

# Mobile Video Research

## BACKGROUND

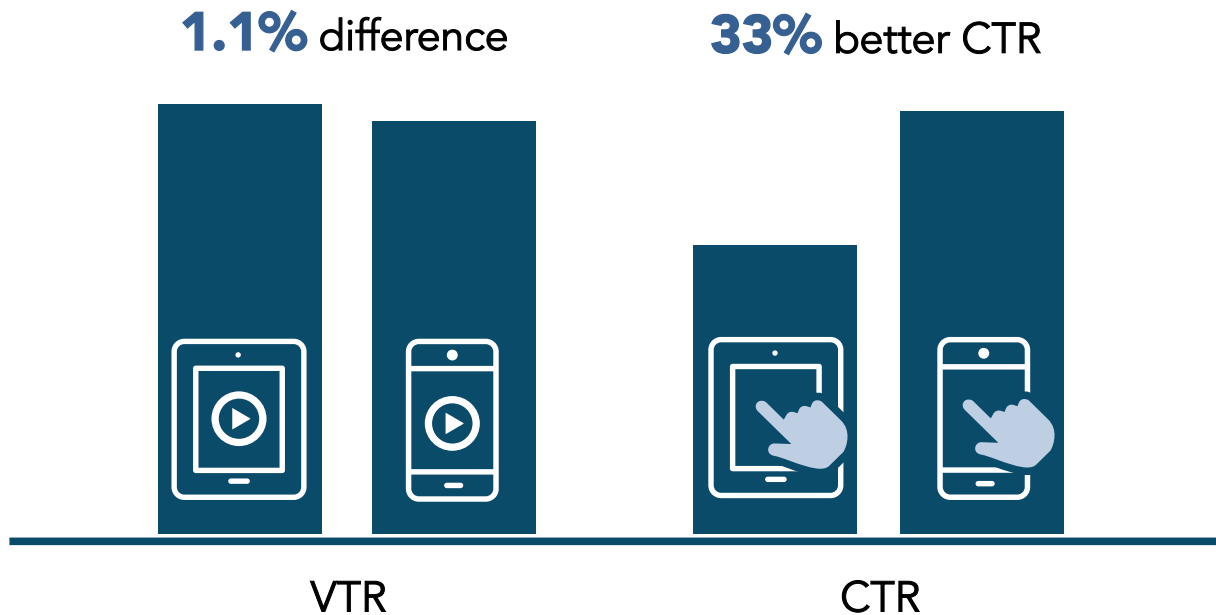
Analyzing 218,000,000 Mobile Video impressions over the course of six months, engage:BDR was able to measure patterns of user engagement across devices to offer insights how advertisers can drive to certain success metrics. The research looked into Click Through Rate and View Through Rate across the Mobile Video ecosystem, as well as within Smartphone and In-App placements.



## OVERALL PERFORMANCE ON SMARTPHONES VS TABLETS

Smartphones and Tablets have around the same average View Through Rate (VTR); only **1.1%** difference

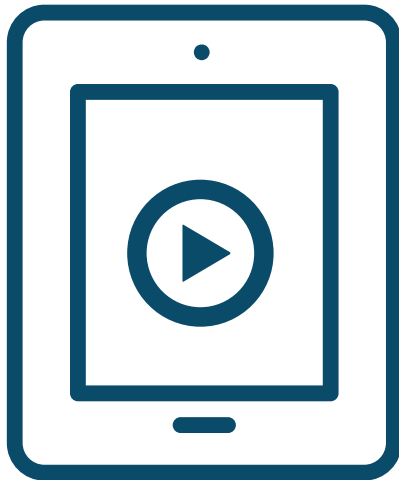
Smartphones have a **33%** better average Click Through Rate (CTR) than Tablets



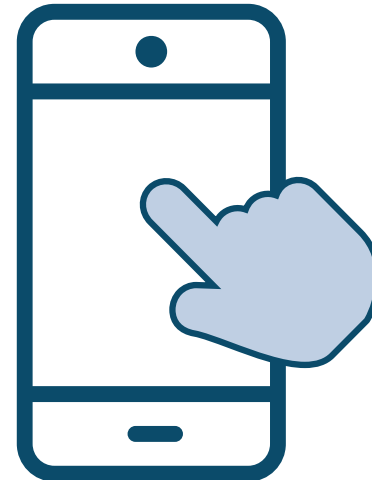
## MOBILE WEB PERFORMANCE ON SMARTPHONES VS TABLETS

Tablets have slightly better (**+7.2%**) average View Through Rates than Smartphones on Mobile Web

