

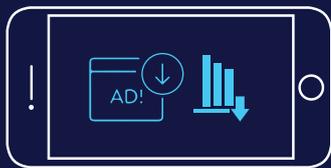
The background of the entire page is a dark blue gradient. It is populated with several white mobile devices (tablets and smartphones) at various angles. The screens of these devices display various colorful and dynamic app interfaces. In the top left, two tablets show a game with a blue character and a colorful, abstract environment. In the top right, a large tablet displays a dark, action-oriented scene with a character and the word 'ZOMBIE' visible. In the bottom left, a tablet shows a vibrant, cartoonish landscape with a green character and the word 'FIENDS'. In the bottom center, a smartphone displays a yellow background with a character and the text 'CRAZY TAXI'. In the bottom right, a tablet shows a blue character and a colorful, abstract environment. A horizontal bar with segments of blue, orange, and green is positioned below the main text area.

# App Developers Survey Report 2018

## A perspective on App Monetization, Ad Mediation and In-App Videos

# Key Takeaways

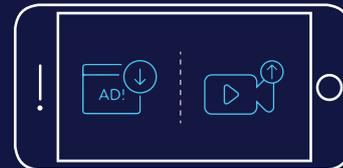
## ▶ IN-APP AD REVENUE MISERIES



**Only 31%**

app developers are satisfied with their in-app ad revenues

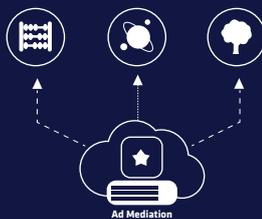
## ▶ NON-VIDEO ADS ARE DISAPPEARING



**Only 17%**

app developers are satisfied with their in-app ad revenues from non-video ads

## ▶ JUMPING ON THE AD MEDIATION BANDWAGON



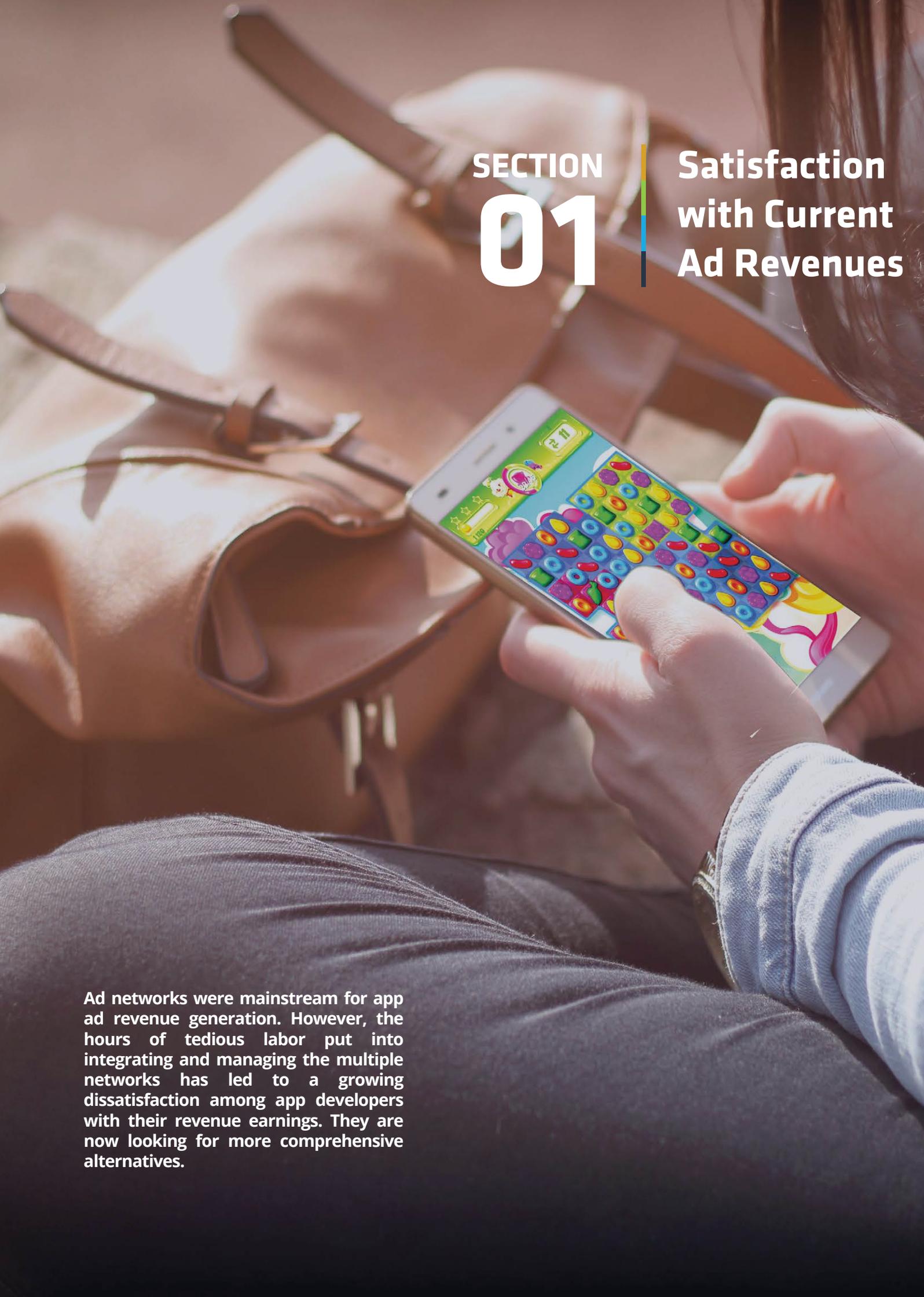
**54%**

app developers are willing to try ad mediation to boost in-app ad revenues

## ▶ FACTORS FOR PICKING AN AD MEDIATION PARTNER



No. of ad networks and ease of integration are the top two factors in choosing an ad mediation partner

