



Mobile Growth and Monetization Report 2024

Insights to help boost your ad strategy



Introduction

In this year's Unity Gaming Report, we shared that user growth continues for mobile gaming and studios are testing new growth strategies in addition to existing tactics to adapt to the changing gaming industry.

Adapting to market and industry fluctuations is no easy feat, but knowing the trends and benchmarks for user acquisition (UA), in-app purchases (IAPs), and in-app advertising (IAA) can help arm your team with data-backed

insights to inform efficient optimizations and grow your game.

Discover how to optimize your resources and maximize your return on investment with the Unity Grow data in this report. Whether you're looking to allocate your budget more effectively, increase repeat IAP transactions, or engage users through thoughtful ad monetization, you'll find valuable insights to help you achieve your goals and boost your bottom line.



Key findings

01

Advertisers are diversifying their UA optimization strategies

Campaign strategies are shifting, with advertisers dividing their spend allocations between different campaign optimization types to reach high-quality users based on specific in-app actions.

02

Engage IAP payers at the right moments

The small group of users who convert to in-app purchases remains crucial. By identifying optimal time frames for initial and repeat purchases, developers can strategically nurture payers.

03

More users are watching ads

Ad engagement is increasing year over year. Harnessing this groundswell can not only create a balanced monetization strategy with IAPs, but also provide players with meaningful ways to progress throughout your game without them ever having to open their wallets.

04

Offerwall attracts and retains more high-intent users

As the UA landscape continues to evolve, reaching and retaining the right users at scale is becoming more challenging. Our data shows that users acquired through offerwall have deeper engagement, stronger retention, and get to a higher lifetime value (LTV) faster than users acquired through other ad formats.

05

Offerwall complements IAP revenue streams

Publishers are seeing that offerwall complements IAP revenue streams by increasing overall LTV and introducing highly-engaged, non-paying users to premium experiences they are more likely to choose to pay for down the line.



01

Advertisers are diversifying their UA campaign optimization strategies

Acquiring the right users cost-efficiently continues to be a challenge for game studios, with marketers exploring a different mix of campaign optimization goals to drive a strong return on investment. Our data shows that marketers are increasingly diversifying their campaign optimizations and are exploring different return on advertising (ROAS) and event-based optimizations in conjunction with cost per install (CPI) campaigns in order to find the right players at the best value.

Diversification is key

CPI campaigns are still in the mix, however advertisers are diversifying their budget allocations, with ROAS and event-based optimizers taking more of the pie year over year. While CPI campaigns can help unlock scale, using different campaign optimizers is a powerful (and automated) way to find players that are meeting your quality benchmarks. Campaign optimizers can serve as a powerful tool to find players that are more likely to have value beyond initial app install.

Optimizers help advertisers fine-tune campaigns towards achieving specific goals. Let's take a look at the two most common types of campaign optimizers.

ROAS-based optimizers

IAP ROAS: In-app purchase ROAS campaigns optimize to acquire users more likely to make purchases in your app.

Ad Revenue ROAS: Ad revenue ROAS campaigns optimize to acquire users who are more likely to engage with ads in your game.

Hybrid ROAS: Hybrid ROAS campaigns optimize to target users who are more likely to make purchases in your app, engage with ads in your app, or do both.

Event-based optimizers

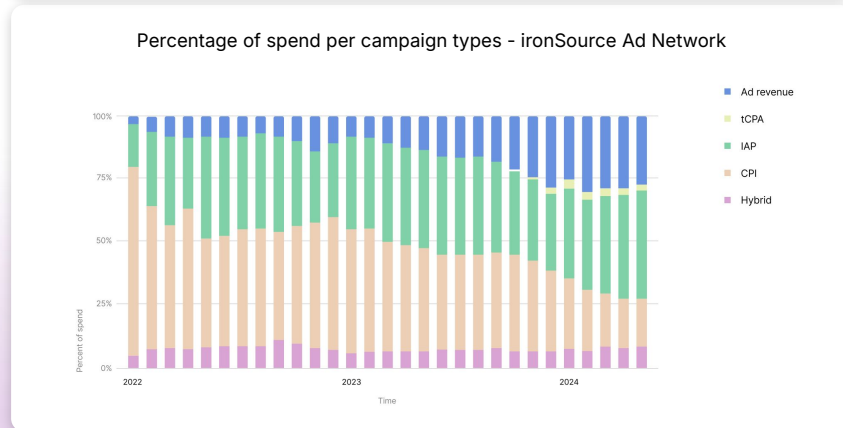
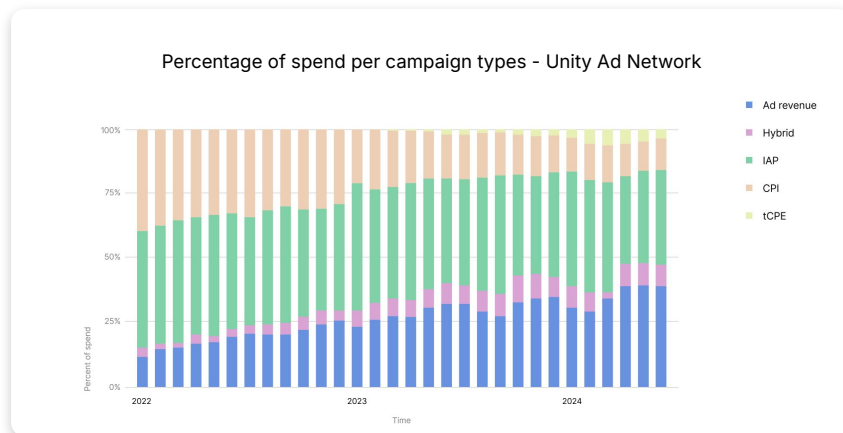
Optimize your campaign to focus on finding high-value users that are likely to complete a specific in-app event in your game, such as completing a level or making an in-app purchase. There are many events to target, so we'll take a look at the most common events later on in this report.

1.1

Campaign optimizers have gained traction month over month

Over the last two years, advertisers across both the ironSource and Unity Ads networks have shifted budget allocations to further diversify their campaign strategies by leveraging optimizers like ad revenue, IAPs, and hybrid ROAS.

We also see both target cost per action (tCPA) and target cost per event (tCPE) campaigns gaining traction¹, signaling that advertisers are looking to go even deeper with their campaigns, seeking out players who are more likely to complete specific actions in their games.

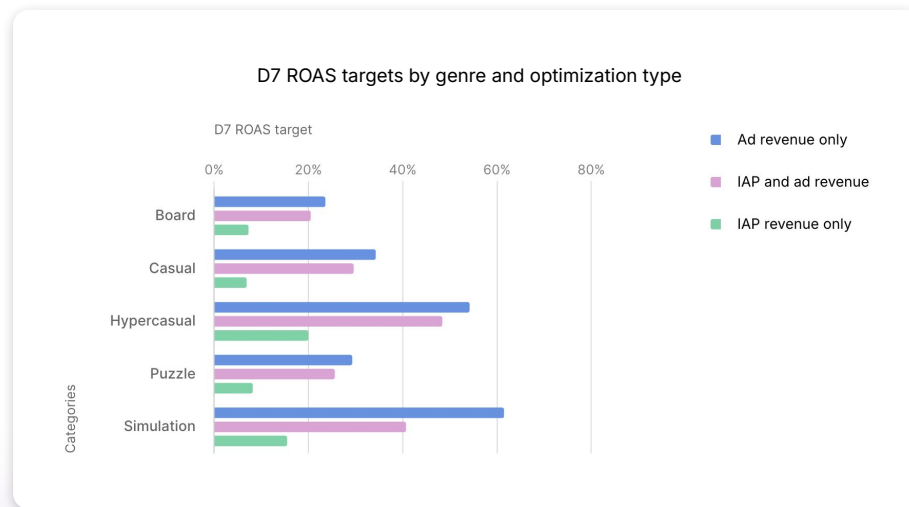


1.2

D7 ROAS targets by genre and optimization type

When we look at ROAS optimizers, using D7 targets as a benchmark, the top game genres by spend are still mostly focusing on ad revenue optimization. However, hybrid optimizers are a close second across all genres².

Optimizing for both IAA and IAPs helps create a more stable and resilient strategy that adapts to different user preferences and market conditions. Hybrid campaigns are becoming more popular as game genres increasingly create blended economies relying on both IAA and IAPs.

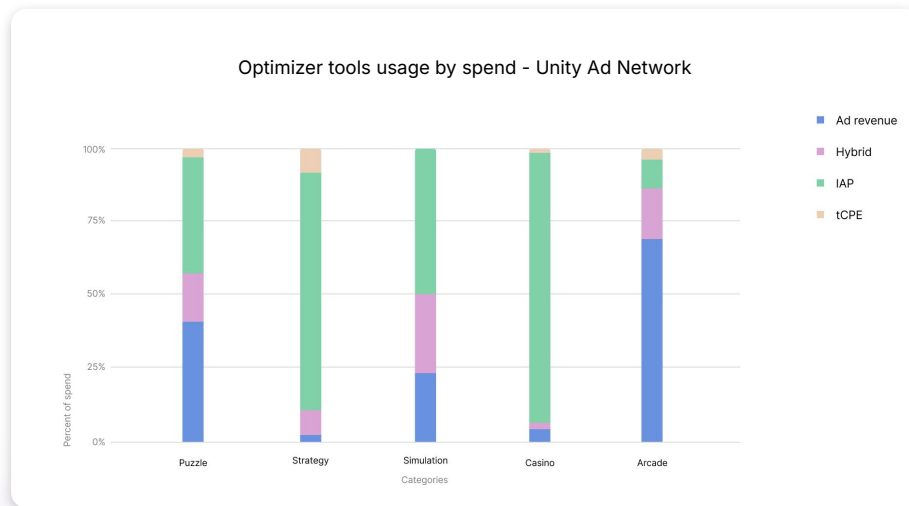


1.3

The top 5 game genres by spend and their campaign optimizer mix

Looking at the top five game genres by spend in the U.S., each one is diversifying spend across multiple campaign optimizations.

Event campaigns like tCPE have also started to surface in Puzzle (3%), Strategy (8%), Casino (2%), and Arcade (4%)³, signaling that these genres are looking to center their UA strategies even more squarely on finding quality users.



How do you choose an event to target and what's the logic behind it?

Start by choosing an action in your game that is often achieved by high-quality players. This can be an action like making a first in-app purchase or engaging with a certain amount of ads. We recommend choosing an action that your top 5–20% of users with the highest LTV complete within the first seven days of gameplay.

Choosing an event within this range ensures that you are targeting a meaningful action performed by a valuable segment of users, while also providing flexibility in event selection. This prevents aiming towards an event that is too rare. Bear in mind, however, that the deeper the event goes into the gameplay, and the more time needed to achieve it, the more conversion rate (CVR) will drop, and it will take longer for the campaign to optimize accordingly.

Top 5 events that developers most commonly choose*

1. Completing a level
2. Registering for a free trial
3. Making in-app purchases
4. Watching a certain number of ads
5. Achieving a significant milestone in the app

* Based on ironSource Ads data

Offerwall campaign optimization

Leveraging the benefits of diversifying your UA optimization strategy applies just as much to offerwall as it does to video networks. As a rewarded marketplace, the offerwall allows advertisers to run various event-based campaign optimizations tailored to specific player engagement behaviors. Let's look at some of those campaign optimizations:

Daily Reward Cost Per Engagement (DR-CPE)

campaigns attract a more scaled, casual user segment than a typical SR-CPE or MR-CPE campaign by offering shorter, quicker, and more frequent rewards for completing in-app actions. These campaigns drive higher conversions and ROAS among audiences preferring fast rewards for short challenges. These are designed to complement both single reward and multiple reward cost per engagement campaigns.

Single Reward Cost Per Engagement (SR-CPE)

campaigns reward users for completing a single deep in-app task within the offerwall marketplace, such as engaging with an app, reaching a certain level, or carrying out a specific task. Typically these campaigns reach users who are already familiar with the offerwall and are invested in completing a deep in-app action in order to receive currency in the original game they're playing.

Multiple Reward Cost Per Engagement (MR-CPE)

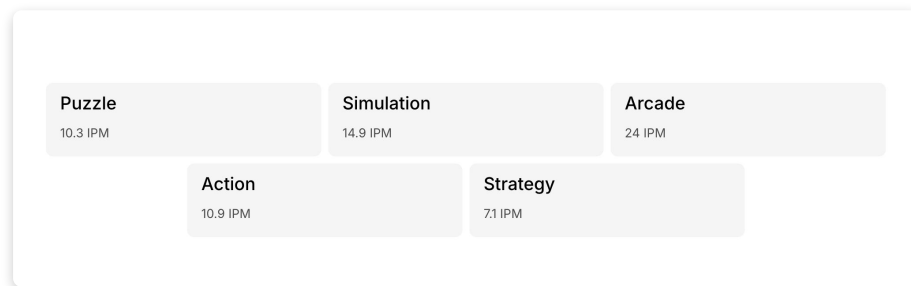
campaigns reward users for completing multiple in-app tasks within the offerwall marketplace. Users engage with an app, reach a specific level, and perform an action to earn rewards. Players can see their progress and rewards along the way which entices them to keep going and complete the final task, and in turn helps with completion rates.

1.4

Installs per mille (IPM) for playable ad campaign benchmarks for the top 5 game genres by spend

Campaign optimizations are only one piece of the puzzle. Diversification is just as important when looking at your ad format mix within your campaigns, since each variety such as video, end cards, and playable ads engage people differently.

Formats such as playable ads are highly effective for driving stronger engagement and conversion rates, since the format is interactive, often delightful, and critically gives players a sense of how your game operates. Let's take a look at the genres benefiting most from playable ads:



Knowing the IPM benchmarks per genre can help gauge how competitive your user acquisition playable ad campaigns are⁴. If you aren't hitting the benchmark for your genre, consider these best practices for creating playable ads:

Mapping creative concepts to your goals

The creative concept you choose should depend on your goal and game type. For example, from a goals perspective, you might be focusing on quality or scale. To entice quality players, showcase all the ranges of customization and choice your game offers. If scale is your goal, focus on showing urgency within the gameplay.

Progression

Give players a clear understanding of how game progression might work by showcasing a character's journey through different parts of the game. This can give players a good overview of your game's mechanics.

Timing

Timing is key when sending users to the app store. For short playables (3–5 interactions), try directing users to the store one interaction before the end. For longer playables (10 interactions), sending users after five interactions when their interest is piqued could maximize the likelihood of them downloading your game.



02

Engage IAP payers at the right moments

Creating IAPs for your mobile game can be labor intensive, but the payoffs can outweigh the work if done right. Using data to identify the most effective IAP products, and then understanding how to map them to the most impactful moment based on where a user is at in your game, can help offset some of the overhead around implementing IAPs.

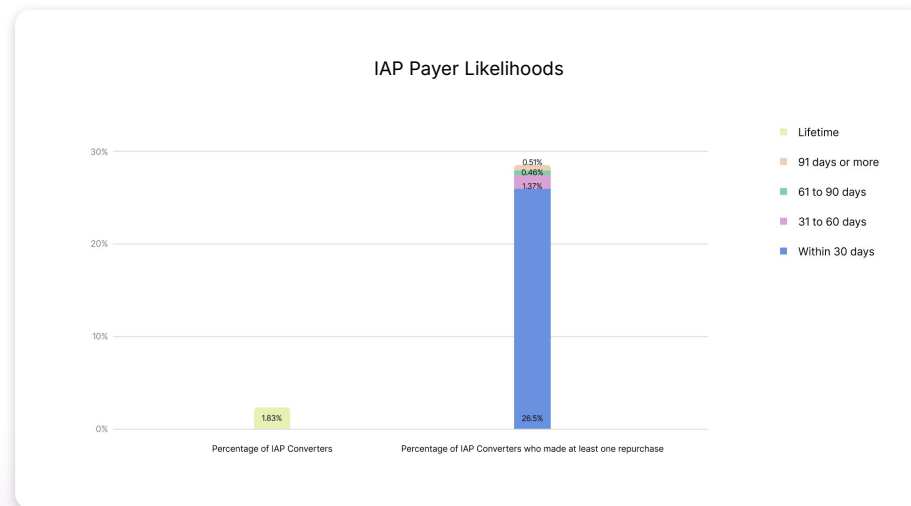
2.1

Those who purchase IAPs are more likely to buy additional IAPs within the first 30 days of first purchase

1.83% of users convert on IAP during their lifetime, and 28.81% of those users will make at least one additional purchase, meaning approximately one in three IAP purchasers will repurchase⁵. In the *2023 Growth and Monetization Report*, we shared that 77% of all players who have ever converted to IAP have done so within the first two weeks. While initial IAP conversion is hard, those who do convert are much more likely to repurchase, so it pays to invest in trying to drive those initial conversions.

26.47% of those additional purchases will happen within 30 days of initial purchase. 1.37% will repurchase within 31–60 days, and 0.46% within 61–90+ days. IAP strategies need to anticipate and facilitate repeat purchases within this time frame, and not just work to drive long-term sporadic spending. It is much easier to estimate who will be paying in the future (and when) if you know who has paid in the past.

