



HYPER-CASUAL GAMES BENCHMARK REPORT 2020

CPI per country and ad
networks. Top 10 ad networks
by ad spend and ad revenue



Executive Summary

#1



Ad network by ad spend
in 2019 on **Android**:
AppLovin

\$0.03



Lowest **CPI** on **Android**
in 2019 amongst countries:
India

#1



Ad network by ad revenue
in 2019 on **Android**:
Google AdMob

\$0.08



Lowest **CPI** on **Android**
in 2019 amongst ad
networks: **Mintegral**

\$0.16



Lowest **CPI** in 2019 on **iOS**
amongst countries: **Brazil**

#1



Ad network by ad spend
in 2019 on **iOS**: **AppLovin**

\$0.16



Lowest **CPI** on **iOS** in 2019
amongst ad networks:
Mintegral

#1



Ad network by ad revenue
in 2019 on **iOS**: **AppLovin**

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About Tenjin

Tools & Training for game/app developers who want to leverage user acquisition and monetization data.



Methodology

The benchmark report consists of anonymised data collected by Tenjin for hyper-casual games in 2019 (January 1 - December 31).

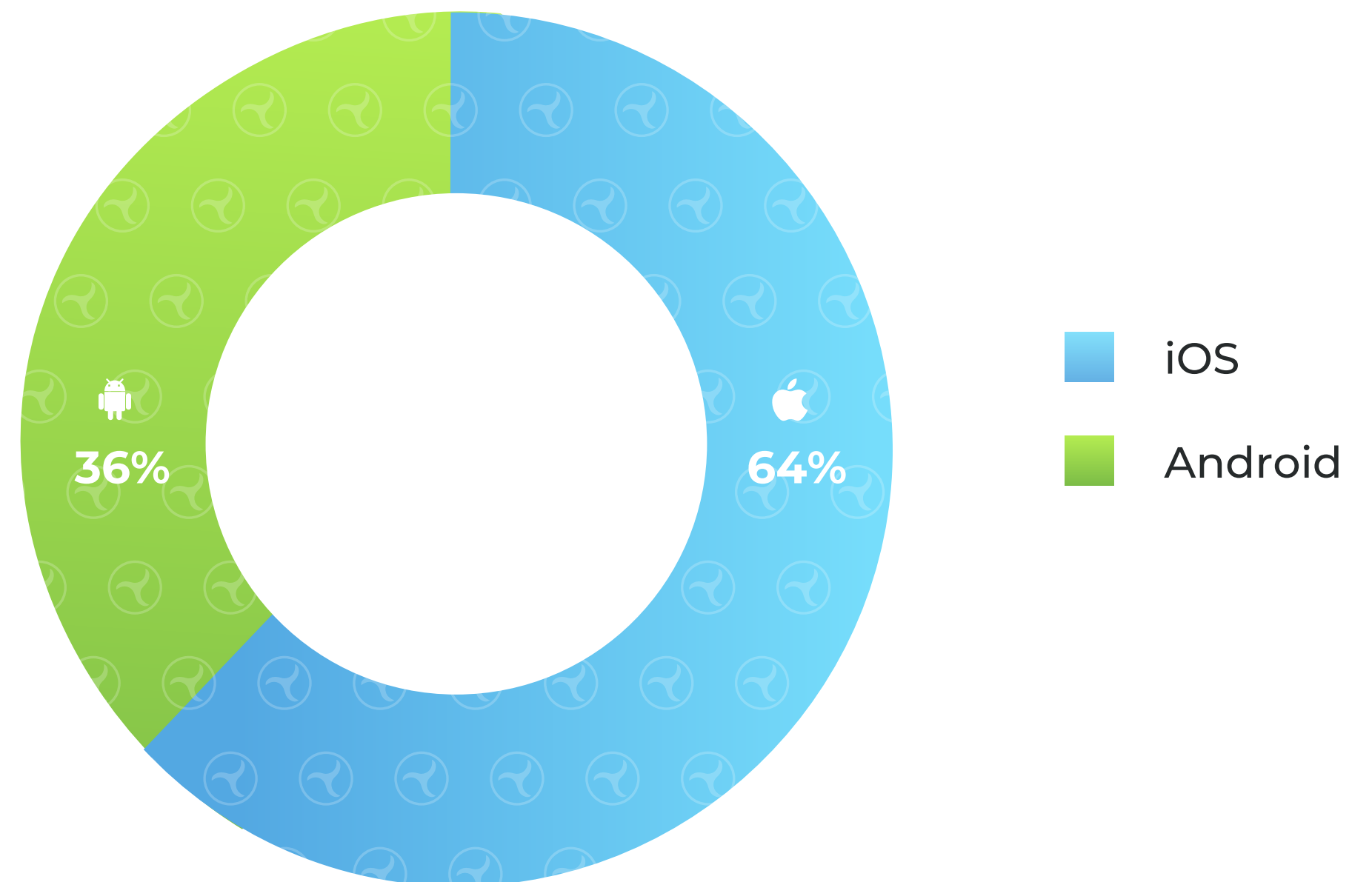
- ④ The CPI ad networks reports are compiled from Top 10 ad networks by ad spend.
- ④ Only countries that surpassed the thresholds of \$1 million of ad spend were included in the CPI report by country.



