



# APPS PERFORMANCE ANALYSIS AND OPTIMIZATION STRATEGY

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# SUMMARY

- Introduction
- Section 1 : Overview of key findings for APP A, B, C
- Section 2 : APP A Performance Analysis
- Section 3 : APP B Performance Analysis
- Section 4 : APP C Performance Analysis

**General Key insights and Upsell Simulation**

# INTRODUCTION

- The objective of this study is to evaluate the performance of advertising campaigns across three applications (**App A, App B, and App C**) and provide clear recommendations for optimizing future campaigns. By analyzing the impact of platform (iOS vs. Android), user segments (Top Payers, Payers, Non-Payers), and creative types (Native, Interstitial, Banner, video feed), we aim to identify areas of strong performance and areas in need of improvement. This report will also present budget upsell suggestions based on the identified opportunities to drive higher ROAS and overall revenue.

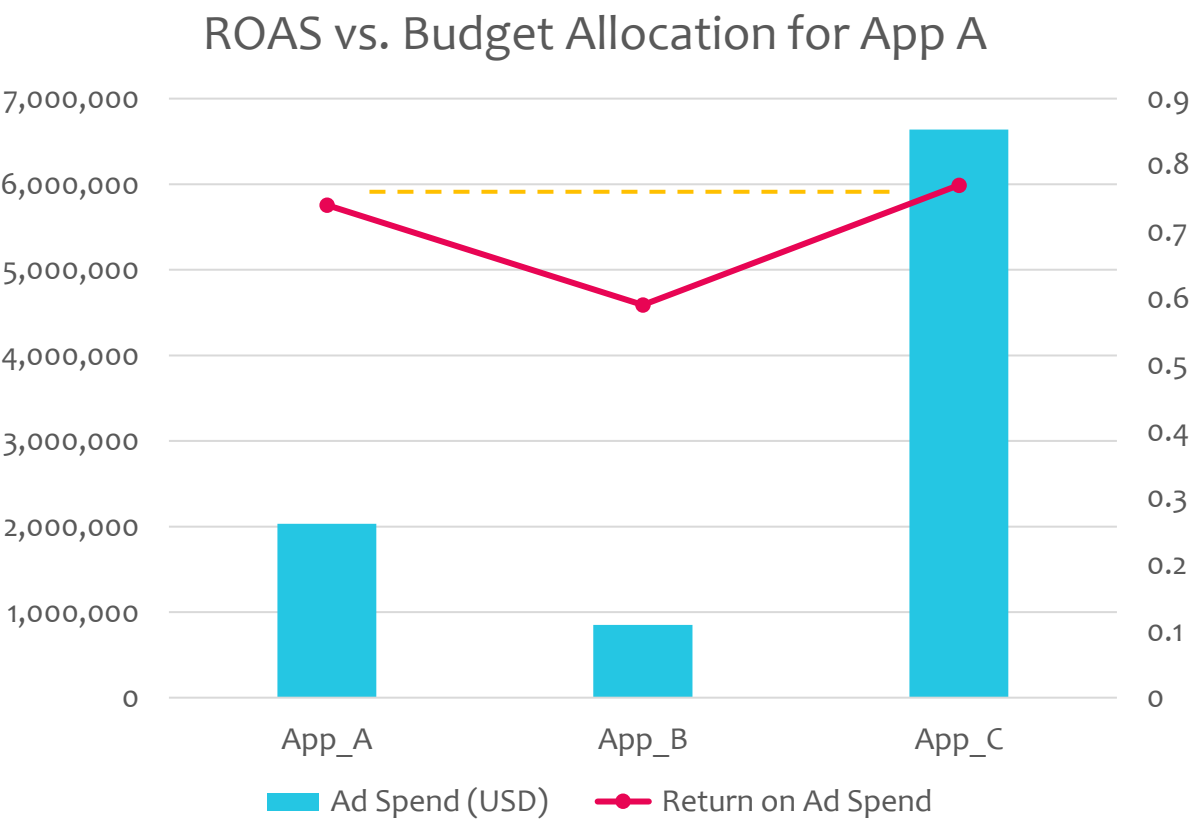


# Overview of key findings for APP A, B, C

# Across APPs, APP B lags behind

Higher Budget Does Not Always Yield Higher ROAS: Need for Optimized Spend

Étiquettes de lignes	Ad Spend (USD)	Return on Ad Spend		Return on Ad Spend(Objective)
App_A	2,032,732	0.74	↖	0.70
App_B	851,308	0.59	↖	0.60
App_C	6,637,626	0.77	↖	0.70



