THE WORLD'S FIRST MOBILE ROI INDEX

Learn Which Ad Networks Drove the Best ROI for 1,500+ Apps in 2016



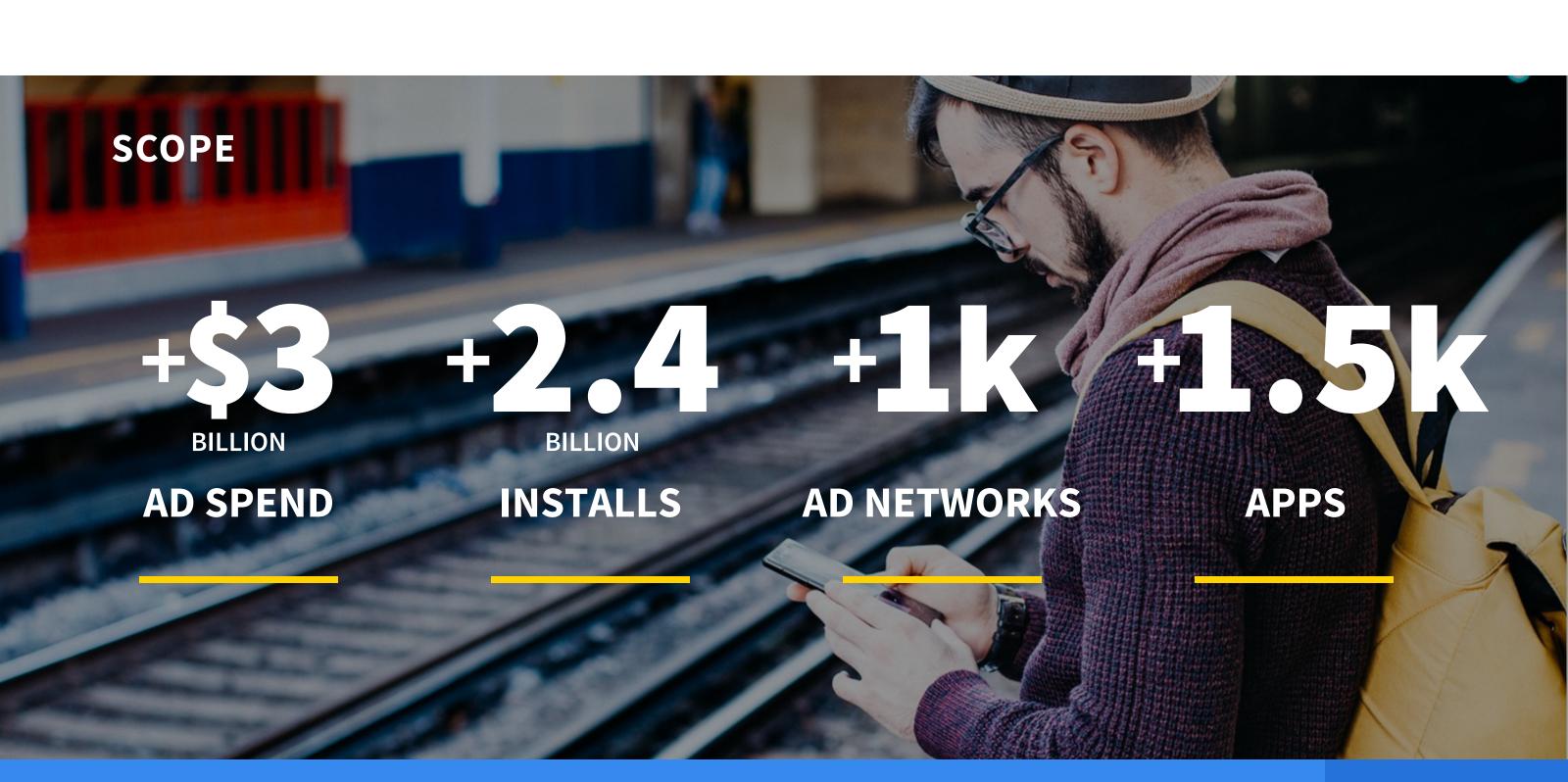
## THE RANKINGS

# The Singular ROI Index celebrates the top 20 mobile ad networks on iOS and Android

The first ever Singular ROI Index analyzed 1,000+ mobile ad networks and 1,500+ apps to identify the world's best performing ad networks for mobile marketing teams across the globe.







**SUMMARY OF FINDINGS** 



# AdWords on Android While AdWords was the top-performing ad network on

Facebook Overtakes

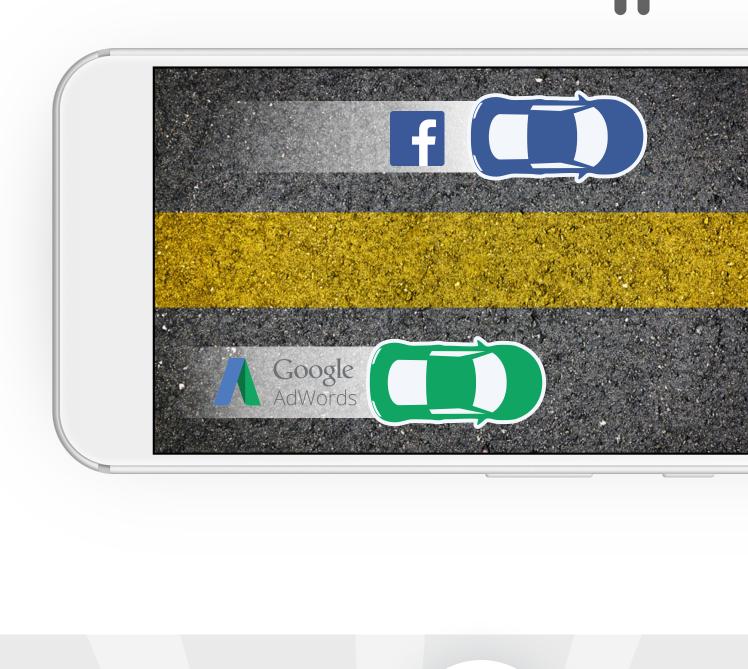
surged into the top spot on Android, bumping AdWords into the #2 position. Facebook also beat out AdWords in terms of total ad spend in 2016 on Android with a huge uptick late in the year.

