

Q1 2012 Adfonic Global AdMetrics Report

1600s



1900s



1920s



1980s



2010s



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.

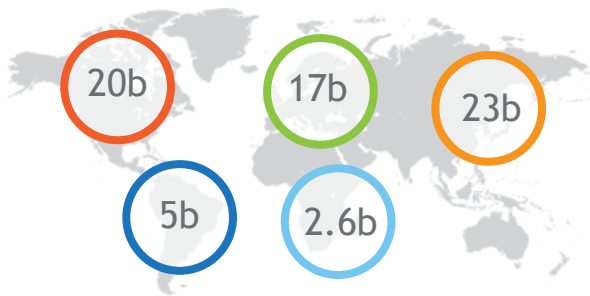
Paul Childs

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)



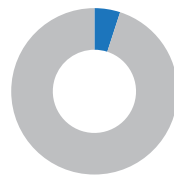
Android: 38%



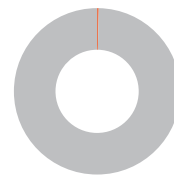
iOS: 45%



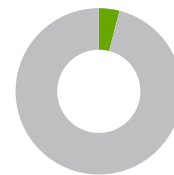
RIM: 7%



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

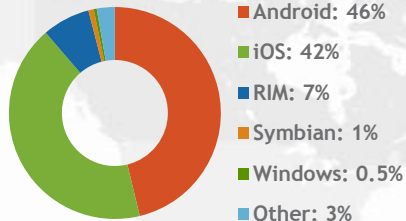


Blackberry Torch 9800

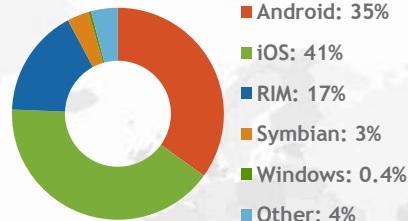
Global reach on iOS & Android



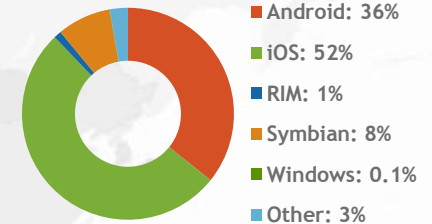
North America



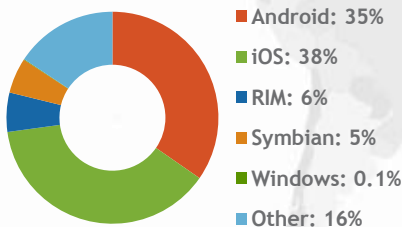
Europe



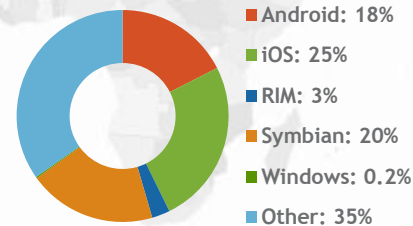
Asia



South America



Africa

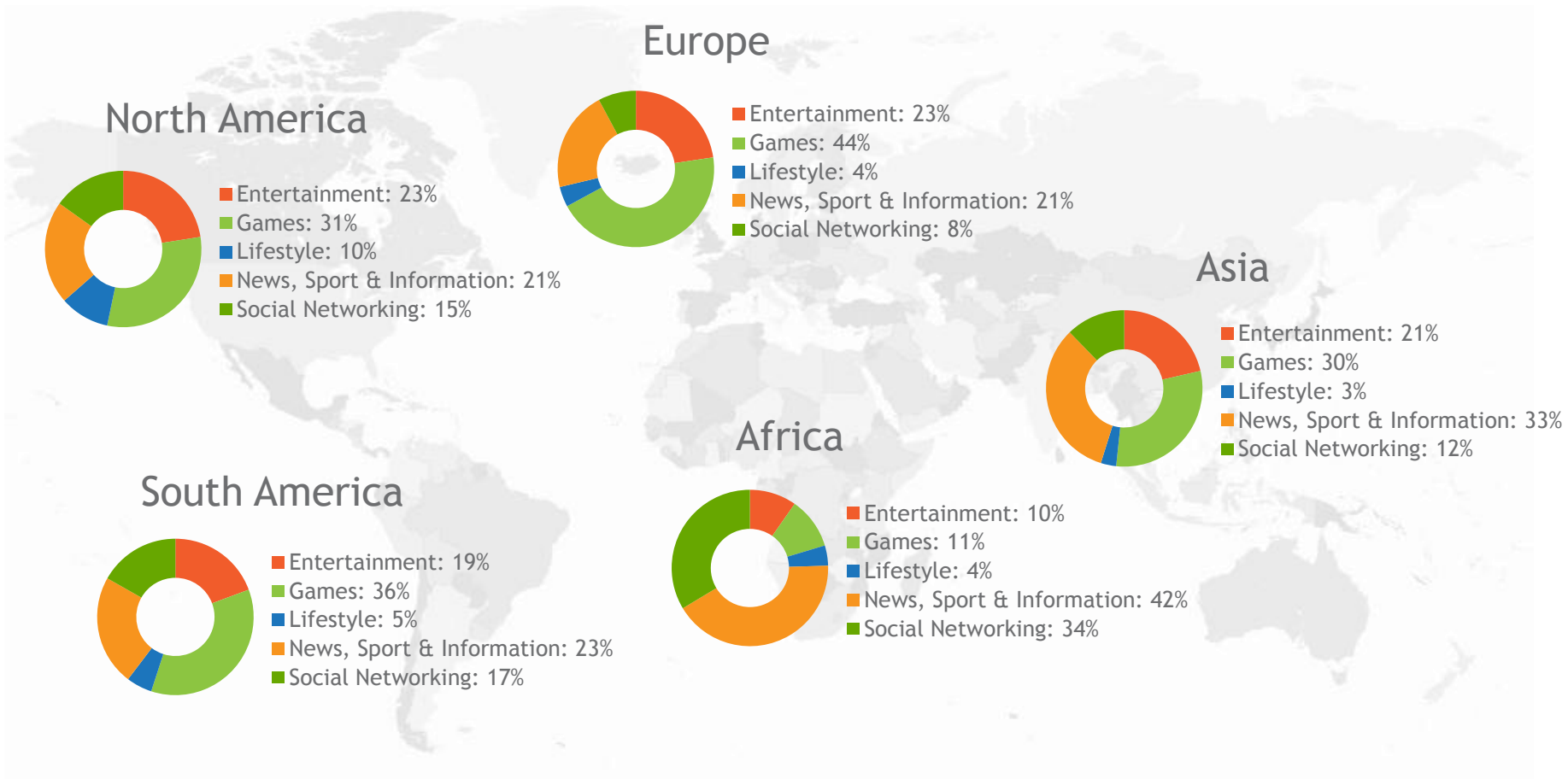