IAP purchasers are a small but mighty group. Providing the most helpful IAPs at the right moments can provide a big payoff. So how do you do that?



Dividing your game into stages will help identify the best ways to engage users

Breaking your game down into three main stages – early, mid, and late game – can help you map users to high-value rewards that will motivate them at their specific stage. Meet users where they are at to encourage game progression and provide relevant, engaging offers which can increase chances of repeat purchases.

Early game Week 1 (Days 0–7)

Goal: Engage and convert users

The early game is all about making a great first impression for the user and showcasing the fun of the game. This is where the user will learn all about your game's systems, mechanics, and available tools – the core loop of your game.

Mid game Week 2 (Days 8–15)

Goal: Retention and continued conversion

The user is familiar with the core loop, so they can focus on progression through systems. Certain elements like social or multiplayer pressures can be introduced to keep players coming back.

Late game Week 3+ (Days 16+)

Goal: Conversion and deeper complexity

This will be the smallest, most invested group of players who have retained the longest. Rewarding them with deepened complexities and challenges can keep them engaged.

2.2

The most effective IAP products according to game stage

Looking at the conversion rates of each IAP product type according to game stage, ads removal (7.0%), subscription (3.7%), and starter bundles (3.1%) are effective for early game, while currency (24%, 24.3%) and limited-time event/sales (16.3%, 16.9%)⁶ are strong mid-late game motivators.

IAP product type	Early	Mid	Late
Ads removal	7.0%	2.1%	0.9%
Battlepass	2.5%	3.2%	3.5%
Booster	1.4%	1.2%	0.8%
Bundles and Packs	12.7%	14.8%	16.5%
Consumables / Energy / Lives	1.9%	1.9%	2.1%
Currency	19.0%	24.0%	24.3%
Entry ticket	0.8%	0.6%	0.6%
Gacha / Chest / Loot	2.0%	2.6%	3.0%
Non-consumables / Cosmetics	2.2%	1.4%	1.1%
Piggy bank	1.8%	2.5%	2.3%
Limited-time events / Sales	15.1%	16.3%	16.9%
Starter bundles	3.1%	1.4%	0.8%
Subscription / VIP	3.7%	2.3%	2.3%

2.2

What is an in-game economy?

An in-game economy is the system within a game where players earn, spend, and trade various currencies, items, and resources.

If rewards for regular gameplay are not compelling, a player is unlikely to be retained. If the rewards are too generous, they will be less likely to consider IAPs and/or IAA to supplement their progress.

Similarly, if promotional rewards are too high, players will expect the same value from app progression and IAPs. Engaged players will closely examine the balance between earned and spent rewards to maximize their time investment.

Key elements of a strong in-game economy:

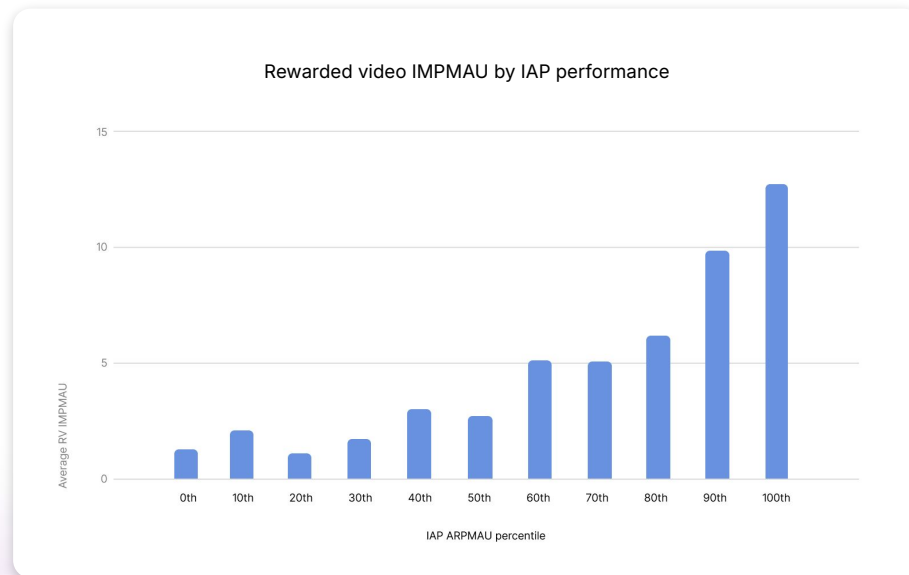
- Players feel that the rewards they get are worth the time and effort they put in, whether they get those rewards from playing the game normally, watching ads, or buying things in the game.
- Players are clear on what the different currencies in the game are for and how they help them move forward in the game.

2.3

A strong in-game economy helps your ad monetization performance

Games with higher IAP revenue also have higher rewarded video (RV) impressions, indicating that users want to engage with rewarded videos when they need additional resources.

For games in the 50th percentile of IAP revenue per monthly active user, there are 3.5 rewarded video ad impressions per user each month (IMPMAU)⁷. A strong in-game economy will drive IAP and IAA engagement together.





03

More users are watching ads

With macroeconomic pressures mounting, more users are leaning into ads. Engaging users with IAA should be a cornerstone of your monetization strategy, since if done right, ad implementation can allow users to advance throughout your game without having to spend money. And given the larger proportion of users who will engage with ads over IAPs, this can still drive considerable revenue.

IAA engagement and depth is increasing worldwide

With IAA engagement rising, knowing what types of rewards users engage with most, and where to place them for maximum visibility, will help create efficiencies in your ad monetization strategy, yield better engagement with your users, and ultimately, generate more revenue.

Ad depth

The amount of ads watched on average over total ad watchers, i.e., users who engage with ads.

Ad engagement

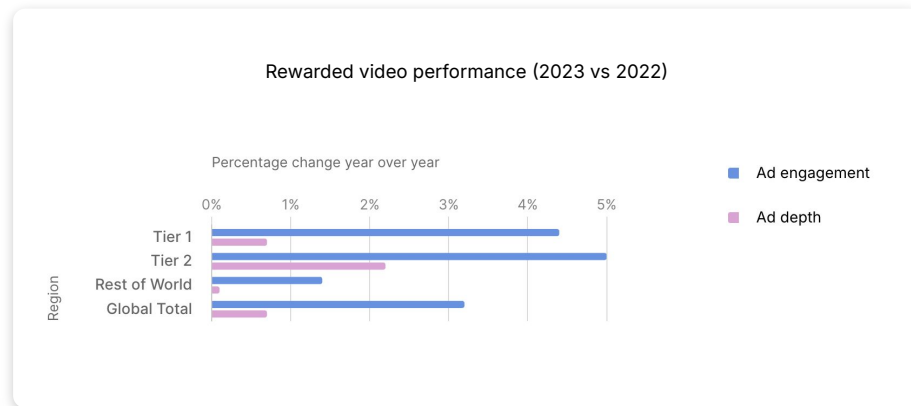
Percentage of users engaging with at least one ad.

3.1

Rewarded video engagement and depth has increased YoY across all regions

Globally, ad engagement increased 3.2% year over year, with even higher growth in high-purchasing-power regions like Tier 2 and Tier 1⁸.

As people face economic challenges limiting their ability or readiness to pay for IAPs, ads become increasingly valuable, offering users an alternative way to access in-game content for game progression.

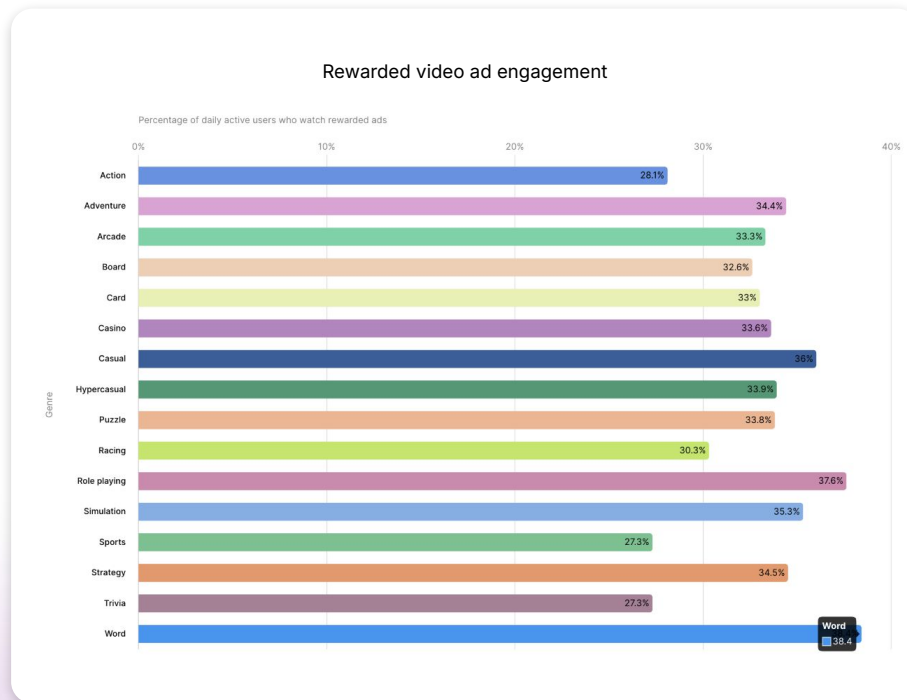


3.2

Rewarded video engagement is highest amongst Word, Role Playing, and Casual game genres

Chart 3.2 shows that Word (38.4%), Role Playing (37.6%), and Casual (36%)⁹ are the top three genres with the highest rewarded video engagement.