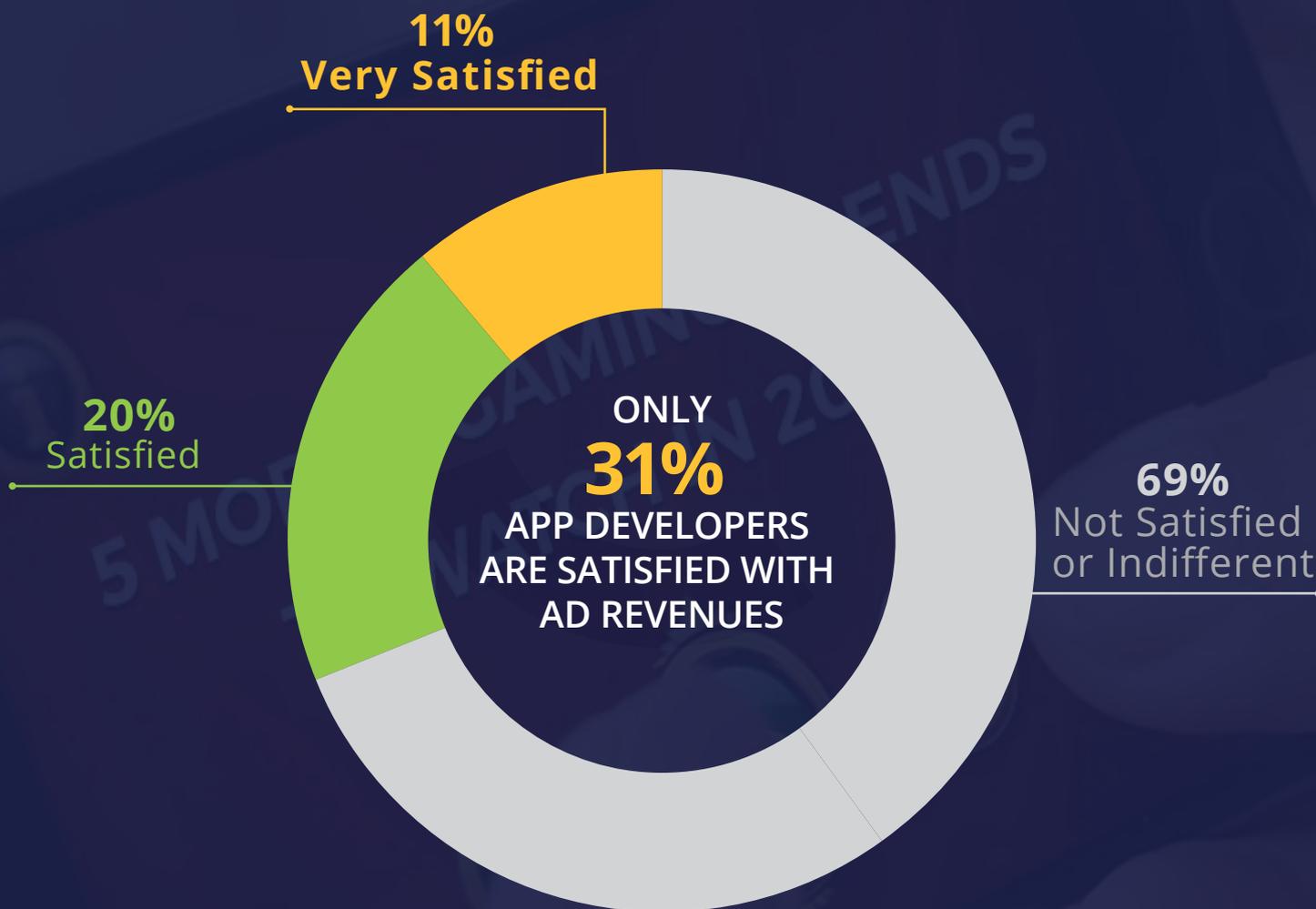


## SECTION 01

## Satisfaction with Current Ad Revenues

Ad networks were mainstream for app ad revenue generation. However, the hours of tedious labor put into integrating and managing the multiple networks has led to a growing dissatisfaction among app developers with their revenue earnings. They are now looking for more comprehensive alternatives.

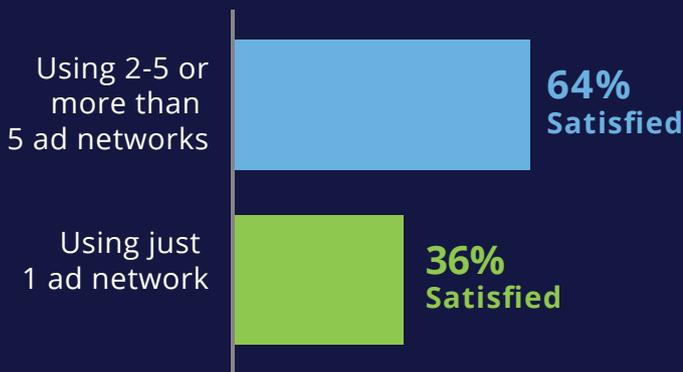
## In-App Ad Revenues Remain A Major Concern For App Developers



### Are App Developers Satisfied With Ad Revenues From Their Current Ad Networks?

Astonishingly only 31% of app developers are happy with their ad revenues. Whereas a whopping 69% are either dissatisfied or neutral towards the ad revenues they earn. This throws up a lot of questions and demands for a comprehensive solution to address app developers monetization woes. While ad networks following traditional models are at the stage of extinction, ad mediation SDK provides a holistic solution.

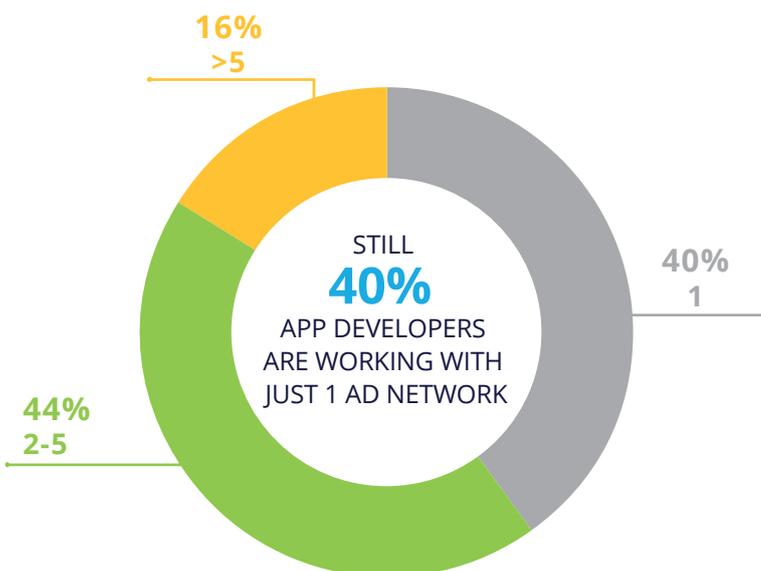
## Higher Satisfaction With Ad Revenues Is Directly Proportional to No. of Ad Networks



### App Developers Who Are Satisfied Or Very Satisfied With Current Ad Revenues

64% of app developers working with 2-5 or more than 5 ad networks are satisfied with their ad revenues. This highlights the fact that app developers are keen to work with more ad networks to redeem higher ad revenues without settling with just 1 ad network.