# Android Outperforms iOS Across All Apps

Comparative Performance across Apps by Operating System

		APP A	
KPI	ANDROID		IOS
AD SPEND (USD)	1,252,606		780,126
IN-APP REVENUE (USD)	1,218,521		280,723
ROAS(USD)	0.97		0.36
CPC(USD)	0.22		0.35
CPA(USD)	14.22		32.91
CPM(USD)	6.25		7.26
CTR	2.78		2.10
		APP B	
AD SPEND (USD)	851,308		0
IN-APP REVENUE (USD)	498,899		0
ROAS(USD)	0.59		0
CPC(USD)	0.30		0
CPA(USD)	20.97		0
CPM(USD)	8.34		0
CTR	2.82		0
		APP C	
AD SPEND (USD)	4,142,677		2,494,949
IN-APP REVENUE (USD)	4,558,307		577,617
ROAS(USD)	1.10		0.23
CPC(USD)	0.26		0.40
CPA(USD)	14.58		51.75
CPM(USD)	4.85		8.49
CTR	1.86		2.10

# Top Payers Are the Revenue Drivers Across All Apps

Comparative Performance across Apps by USER

KPI	NON_PAYERS	APP A PAYERS	TOP_PAYERS
AD SPEND (USD)	470,926	1,506,988	54,818
IN-APP REVENUE (USD)	113,379	488,386	897,479
ROAS(USD)	0.24	0.32	16.37
CPC(USD)	0.11	0.45	0.26
CPA(USD)	35.46	41.51	0.88
CPM(USD)	2.18	17.36	10.09
CTR	1.99	3.83	3.94

APP B			
AD SPEND (USD)	121,621	702,938	26,749
IN-APP REVENUE (USD)	64,062	177,427	257,410
ROAS(USD)	0.53	0.25	9.62
CPC(USD)	0.09	0.46	0.34
CPA(USD)	19.12	48.25	1.36
CPM(USD)	1.85	20.53	13.73
CTR	1.94	4.44	4.03

APP C			
AD SPEND (USD)	1,405,649	5,032,699	199,278
IN-APP REVENUE (USD)	274,354	1,318,650	3,542,920
ROAS(USD)	0.20	0.26	17.78
CPC(USD)	0.12	0.51	0.39
CPA(USD)	49.86	53.76	0.95
CPM(USD)	1.49	25.84	15.25
CTR	1.24	5.09	3.89

# Native Ads Lead Performance Across All Apps, Interstitials Struggle

Comparative Performance across Apps by Creative

KPI	CREATIVE_BANNER	CREATIVE_EXTERNAL_PLAYABLE	APP A				
			CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_PLAYABLE	CREATIVE_VIDEO_INFEEED	CREATIVE_VIDEO_INTERSTITIAL
AD SPEND (USD)	440,299	0	340,896	286,408	0	64,471	900,658
IN-APP REVENUE (USD)	423,160	0	320,212	443,272	0	47,417	265,183
ROAS(USD)	0.96	0	0.94	1.55	0	0.74	0.29
CPC(USD)	0.97	0	0.28	1.93	0	1.37	0.15
CPA(USD)	14.12	0	13.97	9.41	0	20.48	39.83
CPM(USD)	2.98	0	5.84	4.11	0	7.10	39.53
CTR	0.31	0	2.05	0.21	0	0.52	26.23
APP B							
AD SPEND (USD)	165,445	0	162,940	107,330	0	29,528	386,065
IN-APP REVENUE (USD)	118,764	0	115,306	135,895	0	20,312	108,622
ROAS(USD)	0.72	0	0.71	1.27	0	0.69	0.28
CPC(USD)	0.67	0	0.35	2.01	0	0.60	0.19
CPA(USD)	17.28	0	16.88	10.59	0	20.75	39.33
CPM(USD)	3.60	0	7.16	5.13	0	7.58	45.02
CTR	0.54	0	2.03	0.25	0	1.25	24.12
APP C							
AD SPEND (USD)	1,363,766	4	1,126,817	1,017,946	1,531	219,283	2,908,279
IN-APP REVENUE (USD)	1,564,901	0	1,036,796	1,533,080	2,072	215,036	784,039
ROAS(USD)	1.15	0	0.92	1.51	1.35	0.98	0.27
CPC(USD)	1.03	1.33	0.27	2.35	9.63	1.49	0.18
CPA(USD)	13.09	0	17.31	10.98	17.01	15.74	51.61
CPM(USD)	2.51	5.15	4.52	3.89	28.57	6.80	47.62
CTR	0.24	0.39	1.70	0.17	0.30	0.46	26.05