User Acquisition

Android vs iOS - Ad Spend % by Platform in 2019

Hyper-casual advertisers spend 64% of their ad budgets on iOS and 36% on Android.



Android vs iOS - Median CPI by Platform in 2019

- ⌚ The median CPI for Android is \$0.18 and \$0.34 on iOS. CPI remains cheaper for Android, while it's 53% higher across iOS.



\$0.34

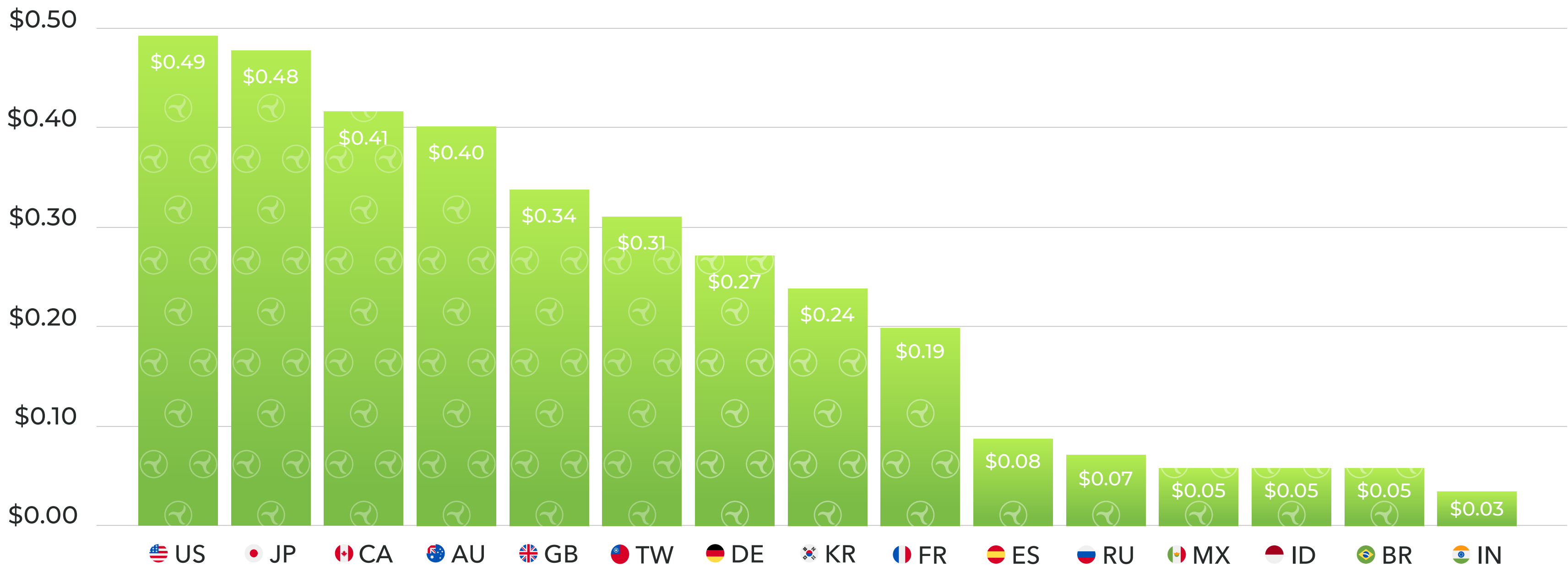


\$0.18

Android - Median CPI for Top 15 Countries by Ad Spend in 2019

⌚ Across the Top 15 countries, on Android, there is a large price difference of the highest median CPI in the US of \$0.49 and the lowest in India of \$0.03.

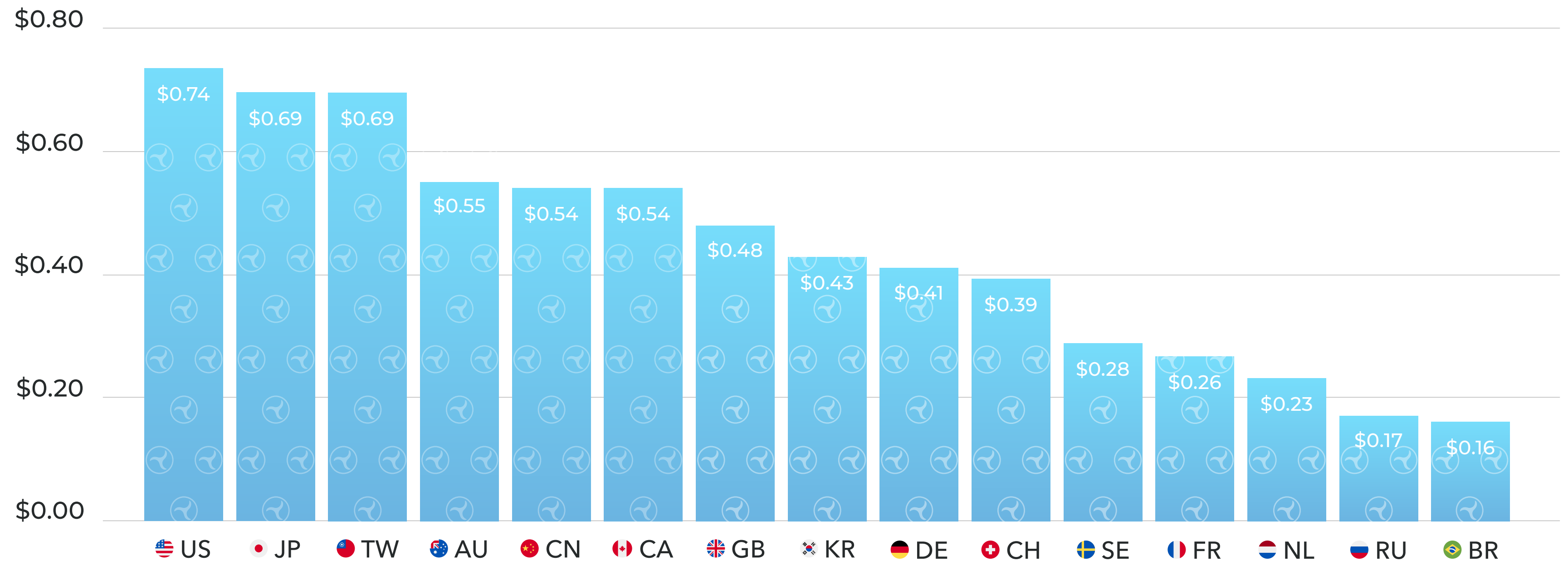
⌚ There is a consistent decrease of CPI until you get to France, after which it drops by \$0.11.



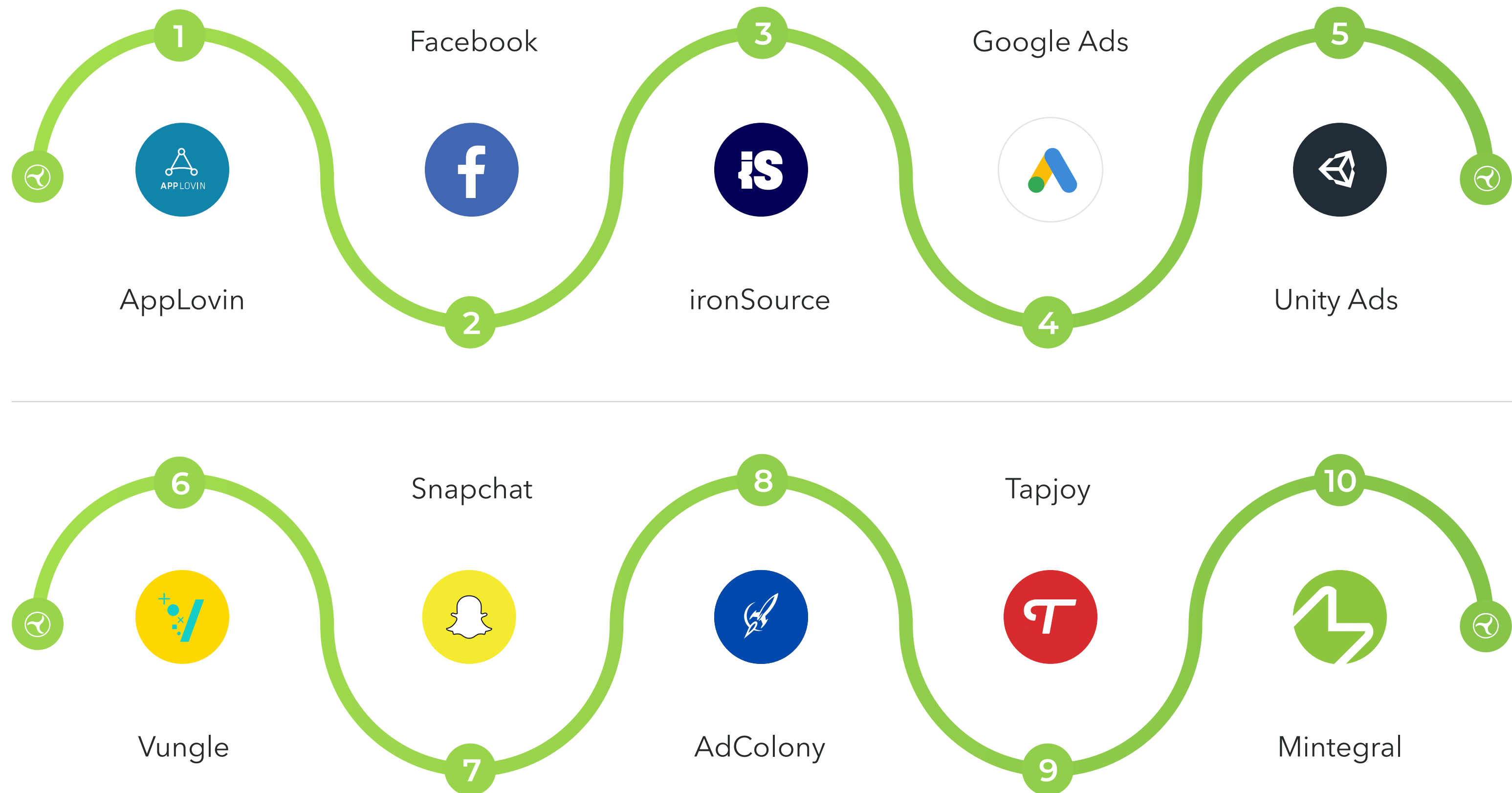
iOS - Median CPI for Top 15 Countries by Ad Spend in 2019

Across the Top 15 countries, on iOS, there is a large price difference between the highest median CPI in the US of \$0.74 and the lowest in Brazil of \$0.16.

The Netherlands has the lowest CPI among Tier 1 countries.



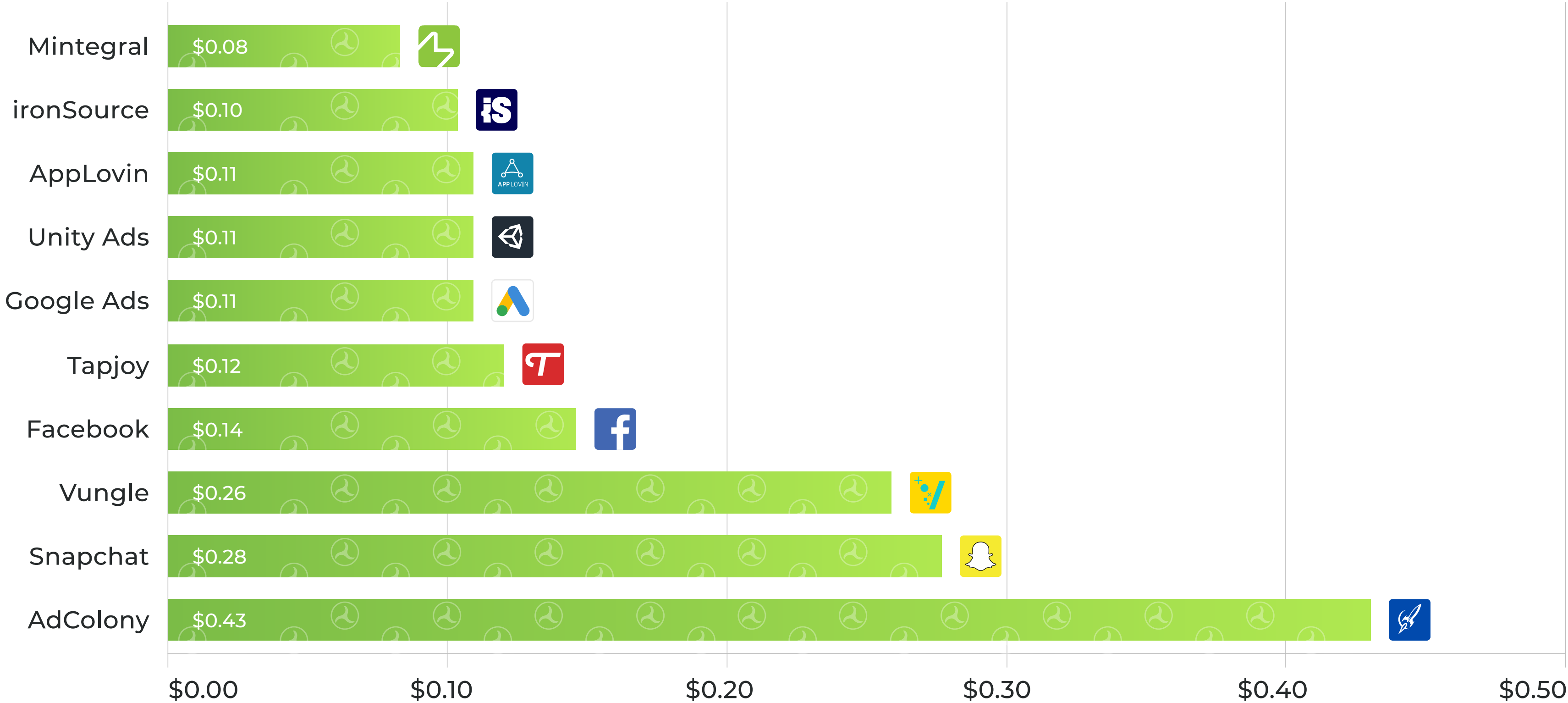
Android - Top 10 Ad Networks by Ad Spend in 2019



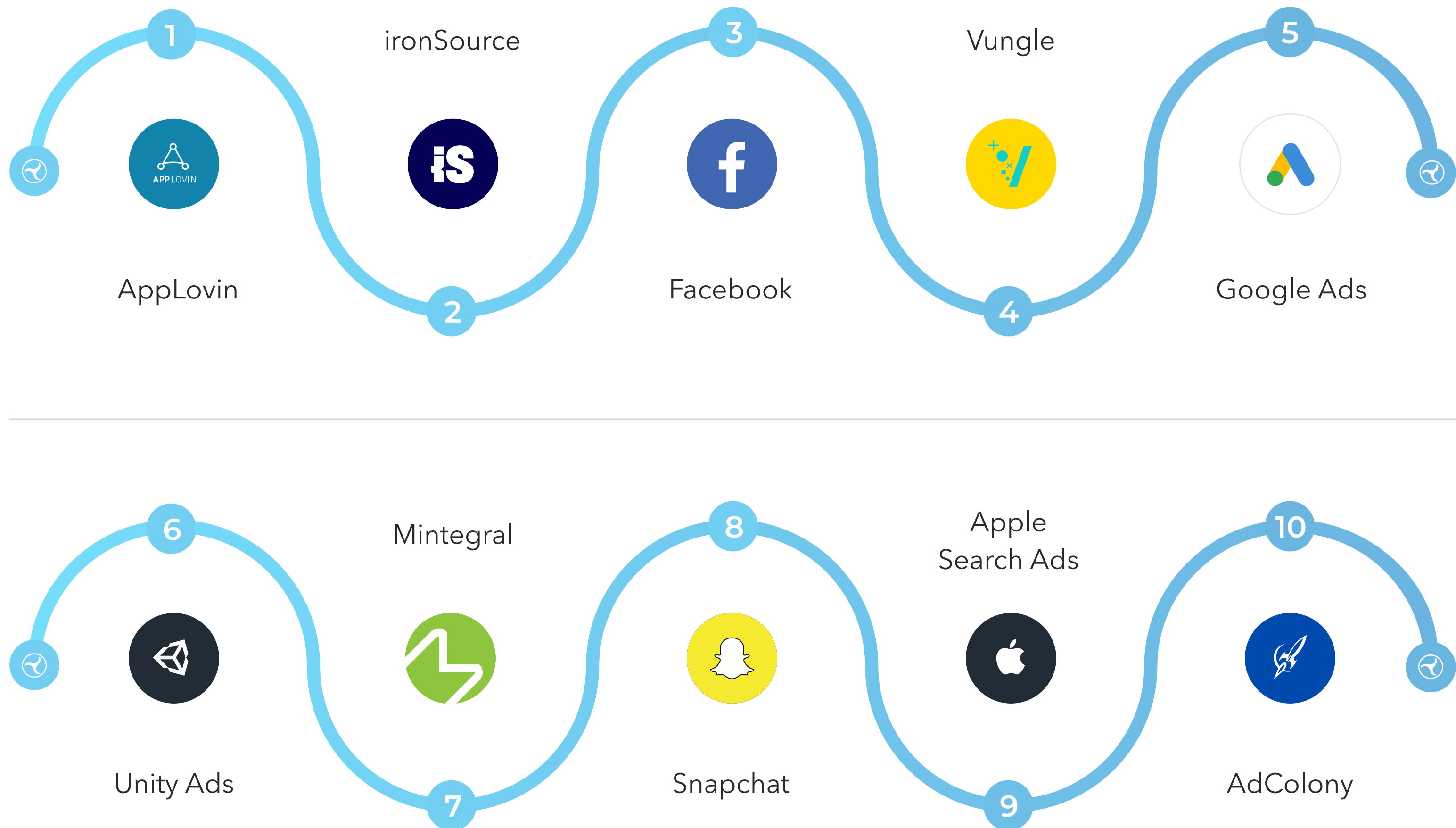
Android - Median CPI for Top 10 Ad Networks by Ad Spend in 2019

The lowest median CPI among the top 10 ad networks is Mintegral with \$0.08.

The Top 7 ad network CPIs are holding their positions with stiff competition with almost no difference in CPI.



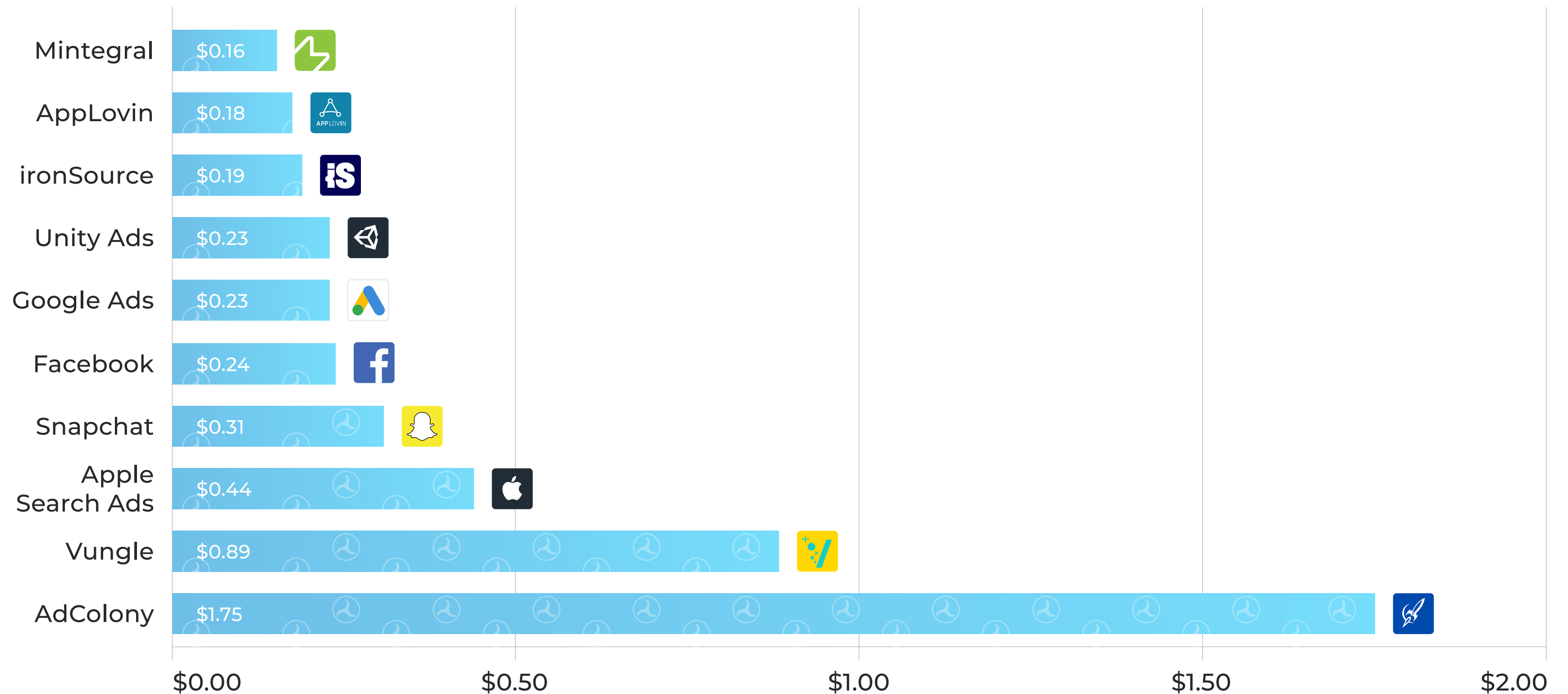
iOS - Top 10 Ad Networks by Ad Spend in 2019



iOS - Median CPI for Top 10 Ad Networks by Ad Spend in 2019


The lowest median CPI among the top 10 ad networks is Mintegral with \$0.16.

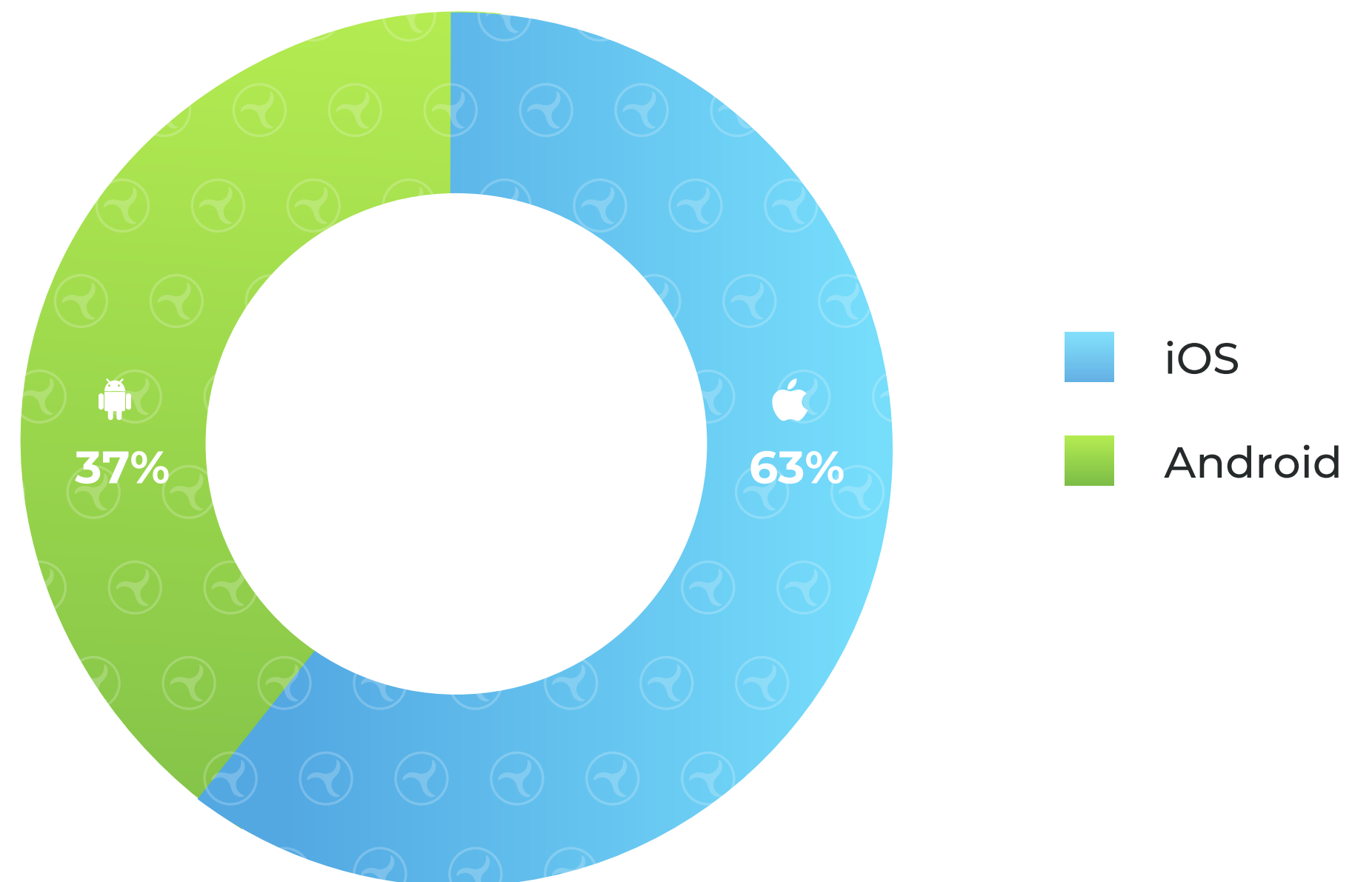
The Top 6 ad network CPIs are holding their positions with stiff competition, and a difference of a few cents.



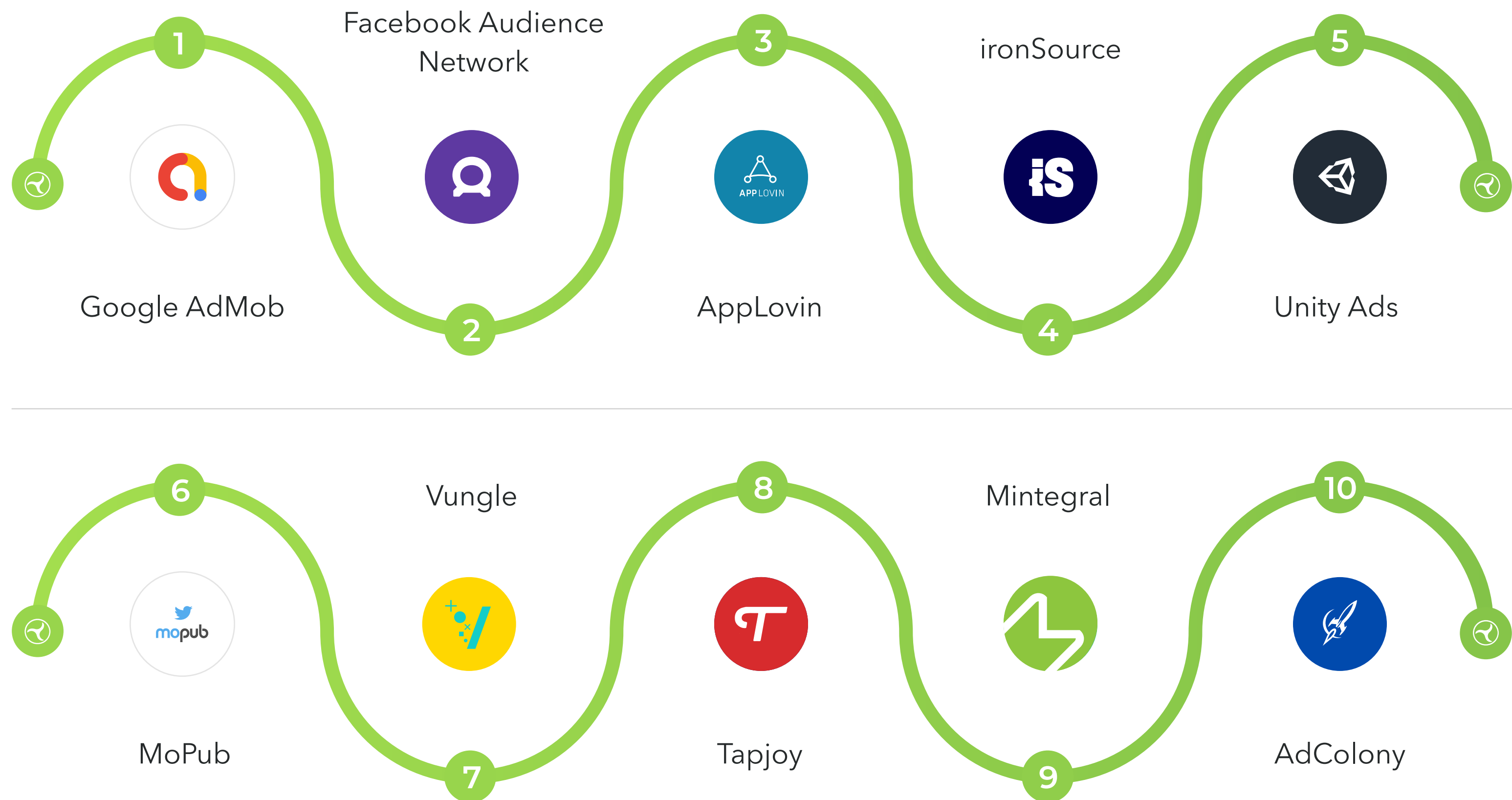
Ad Monetization

Android vs iOS - Ad Revenue % by Platform in 2019

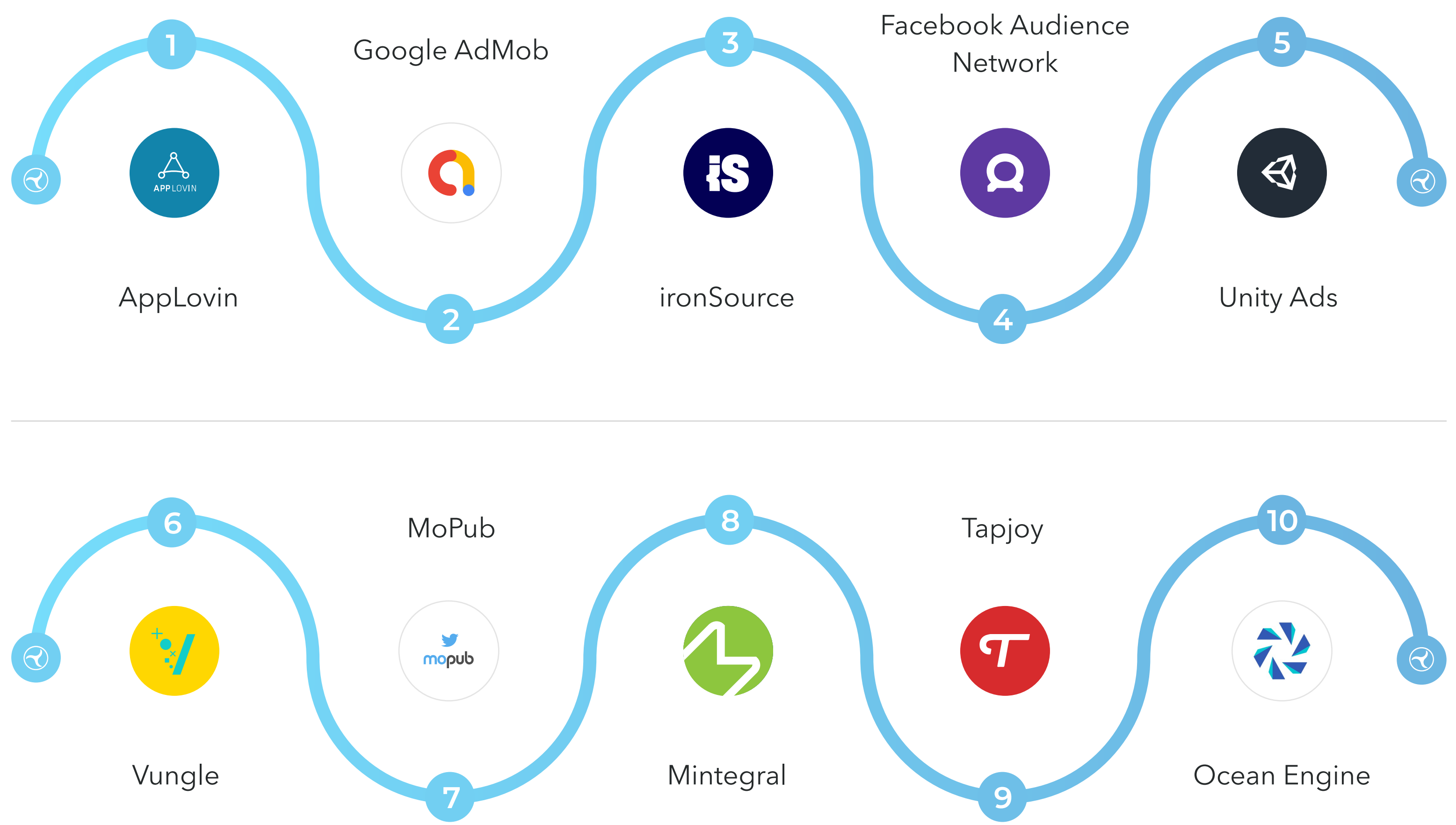
 Hyper-casual publishers get 63% of their ad revenue on iOS and 37% on Android.



Android - Top 10 Ad Networks by Ad Revenue in 2019



iOS - Top 10 Ad Networks by Ad Revenue in 2019



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

Sign up

