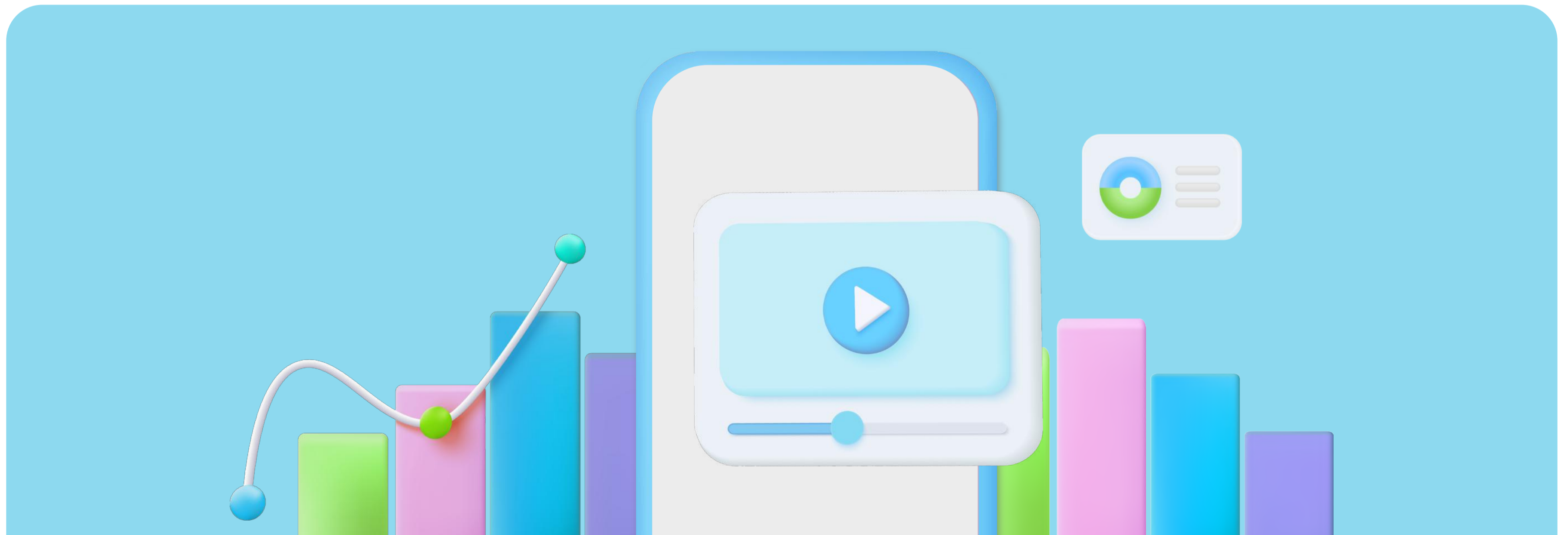tenjin

GameAnalytics

Hyper-Casual Games Benchmark Report

Q3 2022

Executive Summary

GameAnalytics

Android

Android has reached an all time high 57% share of ad spend

iOS

The CPI gap between Android and iOS has decreased to just $0.1

Brazil

Brazil is the biggest outlier in the report with very low CPI relative to ad spend

USA

The USA stands on the top of both Android and iOS ad spend rankings

Mintegral

Mintegral has the lowest CPI on Android
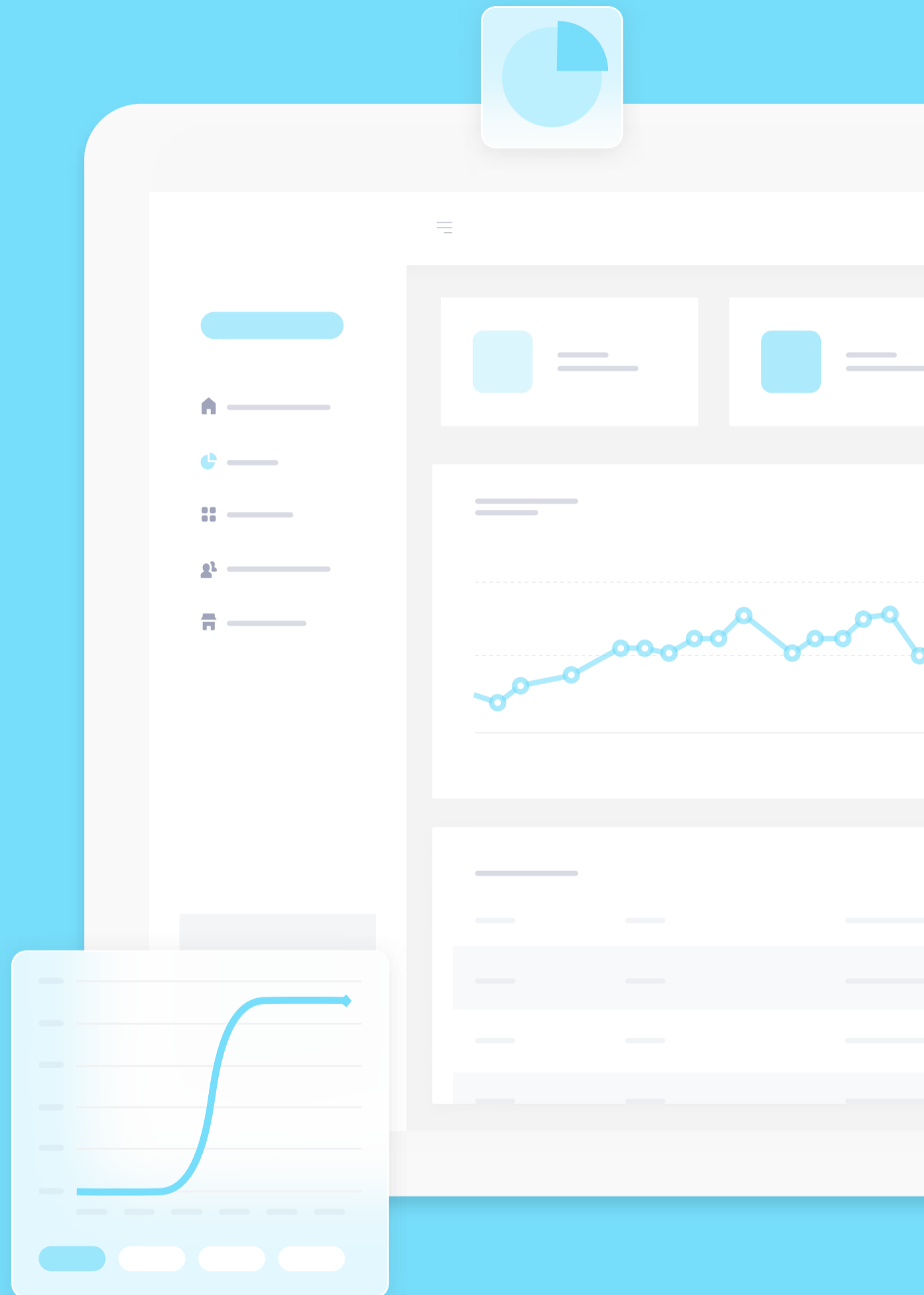
Unity Ads