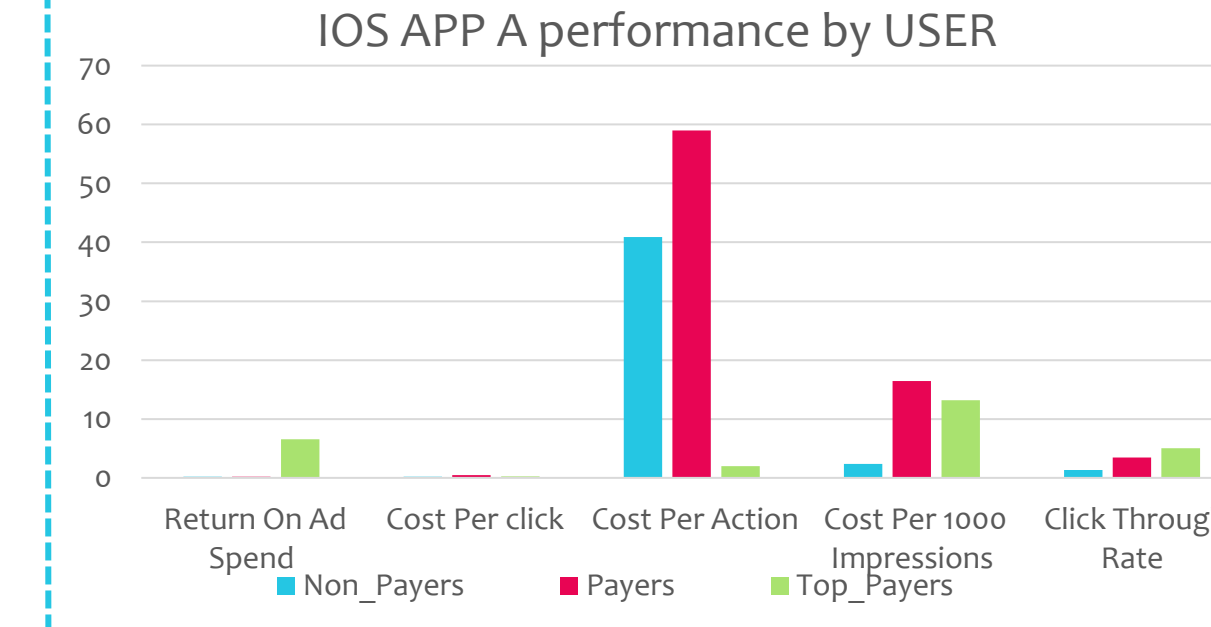
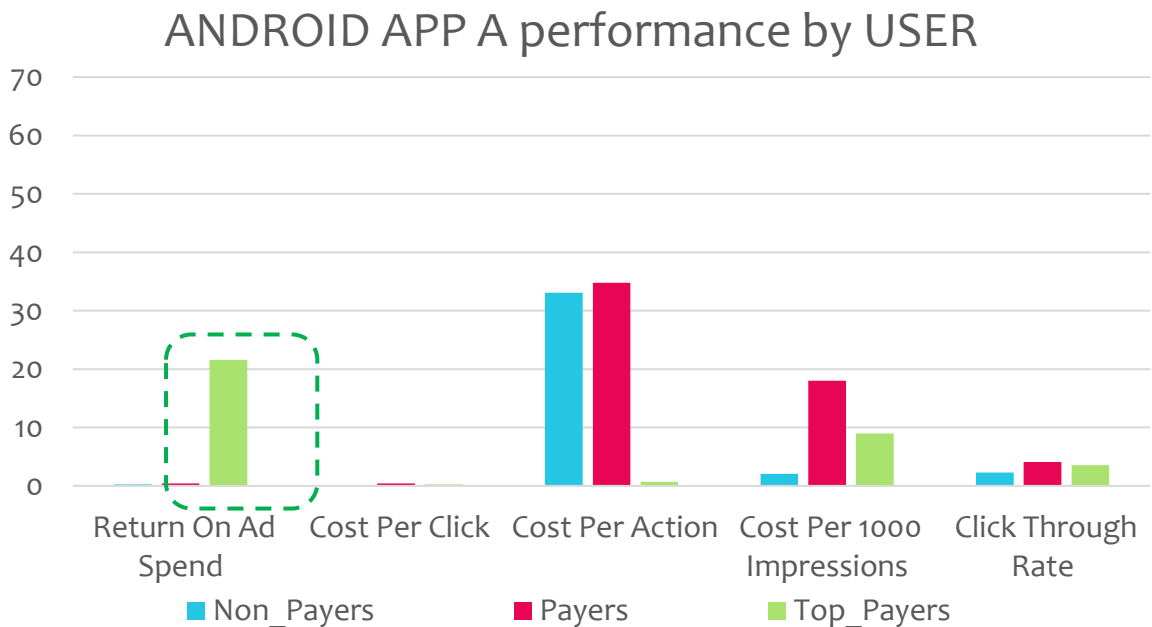
# APP A Performance Analysis



