

АНАЛИЗ РЫНКА

Publisher Managers Department



Exoclick

Основные форматы:

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

Основные GEO:

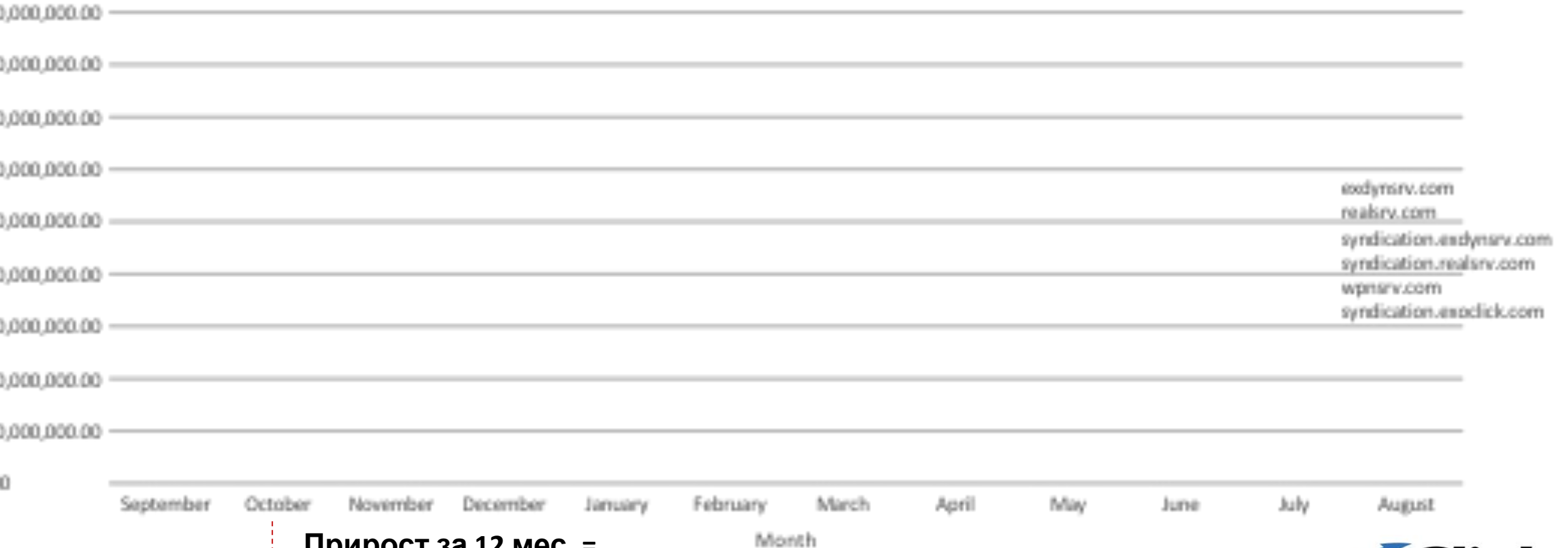
- **US**
- **JP**
- **DE**

Размер инвентаря:

- Работает с **6000+** площадок



Exoclick | visits Monthly (2021-2022)



