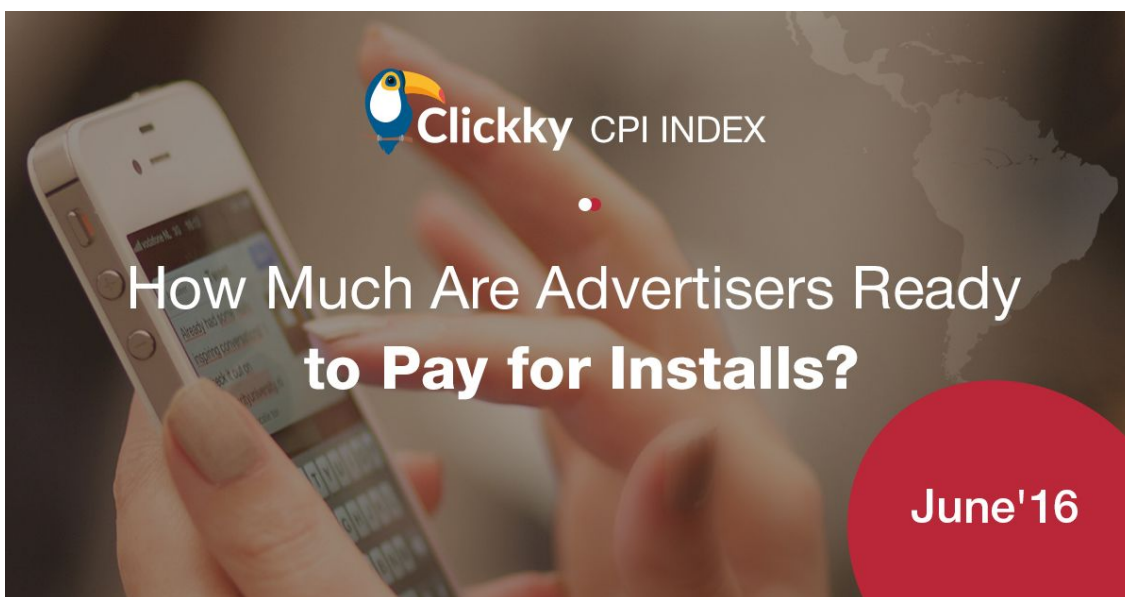# How Much Are Advertisers Ready to Pay for Installs?
Clickky CPI Index June '16

We are pleased to introduce the Clickky CPI Index, which shows the current state of market demand. We calculated the Index for different countries, two OSes (iOS, Android), non-incent traffic and different categories. The Clickky CPI Index June '16 overview shows accumulated data from 186,187 Android and 29,936 iOS ad campaigns.

The analysis shows general market statistics for the previous month (May '16 data). The figure data below (Average CPI by country May '16) also shows the changes in CPI compared to April '16. All the graphs below are based on Clickky advertising campaign data.