The **iOS** and **Android** platforms dominated Adfonic ad impression volumes in Q1 2012

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

Highlights from this report



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



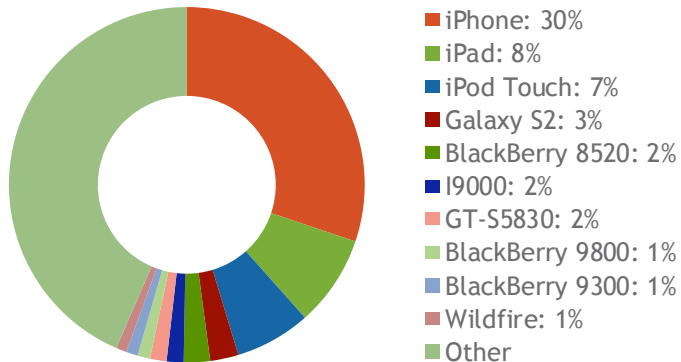
Focus on Windows

- 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

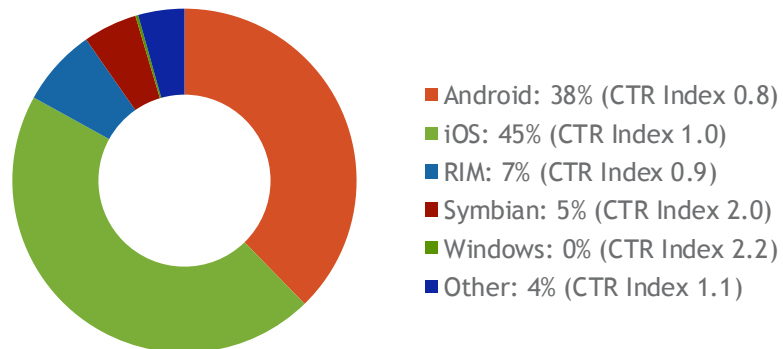


Top Devices (Ad Impressions)

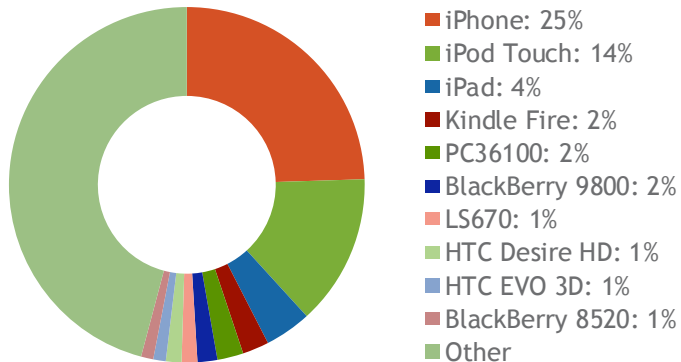


Model	Brand	Platform	Share	CTR Index
iPhone	Apple	iOS	30%	1.01
iPad	Apple	iOS	8%	0.90
iPod Touch	Apple	iOS	7%	1.25
Galaxy S2	Samsung	Android	3%	1.00
BlackBerry 8520	RIM	RIM	2%	1.02
I9000	Samsung	Android	2%	0.82
GT-S5830	Samsung	Android	2%	1.04
BlackBerry 9800	RIM	RIM	1%	0.82
BlackBerry 9300	RIM	RIM	1%	0.94
Wildfire	HTC	Android	1%	0.26
Other			44%	

Top Platforms (Ad Impressions)

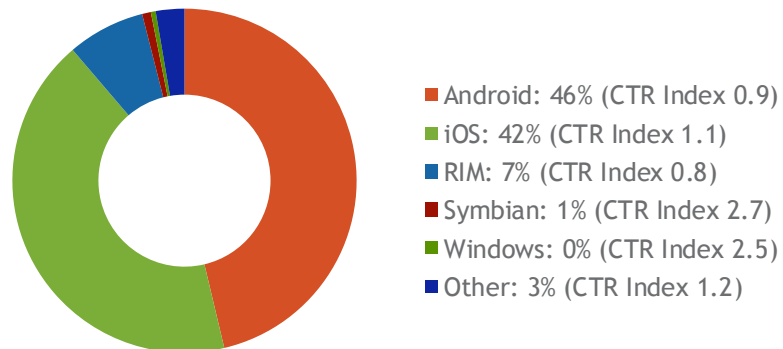


Top Devices (Ad Impressions)

