

DIGITAL DISPLAY ADVERTISING | Q3 2015

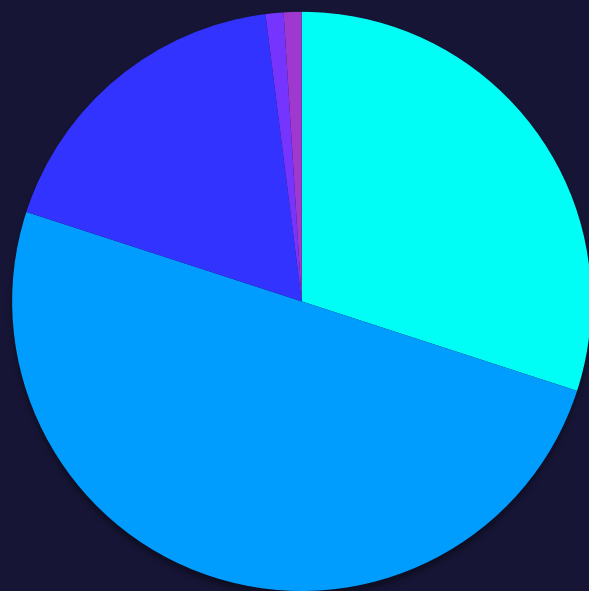
Quarterly Performance Report

Overview of Campaigns Running in Q3

Breakdown of All Q3 Campaigns

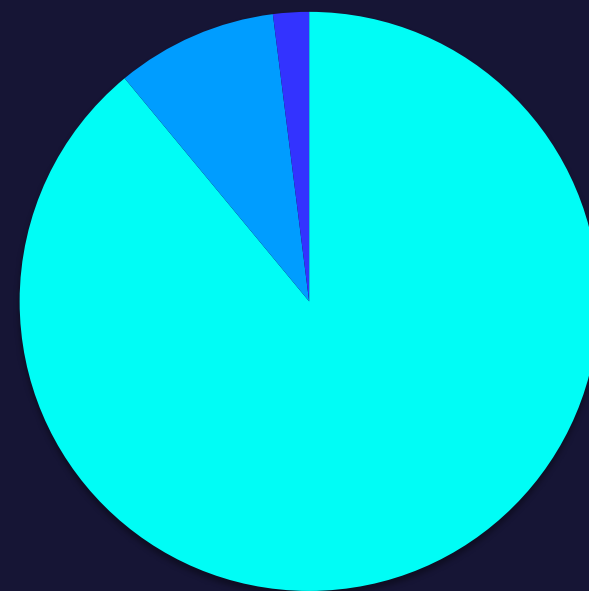
Out of total requested impressions in Q3 2015

FORMAT*



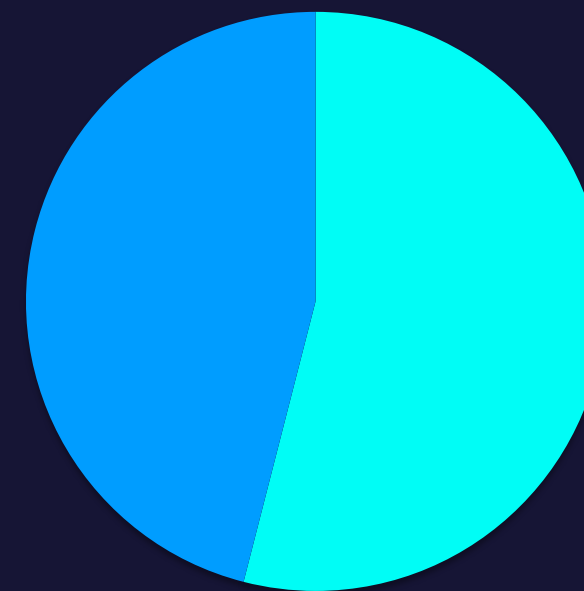
- 32% Banner
- 46% Expandable banner
- 19% Interstitial
- 1% Interscroller
- 2% Reveal

DEVICE



- 88% Smartphone
- 7% Tablet
- 5% Desktop

ENVIRONMENT



- 52% In-app
- 48% Web browser

PLATFORM

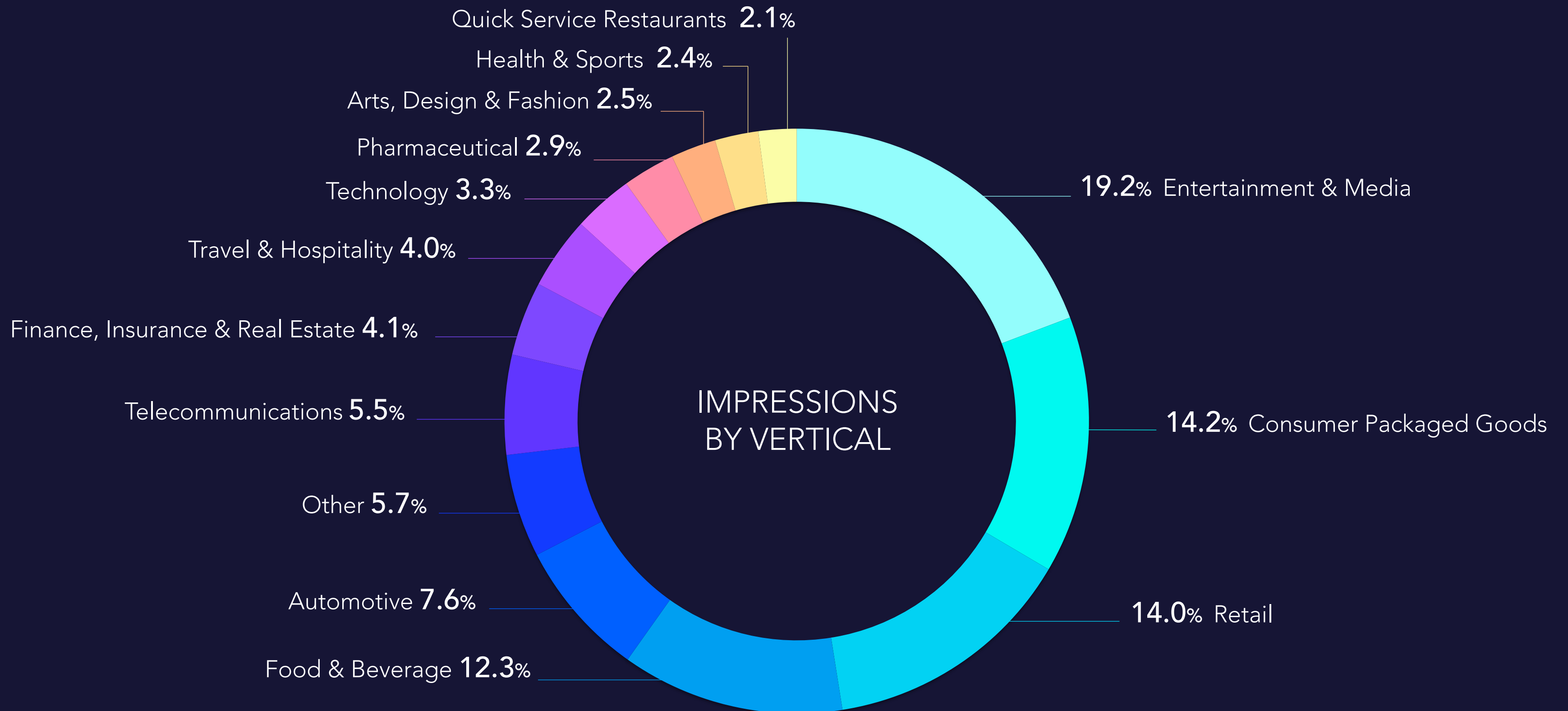


- 51% iOS
- 44% Android
- 5% Other

Breakdown of All Q3 Campaigns



Out of total requested impressions in Q3 2015



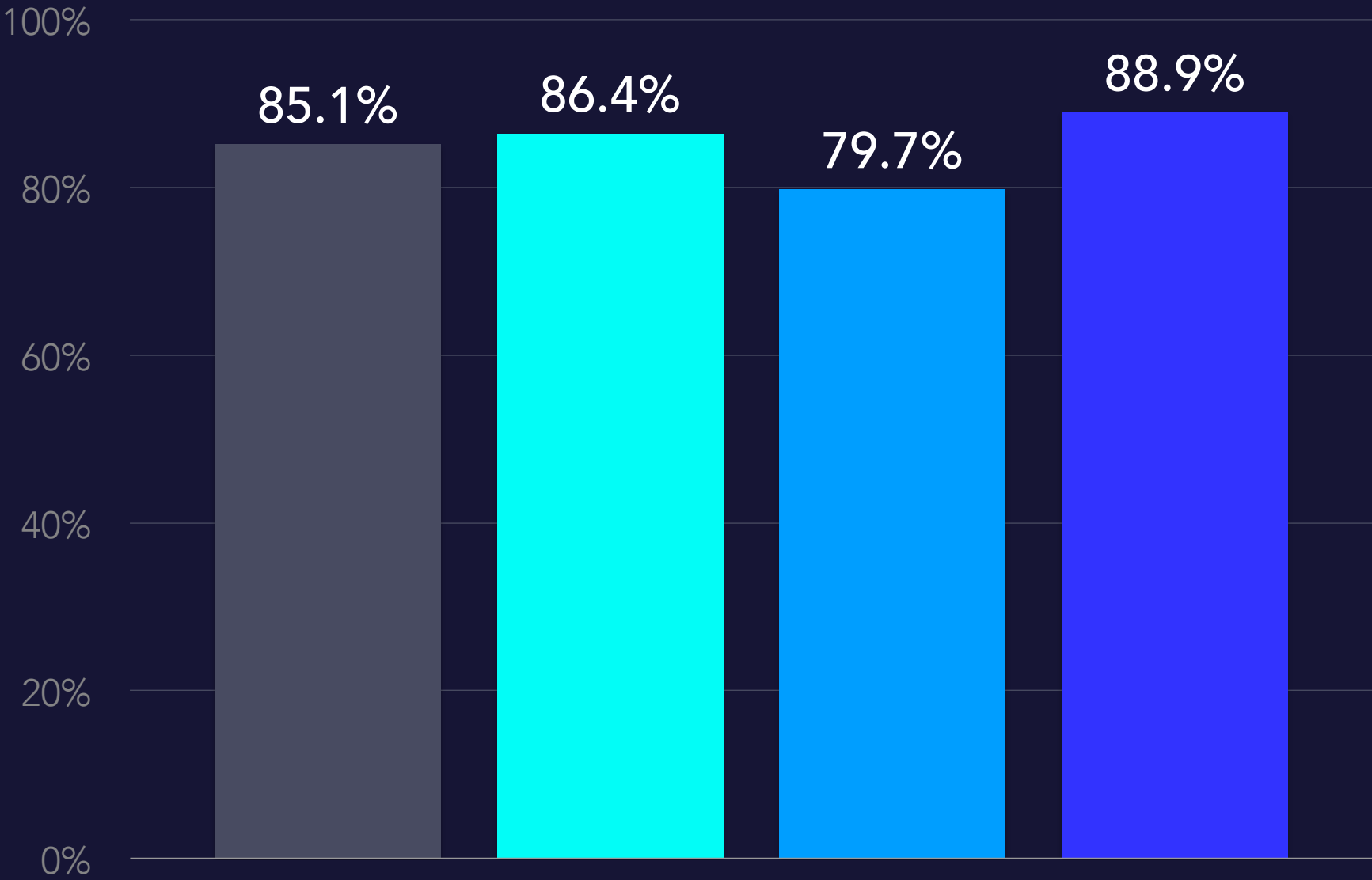
Q3 Benchmarks

Media Benchmarks – Viewability

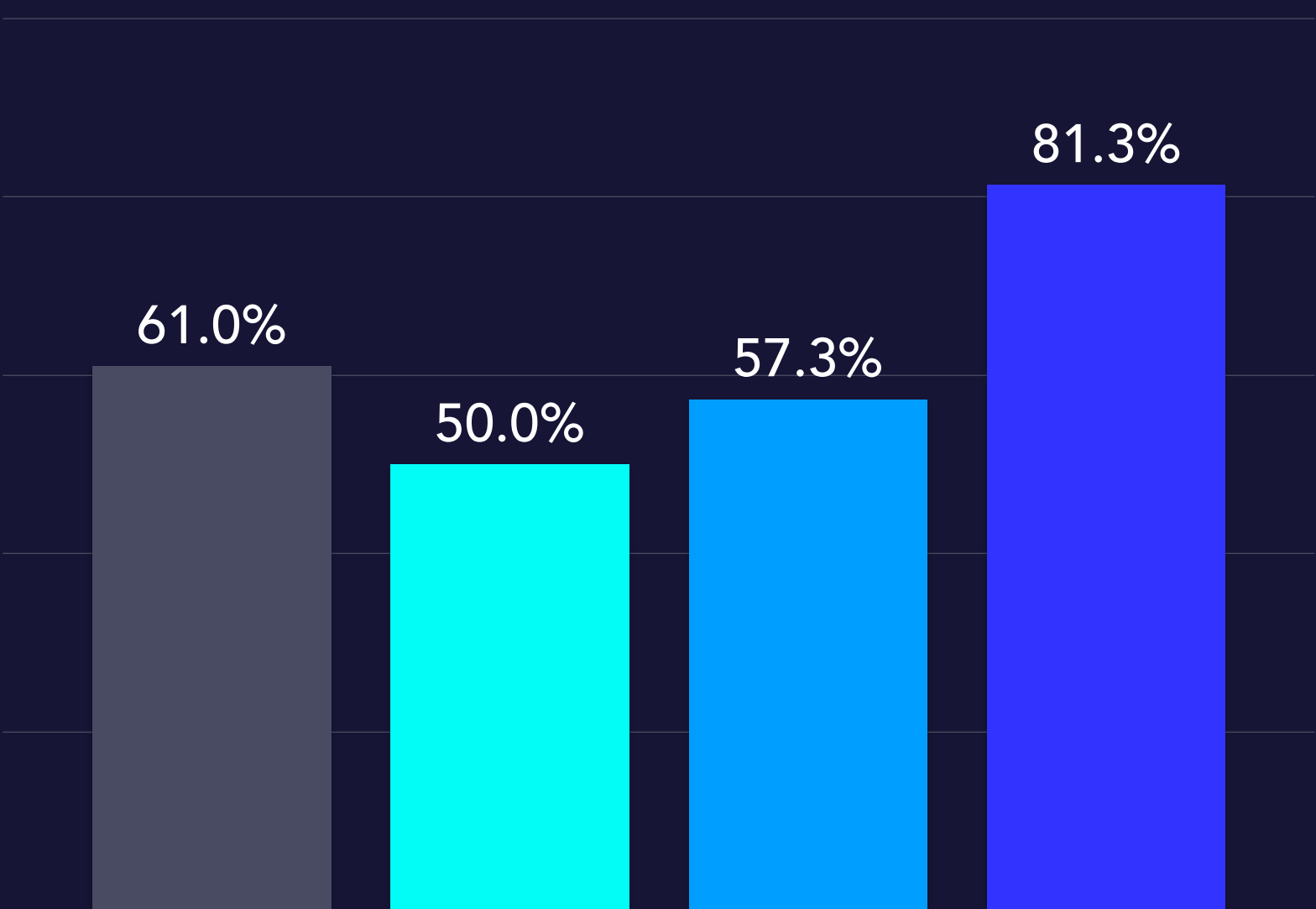


● Overall ● Banner ● Expandable banner ● Interstitial

IAB measured rate



IAB viewable rate



*Viewability is reported for web browser environment.

Creative Benchmarks



● Banner ● Expandable banner ● Interstitial ● Interscroller ● Reveal

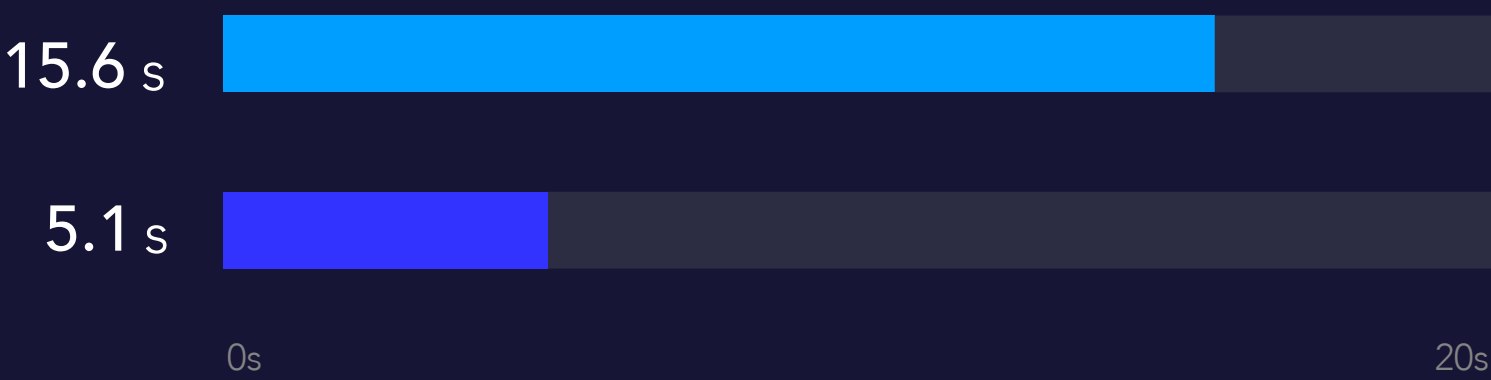
♡ Ad engagement rate



♡ Expanded unit engagement rate



🕒 Time on ad unit

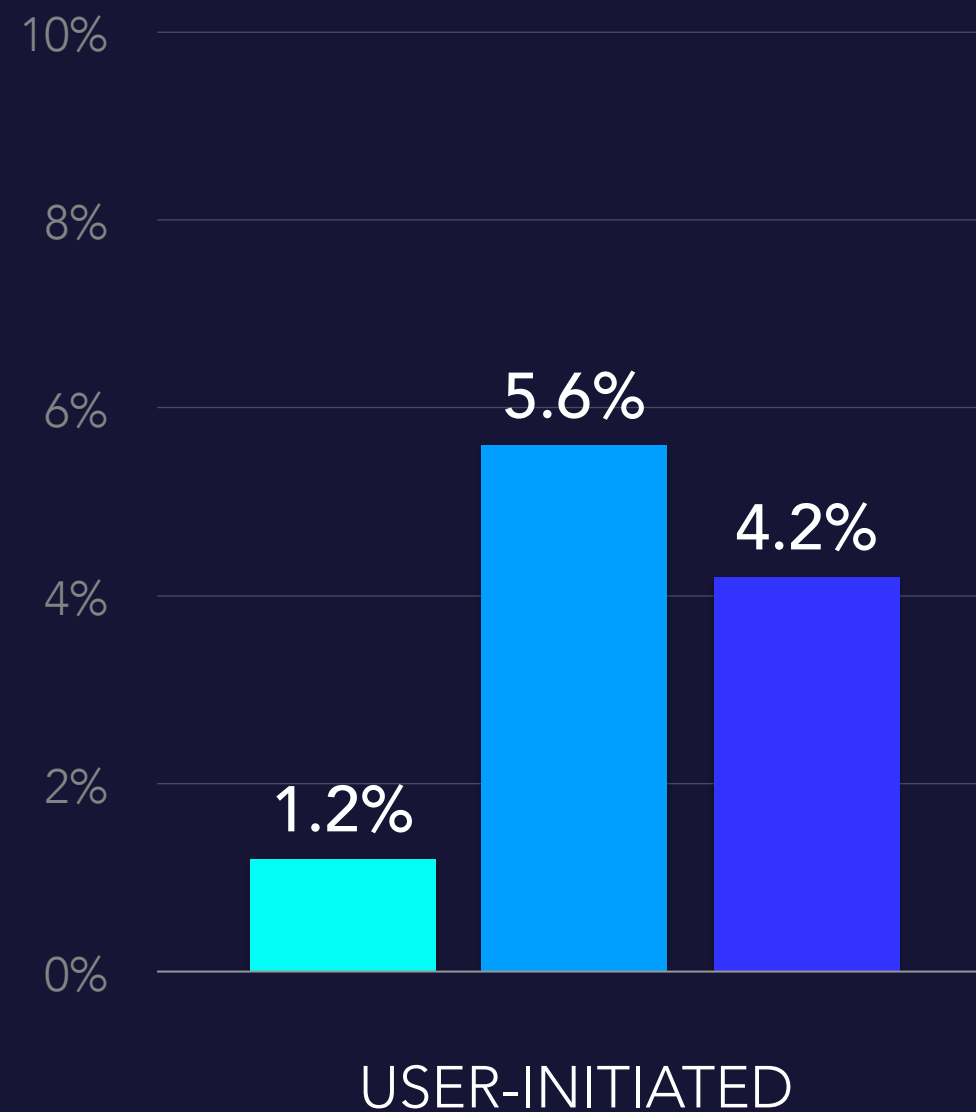


*Ad engagement rate for Expandable banners is reported for engagement with the banner unit.
**Expanded unit engagement rate and Time on ad unit on Expandable banner are reported for expanded unit.