Average CPI by country May '16
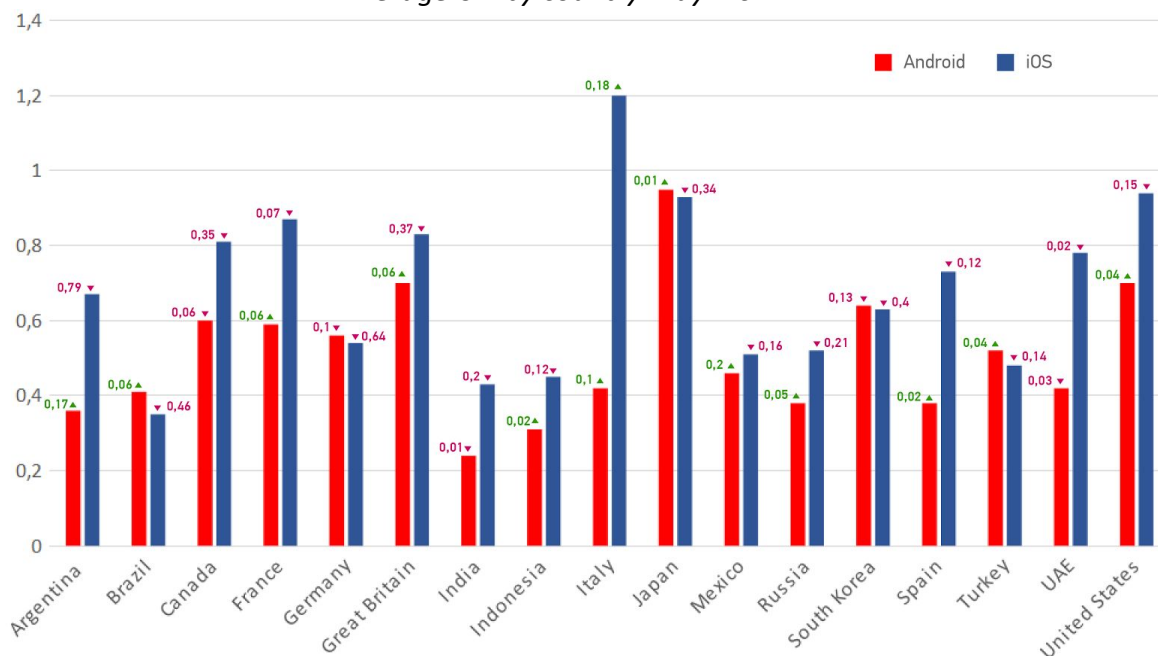
The data reveals that the cost of app installs for iOS and Android varied greatly for different countries. Italy, USA and Japan had the highest average cost per iOS mobile app install. Compared to April, the May cost per iOS app install showed some decline for all countries, besides Italy (+$0.18). The most significant absolute indicator was for Argentina (-$0.79). On the other hand, April CPI for Android showed growth for about 50% represented countries. Again, the most significant absolute indicator was for Argentina (+$0.17). Both iOS and Android showed a positive growth rate in Italy (in April: China, Argentina, Canada, Israel, Russia, Brazil, Turkey). Both iOS and Android showed negative growth rates in Germany, India, Indonesia, South Korea and UAE (in April: Egypt). We will take a closer look at how an app's category influenced app CPI in different countries.
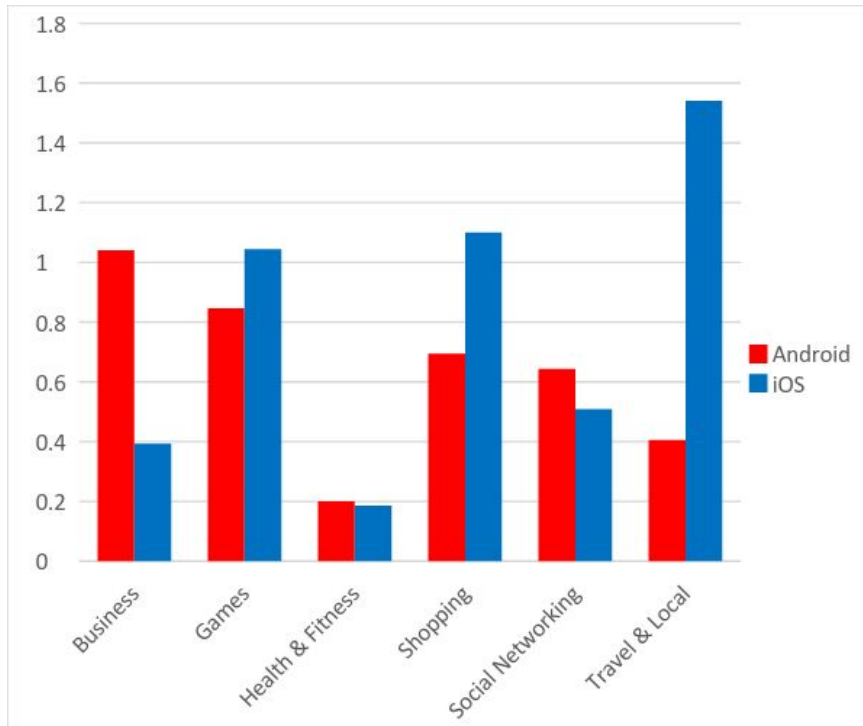
NORTH AMERICA
*Average payout (Android and iOS CPI comparison for non-incent ads) in the **United States***
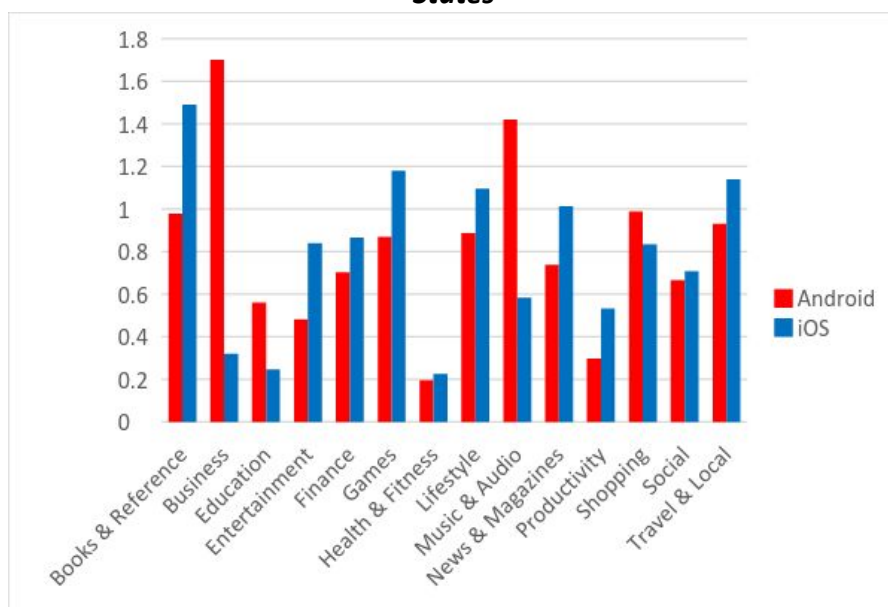
In the United States last month, Shopping was the only category where Android CPI was slightly higher than iOS CPI. In May, Android showed more than twice the cost per install than iOS for Business, Education, Music & Audio. Advertisers in the U.S. were ready to pay $1+ for the following iOS categories: Games, Lifestyle, Travel and Local. similar to April, Health & Fitness are the least expensive for both for Android and iOS.
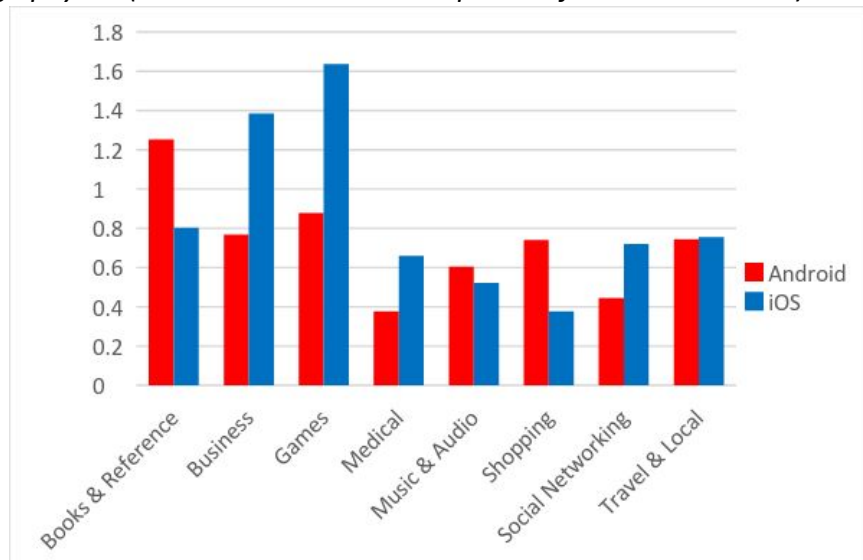
*Average payout (Android and iOS CPI comparison for non-incent ads) in **Canada***

