

Modern Mobile Consumer 2022: App Monetization Report

**New data on consumer spending habits &
monetization preferences.**

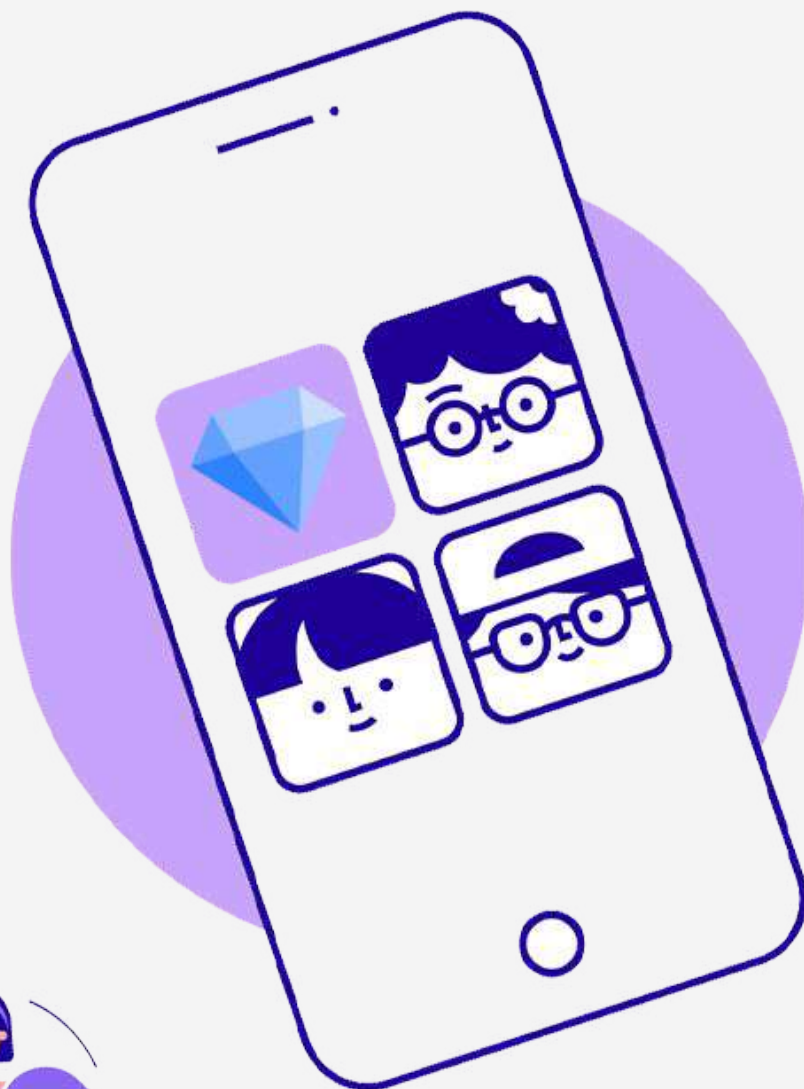


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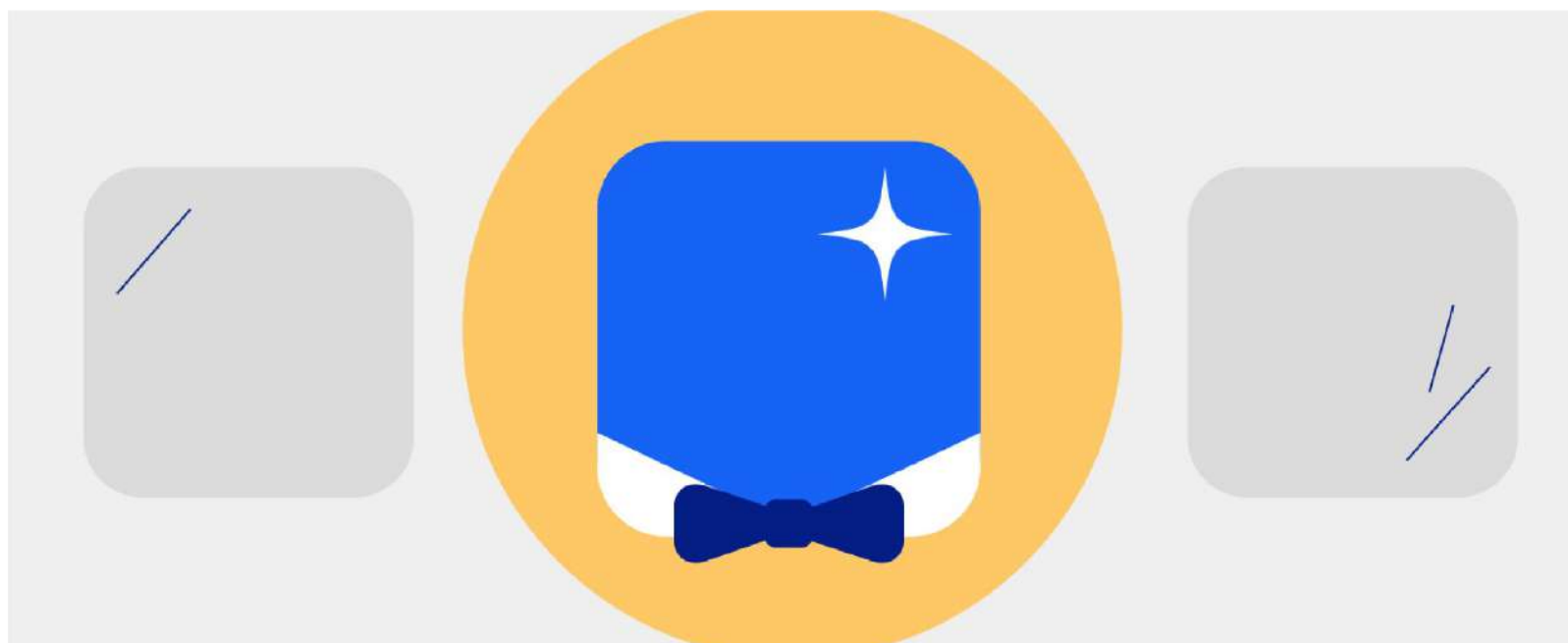
Executive Summary

To help UA advertisers and monetization managers find the most relevant information, we've split our Modern Mobile Consumer report into two versions: Monetization (seen [here](#)) and App Discovery (available [here](#)).

Here's what we discovered: Across a variety of apps, consumers are responsive to both rewarded ads and in-app purchases — they don't cannibalize each other as previously assumed. Additionally, there's no longer a need to segment audiences into "gamers" and "non-gamers," as consumer attitudes towards app discovery and monetization are largely similar no matter what apps they're using.

We surveyed audiences from gaming and non-gaming apps on the MobileVoice® network, as well as a control group outside of these apps to eliminate bias and confirm accuracy. By thoroughly analyzing the mobile habits of a broader spectrum of consumers, we were able to identify common threads in how mobile users find and interact with their favorite apps.

