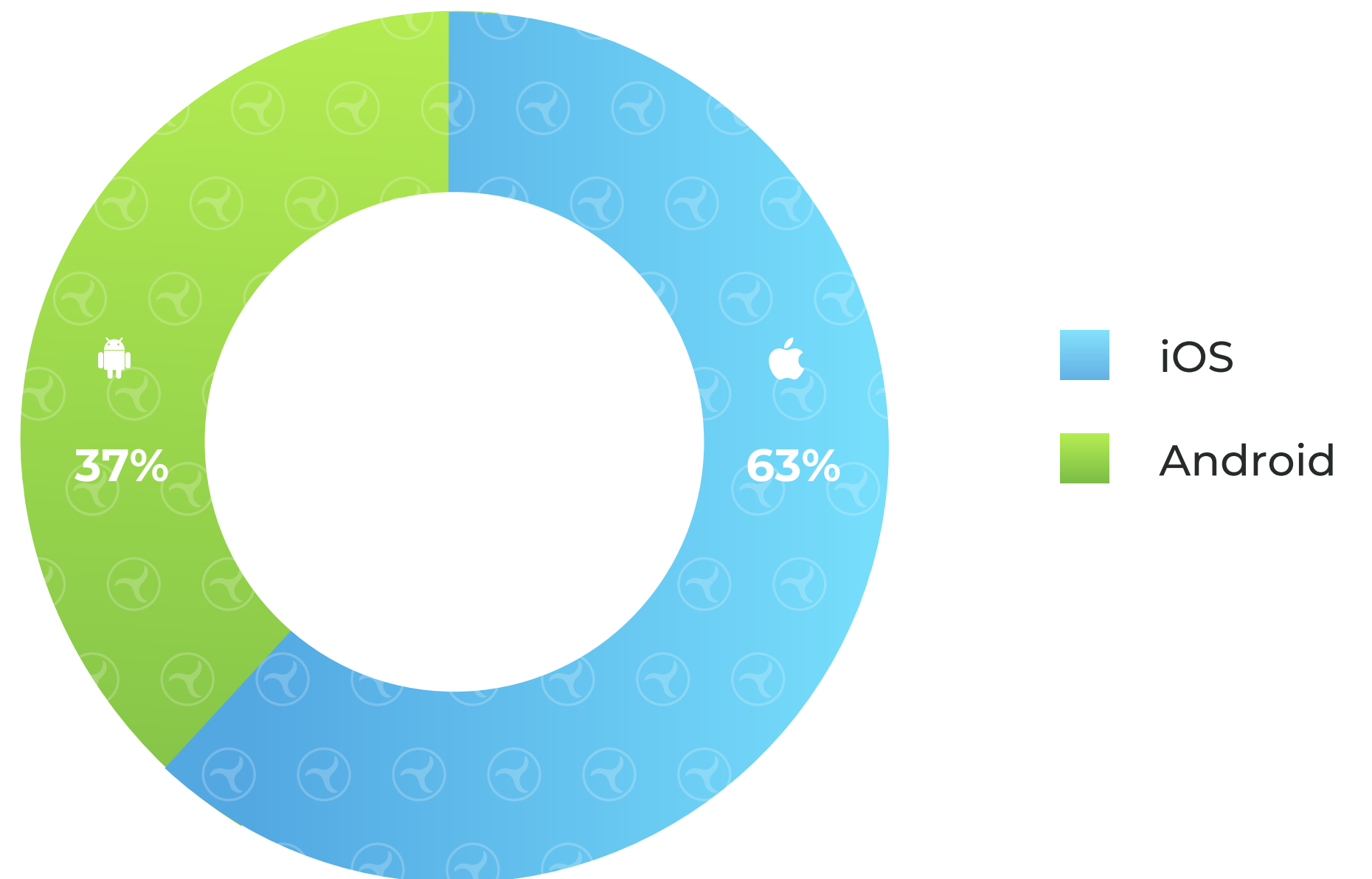
User Acquisition

- Ad spend - your spend on advertising.
- CPI (Cost per install) - cost of each install.
- IPM (installs per mille) - number of installs you get per 1k impressions.



Android vs iOS - Ad Spend % by Platform in H1 2020

- ⌚ Spend distribution has not changed much since last year. However, with recent [iOS 14 news](#), this is likely to change in late 2020.



Android vs iOS – Median CPI by Platform in H1 2020

Due to the global pandemic, publishers are spending less money than before. Mobile gaming is seeing a surge in users, but what is this doing to important metrics like eCPM, CPIs and retention? Check out in our [COVID-19 report](#).



\$0.27

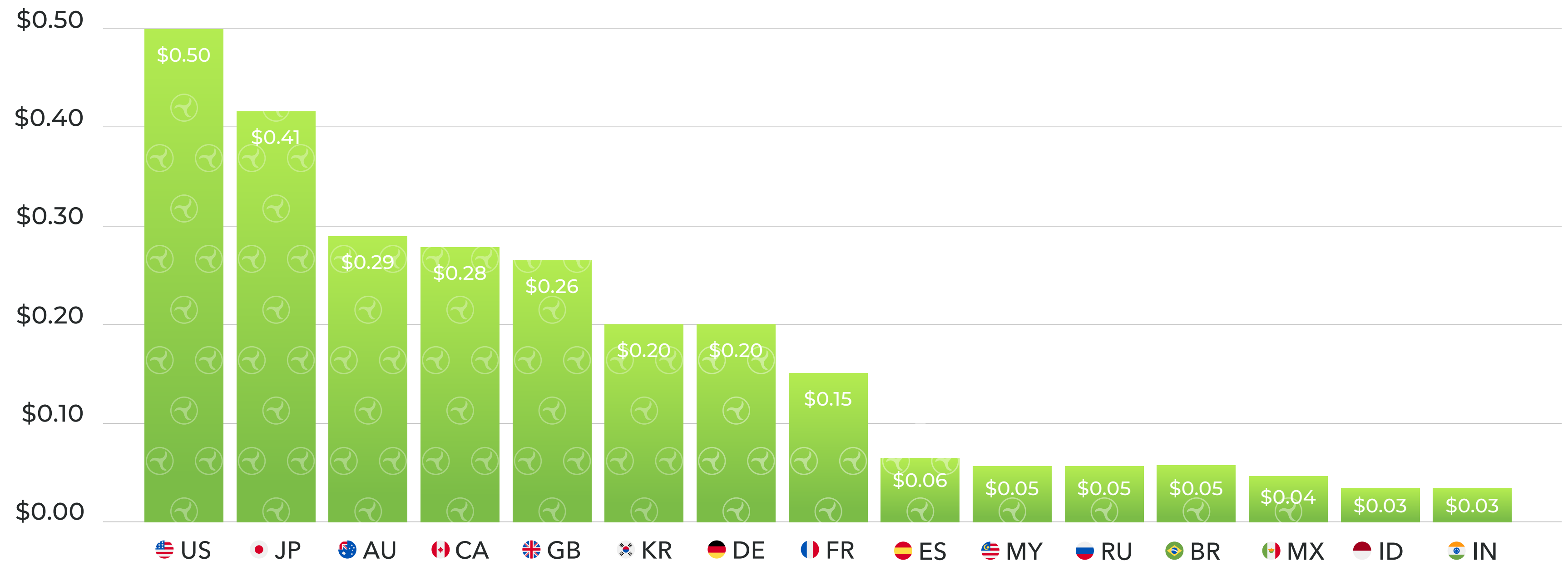


\$0.15

Android – Median CPI for Top 15 Countries by Ad Spend in H1 2020

🕒 India is still the most cost-effective country on Android for CPI at \$0.03.

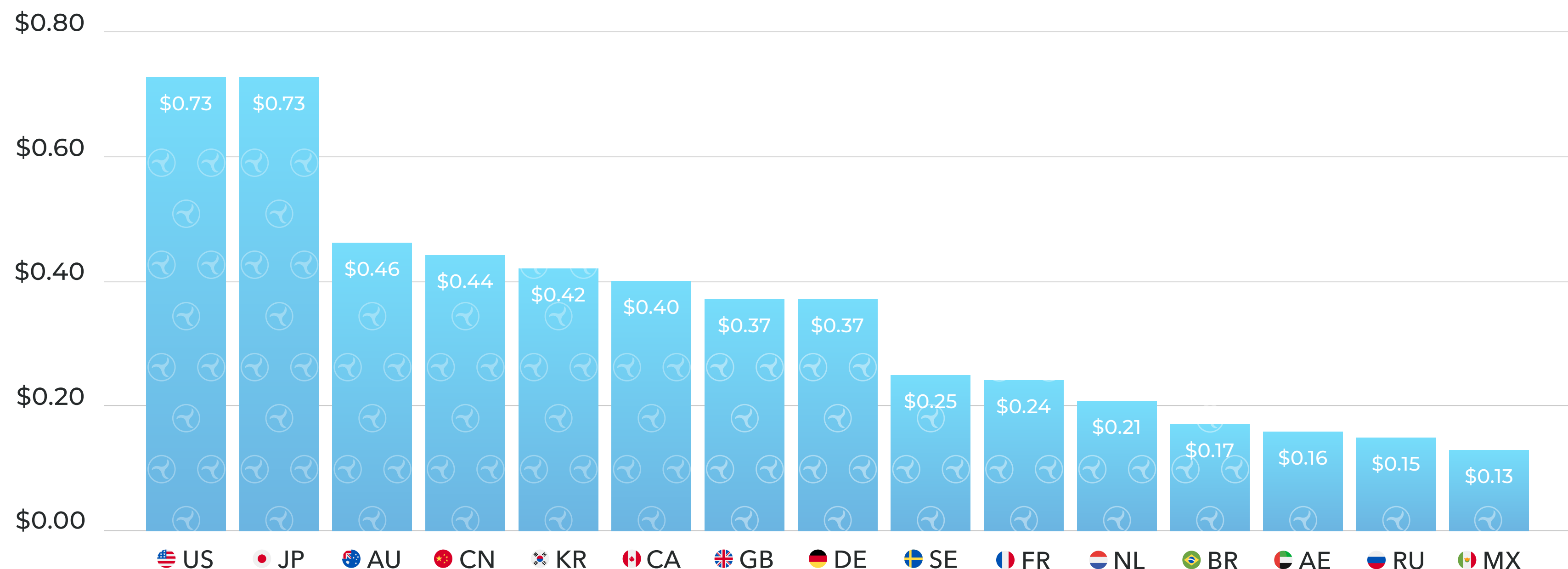
🕒 There's a \$0.09 difference between Top 1 and Top 2 countries.



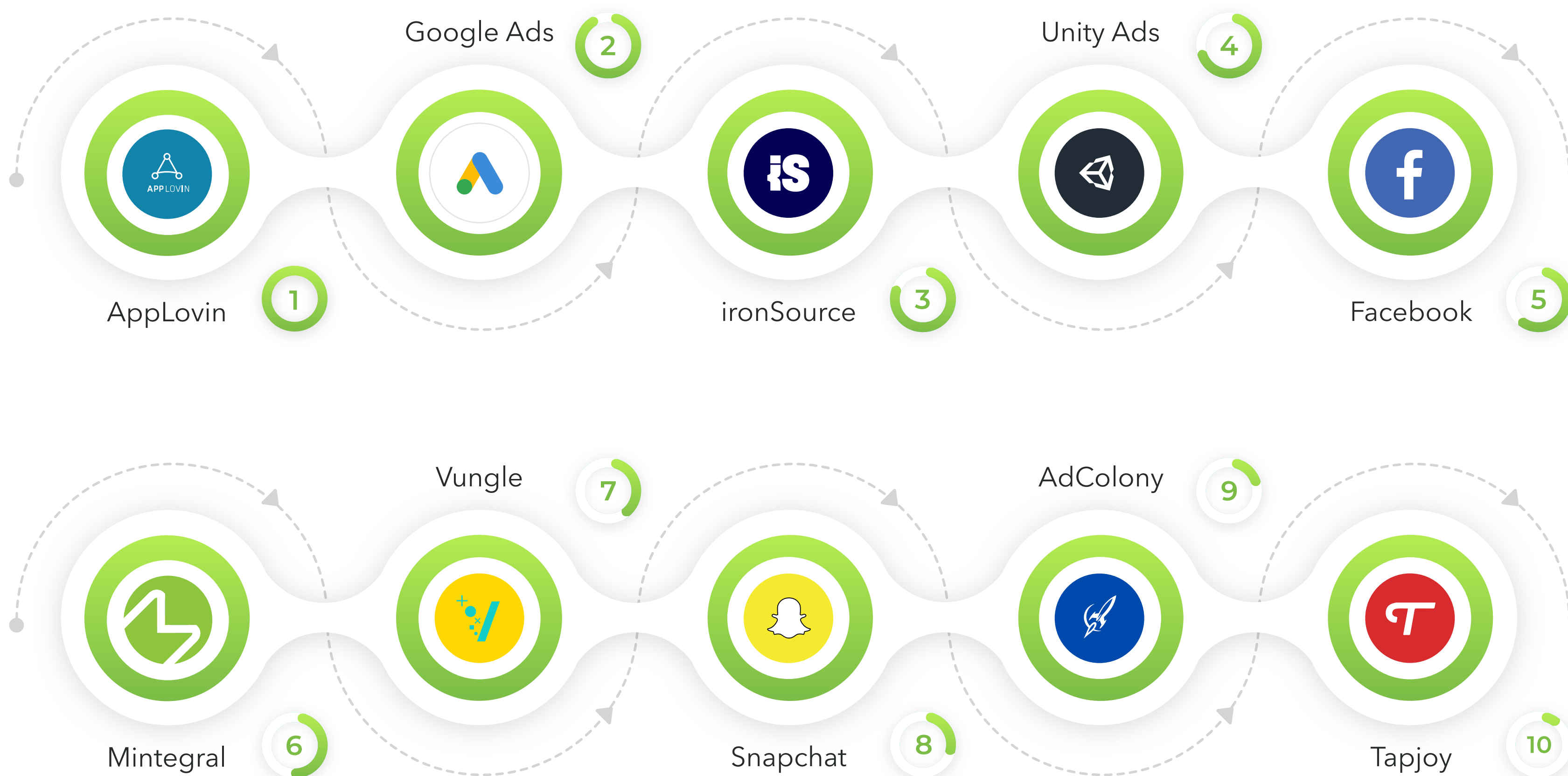
iOS – Median CPI for Top 15 Countries by Ad Spend in H1 2020

🔄 The difference between the Top 2 and the following Top 5 countries has significantly increased. U.S. and Japan are both \$0.73 while Australia is 3rd at \$0.46.


🔄 In 2019, Brazil is the most cost-effective country for iOS with a CPI of \$0.16. 2020, it's Mexico with a CPI of \$0.13.