Smartphones have **80%** better Click Through Rates than Tablets on Mobile Web



**+7.2%** better VTR

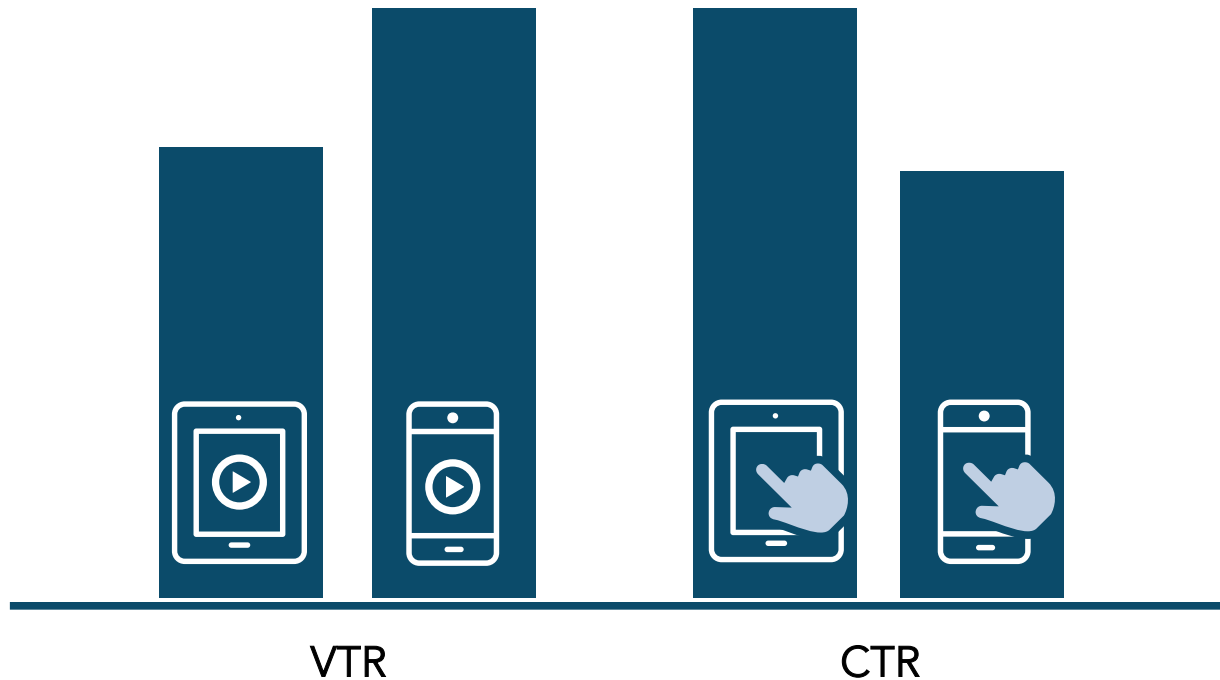


**80%** better CTR

## IN-APP PERFORMANCE ON SMARTPHONES VS TABLETS

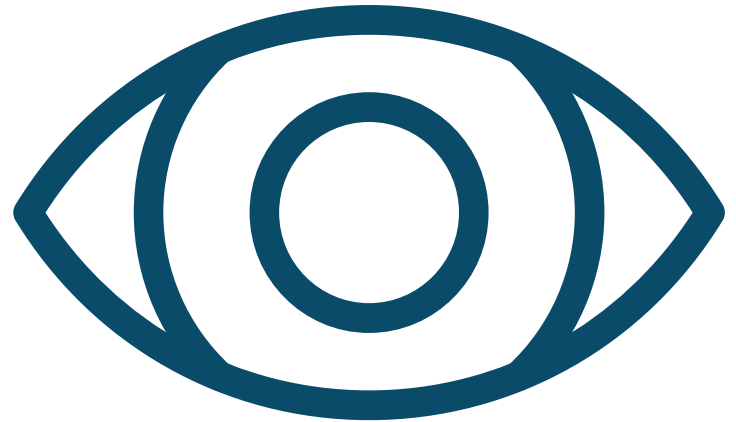
Smartphones have **33%** better average View Through Rates than Tablets on In-App inventory

Tablets have a **36%** better Click Through Rate than Smartphones on In-App inventory



## CONCLUSIONS: VTR

For all the hype around the way users consume media across devices, our research shows that View Through Rates are stable across Smartphones and Tablets. Advertisers looking to drive completions as a key KPI might try concentrating spend on In-App, Smartphone inventory, but will find appropriate scale across Tablet and Mobile Web as well.



## CONCLUSIONS: CTR

For driving clicks and site visits, Smartphones beat Tablets overall. That said, for spend concentrated on In-App placements, those looking for clicks should target Tablets. For Mobile Web buyers, Smartphones see the best performance.



## ABOUT US

Founded in 2009, engage:BDR is a leading cross-device advertising solution company consistently recognized for powering outstanding, integrated Display and Video ad experiences.

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