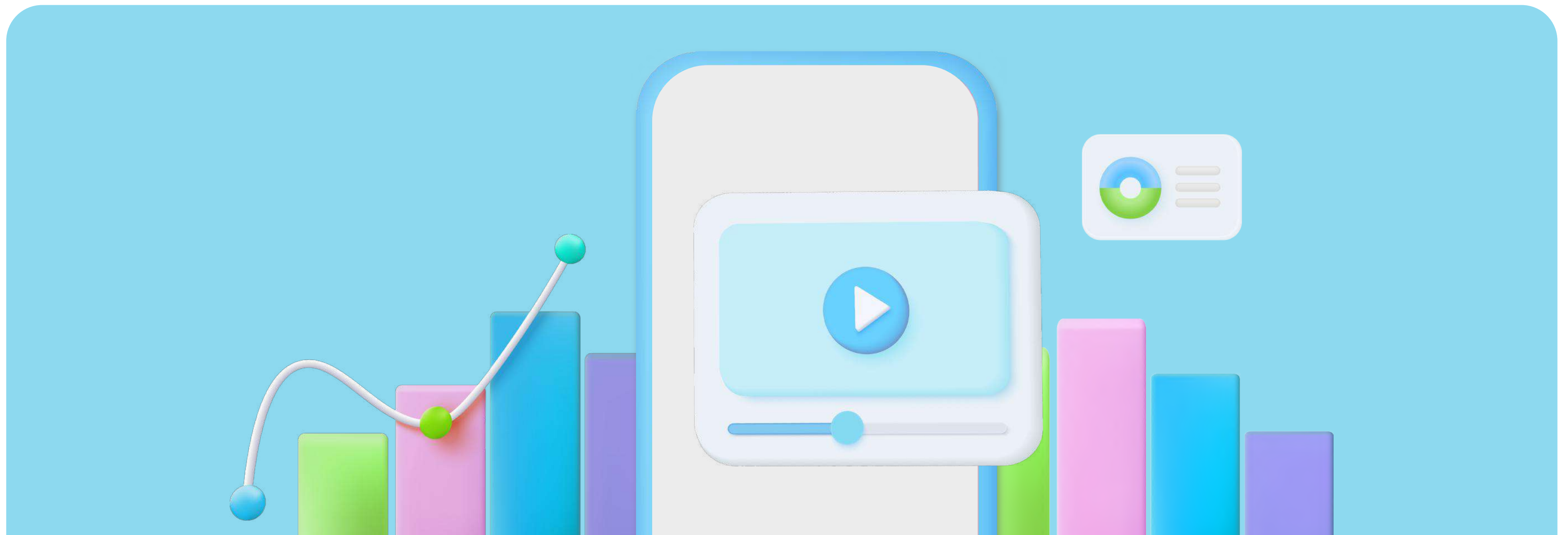


# Hyper-Casual Games Benchmark Report

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



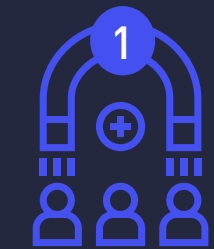
## Mintegral

Mintegral has the lowest CPI on Android



## Unity Ads

Unity Ads has the lowest CPI on iOS



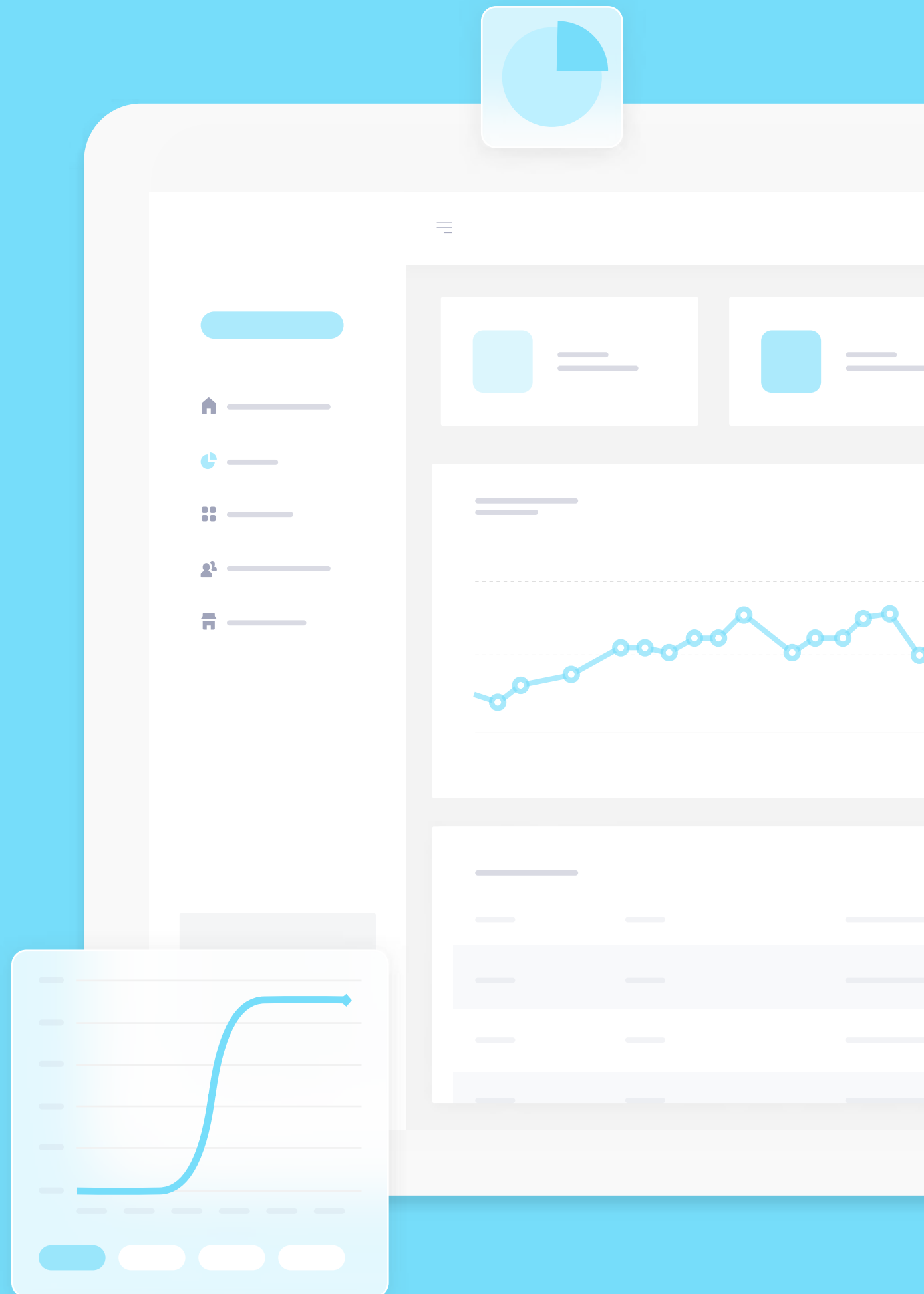
## Day 1 Retention

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](#)



