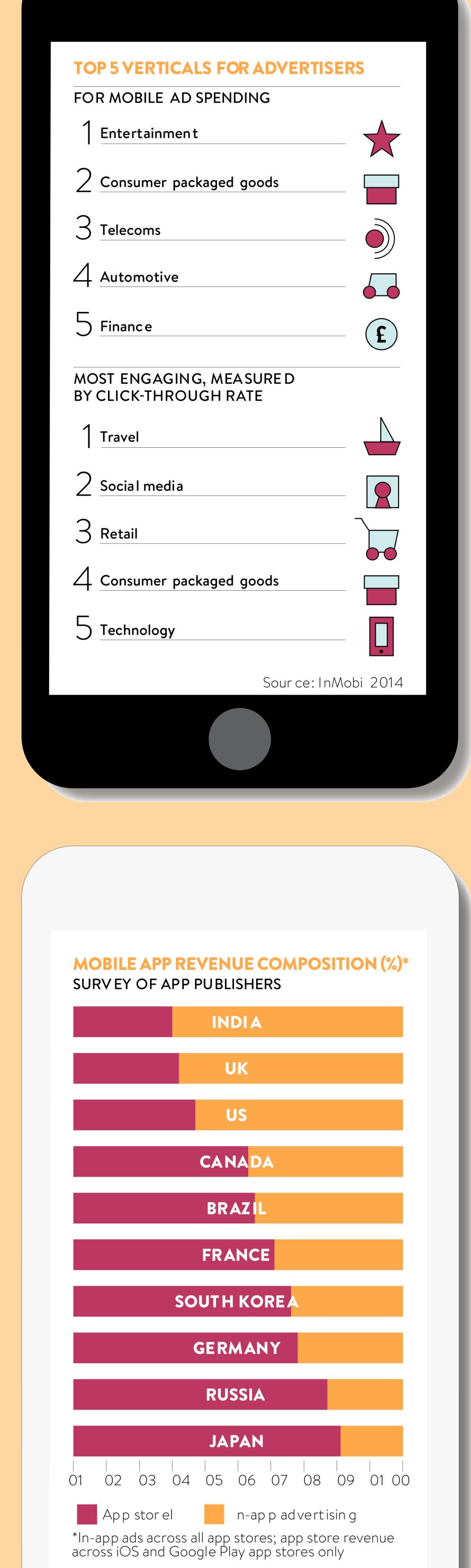
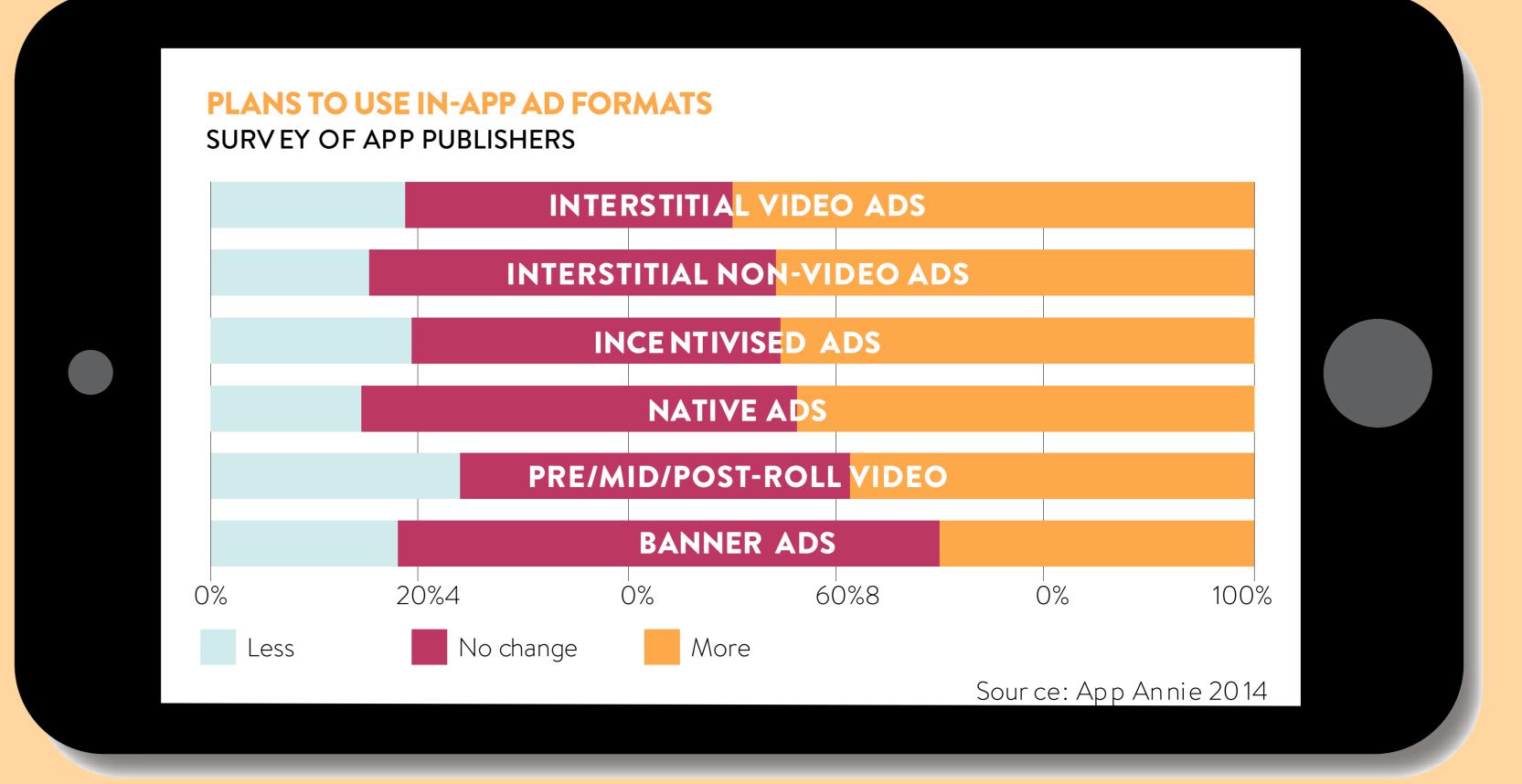
THE WORLD OF IN-APP ADVERTISING