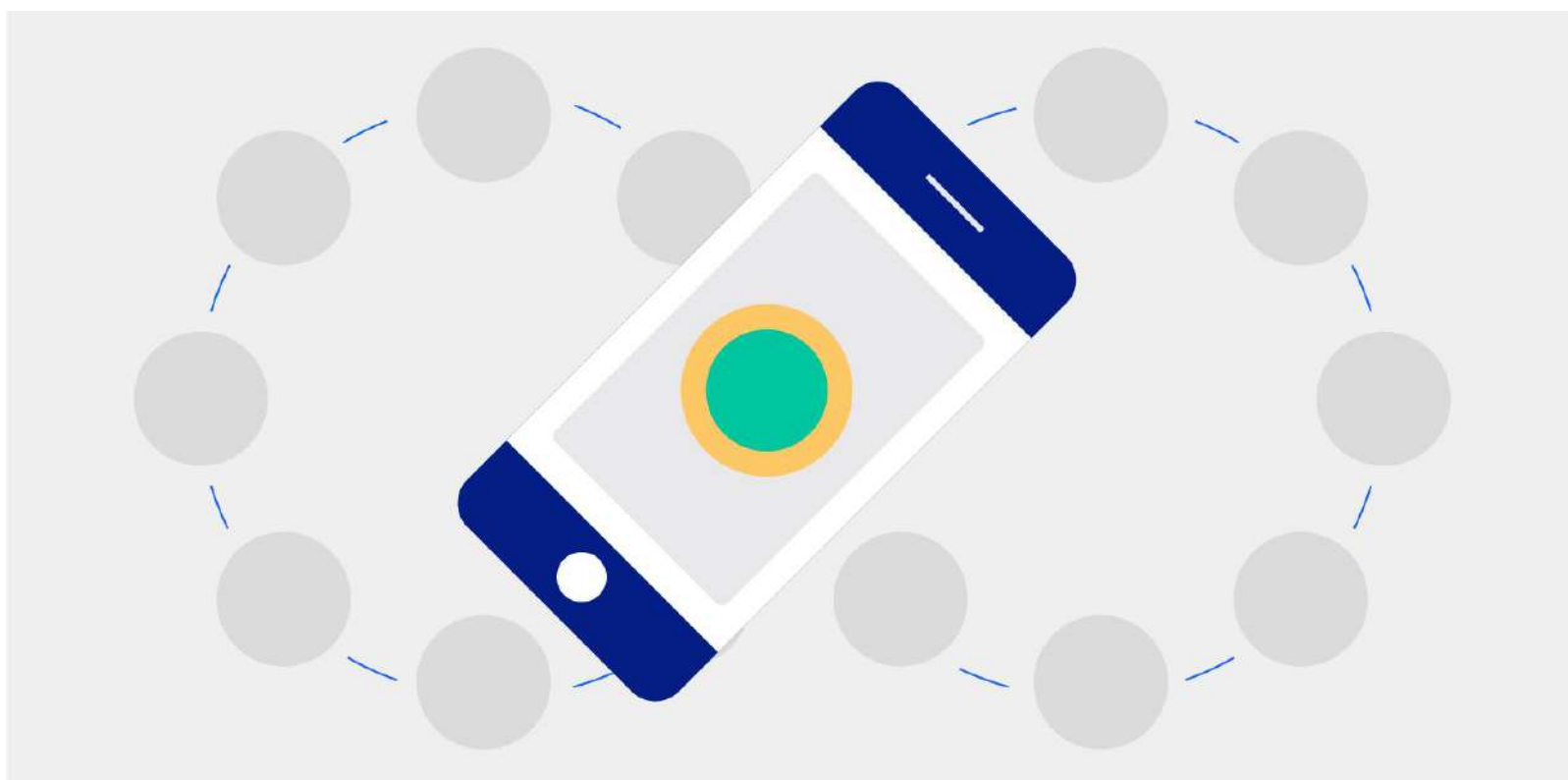
It's time to meet the Modern Mobile Consumer.



Key Findings

- In-app purchases and rewarded ads can coexist without cannibalizing each other. For example, **Generation X is most likely to make in-app purchases** “occasionally” or “often,” but **this same demographic prefers the ad-supported model** to IAP across the board.
- Those surveyed in mobile games and non-gaming apps are almost evenly split between their preferences for the IAP and ad-supported monetization models. Mobile games have long been the preferred medium for emerging ad formats like rewarded ads and playables, but this data shows that apps outside the gaming category represent similar opportunities.
- About a third of consumers on the MobileVoice® network make occasional IAPs of a few dollars each. That’s significantly more than the 2%-3% that was considered standard just five years ago.³
- Having diverse monetization options will satisfy the largest group of consumers, as preferences vary by age and other demographic factors. In our control group, **24% of Zoomers indicated that they would prefer a one-time fee to remove ads**, though other groups were less fond of that option.

³ Business Insider



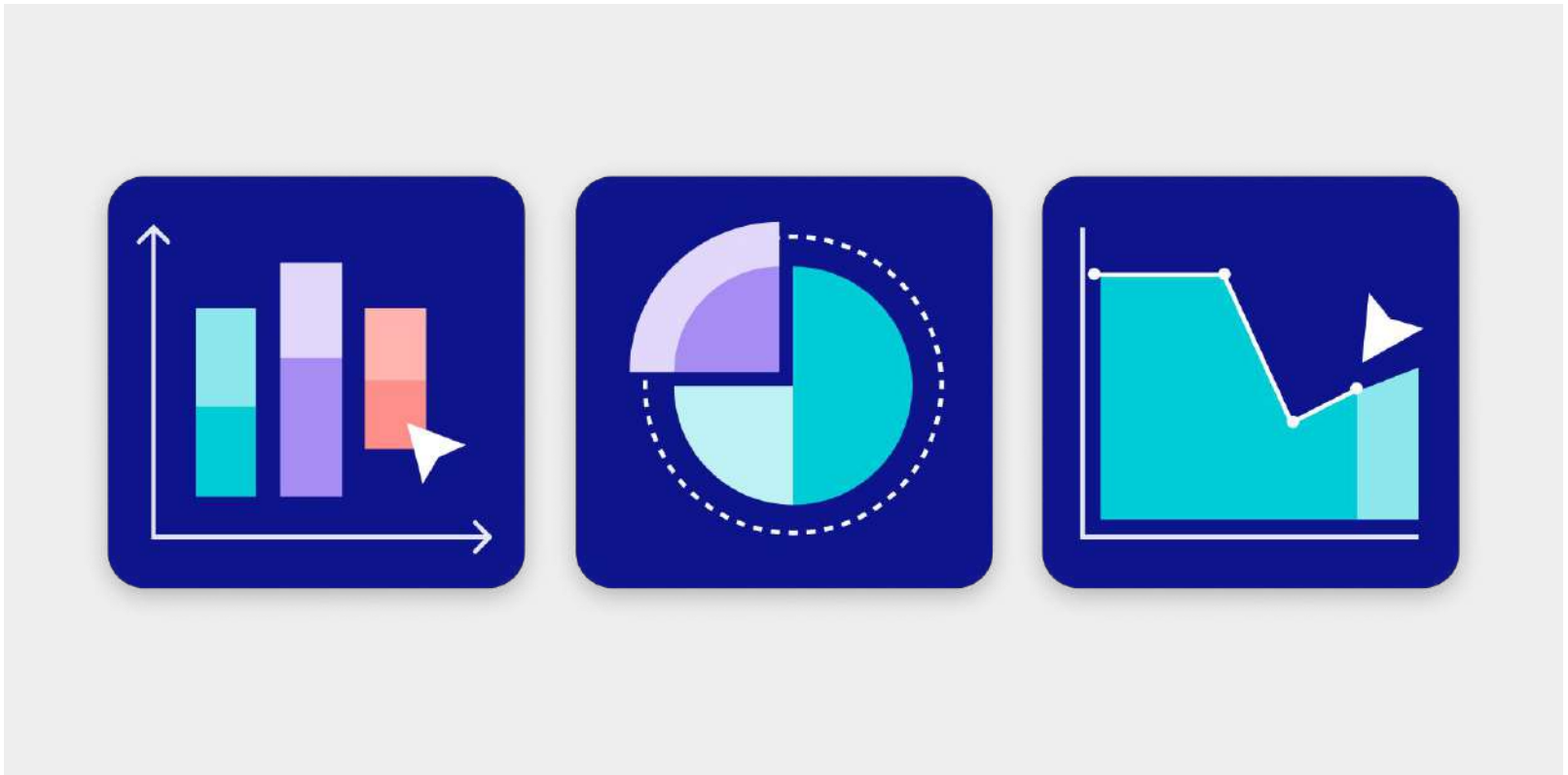
Methodology

Over the last seven years, we've surveyed tens of thousands of mobile gamers to understand their daily habits, brand preferences, and much more. These insights laid the foundation for our Modern Mobile Gamer[®] reports, driving the creation of rich and engaging in-app advertising experiences.

Since the launch of MobileVoice[®] by Tapjoy in 2021, we've been able to use our market research solution to dig even deeper, gathering authentic insights with custom surveys that reward engagement and incentivize consumers to give accurate results. To that end, we've expanded the scope of the Modern Mobile Gamer[®], releasing four major reports in 2021 and a game-dev-focused report in early 2022.

That's why we're zooming out beyond the gaming ecosystem to look at consumers across audiences with our newest reports. Using MobileVoice[®], we surveyed 18,894 consumers from gaming apps and 11,563 consumers from non-gaming apps across the ironSource network. Additionally, we used a third-party polling source to survey 500 consumers outside the MobileVoice[®] network to confirm accuracy and eliminate bias.

<p>30,457 Respondents</p> <p>The study’s respondents found and completed rewarded survey offers in a variety of gaming and non-gaming apps on the ironSource Offerwall.</p>	<p>MobileVoice[®] Market Research</p> <p>Survey data was collected and analyzed using MobileVoice[®] custom-built surveys with scalable insights.</p>	<p>Control Group</p> <p>Surveys were also run via third-party service Pollfish to eliminate bias and confirm accuracy of results. The control group accounts for an additional 500 respondents.</p>
<p>Opt-in Participation</p> <p>Respondents reviewed instructional information and opted in to participate in exchange for in-app rewards.</p>	<p>Virtual Rewards</p> <p>In exchange for participation, respondents received virtual rewards or premium content native to each app’s economy.</p>	<p>Survey Period</p> <p>Responses were collected and analyzed from multiple surveys launched in April-May 2022.</p>
<p>Age Verification</p> <p>All respondents verified that they were 18 years of age or older.</p>	<p>Extensive Reach</p> <p>The survey campaign was distributed across a variety of popular mobile apps with global reach.</p>	



App Monetization Insights

It's an age-old quandary with which mobile developers struggle: How can they successfully monetize their apps without alienating users? Some monetization managers tend to over-rely on in-app purchases, but our data shows that rewarded ads can peacefully coexist with IAP without cannibalizing potential revenue sources. **Diverse monetization strategies are the key to maximizing RPU.**

Generation X is most likely to make in-app purchases “occasionally” or “often,” but **this same demographic prefers the ad-supported model to IAP** across the board. Meanwhile, Gen Z can't decide what they like — in our control group, **24% of Zoomers indicated that they would prefer a one-time fee to remove ads.**

Preferred monetization type: IAP vs. ads

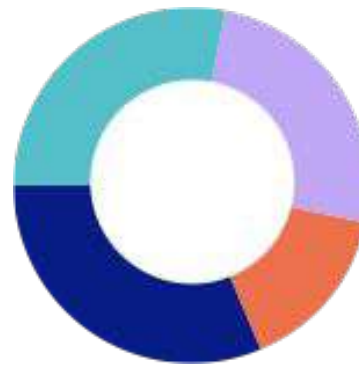
Mobile game audience

- IAP - 30.4%
- In-app ads - 31.4%
- Pay to remove ads - 15.7%
- Other - 22.5%



Non-game audience

- IAP - 25.3%
- In-app ads - 28.3%
- Pay to remove ads - 15.2%
- Other - 31.3%



Types of apps typically downloaded

	Mobile games audience	Non-gaming apps audience	Control group
#1	78% free apps	76% free apps	78% free apps
#2	52% free apps with IAP	46% free apps with IAP	52% free apps with IAP
#3	17% subscription-based apps	18% paid apps	30% subscription-based apps

How app spending habits have changed over past five years

	Mobile games audience	Non-gaming apps audience	Control group
#1	43% download more free apps, fewer paid apps	33% download more free apps, fewer paid apps	33% download more free apps, fewer paid apps
#2	17% make more IAP	15% make more IAP	18% make fewer IAP
#3	10% make fewer IAP	19% make fewer IAP	13% download more paid apps/have more subscriptions

Another fascinating monetization trend: While around a third of all surveyed groups said they never pay to download apps, **between 28% and 49% occasionally make in-app purchases** of a few dollars at a time. This means they're willing to spend once they've already committed to an app and understand its value.