# Android's Top Payers Lead ROAS; iOS Lags Behind

User Segments by OS for App A

KPI	ANDROID			IOS		
	NON_PAYERS	PAYERS	TOP_PAYERS	NON_PAYERS	PAYERS	TOP_PAYERS
ROAS(USD)	0.27	0.40	21.55	0.19	0.21	6.54
CPC(USD)	0.09	0.44	0.25	0.18	0.47	0.26
CPA(USD)	33.06	34.79	0.68	40.92	58.98	1.98
CPM(USD)	2.09	18.00	8.98	2.38	16.46	13.20
CTR	2.31	4.07	3.54	1.32	3.48	5.05

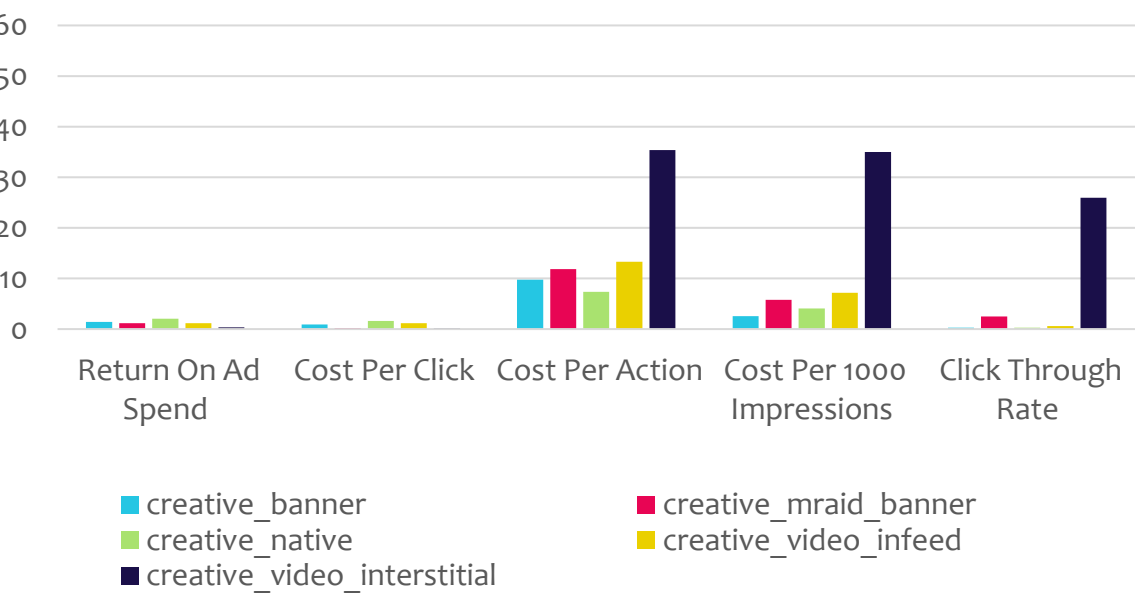


# Native and MRAID Banners on Android Lead the Way in ROAS

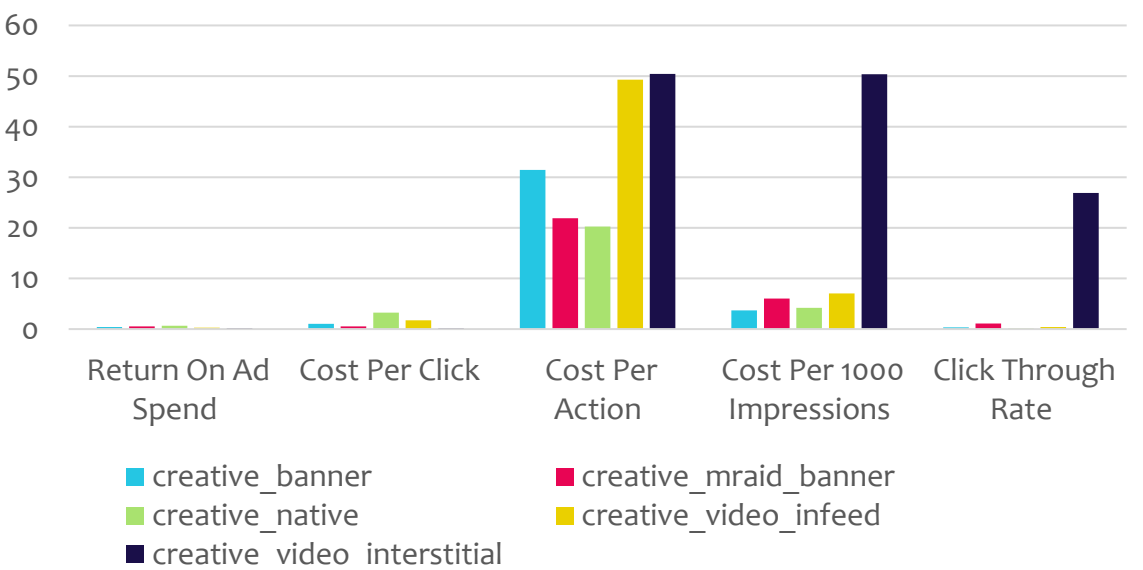
Creative Performance by OS for App A

KPI	ANDROID					IOS				
	CREATIVE_BANNER	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL	CREATIVE_BANNER	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
ROAS(USD)	1.42	1.14	2.03	1.19	0.35	0.39	0.54	0.64	0.25	0.21
CPC(USD)	0.90	0.23	1.59	1.15	0.13	1.06	0.53	3.24	1.73	0.19
CPA(USD)	9.74	11.84	7.33	13.29	35.34	31.44	21.89	20.28	49.25	50.43
CPM(USD)	2.58	5.77	4.08	7.15	34.99	3.68	6.00	4.18	7.04	50.34
CTR	0.28	2.50	0.26	0.62	25.97	0.35	1.12	0.13	0.41	26.87

