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2020 HYPER-CASUAL BENCHMARK

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Hyper-Casual Games CPI Benchmark Report - 2018

We analyzed millions of hyper-casual installs to provide the CPI benchmarks you need to succeed in mobile gaming's hottest new subcategory.

Contents

Executive Summary

This Tenjin benchmark report summarizes our analysis of over 240 million hyper-casual installs using sample data from the Tenjin platform. These installs represent $48 million in ad spend across 36 countries during the first half of 2018. To ensure statistical significance, only countries with 1M or more tracked installs were included.

Platform CPIs
- Hyper-casual installs are 7-13 times cheaper than standard mobile game installs.
- On Android, hyper-casual games have an average CPI of $0.16.
- On iOS, hyper-casual games have an average CPI of $0.28.

Country and Network CPIs
- Columbia is the most cost-effective country for purchasing hyper-casual installs with a $0.02 CPI for Android and $0.08 CPI for iOS
- Facebook is the mobile network of choice for hyper-casual publishers with an average CPI of $0.09 for Android and $0.19 for iOS.

Soft Launching Hyper-Casual Games
- Brazil is a prime candidate for hyper-casual soft launches -- it's highly cost-effective and houses roughly 10% of the entire market
- The best soft launch and media buying network combination for Android is Columbia/Facebook at $0.01 CPI.
- The best country and media buying network combination for iOS is Mexico/Facebook at $0.08 CPI.

Hyper-Casual Games:
A Novel Opportunity

Hyper-casual games are the latest exciting genre to take shape in the mobile gaming world. They've quickly become one of the most profitable subcategories in the app store, and players around the world can't get enough. Fortunately for publishers, mobile ad networks have been able to provide marketers with the paid acquisition options they need to grow their hyper-casual portfolios at a profit.

Fierce competition has developed almost overnight, with publishers like Voodoo and Ketchapp rushing to top the download charts. The genre's minimalist design principles and primarily ad-driven revenue model means it's relatively easy to release new titles quickly, but keeping growth net-positive requires an intimate understanding of the modern user acquisition landscape. The market is filling up, which means publishers need to act quickly in order corner all possible advantages.

With this in mind, we've analyzed a slice of Tenjin's hyper-casual game installs across some of the most popular media buying networks. The entire study includes more than 240 million installs and nearly $48 million in ad spending across 36 countries for the first two quarters of 2018. Our analysis has allowed us to surface a number of powerful insights that will help you determine the most cost-effective platforms, countries, and networks when growing hyper-casual games in 2018 and beyond.

Methodology

We've analyzed a slice of Tenjin's hyper-casual game installs across some of the most popular media buying networks. The entire study includes more than 240 million installs and nearly $48 million in ad spending across 36 countries for the first two quarters of 2018. Our analysis has allowed us to surface a number of powerful insights that will help you determine the most cost-effective platforms, countries, and networks when growing hyper-casual games in 2018 and beyond.

NOTE: *Benchmark data is created using sample data from the Tenjin platform and does not reflect universal CPI data across included countries and networks. To ensure statistical significance, only countries with 1M or more tracked installs during the H1 2018 were included.*

Hyper-Casual CPIs vs Standard Game CPIs

While it's widely known that hyper-casual games tend to have a lower average CPI, our research revealed just how substantial that difference can be. A 2018 eMarketer study leveraging Chartboost data found that mobile game installs cost an average of $2.05 on Android and $2.07 on iOS. As you'll see in the pages that follow, our research suggests that hyper-casual CPIs can be as much as 7-13x lower than that, a stark contrast that points to an evolving strategic landscape, rife with opportunity.

HYPER CASUAL INSTALLS ARE

7-13x

CHEAPER
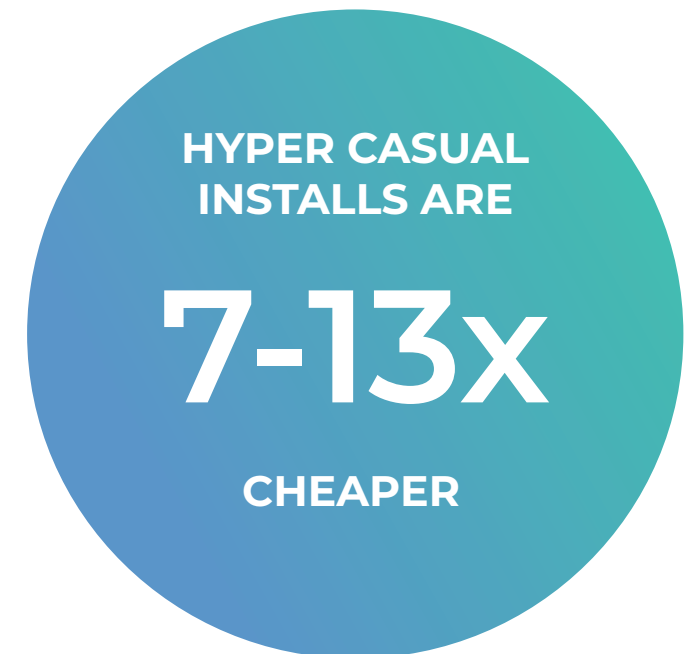
Average CPI By Platform

Android and iOS costs can vary significantly from country to country. Around the world, however, Android is the most cost-effective with a worldwide average hyper-casual CPI of $0.16, while iOS sits at $0.28.

ANDROID CPI

$0.16

IOS CPI
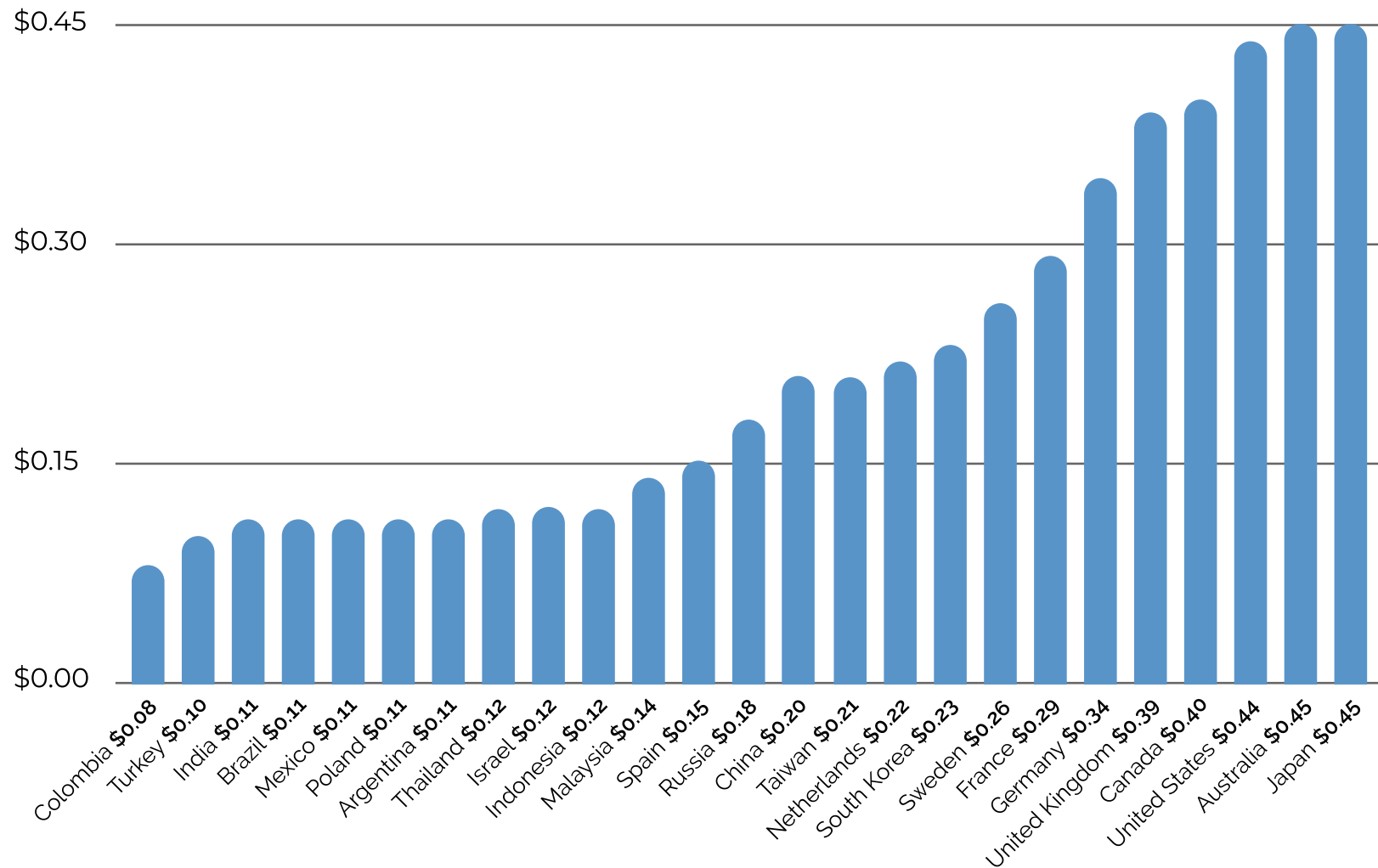
$0.28

Lowest CPI Countries

Knowing the going rate for installs in specific geographic regions can be invaluable when planning soft launches and market expansions. This is especially true in the hyper-casual genre, where games don't require intensive localization.

According to our data, **Columbia is the most cost-effective nation** for both platforms barring all other considerations. Those buying users on Android can expect similar prices in Thailand. From there, Argentina, Malaysia, Israel, and Indonesia all offer similar install prices. Things are slightly different on iOS, where Turkey offers the second lowest install prices, beating out India, Brazil, Mexico, Poland, and Argentina and others by a single cent.

iOS - Average CPI By Country

Android - Average CPI By Country

$0.40

$0.20

$0.00

Colombia $0.02
Thailand $0.02
Argentina $0.03
Malaysia $0.03
Israel $0.03
Indonesia $0.03
Mexico $0.04
Turkey $0.05
Poland $0.05
Spain $0.05
Russia $0.06
Netherlands $0.06
Taiwan $0.06
India $0.08
Brazil $0.08
Sweden $0.08
China $0.12
France $0.15
Germany $0.18
United Kingdom $0.24
Canada $0.28
United States $0.30
South Korea $0.32
Australia $0.34
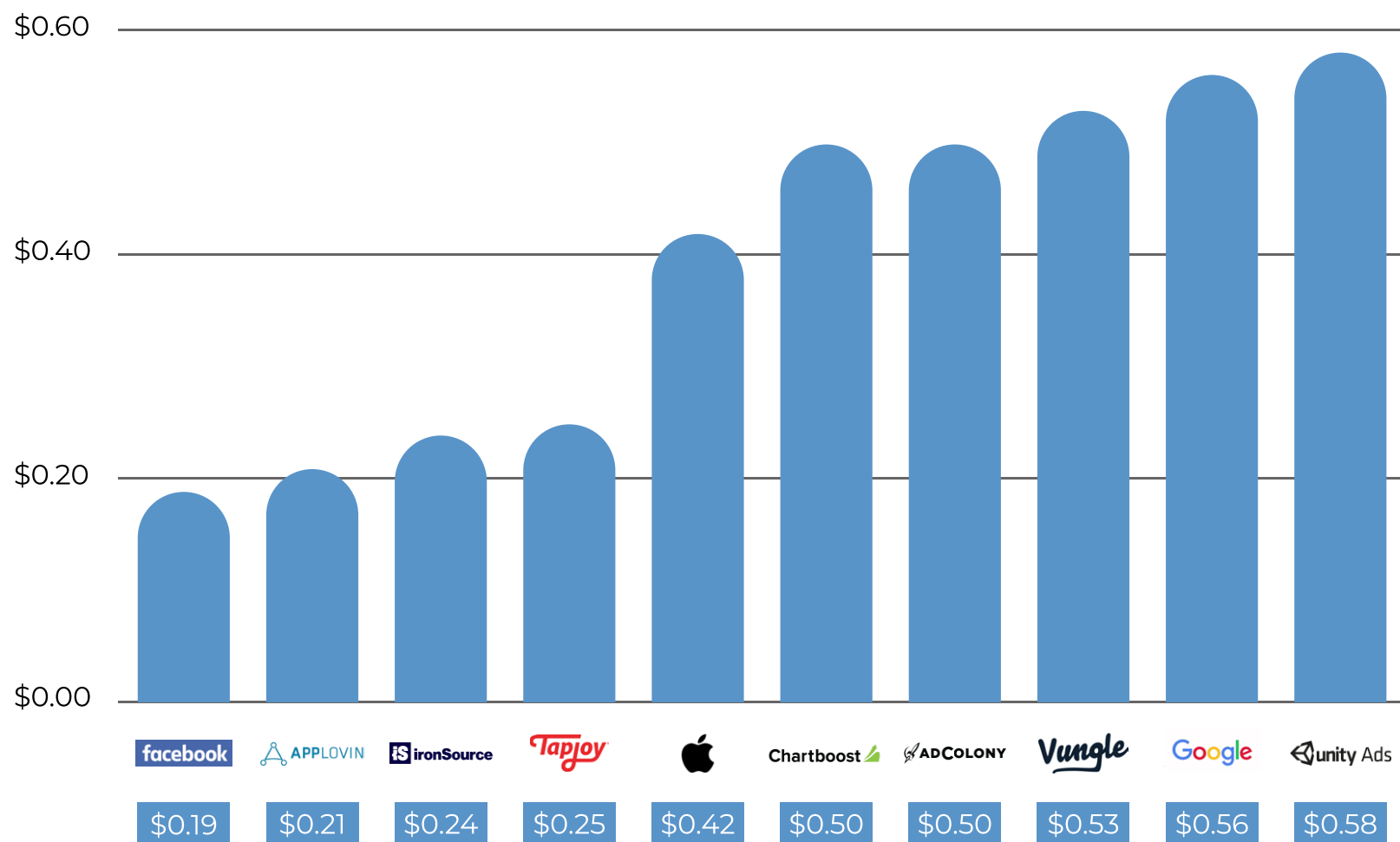Japan $0.37
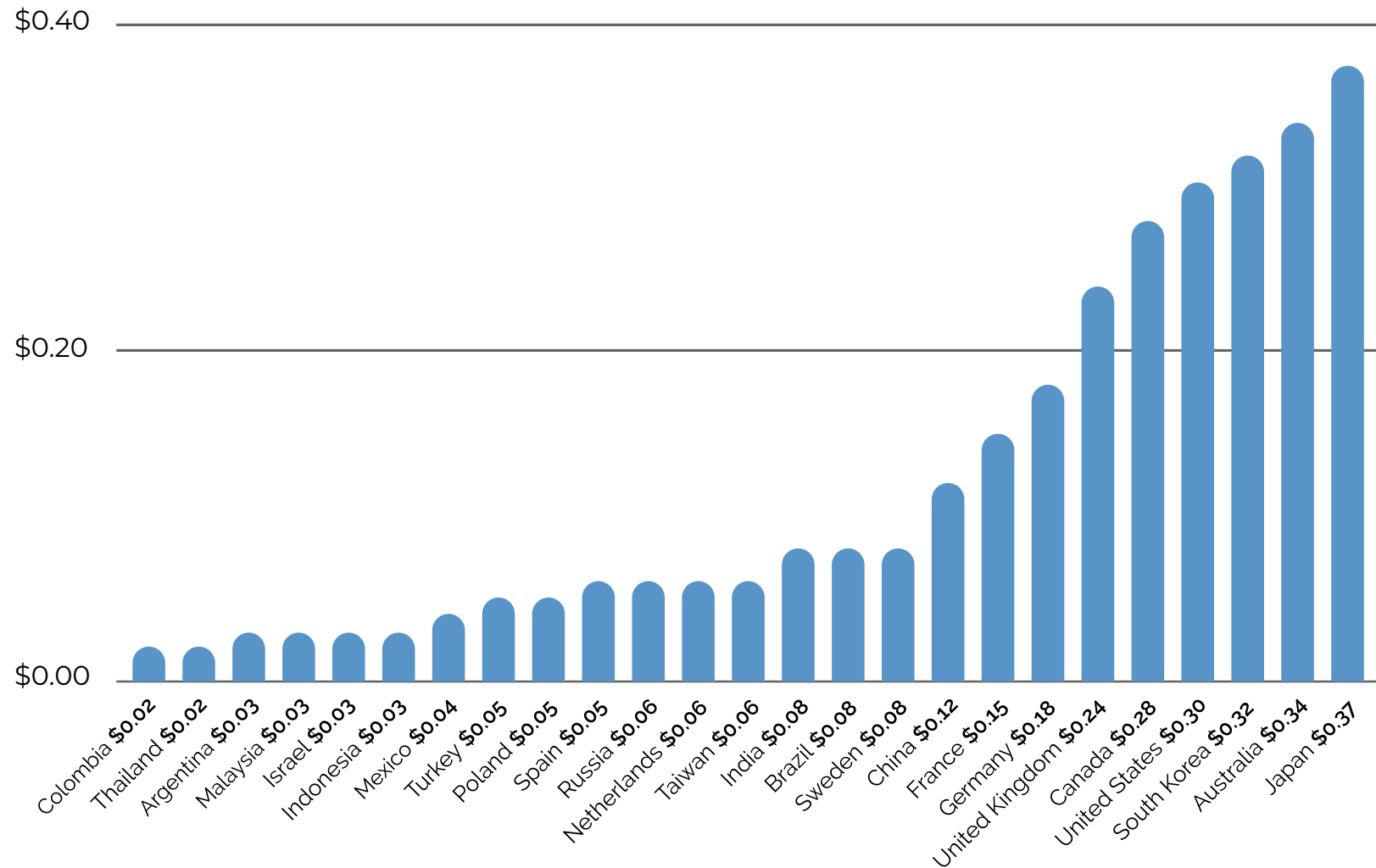
Lowest CPI Networks