In Canada, Business was not the only category where Android CPI was higher than iOS CPI (as it was in April): in May Health & Fitness and Social Networking had higher Android CPI. There was a big difference between Android and iOS CPI for Travel & Local ($0.41 and $1.5 respectively).

EMEA
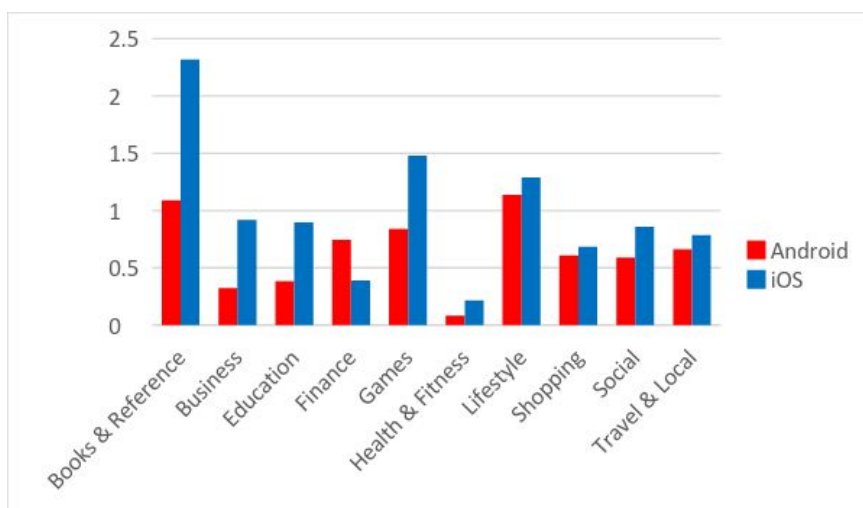*Average payout (Android and iOS CPI comparison for non-incent ads) in **Germany***

In Germany, the Books & References, Music & Audio and Shopping categories had higher Android CPI than iOS CPI. In Germany, advertisers had to make larger investments for such iOS categories as Games ($1.64) and Business ($1.38).

*Average payout (Android and iOS CPI comparison for non-incent ads) in **Great Britain***
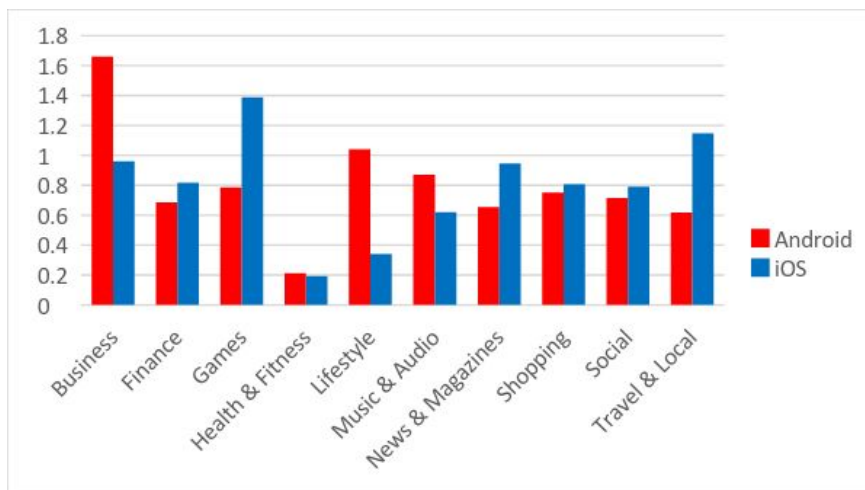

In Great Britain, Business showed the highest CPI for Android and Games showed the highest CPI for iOS. Similar to Canada and the US, cost per install both for Android and iOS was approximately $0.2.

*Average payout (Android and iOS CPI comparison for non-incent ads) in **France***

For Books and References in France, iOS CPI was twice that for Android, and Android CPI was extremely high ($2.31).

*Average payout (Android and iOS CPI comparison for non-incent ads) in **Spain***
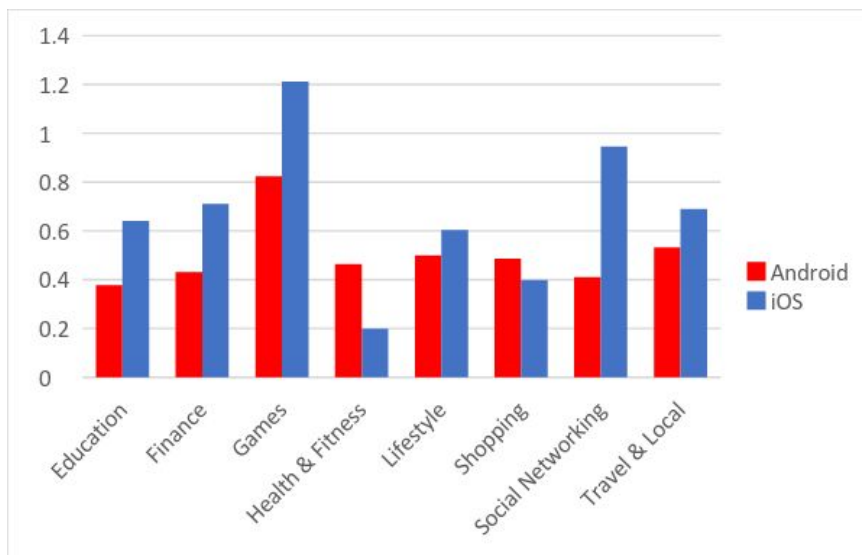

Advertisers in Spain were ready to pay $1+ for the iOS categories of Games and Social Networking.