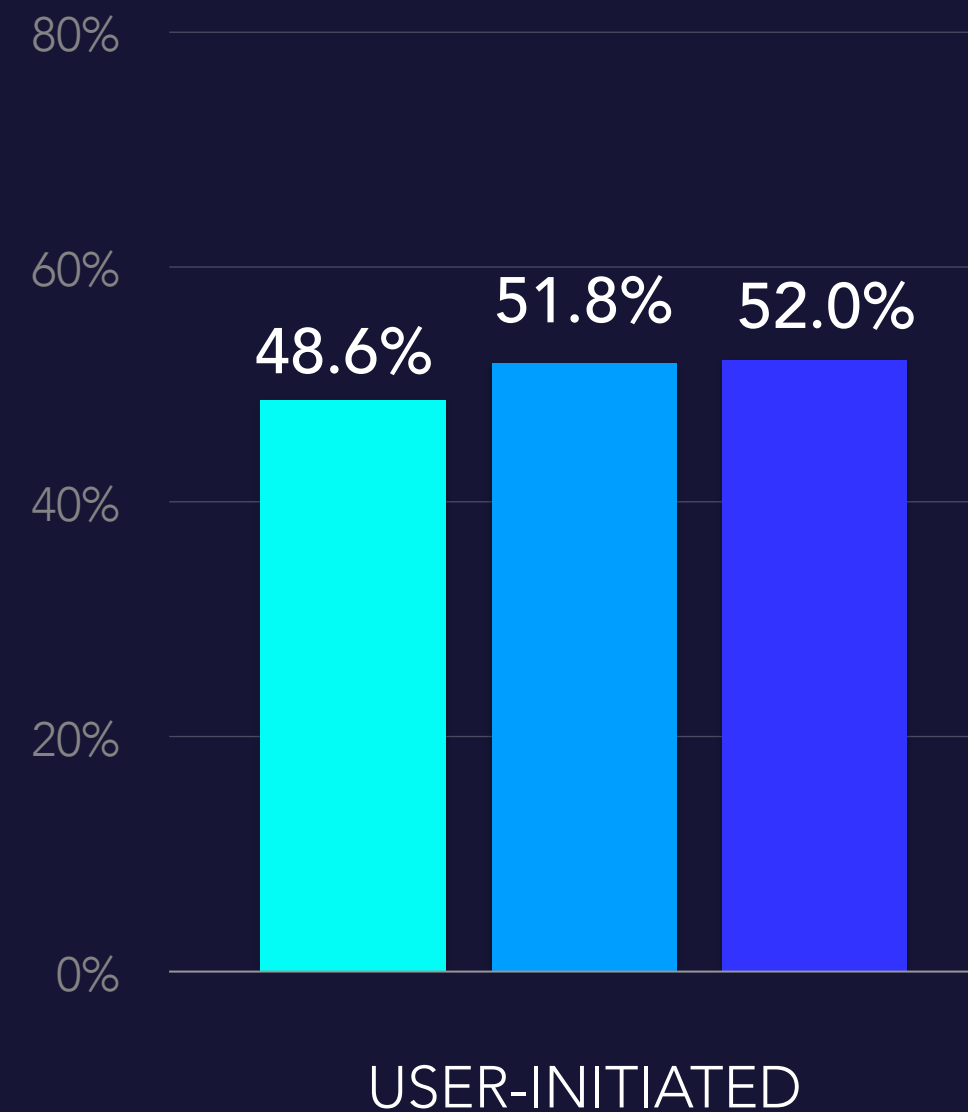
Video Benchmarks

● Banner ● Expandable banner ● Interstitial

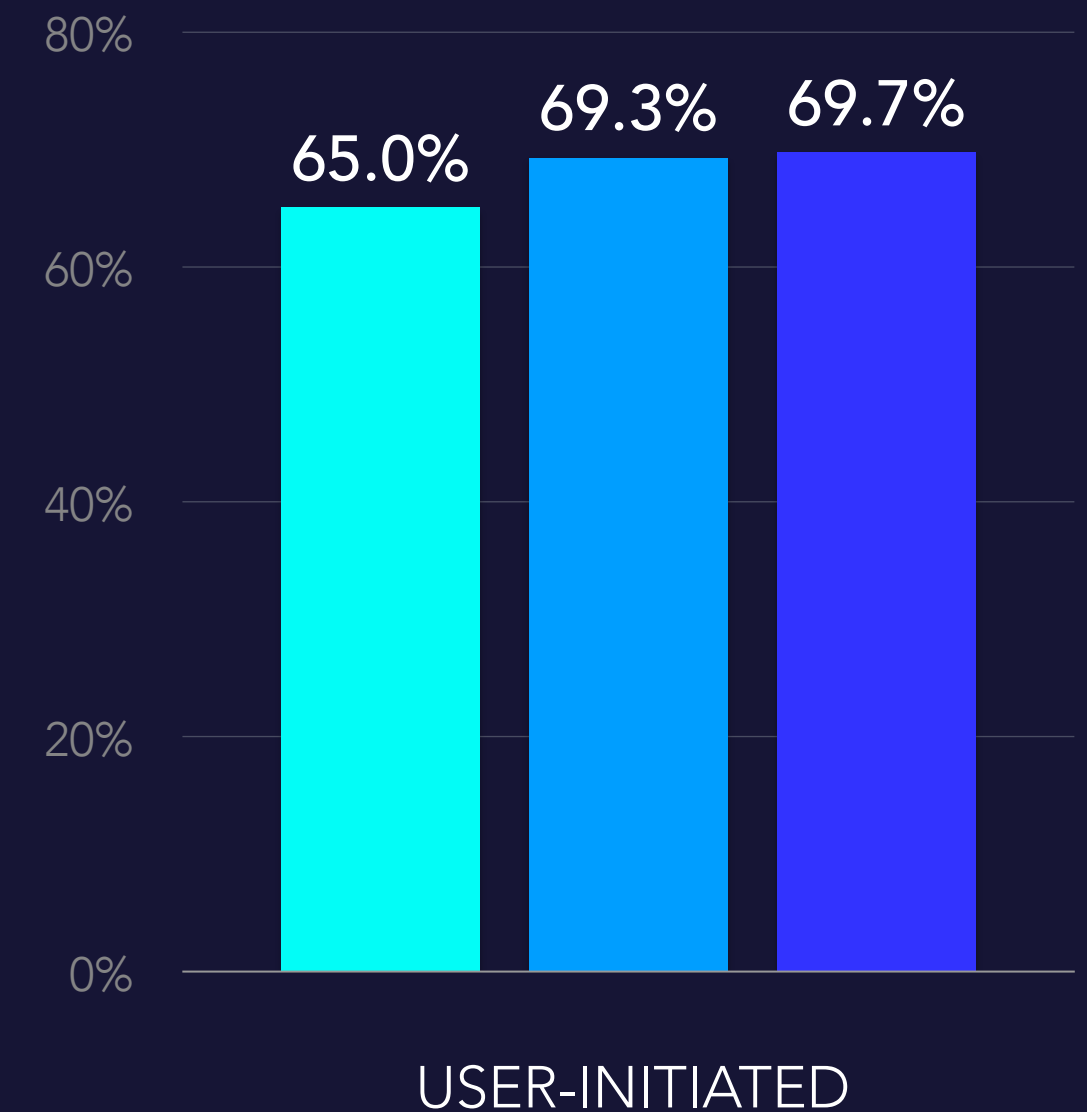
▶ Video play rate



☑ Video completion rate



🏁 Video consumption rate



*Video metrics for Expandable banners are reported for videos played on the expanded unit. | ** User-initiated Video play rate is calculated from user-initiated video plays / video feature views. | ***No user-initiated videos for Interscroller and Reveal format in Q3.

Benchmarks by Device

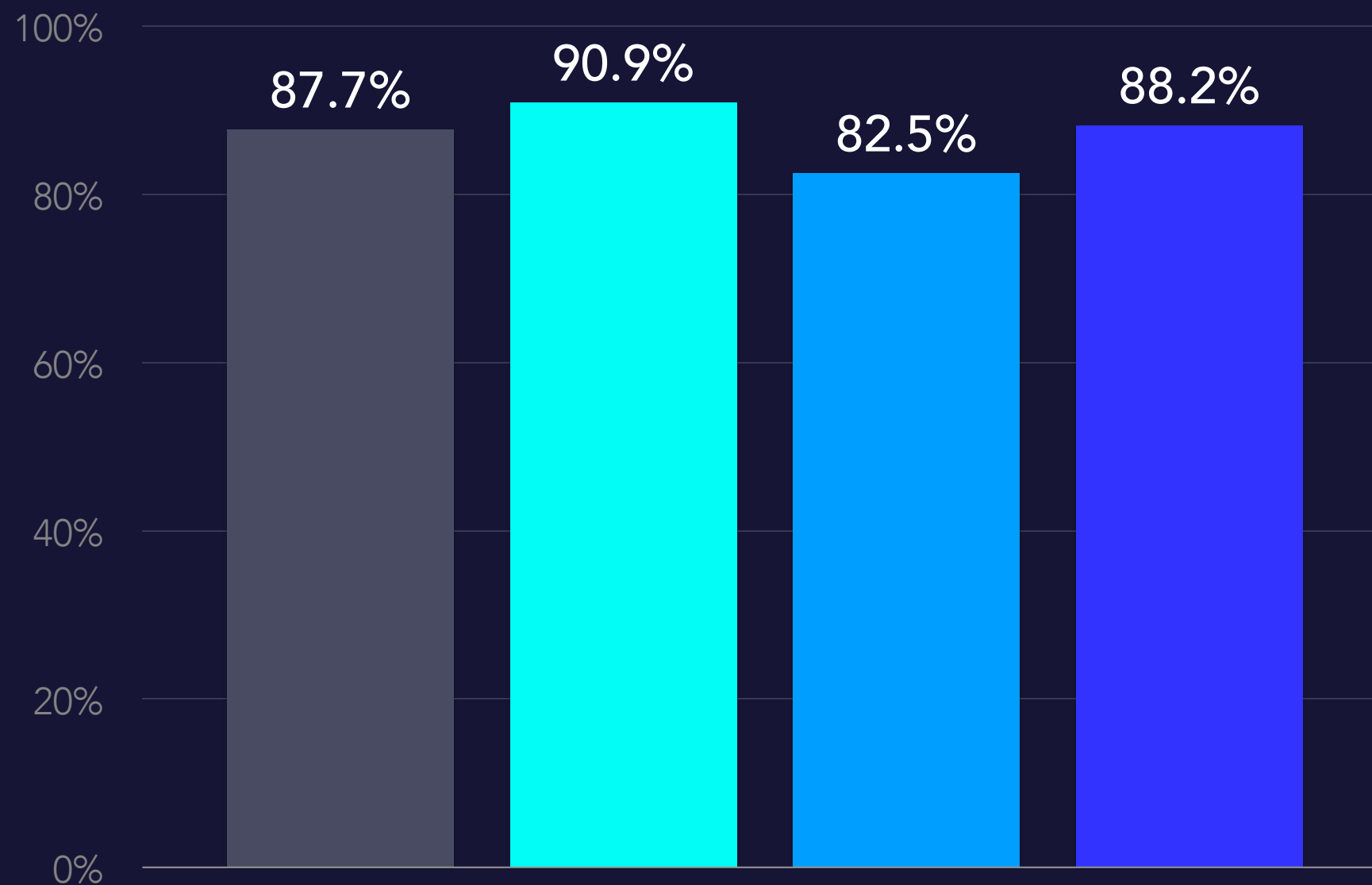
SMARTPHONE, TABLET, DESKTOP

Smartphone Media Benchmarks

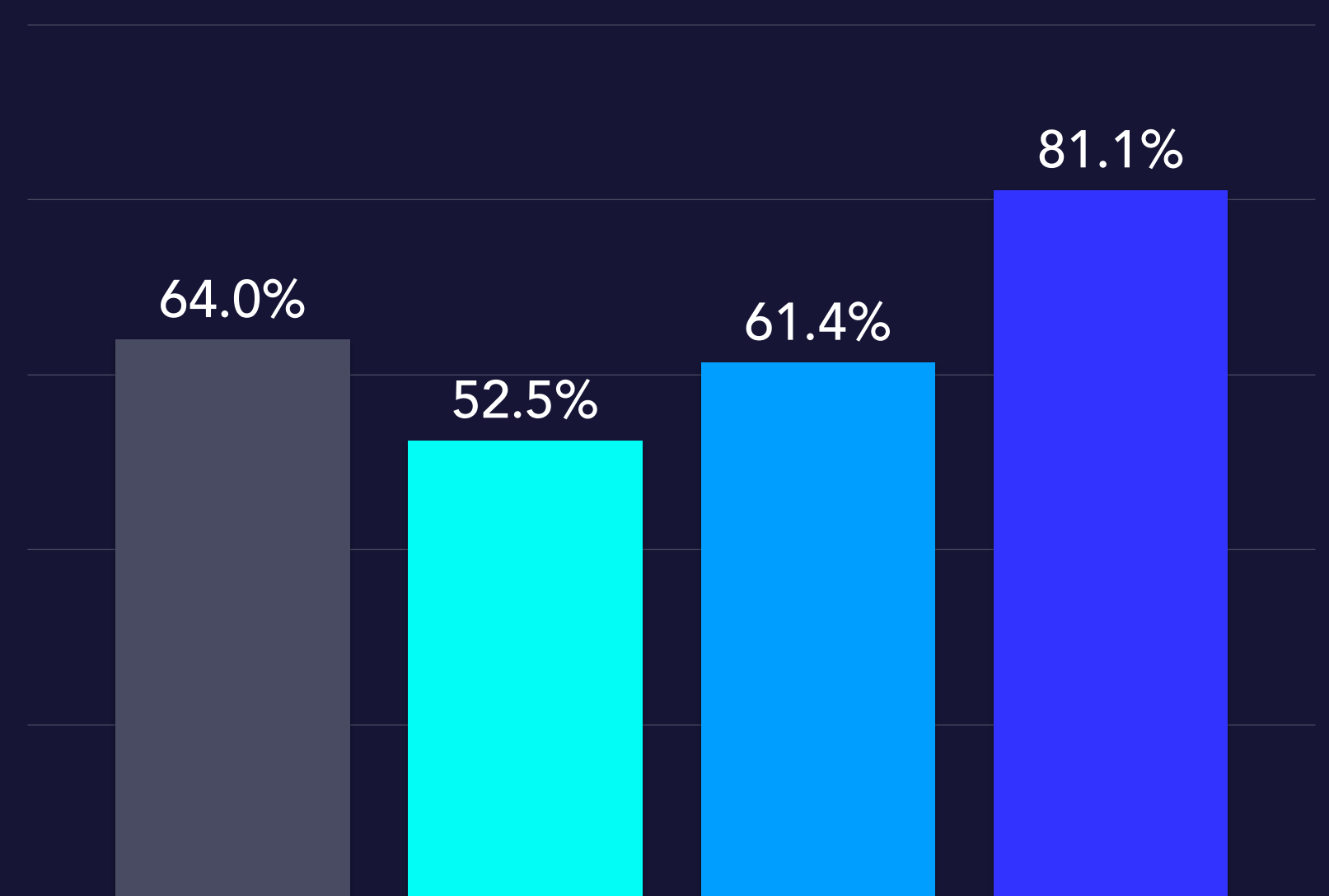


● Overall ● Banner ● Expandable banner ● Interstitial

IAB measured rate



IAB viewable rate



*Viewability is reported for web browser environment.

Smartphone Creative Benchmarks



● Banner ● Expandable banner ● Interstitial ● Interscroller ● Reveal

♡ Ad engagement rate



♡ Expanded unit engagement rate



🕒 Time on ad unit



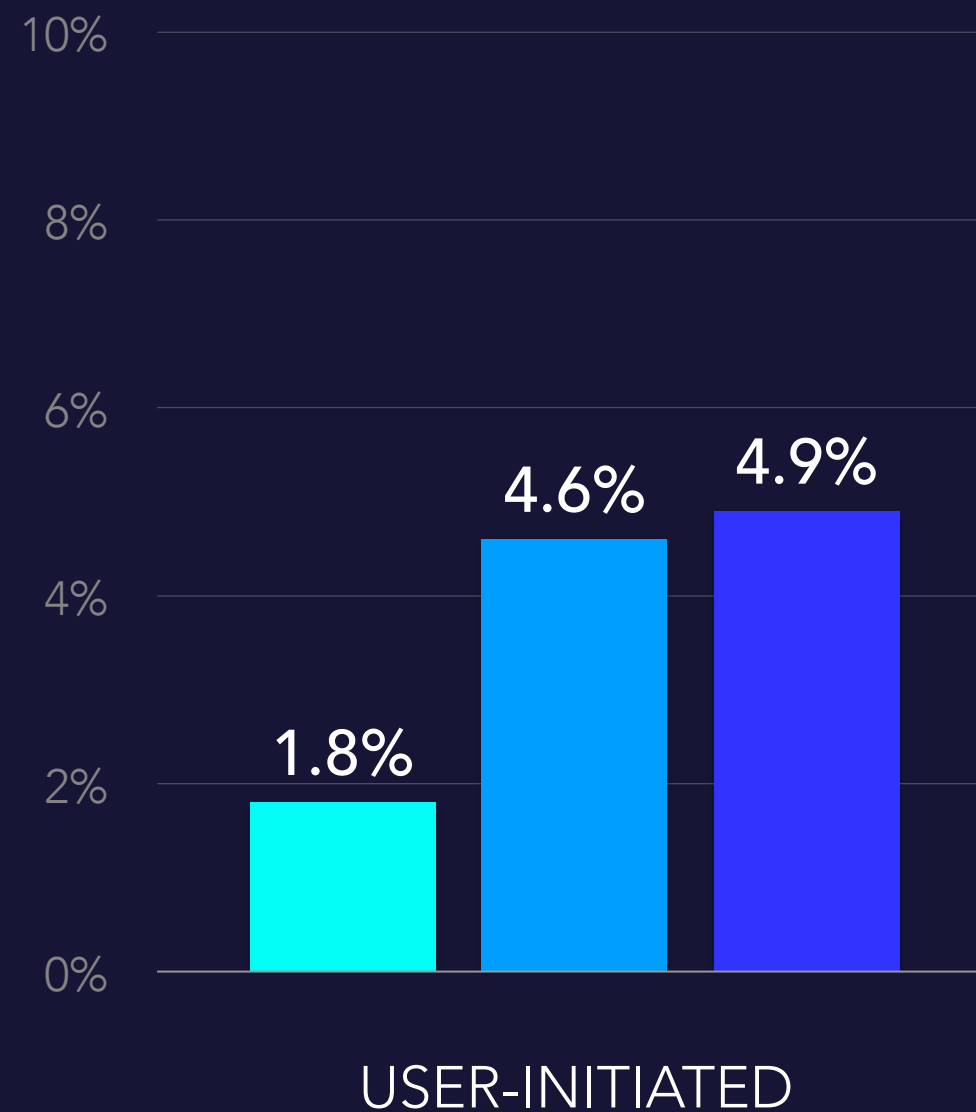
*Ad engagement rate for Expandable banners is reported for engagement with the banner unit.
**Expanded unit engagement rate and Time on ad unit on Expandable banner are reported for expanded unit.