Publishers also need to take mobile advertising networks into account. Social media and in-app advertising platforms alike offer their own ad services, each with their own CPI advantages. Facebook remains the most cost-effective source of paid installs thanks to their best-of-breed targeting capabilities and unrivaled scale.

Publishers butting up against the limits of what's possible through Facebook would be best served expanding to top in-app ad networks like AppLovin, ironSource, and Tapjoy. Beyond those four core networks, CPIs start to increase dramatically, and publishers might be better off optimizing their existing campaigns before expanding their operations to include additional networks.

iOS - Average CPI By Network

facebook	APPLOVIN	ironSource	Tapjoy		Chartboost	ADCOLONY	Vungle	Google	unity Ads
$0.19	$0.21	$0.24	$0.25	$0.42	$0.50	$0.50	$0.53	$0.56	$0.58

Android - Average CPI By Network

$0.60							
$0.40							
$0.20							
$0.00							

facebook	Tapjoy	ironSource	APPLOVIN	Google	unity Ads	ADCOLONY	Vungle
$0.09	$0.11	$0.17	$0.21	$0.26	$0.29	$0.30	$0.42
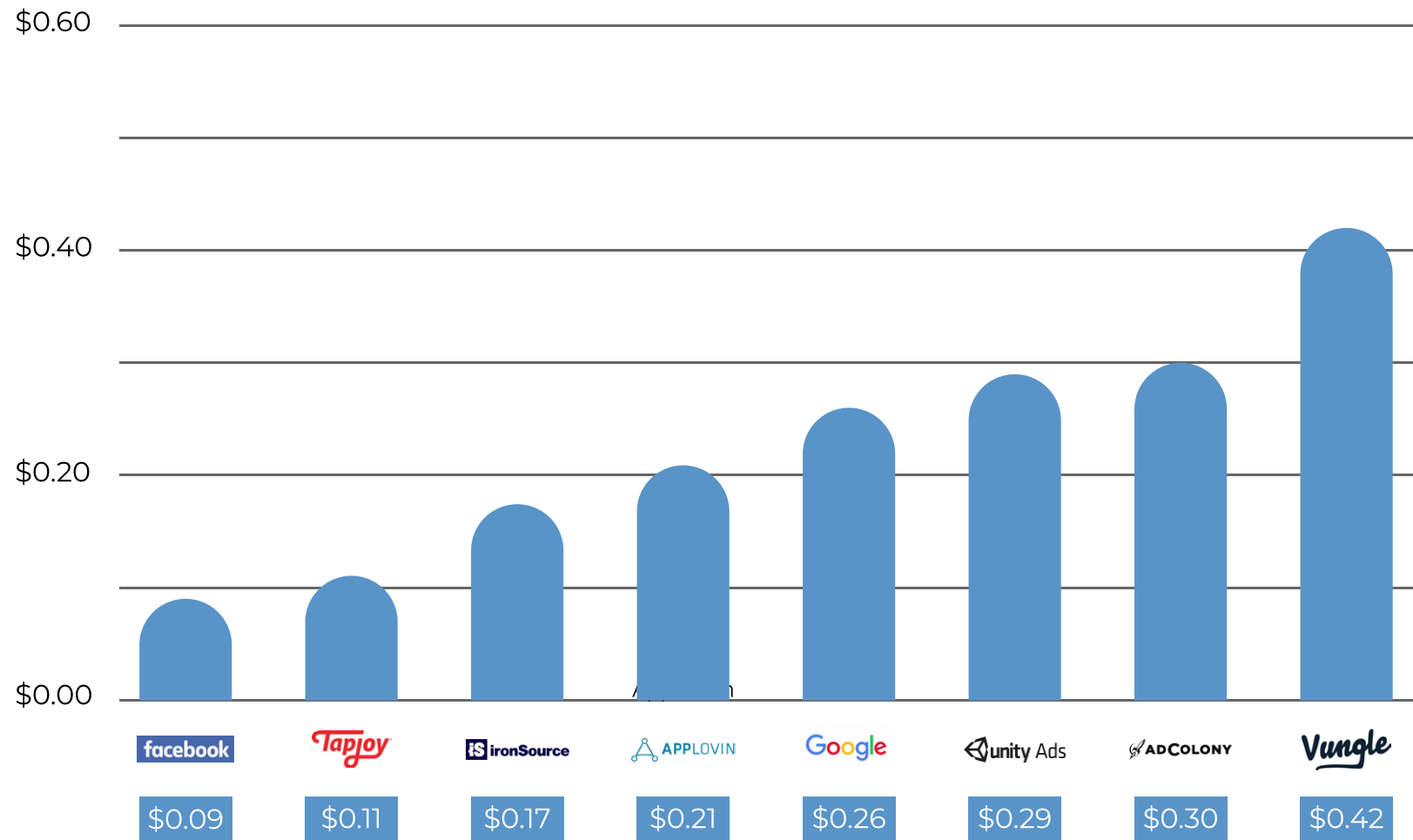
The World's Cheapest Hyper-Casual Installs