It's a close race between genres for rewarded video engagement, so no matter your genre, it can pay to leverage rewarded videos in your game.

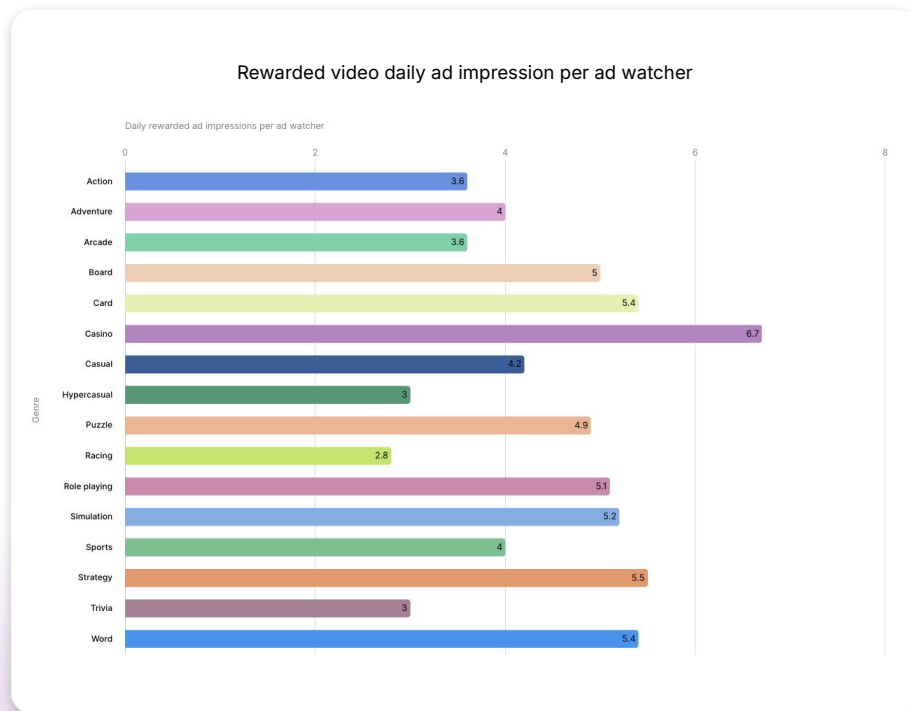


3.3

Ad watchers watch the most ads in Casino, Strategy and Word games

Genres such as Casino, Sports, and Word excel at getting repeated ad watches¹⁰. Genres that have over 5 typically see longer session times, but also need to continually provide resources for progression.

As we see in chart 3.4, providing rewards when a user is most likely to benefit from them can help drive deeper engagement. Ideally, developers should identify the baseline for their genre and then attempt to improve it.

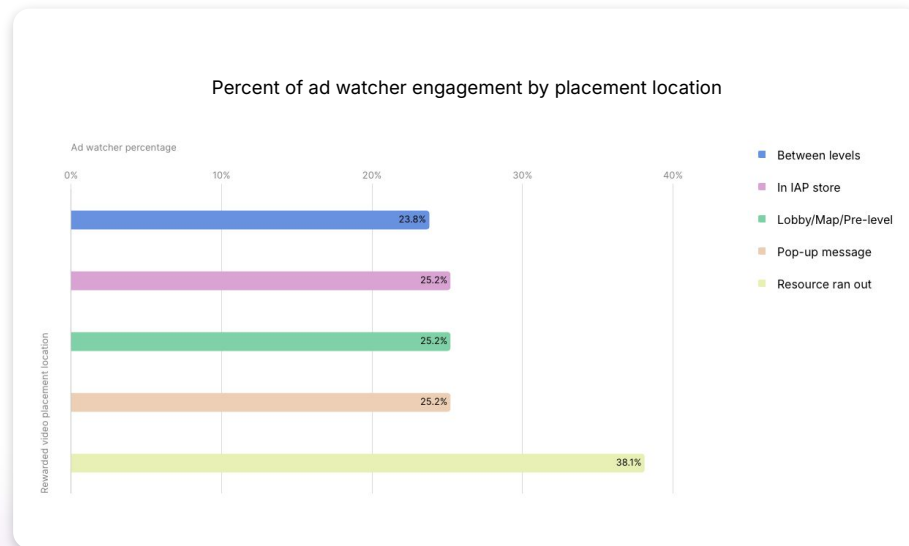


3.4

Showing ads during timely user moments can result in more rewarded video watches

Providing context-sensitive ad placements like when a user runs out of resources such as lives leads to 38.1% of users watching¹¹.

Having visible, contextual ads offering rewards that users really need in the moment not only generates high ad engagement, but more importantly fosters a positive user experience, which can benefit you in the long run.

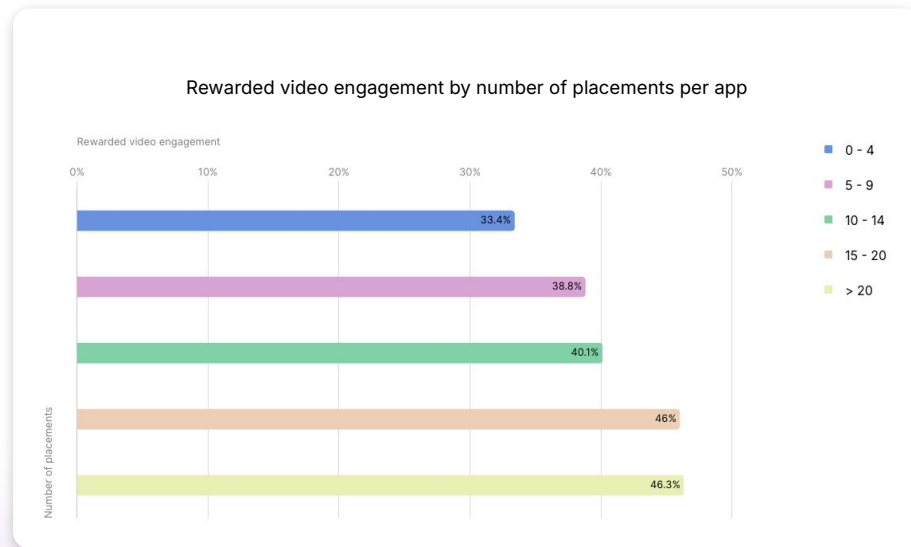


3.5

Giving players more opportunities to watch rewarded video leads to better engagement

While some may worry about overusing rewarded video placements, our data shows that games with 15–20 placements can actually achieve engagement rates as high as 46%¹².

Make sure you're providing users with a variety of different rewarded video formats (short, long, small, larger rewards) to keep things interesting. You can always A/B test to see what users are most responsive to.

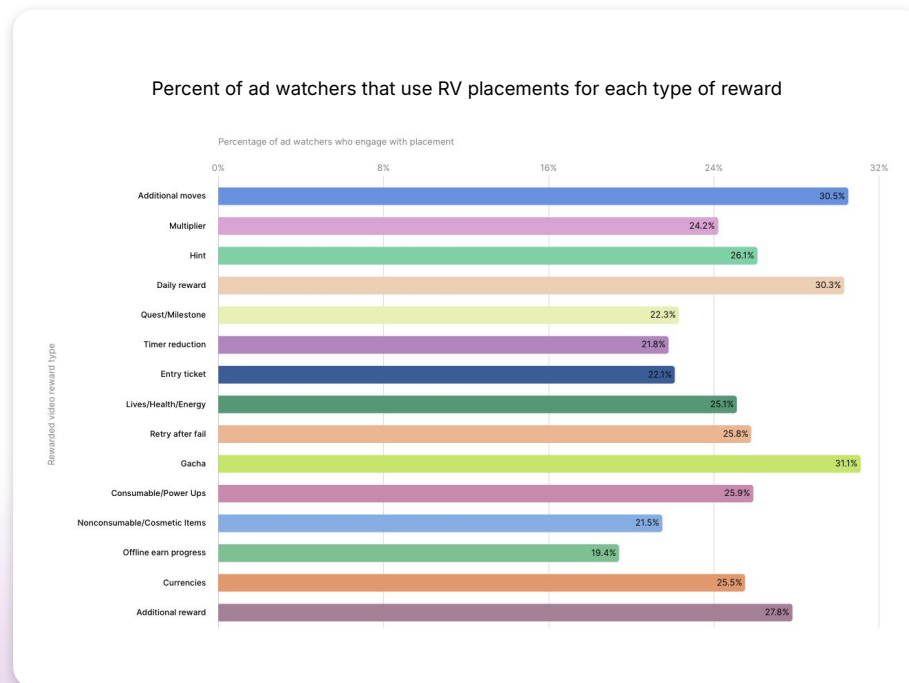


3.6

Gacha and additional moves drive the highest rewarded video engagement

Knowing the rewards that drive the highest rates of engagement can help you better understand what motivates your users. Gacha (31.1%), additional moves (30.5%), and daily rewards (30.3%)¹³ drive the highest RV engagement.

This could be since gacha uses a randomized reward system, which can keep users engaged since each reward can be different, additional moves provide users with progression opportunities they are looking for in the moment, and daily rewards offer incentive to return to the game.

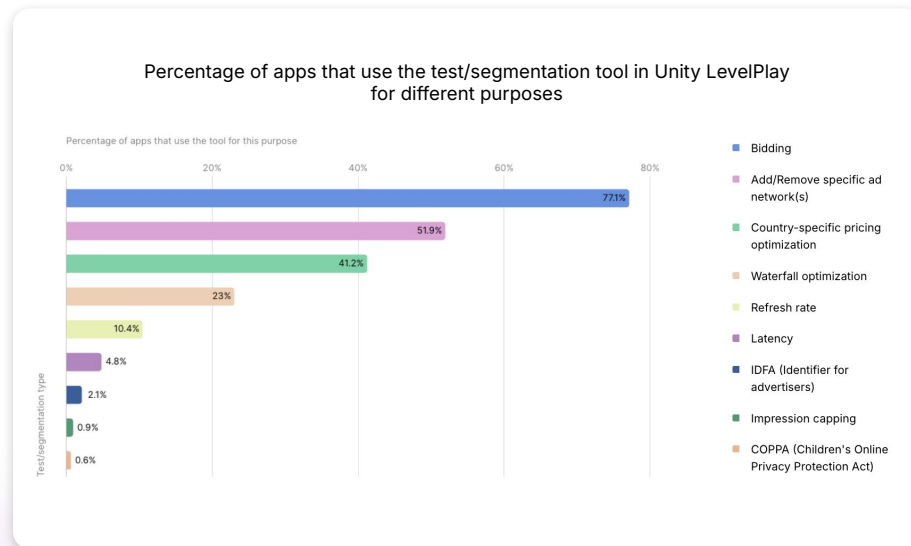


3.7

How developers are using A/B testing for monetization optimization

Knowledge is power, and the more you A/B test elements of your monetization strategy, the more you can make informed decisions. There are countless variables you can test, so we looked at what people are using A/B testing for most.

Bidding leads the pack (77.1%), with developers testing bidders to find the most return on their ad inventory, followed by adding or removing specific ad networks (51.9%) and testing country-specific pricing optimization (41.2%)¹⁴. Tools like A/B testing provide developers with both transparency and control over their monetization strategies, helping them make educated optimizations.





04

Offerwall attracts and retains more high-intent users

As the UA landscape continues to evolve, reaching and retaining the right users at scale is becoming more challenging. Our data shows that users acquired through offerwall have deeper engagement, stronger retention, and get to a higher LTV faster than users acquired through other ad formats.

4.1

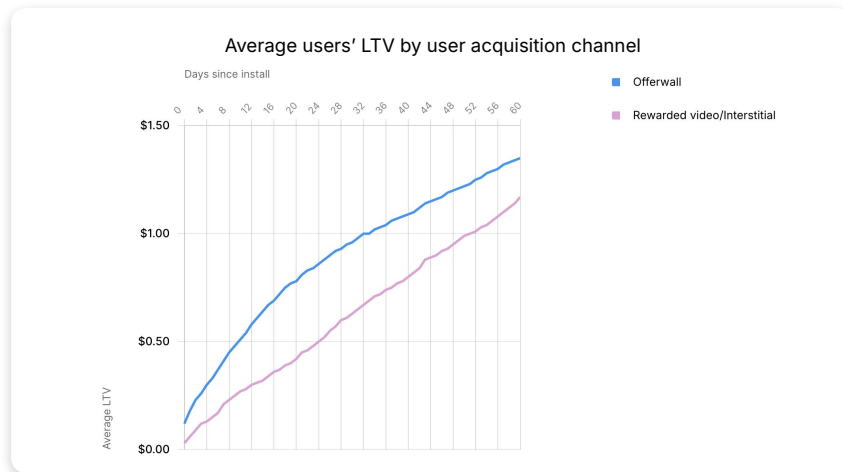
Users acquired via offerwall have stronger retention than other ad formats

Advertisers continue to look for ways to scale faster, reach users who are more engaged from the start, and retain more users with high LTV. Our data shows that users acquired through the rewarded marketplace in an offerwall have deeper engagement, stronger retention, and LTV that scales faster than users acquired from other ad formats.

By engaging with offers they're interested in, offerwall users earn rewards when they reach a specific milestone in another game, sign up for a subscription, make a purchase, or complete a survey. Because they are required to complete an action relatively "deep" within the advertised app or game in order to receive their reward, a user acquired through an offerwall generally shows much higher retention and LTV.

Users who find and convert on offerwall have **2-7x higher retention** compared to non-offerwall users

When compared to users acquired through RV and interstitials, users acquired through offerwall have 100% higher LTV on D7, 52.1% higher LTV on D30, and 15.8% higher LTV on D60¹⁵.



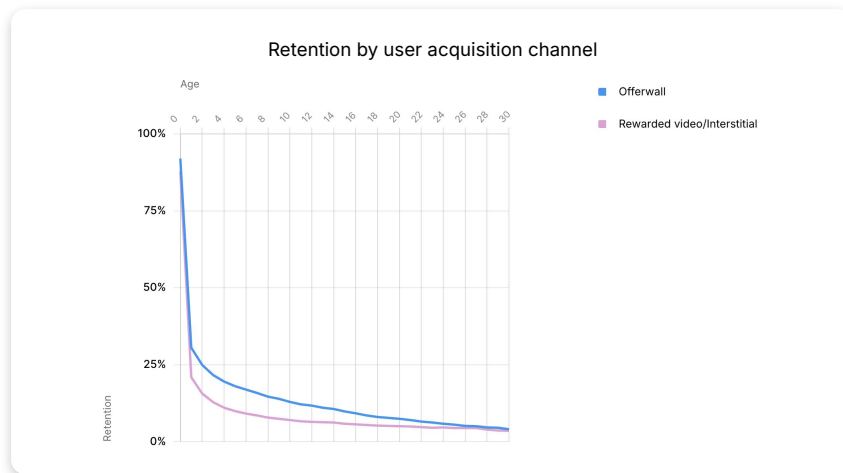
Days since install	Offerwall	Rewarded video / interstitial	Delta
0	\$0.12	\$0.03	299%
1	\$0.18	\$0.06	204%
7	\$0.41	\$0.21	100%
14	\$0.64	\$0.32	99%
30	\$0.96	\$0.63	52%
45	\$1.16	\$0.90	29%
60	\$1.35	\$1.17	16%

4.2

Offerwall early retention outperforms other ad formats

In the early stages of gameplay, users obtained through offerwall also have higher retention rates than users acquired from other ad formats.

When compared to users acquired through RV and interstitials, users acquired through offerwall have 45.8% higher retention rate on D1, 86.1% higher retention on D7, 71.7% higher retention on D14¹⁶.



