

# АНАЛИЗ РЫНКА

Publisher Managers Department



# Exoclick

Основные форматы:

- **MA** (Member Area)
- **Native**
- **Email**
- **Video**
- **Banners**
- **Direct**
- **IM** (Mobile Instant Message)

Основные GEO:

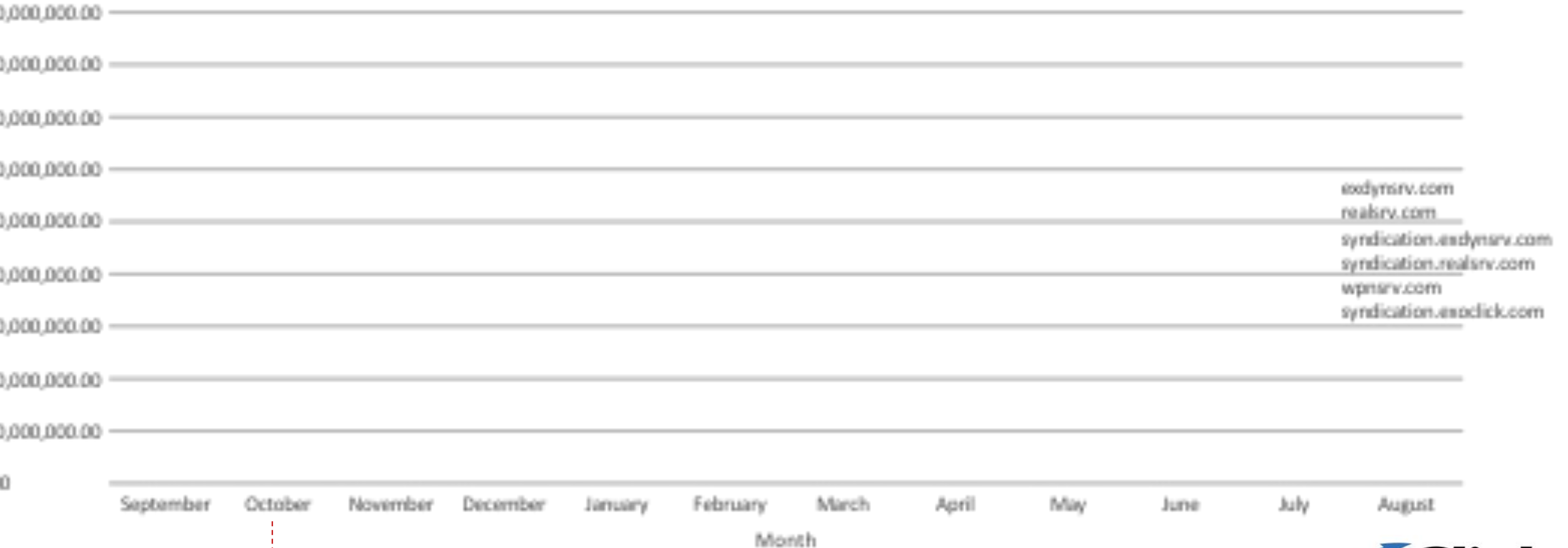
- **US**
- **JP**
- **DE**

Размер инвентаря:

- Работает с **6000+** площадок



# Exoclick | visits Monthly (2021-2022)

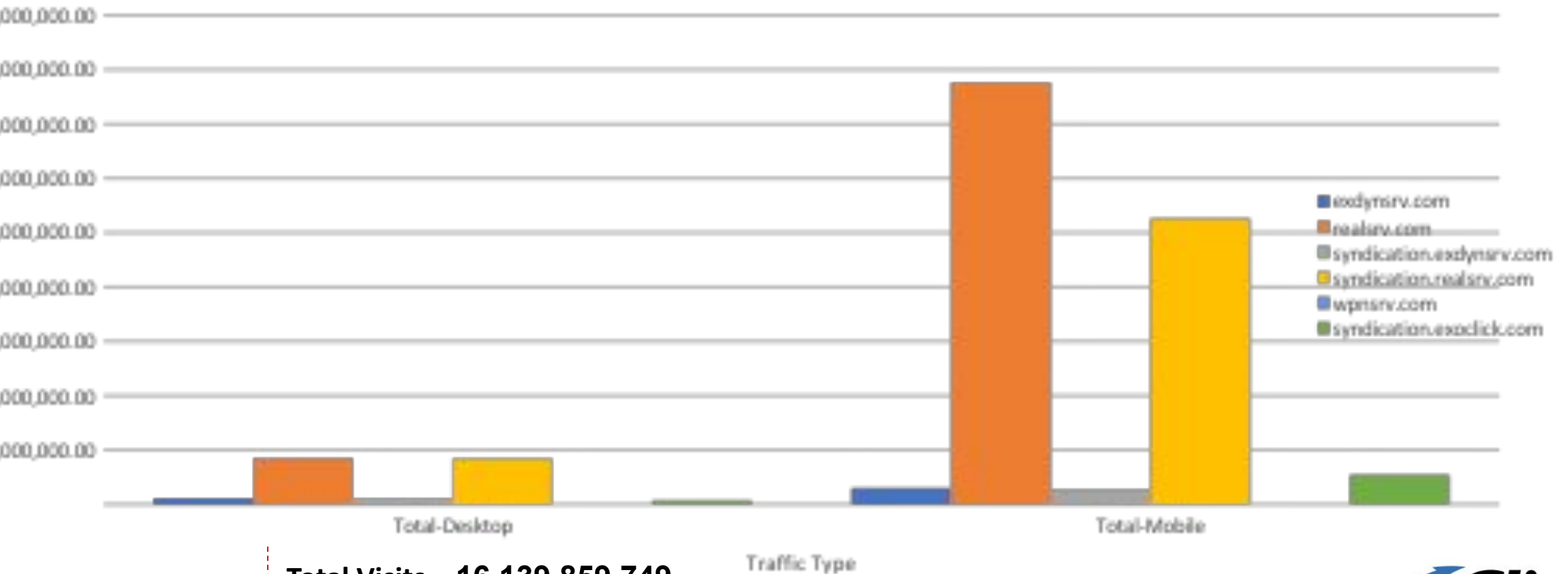


6  
серверов

Прирост за 12 мес. =  
**+61.13%**  
Прирост за 6 мес. = +165,9%



# Exoclick | Total Mobile / Desktop Visits



6  
серверов

**Total Visits = 16,139,859,749**  
Total Desktop = 1,997,527,547 (12.38%)  
Total Mobile = 14,142,332,205.00 (87.62%)



# Clickadilla

Основные форматы:

- **Push**
- **In app**
- **In page Push**
- **Native**
- **Banners**
- **Tab-links**

Основные GEO:

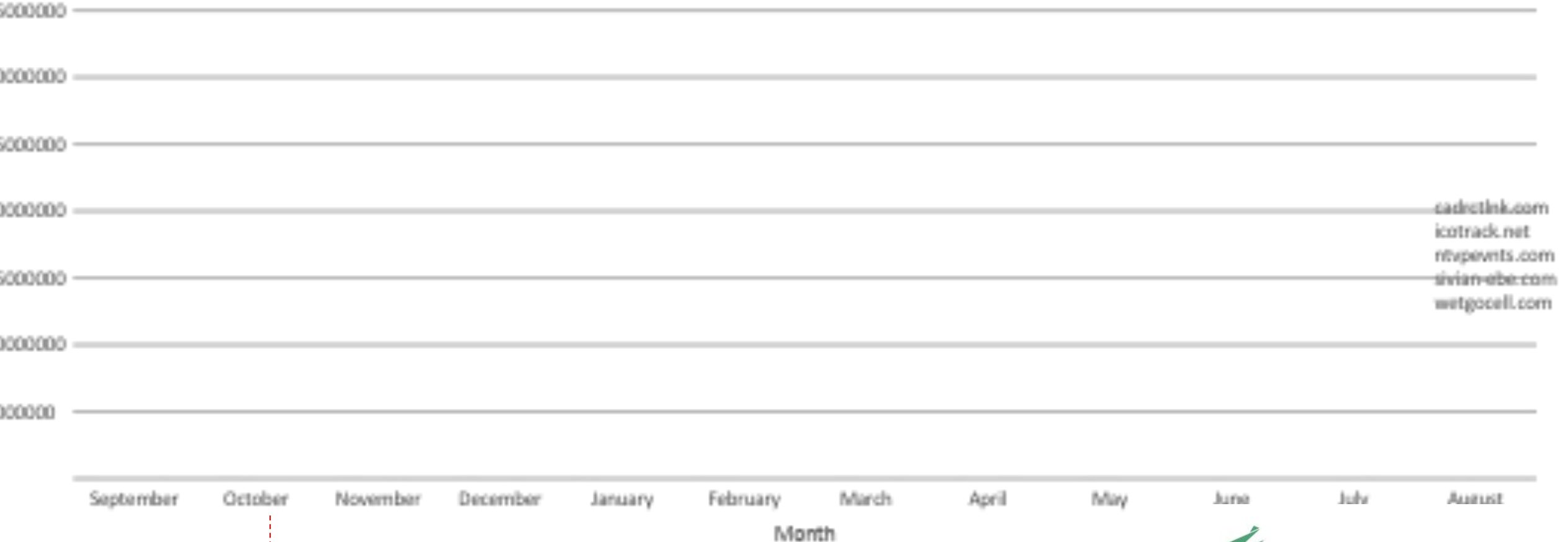
- **JP**
- **IN**
- **US**

Размер инвентаря:

- Работает с **500+** площадок



# Clickadilla | Visits Monthly (2021-2022)

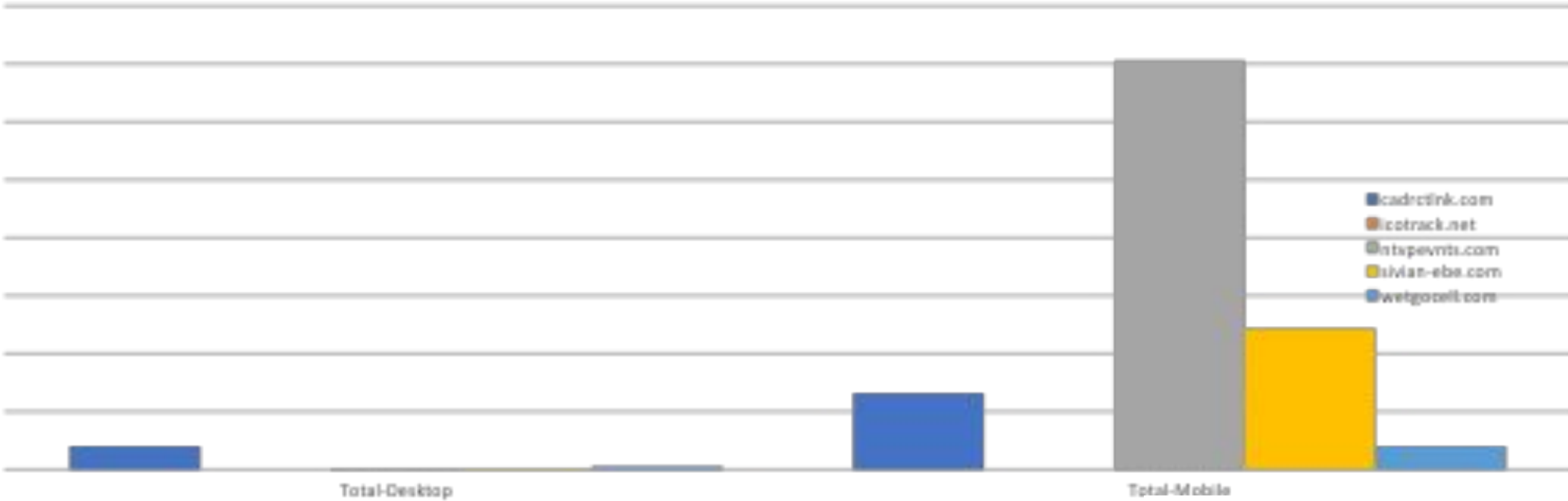


5  
серверов

Прирост за 12 мес. =  
-99,05%  
Прирост за 6 мес. = -98.93%



# Clickadilla | Total Mobile / Desktop Visits



5  
серверов

**Total Visits = 116,979,639**  
Total Desktop = 4,854,641 (4.15%)  
Total Mobile = 112,125,000 (95.85%)

Traffic Type



# Richads

Основные форматы:

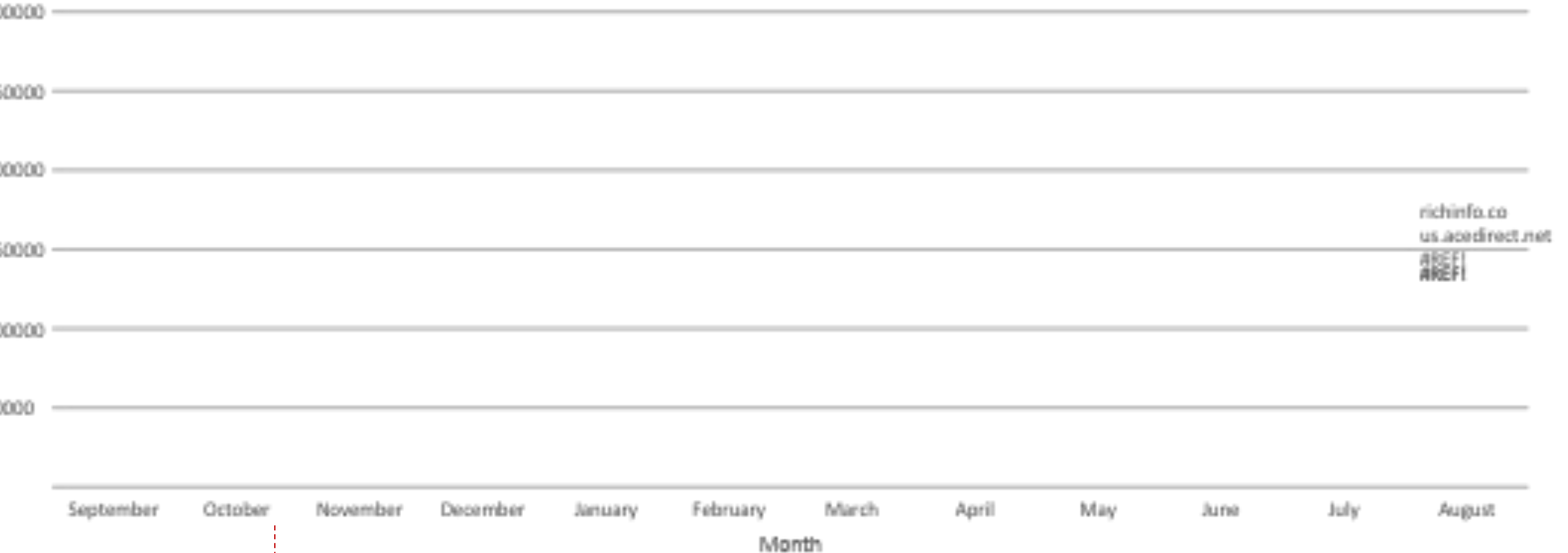
- **Push**
- **Pops**

Основные GEO:

- **VN**
- **RU**
- **MY**
- **IN**
- **US**



# Richads | Visits Monthly (2021-2022)

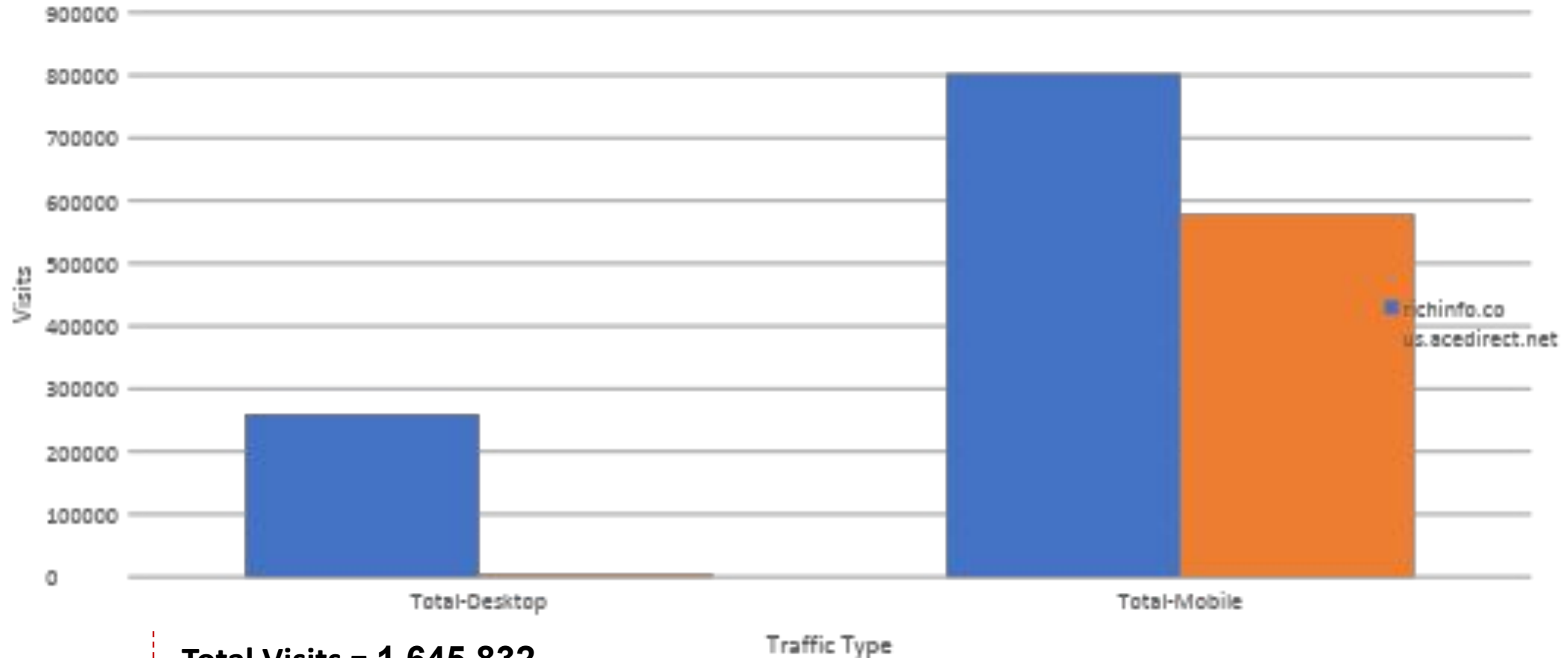


2  
сервера

Прирост за 12 мес. =  
+13,75,05%  
Прирост за 6 мес. = +148,44%

**RICHADS**

# Richads | Total Mobile / Desktop Visits



2  
сервера

**Total Visits = 1,645,832**  
Total Desktop = 264,395 (16.06%)  
Total Mobile = 1,381,441 (83.94%)

**RICHADS**

# ADXAD

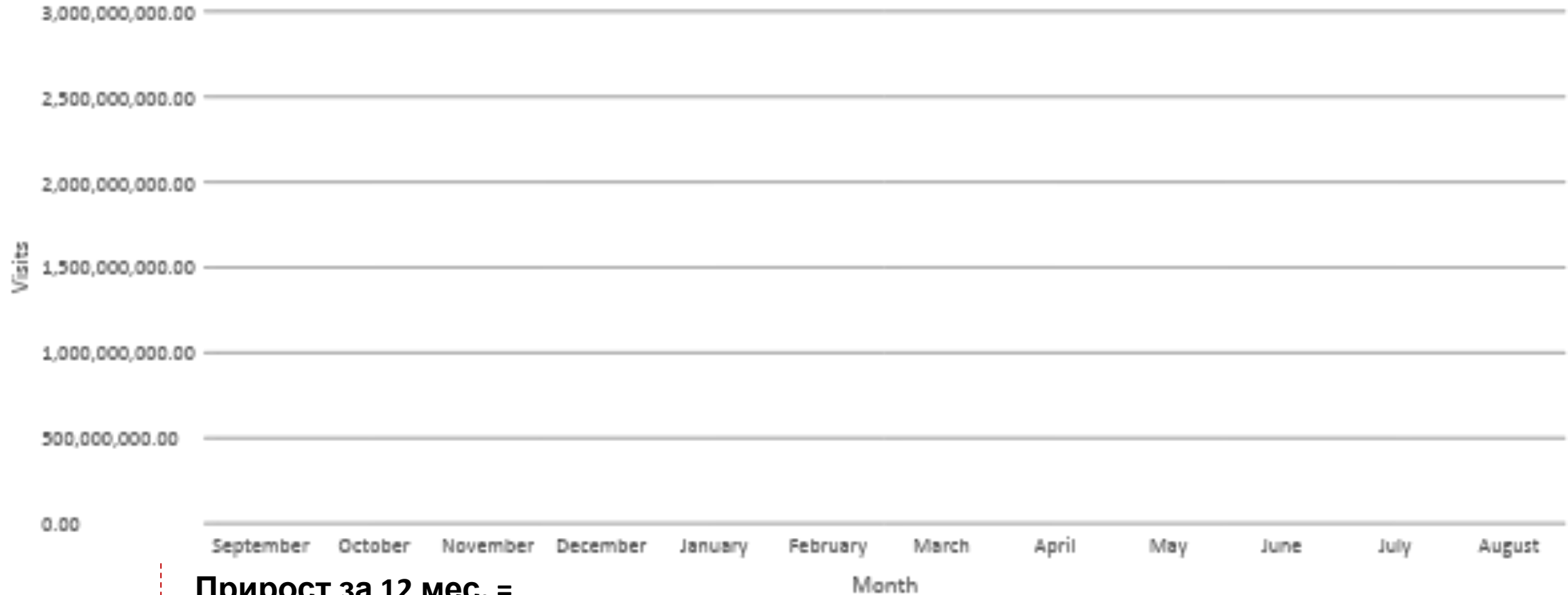
Основные форматы:

- Banners
- Tab-links
- Pops

Основные GEO:

- JP
- TW
- US
- KR
- HK

# ADxAD | Visits Monthly (2021-2022)



3  
сервера

Прирост за 12 мес. =

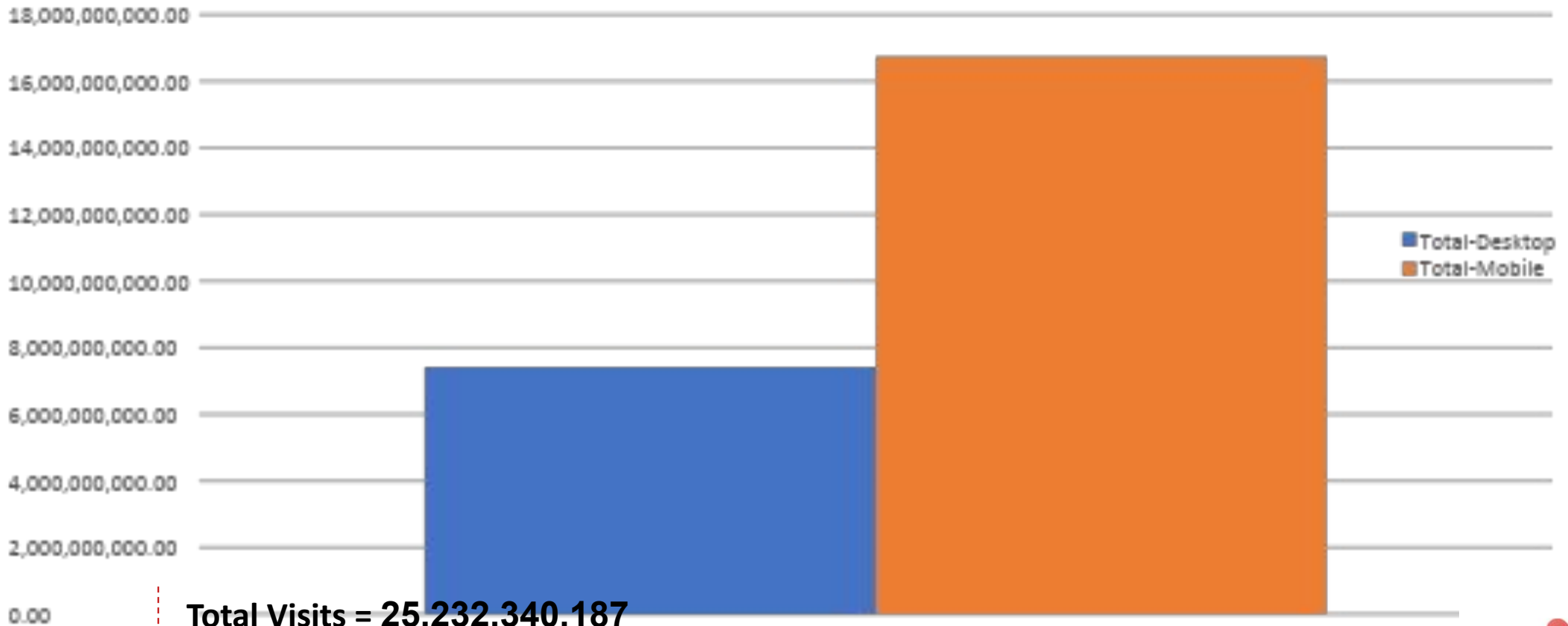
+1,27%

Прирост за 6 мес. = -22,82%

Прирост за 2 мес. = +2,25%



# ADxAD | Total Mobile / Desktop Visits

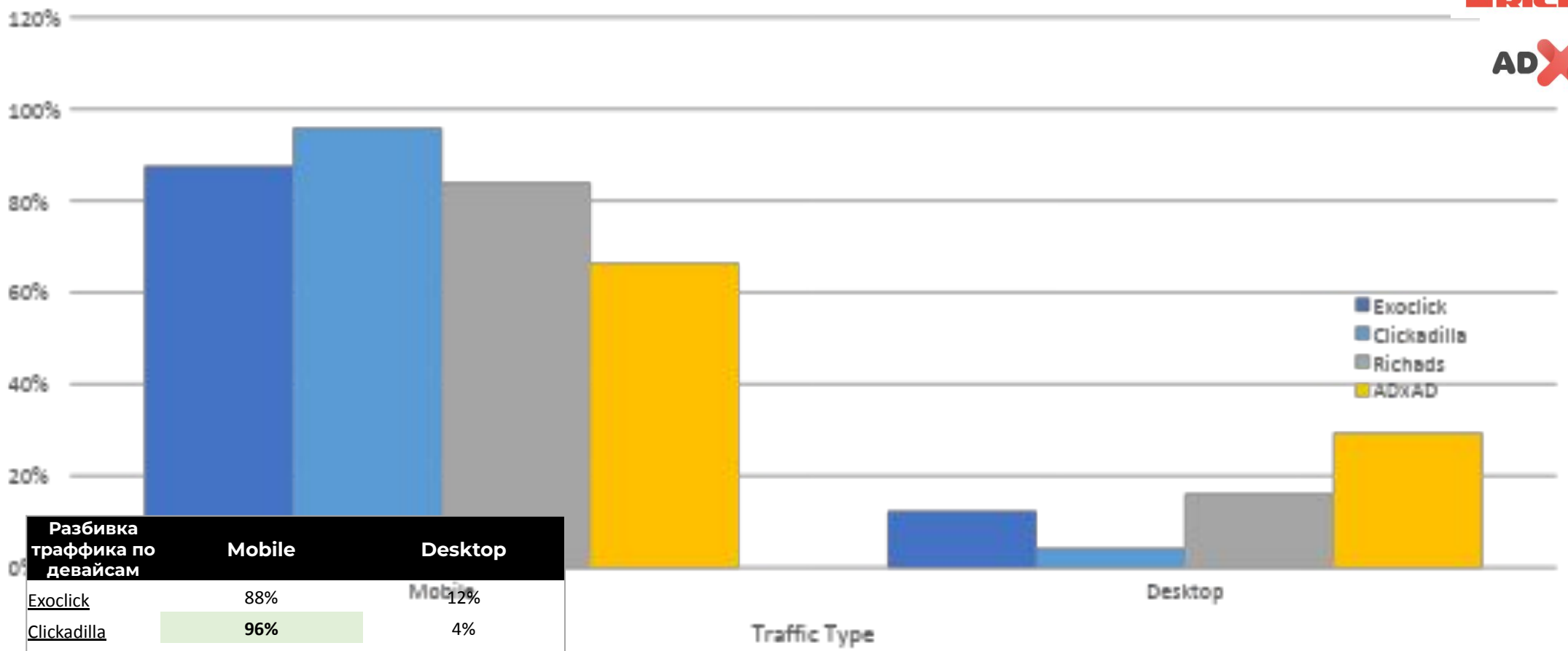


3  
сервера

**Total Visits = 25,232,340,187**  
Total Desktop = 7,408,649,013 (29.36%)  
Total Mobile = 16,747,788,787 (66.37%)



# Summary



Разбивка трафика по девайсам	Mobile	Desktop
<u>Exoclick</u>	88%	12%
<u>Clickadilla</u>	96%	4%
<u>Richads</u>	84%	16%
<u>ADxAD</u>	66%	29%