## Still, 40% App Developers Are Stuck Working With Just 1 Ad Network



### How Many Ad Networks Are App Developers Working With?

Just about one-sixth (16%) of app developers are working with more than 5 ad networks while 40% are working with 1 network only. Could this be the reason for the high dissatisfaction with ad revenues? We delve deeper into it in next few questions to comprehensively understand this behavior.

SECTION

02

How Is Ad  
Mediation  
Perceived?



Just as is the case with any new technology, app developers took time adapting to ad mediation. The sentiment that cohesively runs through them today is that, using ad mediation is turning out to be one of their best decisions. Easy to implement, full transparency, latest methodologies and it being a holistic solution is making ad mediation widely accepted as the key to monetization.



**ELMER CHA**

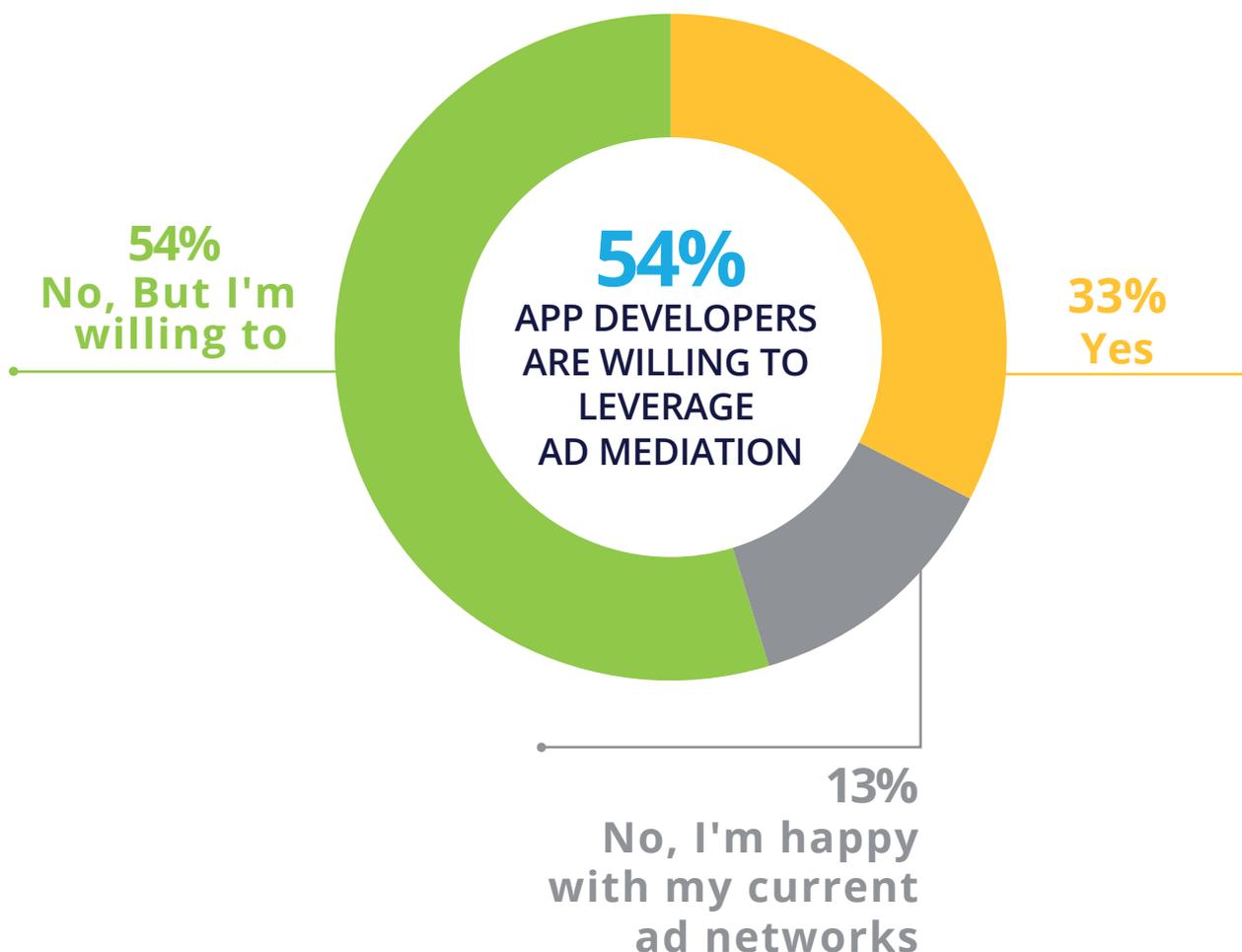
Co-founder and Chief Creative Officer, Yoolotto

---

“CHOCOLATE IS A NEW AGE AD MEDIATION PLATFORM, BUNDLED WITH LATEST AND ADVANCED FEATURES. IT PROVIDES PERSONALIZED ACCOUNT MANAGEMENT WHICH MAKES IT A GREAT PARTNER TO WORK WITH.”

