Q1 2012 Adfonic Global AdMetrics Report
About the Adfonic Global AdMetrics Report

This first Global AdMetrics Report is based on the tens of billions of ad requests processed monthly by the Adfonic platform, across the world. This volume positions Adfonic as a leading independent player in the mobile advertising industry and enables us to extract meaningful insights about the drivers of business performance on mobile platforms.

In Q1 2012, Adfonic analysed the performance of nearly ten thousand campaigns across ten thousand publications. These insights are driving increased levels of performance, as our algorithms learn to optimally match advertisers and publishers and maximise the value created for both.

Objective of this research

We are sharing the insights in this report to support the developer and advertiser community, and enable both to get the most value from mobile advertising by making educated decisions when considering platforms, channels or geographies.

Structure of this report

The first part of this report summarises Adfonic key metrics, providing insight about our performance across all main geographies and platforms, and our diverse mix of publisher channels. The second part focuses on some key trends observed in Q1 and insights into the relative CTR and eCPM performance across platforms, channels and geographies, that will enable further optimisation across our campaigns in Q2.

Paul Childs
Adfonic Co-founder and Chief Marketing Officer
Adfonic network at a glance

Global Reach in Q1 2012

- Global ad requests: 68 billion
- Active campaigns: 9700

Platform Distribution (based on ad impressions)

- Android: 38%
- iOS: 45%
- RIM: 7%
- Symbian: 5%
- Windows: 0.3%
- Other: 4%

Top Devices (based on ad impressions)

- iPhone
- iPad
- iPod Touch
- Samsung Galaxy S2
- Blackberry Curve 8520
- Samsung Galaxy S
- Samsung Galaxy Ace
- Blackberry Torch 9800
The iOS and Android platforms dominated Adfonic ad impression volumes in Q1 2012. Some exceptions:

- RIM still generated a material share of ad impressions in Europe.
- Symbian was also stronger in emerging markets than Europe and North America.
Balanced channel mix

The channel mix reflects the **diversity** of Adfonic’s publisher partners.
Adfonic Q1 Volumes

- Adfonic volumes and performance in Q1 2012
  - 68b ad requests
  - 9,700 campaigns
- Insights into all channels and regions
- Top Platforms and Models within each region

Developers - Which platform & Channel?

- The Games channel benefits from a large inventory and higher performance across all markets
- Lowest performance on the Social Networking channel

Weekend Performance

- Consistently strong performance over the weekend, across all platforms
- CTR is between 5% and 10% higher over the weekend

Android Tablets

- Stronger performance on Android Tablets vs. Phones
- Kindle Fire penetration and performance
- Significant disparities across Android manufacturers

Focus on Windows

- Consistently strong performance on Windows shows promise
- The Games and News & Information channels are up to 6 times more lucrative than the average
Top devices and platforms

**Top Devices (Ad Impressions)**

- iPhone: 30%
- iPad: 8%
- iPod Touch: 7%
- Galaxy S2: 3%
- BlackBerry 8520: 2%
- i9000: 2%
- GT-S5830: 2%
- BlackBerry 9800: 1%
- BlackBerry 9300: 1%
- Wildfire: 1%
- Other: 44%

**Top Platforms (Ad Impressions)**

- Android: 38% (CTR Index 0.8)
- iOS: 45% (CTR Index 1.0)
- RIM: 7% (CTR Index 0.9)
- Symbian: 5% (CTR Index 2.0)
- Windows: 0% (CTR Index 2.2)
- Other: 4% (CTR Index 1.1)
North America

Top Devices (Ad Impressions)

- iPhone: 25%
- iPod Touch: 14%
- iPad: 4%
- Kindle Fire: 2%
- PC36100: 2%
- BlackBerry 9800: 2%
- LS670: 1%
- HTC Desire HD: 1%
- HTC EVO 3D: 1%
- BlackBerry 8520: 1%
- Other

Top Platforms (Ad Impressions)

- Android: 46% (CTR Index 0.9)
- iOS: 42% (CTR Index 1.1)
- RIM: 7% (CTR Index 0.8)
- Symbian: 1% (CTR Index 2.7)
- Windows: 0% (CTR Index 2.5)
- Other: 3% (CTR Index 1.2)
Europe

Top Devices (Ad Impressions)

- iPhone: 27%
- iPad: 9%
- BlackBerry 8520: 6%
- iPod Touch: 5%
- Galaxy S2: 4%
- GT-S5830: 3%
- BlackBerry 9300: 3%
- I9000: 2%
- Wildfire: 2%
- BlackBerry 9800: 2%
- Other

Top Platforms (Ad Impressions)

- Android: 35% (CTR Index 0.6)
- iOS: 41% (CTR Index 1.0)
- RIM: 17% (CTR Index 0.9)
- Symbian: 3% (CTR Index 2.6)
- Windows: 0% (CTR Index 2.0)
- Other: 4% (CTR Index 0.8)

Western Europe

- iPhone: 28%
- iPad: 8%
- BlackBerry 8520: 7%
- iPod Touch: 6%
- Galaxy S2: 5%
- BlackBerry 9300: 3%
- GT-S5830: 3%
- I9000: 3%
- Wildfire: 2%
- BlackBerry 9800: 2%
- Other

- Android: 32% (CTR Index 0.9)
- iOS: 43% (CTR Index 1.0)
- RIM: 19% (CTR Index 0.8)
- Symbian: 3% (CTR Index 2.6)
- Windows: 0% (CTR Index 2.0)
- Other: 4% (CTR Index 0.7)

Eastern Europe

- iPhone: 19%
- iPad: 17%
- GT-S5830: 5%
- Wildfire: 4%
- Galaxy S2: 3%
- Xperia X8: 2%
- GT-S5570/Galaxy Mini: 2%
- I9000: 2%
- GT-S5660/Galaxy Gio: 2%
- iPod Touch: 2%
- Other

- Android: 56% (CTR Index 0.8)
- iOS: 38% (CTR Index 1.2)
- RIM: 0% (CTR Index 1.7)
- Symbian: 3% (CTR Index 2.3)
- Windows: 0% (CTR Index 2.0)
- Other: 2% (CTR Index 1.2)
Top Devices (Ad Impressions)

- iPhone: 38%
- iPad: 10%
- iPod Touch: 4%
- Galaxy S2: 3%
- I9000: 2%
- SHW-M250S Galaxy S2: 2%
- GT-P1000 Galaxy Tab: 2%
- GT-S5830: 1%
- E63: 1%
- E71: 1%
- Other: 36%

Top Platforms (Ad Impressions)

- Android: 36% (CTR Index 0.7)
- iOS: 52% (CTR Index 1.0)
- RIM: 1% (CTR Index 1.5)
- Symbian: 8% (CTR Index 1.8)
- Windows: 0% (CTR Index 2.0)
- Other: 3% (CTR Index 1.4)
### Top Devices (Ad Impressions)

- **iPhone**: 22% (CTR Index 0.86)
- **iPod Touch**: 10% (CTR Index 0.97)
- **iPad**: 6% (CTR Index 1.14)
- **BlackBerry 8520**: 3% (CTR Index 1.65)
- **Galaxy S2**: 3% (CTR Index 1.07)
- **GT-S5830L Galaxy Ace**: 2% (CTR Index 1.30)
- **P500h**: 2% (CTR Index 0.96)
- **MB525**: 2% (CTR Index 0.92)
- **C3-00**: 2% (CTR Index 1.64)
- **Xperia X8**: 2% (CTR Index 0.25)
- **Other**: 47% (CTR Index 1.0)

### Top Platforms (Ad Impressions)

- **Android**: 35% (CTR Index 1.0)
- **iOS**: 38% (CTR Index 0.8)
- **RIM**: 6% (CTR Index 1.4)
- **Symbian**: 5% (CTR Index 2.1)
- **Windows**: 0% (CTR Index 2.1)
- **Other**: 16% (CTR Index 1.0)
Top Devices (Ad Impressions)

