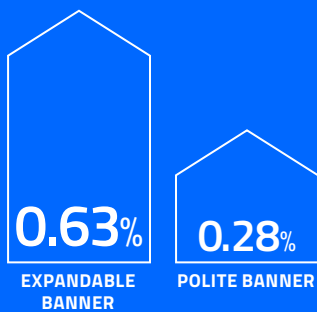


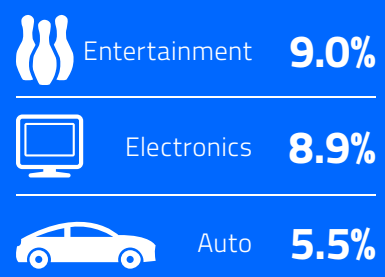
Mobile Benchmarks

Formats



Overall, **CTR performance** for mobile **expandable banners** easily outperformed **polite banners**.

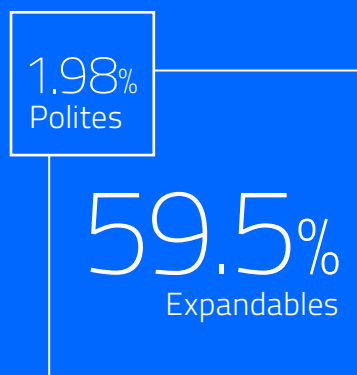
Within **expandable banners** served, these verticals did the best job of generating user expansions:



Standard banner **CTR** registered at **0.09%** — far below engaging rich media formats.



A first impression counts. Once a user taps, **expandables** enable new opportunities for engagement.



* MediaMind includes expansions in ITR count.

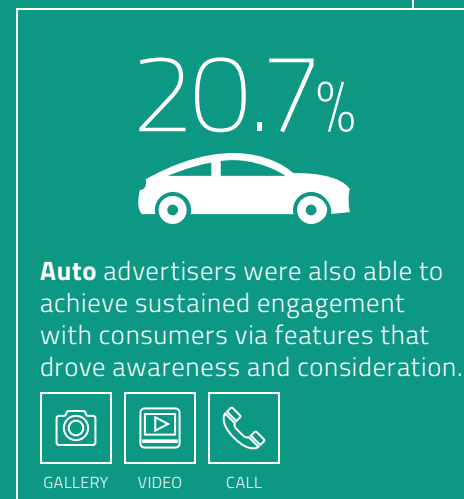
Clickthrough Rate

Retail and **Electronics** led the way with the highest CTR among verticals



Interaction Rate

Auto and **CPG** outperformed the pack

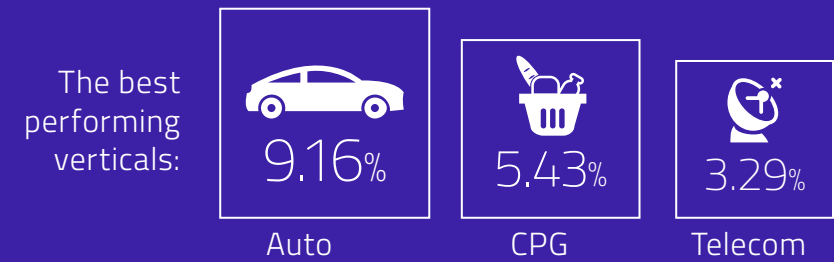
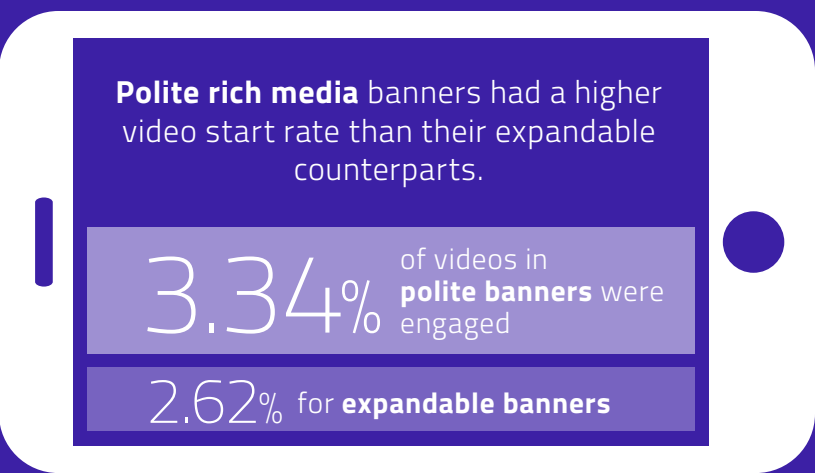


CPG 11.7%

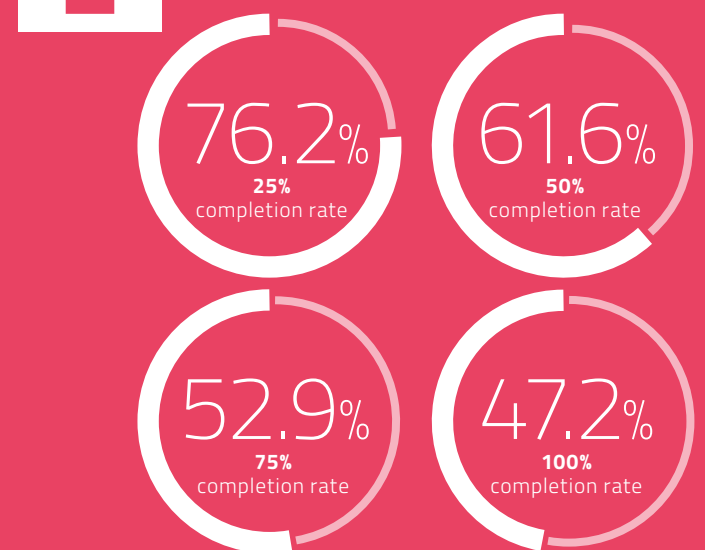
The features used in **CPG** ads aimed to create high levels of engagement with consumers and drive in-store traffic.

POPULAR FEATURES: GALLERY, VIDEO, SOCIAL, COUPON

Video



Video Attention Span



Highest performers in getting consumers to complete:

