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

*Standard format type
Breakdown of All Q3 Campaigns

Out of total requested impressions in Q3 2015

- Entertainment & Media: 19.2%
- Consumer Packaged Goods: 14.2%
- Retail: 14.0%
- Telecommunications: 5.5%
- Other: 5.7%
- Automotive: 7.6%
- Food & Beverage: 12.3%
- Travel & Hospitality: 4.0%
- Finance, Insurance & Real Estate: 4.1%
- Pharmaceuticals: 2.9%
- Technology: 3.3%
- Arts, Design & Fashion: 2.5%
- Health & Sports: 2.4%
- Quick Service Restaurants: 2.1%
Q3 Benchmarks
Media Benchmarks – Viewability

*Viewability is reported for web browser environment.

IAB measured rate:
- Overall: 85.1%
- Banner: 86.4%
- Expandable banner: 79.7%
- Interstitial: 88.9%

IAB viewable rate:
- Overall: 61.0%
- Banner: 50.0%
- Expandable banner: 57.3%
- Interstitial: 81.3%
Creative Benchmarks

*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

- **Video play rate**
  - USER-INITIATED: 1.2%, 5.6%, 4.2%

- **Video completion rate**
  - USER-INITIATED: 48.6%, 51.8%, 52.0%

- **Video consumption rate**
  - USER-INITIATED: 65.0%, 69.3%, 69.7%

*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

*Viewability is reported for web browser environment.
Smartphone Creative Benchmarks

- **Ad engagement rate**
  - Banner: 1.2%
  - Expandable banner: 0.76%
  - Interstitial: 4.1%
  - Interscroller: 2.8%
  - Reveal: 1.7%

- **Expanded unit engagement rate**
  - 10.4%

- **Time on ad unit**
  - 16.2s
  - 5.3s

*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

*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

*Viewability is reported for web browser environment.
Tablet Creative Benchmarks

1.3% | 3.5% | 0.85% | 1.1%

Ad engagement rate

15.1%

Expanded unit engagement rate

13.4 s | 4.2 s

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

*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.

<table>
<thead>
<tr>
<th></th>
<th>Video play rate</th>
<th>Video completion rate</th>
<th>Video consumption rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>USER-INITIATED</strong></td>
<td>1.5%</td>
<td>58.5%</td>
<td>69.8%</td>
</tr>
<tr>
<td><strong>USER-INITIATED</strong></td>
<td>3.1%</td>
<td>51.0%</td>
<td>68.0%</td>
</tr>
<tr>
<td><strong>USER-INITIATED</strong></td>
<td>9.8%</td>
<td>55.4%</td>
<td>73.2%</td>
</tr>
</tbody>
</table>
Desktop Media Benchmarks

IAB measured rate

- Overall: 68.2%
- Banner: 69.8%
- Expandable banner: 64.5%

IAB viewable rate

- Overall: 45.0%
- Banner: 42.1%
- Expandable banner: 51.9%

*Viewability is reported for Web browser environment.
Desktop Creative Benchmarks

- **Ad engagement rate**: 0.72% for Banner, 3.1% for Expandable banner.
- **Expanded unit engagement rate**: 10.7%.
- **Time on ad unit**: 10.8 seconds.

*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

**Time on ad unit**

- **IN-APP**
  - Banner: 3.8 s
  - Expandable banner: 17.9 s
  -Interstitial: 10.1 s

- **WEB BROWSER**
  - Banner: 6.3 s
  - Expandable banner: 10.1 s
  -Interstitial: 2.4 s

**Ad engagement rate**

- **IN-APP**
  - Banner: 0.89%
  - Expandable banner: 0.74%
  -Interstitial: 1.2%

- **WEB BROWSER**
  - Banner: 5.1%
  - Expandable banner: 1.0%

*Time on ad unit for Expandable banner is reported for expanded unit.*
Benchmarks by Industry
Media Benchmarks - Viewability

Viewability by industry

- IAB Measured Rate
- IAB Viewable Rate

<table>
<thead>
<tr>
<th>Industry</th>
<th>IAB Measured Rate</th>
<th>IAB Viewable Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Industry</td>
<td>85.1%</td>
<td>61.0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>82.8%</td>
<td>53.8%</td>
</tr>
<tr>
<td>CPG</td>
<td>87.6%</td>
<td>65.7%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>90.4%</td>
<td>63.4%</td>
</tr>
<tr>
<td>Finance</td>
<td>83.9%</td>
<td>62.9%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>75.2%</td>
<td>57.3%</td>
</tr>
<tr>
<td>Retail</td>
<td>88.2%</td>
<td>60.7%</td>
</tr>
<tr>
<td>Technology</td>
<td>88.9%</td>
<td>64.0%</td>
</tr>
<tr>
<td>Telecom</td>
<td>83.3%</td>
<td>67.6%</td>
</tr>
<tr>
<td>Travel</td>
<td>80.8%</td>
<td>55.4%</td>
</tr>
</tbody>
</table>

*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

*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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Industry</td>
<td>11.0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>12.9%</td>
</tr>
<tr>
<td>CPG</td>
<td>9.2%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>12.4%</td>
</tr>
<tr>
<td>Finance</td>
<td>9.7%</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>11.8%</td>
</tr>
<tr>
<td>Retail</td>
<td>11.6%</td>
</tr>
<tr>
<td>Technology</td>
<td>10.3%</td>
</tr>
<tr>
<td>Telecom</td>
<td>9.4%</td>
</tr>
<tr>
<td>Travel</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Direct Response</th>
<th>Branding &amp; Presentation</th>
<th>User-initiated Video</th>
<th>Location-based</th>
<th>Gaming</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Response</td>
<td>0.4%</td>
<td>26.1%</td>
<td>12.5%</td>
<td>17.0%</td>
<td>N/A</td>
<td>0.9%</td>
</tr>
<tr>
<td>Branding &amp; Presentation</td>
<td>5.5%</td>
<td>13.1%</td>
<td>5.6%</td>
<td>12.3%</td>
<td></td>
<td>3.3%</td>
</tr>
<tr>
<td>User-initiated Video</td>
<td>1.2%</td>
<td>1.2%</td>
<td>4.2%</td>
<td>21.1%</td>
<td></td>
<td>1.8%</td>
</tr>
<tr>
<td>Location-based</td>
<td>1.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaming</td>
<td>25.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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
Twitter: @CeltraMobile
More Info: info@celtra.com