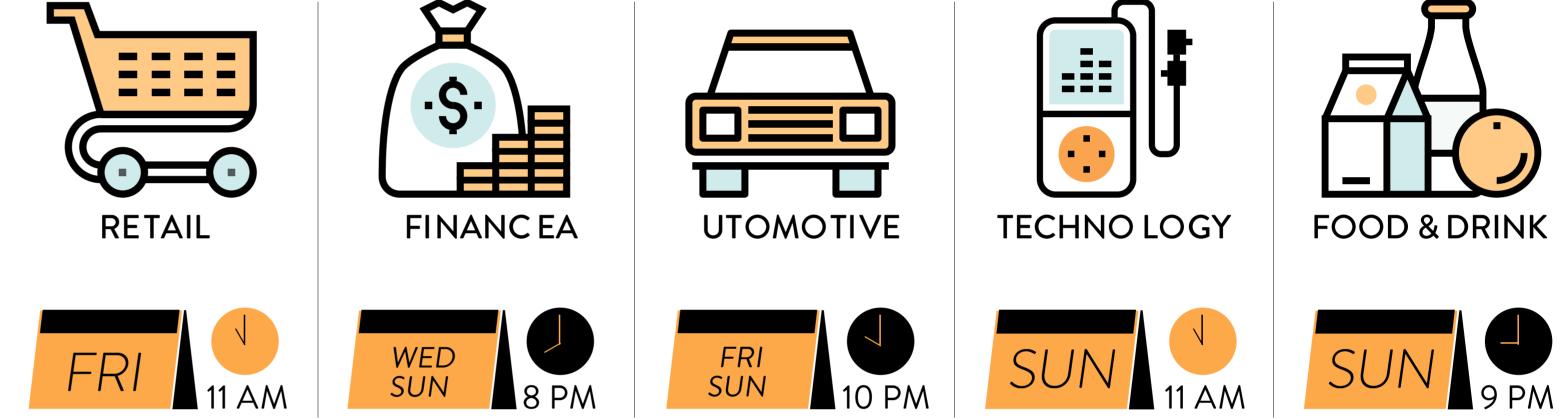


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MOST ENGAGING MOBILE AD FORMATS

