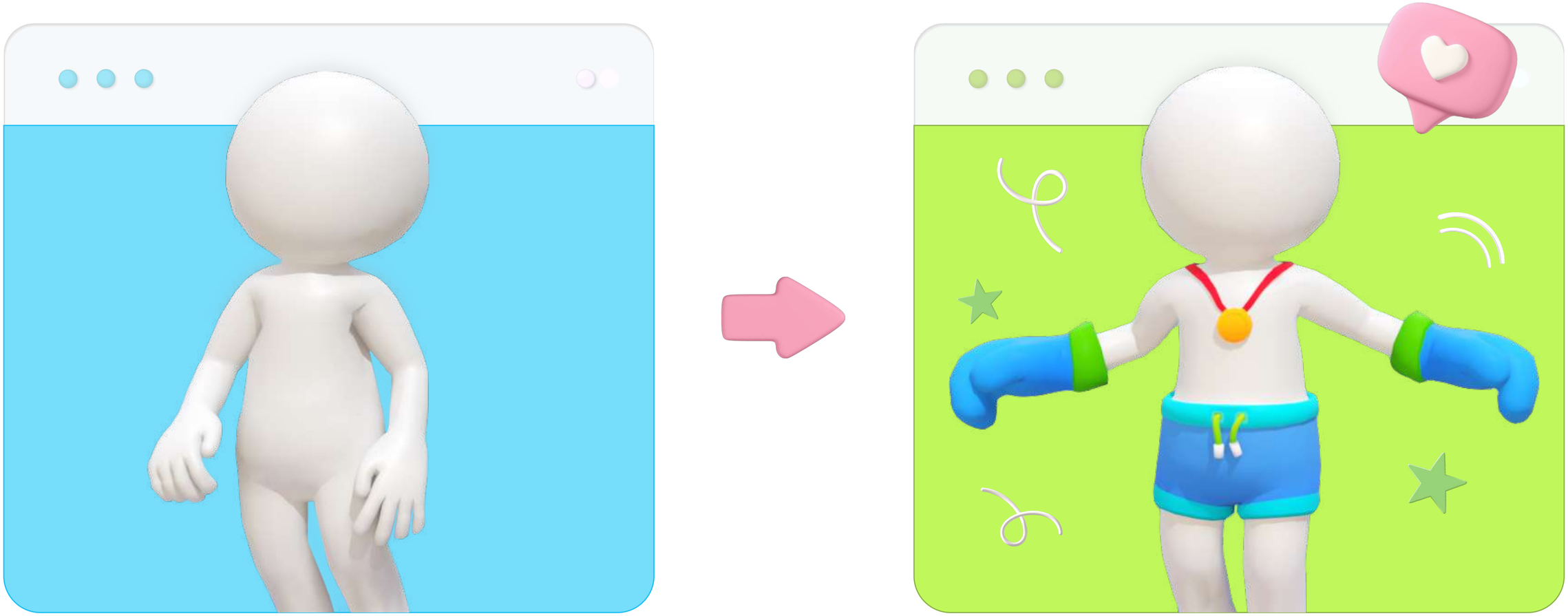
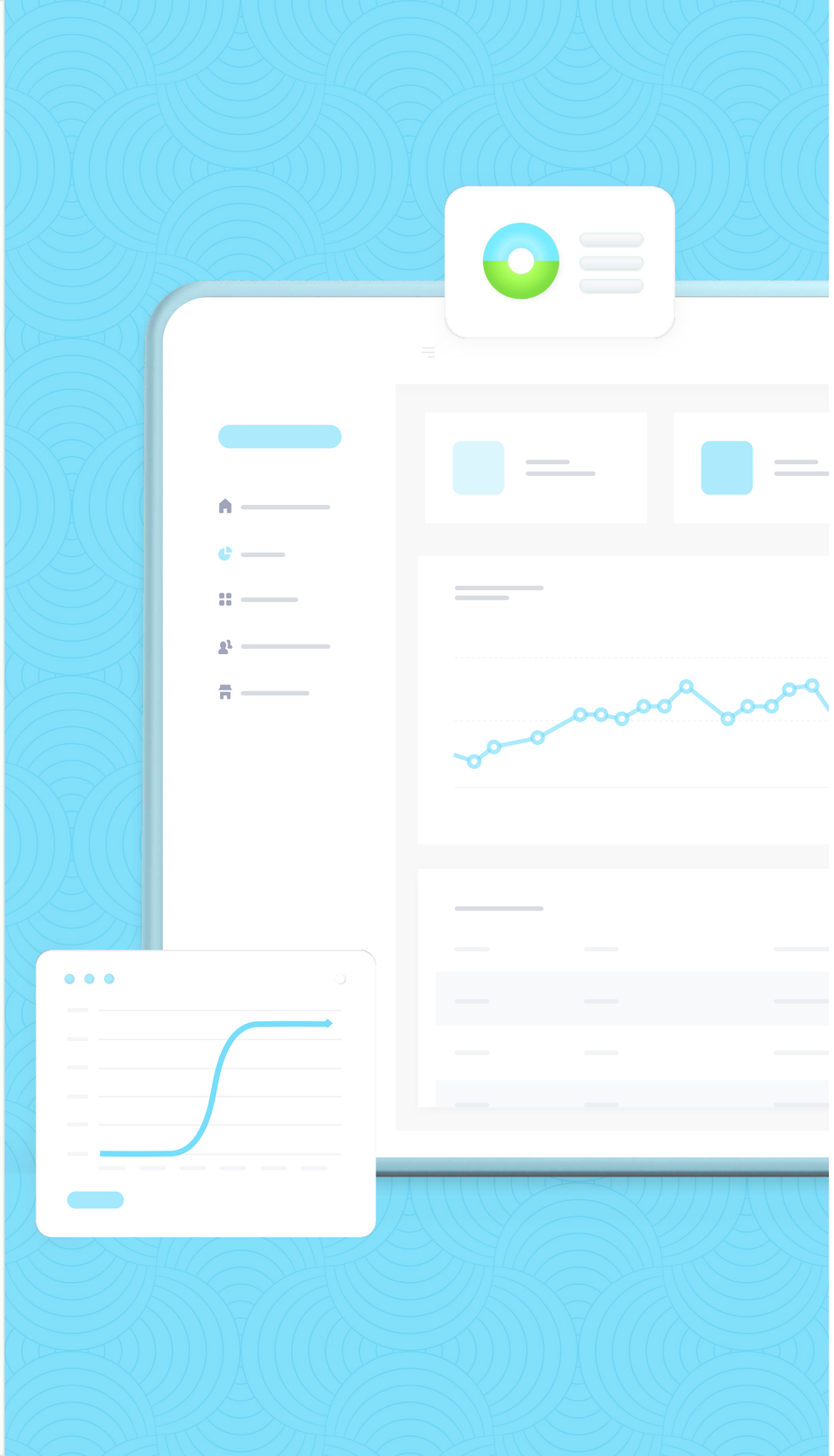
tenjin