Days since install	Offerwall	Rewarded video / interstitial	Delta
0	92.0%	87.9%	4.6%
1	30.5%	20.9%	45.8%
7	15.8%	8.5%	86.1%
14	10.6%	6.2%	71.7%
30	4.0%	3.5%	12.0%

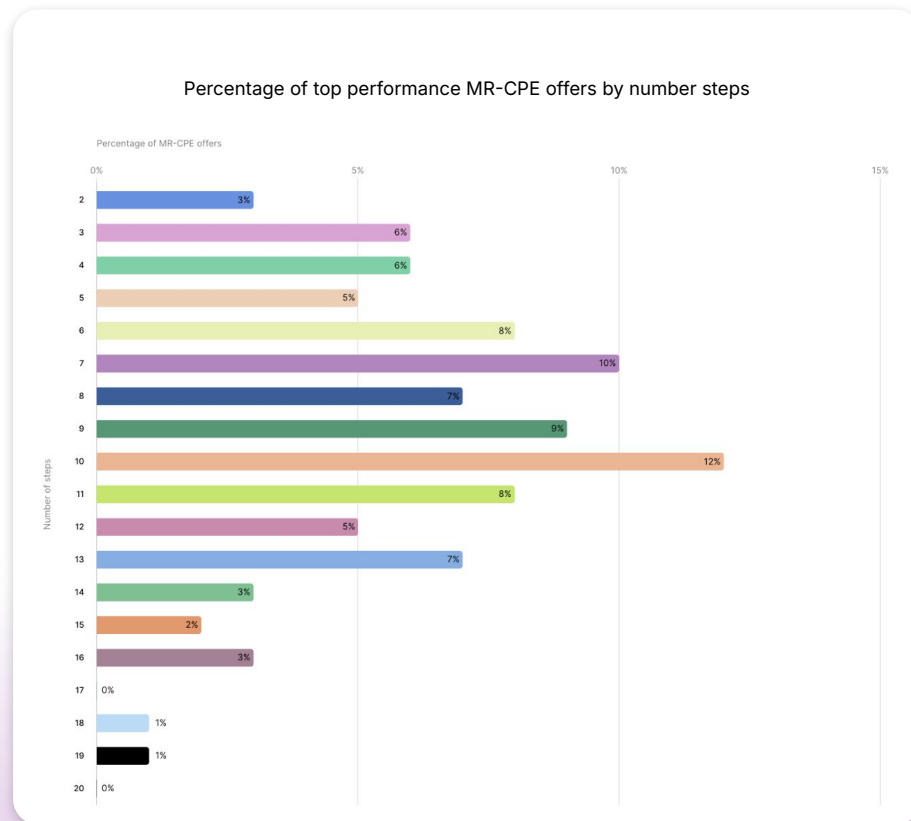
4.3

Rewarding users at each step drives deeper engagement

Multi Reward Cost Per Engagement (MR-CPE) campaigns that feature diverse offers with a stronger emphasis on deeper engagement during early gameplay are creating more value for both advertisers and users. Here, users complete multiple actions or events within one offer to earn in-app currency. These rewards encourage them to stay in games longer and unlock more revenue potential for advertisers. Our data shows that MR-CPE offers that involve 7–10 steps are especially popular among users.

Offering rewards at multiple steps is a key advantage of MR-CPE campaigns. This means users don't have to commit to reaching the end of the funnel in order to receive rewards. Instead, users can still have a positive experience by earning rewards along the way even without completing all steps in the campaign.

Out of all top-performing offerwall MR-CPE campaigns, 24.2% have 3–6 steps, 37.3% have 7–10 steps, and 23.2% have 11–14 steps¹⁷.

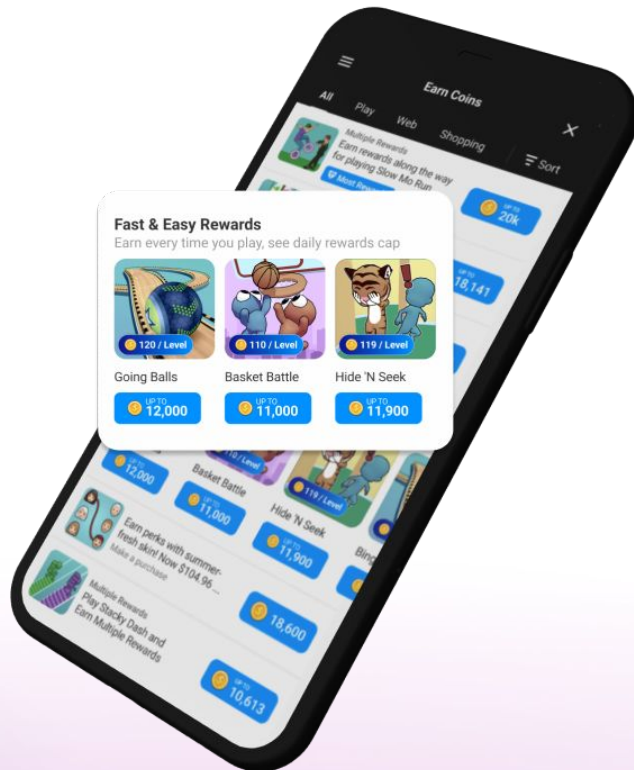


17. [Source: Tapjoy] [Disclaimer: Apps with at least 10 offer conversions in year 2023]

Diversifying offerwall UA with Daily Reward CPE campaigns

Daily Reward Cost Per Engagement (DR-CPE) campaigns bring high-quality users back to an app day after day at scale, with the ability to earn more rewards as they complete tasks. Designed to complement MR-CPE campaigns, which typically appeal to more advanced users, DR-CPE campaigns engage a new customer segment of casual users with shorter, quicker, and more frequent rewards like finishing a level or winning a battle. Rewards are capped each day, encouraging users to keep coming back to earn more rewards as they progress further in the game.

DR-CPE campaigns are driving increased conversions and higher ROAS among audiences that prefer short challenges with fast and frequent rewards. Casual users who typically only engage with video ads are recognizing the value offerwall can bring. These shorter tasks can yield as much or even more rewards for minimal time and effort.

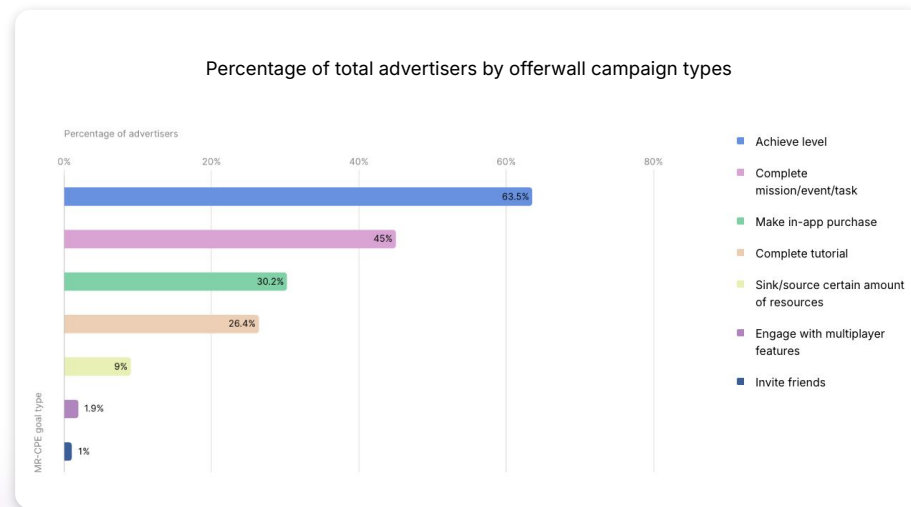


4.4

Time-bound steps can lead to increased engagement

MR-CPE step types that encourage reaching a certain level within a limited time frame are more popular among advertisers. A progress bar shows how close users are to the next reward and inspires them to keep going. These steps continue to encourage deeper gameplay and higher-level completion while boosting LTV beyond install.

Among the advertisers utilizing MR-CPE campaigns, 63.5% implement level achievement steps, 45% use task completion steps, 30.2% integrate in-app purchase steps, and 26.4%¹⁸ incorporate steps involving app engagement or tutorial completion.

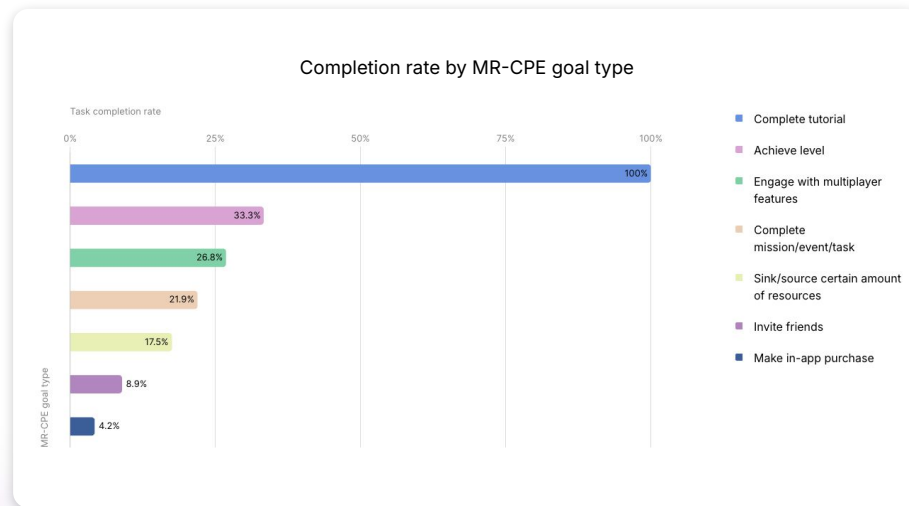


4.5

Lower friction offers yield higher CVR

Unsurprisingly, tasks with lower friction, such as tutorial or level completion, yield higher conversion rates. Task completion rate starts to decline when steps become more complex. Lower-friction tasks like tutorial completion have a nearly 100% completion rate, whereas more involved tasks like level achievement steps have a 33.3% completion rate.

Steps which involve engaging with multiplayer features have a 26.8% completion rate, and event completion steps have a 21.8% completion rate. Sourcing resources steps have a 17.5% completion rate, inviting friends steps have a 8.9% completion rate, and making an in-app purchase has a 4.2% completion rate¹⁹. While it's not shocking that fewer users will complete steps like making an in-app purchase, this doesn't mean you should count them out. While scale may be low, user quality may be much higher, especially given the other data in this report around repeat IAPs once the first purchase is made.



4.6

Mixing events types can lead to completion of higher friction events

For high-friction tasks like IAPs, lower conversion rates can mean higher cost for advertisers to shoulder. As a result, running an efficient campaign that also maximizes scale tends to involve a mix of event types that allow advertisers to optimize both spend and reach.

To optimize reach while still attracting high-LTV users, advertisers should consider adding high-friction events like completing an IAP with lower-friction tasks like tutorial completion.

MR-CPE event type	Advertiser spend per conversion (Average)
Make in-app purchase	\$21.17
Sink / Source certain amount of resources	\$4.07
Complete mission / Event / Task	\$3.75
Engage with multiplayer features	\$3.54
Achieve level	\$3.06
Invite friends	\$1.53
Complete tutorial	\$0.64
Average	\$2.98

Tips for optimizing your offerwall UA strategy

01 Engage in reward-based progression

Offers that involve between 7 and 10 steps are especially popular among offerwall users.

02 Implement time-bound steps

Advertisers are gravitating toward step types that encourage reaching a certain level within a limited time frame.

03 Integrate lower friction tasks

Tasks that have lower friction like completing a tutorial or level have higher conversion rates.

04 Mix event types

To maximize scale, a mix of event type will enable you to optimize your spend and reach.



05

Offerwall complements IAP revenue streams

Some app developers operate under the misconception that offerwall has the potential to cannibalize IAP revenue because it provides users with an alternate way to access premium content outside of the in-app store. In fact, offerwall is designed to be complementary to both IAA and IAP strategies. An offerwall provides value to users who aren't willing to pay with money, but who are invested enough in the game that they are looking for additional ways to get access to premium in-app content, for example, by engaging with an ad.

In addition, that exposure to premium content can work to lower the barrier to entry on making a future IAP purchase. As a result, publishers are seeing that offerwall complements IAPs and retention by keeping users in the game for longer, building long-term loyalty, increasing ARPDAU, and introducing highly engaged, non-paying users to premium experiences they are more likely to choose to pay for down the line.

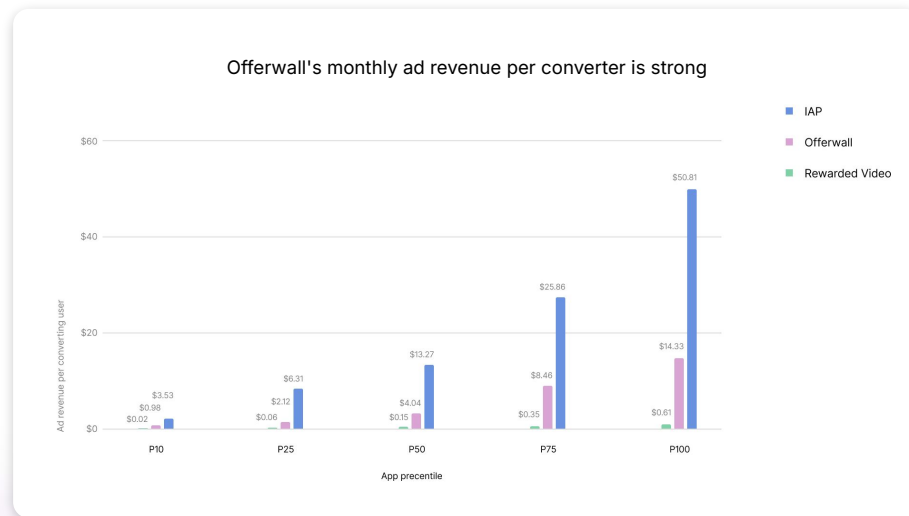
5.1

Offerwall ad revenue per converter surpasses RV

For publishers looking to optimize their monetization mix, offerwall plays an important role in boosting overall ARPDau and generating growth. Offerwall unlocks the ability to monetize a wider audience, including reaching users who may not initially convert in IAP-based games.

According to our data, monthly ad revenue per converter for offerwall exceeds that of RV. When compared to IAP, offerwall's monthly ad revenue per converter is lower, but remains significant.

Offerwall's monthly ad revenue per converter of \$4.04 garners a healthy 30% of the \$13.27 IAP earns. Meanwhile, the average monthly ad revenues per converter for the same performance category was \$0.15 for RV²¹.

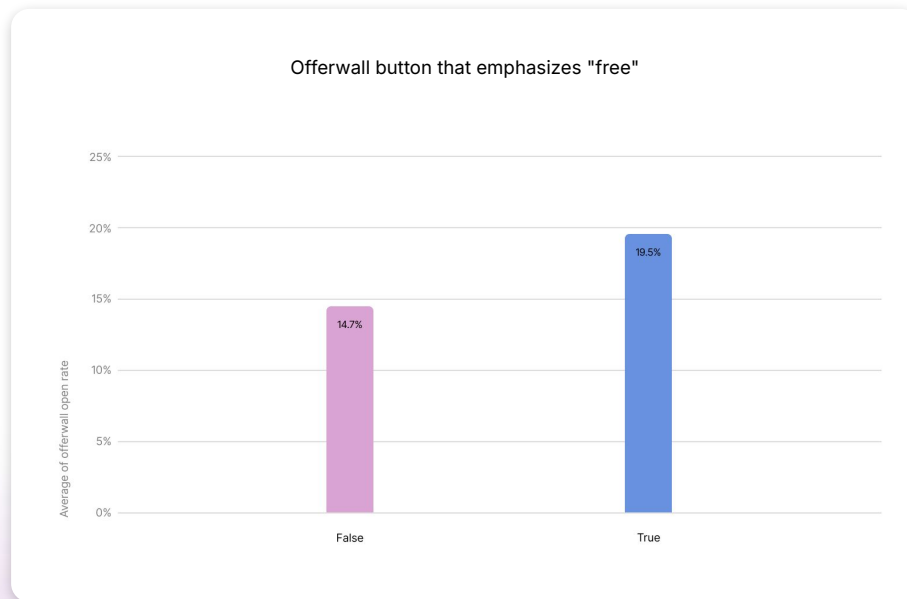


5.2

Words matter when it comes to discoverability

Successful offerwall monetization strategies prioritize discoverability and currency sales. The wording used on offerwall entry points can directly impact whether users engage with the ad format.

As an example, offerwall entry points emphasizing the word “free” have a 4.8% higher open rate than those without the same terminology²². Because the start of the funnel serves as a critical foundation for the rest of offerwall monetization, maintaining a high open rate shouldn't be overlooked.