Smartphone Video Benchmarks

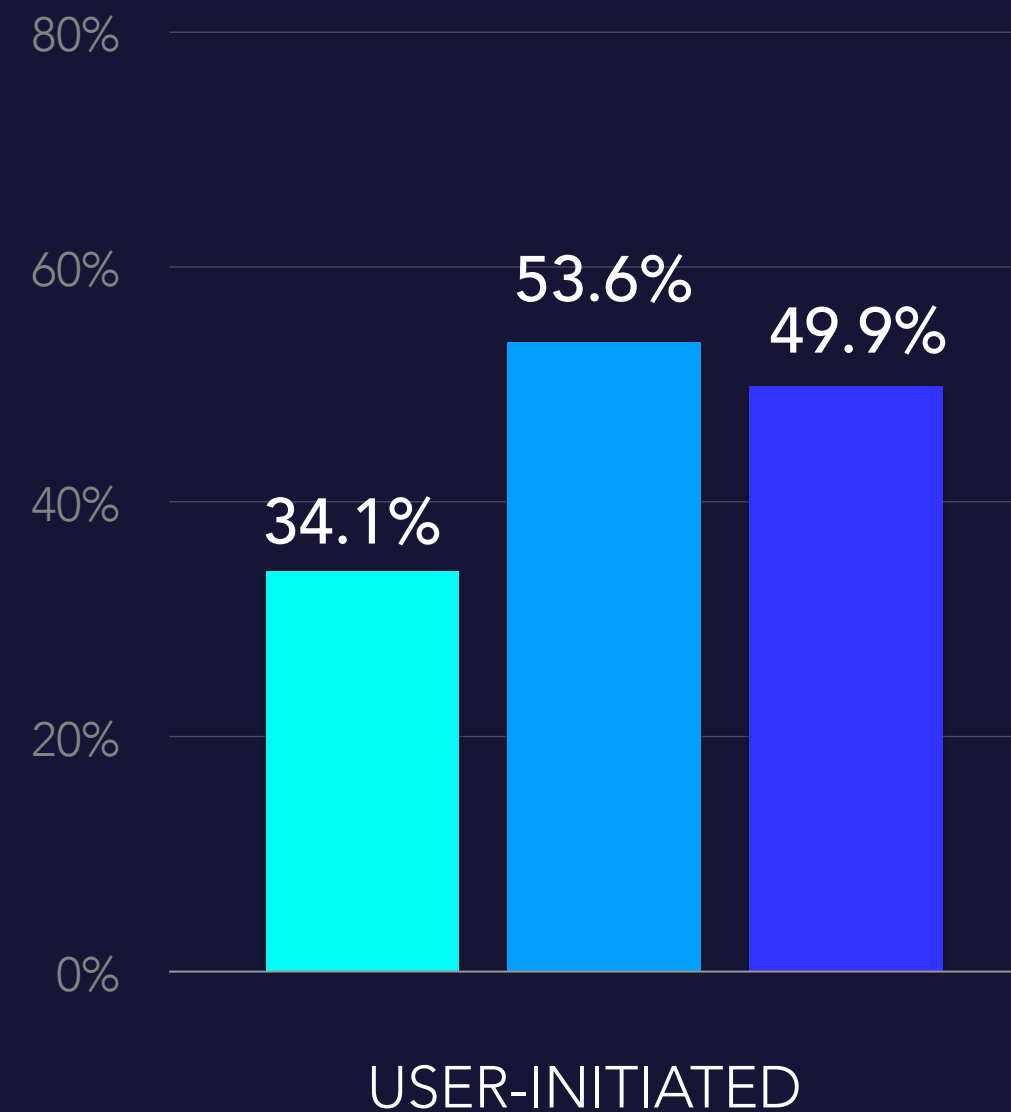


● Banner ● Expandable banner ● Interstitial

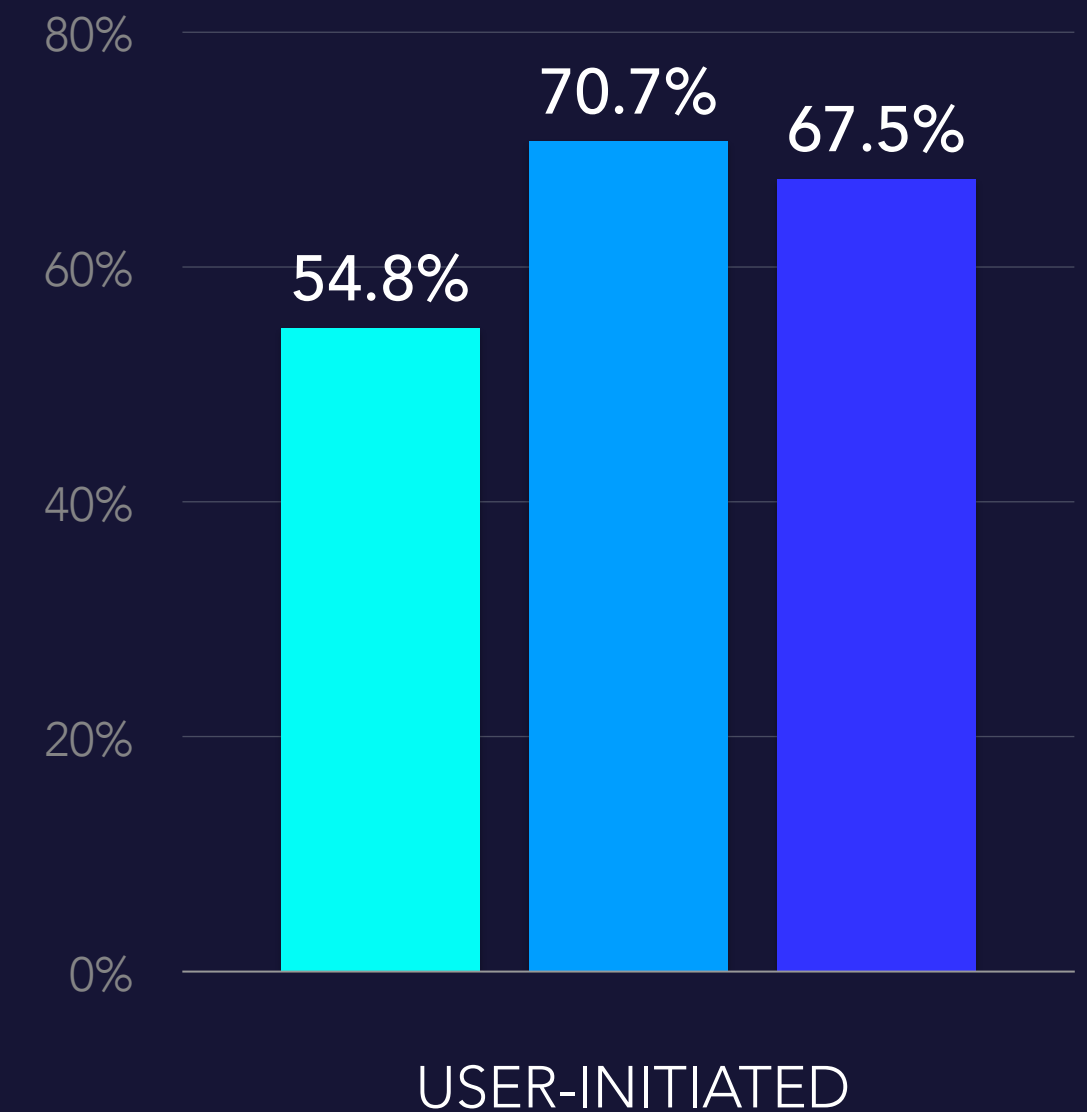
▶ Video play rate



☑ Video completion rate



🏁 Video consumption rate



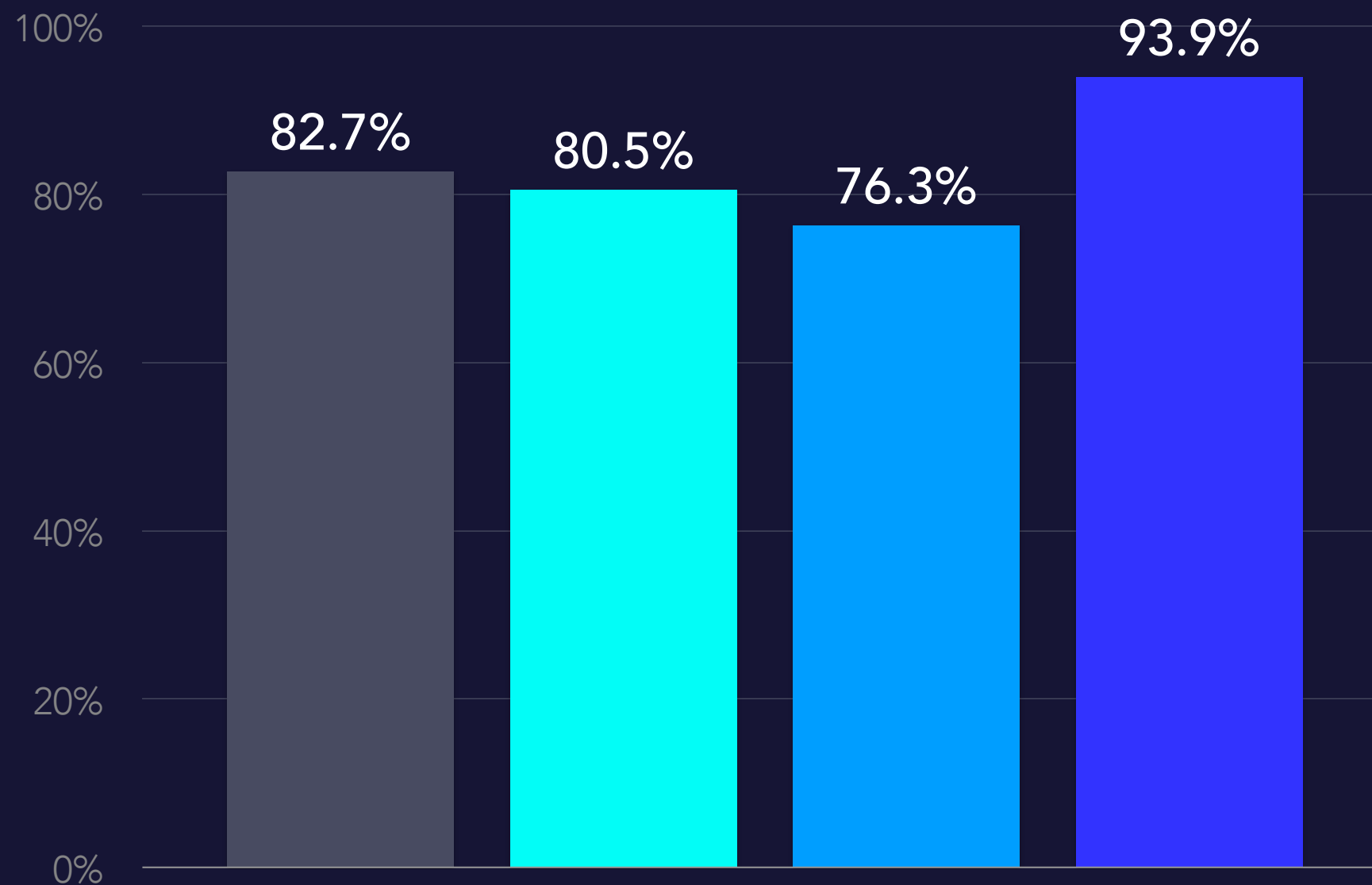
*Video metrics for Expandable banners are reported for videos played on the expanded unit. | ** User-initiated Video play rate is calculated from user-initiated video plays / video feature views. | ***No user-initiated videos for Interscroller and Reveal format in Q3.