---

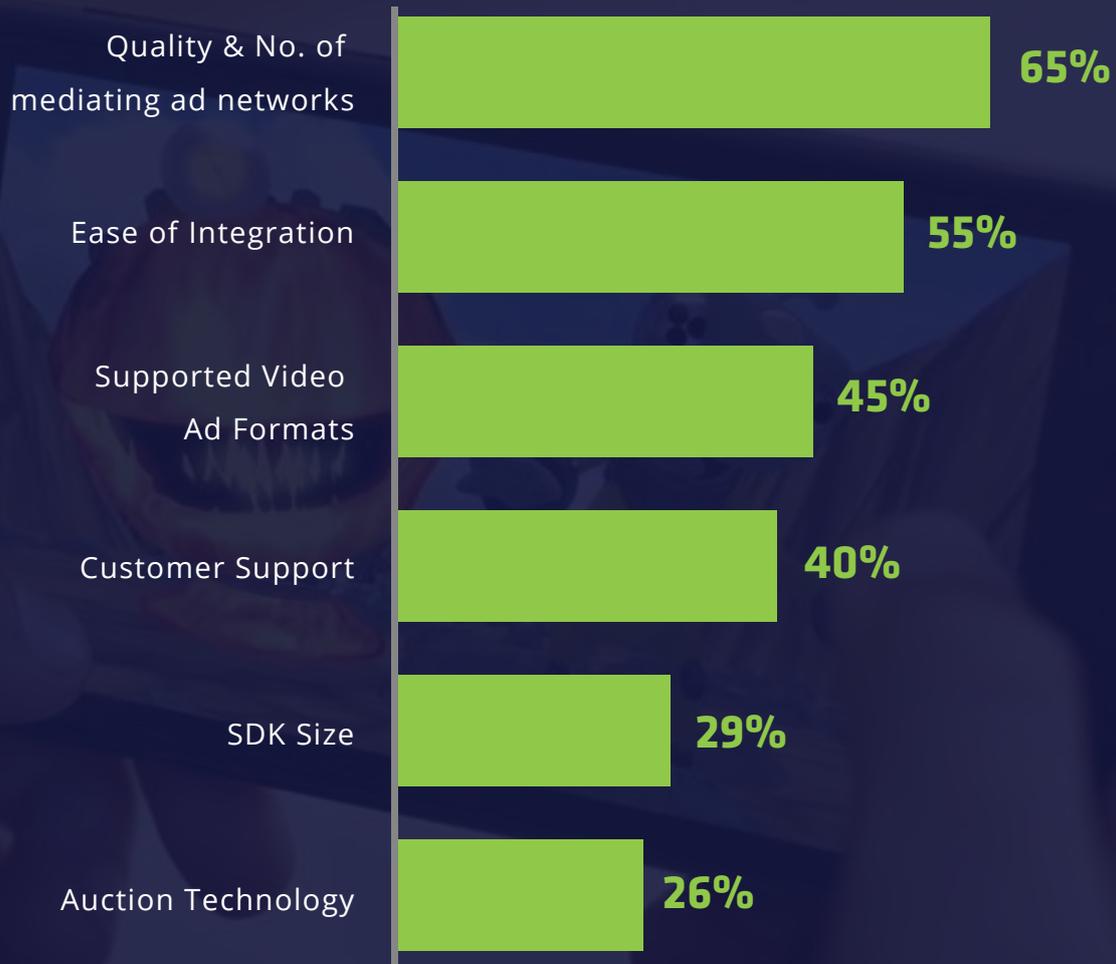
## App Developers Are Keen To Jump On Ad Mediation Bandwagon



### Are App Developers Working With An Ad Mediation Partner?

An increasing percentage, 54% of app developers understand that ad mediation is here to stay and that's what making it the mostly widely sought after app monetization solution. The challenges & limitations of the traditional models of deal management, waterfall models restricted the revenue earning potential of app developers. This paved way for a technologically sound and easy to integrate - ad mediation solution.

