

# Smaato Releases Q1 2011 Mobile Metrics Report

Findings reveal widespread performance difference by top 40 leading ad networks globally as mobile advertising continues to grow exponentially

**Redwood Shores, CA / Singapore / Hamburg, May 10, 2011:** Smaato Inc., the leading mobile ad optimizer and mobile advertisement platform, today released its latest metrics on the global mobile advertising market during the first quarter of 2011. New findings detail the accelerating adoption of mobile advertising, its affect on top mobile ad network performance and considerations for mobile developers and advertisers. Full results are available at <http://www.smaato.com/metrics>.

The performance parameters in the Smaato Index are based on over 150 million unique monthly users, over 80 billion ad requests in the first quarter of 2011 and over 60 connected ad networks delivering mobile advertising in over 220 countries.

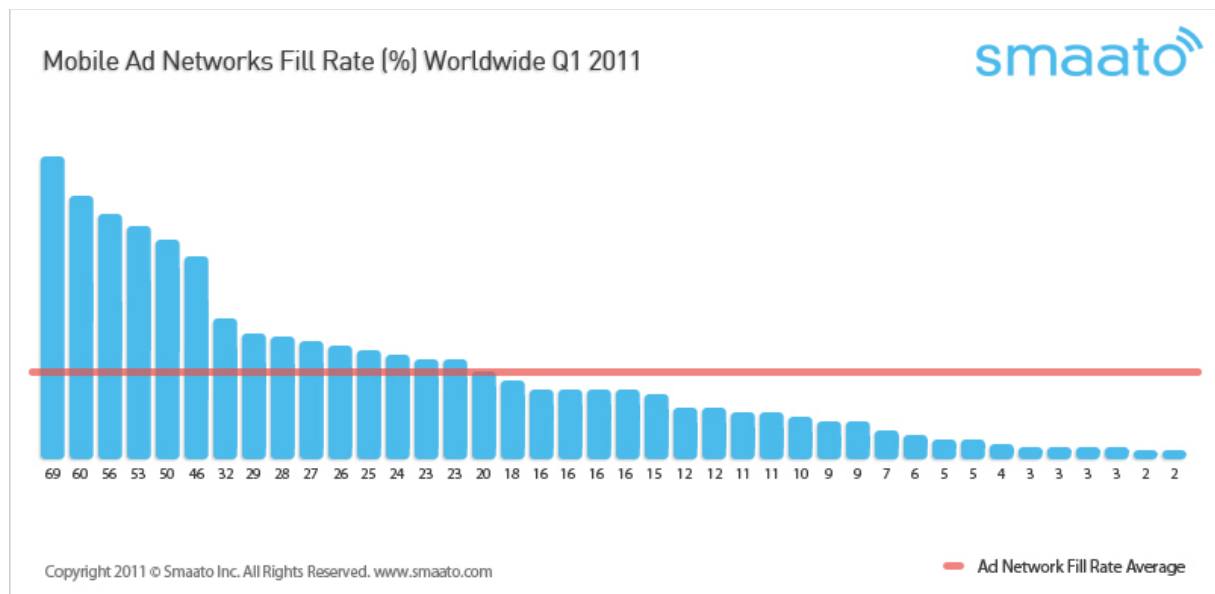


Chart 1: Mobile Ad Networks Fill Rate (%) Worldwide Q1 2011

## Fill rate worldwide average drops to 20%

Smaato reports that in Q1 2011, the top 40 ad networks in the world, ranked by ad impression volume, showed a significant performance spread - with fill rates ranging from 69% to 1%. Worldwide, the average ad network fill rate was measured at 20%.

Compared to last year's average fill rate of 28%, as reported by Smaato Q1 2010 Metrics, there are two things to consider:

- 1) The number of ad networks has increased in Q1 2011 to more than 60 currently connected to the Smaato SOMA platform, as compared to 30 in Q1 2010.
- 2) The monthly average ad request volume jumped to 30 billion in Q1 2011 from 6 billion in April 2010.

## Specialized ad networks deliver up to a 69% fill rate

Comparing fill rates may offer a better market benchmark in the performance measurement of ad networks when sorted by ad request volumes, as detailed below in Chart 2. In Q1 2011, five mobile ad networks out of the top 40 performed above the average Smaato Index – with fill rates between 46% and 69%, though on a comparable smaller volume.