How much they'll pay to download an app

	Mobile games audience	Non-gaming apps audience	Control group
#1	35% never pay for apps	32% never pay for apps	35% never pay for apps
#2	20% up to \$5	17% up to \$5	29% up to \$5
#3	18% around \$1	15% around \$1	18% around \$1

How much they'll spend on IAP in a single app

	Mobile games audience	Non-gaming apps audience	Control group
#1	37% occasional purchases of a few dollars each	28% occasional purchases of a few dollars each	49% occasional purchases of a few dollars each
#2	28% never make IAP	27% never make IAP	29% never make IAP
#3	16% purchase \$10-\$20 value bundles	15% purchase \$10-\$20 value bundles	9% make purchases often and don't keep track of spending

The Path Forward

How can developers lead consumers on the journey from marketing to discovery to download to monetization? By following a few key steps supported by our data.

1 Know your audience

- Use [market research](#) to find out more about your audience. Who are they? Why are they playing? How old are they? These demographics can tell you a lot about how players respond to varying monetization tactics.

2 Diversity your monetization strategies

- Don't feel like there's only one path to monetization. Different demographics have different preferences. For example, Generation X is more likely to make IAP than younger generations but still prefers the ad-supported monetization model overall. Meanwhile, 24% of Zoomers said they would pay a one-time fee to remove ads.

3 Make sure the price is right

- Consumers are more receptive to optional in-app purchases than an upfront cost to download the app. About a third of all groups said they never pay for apps, but 28%-49% (varying by group) make occasional IAP of a few dollars each.
- Value bundles are a great incentive to spend. Of those surveyed, 16% of the gaming audience and 15% of the non-gaming audience say they purchase \$10-\$20 value bundles in apps.



Conclusion

Attitudes towards monetization are changing. The free-to-play model has been widely adopted by both gaming and non-gaming app developers and consumers are more comfortable with the idea of making occasional purchases after the initial free download.

- Across all surveyed groups, consumers were almost evenly split in their preferences for in-app purchases vs. ad monetization. Diversifying your monetization strategy is the key for meeting consumer expectations.
- 52% of the mobile games audience typically downloads free apps with IAP.
- Between 15% and 17% of consumers make more in-app purchases now than they did five years ago.

Want to know more about the Modern Mobile Consumer? Check out our [2022 App Discovery Report](#).

Get comprehensive insights & fuel growth with MobileVoice®

[Learn More](#)

About MobileVoice®

The mobile ecosystem has evolved, but many market research platforms are stuck in the past. By reaching consumers where they spend their time — in mobile apps — and rewarding engagement, MobileVoice® delivers the authentic insights necessary for success. With a global reach, flexible pricing, cohesive branding, and seamless API integration, MobileVoice® is an ideal way to learn more about consumer behavior, habits, and demographic info.

If you're ready to deploy custom-built surveys with scalable insights, get in touch. Our mobile strategists are standing by.

About ironSource

ironSource is a leading business platform for the App Economy. App developers use ironSource's platform to turn their apps into successful, scalable businesses, leveraging a comprehensive set of software solutions which help them grow and engage users, monetize content, and analyze and optimize business performance to drive more overall growth. The ironSource platform also empowers telecom operators to create a richer device experience, incorporating relevant app and service recommendations to engage users throughout the lifecycle of the device. By providing a comprehensive business platform for the core constituents of the App Economy, ironSource allows customers to focus on what they do best, creating great apps and user experiences, while enabling their business expansion in the App Economy. For more information please visit www.is.com.