From Hyper to Hybrid in 2023.

H1 2023 follow up





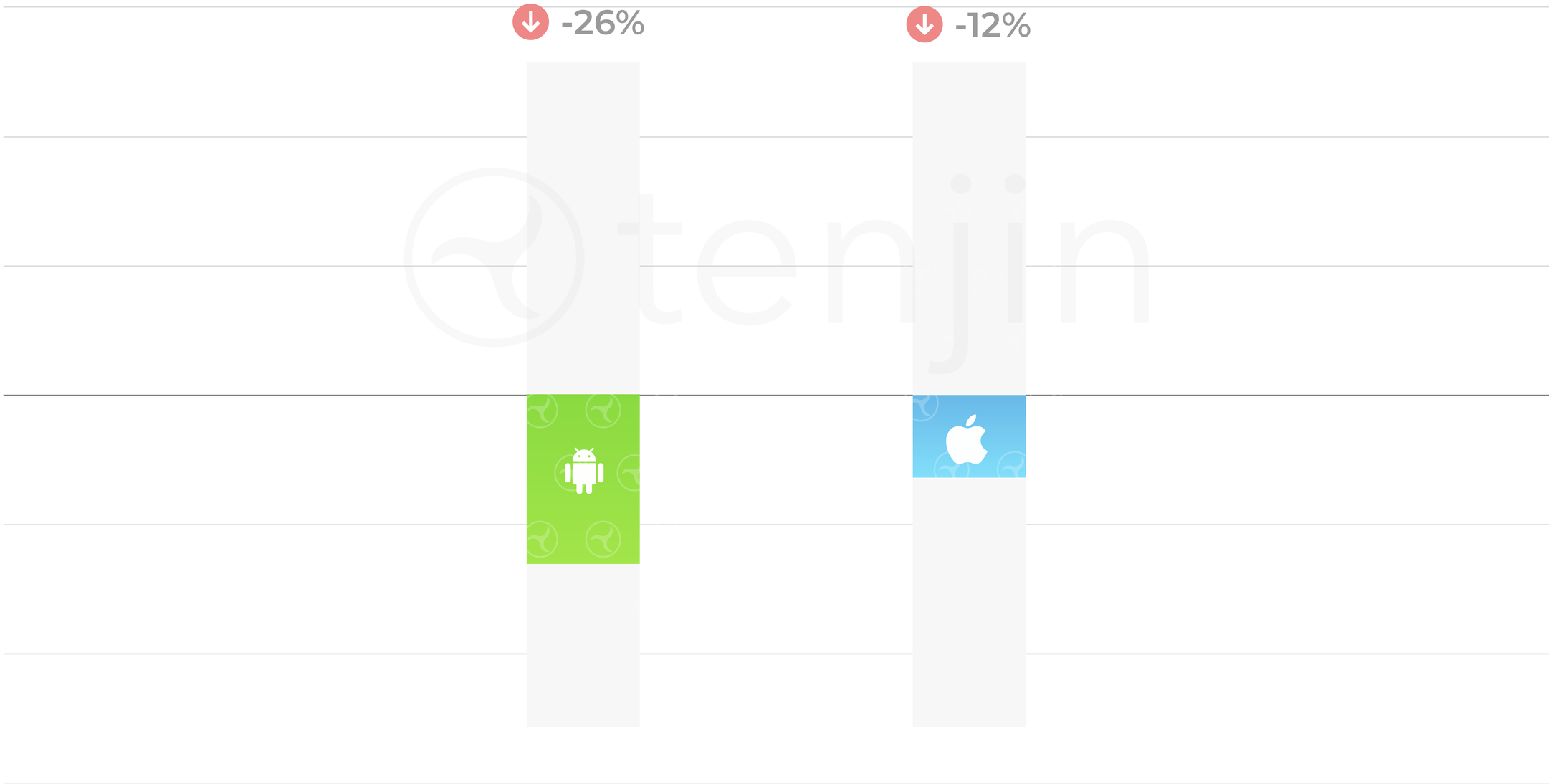
About Tenjin

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

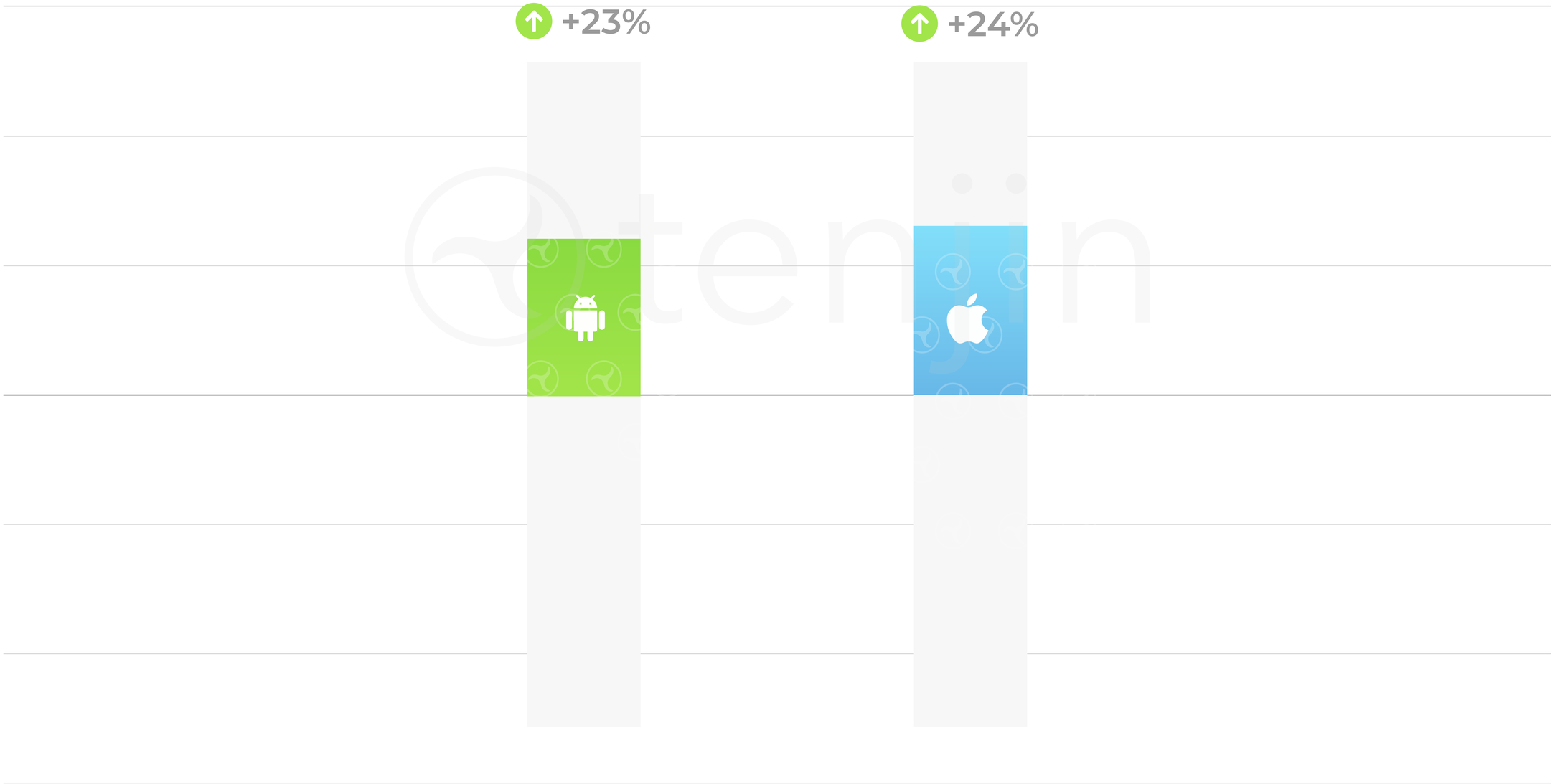
Average eCPM by platform:

H2 2022 vs H1 2023



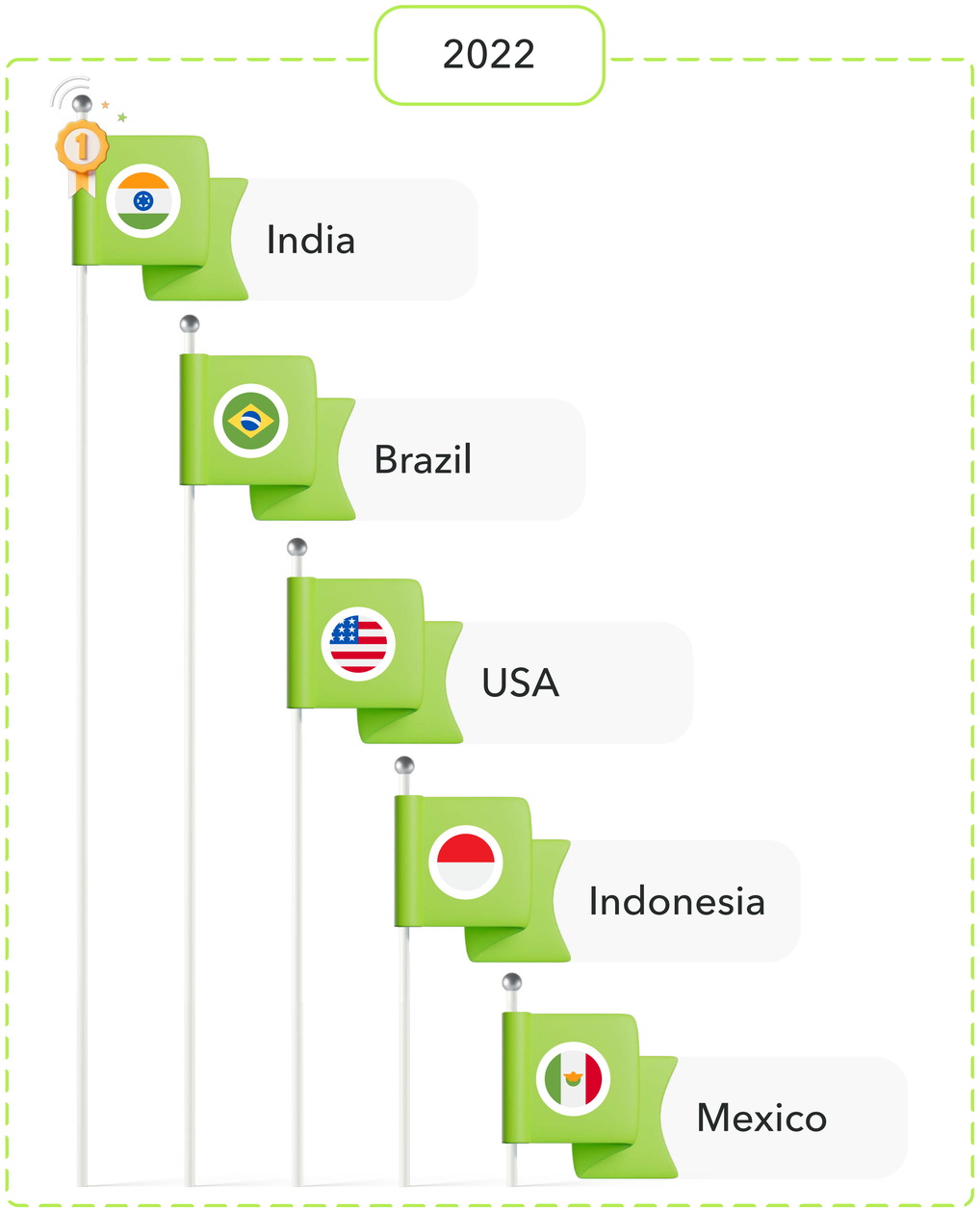
of IAPs by platform:

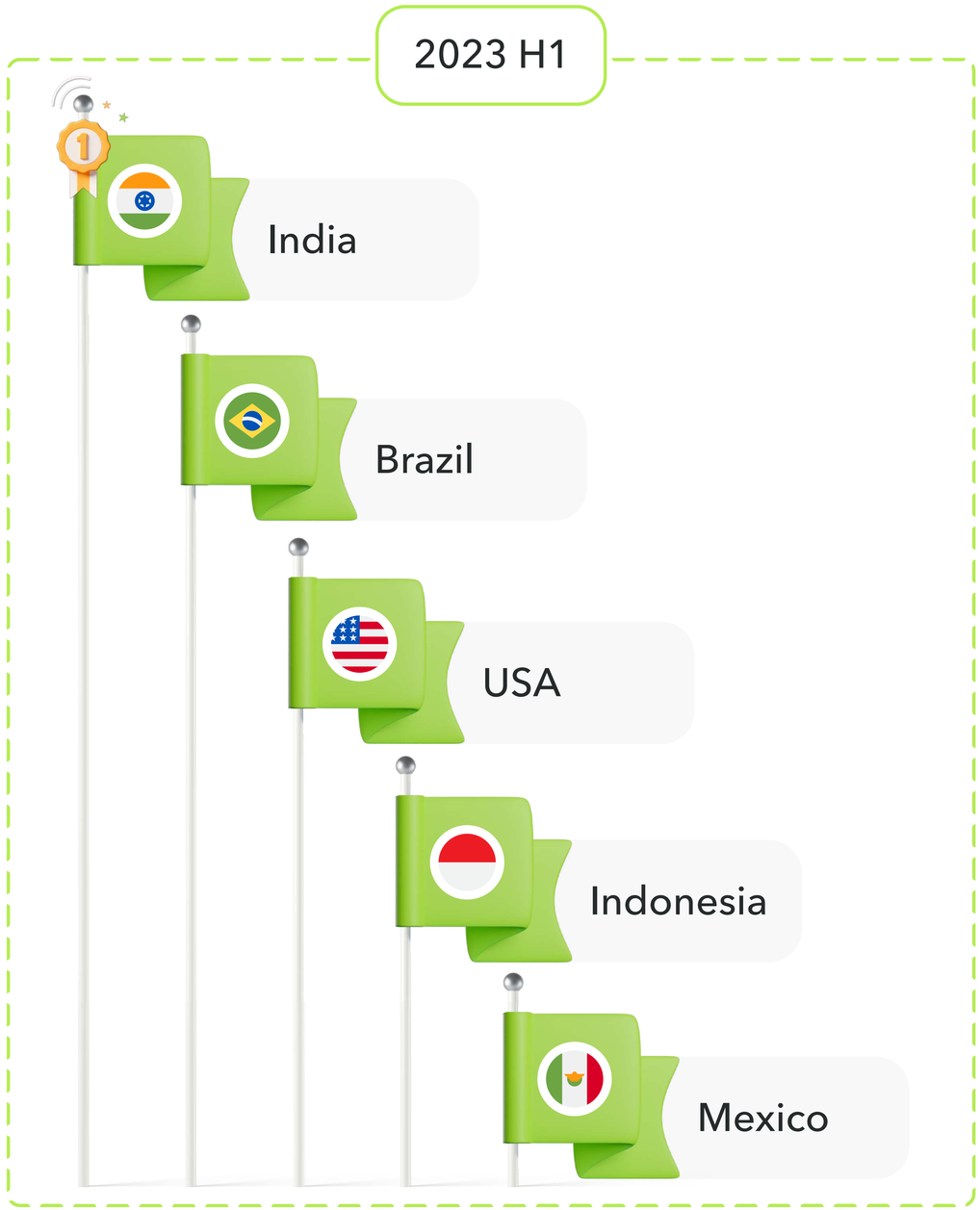
H2 2022 vs H1 2023



Top 5 Countries based on Total Installs

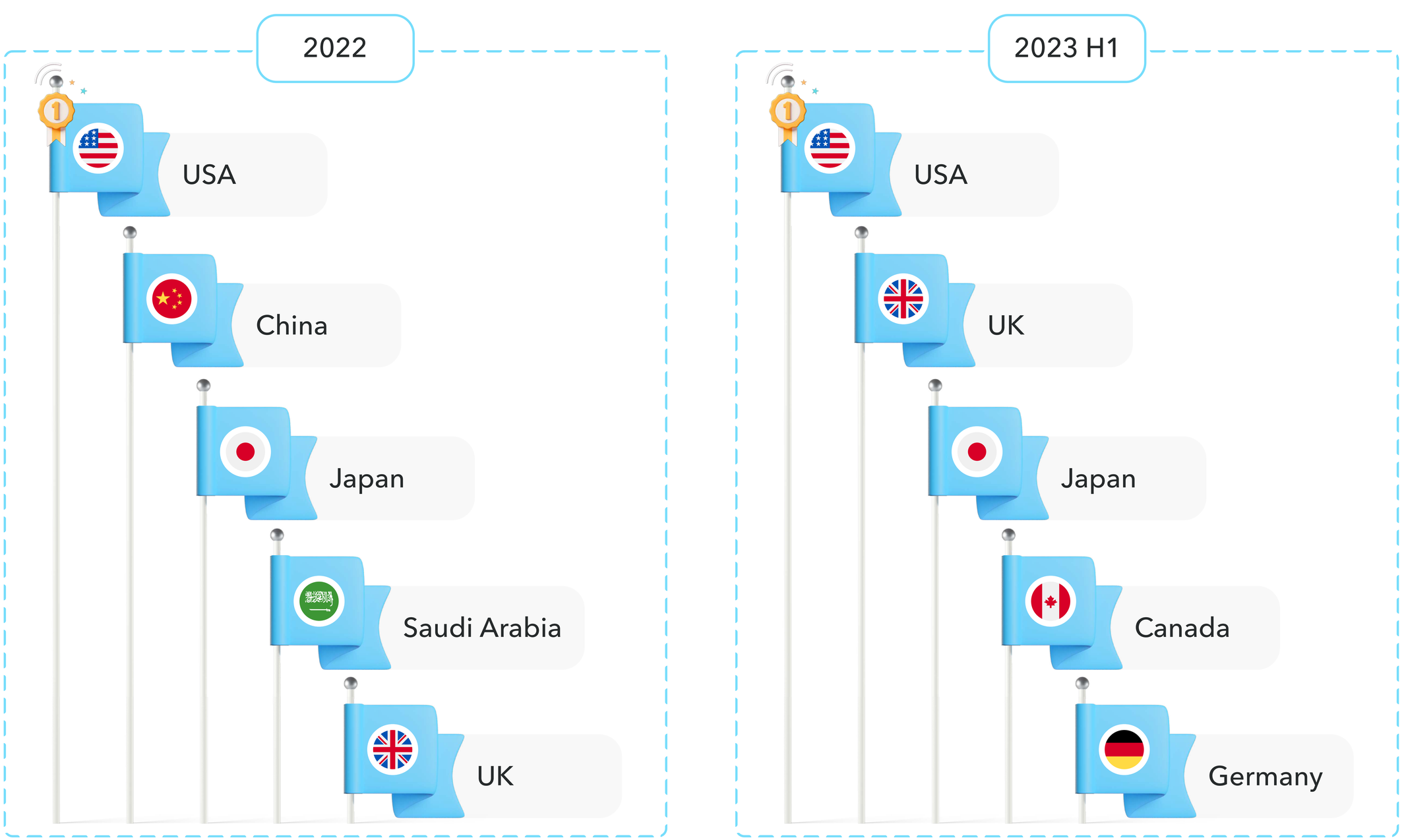
Android

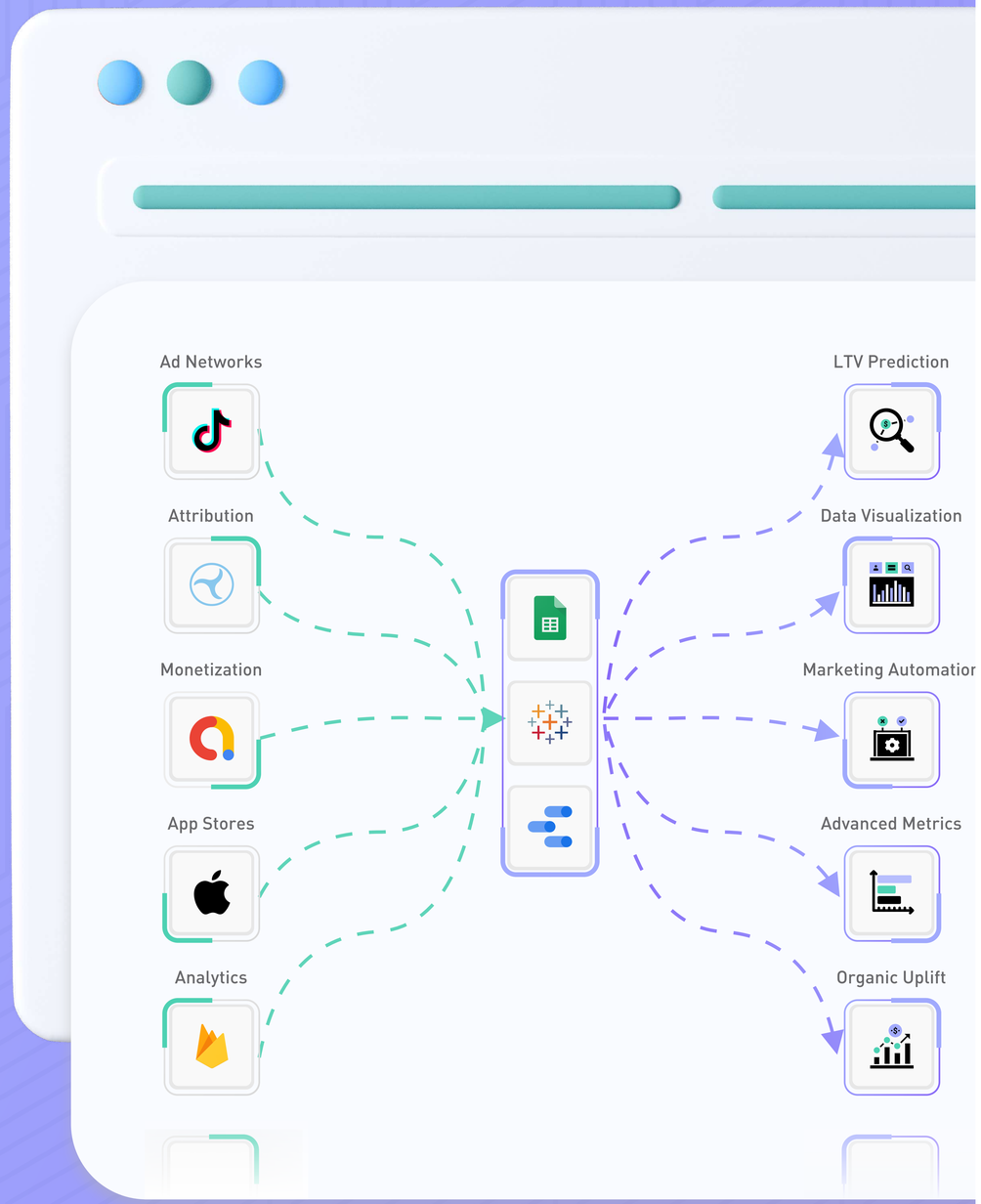




Top 5 Countries based on Total Installs

iOS





Growth FullStack: No-code data pipelines for mobile publishers

- **Automatic data pipelines**
  We move the data to your preferred destination, on schedule with no maintenance from you.
- **Data merging or transformation**
  We explore the various sources and how to join them for you.
- **Catalog of Dashboards & Tools**
  Plug the combined data to unlock one of the growth use cases.