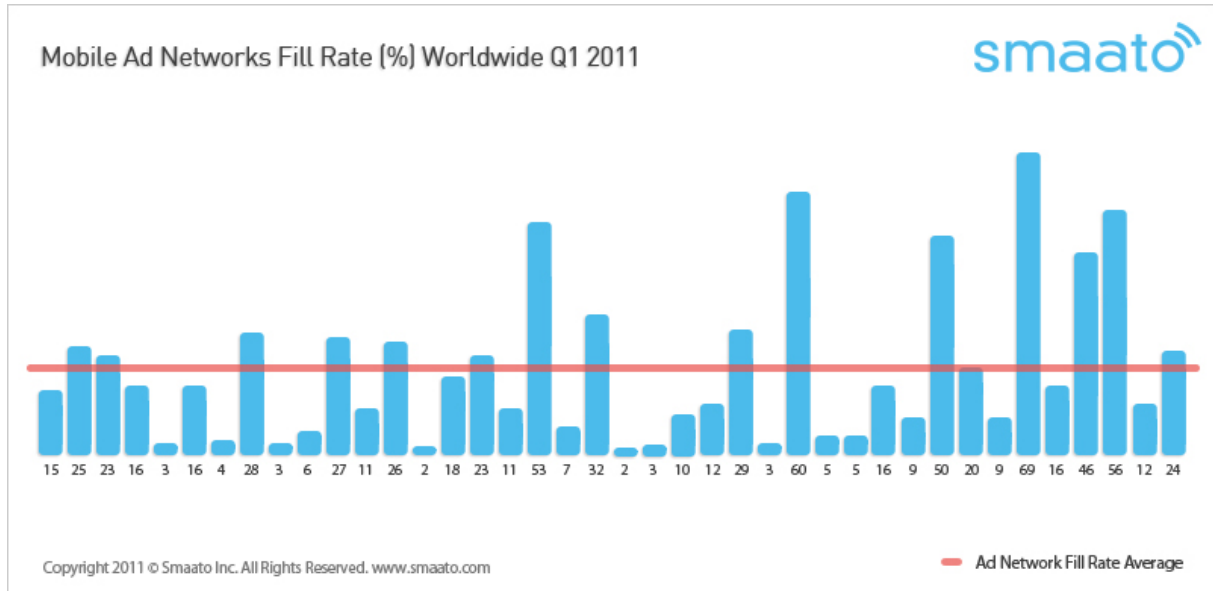


Chart 2: Mobile Ad Networks Fill Rate (%) Worldwide Q1 2011

**How to read Chart 2:** The ad network with the highest volume of ad requests aggregated in the Smaato network provided an average of 15% fill rate in Q1 of 2011. In comparison, the highest performing ad network with a fill rate of 69% still performed at a low volume with a rank of 35 out of the top 40 ad networks included in this report.

As the market has grown dramatically in volume, the above findings show that some ad networks have become more specific in how they are targeting consumers. Ad networks now offer a much more specialized focus such as geo-location targeting, specifically addressing a local market, e.g. Japan, or with rich media offerings, such as video. In addition to higher fill rates, this tailored approach tends to also provide higher return for monetization.

### **What does this mean for app developers?**

*The process of monetizing mobile advertising is becoming more fragmented and high fill rates are harder to achieve with only one single ad network. As such, app developers and publishers of mobile websites that seek to monetize their mobile inventory need to enlist multiple ad networks in order to achieve higher fill rates.*

*Smaato's latest metrics show that in order to reach a possible 100% fill rate, one would need about five ad network requests simultaneously. This is where ad optimizers such as Smaato come in to aggregate multiple ad networks to maximize the revenue stream through mobile advertising.*

*In addition, it is worth noting that specialized, small volume ad networks may often times provide a higher price per delivered ad (eCPM or eCPC). As these premium campaigns are often only available for a short time, it is necessary to have a large-scale optimization system in place to track and maximize returns in high volumes of ad requests and fastest response times.*

### USA shows fill rate average of 23%

In Q1 2011, the top 20 US ad networks (sorted by volume of ad requests) performed slightly above average at 23%, when compared to the worldwide average of 20%. This performance is based upon a total amount of over 25 billion ad requests. Nine out of the top 20 US ad networks performed with a fill rate between 24-56% above average.