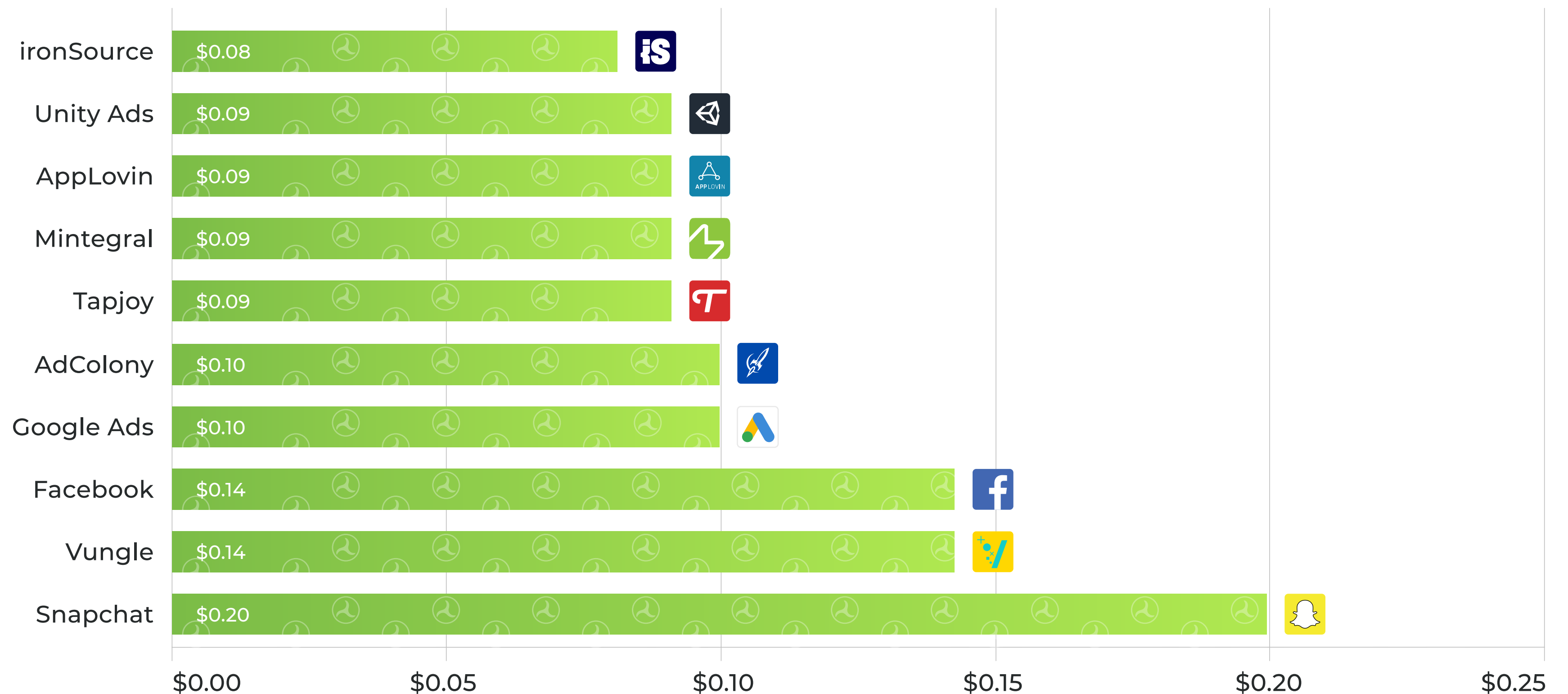
Android - Top 10 Ad Networks by Ad Spend in H1 2020



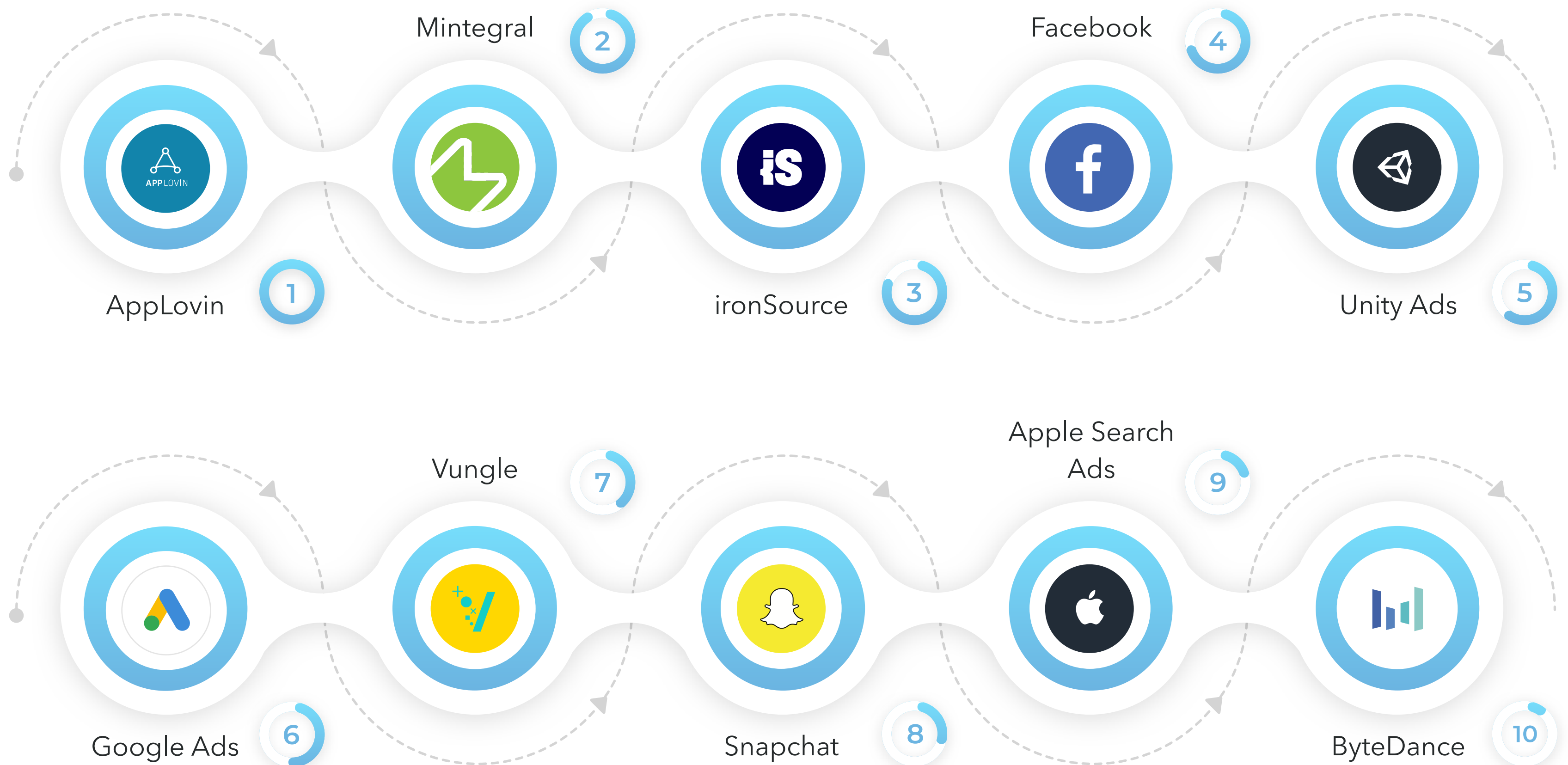
Android – Median CPI for Top 10 Ad Networks by Ad Spend in H1 2020

 Huge shake up in rankings of the Top 7 ad networks on Android for CPI compared to 2019. One cent makes a big difference.

 ironSource is now No. 1 with a CPI of \$0.08.



