

App Developers Survey 2018

IN-APP AD REVENUE MISERIES



Only 31% are satisfied with ad revenues

RELUCTANCE TO TRY MORE AD NETWORKS



40% work with only 1 ad network

MORE AD NETWORKS DRIVE HIGHER SATISFACTION



64% working with 2 or more ad networks are satisfied with ad revenues

NON-VIDEO ADS ARE DISAPPEARING



Only 17% are satisfied with ad revenues from non-video ads

JUMPING ON AD MEDIATION BANDWAGON



54% are willing to try ad mediation

FACTORS FOR PICKING AN AD MEDIATION PARTNER