Average payout (Android and iOS CPI comparison
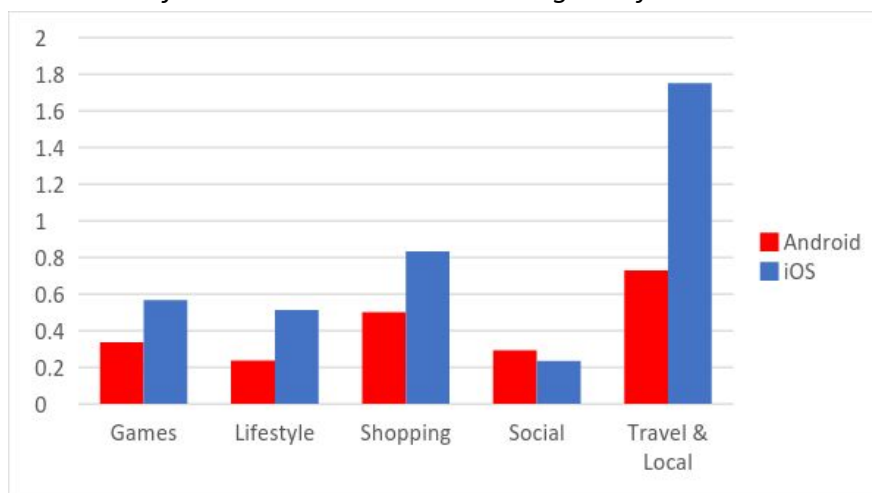
*for non-incent ads) in **Turkey***
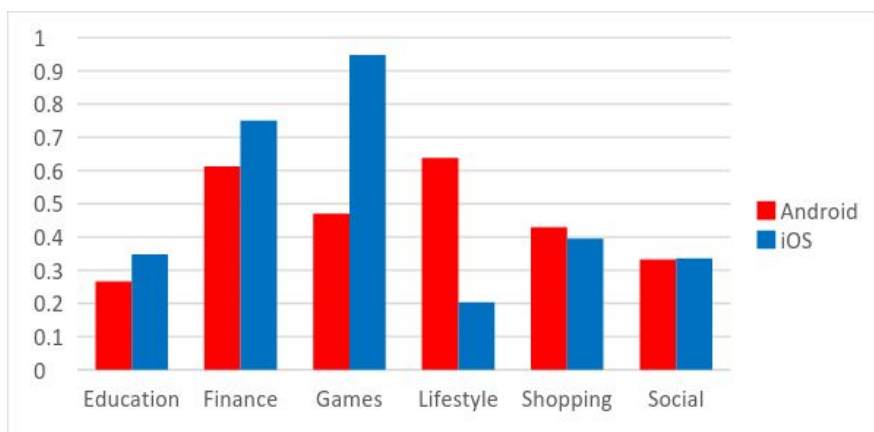
In Turkey, CPI for iOS Games apps in May was up to $1.00, similar to April. The most expensive Android category was Lifestyle. There was also a great difference between Android and iOS CPI for Lifestyle (cost per install for Android was three times higher than iOS).

Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **Italy***
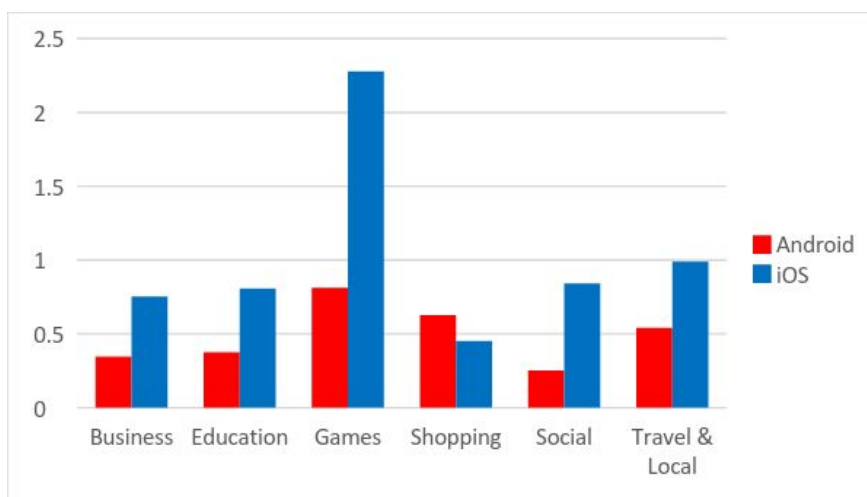
In Italy, games was the most expensive category for both platforms in May (similar to April). Within concerned categories, iOS CPI was higher than Android only for Shopping.

Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **UAE***

Travel in UAE had the highest cost per install both for iOS and Android ($1.75 and $0.7 respectively).
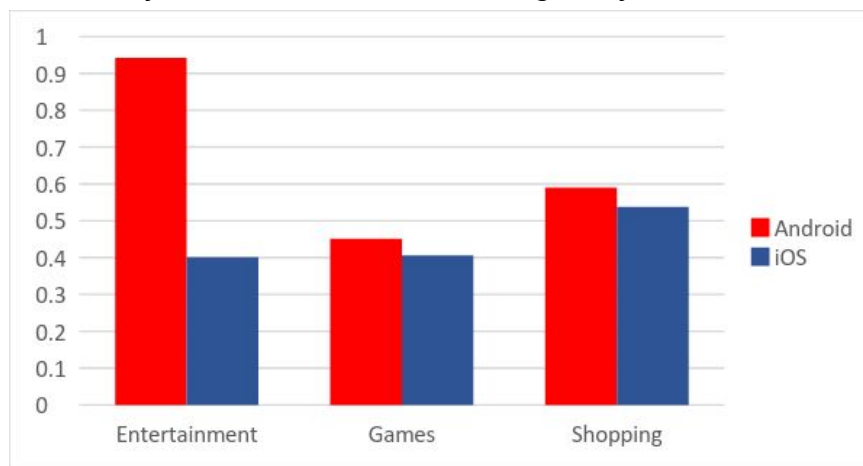
Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **Russia***
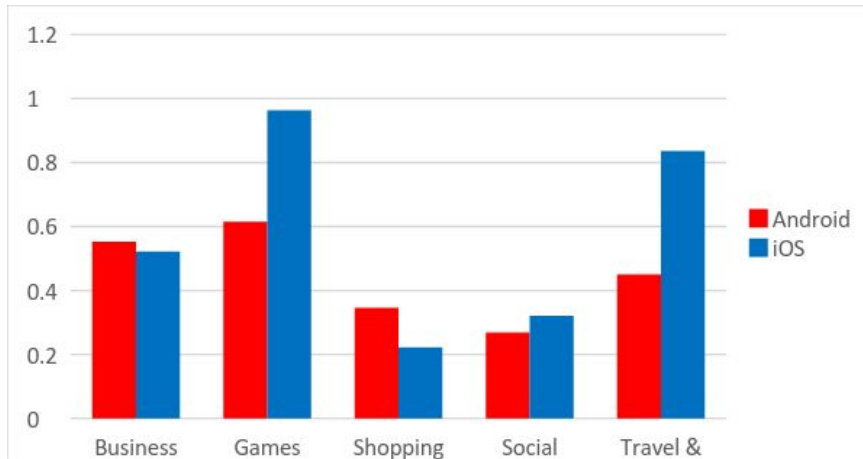
Games in UAE had the highest cost per install both for iOS and Android ($1.75 and $0.7 respectively). CPI for Travel and Local iOS apps in Russia was almost 2 times larger than for Android.

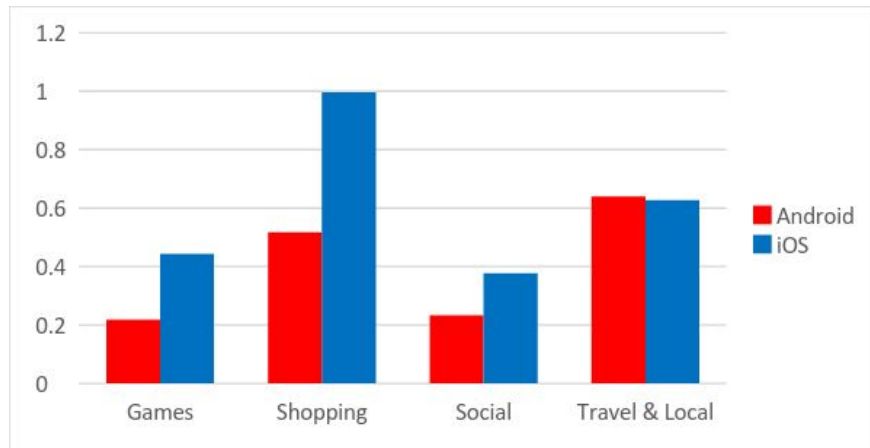**LATAM**
Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **Brazil***

In Brazil, CPI for Android all categories was higher than for iOS. Android CPI for Entertainment was more than twice than that for iOS.

Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **Mexico***

In Mexico, cost per iOS download was larger for most categories except Travel & Local, but even in this case they were nearly equal. Shopping was the most expensive iOS category in Mexico.

Average payout Android and iOS CPI comparison
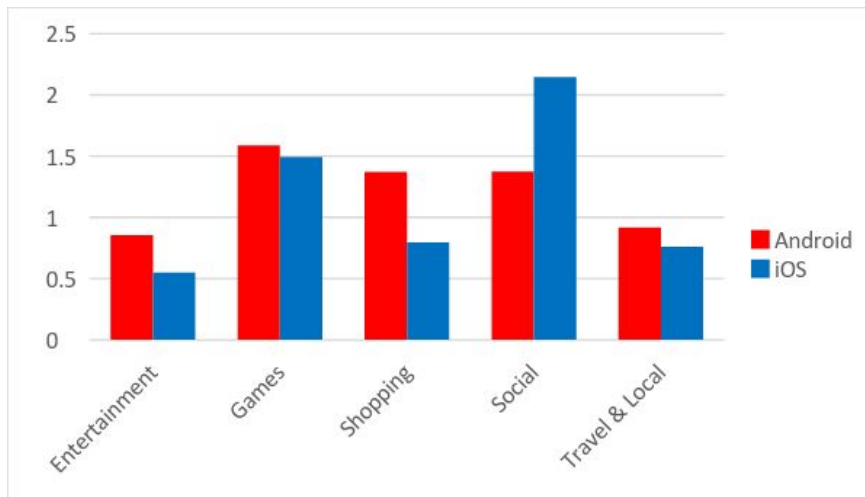*for non-incent Ads within categories for **Argentina***
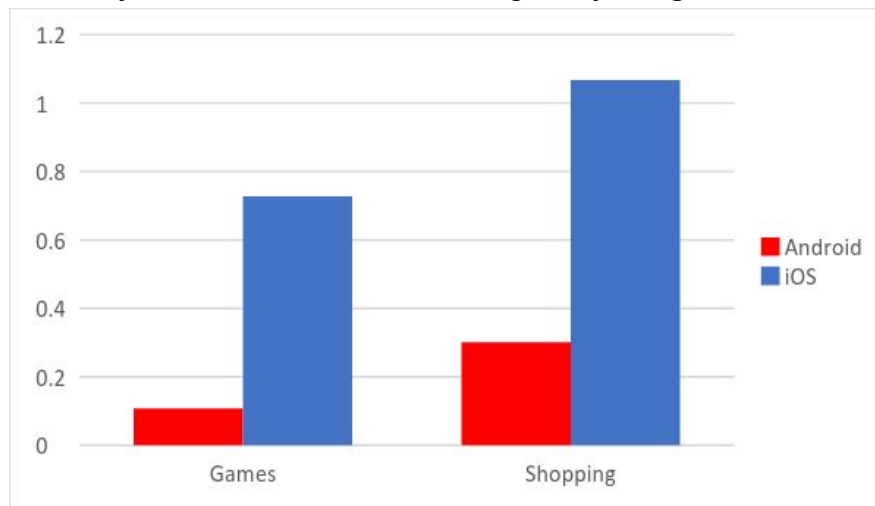
There was a big difference between Android and iOS cost per install. Similar to Mexico, Shopping was the most expensive iOS category in Argentina.
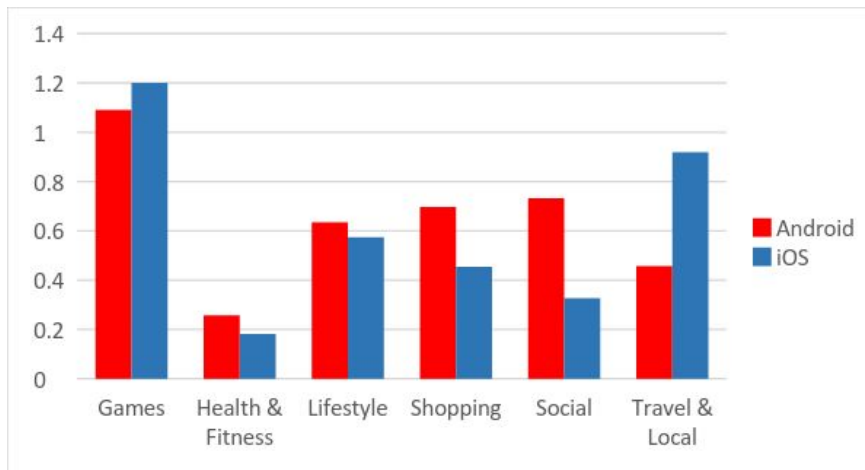
*Average payout (Android and iOS CPI comparison for non-incent ads) in **Japan***

In Japan, most categories had higher Android CPI, only Social had higher iOS CPI. With iOS CPI up to $2.14, Social was the most expensive compared to the considered countries. Similar to Brazil, Japan had no significant difference between Android and iOS cost per install for Games.

Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **South Korea***

In Korea, Games was the most expensive for both Android and iOS, with CPI at $1.1 and $1.2 respectively. Android needs more investment for all categories, except Games and Travel & Local.