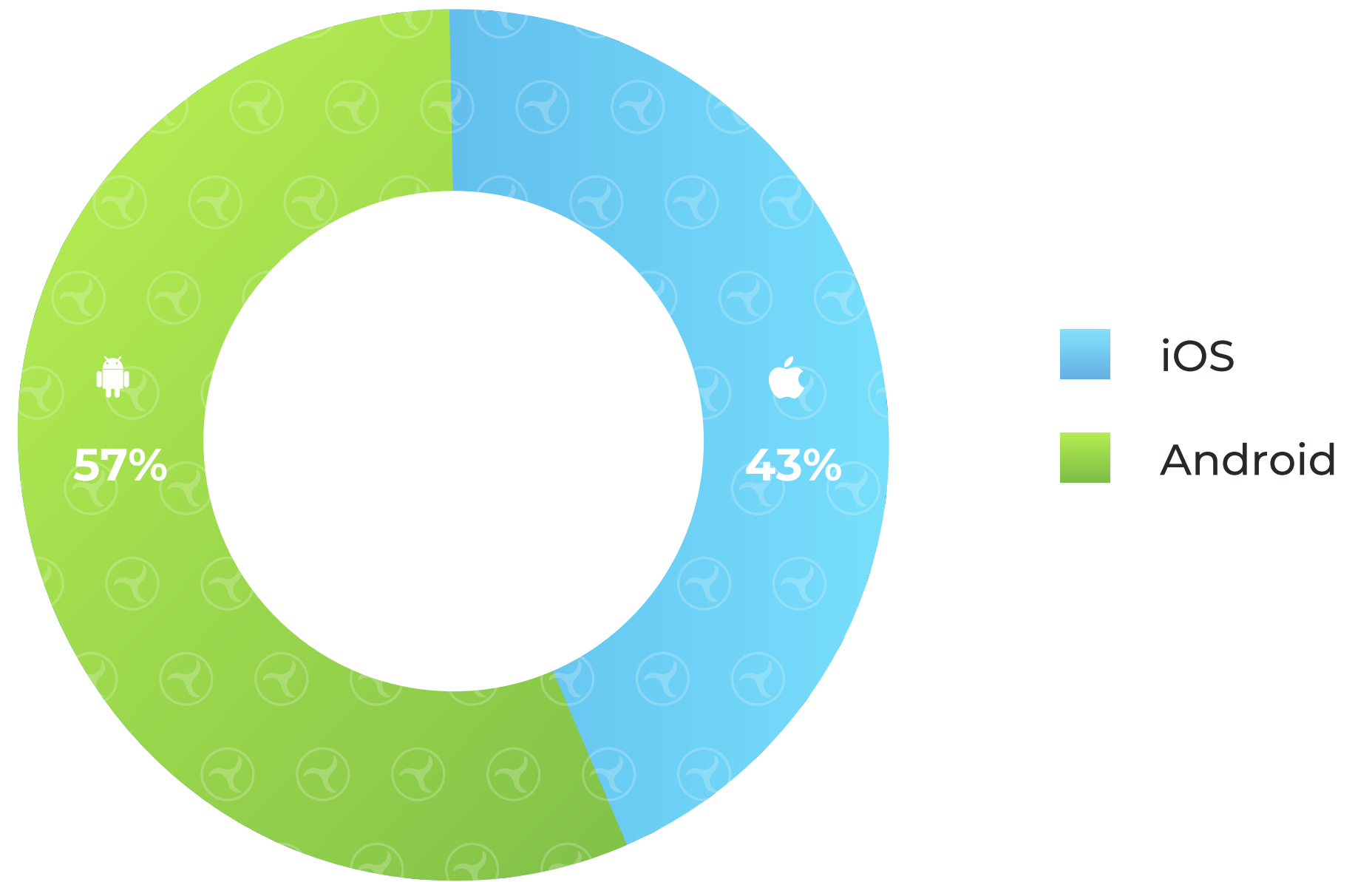
# Android vs iOS - Ad Spend % by Platform in Q3 2022

- 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](#)