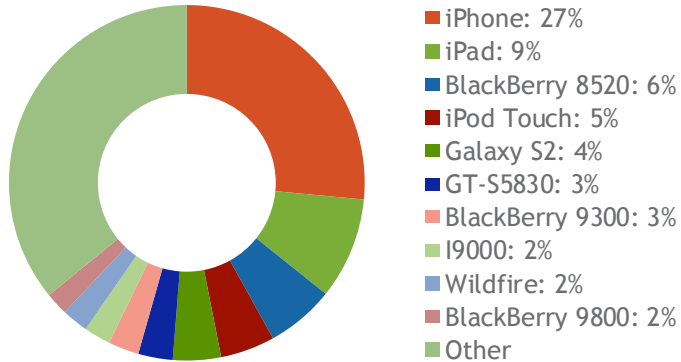


Model	Brand	Platform	Share	CTR Index
iPhone	Apple	iOS	25%	0.97
iPod Touch	Apple	iOS	14%	1.37
iPad	Apple	iOS	4%	0.85
Kindle Fire	Amazon	Android	2%	1.57
PC36100	HTC	Android	2%	0.15
BlackBerry 9800	RIM	RIM	2%	0.73
LS670	LG	Android	1%	0.63
HTC Desire HD	HTC Corporation	Android	1%	0.17
HTC EVO 3D	HTC	Android	1%	0.47
BlackBerry 8520	RIM	RIM	1%	0.81
Other			46%	

Top Platforms (Ad Impressions)

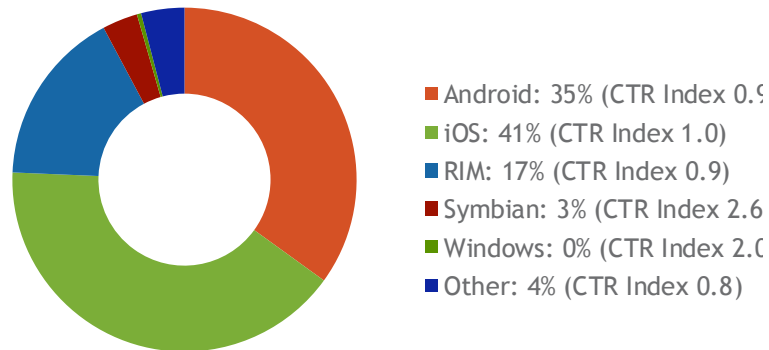


Top Devices (Ad Impressions)



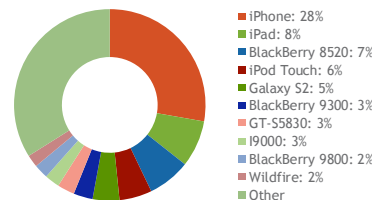
Model	Brand	Platform	Share	CTR Index
iPhone	Apple	iOS	27%	1.10
iPad	Apple	iOS	9%	0.86
BlackBerry 8520	RIM	RIM	6%	0.89
iPod Touch	Apple	iOS	5%	1.23
Galaxy S2	Samsung	Android	4%	1.16
GT-S5830	Samsung	Android	3%	1.13
BlackBerry 9300	RIM	RIM	3%	0.84
I9000	Samsung	Android	2%	0.95
Wildfire	HTC	Android	2%	0.24
BlackBerry 9800	RIM	RIM	2%	0.77
Other			36%	

Top Platforms (Ad Impressions)

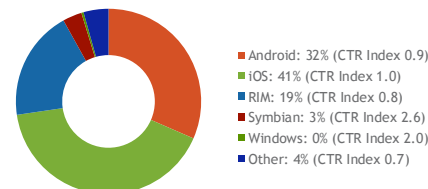


Western Europe

Top Devices (Ad Impressions)

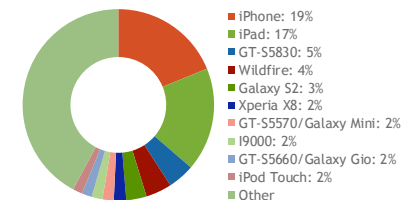


Top Platforms (Ad Impressions)

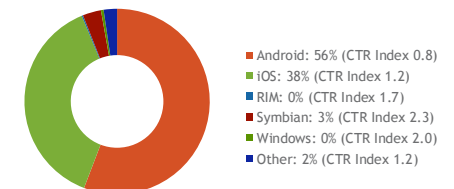


Eastern Europe

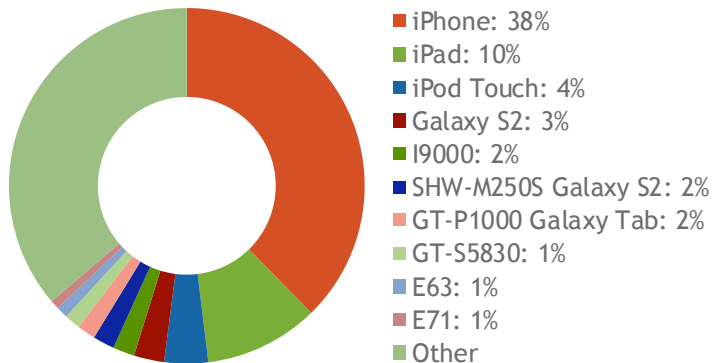
Top Devices (Ad Impressions)



Top Platforms (Ad Impressions)

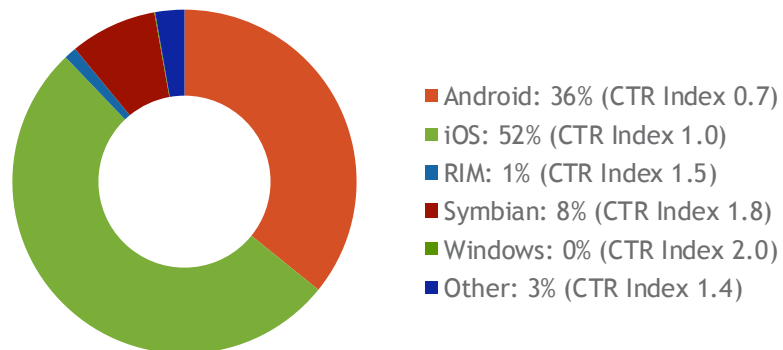


Top Devices (Ad Impressions)

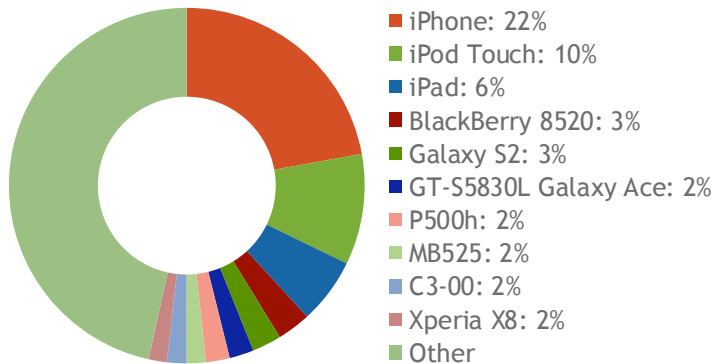


Model	Brand	Platform	Share	CTR Index
iPhone	Apple	iOS	38%	1.06
iPad	Apple	iOS	10%	0.99
iPod Touch	Apple	iOS	4%	1.26
Galaxy S2	Samsung	Android	3%	0.82
I9000	Samsung	Android	2%	0.69
SHW-M250S Galaxy	Samsung	Android	2%	0.78
GT-P1000 Galaxy Ta	Samsung	Android	2%	0.59
GT-S5830	Samsung	Android	1%	0.86
E63	Nokia	Symbian	1%	0.53
E71	Nokia	Symbian	1%	0.60
Other			36%	

Top Platforms (Ad Impressions)

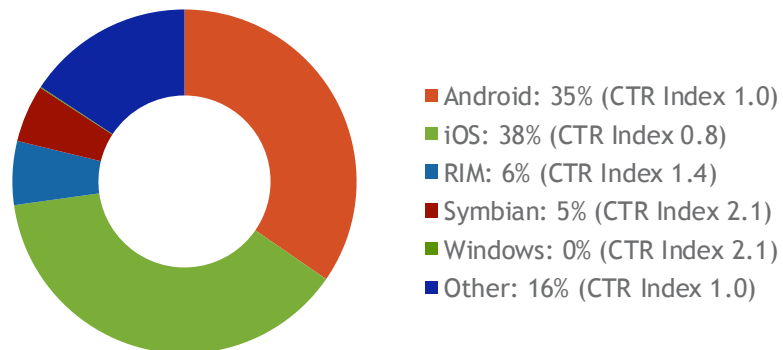


Top Devices (Ad Impressions)

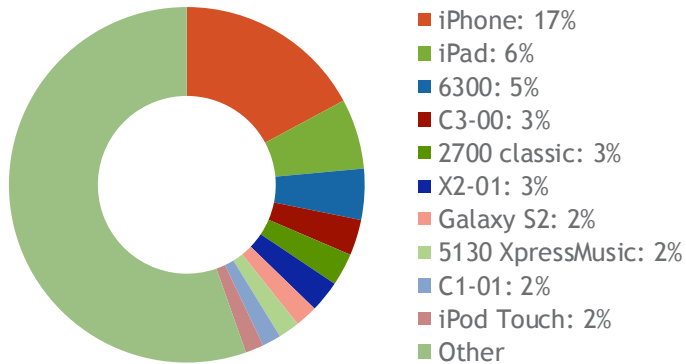


Model	Brand	Platform	Share	CTR Index
iPhone	Apple	iOS	22%	0.86
iPod Touch	Apple	iOS	10%	0.97
iPad	Apple	iOS	6%	1.14
BlackBerry 8520	RIM	RIM	3%	1.65
Galaxy S2	Samsung	Android	3%	1.07
GT-S5830L Galaxy A	Samsung	Android	2%	1.30
P500h	LG	Android	2%	0.96
MB525	Motorola	Android	2%	0.92
C3-00	Nokia	Other	2%	1.64
Xperia X8	Sony Ericsson	Android	2%	0.25
Other			47%	

Top Platforms (Ad Impressions)