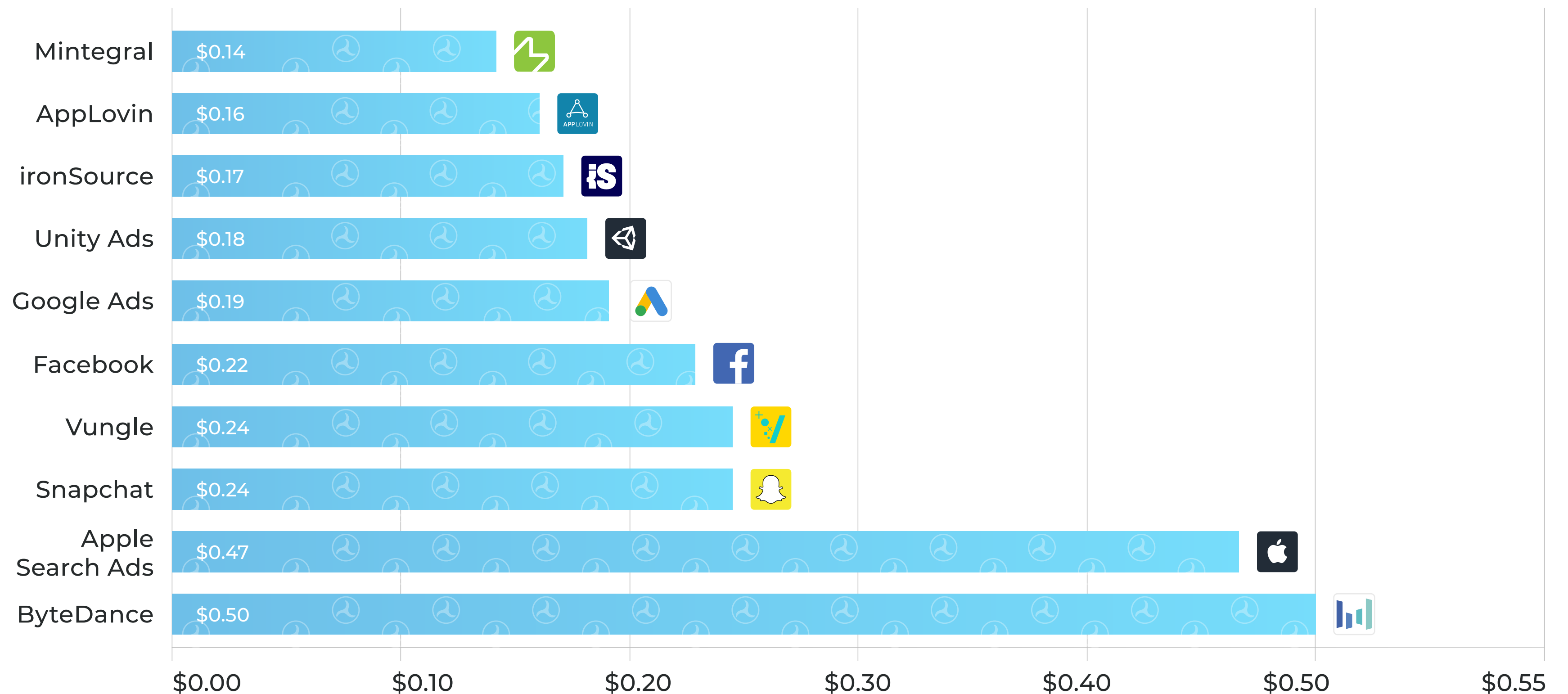
iOS – Top 10 Ad Networks by Ad Spend in H1 2020



iOS – Median CPI for Top 10 Ad Networks by Ad Spend in H1 2020

🕒 Top 6 ad networks by CPI have remained the same as in 2019.

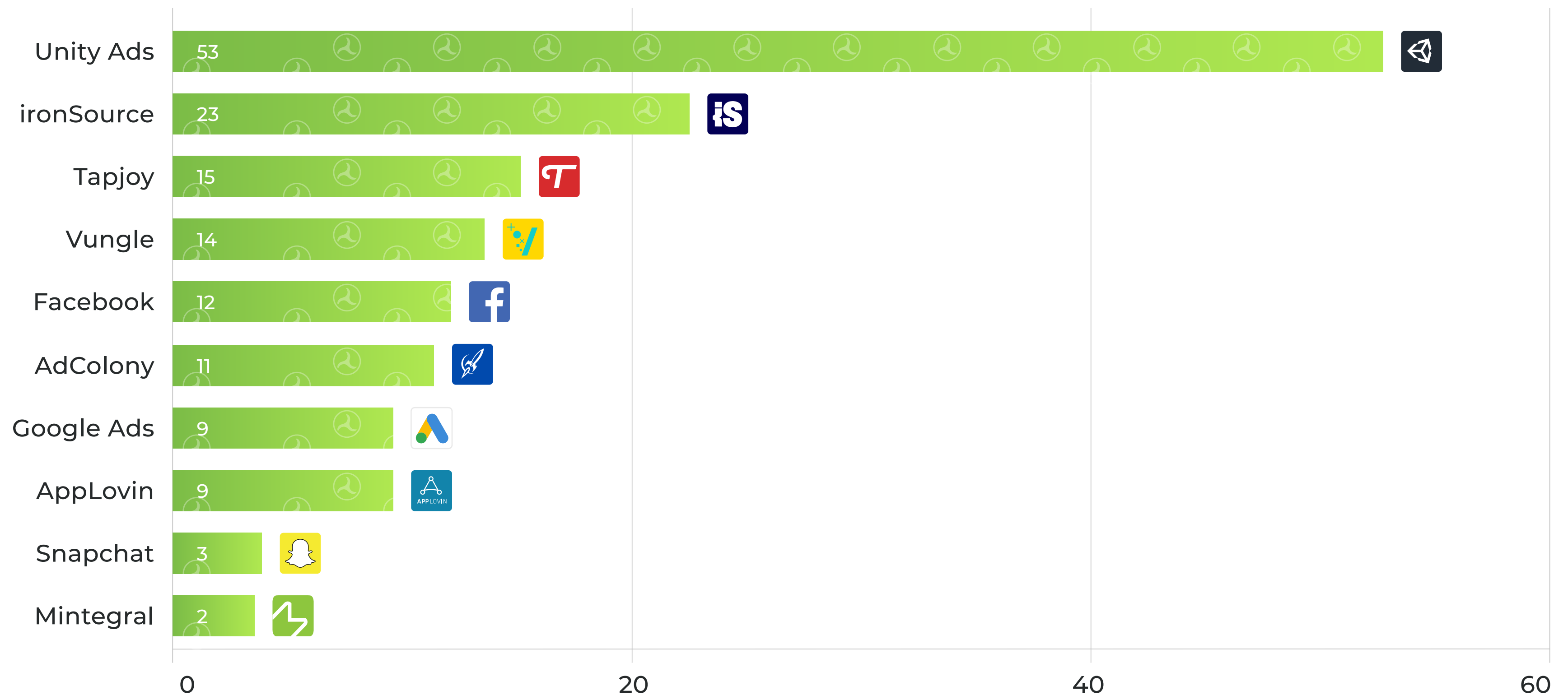
🕒 Vungle has the largest change in CPI for iOS. From \$0.89 in 2019 to \$0.24 in H1 2020. Massive!



Android – Median IPM for Top 10 Ad Networks by Ad Spend in H1 2020

 Unity Ads has the highest IPM at 53.