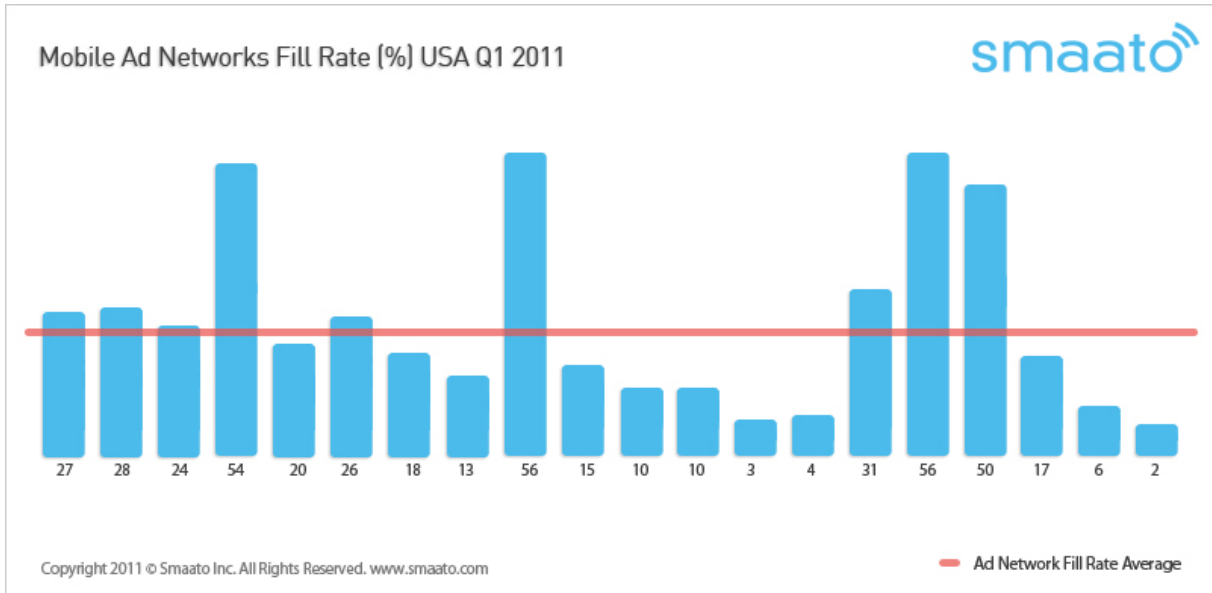


Chart 3: Mobile Ad Networks Fill Rate (%) USA Q1 2011

Chart 3 shows the performance of the Top 20 ad networks that contributed to fill the US mobile inventory of the Smaato network. The chart is sorted by volume of ad requests. As reflected in the above chart, the number one ad network, ranked by volume, delivered a 27% fill rate in Q1 2011, whereas an ad network with a 56% fill rate ranked at number nine, based on volume of ad requests.

### Windows Phone leads Smaato Index for Mobile Advertising Performance

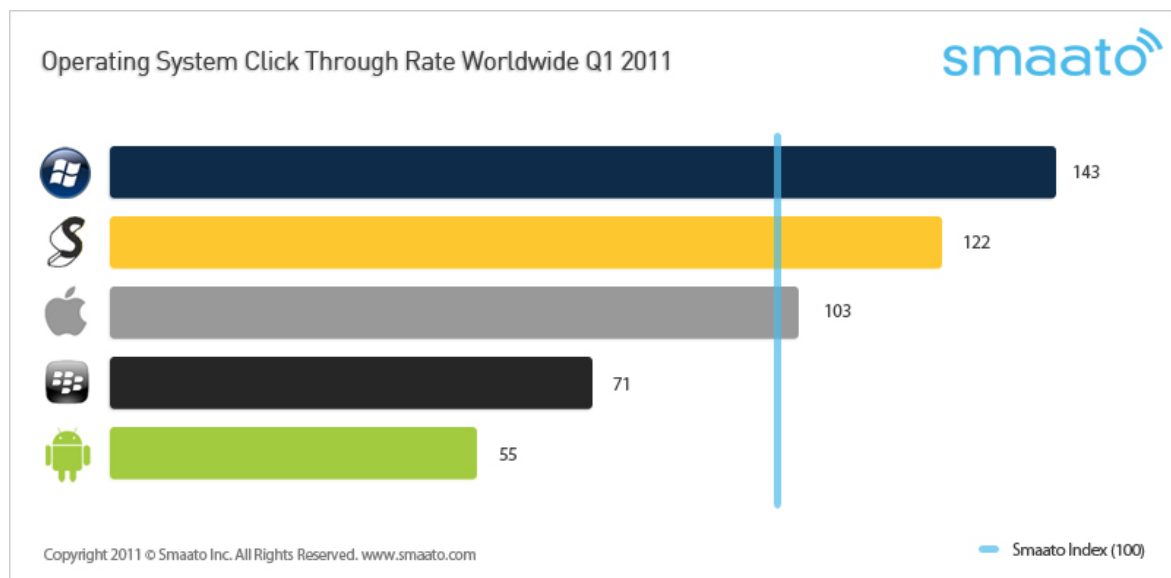


Chart 4: Operating System Click Through Rate Worldwide Q1 2011

Windows Phone leads the Smaato Index of mobile advertising performance for smartphone operating systems in Q1 2011. This performance benchmark by operation system shows more detailed information on how different operation systems perform compared to their Click Through Rate (CTR). Windows Phone (143) shows a significantly better performance than the average smartphone OS.

Compared to Smaato's Q3 2010 Metrics, Nokia's Symbian OS (122) lost its former leading position and is now ranked second, with Windows Phone (143) taking the lead. Apple iPhone also remained above the Smaato Index in third position while RIM Blackberry (71) and Google Android (55) remain in the same order at the bottom of the list.

The Smaato Index consists of the average CTR of all devices, and this number is set to 100.

**What does this mean for Advertisers?**

*Apple iOS and the Android operating system are all over the news as the leading smartphone OS, when based on number of apps and number of sold units. However, there is an important factor to consider when planning a mobile ad campaign: performance.*

*Smaato's Q1 2011 Metrics show that Windows Phone 7 and Nokia's Symbian OS rank as the top performing OS in mobile advertising. When a campaign is not only geared towards image and brand visibility, but is measured by click through rates (CTR) and is paid in the eCPC model, media agencies are well advised to consider booking their campaigns with the top performing OS as shown by Smaato metrics.*

**Windows Phone leads USA CTR Index, iOS better than Worldwide Index**

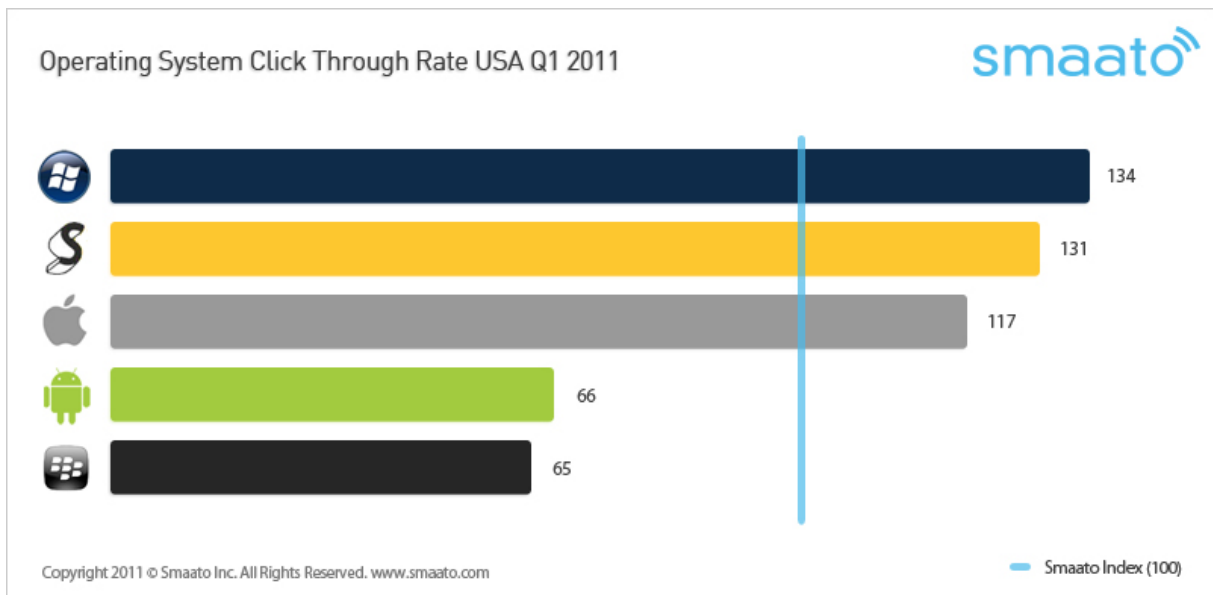


Chart 5: Operating System Click Through Rate USA Q1 2011

Smaato's Q1 2011 Metrics show that Windows Phone (134) also has the leading operating system in the US when ranked by click-through performance (CTR). Symbian (131) still ranks fairly high compared to the popular Apple iOS and Android, while iOS (117) holds its place as the third and last operating system above the Smaato Index of 100. In addition, Google Android (66) is performing better in the US market compared to its worldwide performance, while RIM Blackberry (65) is trailing behind the US mobile advertising performance ranking of smartphone OS.