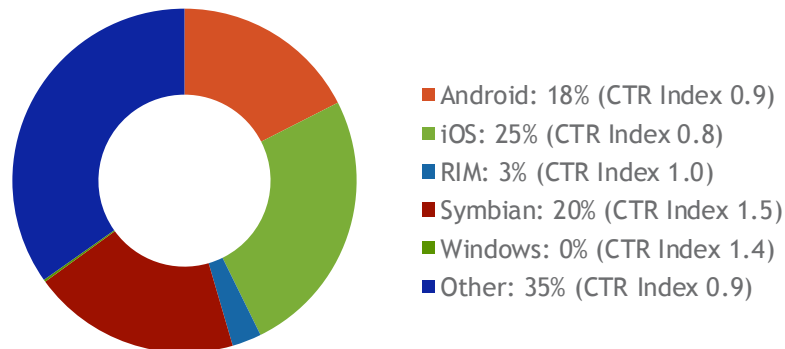


Top Devices (Ad Impressions)



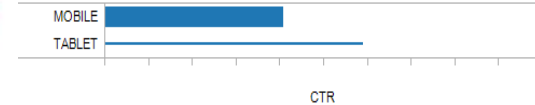
Model	Brand	Platform	Share	CTR Index
iPhone	Apple	iOS	17%	0.98
iPad	Apple	iOS	6%	0.83
6300	Nokia	Other	5%	0.32
C3-00	Nokia	Other	3%	1.51
2700 classic	Nokia	Other	3%	1.22
X2-01	Nokia	Other	3%	1.46
Galaxy S2	Samsung	Android	2%	0.90
5130 XpressMusic	Nokia	Other	2%	1.26
C1-01	Nokia	Other	2%	1.57
iPod Touch	Apple	iOS	2%	0.80
Other			55%	

Top Platforms (Ad Impressions)



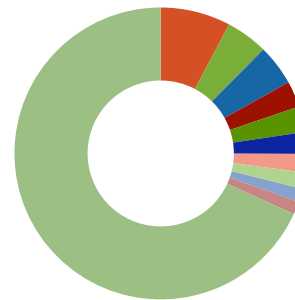
Focus on Android

Tablet CTR 36% than phones (US)



MOBILE

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

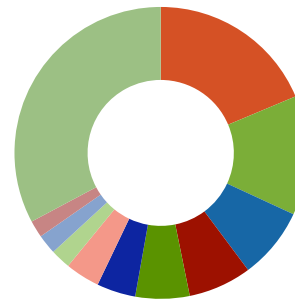


- Galaxy S2: 8% (CTR Index 1.3)
- I9000: 5% (CTR Index 1.0)
- GT-S5830: 5% (CTR Index 1.3)
- Wildfire: 3% (CTR Index 0.3)
- HTC Desire HD: 3% (CTR Index 0.5)
- SHW-M250S Galaxy S2: 2% (CTR Index 0.9)
- GT-S5570/Galaxy Mini: 2% (CTR Index 1.5)
- PC36100: 2% (CTR Index 0.2)
- GT-I9003: 1% (CTR Index 1.1)
- Xperia X8: 1% (CTR Index 1.1)
- Other

- 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

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



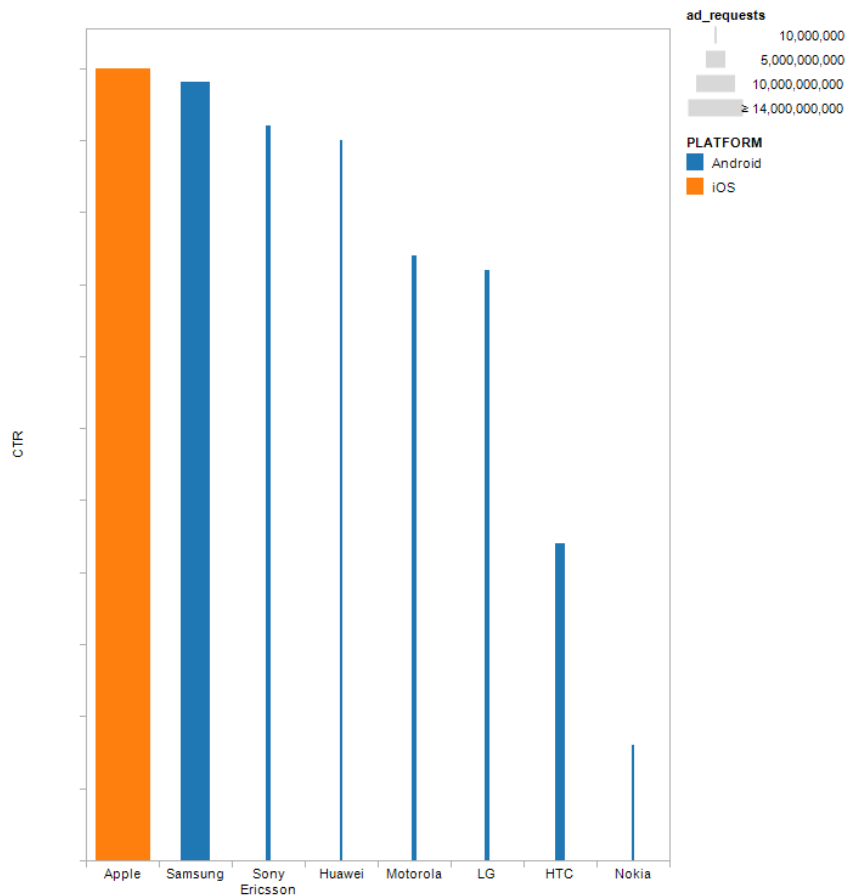
- GT-P1000 Galaxy Tab: 19% (CTR Index 0.7)
- Kindle Fire: 13% (CTR Index 1.8)
- GT-N7000 Galaxy Note: 8% (CTR Index 1.0)
- GT-P7500 P4: 7% (CTR Index 0.9)
- Eee Pad Transformer: 6% (CTR Index 0.6)
- Iconia Tab A500/Picasso: 4% (CTR Index 0.7)
- GT-P7510: 4% (CTR Index 0.8)
- AT100: 2% (CTR Index 0.6)
- P6200: 2% (CTR Index 1.4)
- Xoom: 2% (CTR Index 0.7)
- Other

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.