Unity Ads has the lowest CPI on iOS

Day 1 Retention

The top 2% of games have day 1 retention of 51% on iOS and 42% on Android

Day 7 Retention

The top 2% of games have day 7 retention of 22% on iOS and 16% on Android

Tenjin – Made for Hyper-Growth

Tenjin offers free to start, pay as you grow advertising measurement for mobile game and app developers. We help small and medium-sized companies punch above their weight with marketing insights that enable them to compete with giant publishers.
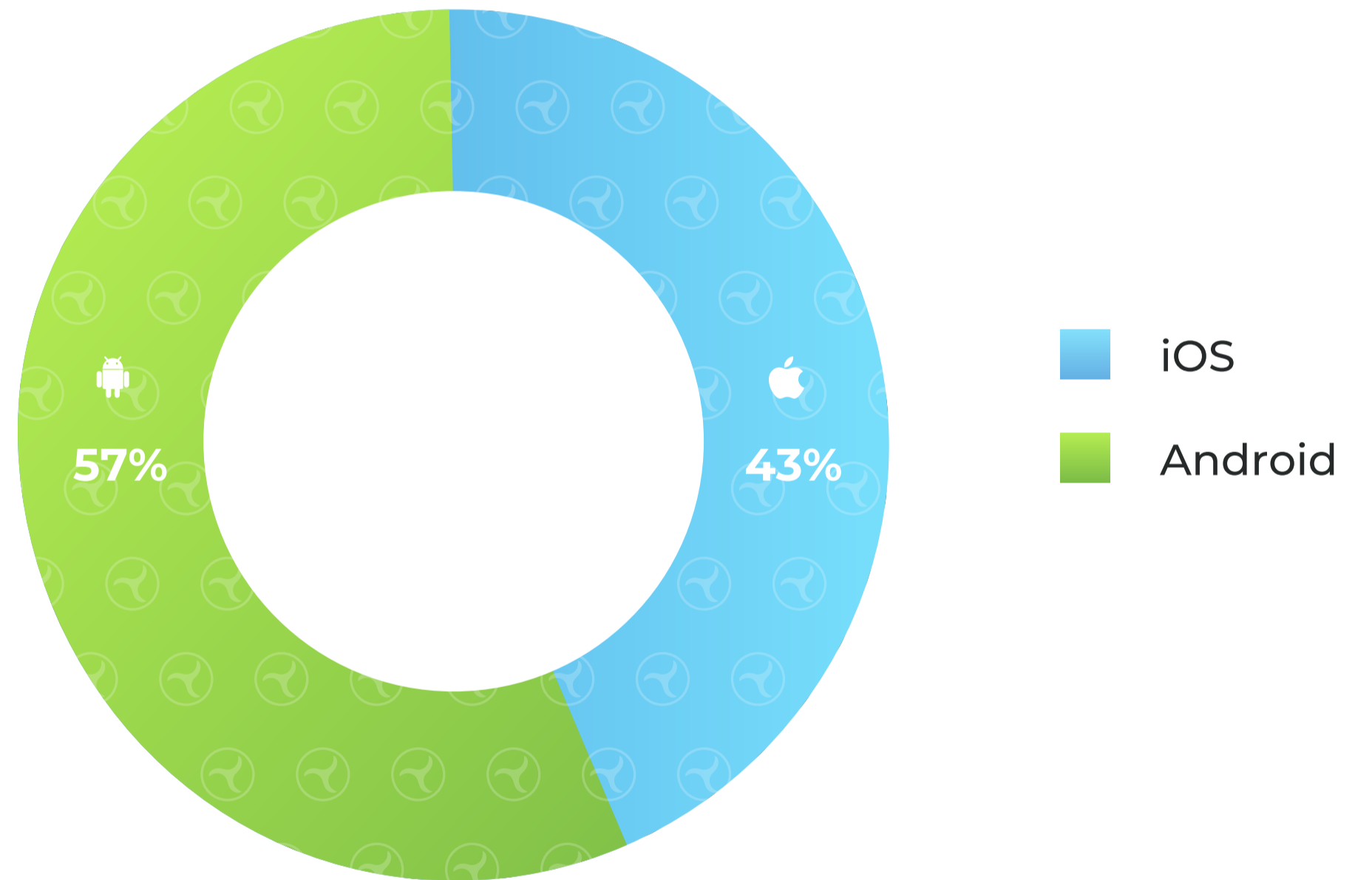
Sign up

Android vs iOS – Ad Spend % by Platform in Q3 2022

Compared to Q1 2022 Android has gained 7 percentage points of the ad spend share.

Read More

Ad Revenue distribution by platform in Q2 2022 was closer to ad spend distribution depicted here.

Read More

57%

43%

iOS

Android

Android vs iOS – Median CPI by Platform Q3 2022

The CPI gap between Android and iOS stands at 10 cents. Across the past 4 years, the average difference was 15 cents. This could indicate a significant rise in competition on Android.
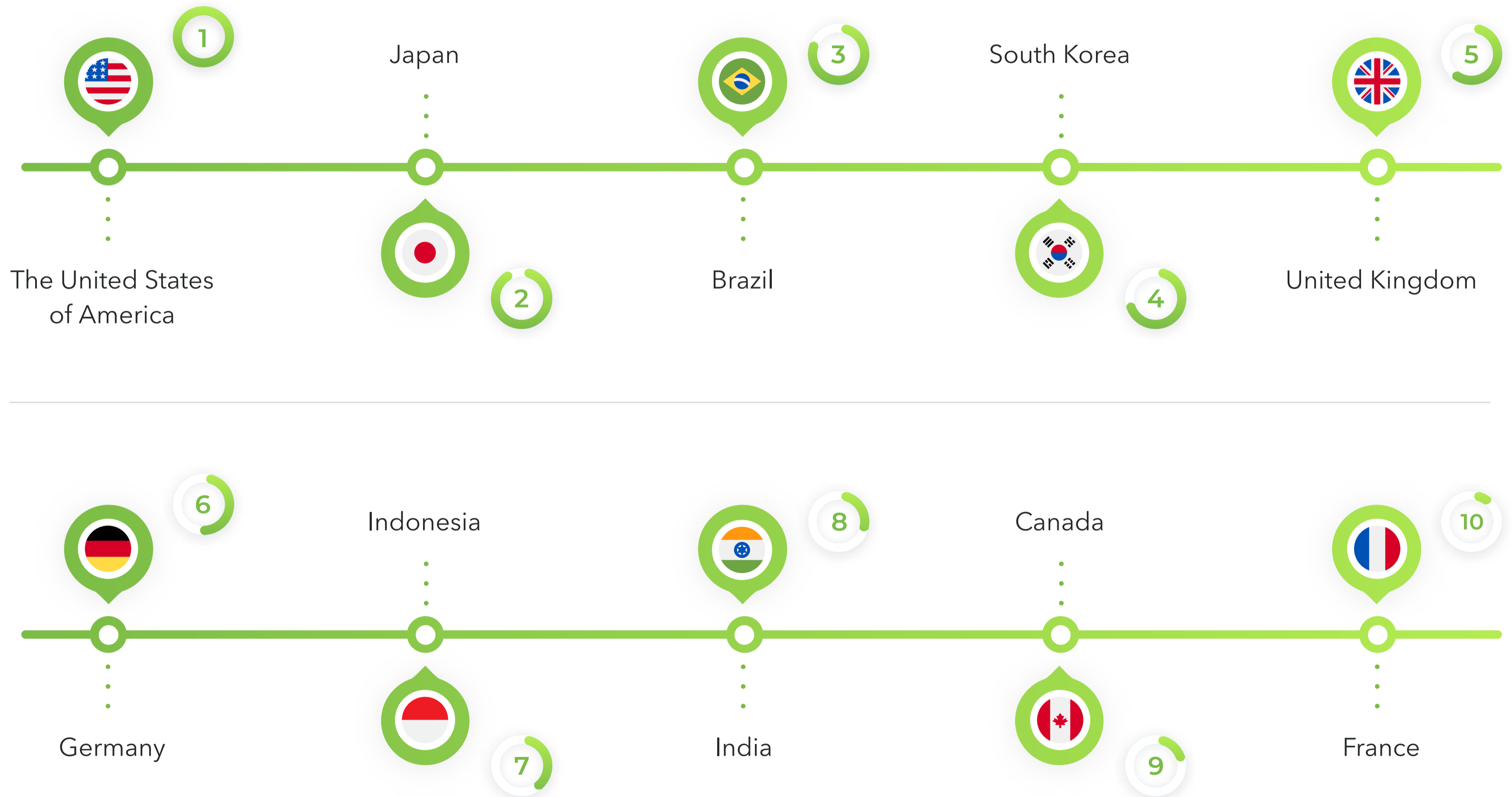
$0.25

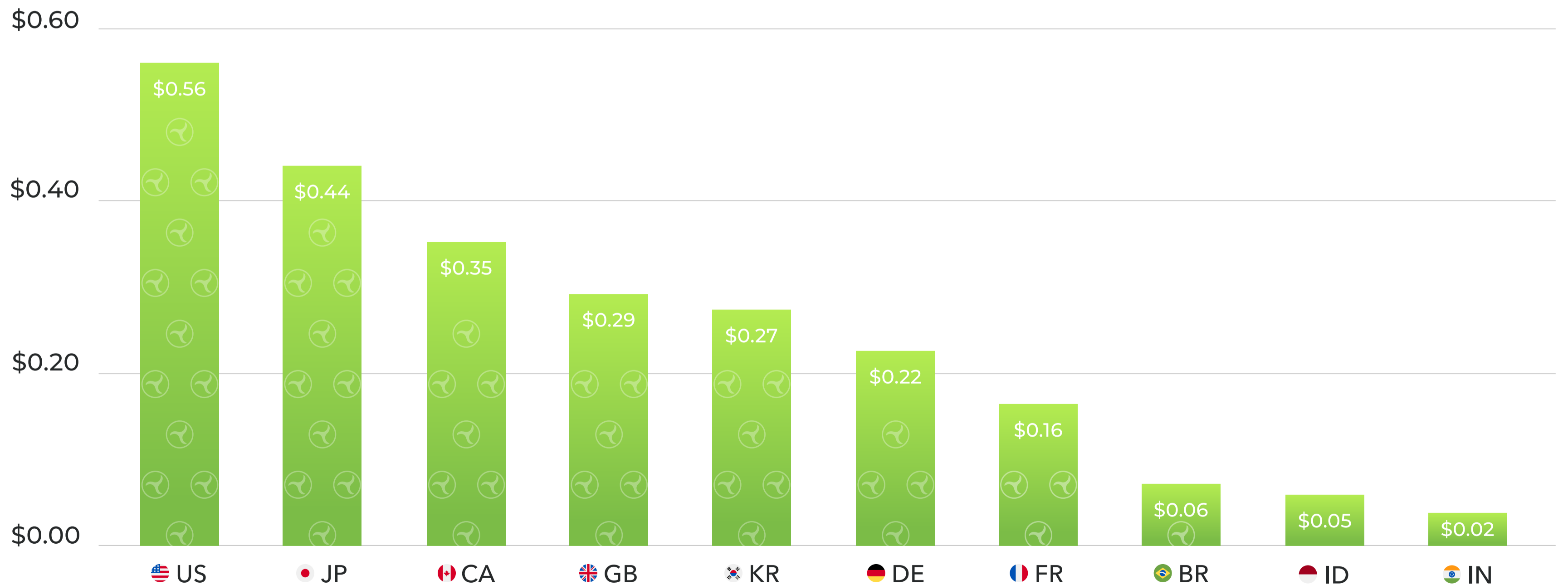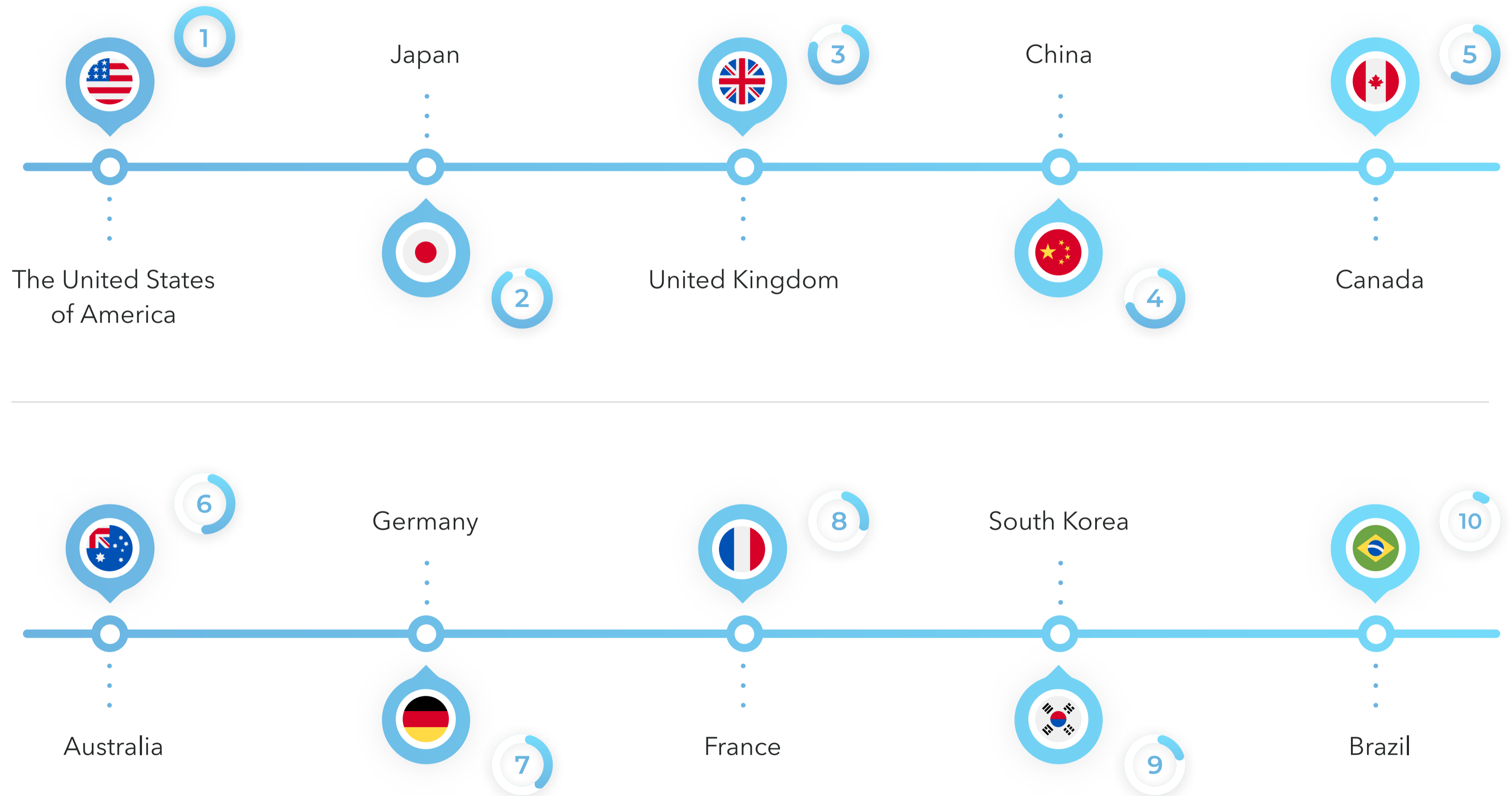**$0.15**

Android – Top 10 Countries by Ad Spend in Q3 2022

1 — The United States of America

2 — Japan

3 — Brazil

4 — South Korea

5 — United Kingdom

6 — Germany

7 — Indonesia

8 — India

9 — Canada

10 — France

Android – Median CPI for Top 10 Countries by Ad Spend in Q3 2022

> **!** If you have requested the report **here** or you have a Tenjin account, you'll receive an add-on to this report - the top 5 Ad Networks by CPI in each market.

	US	JP	CA	GB	KR	DE	FR	BR	ID	IN
CPI	$0.56	$0.44	$0.35	$0.29	$0.27	$0.22	$0.16	$0.06	$0.05	$0.02

iOS – Top 10 Countries by Ad Spend in Q3 2022

1 — The United States of America

2 — Japan

3 — United Kingdom

4 — China

5 — Canada

6 — Australia

7 — Germany

8 — France

9 — South Korea

10 — Brazil

iOS – Median CPI for Top 10 Countries by Ad Spend in Q3 2022

> **!** If you have requested the report **here** or you have a Tenjin account, you'll receive an add-on to this report - the top 5 Ad Networks by CPI in each market.
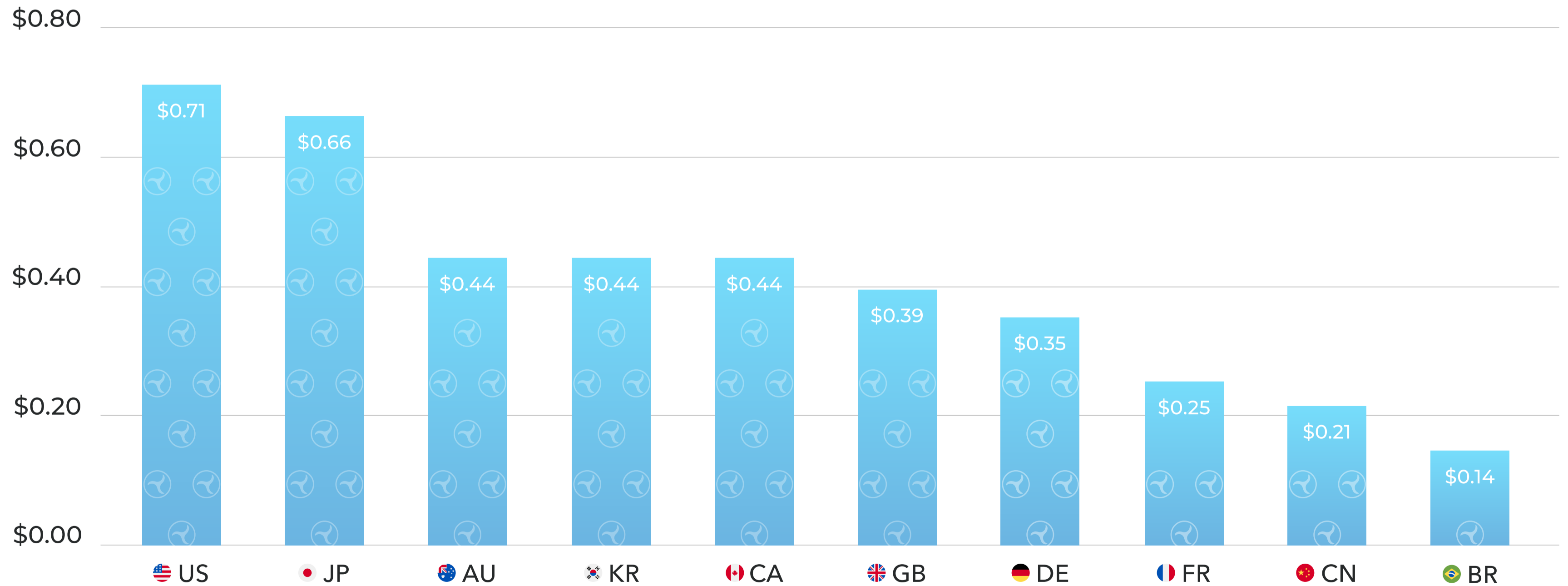
Country	Median CPI
🇺🇸 US	$0.71
🇯🇵 JP	$0.66
🇦🇺 AU	$0.44
🇰🇷 KR	$0.44
🇨🇦 CA	$0.44
🇬🇧 GB	$0.39
🇩🇪 DE	$0.35
🇫🇷 FR	$0.25
🇨🇳 CN	$0.21
🇧🇷 BR	$0.14