Tablet Media Benchmarks

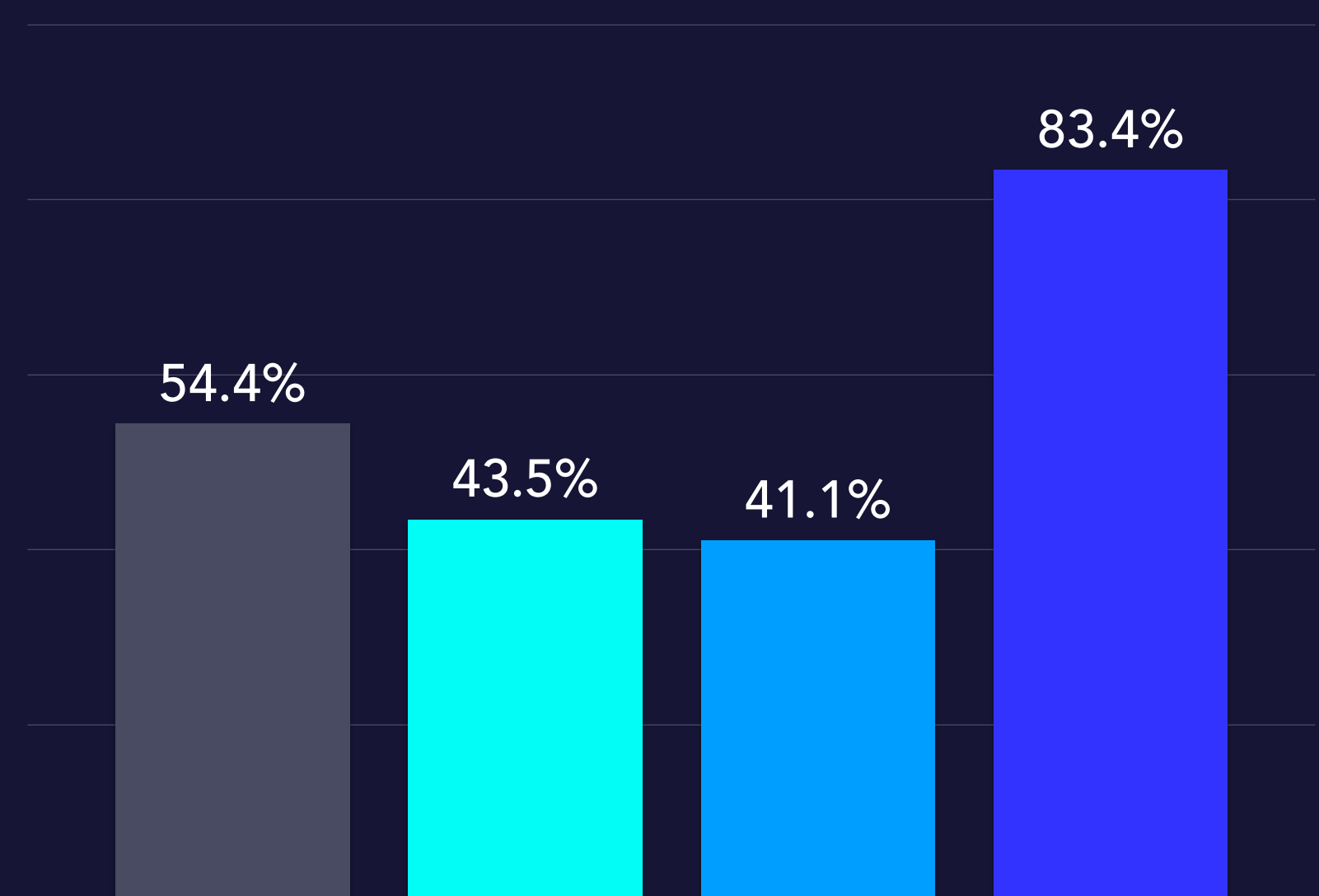


● Overall ● Banner ● Expandable banner ● Interstitial

IAB measured rate



IAB viewable rate



*Viewability is reported for web browser environment.

Tablet Creative Benchmarks



● Banner ● Expandable banner ● Interstitial ● Interscroller

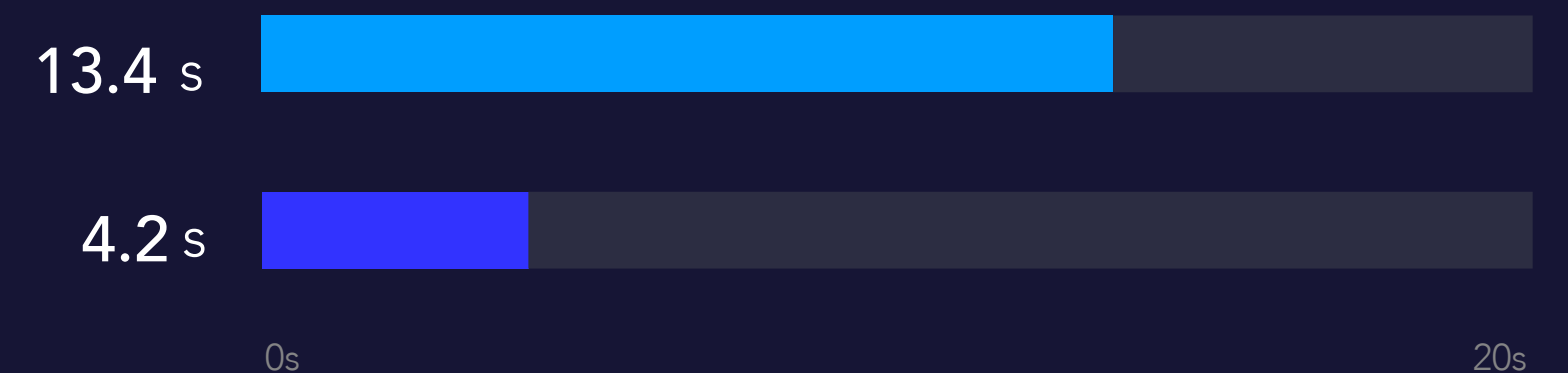
♡ Ad engagement rate



♡ Expanded unit engagement rate



🕒 Time on ad unit

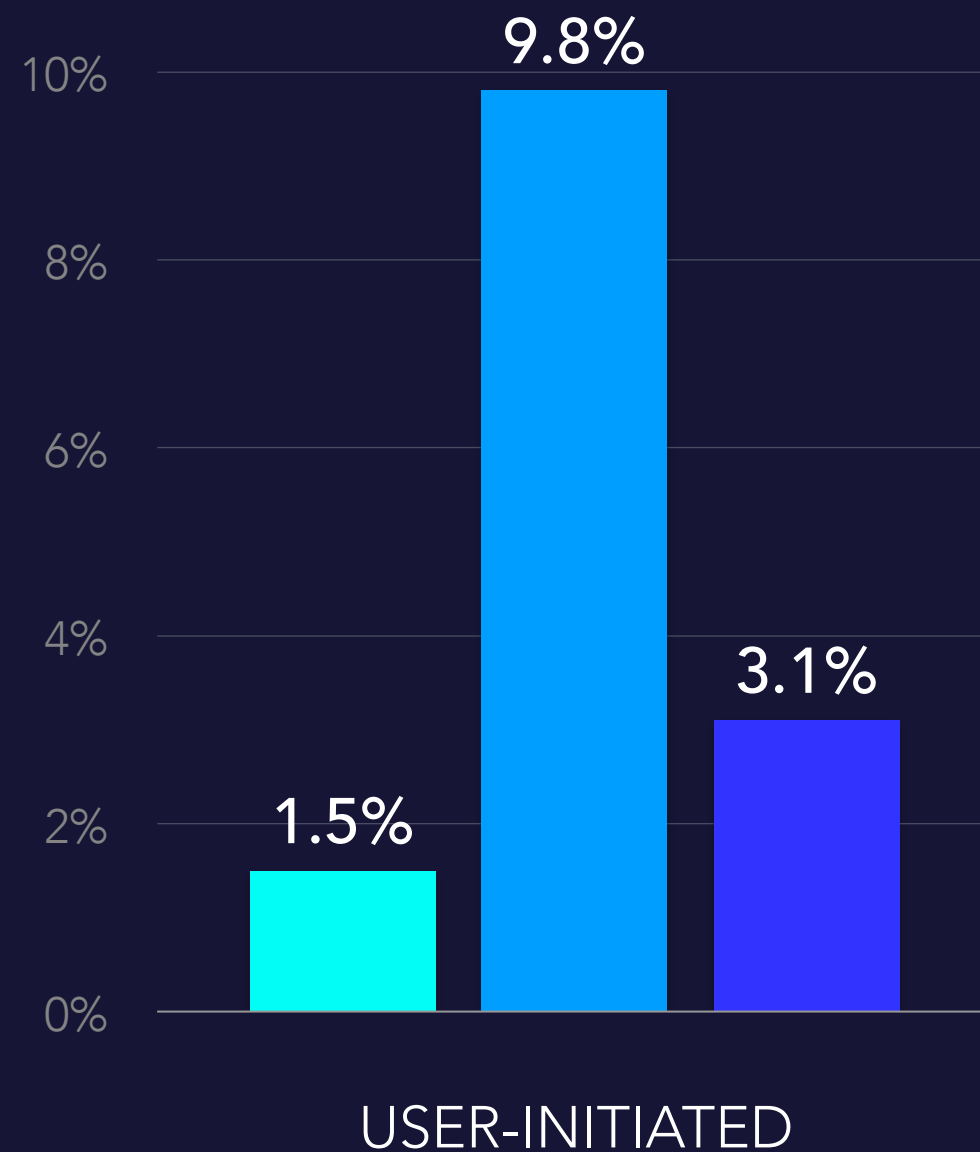


*Ad engagement rate for Expandable banners is reported for engagement with the banner unit. | **Expanded unit engagement rate and Time on ad unit on Expandable banner are reported for expanded unit. | ***Insufficient sample size of tablet Reveal creatives.