While discrete country and network data both play a critical role in any user acquisition strategy, publishers looking to maximize cost effectiveness would do well to go one step further and review the combined CPI between nations and platforms.
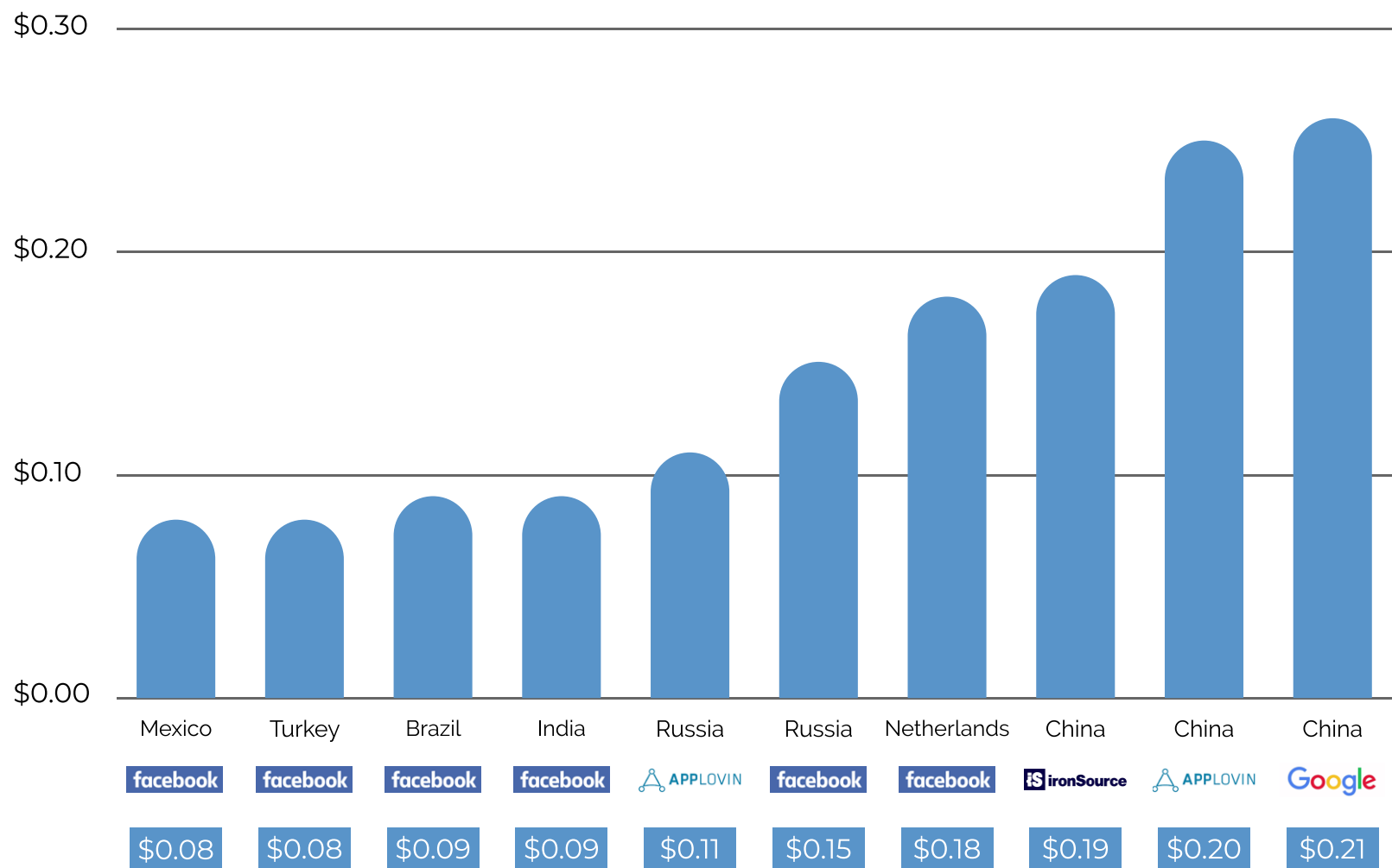
When doing so, **Mexico** and **Turkey** become the most cost-effective countries for iOS publishers using Facebook's platform. Facebook also ensures **Columbia** and **India** are the most cost-effective choices for Android.

NOTE: *To ensure statistical significance and scalability, we've only included country/network combinations with more than 1M Tenjin-recorded app installs during the 6 month study range.*

iOS - Lowest CPI Country/ Network Combinations

Mexico	Turkey	Brazil	India	Russia	Russia	Netherlands	China	China	China
facebook	facebook	facebook	facebook	APPLOVIN	facebook	facebook	ironSource	APPLOVIN	Google
$0.08	$0.08	$0.09	$0.09	$0.11	$0.15	$0.18	$0.19	$0.20	$0.21