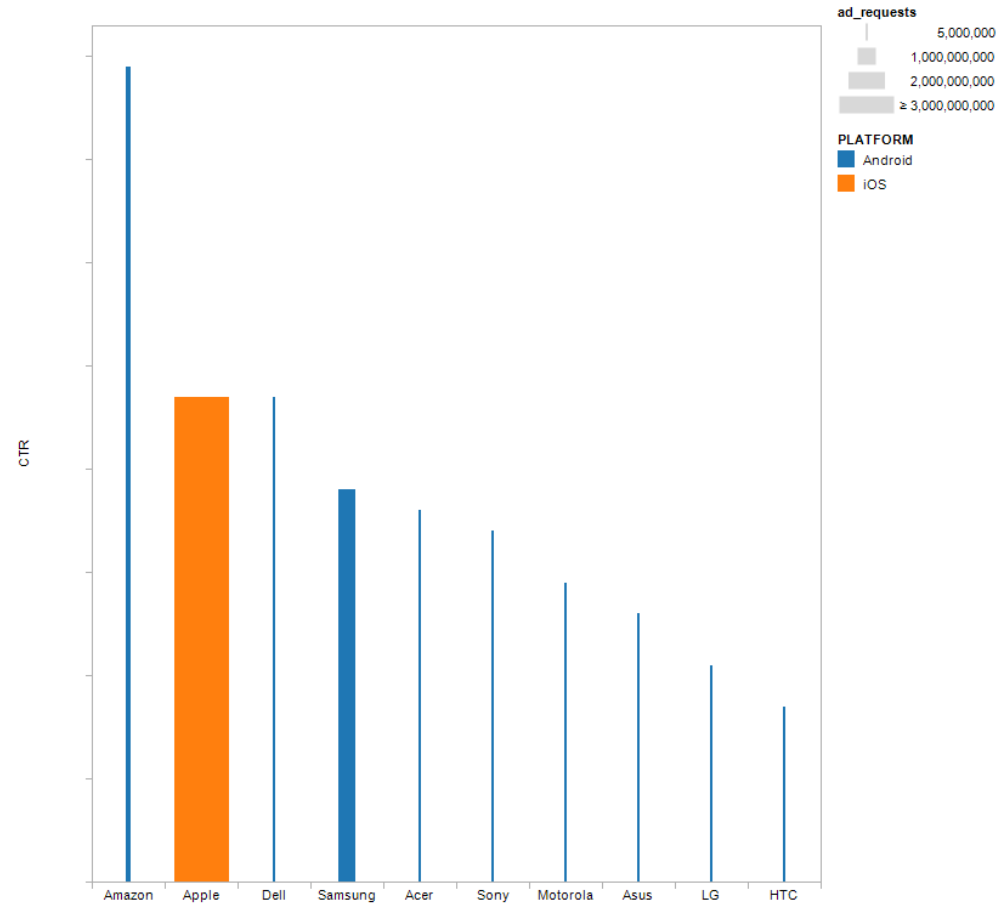
Focus on manufacturers



Smartphones volumes and CTR



Tablets volumes and CTR



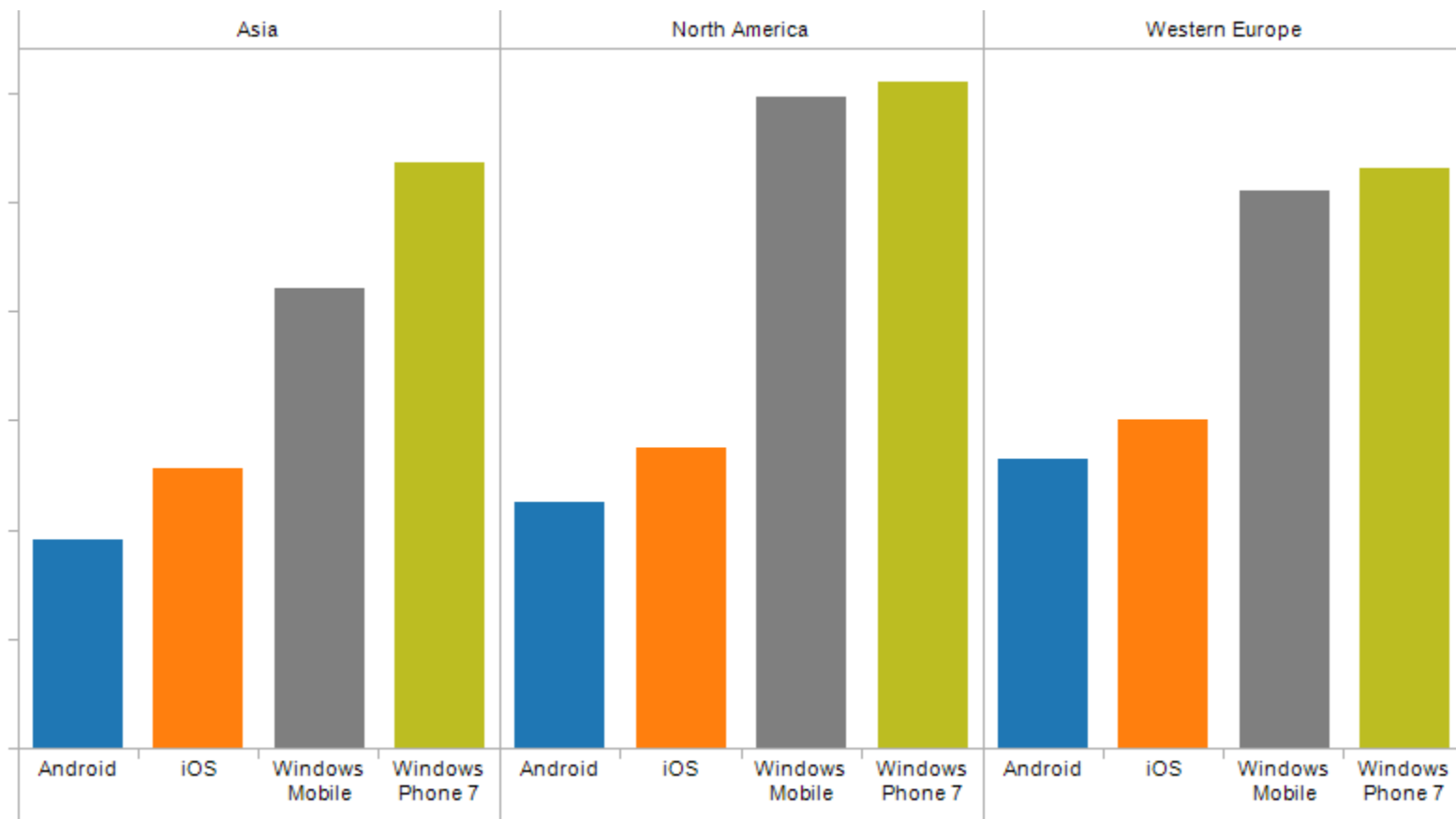
- Apple leads the manufacturers league in terms of volume for both mobile phones and tablets (iPad).
- Samsung is a close contender, achieving the highest CTR across Android mobile phones and a CTR only 20% lower than the iPad on tablets.
- The Amazon Kindle Fire achieves the highest CTR across all tablets.

Focus on Windows



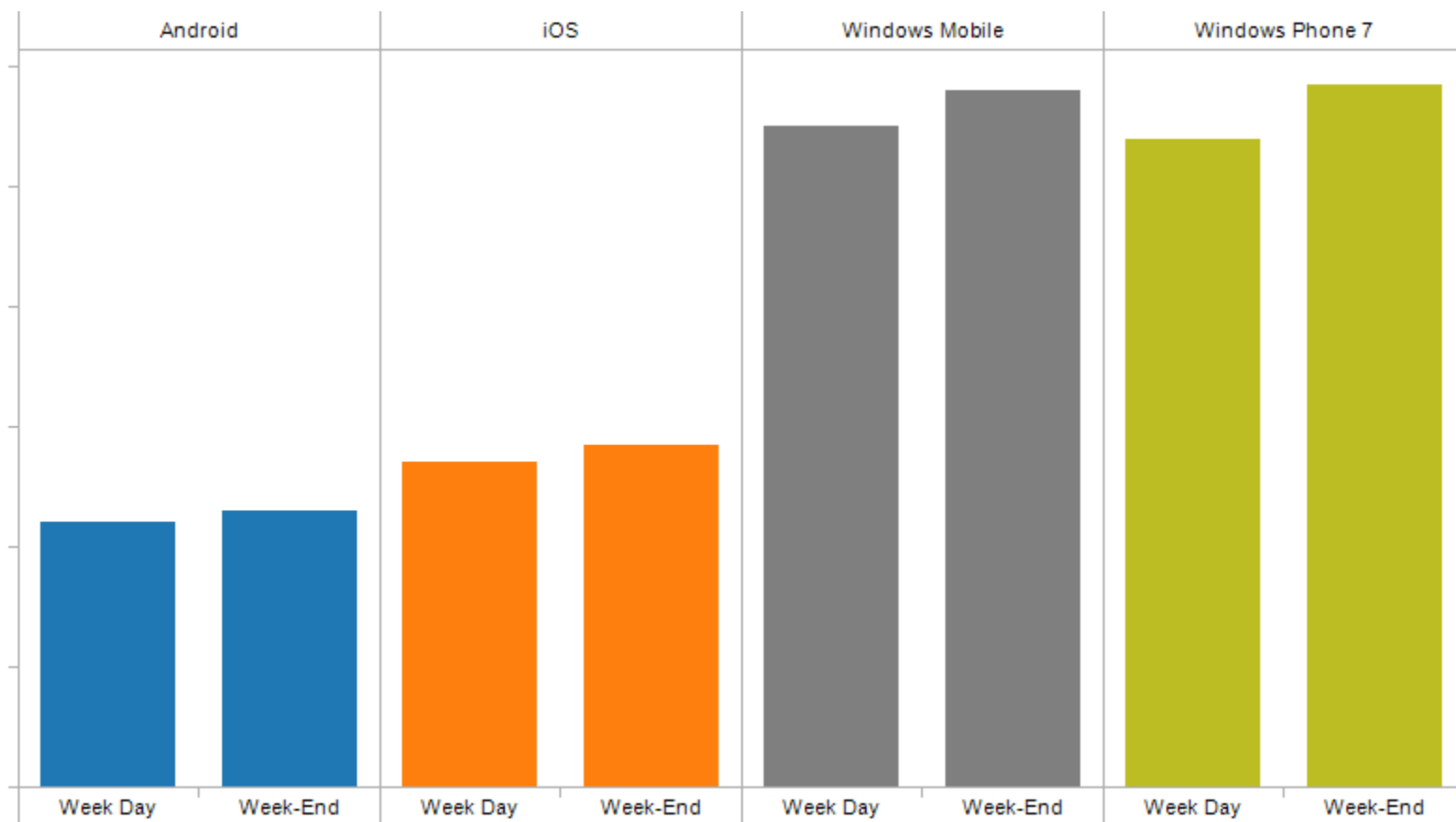
High CTRs on the Windows platform show potential, as the volume of ad requests increases.

