

Real-Time Bidders Value iOS Mobile App Inventory Over Android

Contributed by eMarketer
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Advertisers typically willing to pay more for bigger ad units on larger screens

Available real-time bid (RTB) ad inventory on mobile devices such as smartphones and tablets is on the rise. According to a Q1 2012 survey from media-buying firm Accordant Media, tablet and mobile RTB volume worldwide more than doubled vs. the prior quarter, with tablet volume up 472%.

Though tablet RTB inventory is growing, smartphones continue to garner the greatest share of RTB impressions. According to MoPub, a mobile monetization platform, this is especially true of the mobile app RTB ecosystem.

In reviewing more than 15 billion monthly impressions served in the US, Europe, Asia and Latin America across the company's mobile ad exchange from April to June 2012, MoPub found iPhone and Android smartphones accounted for the greatest share of RTB mobile app auction volume.

iOS impressions were the most sought after across the MoPub Marketplace, the company's mobile app ad exchange, and they were also the most valued among bidders. Though the average iOS eCPM—defined by the firm as the effective CPM an advertiser is willing to pay to reach an audience—declined slightly from \$0.91 to \$0.80 from April to June, it was still nearly double that of Android-based inventory.

The study also found eCPM variance by inventory vertical. Advertisers were willing to pay more for business and lifestyle-labeled ad inventory versus other categories such as health and fitness and entertainment. The eCPM for the majority of industries was in the \$0.70 to \$0.80 range.

When it comes to ad unit size, advertisers were typically willing to pay more for bigger ad units on bigger screens. For example, full-screen ad impressions on the iPad saw eCPMs as high as \$4.47. In contrast, Small 320x50 banners yielded an eCPM of \$0.61 in June.

As more tablet app inventory becomes available for purchase via RTB, it will be interesting to see how these high eCPMs are affected. Until the mobile RTB ecosystem matures and the level of available inventory stabilizes, mobile app advertisers would be wise to frequently test their options with select performance measures in mind.

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