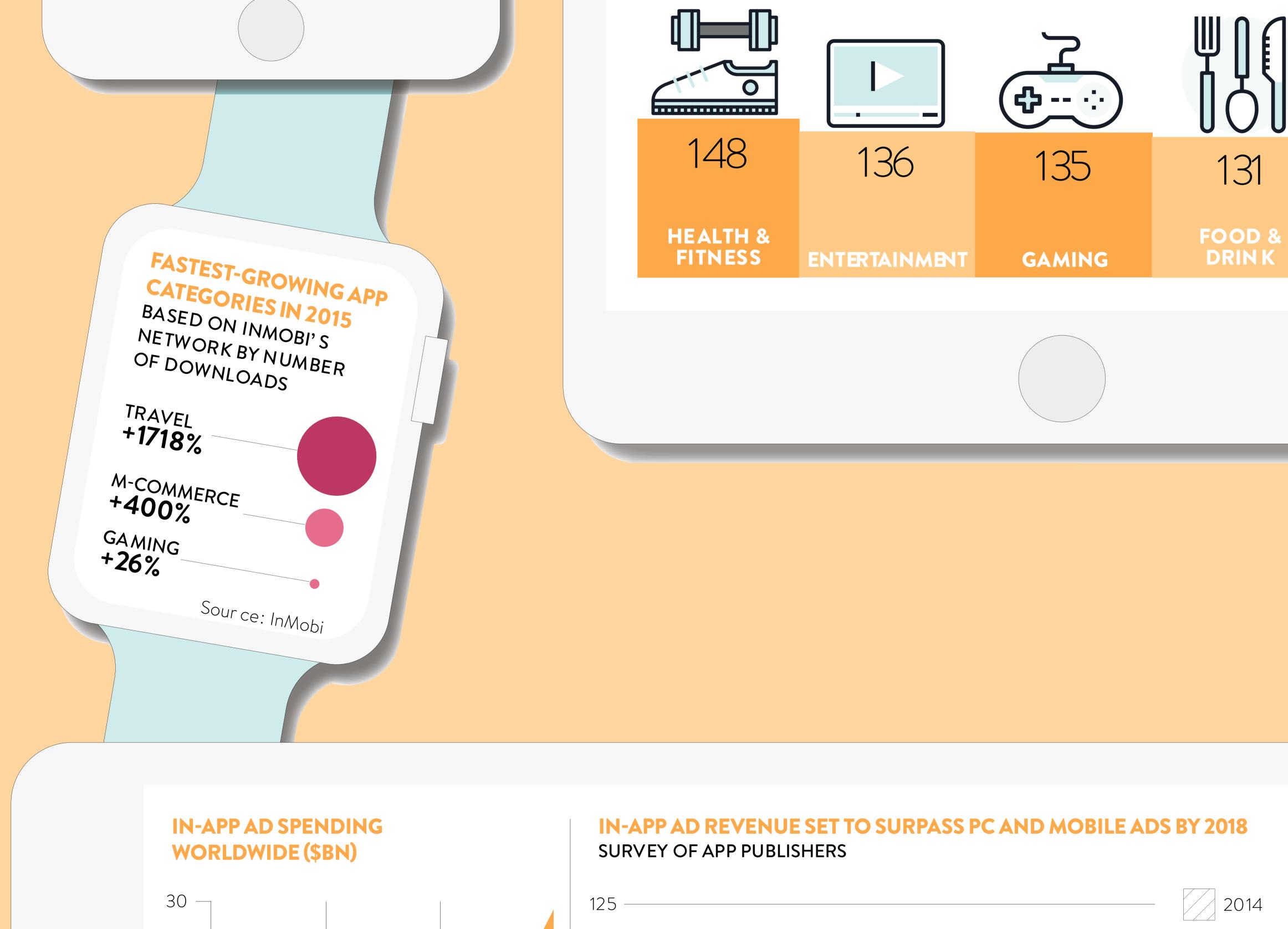
ENGAGEMENT IS MEASURED BY CLICK-THROUGH RATES, INDEXED AGAINST THE GLOBAL AVERAGE WITH 100 AS THE BASE

VIDE O ADS		b 603
NATIVE ADS	× 195	
RICH MEDIA ADS	LP 160	
BANNERS	101	
MOST ENGAGIN	G DAY AND TIME FOR MOBILE U	SER S. BY SECTOR
	ASURED BY CLICK-THROUGH RATES	SER 5, DI SECI OR



MOST ENGAGING CONTENT ON MOBILE

ENGAGEMENT IS MEASURED BY CLICK-THROUGH RATES, INDEXED AGAINST THE GLOBAL AVERAGE WITH 100 AS THE BASE



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