6
серверов

Прирост за 12 мес. =

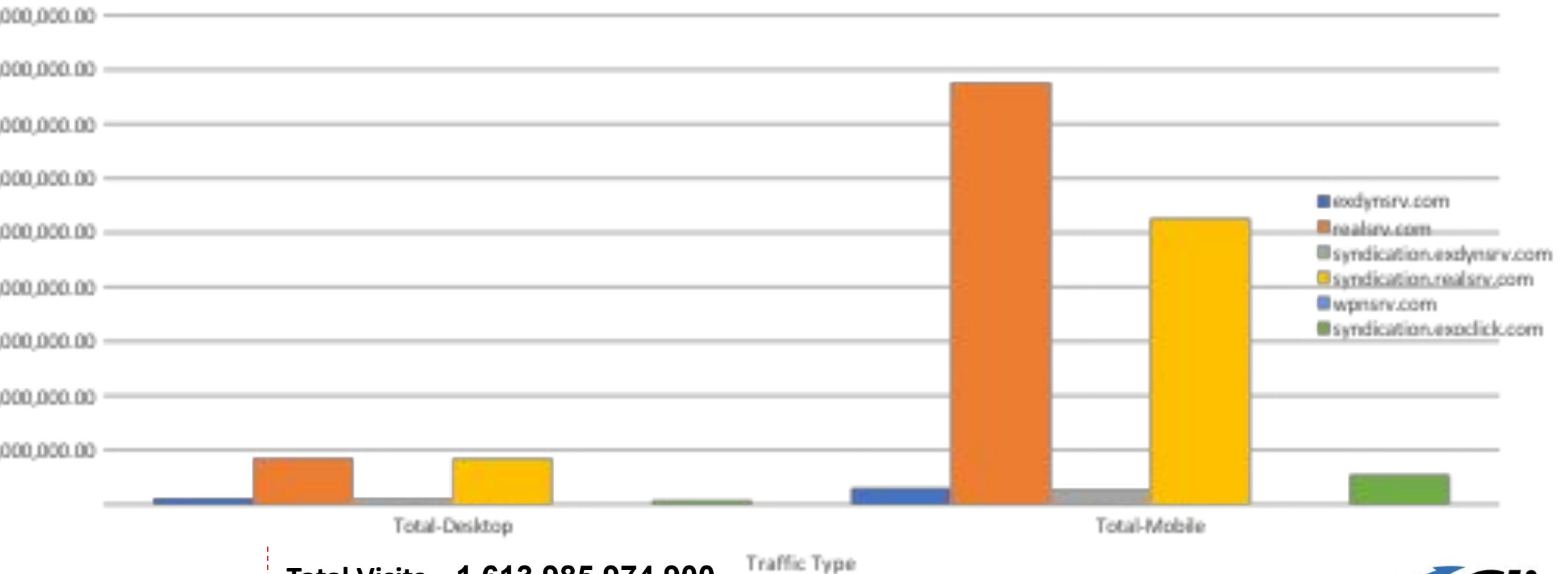
+61.13%

Прирост за 6 мес. = +165,9%

Прирост за 2 мес. = +95,99%



Exoclick | Total Mobile / Desktop Visits



6
серверов

Total Visits = 1,613,985,974,900
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+** тысячами площадок



Clickadilla | Visits Monthly (2021-2022)