- iPhone: 17%
- iPad: 6%
- 6300: 5%
- C3-00: 3%
- 2700 classic: 3%
- X2-01: 3%
- Galaxy S2: 2%
- 5130 XpressMusic: 2%
- C1-01: 2%
- iPod Touch: 2%
- Other: 55%

Top Platforms (Ad Impressions)

- Android: 18% (CTR Index 0.9)
- iOS: 25% (CTR Index 0.8)
- RIM: 3% (CTR Index 1.0)
- Symbian: 20% (CTR Index 1.5)
- Windows: 0% (CTR Index 1.4)
- Other: 35% (CTR Index 0.9)
Although the Android smartphone market is fragmented, there are clear CTR disparities across models, with Samsung performing consistently better than HTC for example.

The Android Tablet market is less fragmented, with the Kindle Fire taking off with a significant share and very high CTR performance.

**TABLET**

<table>
<thead>
<tr>
<th>Model</th>
<th>Brand</th>
<th>Share</th>
<th>CTR Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>GT-P1000 Galaxy Tab</td>
<td>Samsung</td>
<td>19%</td>
<td>0.70</td>
</tr>
<tr>
<td>Kindle Fire</td>
<td>Amazon</td>
<td>13%</td>
<td>1.83</td>
</tr>
<tr>
<td>GT-N7000 Galaxy Note</td>
<td>Samsung</td>
<td>8%</td>
<td>1.02</td>
</tr>
<tr>
<td>GT-P7500 P4</td>
<td>Samsung</td>
<td>7%</td>
<td>0.90</td>
</tr>
<tr>
<td>Eee Pad Transformer</td>
<td>Asus</td>
<td>6%</td>
<td>0.61</td>
</tr>
<tr>
<td>Iconia Tab A500/Picasso</td>
<td>Acer</td>
<td>4%</td>
<td>0.74</td>
</tr>
<tr>
<td>GT-P7510</td>
<td>Samsung</td>
<td>4%</td>
<td>0.80</td>
</tr>
<tr>
<td>AT100</td>
<td>Toshiba</td>
<td>2%</td>
<td>0.62</td>
</tr>
<tr>
<td>P6200</td>
<td>Samsung</td>
<td>2%</td>
<td>1.36</td>
</tr>
<tr>
<td>Xoom</td>
<td>Motorola</td>
<td>2%</td>
<td>0.67</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>33%</td>
<td></td>
</tr>
</tbody>
</table>

**MOBILE**

<table>
<thead>
<tr>
<th>Model</th>
<th>Brand</th>
<th>Share</th>
<th>CTR Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Galaxy S2</td>
<td>Samsung</td>
<td>8%</td>
<td>1.27</td>
</tr>
<tr>
<td>I9000</td>
<td>Samsung</td>
<td>5%</td>
<td>1.04</td>
</tr>
<tr>
<td>GT-S5830</td>
<td>Samsung</td>
<td>5%</td>
<td>1.32</td>
</tr>
<tr>
<td>Wildfire</td>
<td>HTC</td>
<td>3%</td>
<td>0.33</td>
</tr>
<tr>
<td>HTC Desire HD</td>
<td>HTC Corp</td>
<td>3%</td>
<td>0.46</td>
</tr>
<tr>
<td>SHW-M250S Galaxy S2</td>
<td>Samsung</td>
<td>2%</td>
<td>0.91</td>
</tr>
<tr>
<td>GT-S5570/Galaxy Mini</td>
<td>Samsung</td>
<td>2%</td>
<td>1.52</td>
</tr>
<tr>
<td>PC36100</td>
<td>HTC</td>
<td>2%</td>
<td>0.19</td>
</tr>
<tr>
<td>GT-I9003</td>
<td>Samsung</td>
<td>1%</td>
<td>1.13</td>
</tr>
<tr>
<td>Xperia X8</td>
<td>Sony Ericsson</td>
<td>1%</td>
<td>1.08</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>68%</td>
<td></td>
</tr>
</tbody>
</table>

**Focus on Android**

Tablet CTR 36% than phones (US)

*Note: The CTR index in the first table is computed across all mobile phone devices only and allows comparison of the performance within this category only, whereas the index from the second table focuses exclusively on tablet. Therefore, indices should not be compared across the two tables.*
Apple leads the manufacturers league in terms of volume for both mobile phones and tablets (iPad).