Android – Top 10 Ad Networks by Ad Spend in Q3 2022

Google Ads — 2

Unity Ads — 4

AppLovin — 1

Mintegral — 3

ironSource — 5

TikTok — 7

Fyber — 9

Meta — 6
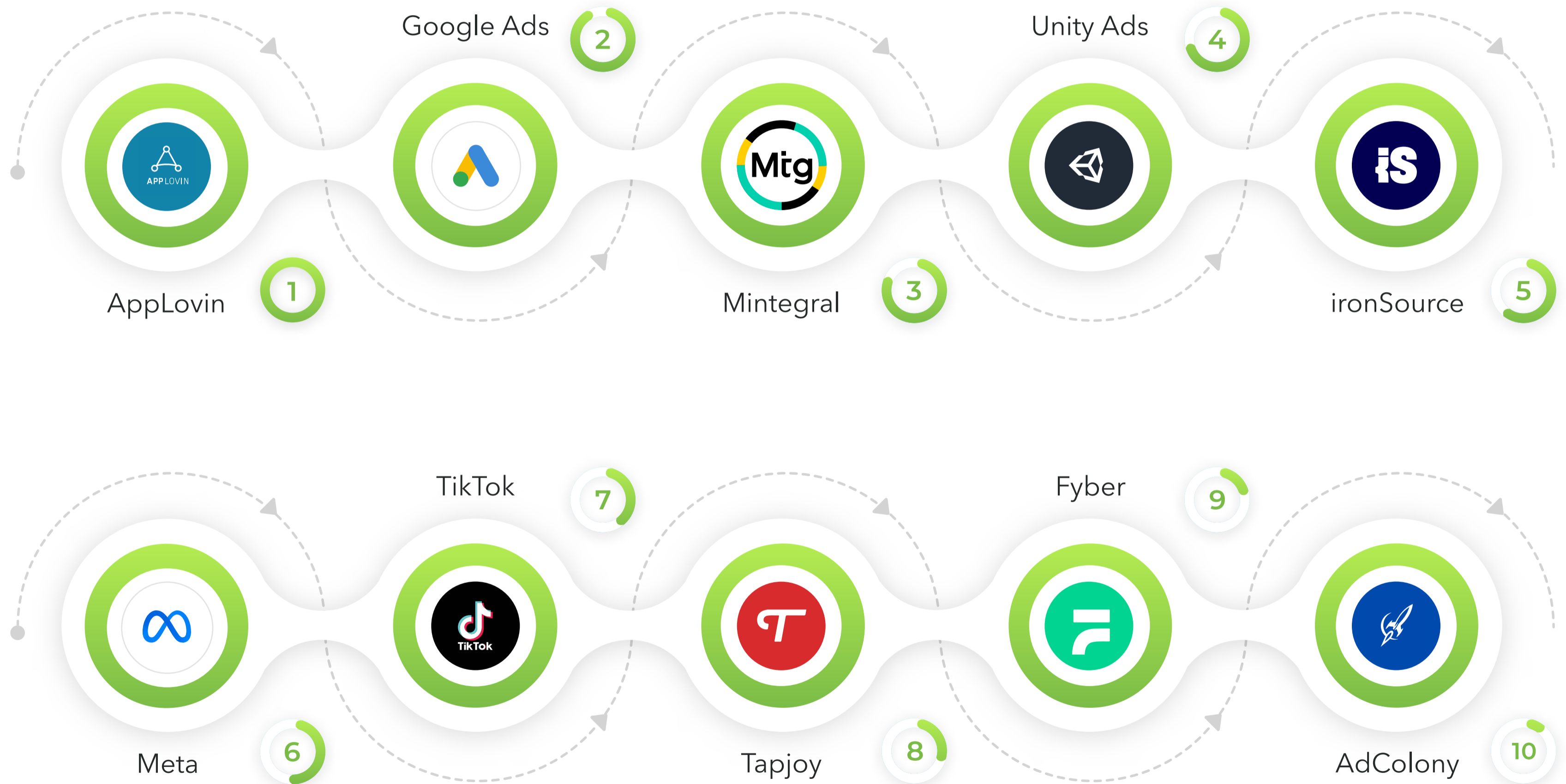
Tapjoy — 8

AdColony — 10

Android – Median CPI for Top 10 Ad Networks by Ad Spend in Q3 2022

> **!** **If you have requested the report here or you have a Tenjin account, you'll receive an add-on to this report - the top 5 Ad Networks by CPI in each market.**
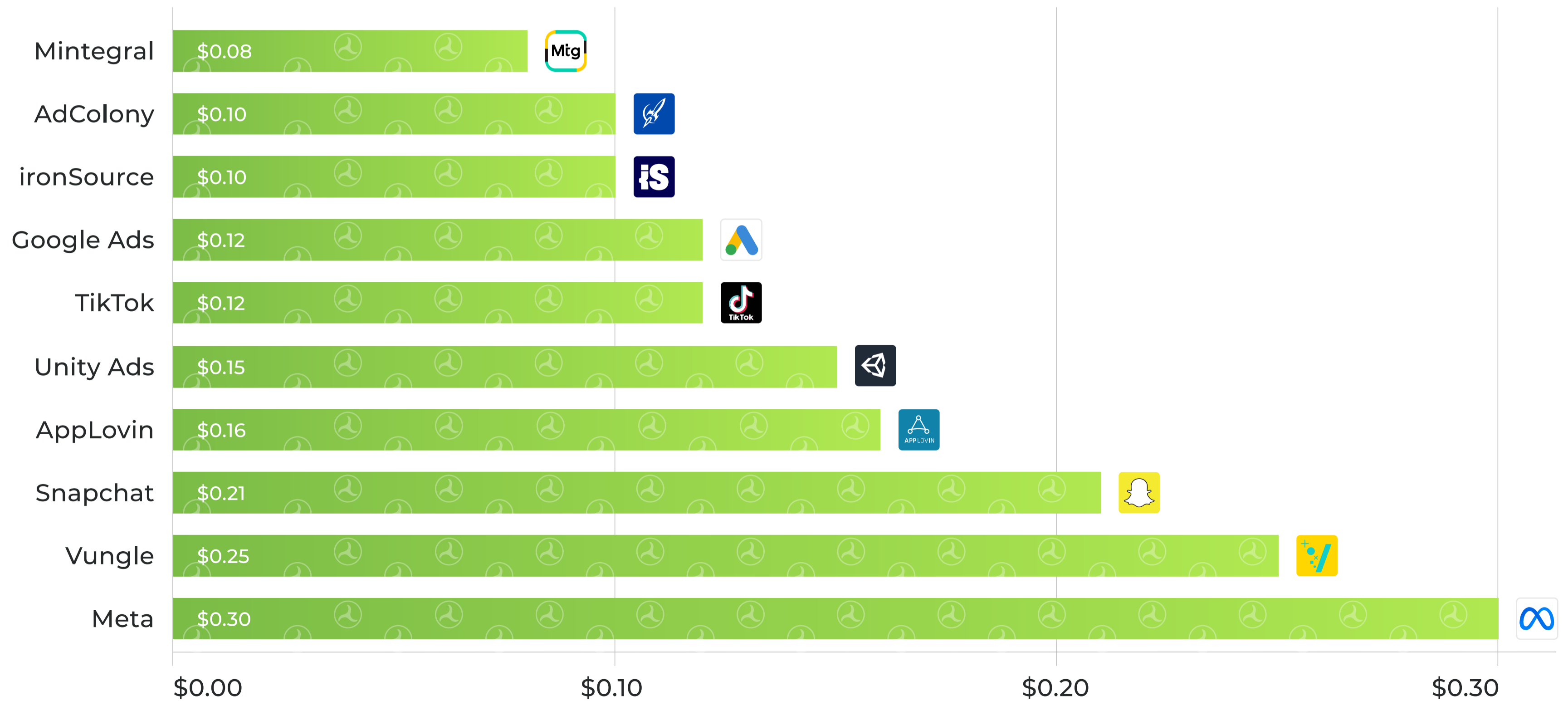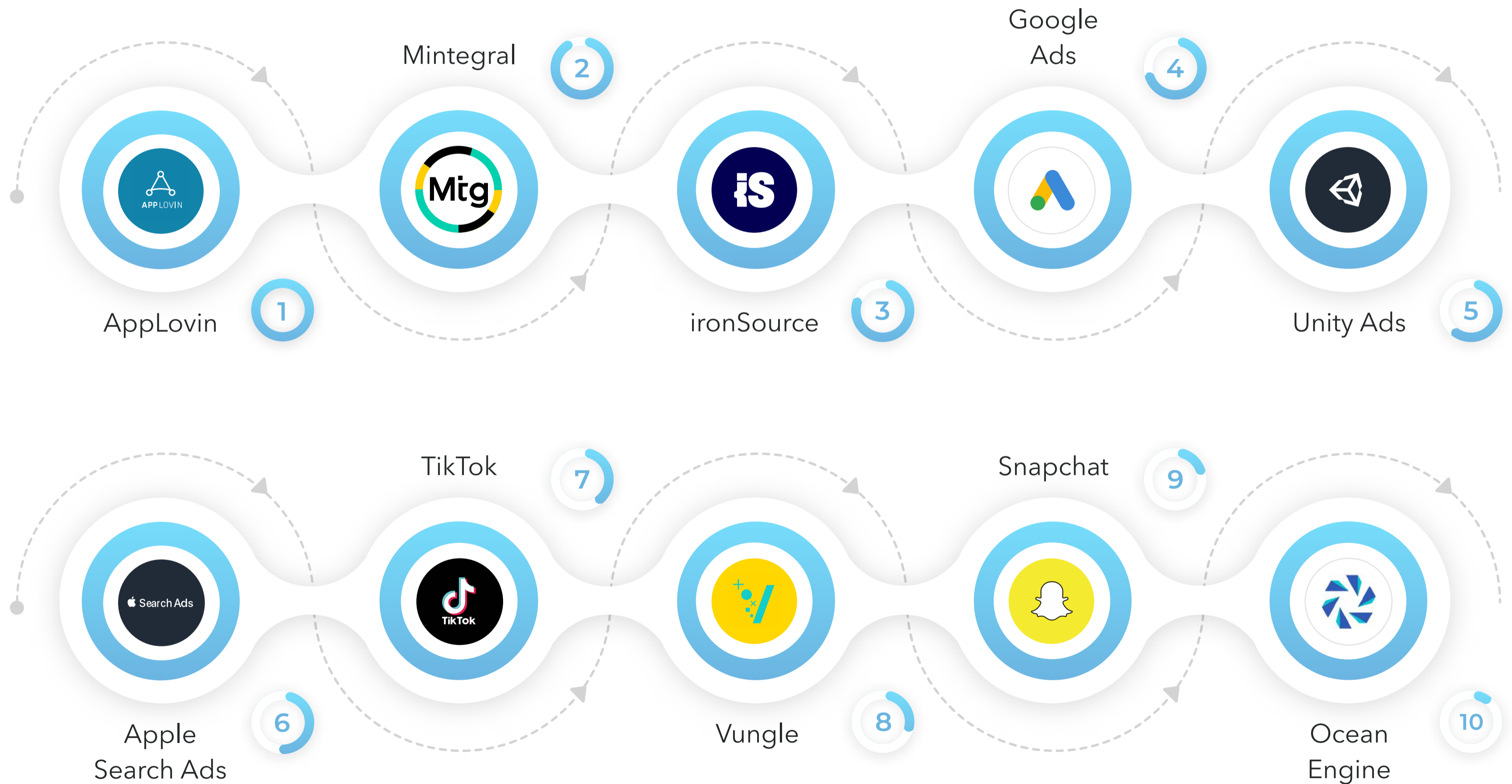
Network	CPI
Mintegral	$0.08
AdColony	$0.10
ironSource	$0.10
Google Ads	$0.12
TikTok	$0.12
Unity Ads	$0.15
AppLovin	$0.16
Snapchat	$0.21
Vungle	$0.25
Meta	$0.30