5
серверов

Прирост за 12 мес. =

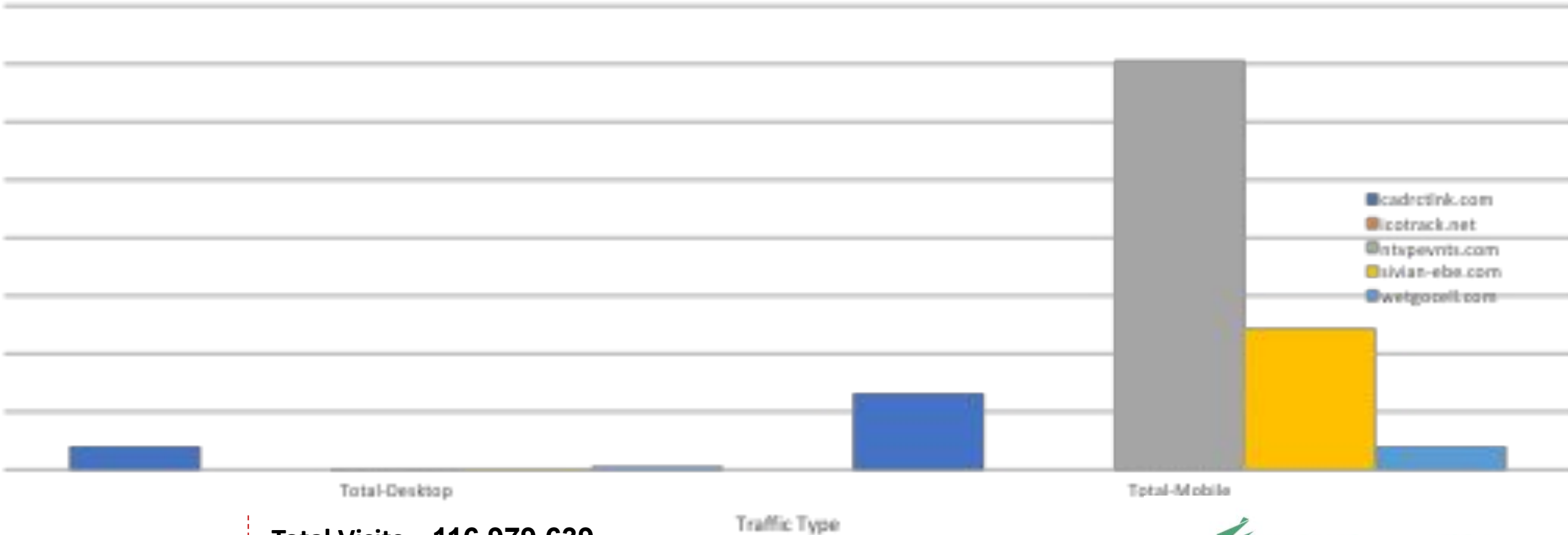
-99,05%

Прирост за 6 мес. = -98.93%

Прирост за 2 мес. =



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%)



Richads

Основные форматы:

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

Основные GEO:

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

Richads | Visits Monthly (2021-2022)