# 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.



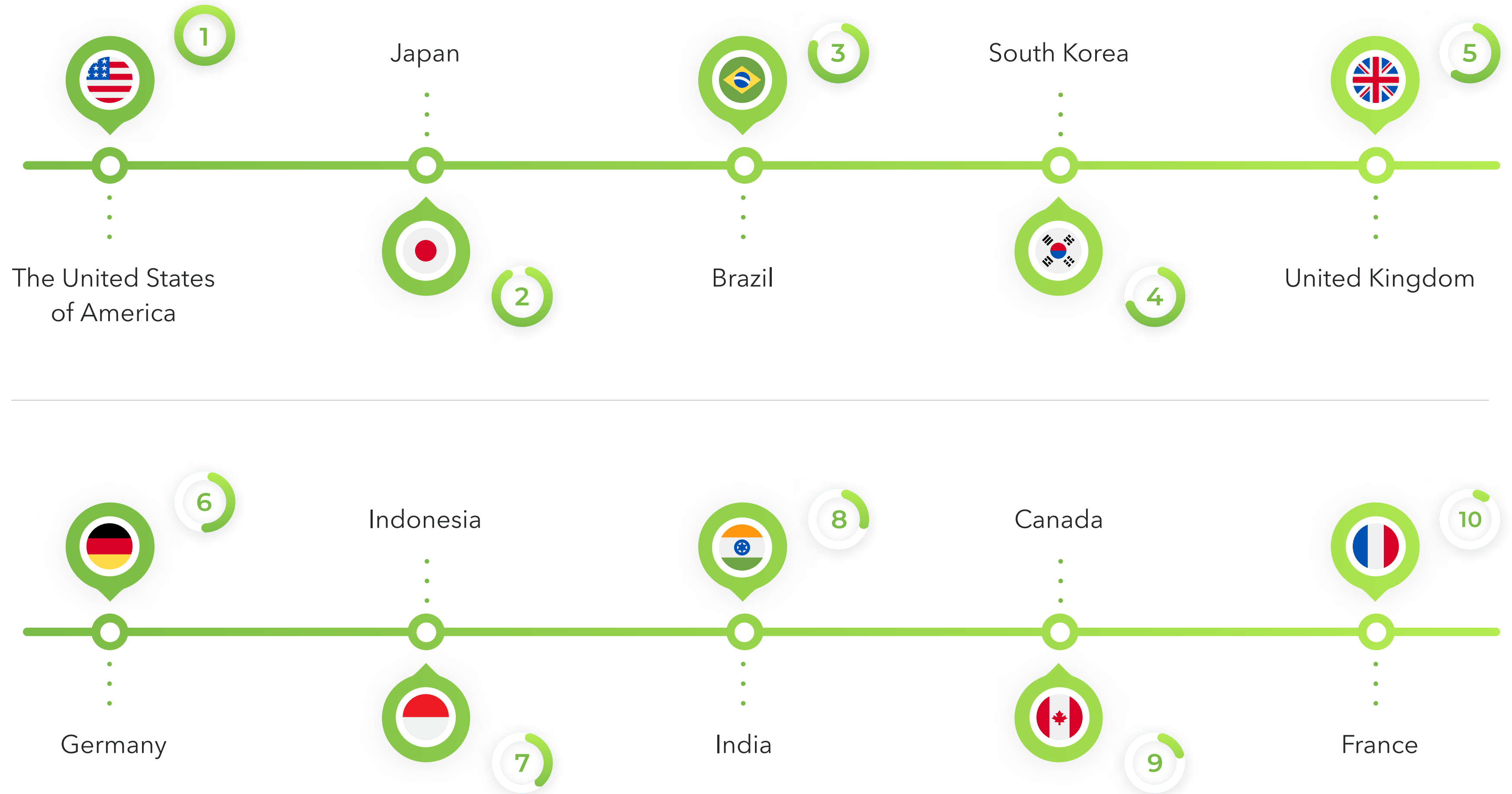
**\$0.25**



**\$0.15**



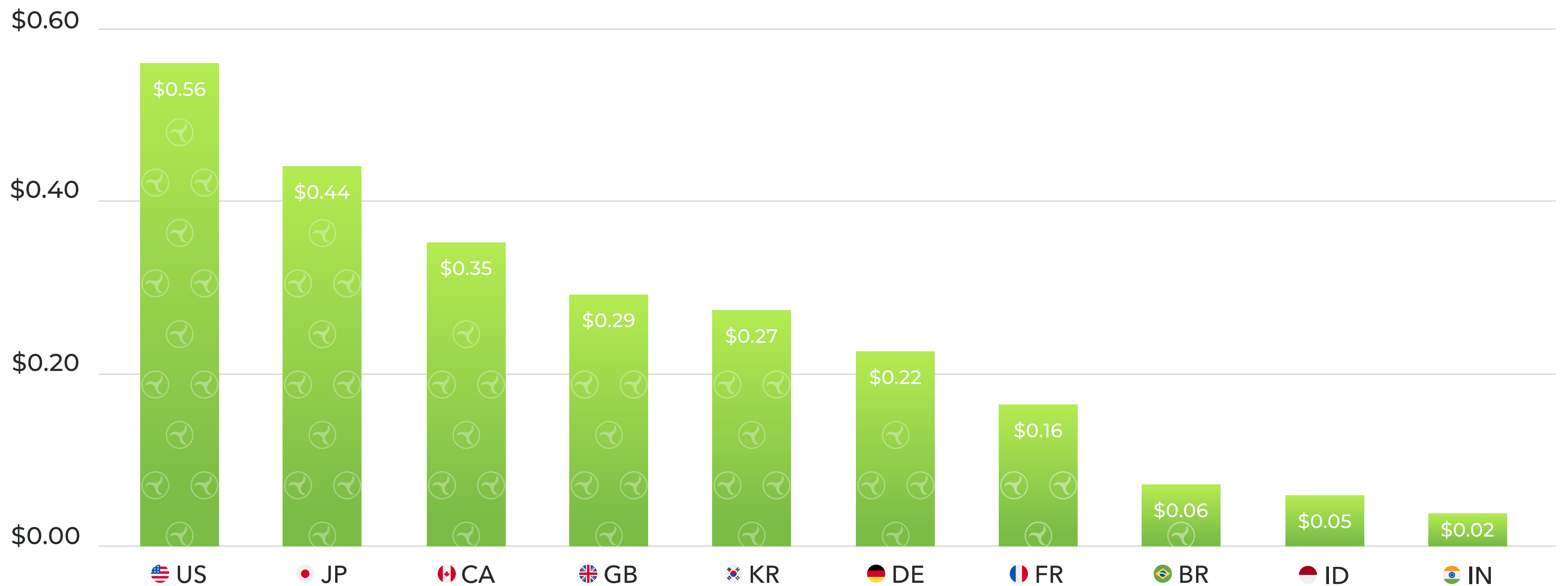
# Android - Top 10 Countries by Ad Spend in Q3 2022





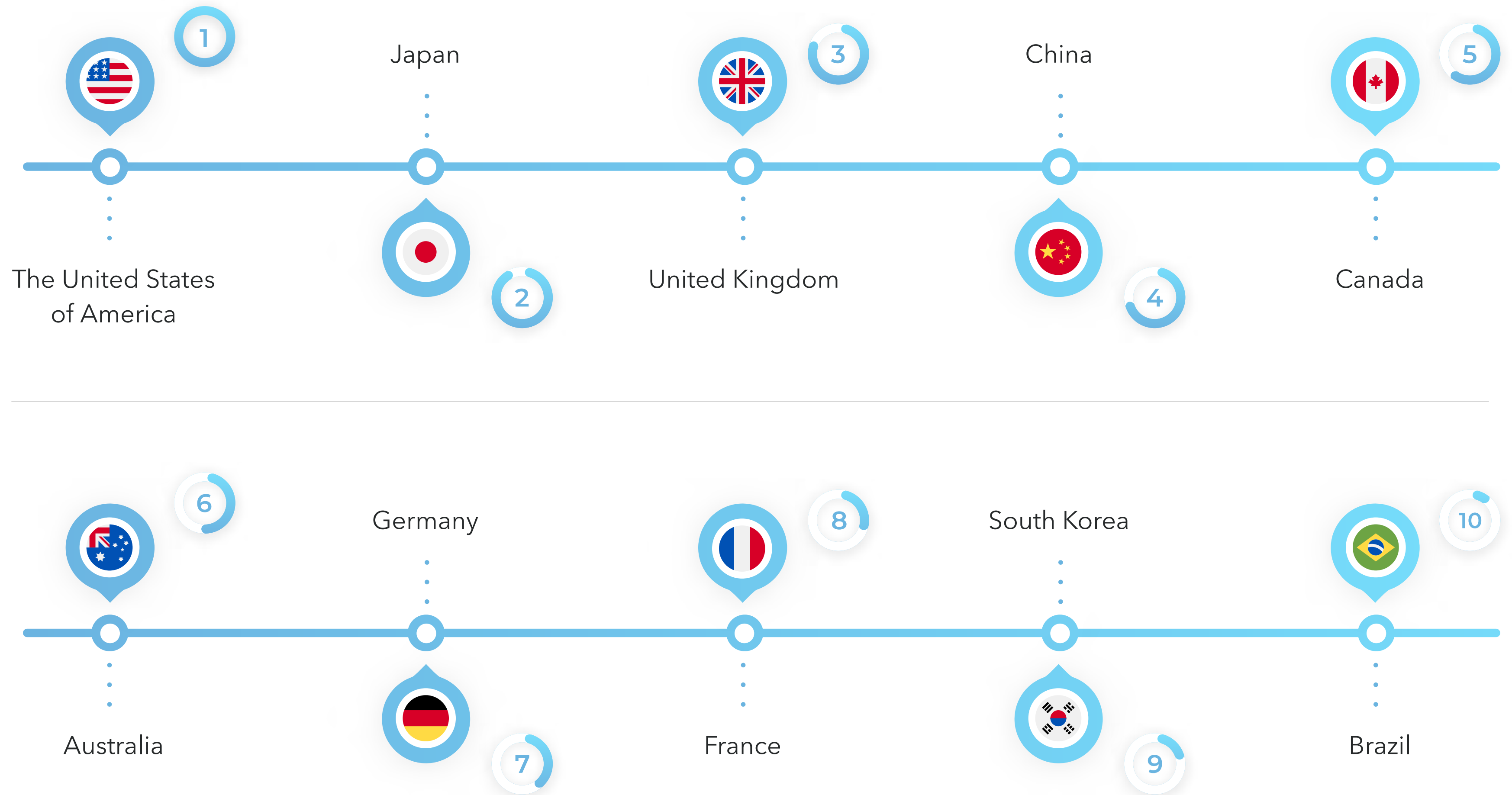
# Android - Median CPI for Top 10 Countries by Ad Spend in Q3 2022

! 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.





# iOS - Top 10 Countries by Ad Spend in Q3 2022

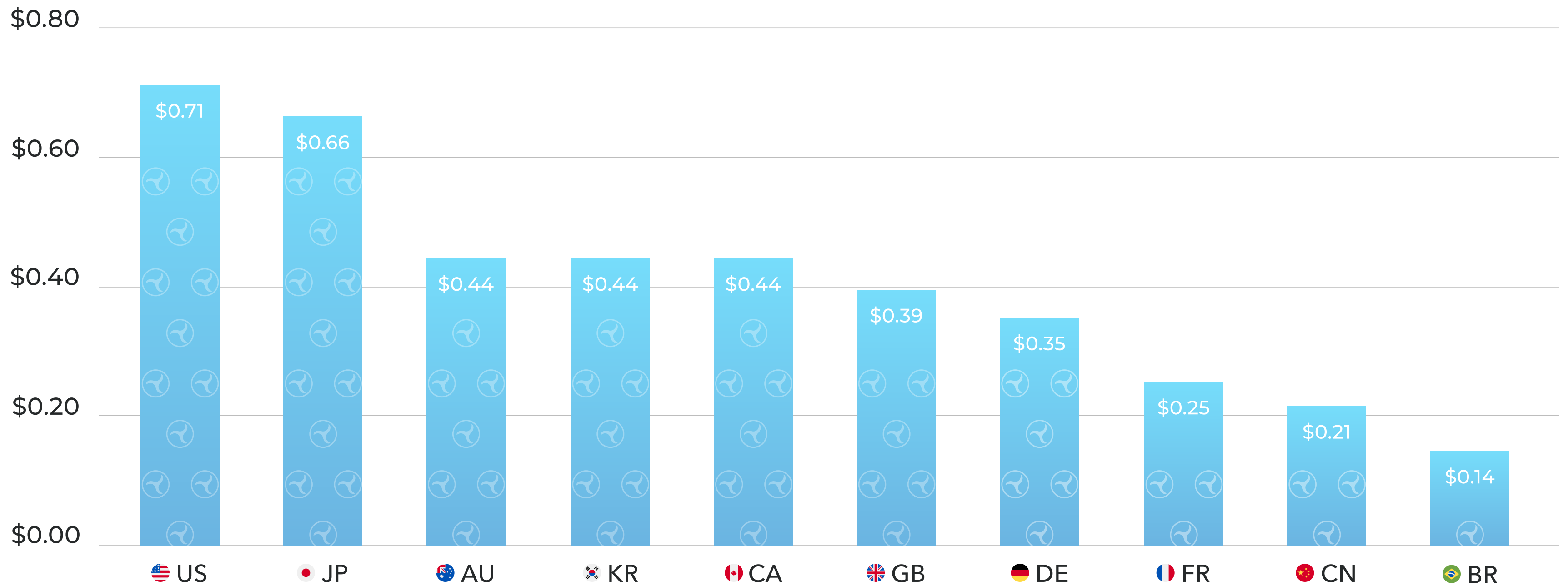






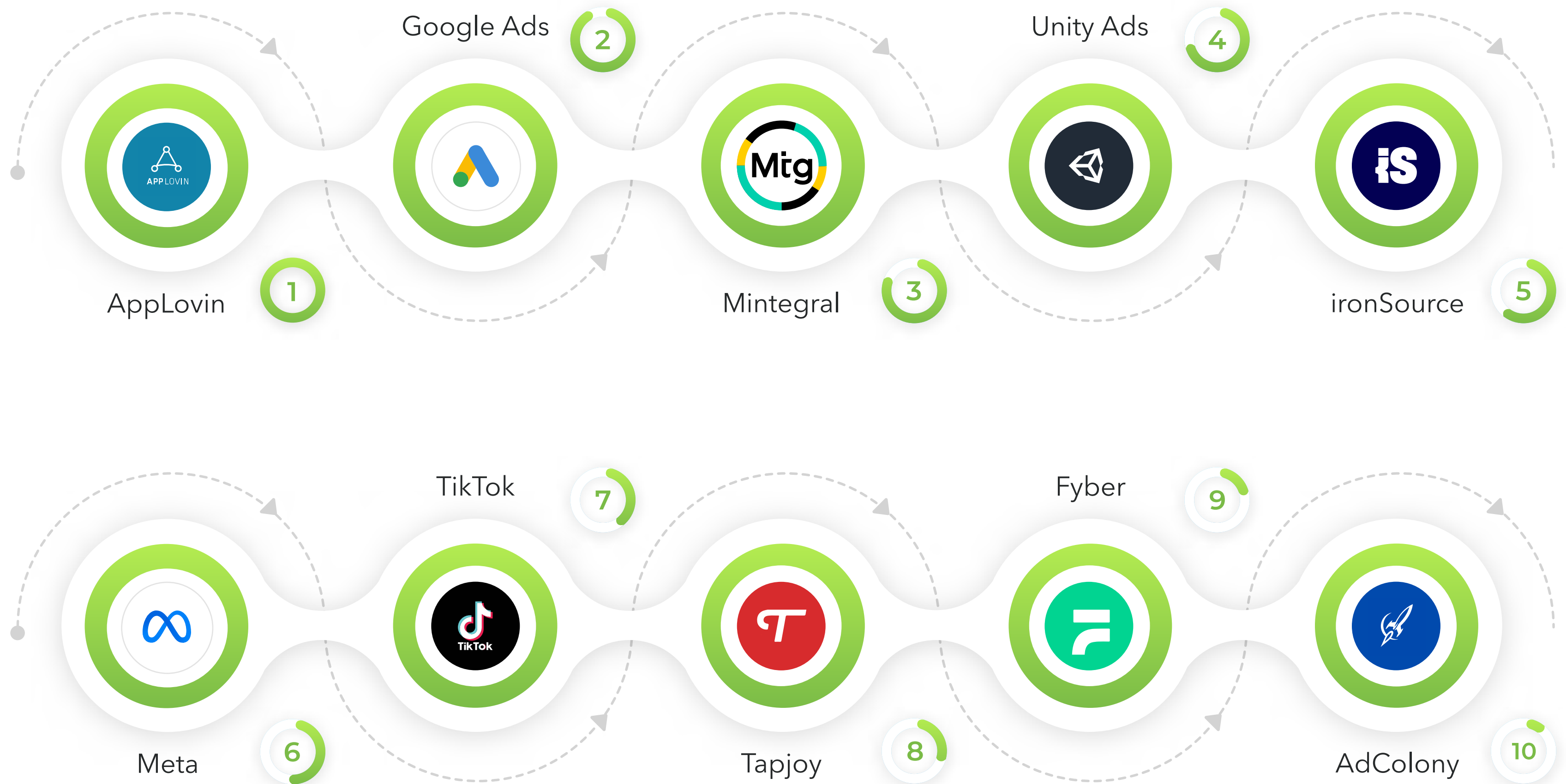
# iOS - Median CPI for Top 10 Countries by Ad Spend in Q3 2022

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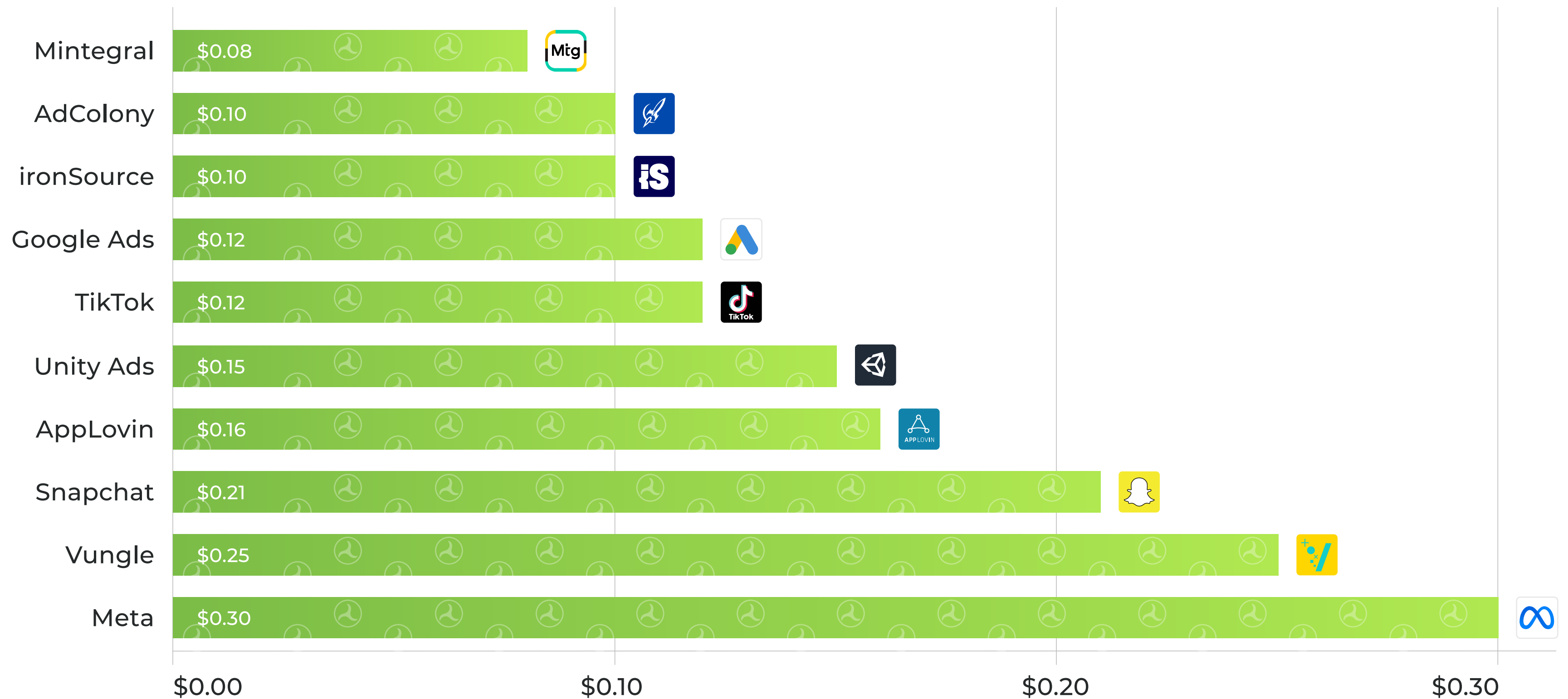
# Android - Top 10 Ad Networks by Ad Spend in Q3 2022