**Average response time of mobile ad networks is 233 msec worldwide**

In Q1 2011, the range of response times ranged from 32 to 272 msec for the top ten worldwide ad networks, translating to an average response time of 223msec.

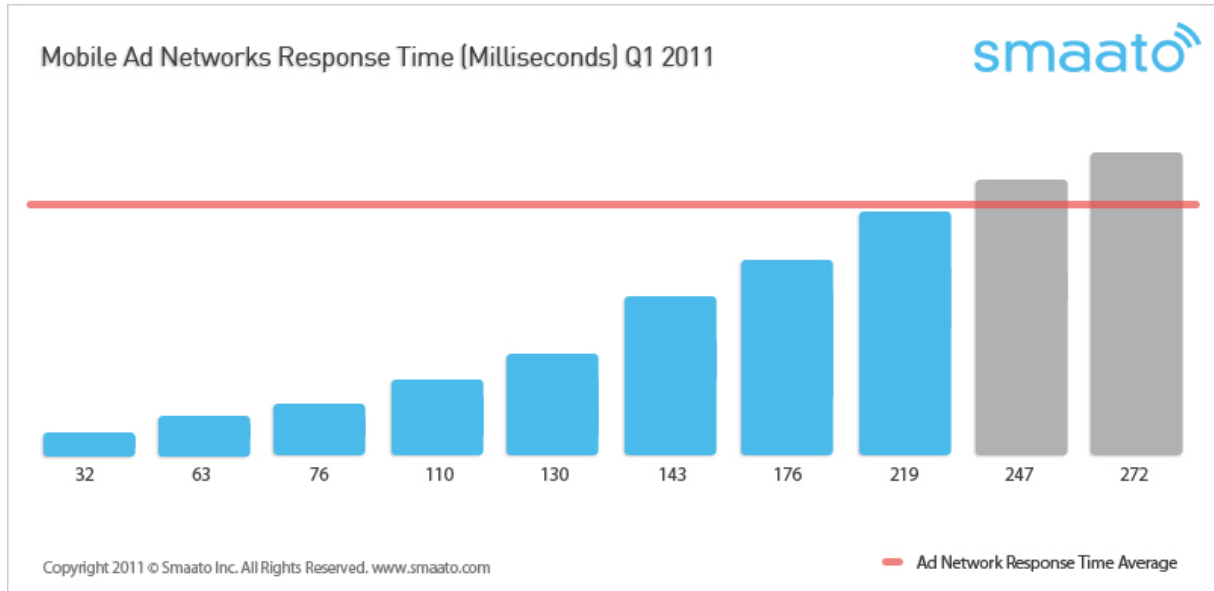


Chart 6: Mobile Ad Networks Response Time (Milliseconds) Q1 2011

Smaato’s Q1 2011 Metrics also demonstrate the performance of mobile ad networks globally. The fill rate is measured as the percentage of ads delivered per ad request and varies by factors such as country, device and content type.

The ad networks are not named in the Smaato Metrics report, but are revealed in the dashboard of registered Smaato publishers’ reporting and analytics tools available [here](#).

**Press Contact**

**onechocolate communications PR**

Jill Tsugawa +1 (415) 989-9803  
jillt@onechocolatecomms.com

**Smaato Inc.**

Harald Neidhardt  
CMO & Co-Founder  
[press@smaato.com](mailto:press@smaato.com)  
@hneidhardt



## About Smaato

Smaato provides Ads for Apps – operating the leading mobile advertising optimization platform called SOMA. More than 20,000 app developers and premium publishers have signed up with Smaato to monetize their content in 220+ countries and to manage 30+ billion ad requests per month. The Smaato network reaches 150+ million mobile unique users every month.

SOMA's unique feature is the aggregation of 60+ leading ad networks globally to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2011, 2009 & 2007) and was recently named a "company to watch in 2010" by Financial Analyst company GP Bullhound, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany and the Asia-Pacific presence of Smaato has been established in Singapore.

## Smaato Inc.

3 Lagoon Drive, Suite 170  
Redwood Shores, CA 94065  
T: +1 (650) 286-1198  
[www.smaato.com](http://www.smaato.com)

Gerhofstrasse 2  
20354 Hamburg  
T: +49 (40) 3480 9490  
[twitter.com/smaato](https://twitter.com/smaato)

66B, Tras Street  
Singapore 079005  
T: +65 3157 1444  
[facebook.com/smaato](https://facebook.com/smaato)