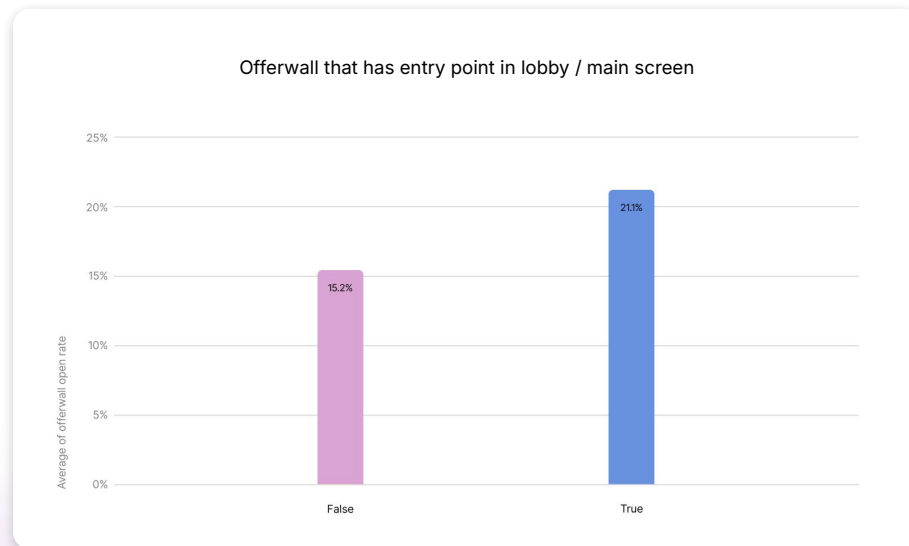


5.3

Prominent offerwall placement can increase traffic

When making your offerwall visible in main UI screens, location is key. Apps that feature prominent offerwall placement are seeing stronger discoverability. Similar to many game features, prominence in a game UI's main menu leads to increased engagement and also serves to remind users that offers are available.

Diving in deeper, games that have their offerwall entry point in the lobby or the main UI screen have a 5.9% better open rate than those that do not (21.1% vs. 15.2%)²³.



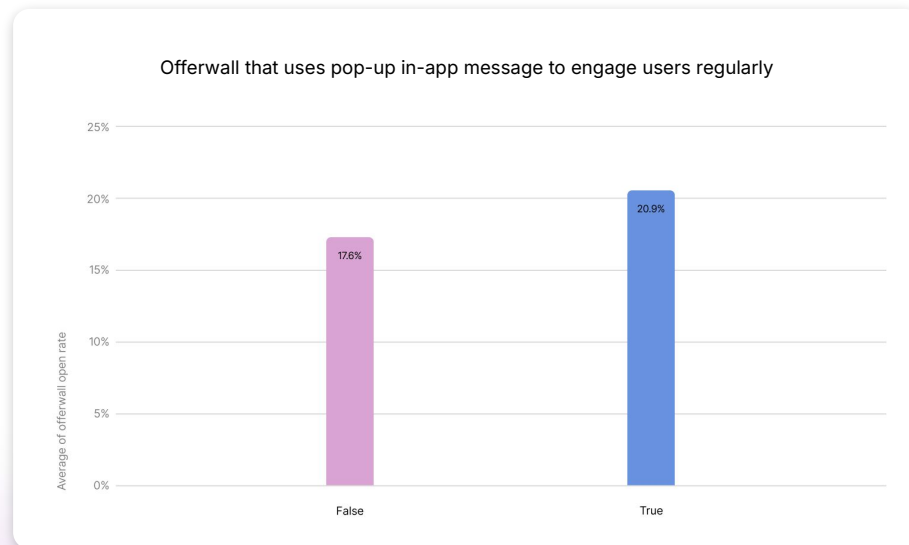
5.4

Pop-ups enhance offerwall discoverability

For games with strong virtual economies, offerwalls may be harder to find. With sophisticated and complex virtual economies come more screens, pages, and/or modes, making it difficult for users to find an offerwall entry point. As a result, users can forget to engage with them. That's why utilizing pop-up messages or dialog boxes to direct users to an offerwall improves discoverability across the board.

As part of currency sales promotion, pop-ups can also be segmented to reach specific user types, like casual users and/or non-payers. When thinking about pop-ups, publishers should also consider utilizing messaging with deep linking to the offerwall. This ensures that any traffic generated by a user clicking on the pop-up is directly routed to your offerwall.

Games that use pop-ups to engage users with offerwall have a 3.3% higher open rate than games without pop-ups (20.9% vs. 17.6%)²⁴.



5.5

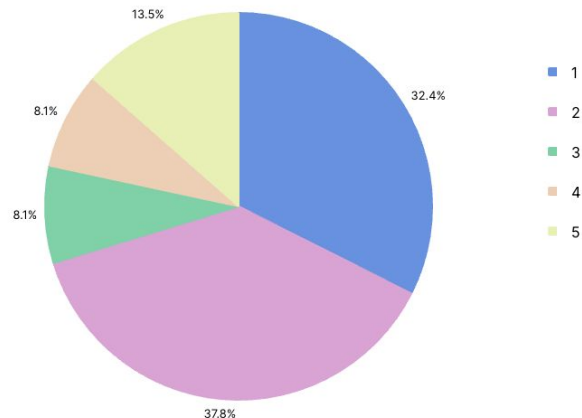
Currency sales lead to year-round revenue spikes

Currency sales are limited-time promotions that give users the chance to earn more virtual currency than usual for every offerwall offer with which they engage. By promoting initial engagement with offerwall, currency sales are inspiring a growing number of users to engage with offers they may otherwise have ignored. This strategy leads to periodic boosts in revenue throughout the year.

With currency sales, users can earn between 1.5x to 10x the standard offerwall rewards in return for completing a task, like playing an advertiser’s game and finishing a level. Their limited time frame encourages users to quickly complete an offer in order to take advantage of these higher rewards, which can lead to an increase in conversions by as much as 46% during the sale²⁵.

In terms of currency sales, conveying special promotions through clear, compelling, and discoverable messages is critical. Because these sales trigger spikes in revenue throughout the year, games with strong offerwall monetization strategies tend to run 1–2 currency sales monthly²⁶.

Percentage of games grouped by average number of offerwall sales per month



25. [Source: Tapjoy] [Disclaimer: Data from January 2023 through Nov 2023]

26. [Source: Tapjoy] [Disclaimer: Apps with at least a single offer conversion in year 2023]

Tips for maximizing your offerwall monetization strategy

01 Make your messaging clear & compelling

The wording used on offerwall entry points can directly impact whether users engage. Entry points with the word “free” have higher open rates.

02 Prominent offerwall placements

Prominent placement of offerwall in main UI screens serves as a reminder of available offers and can lead to increased visibility, higher open rates, and stronger engagement.

03 Improve discoverability with pop-ups

Pop-ups also enhance offerwall discoverability, reminding users of rewards they can earn and directing them to engagement opportunities.

04 Implement currency sales

Special promotions encourage new users to engage with offers they may have originally dismissed, generating periodic revenue spikes throughout the year.



Conclusion

The Unity-backed data outlined in this report serves as essential building blocks for your app's success. By focusing on the strategies and tactics that have proven effective for other apps in your genre, you can allocate your resources more efficiently, maximize your return on investment, and plan your ad monetization strategies accordingly.



Grow and monetize your game

Unity gives you tools to help drive your revenue and growth goals. Whether you're a publisher, advertiser, or both, tap into the expertise and insight you need to support your monetization and user acquisition strategy.

[Learn more](#)



About Unity

Unity (NYSE: U) is the world's leading platform of tools for creators to build and grow real-time games, apps, and experiences across multiple platforms, from mobile, PC, and console, to spatial computing. For more information, visit [Unity.com](https://unity.com).

For more information about Unity Grow, visit unity.com/grow

Forward-Looking Statements

This publication contains "forward-looking statements," as that term is defined under federal securities laws, including, in particular, statements about Unity's plans, strategies and objectives. The words "believe," "may," "will," "estimate," "continue," "intend," "expect," "plan," "project," and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Further information on these and additional risks that could affect Unity's results is included in our filings with the Securities and Exchange Commission (SEC) which are available on the Unity Investor Relations website. Statements herein speak only as of the date of this release, and Unity assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this publication except as required by law.



About the data

The data in this report is drawn from the Unity Cloud, Unity Ads, Tapjoy, and ironSource as data sources, including games made with Unity that are sending events through the platform.

We take data privacy seriously and have omitted and anonymized information from this report that would individually identify any single game, developer, or publisher.

Games are broken out into publicly available categories as defined on the iOS and Google Play stores where available. Although we also include outside sources of information, the data shown in the charts and graphics is original to Unity. In addition, we are grateful to those members of the industry whom we interviewed for this report, many of whose contributions are quoted throughout.

Here's how we've classified the different markets:

Tier 1 (T1): Includes the U.S., Canada, Australia, and Great Britain. These are countries with considerable purchasing power.

Tier 2 (T2): Includes Denmark, Sweden, Norway, Finland, and Ireland. These countries have very high levels of English comprehension but slightly less purchasing power than T1.

Rest of world (RoW): Includes countries not listed as T1 or T2.

Global: Includes all countries across T1, T2, and RoW