## 65% App Developers Consider Quality & No. of Ad Networks The Most Important Factor In Choosing Ad Mediation

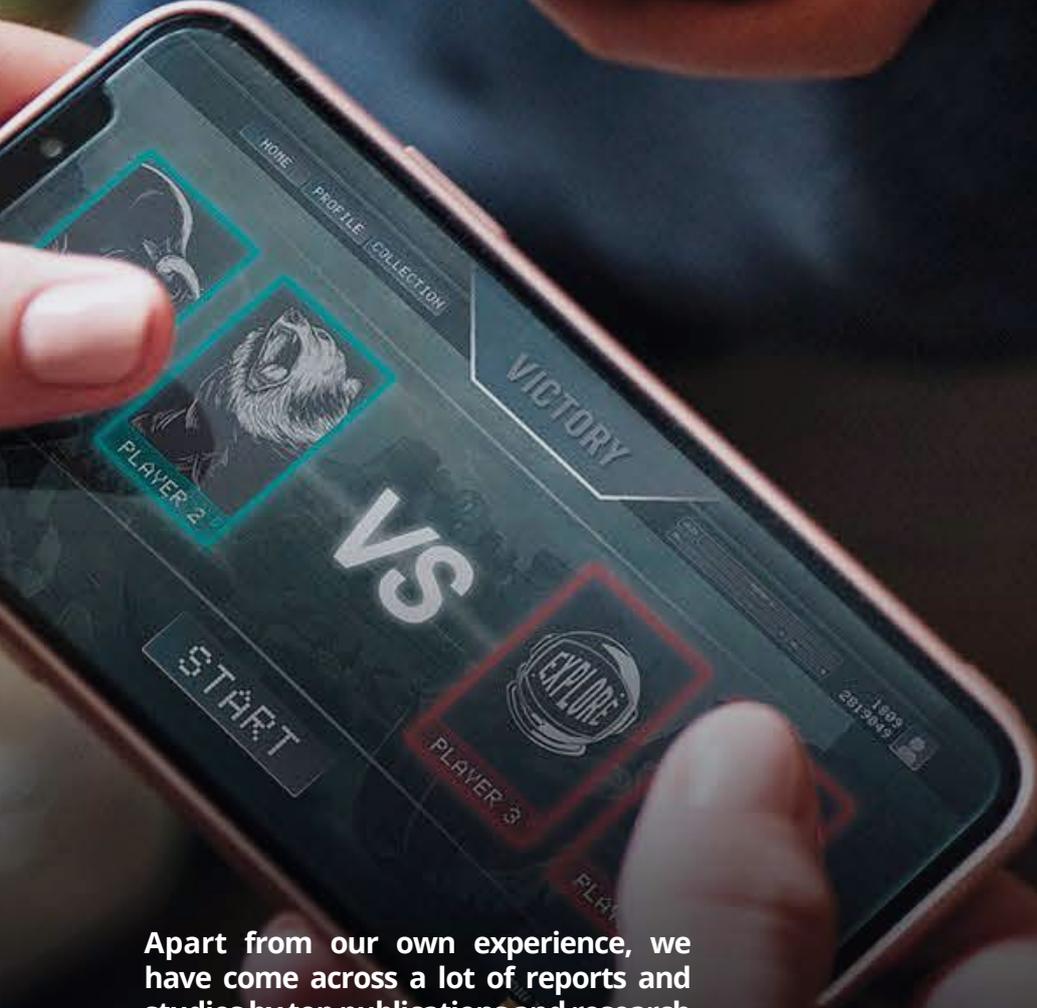


### Most Important Factors While Choosing An Ad Mediation Partner

As evident app developers are looking for ad mediation partners that offer a choice of ad networks and demand sources. The more the demand sources, the better the fill rates. The second most important factor in choosing an ad mediation partner is 'ease of integration'. App Developers greatly appreciate easy-to-understand and well-documented SDKs. Dependency management tools like Maven, CocoaPods or similar and popular gaming frameworks such as Unity or Cocos2d-x must be supported by the SDK.

# SECTION 03

## Effectiveness of In-App Video Ads



Apart from our own experience, we have come across a lot of reports and studies by top publications and research houses that indicate video ads as being the most effective when it comes to app monetization. The stereotype banner ads have been replaced by new ROI-generating video ads like rewarded videos, interstitials, etc.