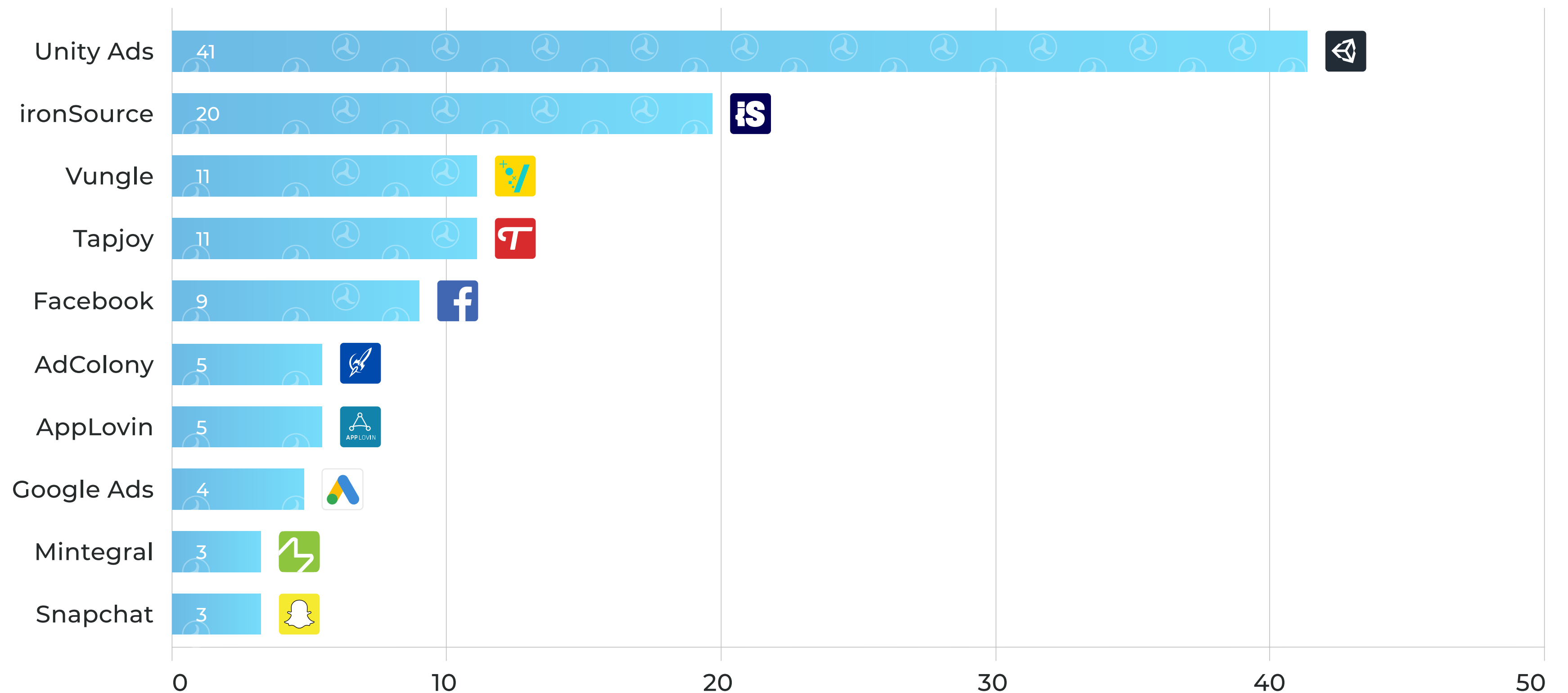
 The median IPM for Android is 10.

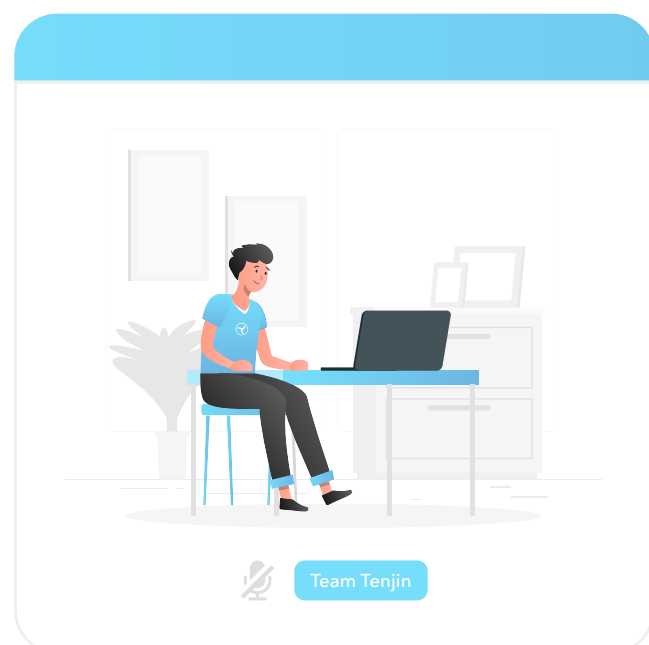


iOS – Median IPM for Top 10 Ad Networks by Ad Spend in H1 2020

 Unity Ads has the highest IPM for iOS at 41.

 The median IPM for iOS is 8.

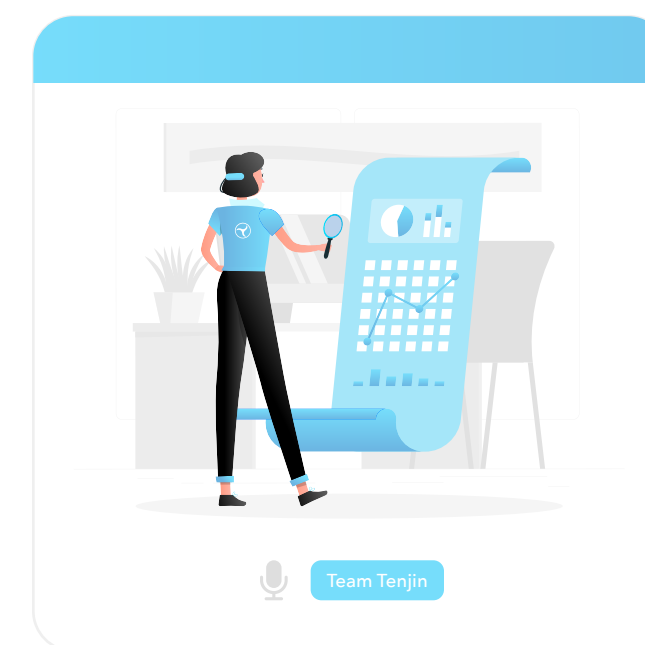
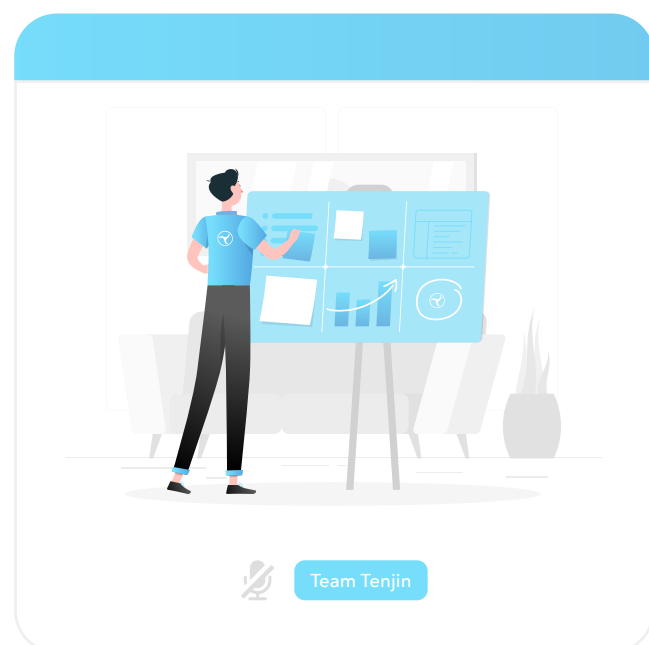
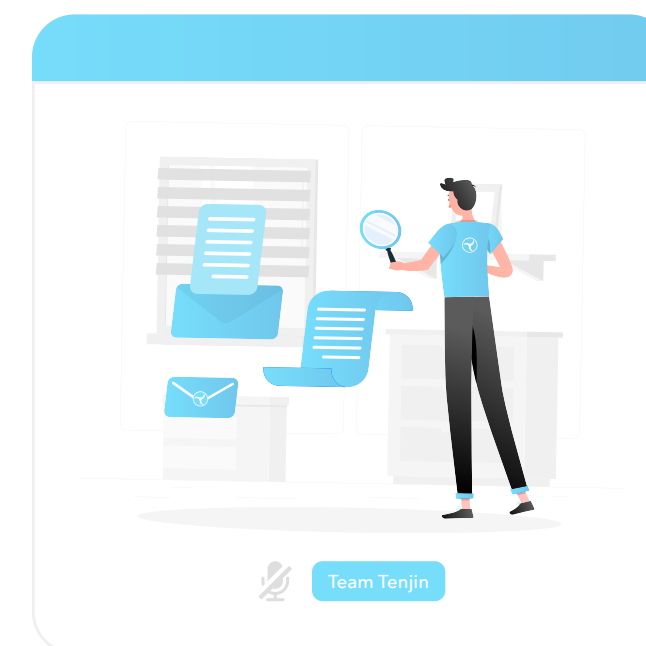
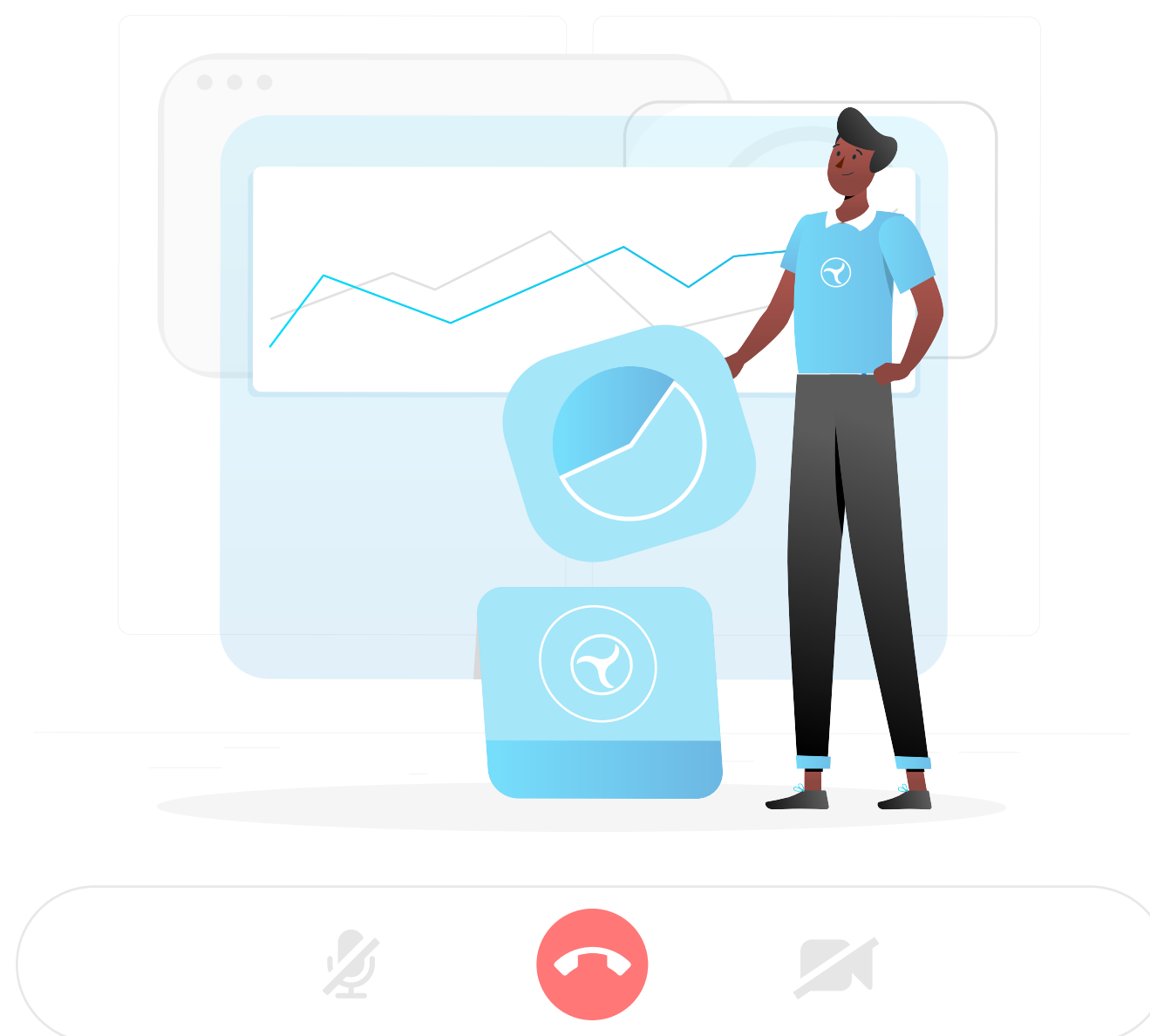
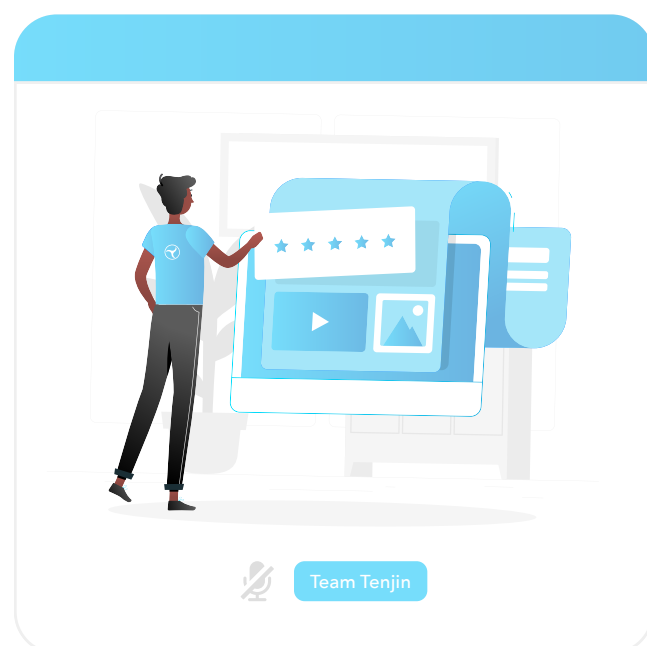
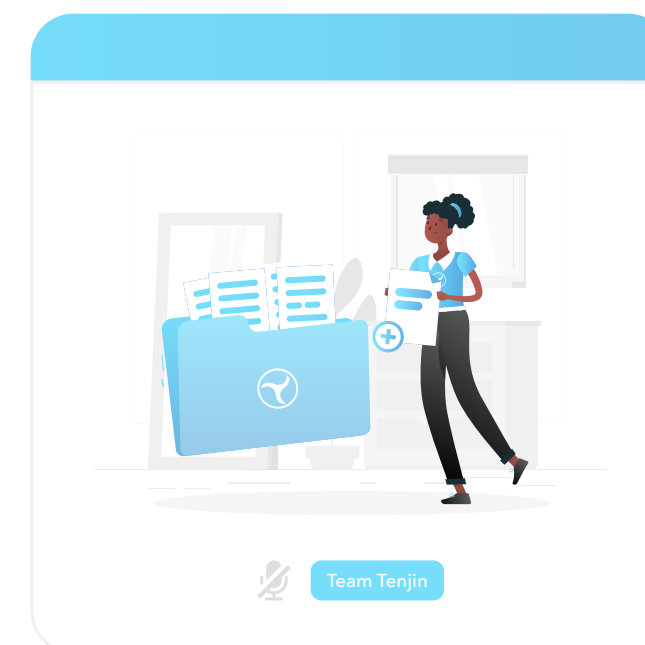




Paragraph B I @ : = : = [] " ' & # \$ % & # \$ % & # \$ %

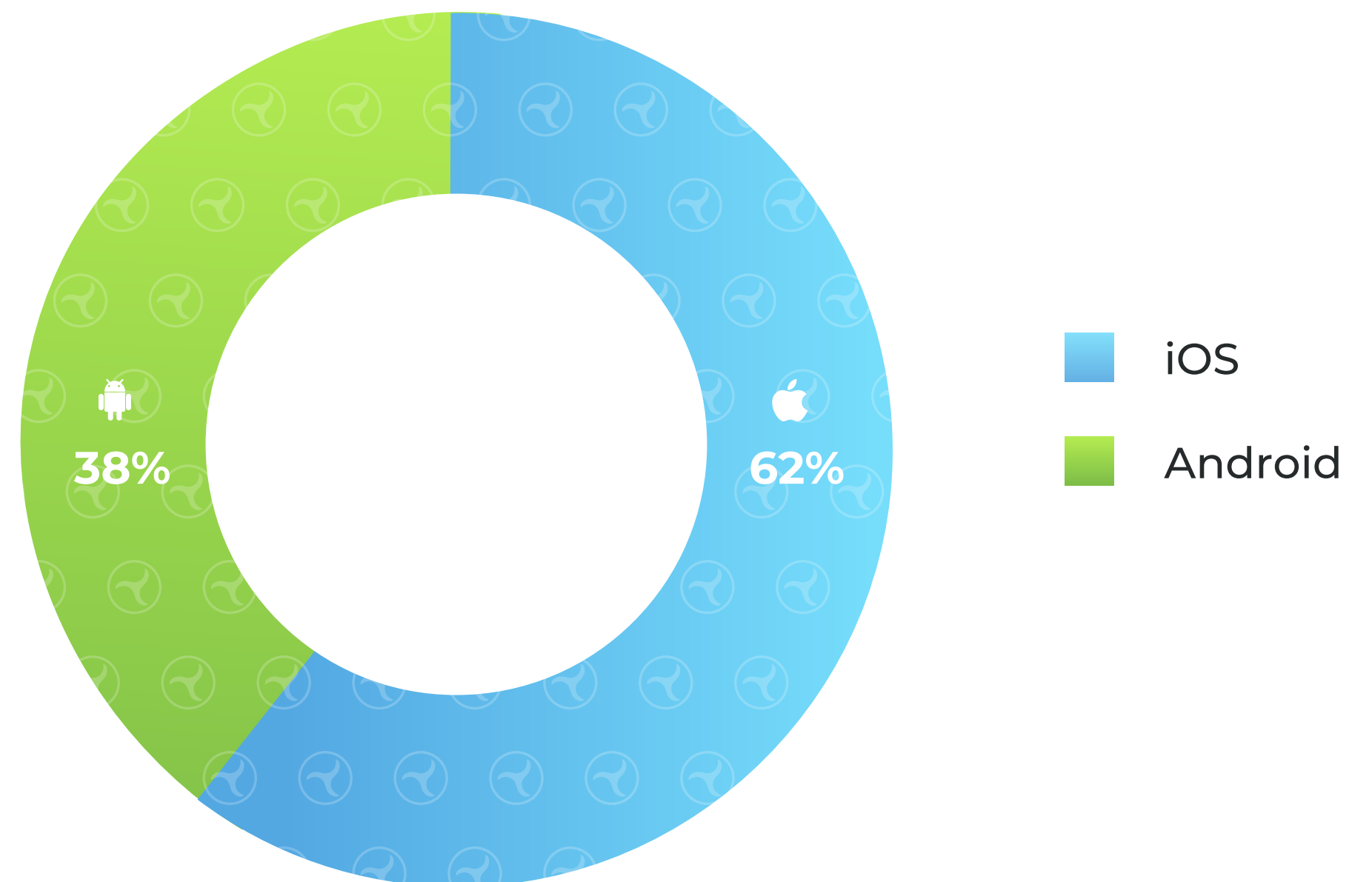
Ad Monetization

🕒 Ad revenue - how much you earned from showing ads.

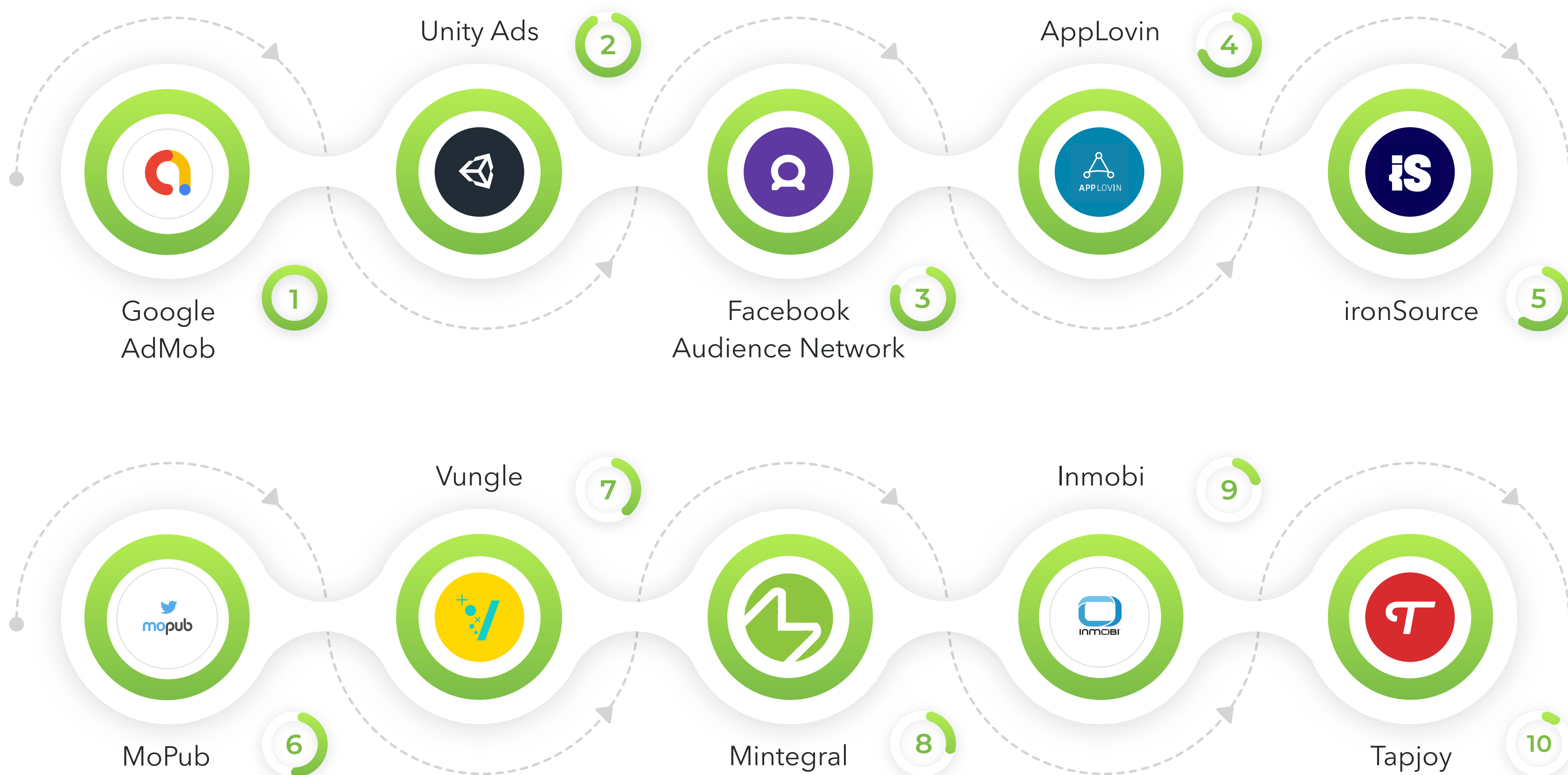


Android vs iOS – Ad Revenue % by Platform in H1 2020

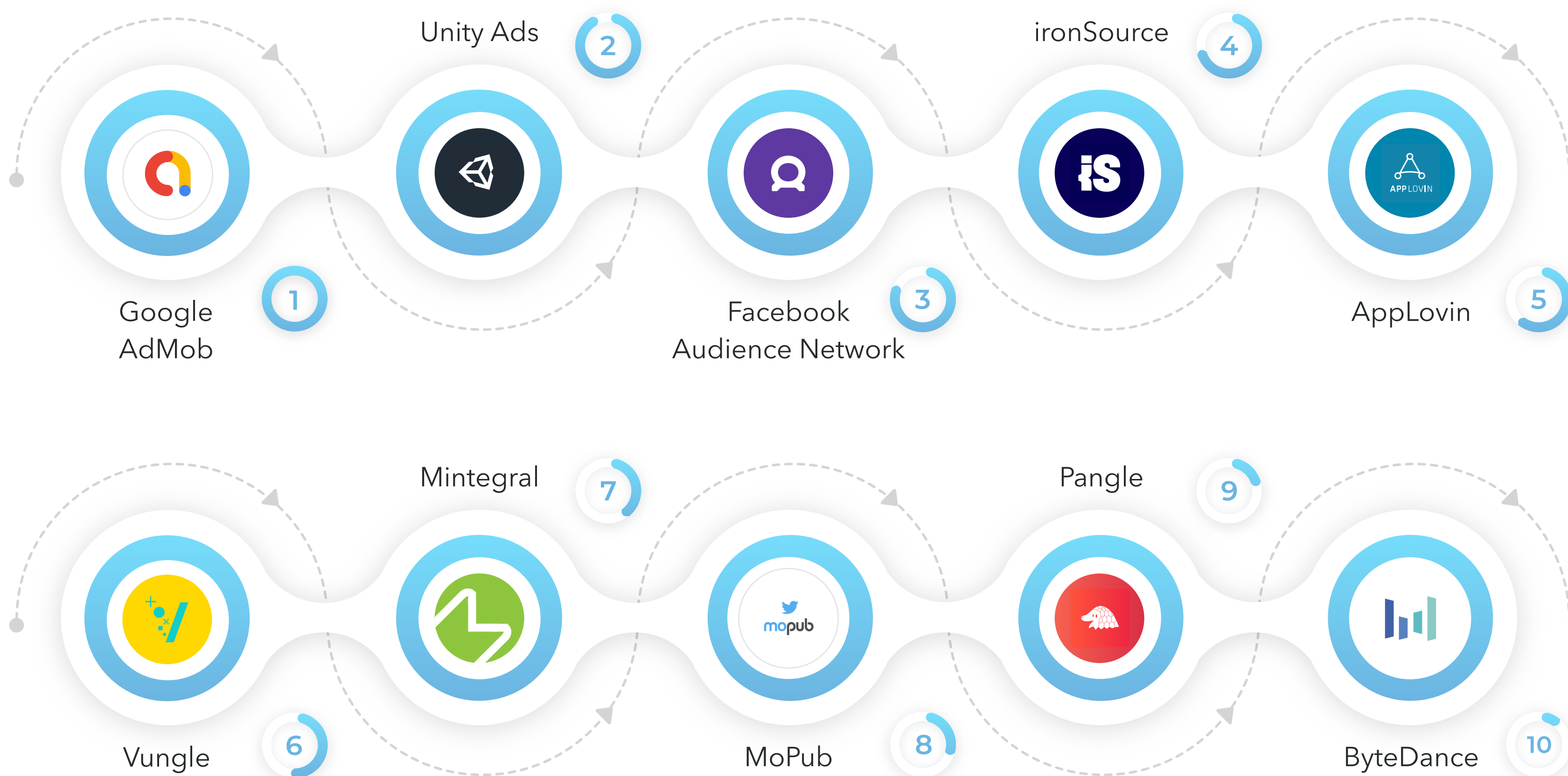
- Ad revenue share by the platform has not changed since last year. The same as with ad spend share, this might change in late 2020.



Android - Top 10 Ad Networks by Ad Revenue in H1 2020



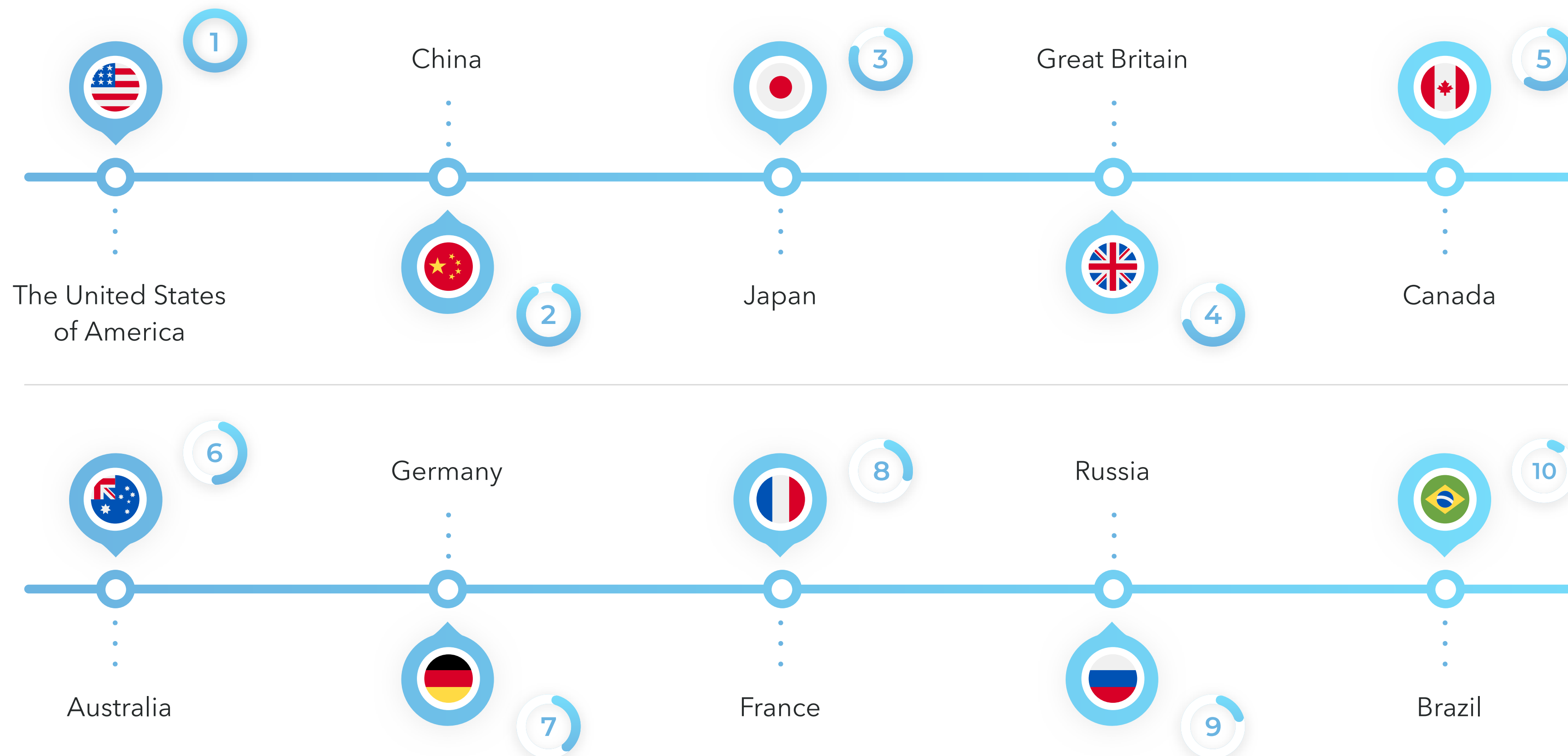
iOS – Top 10 Ad Networks by Ad Revenue in H1 2020



Android - Top 10 Countries by Ad Revenue in H1 2020



iOS – Top 10 Countries by Ad Revenue in H1 2020

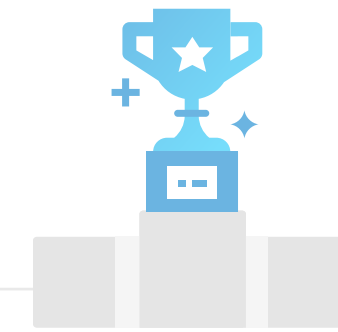


Why do customers use Tenjin?



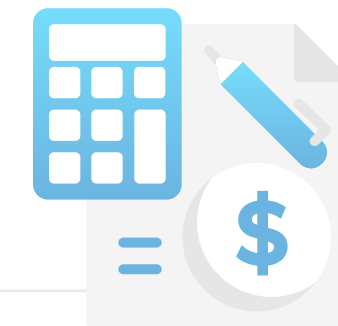
Tools: Our Products

Native or 3rd party campaign attribution. Ad revenue & IAP ROI and cost aggregation. Data warehousing & BI.



Training: Customer Success

Teach best practices with modules. Use cases through real-life scenarios.



Pricing

Free to start!
Affordable pricing as you grow (10x cheaper).

Sign up for free at [tenjin.com](https://www.tenjin.com)

<https://www.tenjin.com/signup/signup>