Samsung is a close contender, achieving the highest CTR across Android mobile phones and a CTR only 20% lower than the iPad on tablets.

The Amazon Kindle Fire achieves the highest CTR across all tablets.
High CTRs on the Windows platform show potential, as the volume of ad requests increases.

As a young platform, Windows benefits from its low volume (0.3% of our impressions in Q1), as users may still be exempt from banner blindness.
Day targeting
CTRs are 5-10% higher during the weekend
Within each region, CTR varies significantly across channels:

- The consistent strong performance of Adfonic’s large Games channel is particularly visible in Asia
- CTR over the Social Networking channel is the lowest

These disparities illustrate the impact of the ad positioning within the user journey. Games users are more likely to interact with the ad, for example, when ads are shown during a natural break between levels in the game, whereas the journey on social networking sites is less prone to interruptions.
## CTR performance index

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>COUNTRY</th>
<th>Entertainment</th>
<th>Games</th>
<th>Lifestyle</th>
<th>News, Sport &amp; Information</th>
<th>Social Networking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>France</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Germany</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Italy</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Spain</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>United Kingdom</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>United States</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>iOS</td>
<td>France</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Germany</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Italy</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Spain</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>United Kingdom</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>United States</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td>RIM</td>
<td>(BlackBerry)</td>
<td>France</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Germany</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Italy</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>Spain</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>United Kingdom</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
<tr>
<td></td>
<td>United States</td>
<td>★</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
</tr>
</tbody>
</table>
Most lucrative areas - eCPM index

- The Games Channel generates the strongest eCPM and CTR performance across all platforms, making it a favorite for developers.
- Despite a CTR typically lower on Android than iOS, some channels enjoy a high eCPM premium on Android, in particular the Lifestyle and Entertainment channels.
- High eCPMs, up to five times higher than the average, on the Windows platform can be explained by the current low volume, as noted before.

<table>
<thead>
<tr>
<th>eCPM Index</th>
<th>Android</th>
<th>iOS</th>
<th>RIM</th>
<th>Windows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>1.35</td>
<td>0.95</td>
<td>0.70</td>
<td>4.80</td>
</tr>
<tr>
<td>Games</td>
<td>1.23</td>
<td>1.61</td>
<td>1.51</td>
<td>6.74</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>1.93</td>
<td>1.08</td>
<td>2.07</td>
<td>4.88</td>
</tr>
<tr>
<td>News, Sport &amp; Information</td>
<td>0.57</td>
<td>0.86</td>
<td>0.58</td>
<td>5.24</td>
</tr>
<tr>
<td>Social Networking</td>
<td>0.90</td>
<td>0.25</td>
<td>0.61</td>
<td>4.31</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CTR Index</th>
<th>Android</th>
<th>iOS</th>
<th>RIM</th>
<th>Windows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>1.04</td>
<td>0.73</td>
<td>0.72</td>
<td>2.18</td>
</tr>
<tr>
<td>Games</td>
<td>1.19</td>
<td>1.78</td>
<td>1.76</td>
<td>2.56</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>0.77</td>
<td>0.47</td>
<td>0.36</td>
<td>1.53</td>
</tr>
<tr>
<td>News, Sport &amp; Information</td>
<td>0.64</td>
<td>1.02</td>
<td>0.45</td>
<td>3.27</td>
</tr>
<tr>
<td>Social Networking</td>
<td>0.57</td>
<td>0.20</td>
<td>0.65</td>
<td>2.08</td>
</tr>
</tbody>
</table>