**SAURABH BHATIA**

Co-Founder & CEO, Chocolate

---

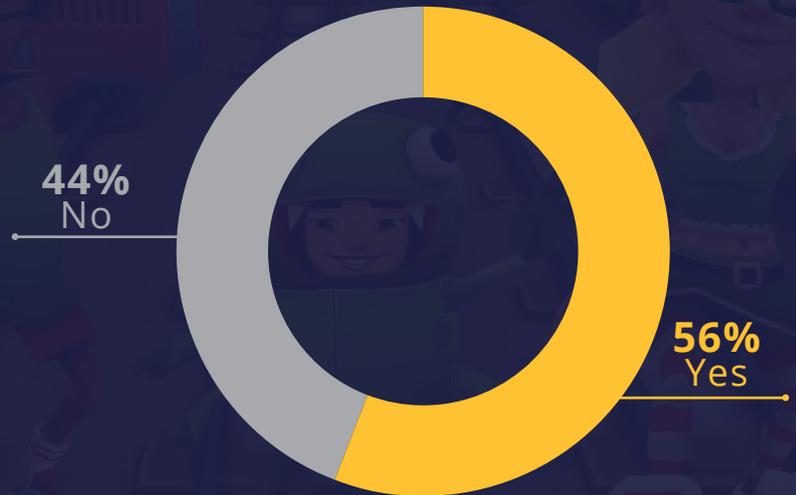
"AT CHOCOLATE, WE ARE VERY MINDFUL OF THE EVOLUTION OCCURRING IN THE FAST-PACED MOBILE APP LANDSCAPE AND THE NEEDS OF PUBLISHERS. WE OFFER A ROBUST, TECHNOLOGICALLY SOUND AND AN END-TO-END MONETIZATION SOLUTION TO APP DEVELOPERS, THROUGH OUR AD MEDIATION PLATFORM. WE ARE 100% COMMITTED TO INCREASING REVENUE FOR OUR PARTNER PUBLISHERS WHILE ENSURING HIGH USER SATISFACTION AND EASY INTEGRATION. WE ARE INVESTING IN INVENTING AND RE-INVENTING A SUPERIOR AD MEDIATION SOLUTION."

---

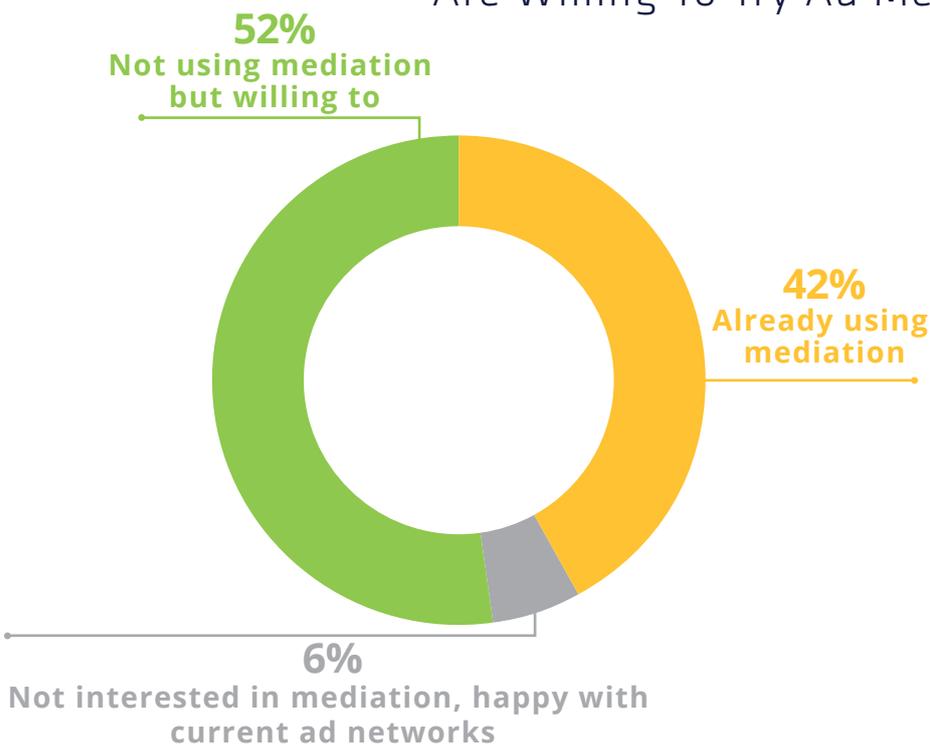
## In-App Video Ads Are The Preferred Monetization Method For App Developers

### Are App Developers Running Video Ads In Their Apps?

More than half of all app ad spends by advertisers is on rich content video ads, still a huge section 44% of app developers are not running video ads in their apps. While selecting an ad mediation partner see if it supports most effective monetization ad formats like rewarded videos, interstitial videos & playable ads. These are not only where ad dollars are going but are by far the most consumer-friendly and offer the highest interaction/ completion rates.