Learn more

Top Ad Networks based on Total Installs

Android

2022

1. AppLovin
2. Mintegral
3. Google Ads
4. Unity Ads
5. ironSource

2023 H1

1. Google Ads
2. AppLovin
3. Mintegral
4. Meta
5. ironSource

Top Ad Networks based on Total Installs

iOS

2022

1. Mintegral
2. AppLovin
3. ironSource
4. Unity Ads
5. Apple Search Ads

2023 H1

1. AppLovin
2. Mintegral
3. ironSource
4. Meta
5. Google Ads

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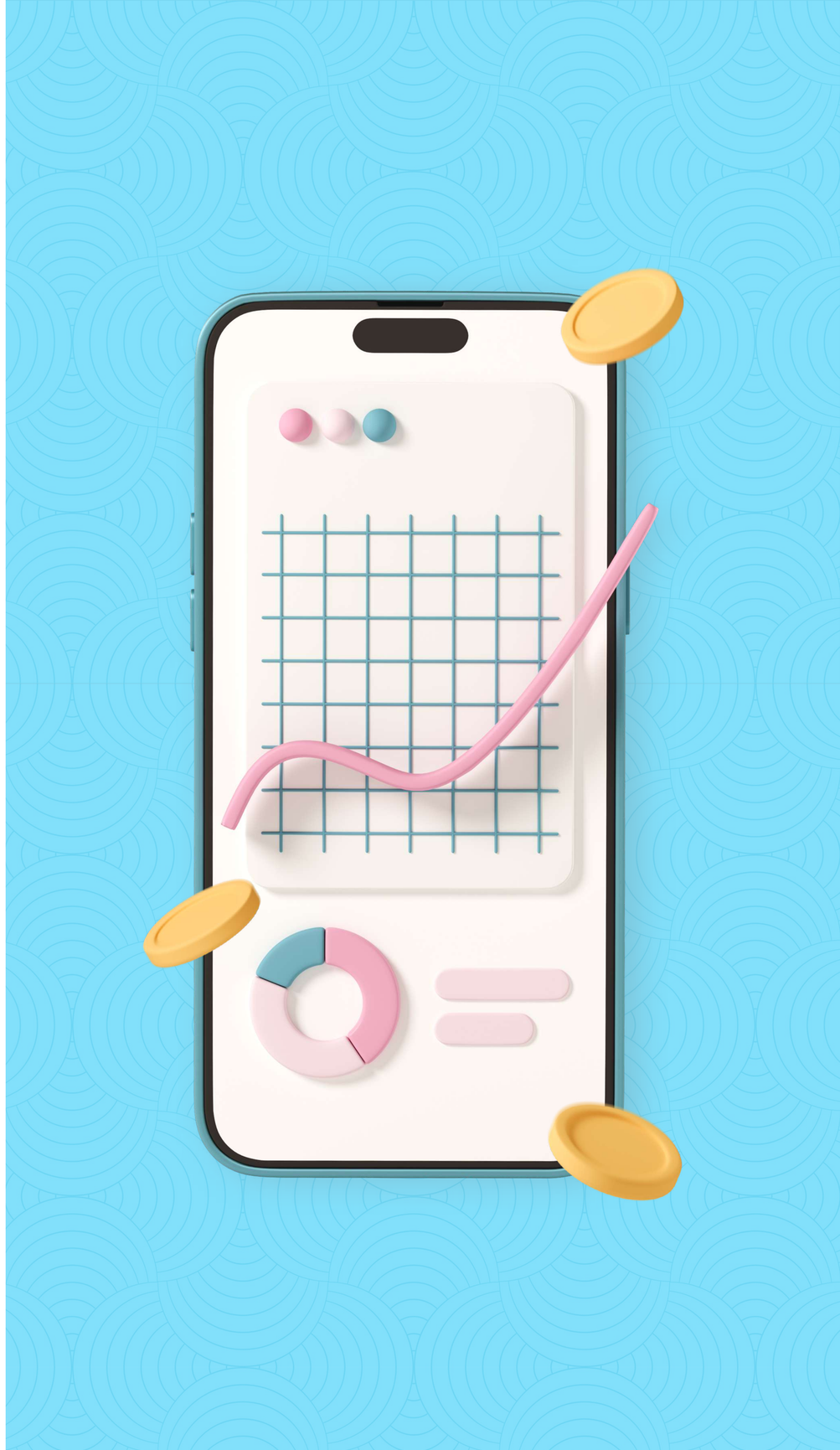
Tenjin is more than ad attribution

Unlock your hyper-growth with:

- Data Science platform
- SKAdNetwork Reporting
- Ad Revenue LTV
- Automation APIs
- Cost and ad revenue aggregation

Methodology

The benchmark report consists of anonymized data collected by Tenjin in the date range of 01.01.2022 - 30.06.2023.

The rankings only include ad networks and countries that surpassed the threshold of 25 millions installs.