Android - Lowest CPI Country/Network Combinations

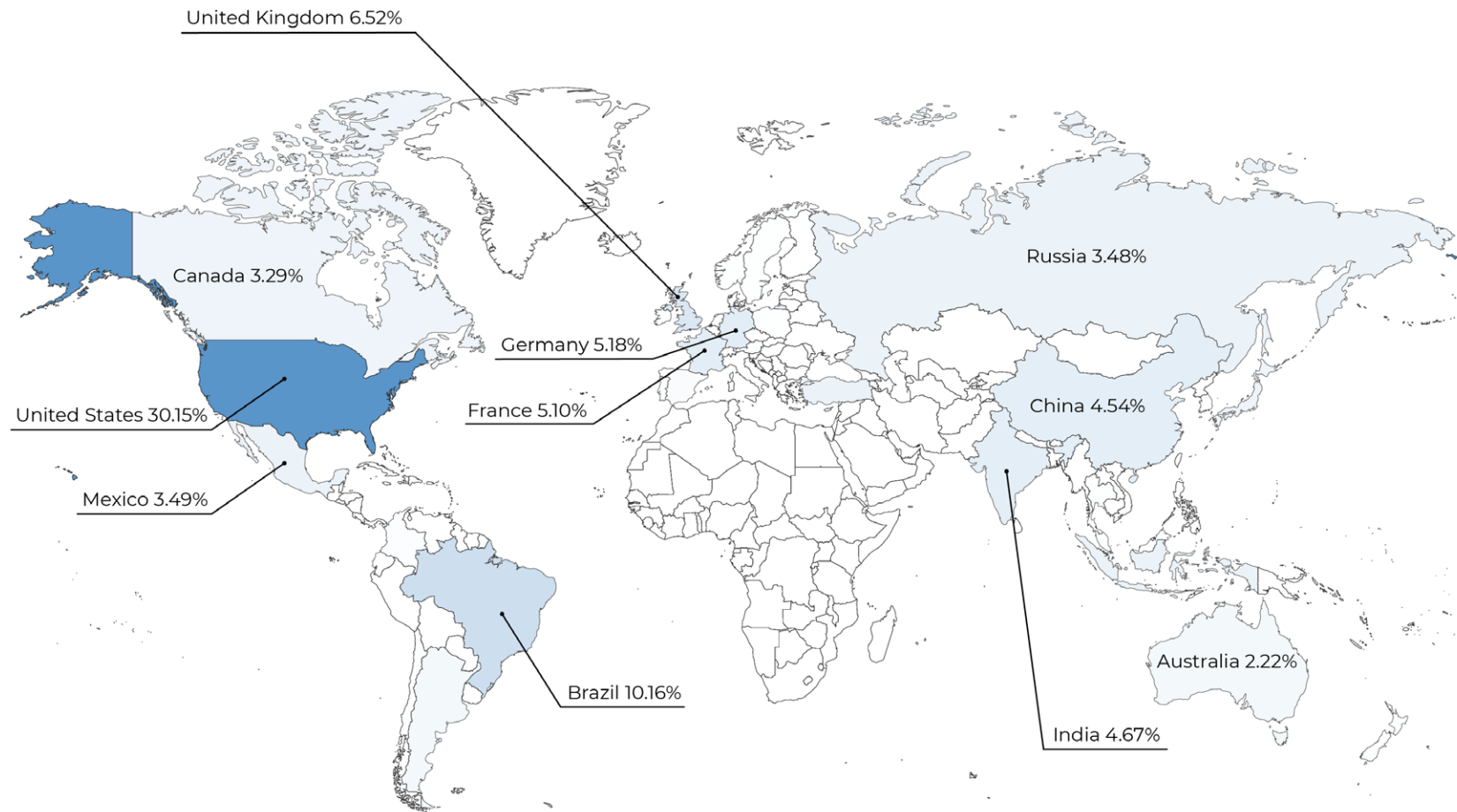| Columbia	India	Argentina	Brazil	Indonesia	Mexico	Turkey	Brazil	Brazil	Spain
facebook	facebook	facebook	facebook	facebook	facebook	facebook	APPLOVIN	ironSource	facebook
$0.01	$0.01	$0.02	$0.02	$0.02	$0.02	$0.02	$0.04	$0.04	$0.05
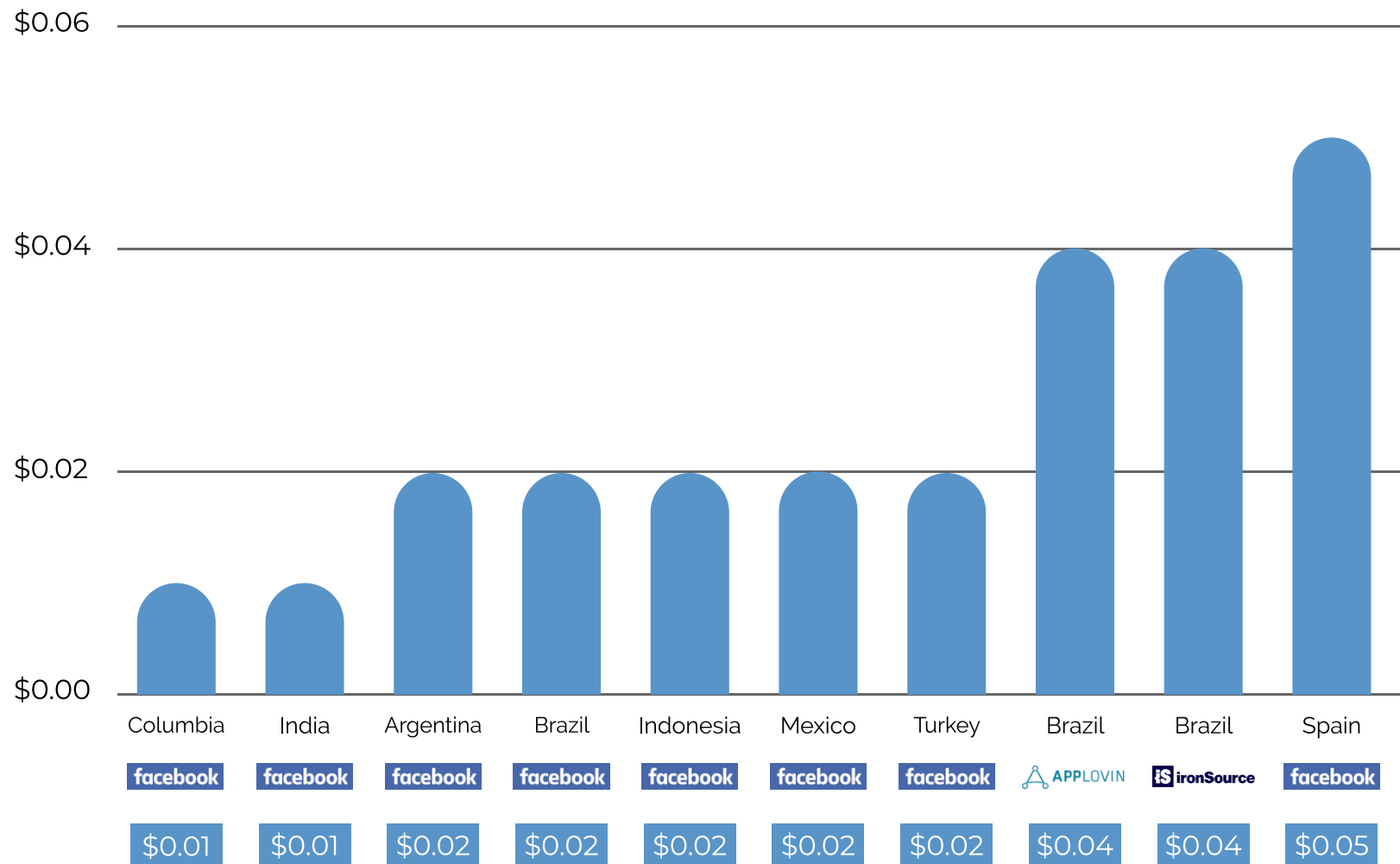
Percent Of Total Installs By Country