## More Than Half Of App Developers Running In-app Video Ads Are Willing To Try Ad Mediation



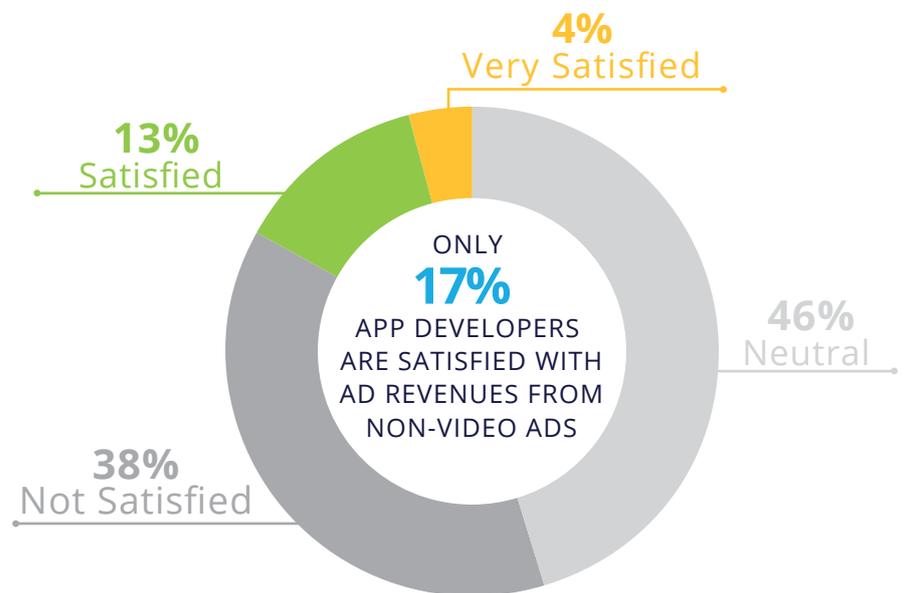
### What Is The Perception Towards Ad Mediation For App Developers Who Are Running In-app Video Ads?

In-App video ads with ad mediation is a lethal monetization combo that app developers cannot afford to ignore. Thus, 94% of app developers are either using mediation or willing to in order to maximize their advertising revenue. App developers must use ad networks which specifically serve video ads & strategically decide the placements of ads to ensure that user experience is not hampered. They must also focus on improving user engagement with use of rewarded videos & playable ad formats which are highly appreciated by consumers.

## Non-Video Ads Are Disappearing

### What Is The Satisfaction From Current Ad Revenues For App Developers Who Are Not Running Video Ads?

38% of app developers not running video ads are dissatisfied with their ad revenues. This clearly shows the impact of in-app video ads on an app's business. Nowadays when a majority of the game & other apps are free to download and play, serving in-app video ads has become the most effective monetization method for app developers.



## Methodology

Chocolate's marketing team analyzed responses from 102 App Developers from across 22 countries to bring you key insights from fellow devs. The survey was run on our website between Nov'17 to May'18 quizzing app developers about their ad revenues, experience with ad mediation, thoughts on in-app video ads and overall monetization strategies. The App Developers Survey 2018 report provides a high-level analysis of app developers satisfaction with their current ad revenues, their perception about ad mediation, and their thoughts on effectiveness of in-app video ads. The analysis is based on data extracted from the survey conducted via Chocolate Platform's website.

## About Chocolate

---

Chocolate is a global leader in mobile video advertising. Chocolate offers two core products, Chocolate Marketplace, a global programmatic buying and selling platform for mobile video advertising and Chocolate Mediation, an end-to-end monetization solution for app developers & publishers. Chocolate is a privately held, venture-backed company headquartered in Silicon Valley with offices in San Francisco, CA and India.

---

Try Chocolate Ad Mediation SDK 

---

To Know More 

---

Write To Us 