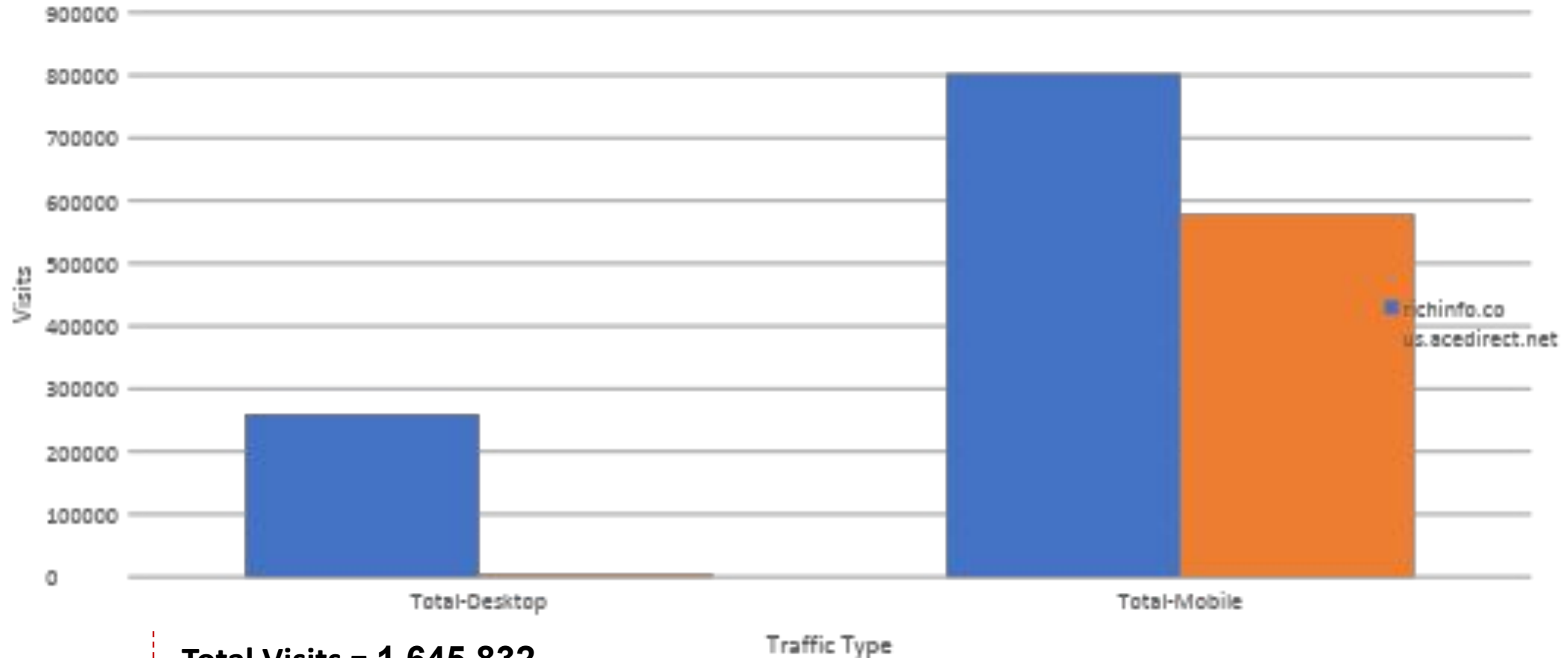


2
сервера

**Прирост за 12 мес. =
+13,75,05%**
Прирост за 6 мес. = +148,44%
Прирост за 2 мес. = -73,76%

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

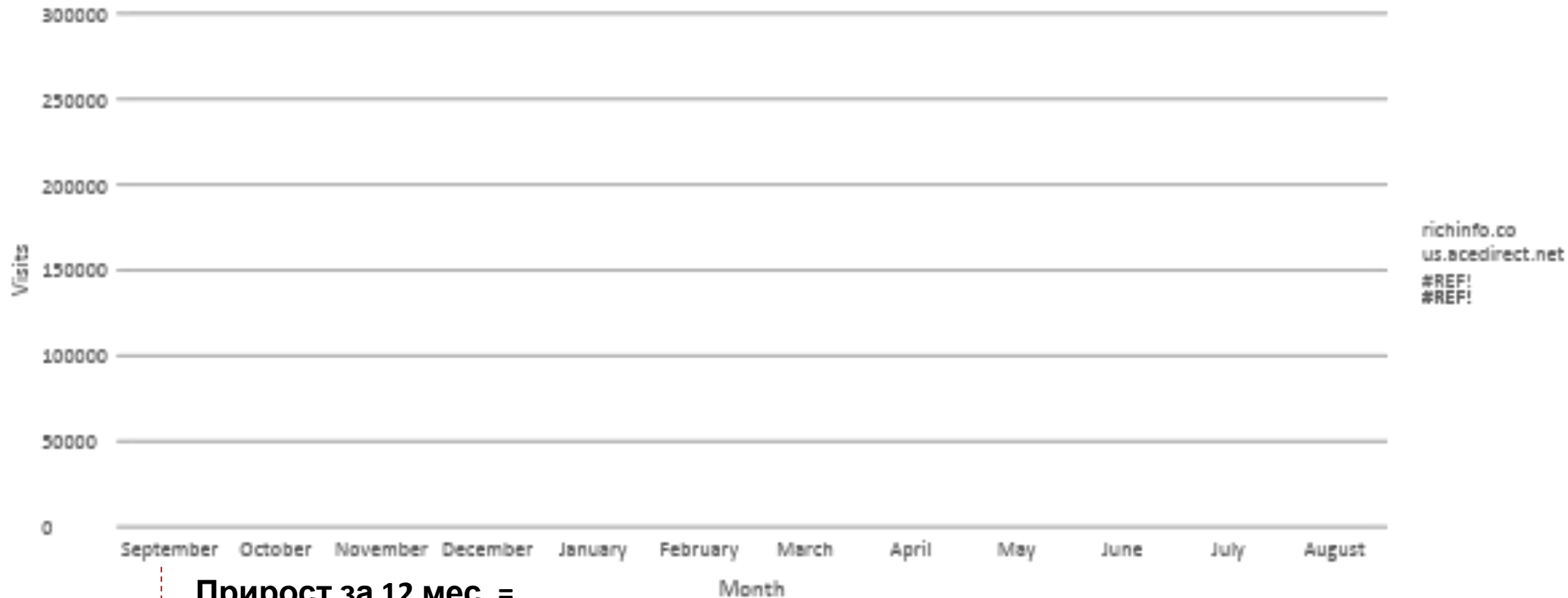
Основные форматы:

- **Banners**
- **Tab-links**
- **Pops**

Основные GEO:

- **JP**
- **TW**
- **US**
- **KR**
- **HK**

ADxAD | Visits Monthly (2021-2022)



3
сервера

Прирост за 12 мес. =

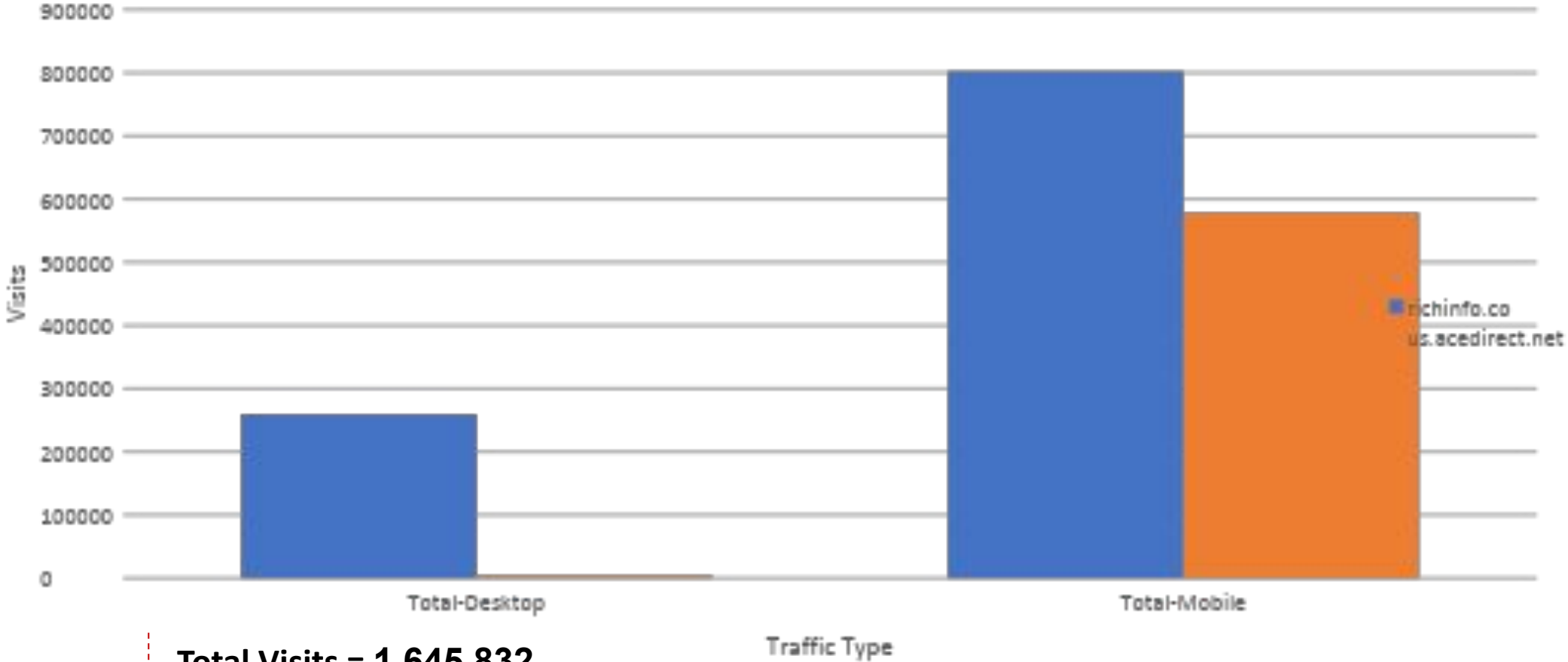
+13,75,05%

Прирост за 6 мес. = +148,44%

Прирост за 2 мес. = -73,76%



ADxAD | Total Mobile / Desktop Visits



3
сервера

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