Beyond cost-effectiveness, one major consideration is just how many installs make up the hyper-casual user acquisition landscape. For example, while the United States has a relatively high CPI, it still has the highest percentage of total installs within this report's 6 month range. On the other hand, Brazil, India, Turkey, Mexico, and Russia all rank among some of the lowest CPIs, and are counted among the top ten in total install percentage.

Country	Installs (%)
United States	30.15%
Brazil	10.16%
United Kingdom	6.52%
Germany	5.18%
France	5.10%
India	4.67%
China	4.54%
Turkey	3.68%
Mexico	3.49%
Russia	3.48%
Canada	3.29%

Percent Of Total Installs By Country

United Kingdom 6.52%

Canada 3.29%

Germany 5.18%

France 5.10%

United States 30.15%

Mexico 3.49%

Russia 3.48%

China 4.54%

Brazil 10.16%

Australia 2.22%

India 4.67%

Conclusion: LATAM and India Offer Inexpensive Growth Opportunities Through Facebook

While the hyper-casual market may be competitive, our data clearly shows us that many opportunities still exist. The wealth of advertising demand for US users has ensured that the majority of hyper-casual installs remain in the States, likely in pursuit of wider ad revenue margins. That said, there's evidence to suggest that plenty of hyper-casual publishers are finding gainful traction at scale in other geos, including Brazil where $0.10 installs offer a powerful and cost-efficient growth opportunity.

Facebook remains the most cost-effective advertising network, with global CPI averages of $0.19 for iOS and $0.09 for Android. When soft launching hyper-casual games in countries like Columbia, India, Brazil, and Mexico, CPIs can decrease even further, especially on Google's Android platform. While networks like Applovin, IronSource, and Google Ads/Admob are featured among the top ten by platform, Facebook overwhelms them all in cost-effectiveness by a significant margin.

While these results are based on Tenjin sample data, and do not reflect universal CPI, they should be especially encouraging for hyper-casual publishers who are considering international launches. Traditionally, mobile publishers in the US would soft launch games in Canada, Australia, or New Zealand due to their similarities with US audiences. This option has become less feasible as the costs of user acquisition in English-speaking countries have increased, but now a wide range of international alternatives exist.

Part of this trend can be explained by increased smartphone adoption growth around the world. Another factor is the basic design of hyper-casual games themselves, which require little in the way of localization. While exact reasons may vary, it's clear that games developed by US publishers can still find audiences - and earn revenue - from countries like Colombia, Mexico, or Turkey. Perhaps most importantly, Brazil's cost-effectiveness and high install rate suggest the market is well worth pursuing.

Whether you're planning an initial soft launch or marketing to a global audience, we hope these insights will help you capitalize on this latest trend. Hyper-casual games remain a promising market opportunity with immense potential for growth, and should not be ignored by publishers and marketers in the mobile industry.

To learn more about how Tenjin can help grow your hyper-casual games portfolio, visit our website.