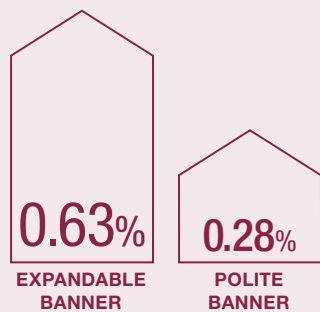


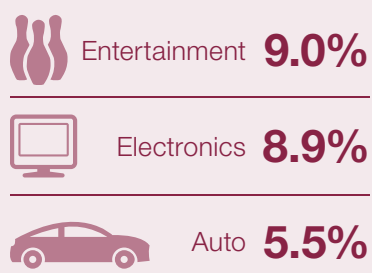
# Mobile Benchmarks

## Formats



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

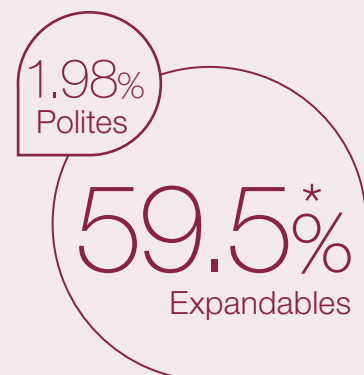
Within **expandable banners** served, these verticals did the best job of generating user expansions:



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



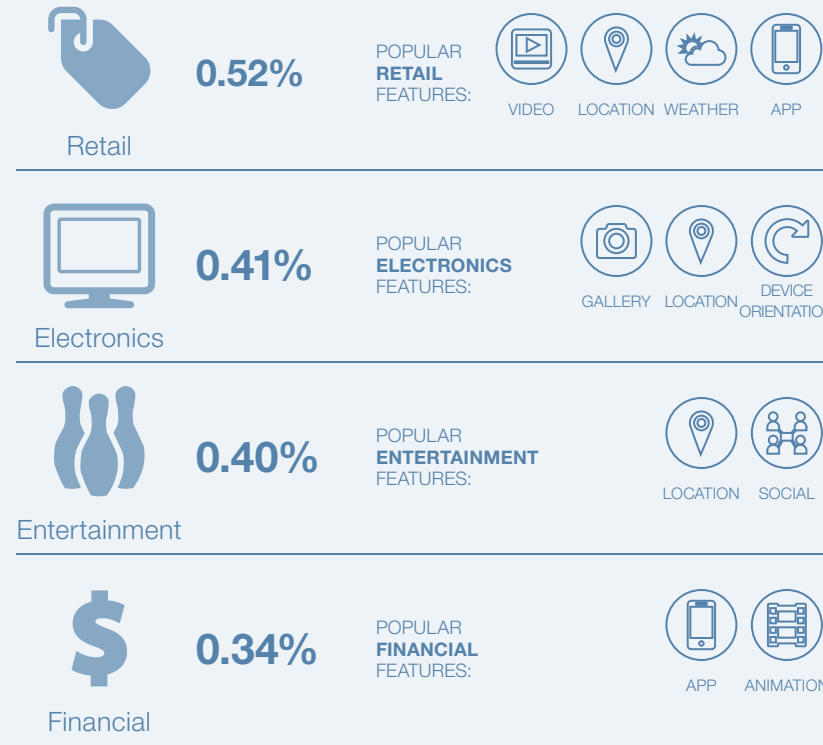
A first impression counts. Once a user taps, **expandables** enable new opportunities for engagement.



\* MediaMind includes expansions in ITR count.