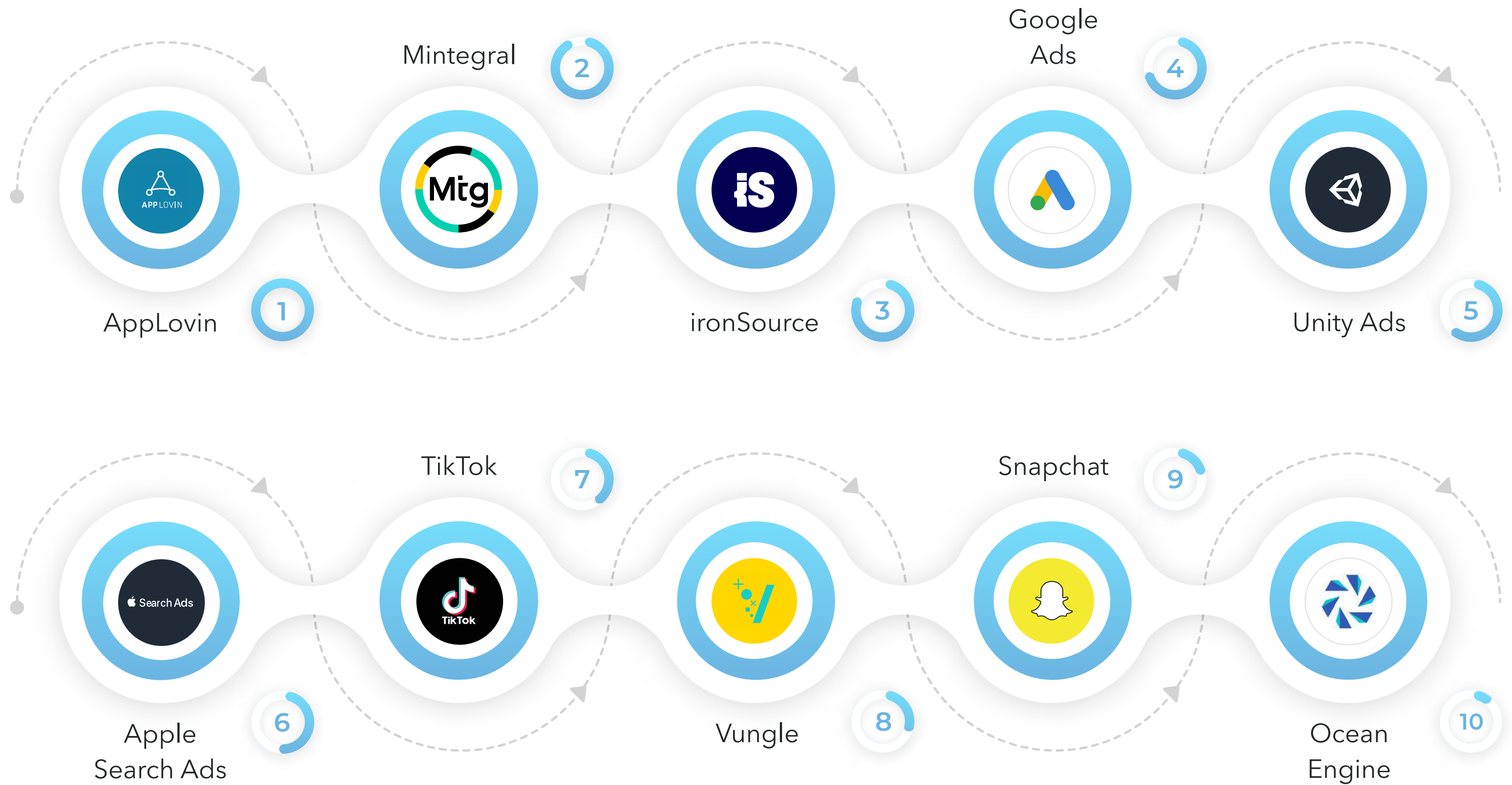
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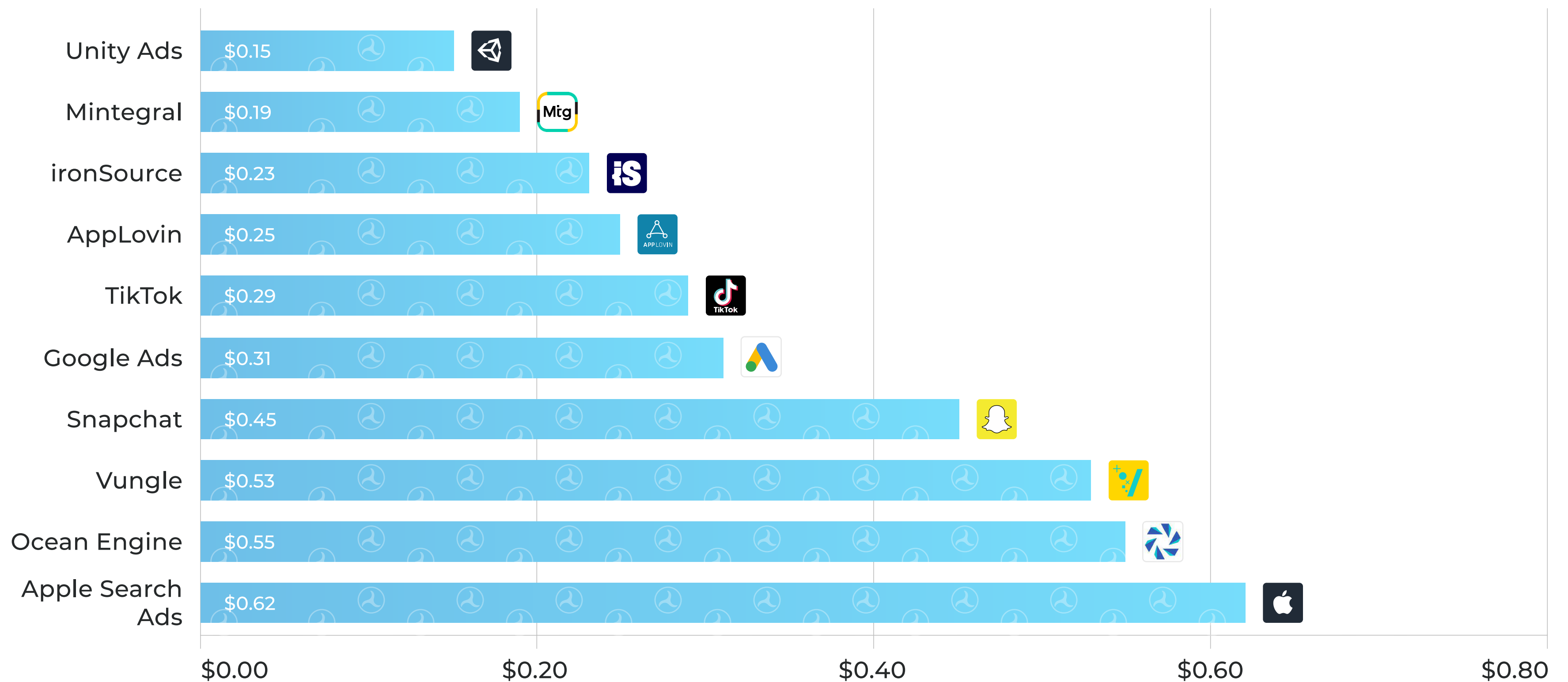
# iOS - Top 10 Ad Networks by Ad Spend in Q3 2022





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

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# GameAnalytics

GameAnalytics is the #1 analytics tool for game developers, providing insights for more than 100k games, and 1/3 of the world's mobile players.

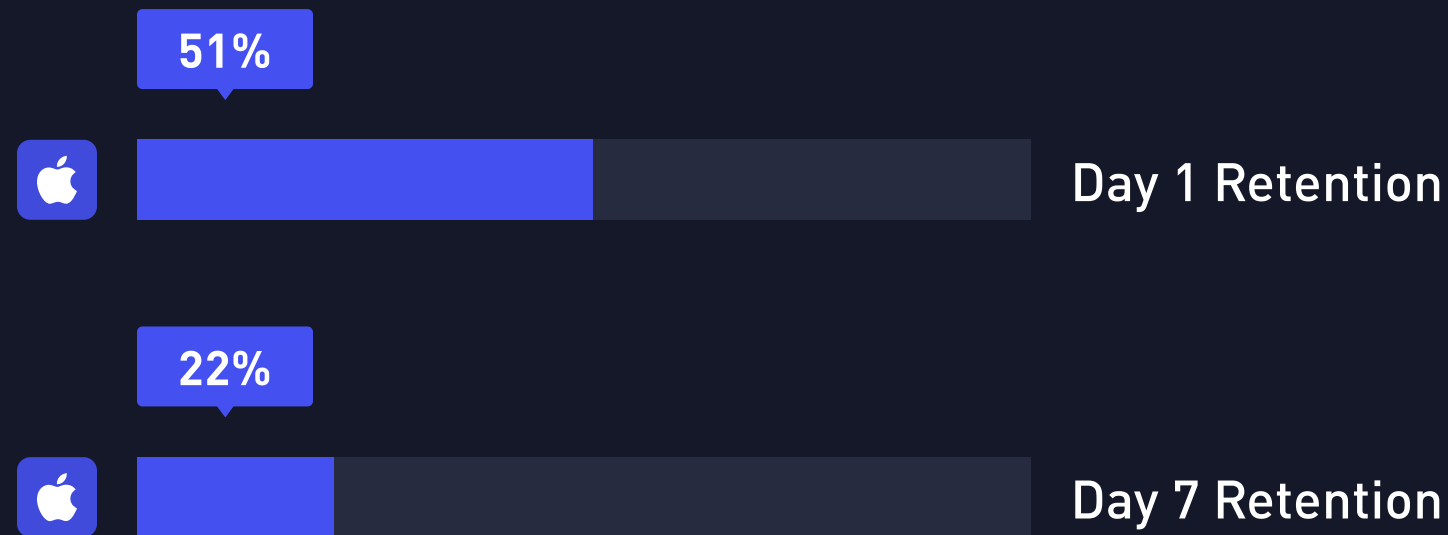
The goal of GameAnalytics is to empower game developers and publishers with priceless insights that help untap the true potential of their games.