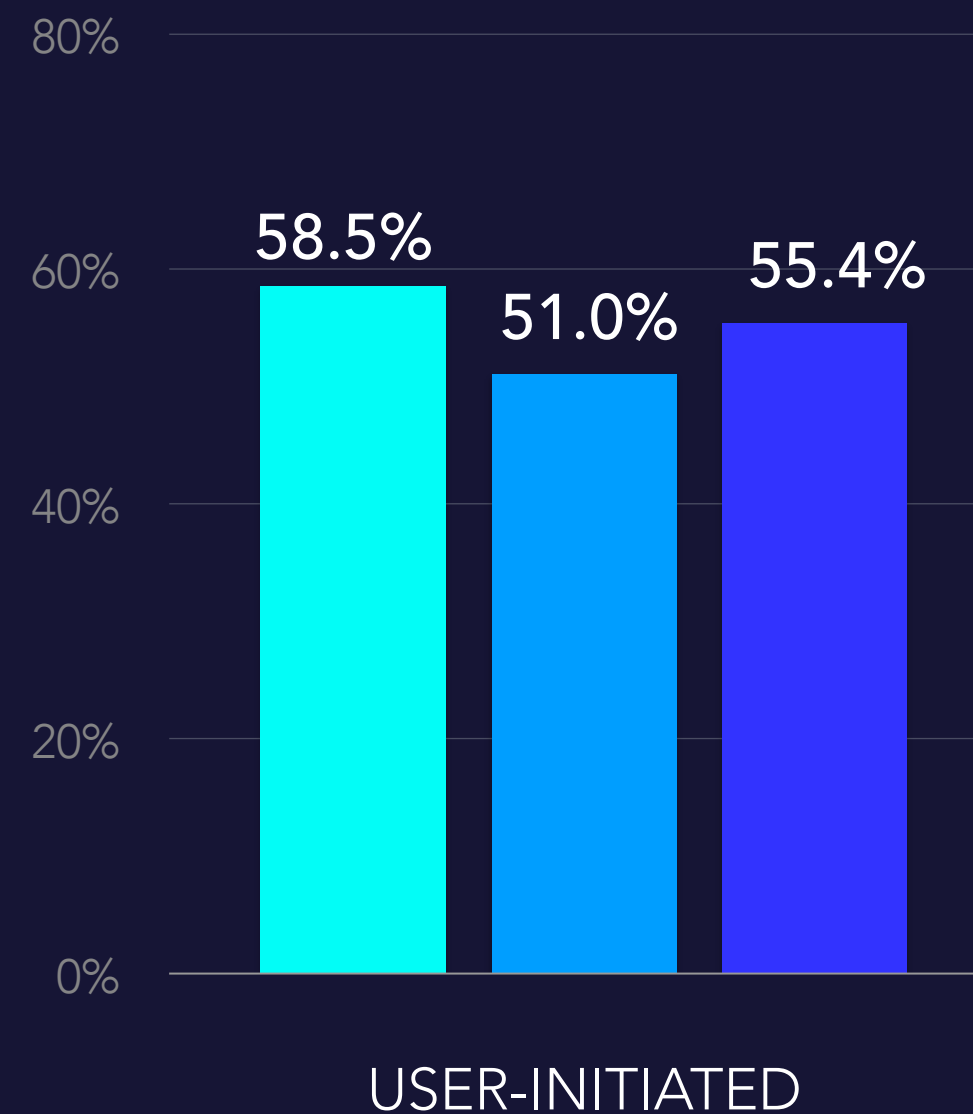
Tablet Video Benchmarks

● Banner ● Expandable banner ● Interstitial

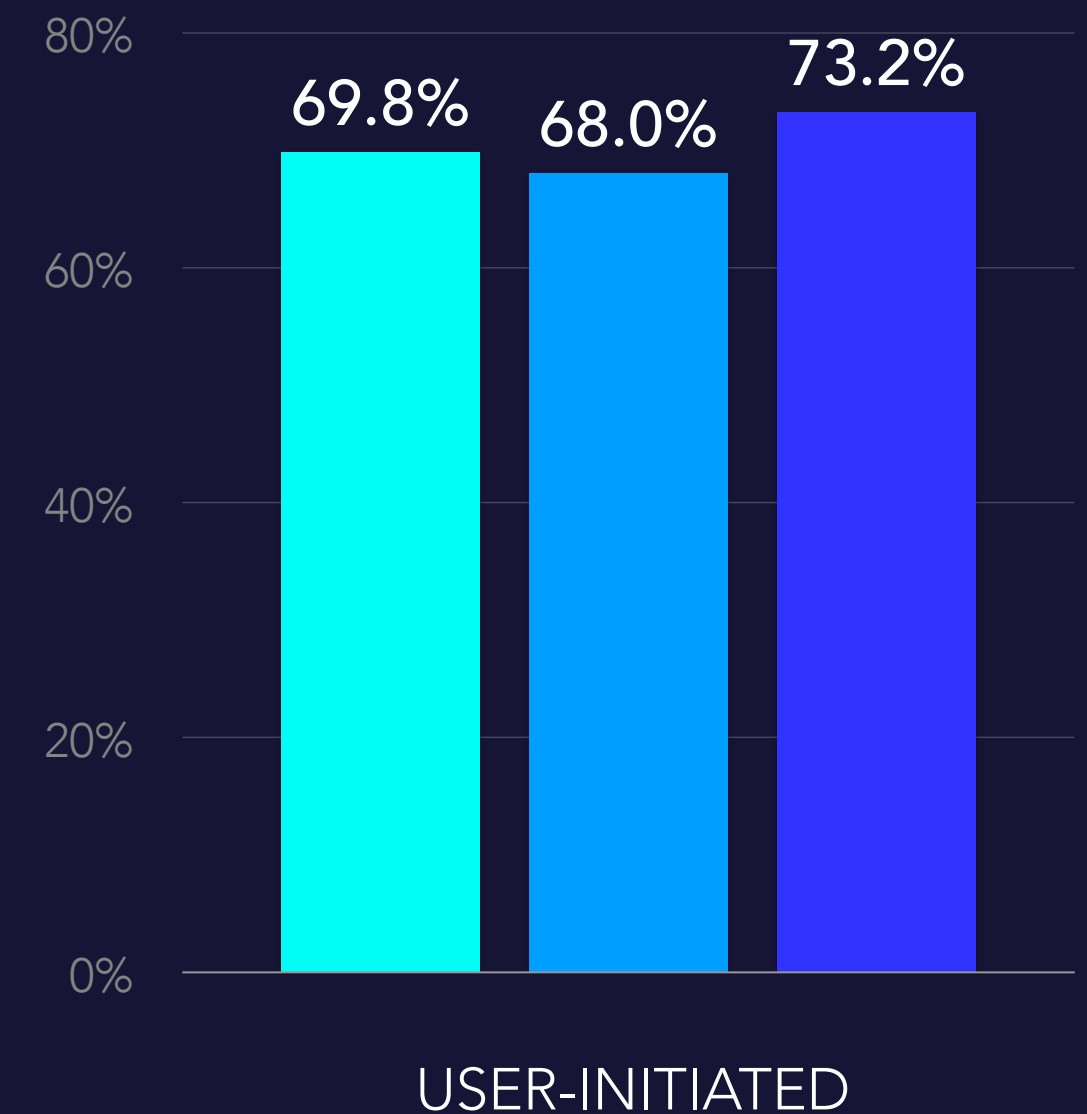
▶ Video play rate



☑ Video completion rate



🏁 Video consumption rate



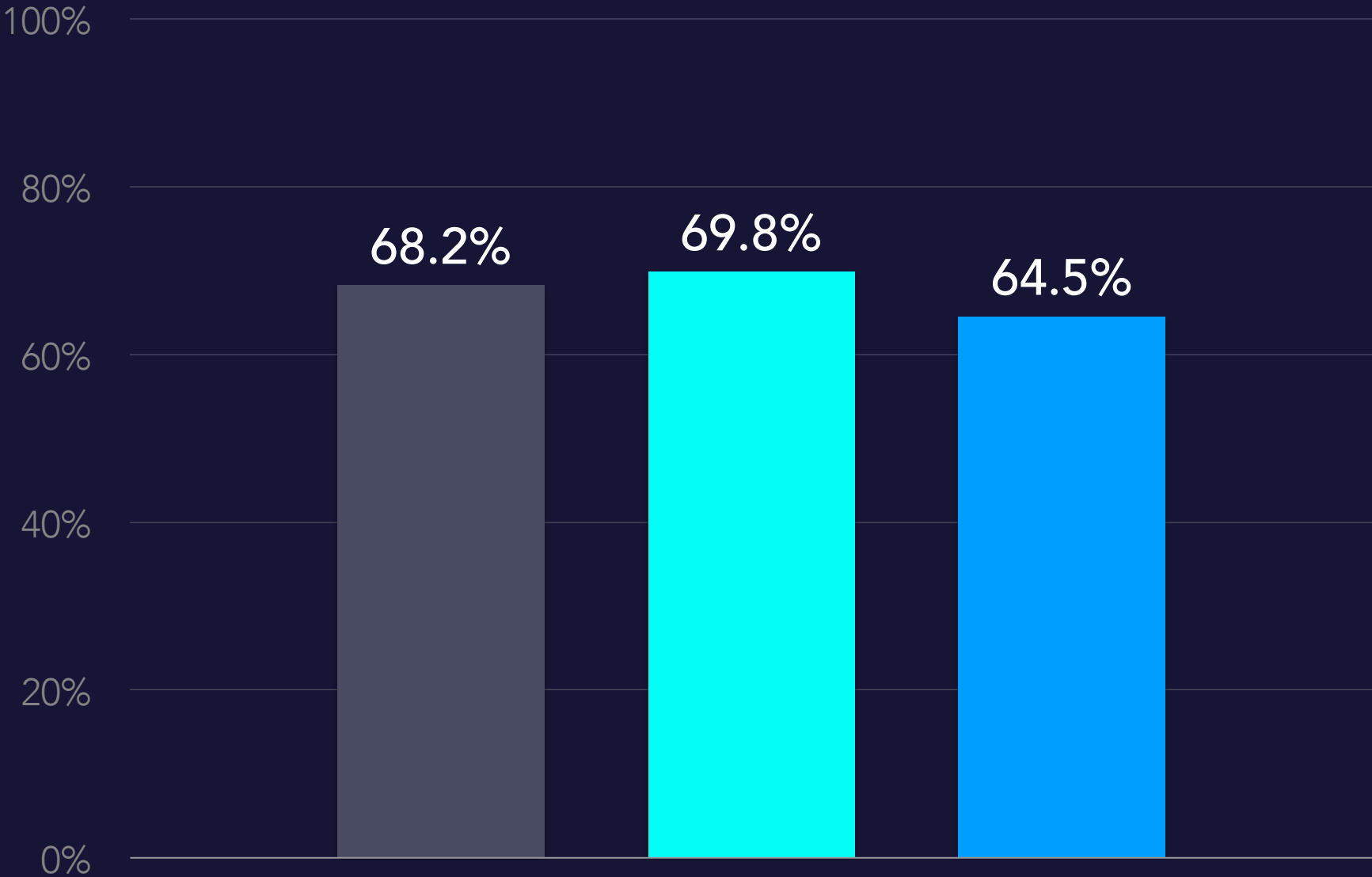
*Video metrics for Expandable banners are reported for videos played on the expanded unit. | ** User-initiated Video play rate is calculated from video plays / video feature views. | ***No user-initiated videos for Interscroller and Reveal format in Q3.

Desktop Media Benchmarks

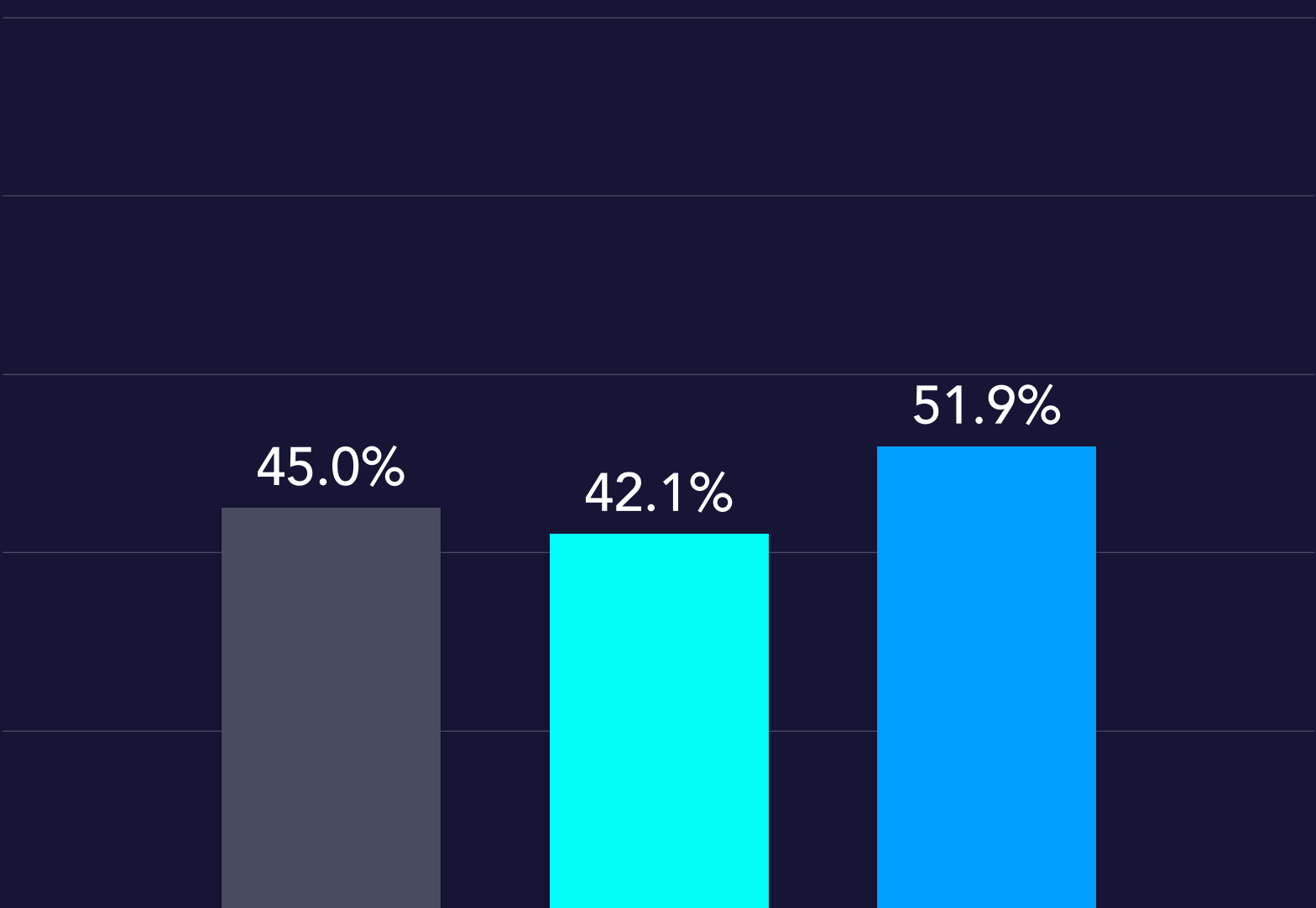


● Overall ● Banner ● Expandable banner

IAB measured rate



IAB viewable rate



*Viewability is reported for Web browser environment.

Desktop Creative Benchmarks



● Banner ● Expandable banner

♡ Ad engagement rate



♡ Expanded unit engagement rate



🕒 Time on ad unit



*Ad engagement rate for Expandable banners is reported for engagement with the banner unit and is possible on mouseover if the creative is configured that way. | **Expanded unit engagement rate and Time on ad unit on Expandable banner are reported for expanded unit. | ***Insufficient sample size of desktop Interstitial, Interscroller and Reveal creatives.