Android in the first half of 2016, there was a changing of

the guard in the second half of the year as **Facebook** 

Networks on the Rise:

NativeX, Motive, Mobvista,



native Andress Company

Fyber

# Singular's analysis uncovered a host of rising stars that drove top 20 ROI for advertisers, but are yet to rank among the highest-earning mobile ad networks.

mobile ad budgets will continue to grow.

Apple Search Ads Burst

onto the Scene

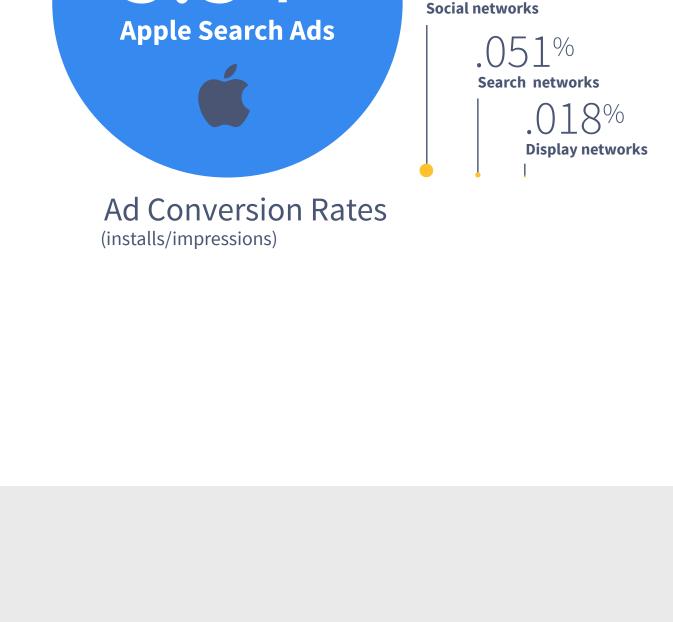


#### emerged to deliver the 7th best ROI on iOS in the second half of 2016 and the 10th best ROI on iOS in 2016 overall. Sponsored ads atop app store searches struck a chord

Only publicly available since October, Apple Search Ads

compared to social, search and display networks.

with users, generating extremely high conversion rates

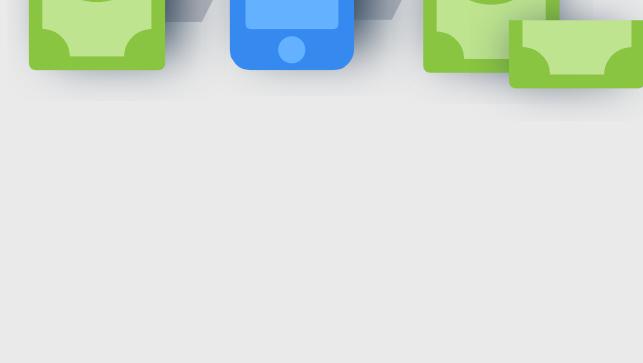


## ROI than Android Ads For each dollar a marketer spends to acquire users on iOS, they can expect to get back 1.3 times more app

iOS Ads Drive 1.3X Higher

revenue than if they spent that same dollar on Android. Historically, users on iOS were found to spend an average of 4X more in apps than Android users, but Singular provides the first analysis to factor into this calculation the cost to acquire users. iOS ads drove higher ROI

**METHODOLOGY** 



### both Android and iOS ads running in the same ad network.

than Android ads 70% of the time when an app had

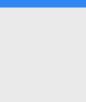
While previous research has measured ad network performance using metrics like user retention and revenue per install, it neglected a major part of the picture, the cost associated with driving such engagement.

ad spend was calculated. Results were then normalized based on the average ROI driven by its networks to assign equal weight to each app regardless of its size. Next, market adoption was factored into each ad network's performance score as measured by its total ad spend. The networks are ranked based on this combined score.

In order to create this report, 30-day ROI of 1,000+ mobile ad networks across 1,500+ apps with over \$3 billion in

The Singular ROI Index utilizes conversion and cost data to rank the top-performing ad networks on iOS and

Android. The rank combines two factors: Quality (ROI or revenue divided by cost) and Scale (total ad spend).



# **ABOUT SINGULAR**

Singular has built the only unified marketing intelligence platform that delivers attribution, cost aggregation, creative reporting and workflow automation all in a single platform, giving marketers access to unparalleled data granularity. The San Francisco-based company, with regional offices in Berlin, Tel Aviv and Tokyo, helps empower data oriented marketers at companies like Lyft, Zynga, Postmates, Twitter and Match Group. Since its inception in 2014, Singular has tracked and analyzed more than \$7 billion in digital marketing spend across industries

including commerce, travel, gaming, entertainment and on-demand services. Singular is backed by General

For more information contact@singular.net

Catalyst, KDWC Ventures, TransLink Capital and Telstra Ventures.