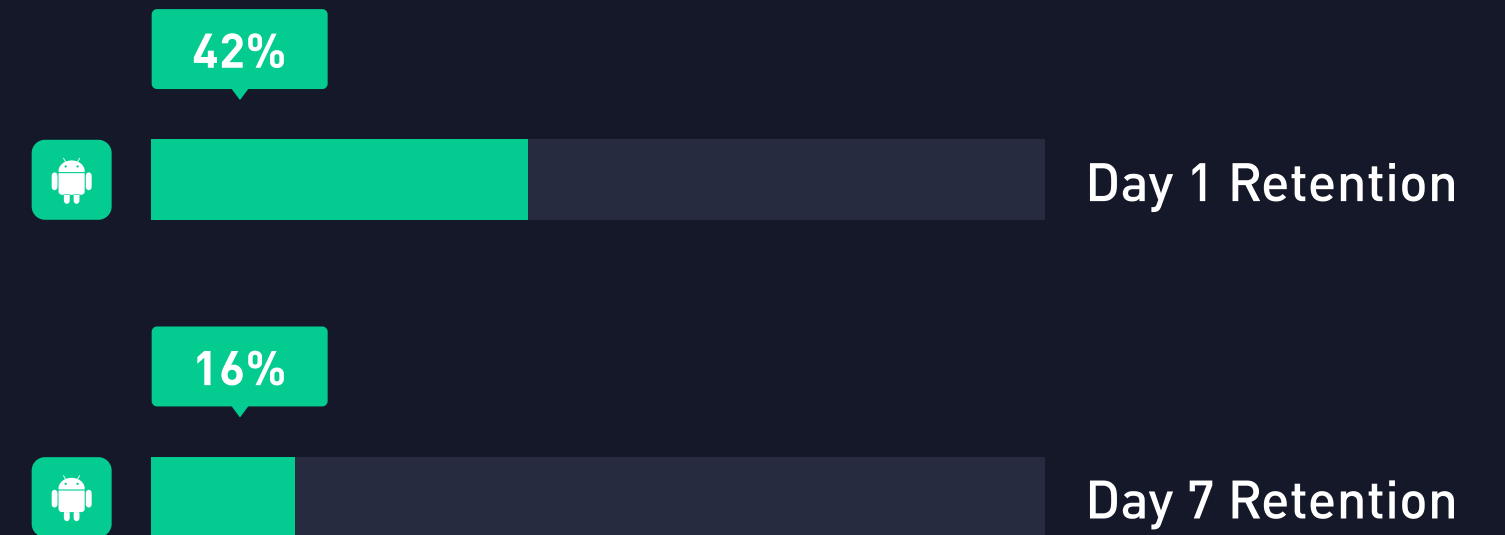


# iOS vs Android - Retention Benchmark by platform Q3 2022

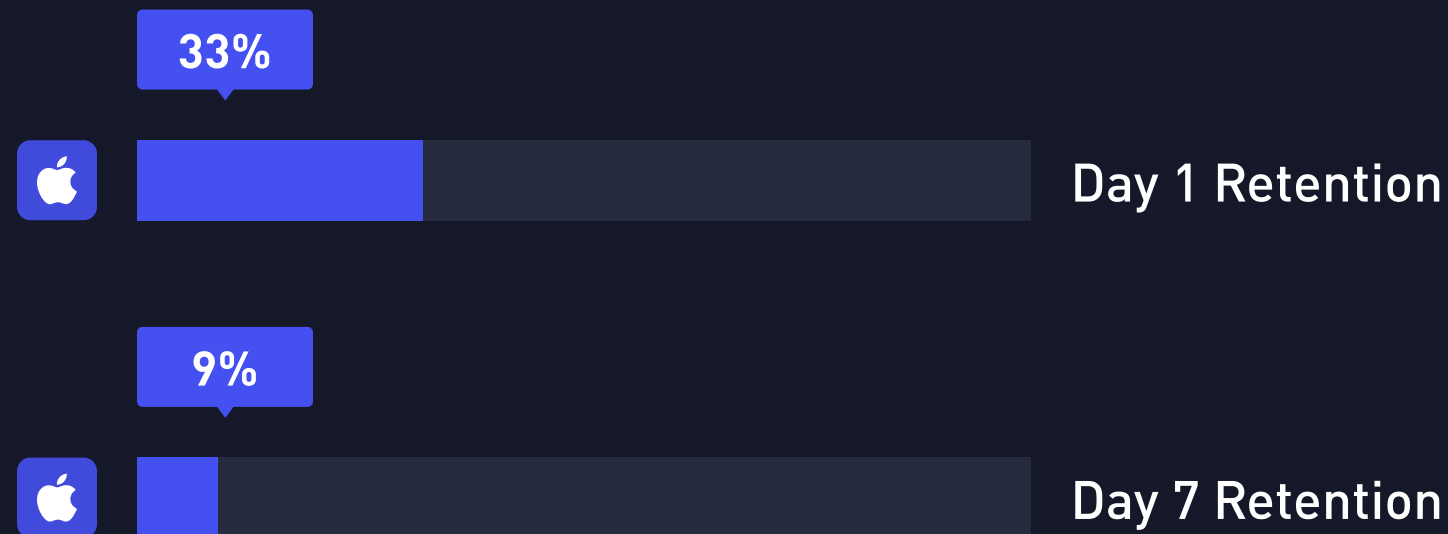
## Top 2% of games



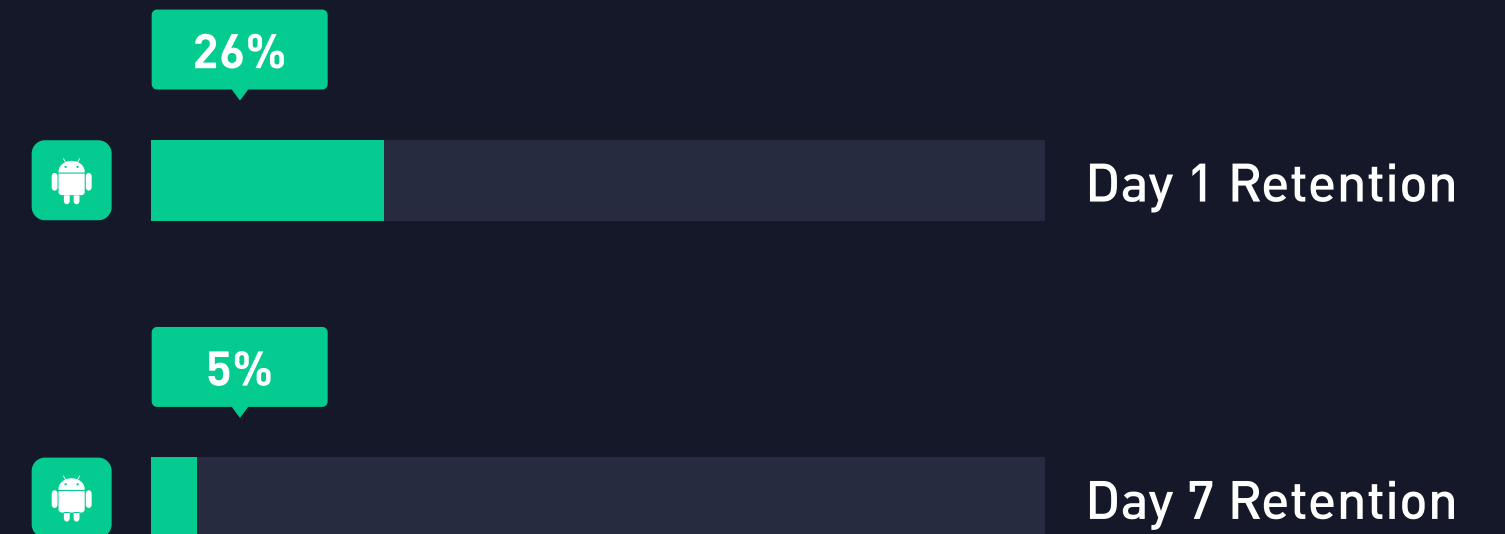
## Top 2% of games



## Top 25% of games



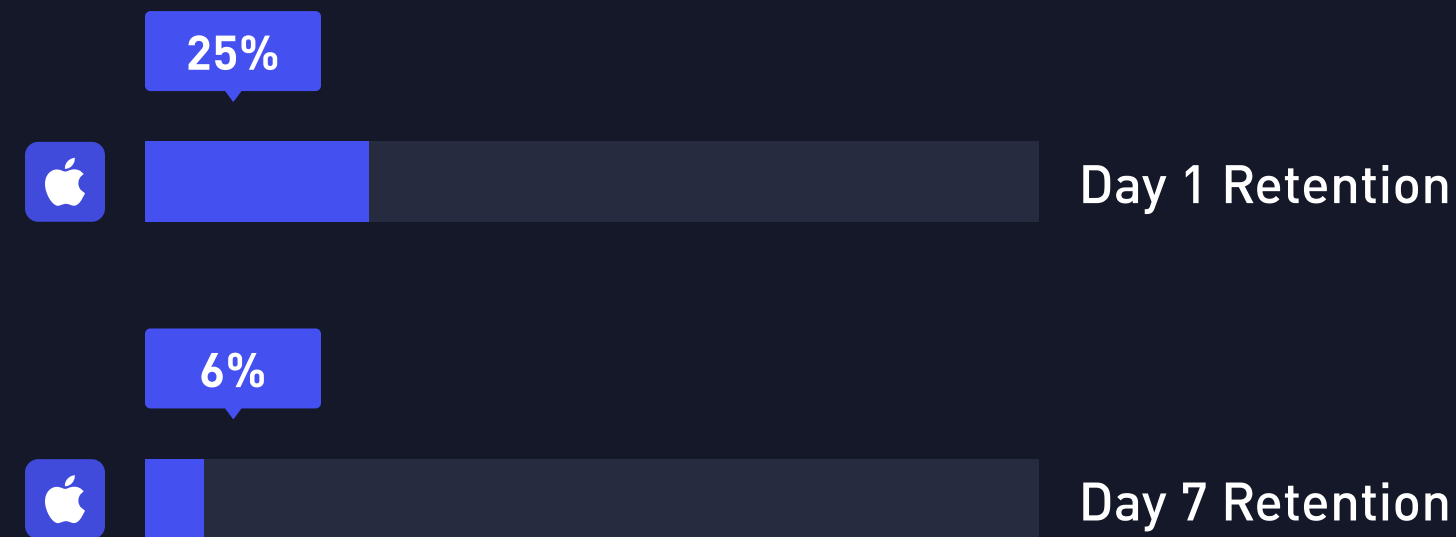
## Top 25% of games





# iOS vs Android - Retention Benchmark by platform Q3 