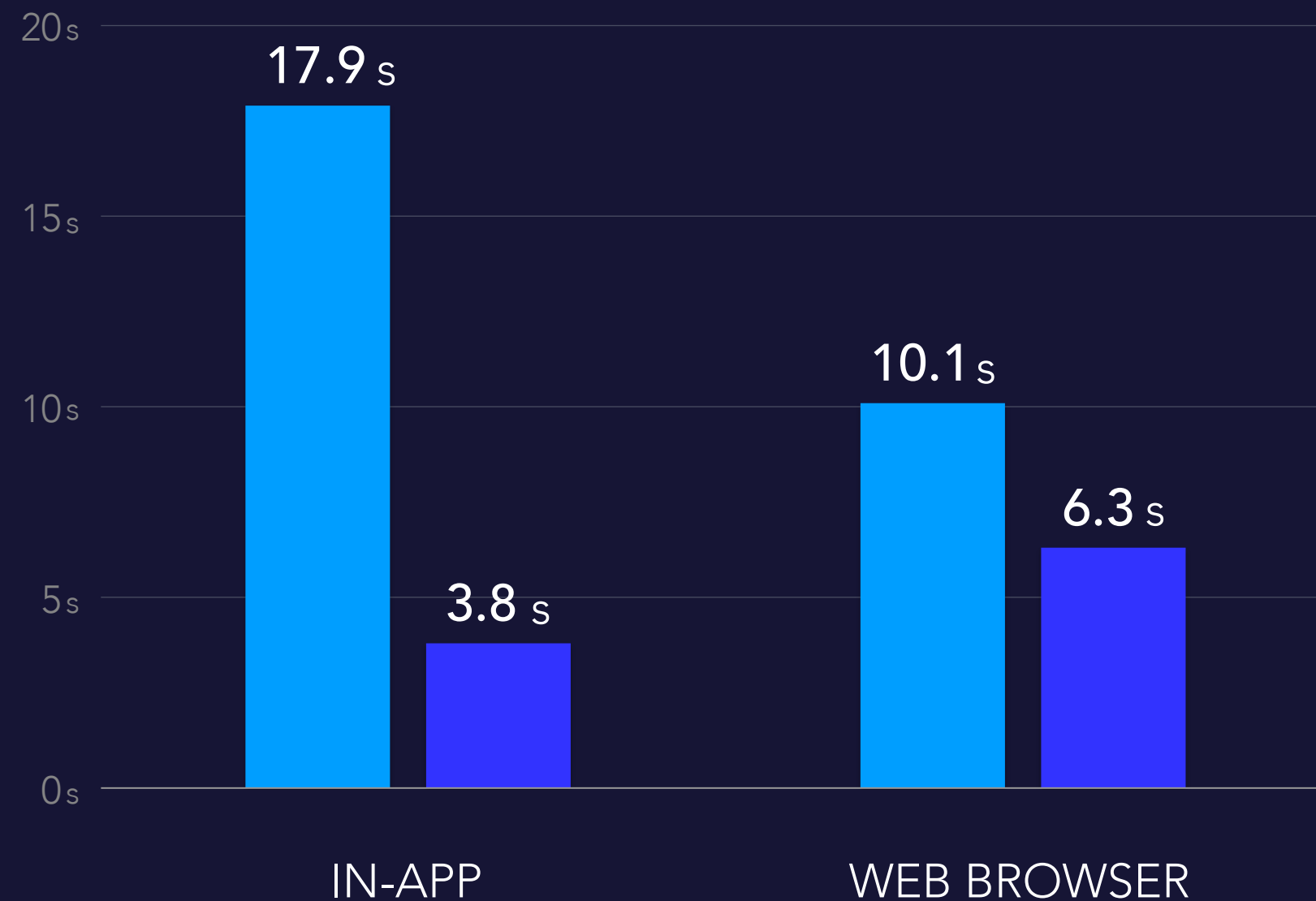
Benchmarks by Environment

IN-APP AND WEB BROWSER

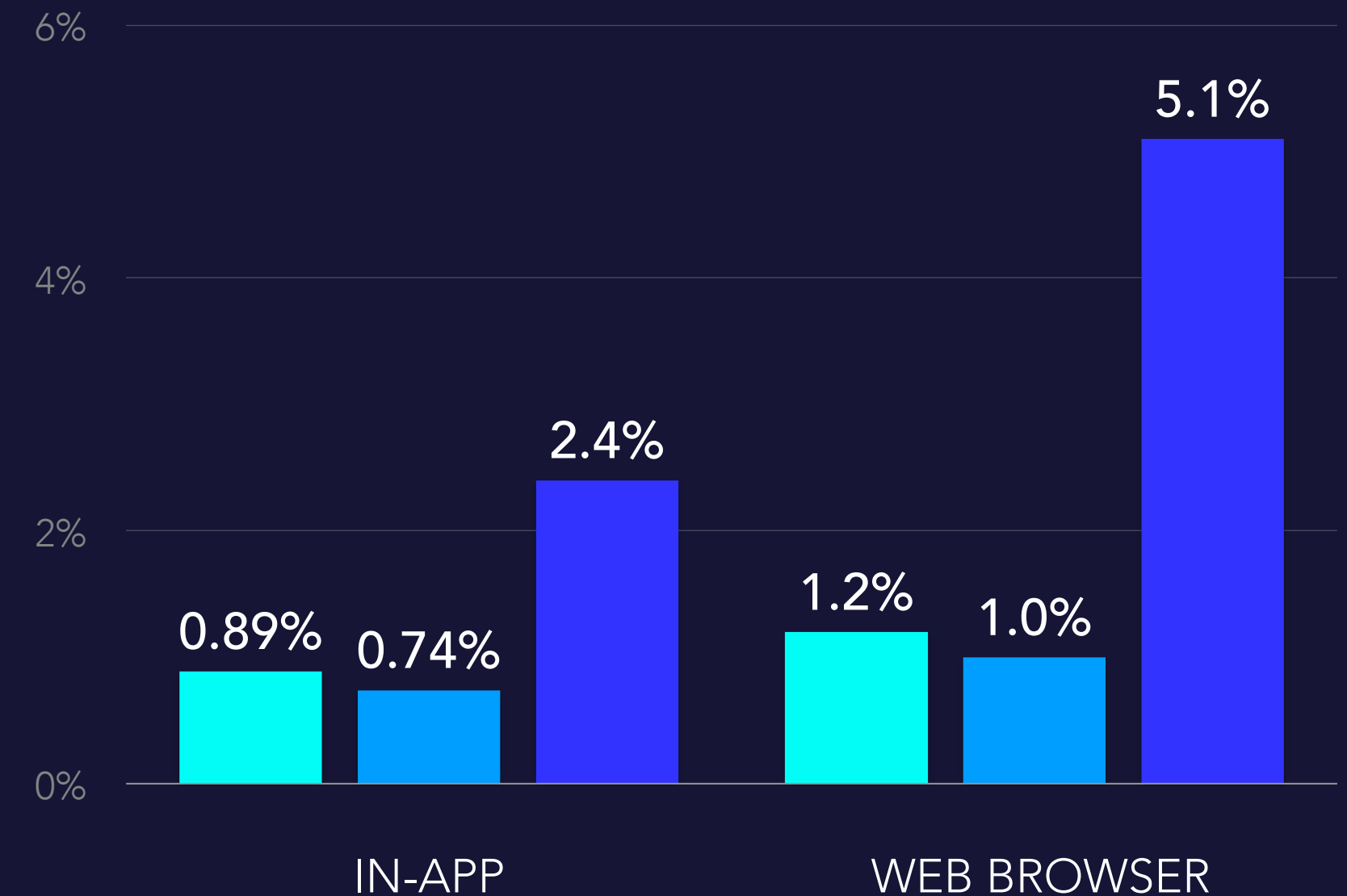
Creative Benchmarks

● Banner ● Expandable banner ● Interstitial

🕒 Time on ad unit



💖 Ad engagement rate

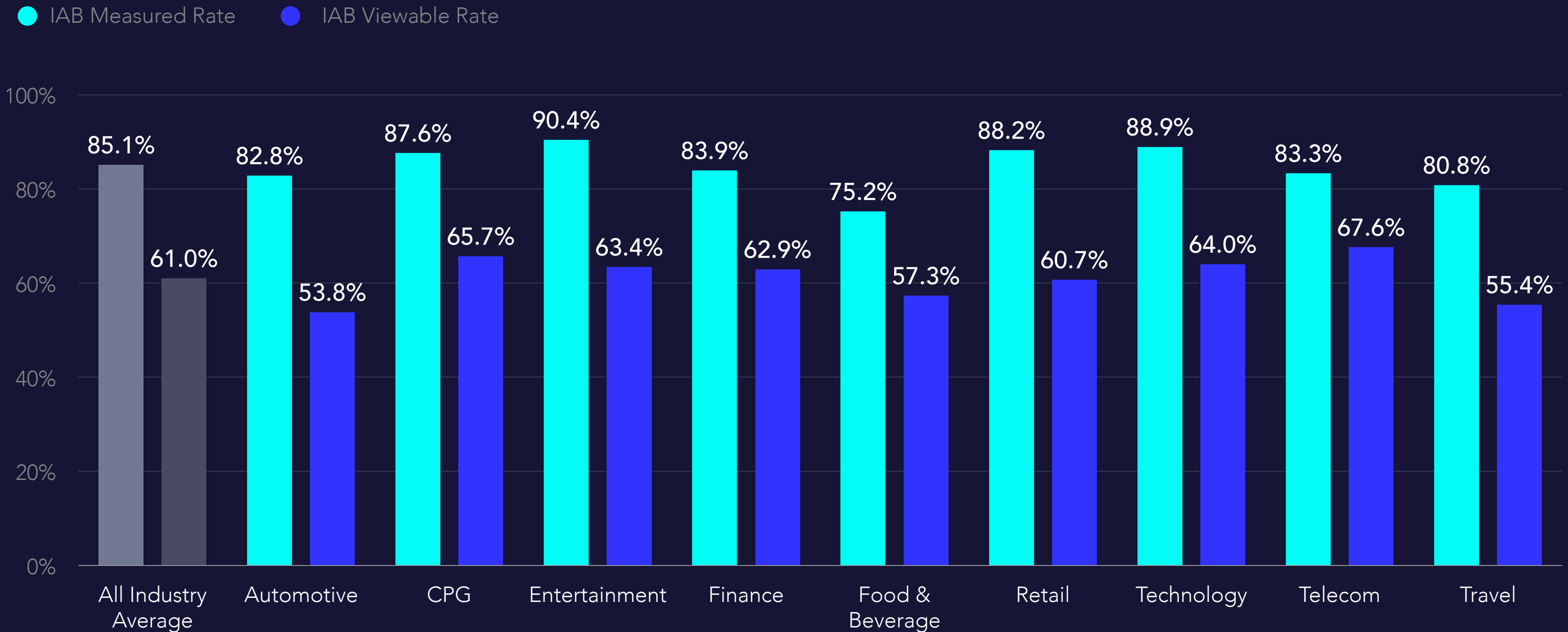


*Time on ad unit for Expandable banner is reported for expanded unit.

Benchmarks by Industry

Media Benchmarks - Viewability

Viewability by industry



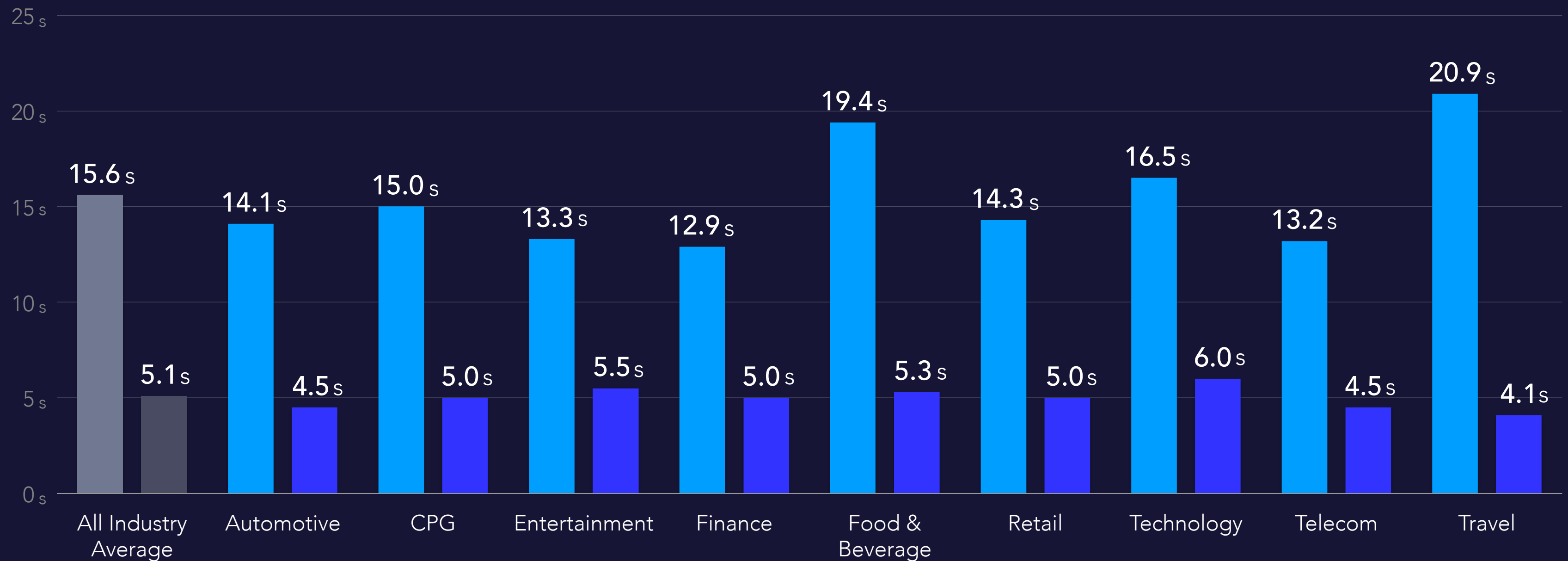
*IAB viewability is reported for web browser environment. | **All industry average is reported for all industries. Displayed in this chart are only top 9.

Creative Benchmarks



Time on ad unit by industry and format

● Expandable banner ● Interstitial



*Engagement time for expandable banner is reported for engagement with expanded unit.

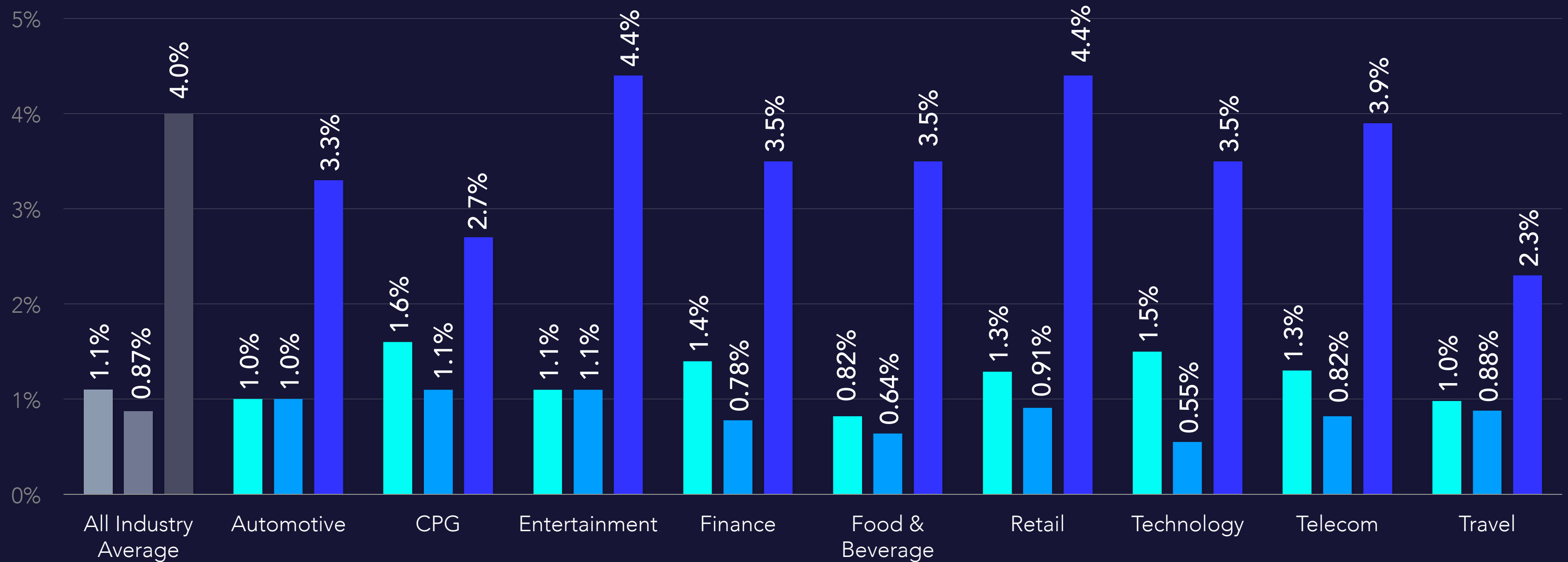
**All industry average is reported for all industries. Displayed in this chart are only top 9.