## Clickthrough Rate

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

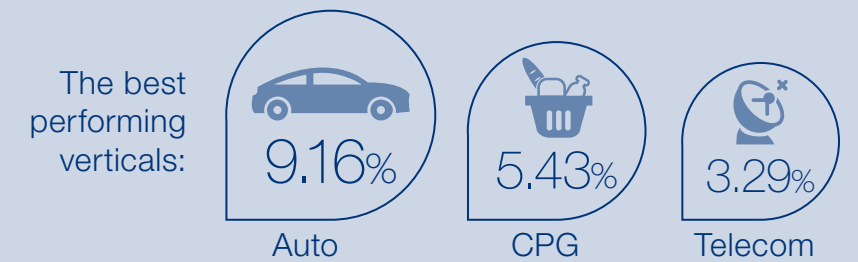


## Video

**Polite rich media** banners had a higher video start rate than their expandable counterparts.

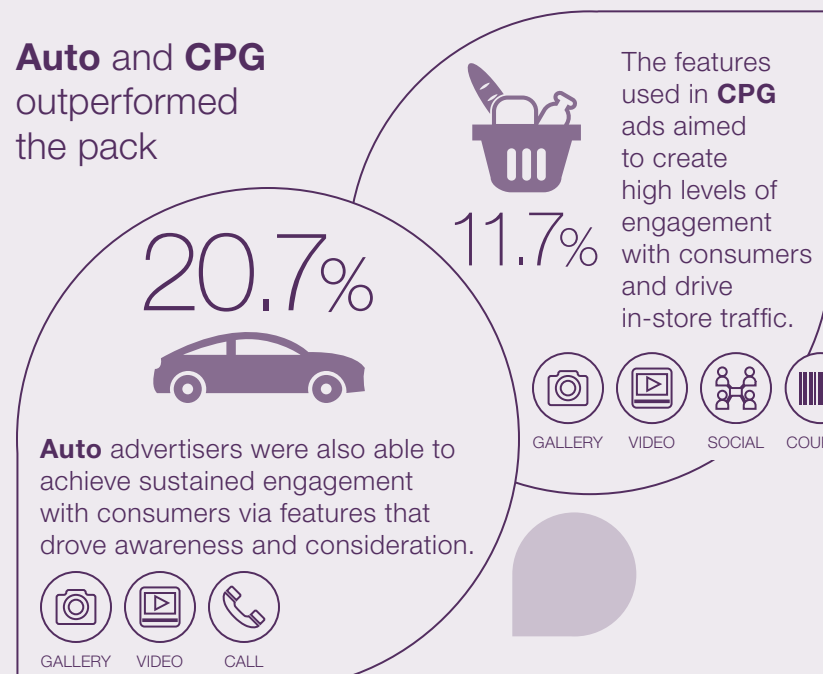
**3.34%** of videos in **polite banners** were engaged

**2.62%** for **expandable banners**

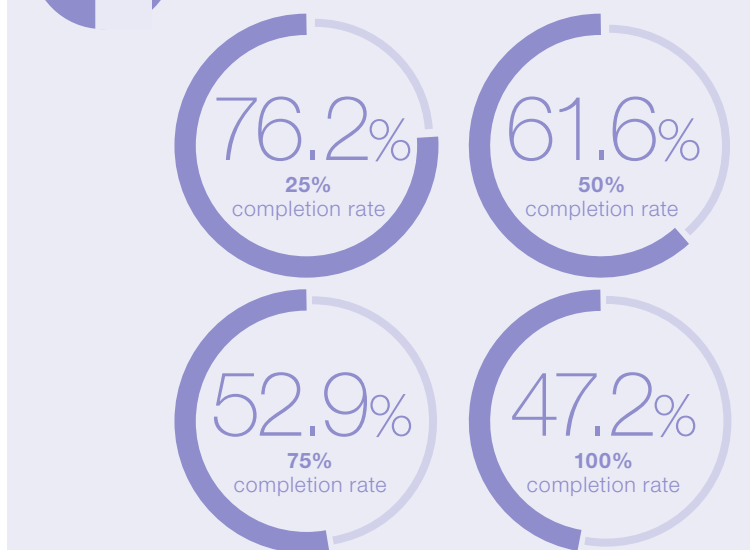


## Interaction Rate

**Auto** and **CPG** outperformed the pack



## Video Attention Span



Highest performers in getting consumers to complete:

