

The Essential UA Financing Guide for 2026

Most mobile studios spend 50–70% of revenue on paid UA and fund it with the most expensive capital available: equity.

See how UA financing is changing that and how you might qualify →

The cost of UA keeps climbing. Does your funding?

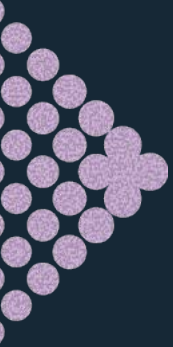
Global UA spend hit \$78B in 2025,
up 13% year on year*

Mobile ad spend grows every year
without fail.

→ The question is, how are you
paying for it?

*Source: Appsflyer

Enter UA Financing.



User Acquisition Financing is non-dilutive growth capital that funds your marketing campaigns.

MAIN FEATURES:

No equity dilution

Repayment in lock-step with user revenues

Your cash balance grows while UA scales

Downside is shared if cohorts underperform



→ How does it work?

1	Share your cohort data (Appsflyer, Adjust, GCP, Snowflake, etc)
2	Cohorts are underwritten and a facility is sized accordingly
3	Draw down up to 80% of your UA spends for each monthly cohort
4	Repay each monthly cohort based on your ROAS curve until it reaches 100% ROAS



Who qualifies? (part 1)

Strong candidates tend to have:



6+ months of
cohort history at
~\$100K/month
spend



ROAS curves
trending toward
payback
predictably



Clean MMP +
transaction data
(attributable to
cohorts)

→ The payback speed matters less
than the **predictability** of the curve.

Who qualifies? (part 2)

The question your financing partner is really asking:

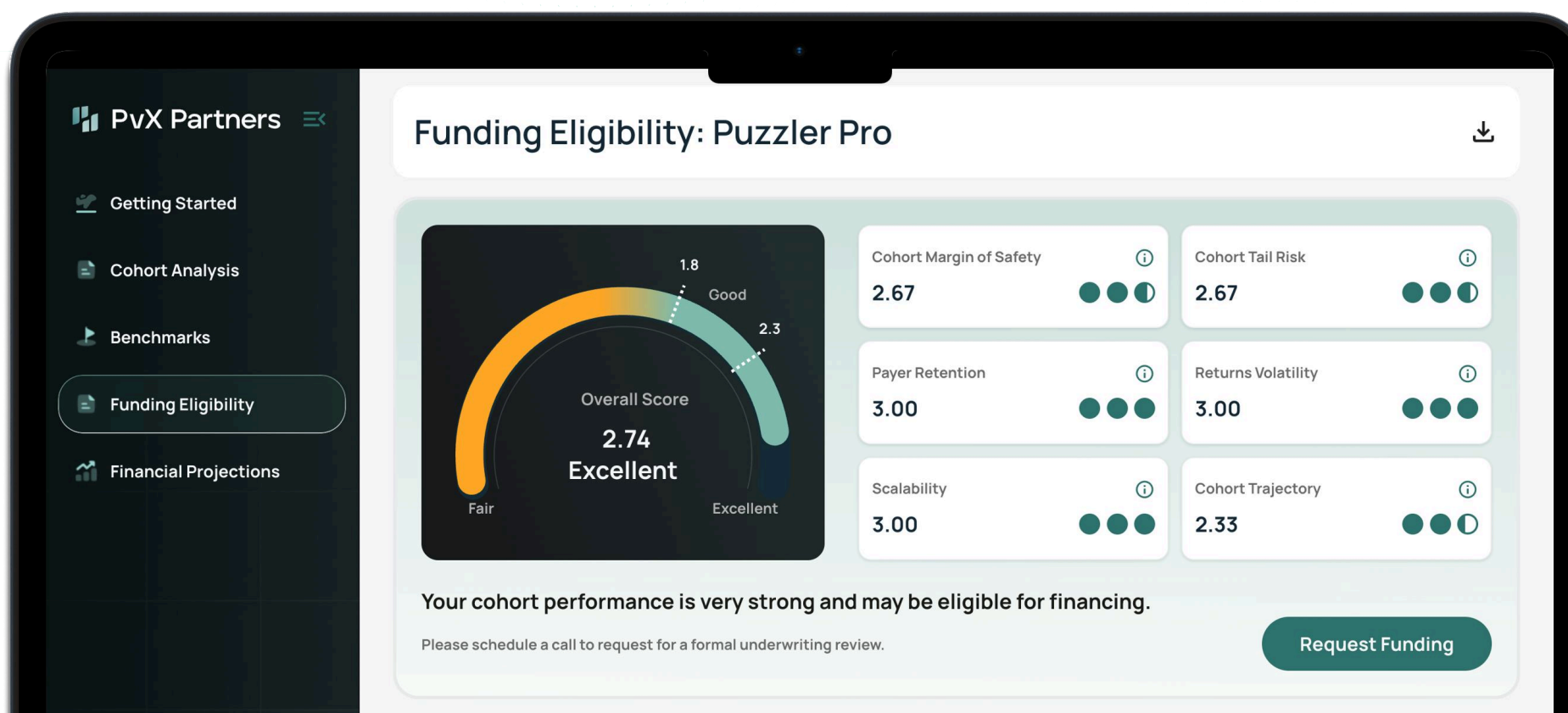
"Do we trust this cohort to return the capital deployed against it?"

→ If your most recent cohorts are tending towards profitably similarly to historical cohorts that have realized paybacks, **you're likely fundable.**

Find out if your cohorts qualify for free

PvX Lambda benchmarks your cohorts against 5,000+ mobile app cohorts and reveals where you rank against them.

By being plugged in early, you will already know whether you'll be able access UA Financing to unlock scale.



Link to the full article in the comments below ↓