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

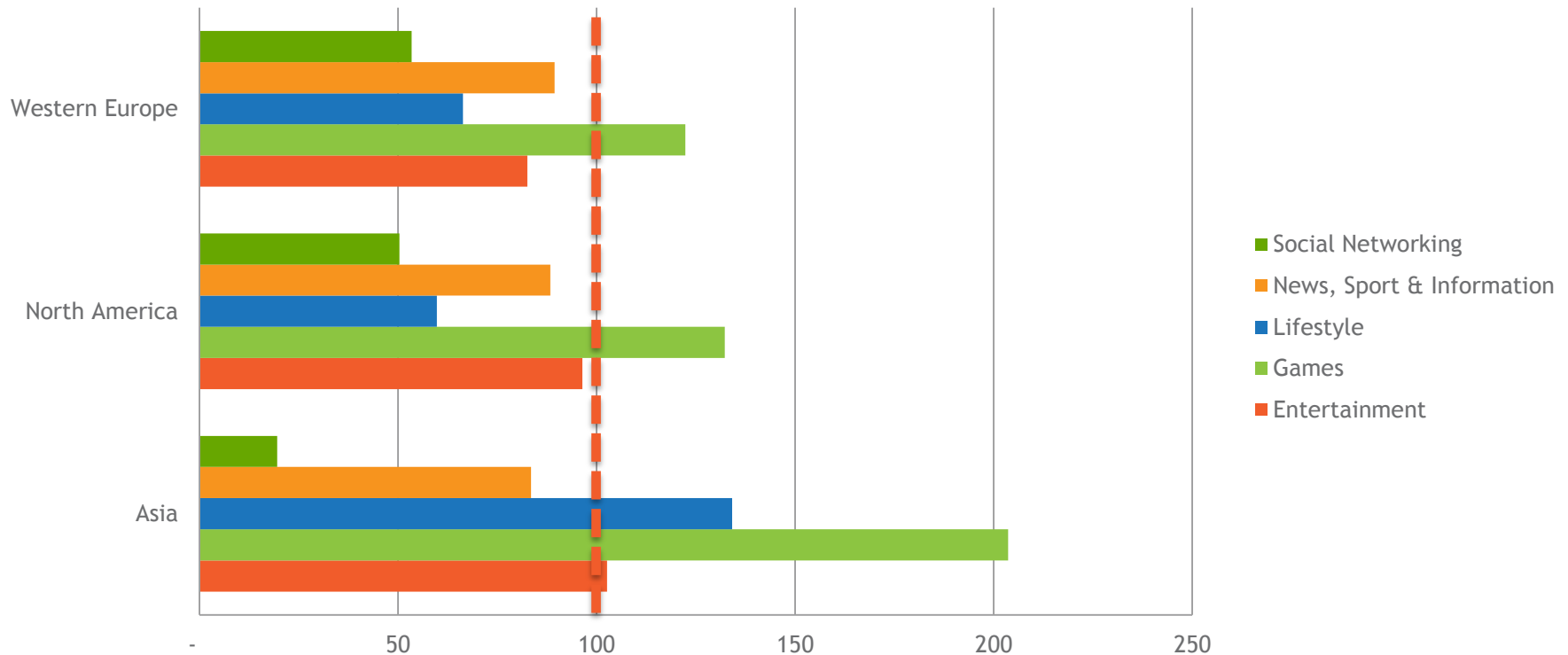
CTRs are 5-10% higher during the weekend



CTR performance index per channel



Note: The CTR indices represented on the graphs below are computed within each region and allow comparison of the performance across channels within each individual region only.



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



Most lucrative areas - eCPM index



eCPM Index	Android	iOS	RIM	Windows
Entertainment	1.35	0.95	0.70	4.80
Games	1.23	1.61	1.51	6.74
Lifestyle	1.93	1.08	2.07	4.88
News, Sport & Information	0.57	0.86	0.58	5.24
Social Networking	0.90	0.25	0.61	4.31



- 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.

CTR Index	Android	iOS	RIM	Windows
Entertainment	1.04	0.73	0.72	2.18
Games	1.19	1.78	1.76	2.56
Lifestyle	0.77	0.47	0.36	1.53
News, Sport & Information	0.64	1.02	0.45	3.27
Social Networking	0.57	0.20	0.65	2.08