$0.00 $0.10 $0.20 $0.30

iOS – Top 10 Ad Networks by Ad Spend in Q3 2022

AppLovin — 1

Mintegral — 2

ironSource — 3

Google Ads — 4

Unity Ads — 5

Apple Search Ads — 6

TikTok — 7

Vungle — 8

Snapchat — 9

Ocean Engine — 10

iOS – Median CPI for Top 10 Ad Networks by Ad Spend in Q3 2022

> ! If you have requested the report **here** or you have a Tenjin account, you'll receive an add-on to this report - the top 5 Ad Networks by CPI in each market.
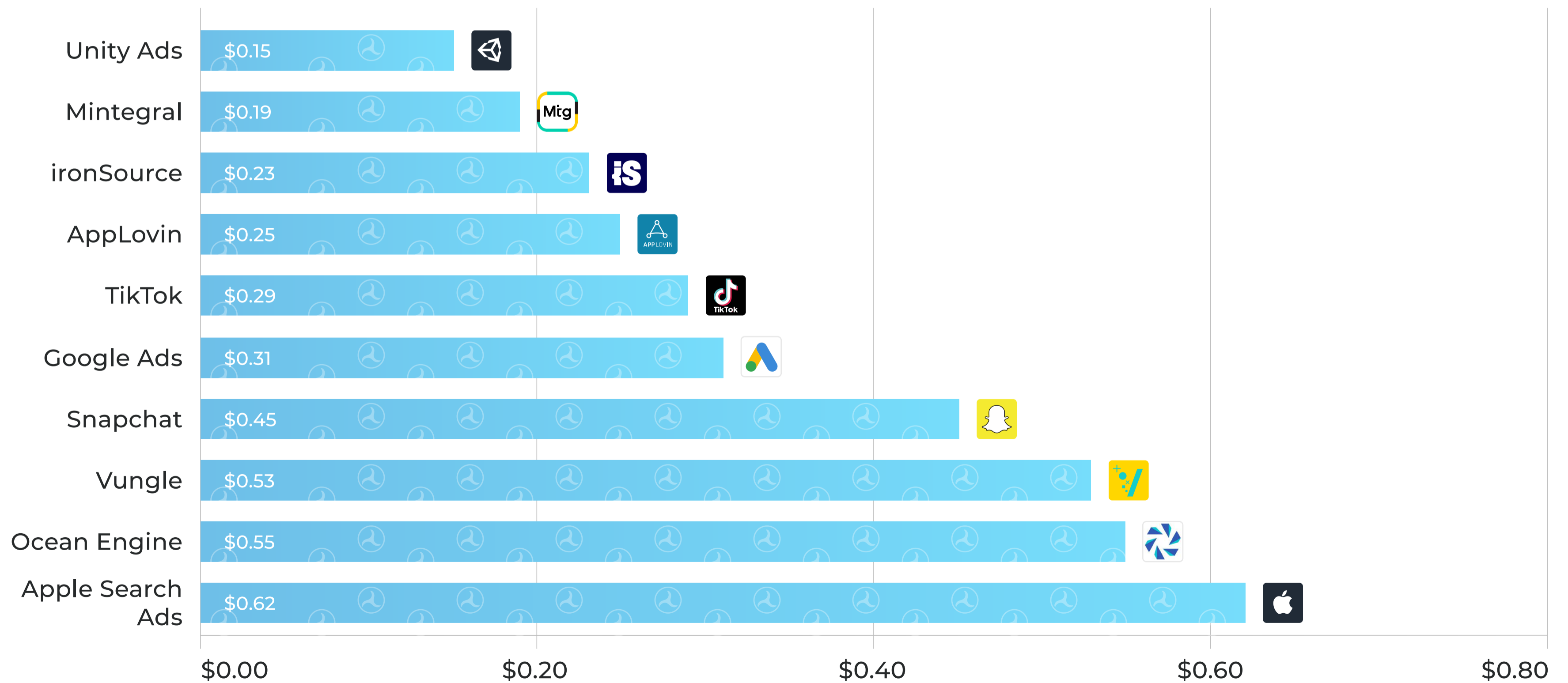
Ad Network	Median CPI
Unity Ads	$0.15
Mintegral	$0.19
ironSource	$0.23
AppLovin	$0.25
TikTok	$0.29
Google Ads	$0.31
Snapchat	$0.45
Vungle	$0.53
Ocean Engine	$0.55
Apple Search Ads	$0.62

$0.00 $0.20 $0.40 $0.60 $0.80

GameAnalytics

GameAnalytics is the #1 analytics tool for game developers, providing insights for more than 100k games, and ⅓ of the world's mobile players.
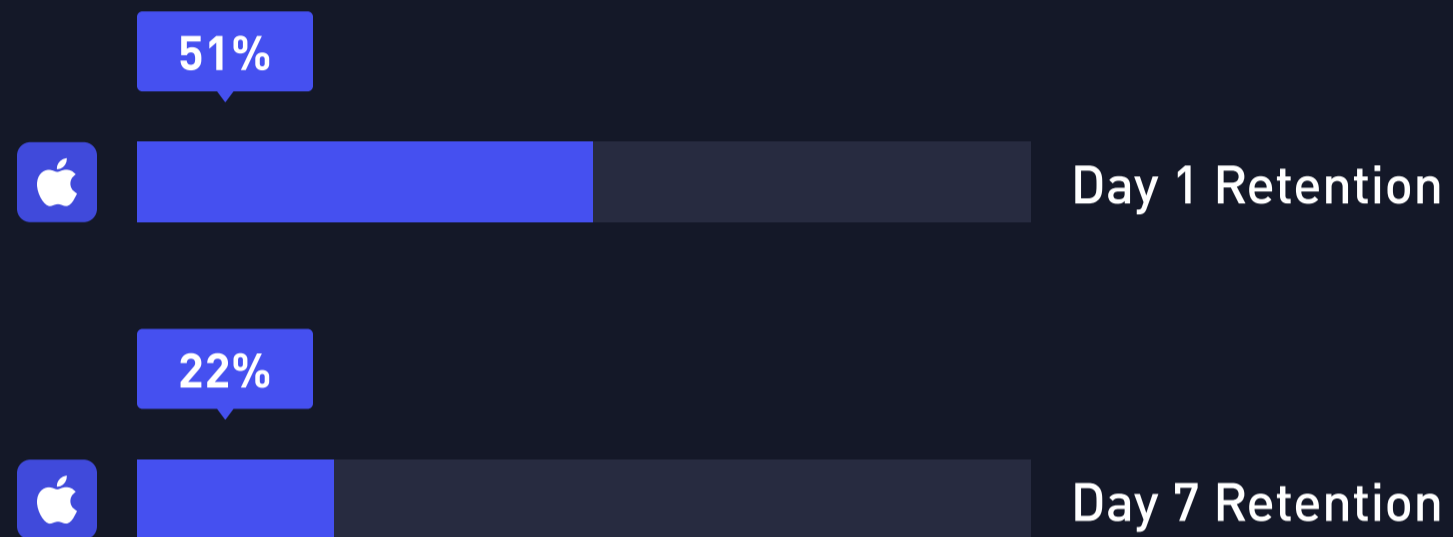
The goal of GameAnalytics is to empower game developers and publishers with priceless insights that help untap the true potential of their games.
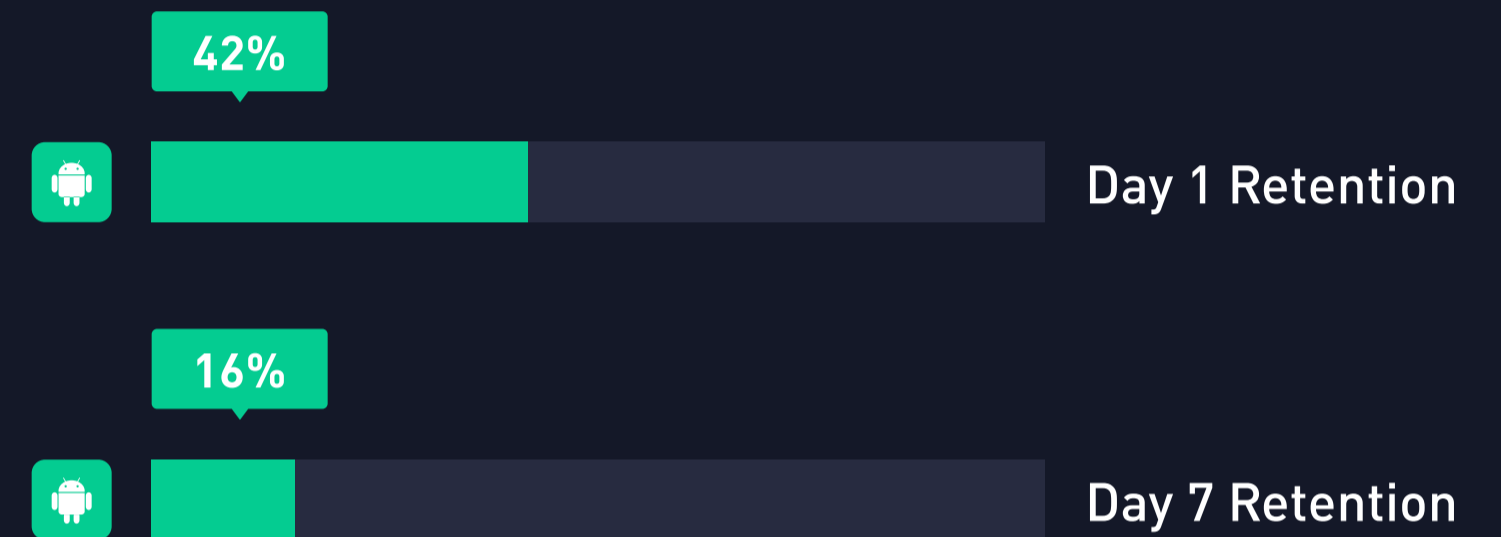
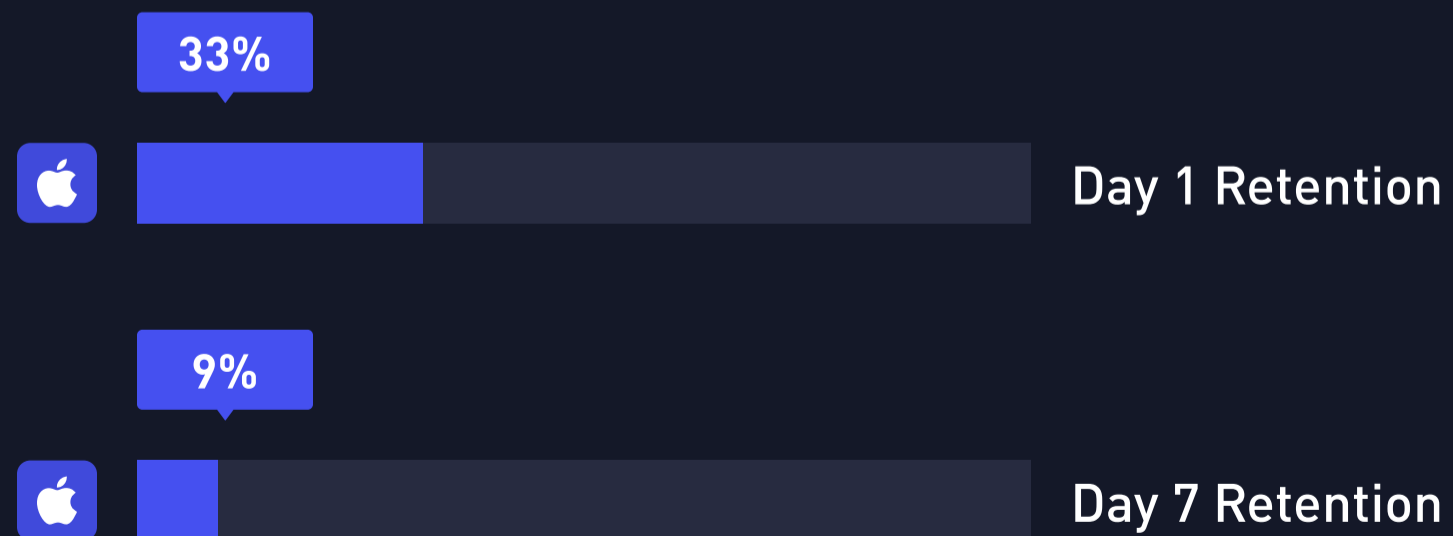# iOS vs Android – Retention Benchmark by platform Q3 2022

Top 2% of games

51%

Day 1 Retention

22%

Day 7 Retention

Top 2% of games

42%

Day 1 Retention

16%

Day 7 Retention

Top 25% of games

33%

Day 1 Retention

9%

Day 7 Retention

Top 25% of games

26%

Day 1 Retention

5%

Day 7 Retention

iOS vs Android – Retention Benchmark by platform Q3 2022

Median of all games

25%

Day 1 Retention

6%

Day 7 Retention

Median of all games

19%

Day 1 Retention

3%
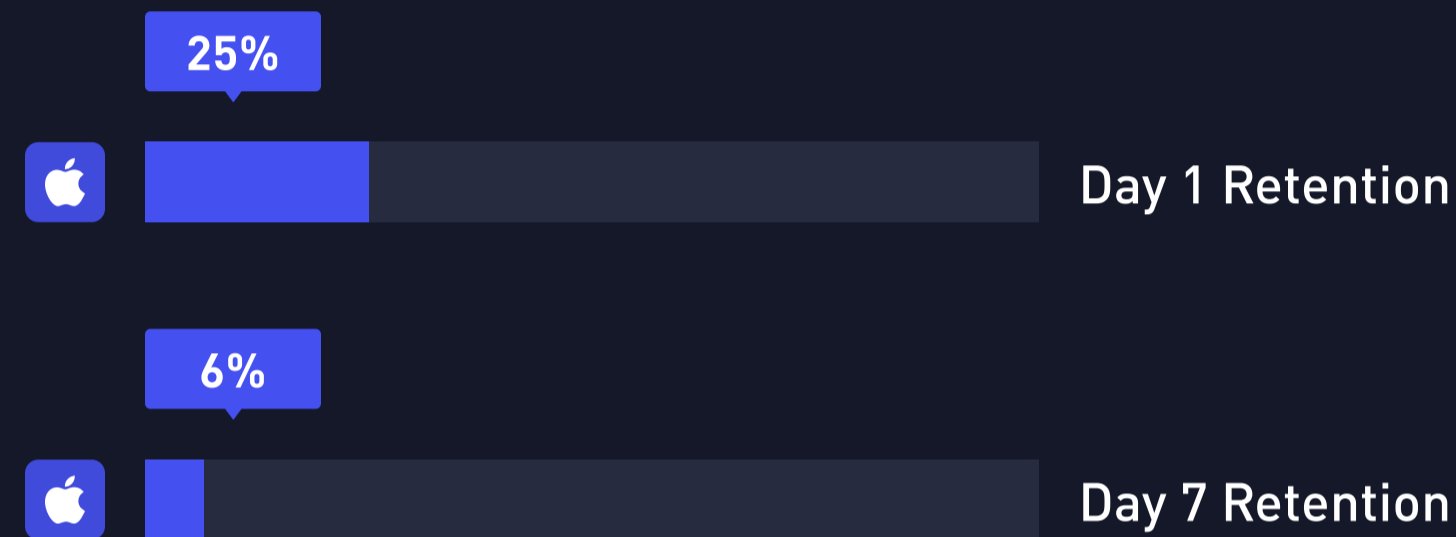
Day 7 Retention

- There is a large gap in Day 1 and Day 7 retention rate between a great game (top 2%), a good game (top 25%), and an average game (Median) on both iOS and Android.

- Day 1 and Day 7 retention rate for hyper-casual games is better on iOS than Android across all categories of games (great, good and average).

Coming Soon:
Top 5 Ad Networks by CPI in each market

Thank you for reading our 2022 Q3 Benchmark report.

But, the journey doesn't end here…

We have a couple of add-ons to this report coming up soon. Stay tuned to get access to data on the Top 5 Ad Networks by CPI in each market.

How can you get this upcoming report?

If you've already signed up to this report, you don't need to do anything at all. We will send it to your inbox directly.

Methodology

The benchmark report consists of anonymized data collected by Tenjin and Game Analytics for hyper-casual games in the date range of 01.07.2022 - 25.09.2022

The CPI ad network reports are compiled from the ad networks in the top 10 ad networks by ad spend.

Only countries that surpassed the threshold of $1 million of ad spend were included in the CPI report by country.

GameAnalytics data was collected via the GameIntel tool.
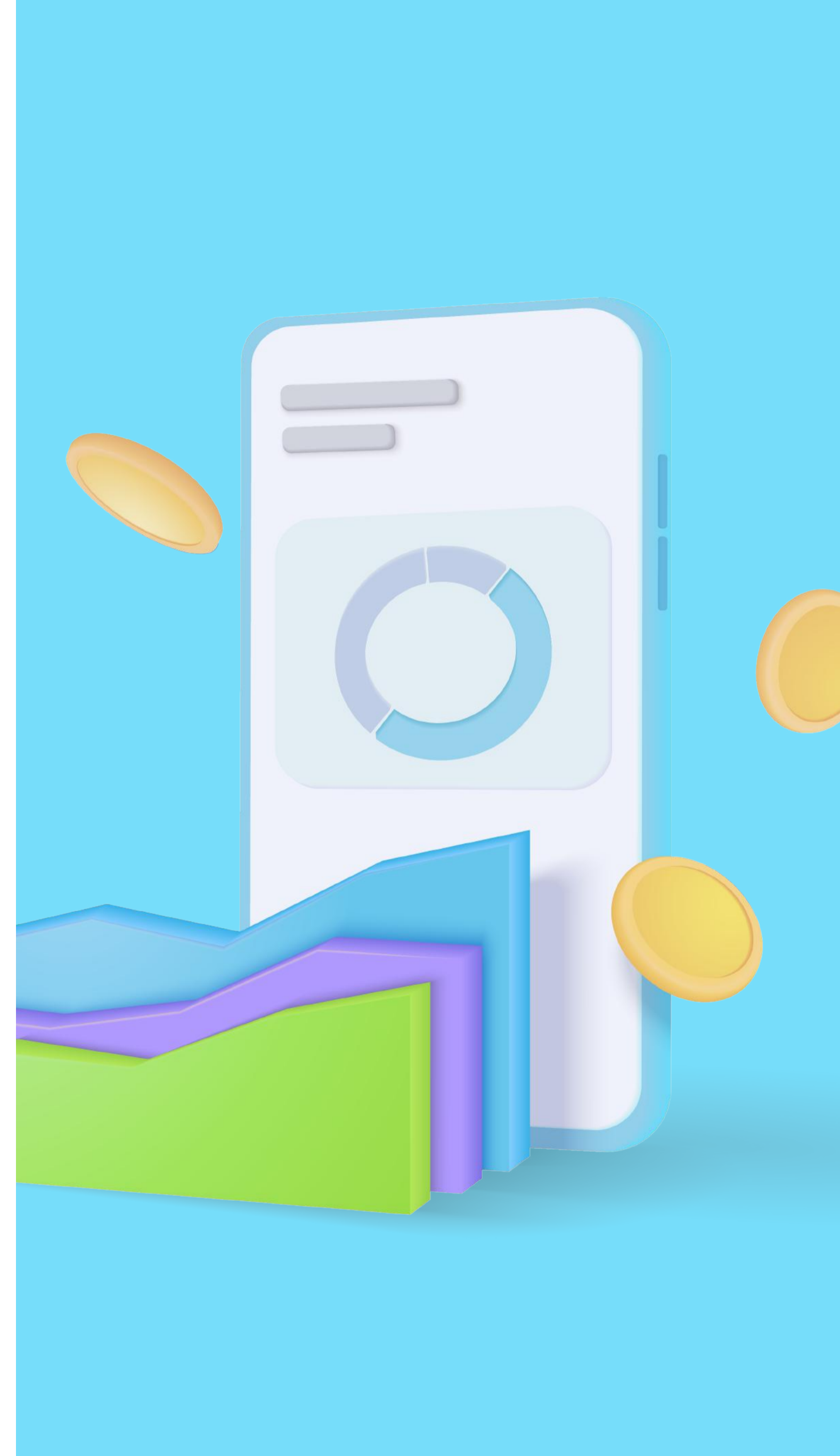
tenjin

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SKAdNetwork Reporting

Ad Revenue LTV   Automation APIs

Cost and ad revenue aggregation

9:41

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