Average payout Android and iOS CPI comparison
*for non-incent Ads within categories for **India***
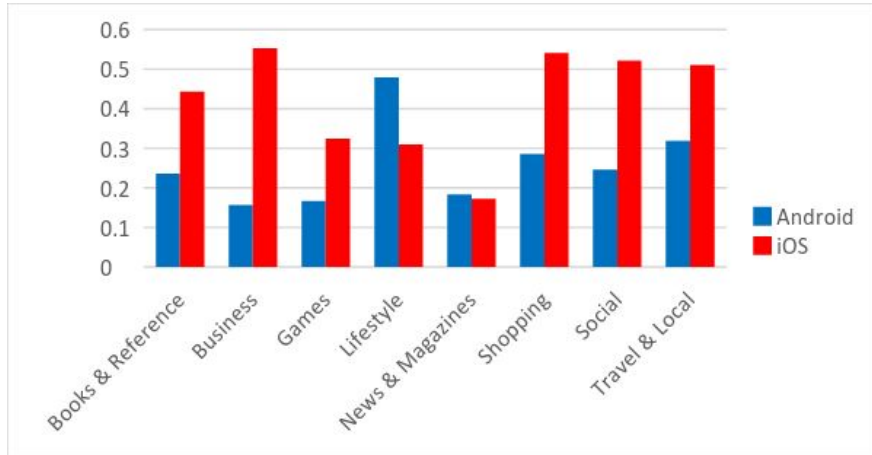
There was a significant dispersion between iOS and Android cost per install Business category in India. Business and Shopping were the most expensive categories for iOS. Lifestyle was the most expensive for Android. iOS needs more investment for all categories except Lifestyle and News & Magazines.

SEA
Average payout iOS CPI for
*non-incent Ads within categories for **Indonesia***
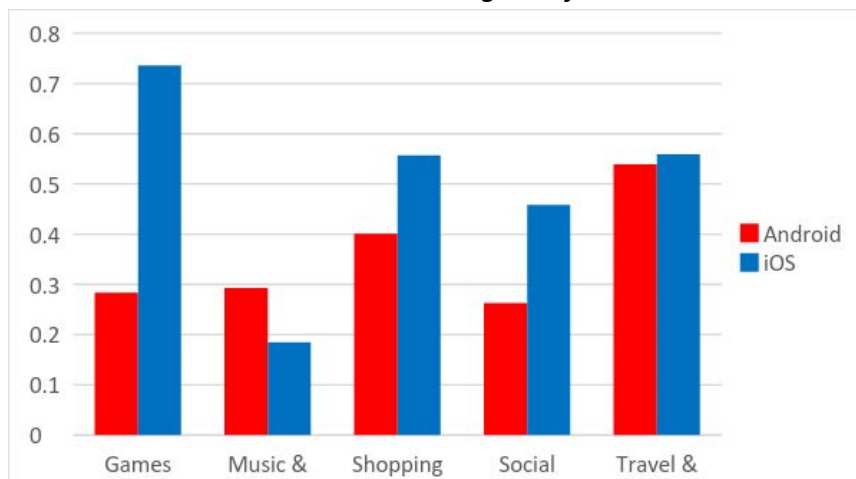
In Indonesia, most categories had higher iOS CPI: only Music & Audio had higher Android CPI. Games with iOS CPI up to $0.75 was the most expensive iOS category; there was a significant difference between Games cost per install for Android and iOS.

Conclusions:

1.   The monthly Clickky CPI Index varies constantly throughout considered countries.

2.   Over the period of May- April 2016 there were no significant changes, except Argentina, which again showed the greatest change with an iOS CPI gap up to -$0.79 (e.g. the average iOS CPI in April-March was +$0.67).

3.   Even within one region, the cost per install in each category varies greatly for different countries. For example, in North America countries, Android Business CPI is $1.7 in USA and $1.04 in Canada. In APAC countries, iOS Social CPI is $2.14 in Japan and $0,32 in South Korea.

4.   Within each country, there is a great CPI difference between platforms for some categories. For example, in Italy the CPI for Games is $2.27 for iOS and $0.81 for Android.

5.   Geo location, app category and OS are the key factors that affect CPI.

Clickky is a leading platform for mobile monetization in emerging markets. We offer a wide variety of solutions, tailored to the needs of mobile publishers. Our platform ensures easy integration and high eCPM rates. Its userfriendly interface enables publishers to reduce the number of actions required to launch ad campaigns. We work with clients from all over the world, generating more than 30,000 mobile ad campaigns every day. In 2016 Clickky made TOP5 among advertising and marketing companies and TOP3 among mobile adtech companies in the Inc.5000 Europe ranking.

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