Creative Benchmarks



Ad engagement rate by industry and format

● Banner ● Expandable banner ● Interstitial



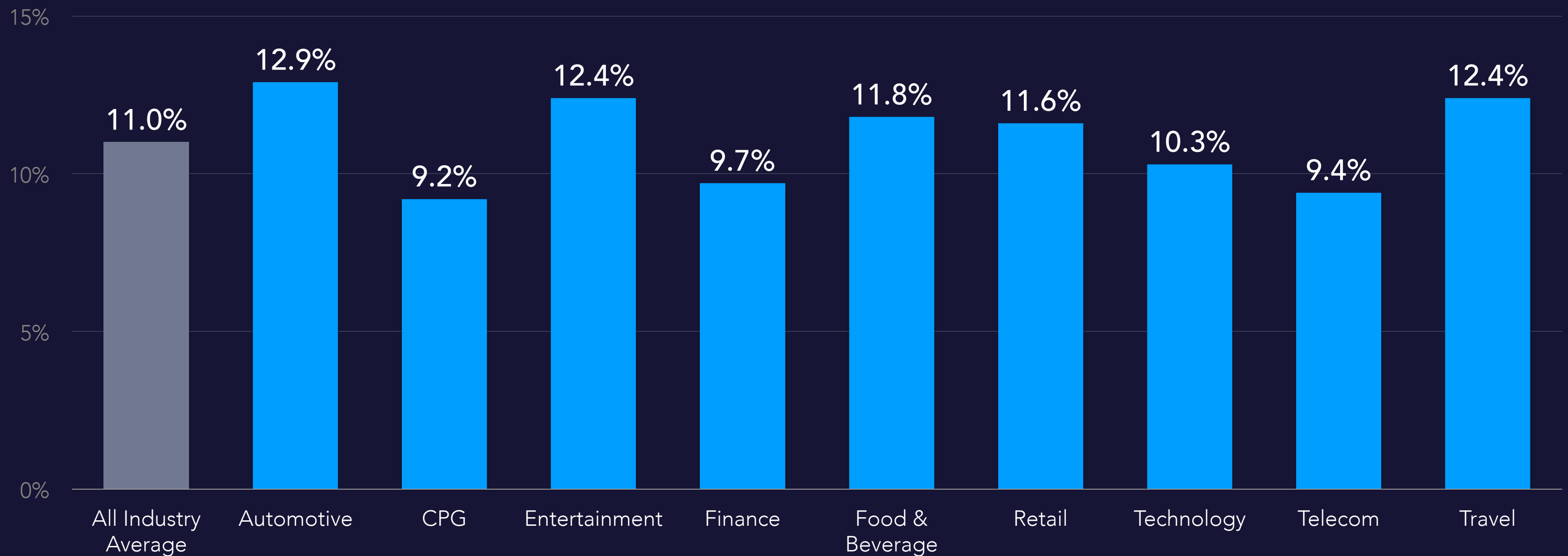
*Ad engagement rate for expandable banners is reported for engagement with the banner unit.

**All industry average is reported for all industries. Displayed in this chart are only top 9.

Creative Benchmarks

Expanded unit engagement rate by industry

● Expandable banner

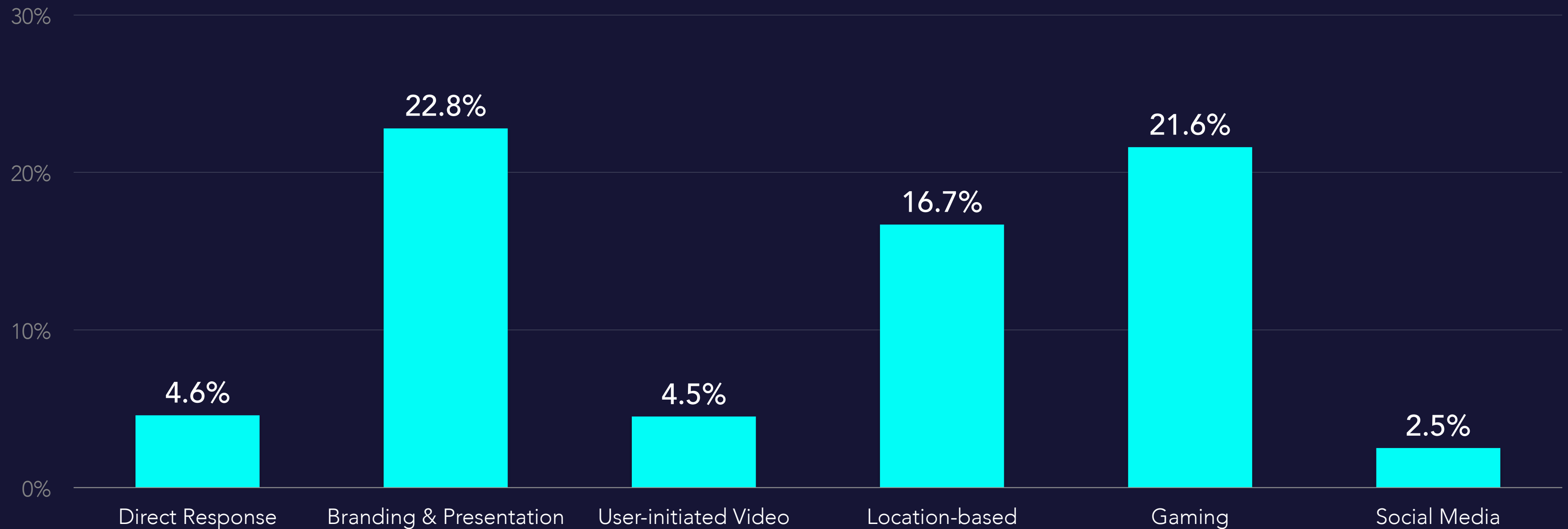


*Expanded unit engagement rate is reported for expanded unit of expandable banner format.

**All industry average is reported for all industries. Displayed in this chart are only top 9.

Features

Ad Feature Engagement Rate

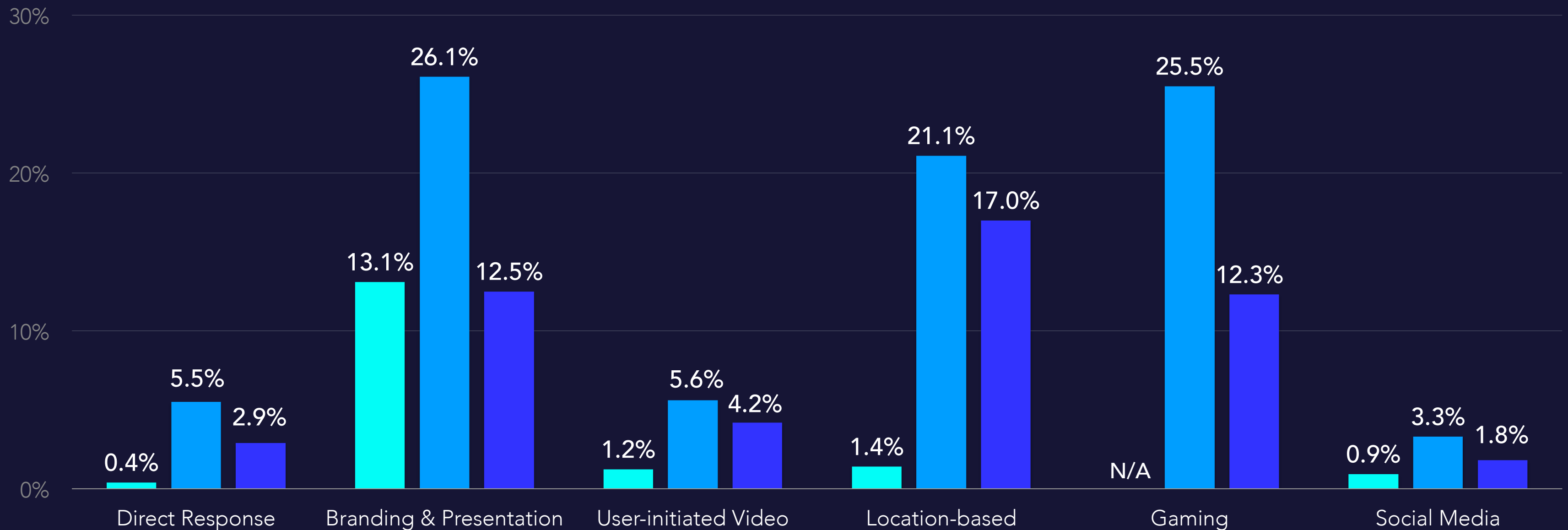


*Direct Response includes Form fill and Call phone features.

Ad Feature Engagement Rate by Banner Type



● Banner ● Expandable banner ● Interstitial



*Direct Response includes Form fill and Call phone features.

**User-initiated video play rate for expandable banners includes videos played on expanded unit.

General Findings

General Findings

Q3 IMPRESSIONS ACROSS THE BOARD

- **Desktop** impressions now account for **five percent** of all quarterly impressions.
- Share of impressions for our new **Reveal banner format is growing too**, now at 2.2 percent.
- We witness 32 percent of banner format impressions, showing that the **number of banner impressions is still growing** (Q2 saw 30% of banner impressions).

Q3 MEDIA BENCHMARKS

- Average IAB viewable rate in Q3 is at 61 percent. IAB viewability is now measurable across 85 percent of eligible impressions.
- Highest IAB viewable rates are still reported for Interstitial format (81 percent IAB viewable rate).

General Findings

Q3 CREATIVE BENCHMARKS

- We witness a higher ad engagement rate in Q3 **across all our standard formats**.
- **Banners** see a **14% higher ad engagement rate** and **interstitials 8% higher** than in Q2.
- Ad engagement rate for Expandable banner is 0.87%, 10% higher than in Q2 due to higher ad engagement rate on **tablet and desktop expandables**.
- **Reveal** banner's ad engagement rate (1.75%) **outperforms** both **Banner** (1.14%) and **Expandable** banner (0.87%) ad engagement rate.

Q3 VIDEO BENCHMARKS

- **User-initiated video completion rate** (Banner: 49%, Expandable: 52%, Interstitial: 52%) is overall **8% higher** than in Q2.

General Findings

Q3 BENCHMARKS BY DEVICE

- Viewability is highest on Smartphone devices at 64% IAB viewable rate (tablet IAB viewable rate is 54% and desktop 45%).
- Ad engagement rate for expandables on desktop is now 3.14%, **162% higher than in Q2** (Q2: 1.2%). This is a reflection of more and more creatives using mouseover as an engagement.

Q3 BENCHMARKS BY ENVIRONMENT

- Creatives placed in **web browser** environment tend to **outperform those placed in-app** in ad engagement rate while average **time spent** on ad unit **is longer for in-app** creatives.

General Findings

Q3 INDUSTRY BENCHMARKS

- Benchmarks this quarter include all verticals. We present further metrics drilldown for nine most represented ones.
- **Entertainment** is the vertical with **highest share of impressions** this quarter (19 percent).
- Best performance is observed for **entertainment** and **retail interstitials** (both 4.4% ad engagement rate), **CPG banners** (1.6% ad engagement rate) and **entertainment expandable banners** (1.14% ad engagement rate).
- **Automotive** is the winner in **Expanded unit engagement rate** this quarter with 12.9%.

Q3 FEATURE ENGAGEMENT RATES

- On a feature level, just like in Q2, **branding & presentation** features have witnessed the highest feature engagement rates (22.8%), followed closely by **gaming** features at 21.6%.

Methodology

Q3 2015 BENCHMARKS INCLUDE A SAMPLE OF:

- All standard format type creatives (Premium DR banner and Rich Media)
- Formats: Banner, Expandable banner, Interstitial, Interscroller and Reveal banner
- All devices - smartphone, tablet and desktop
- All industries (we display top industries in this report)
- All eligible creatives (no test campaigns, creatives with over 50,000 requested impressions in the given time period, no outliers)
- Media benchmarks only include Web SDK
- Video benchmarks only include user-initiated videos

More Information

Website celtra.com

Insights celtra.com/insights

Analytics Glossary celtra.com/analytics-glossary

Celtra Demo Ads sample.celtra.com/demo

Ad Gallery celtra.com/gallery

Facebook facebook.com/celtra

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