2022

## Median of all games



## Median of all games



- 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.



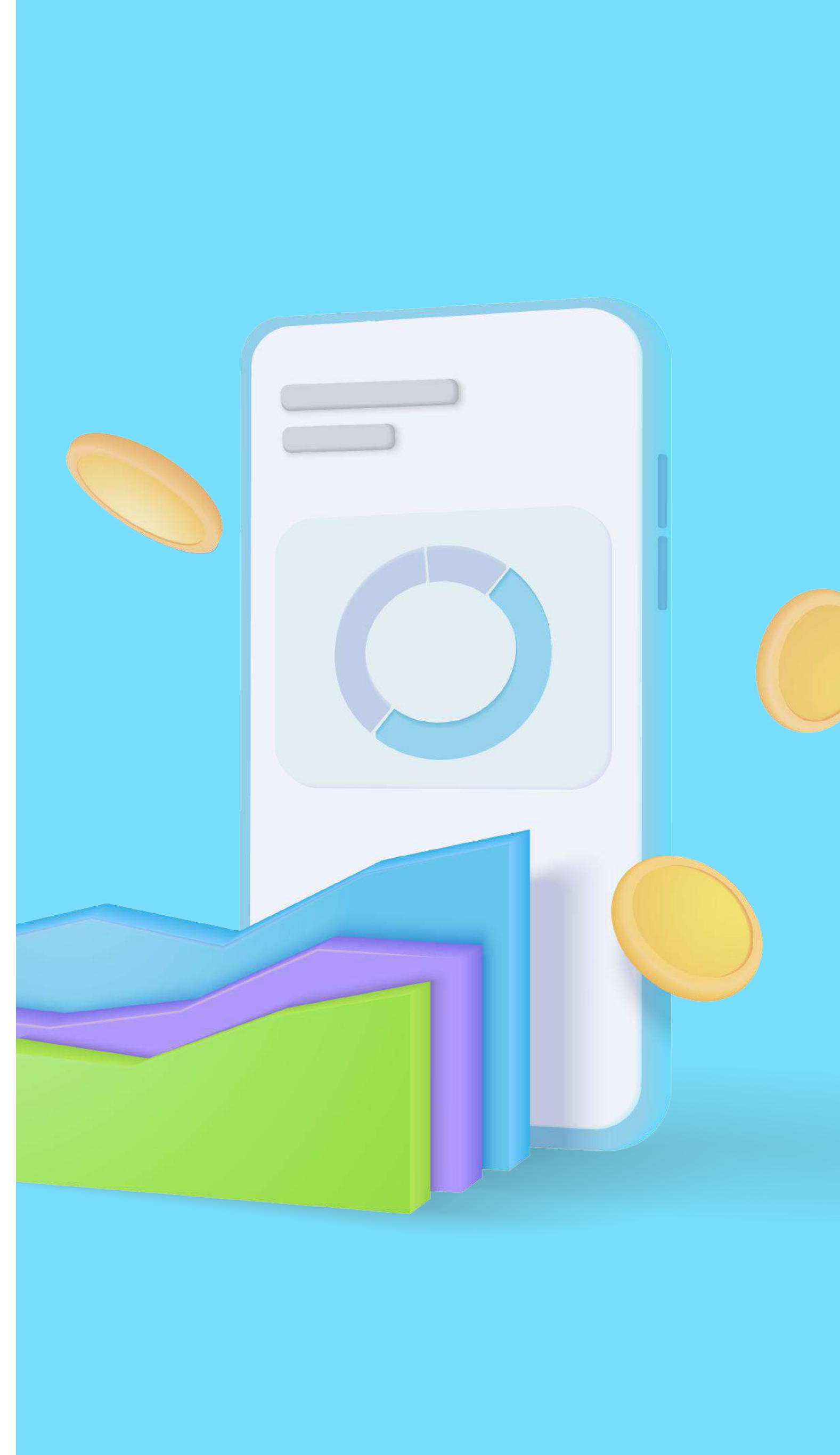
# Methodology

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.





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Cost and ad revenue aggregation

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