ANDROID APP A performance by creative



IOS APP A performance by creative





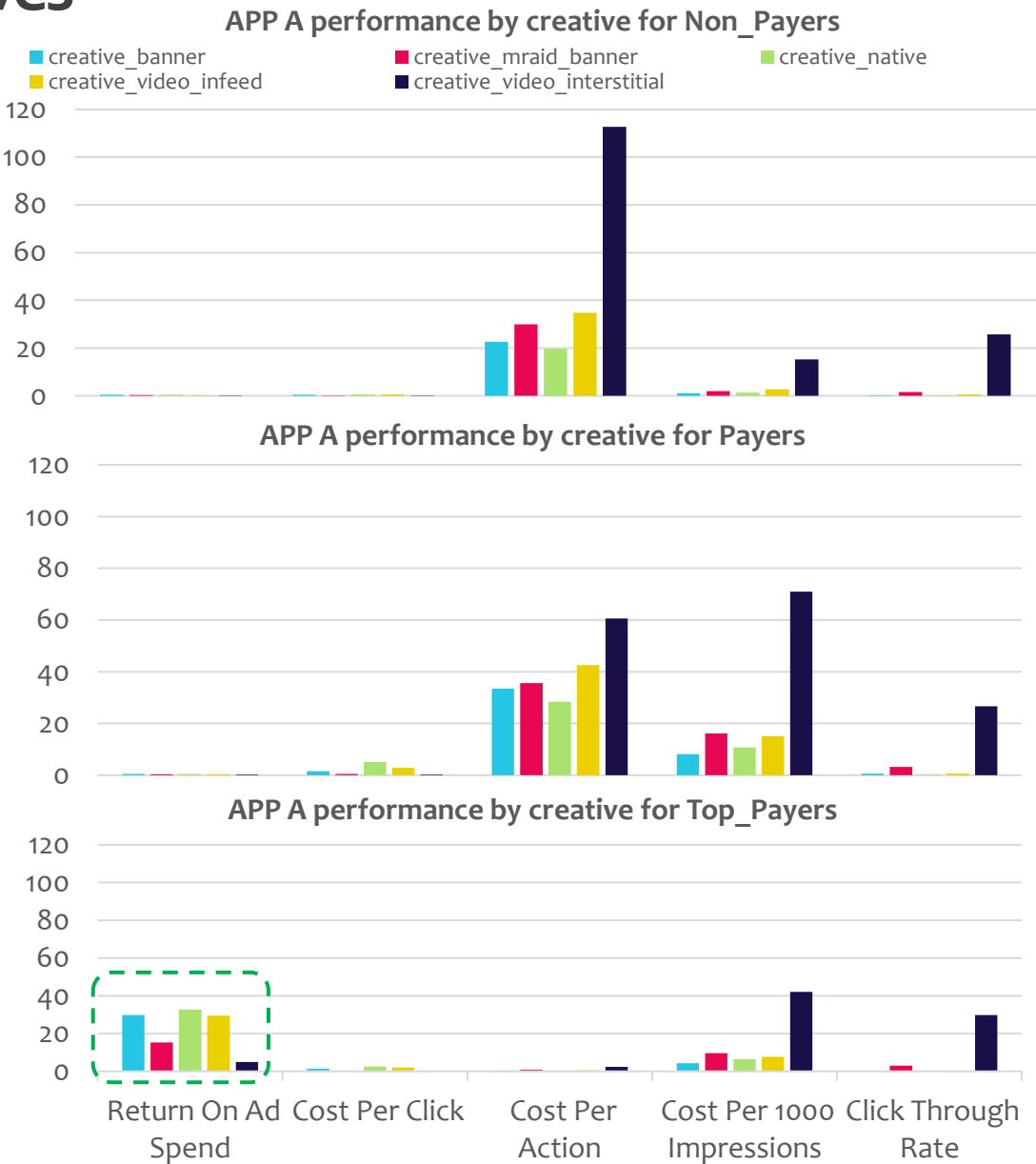
# Top Payers Show Strong ROAS Across All Creatives

Creative Types by User Segments for App A

KPI	NON_PAYERS				
	CREATIVE_BANNER	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
ROAS(USD)	0.39	0.28	0.45	0.23	0.07
CPC(USD)	0.49	0.12	0.60	0.53	0.06
CPA(USD)	22.59	29.97	19.75	34.73	112.68
CPM(USD)	1.09	2.02	1.27	2.72	15.26
CTR	0.22	1.63	0.21	0.52	25.74

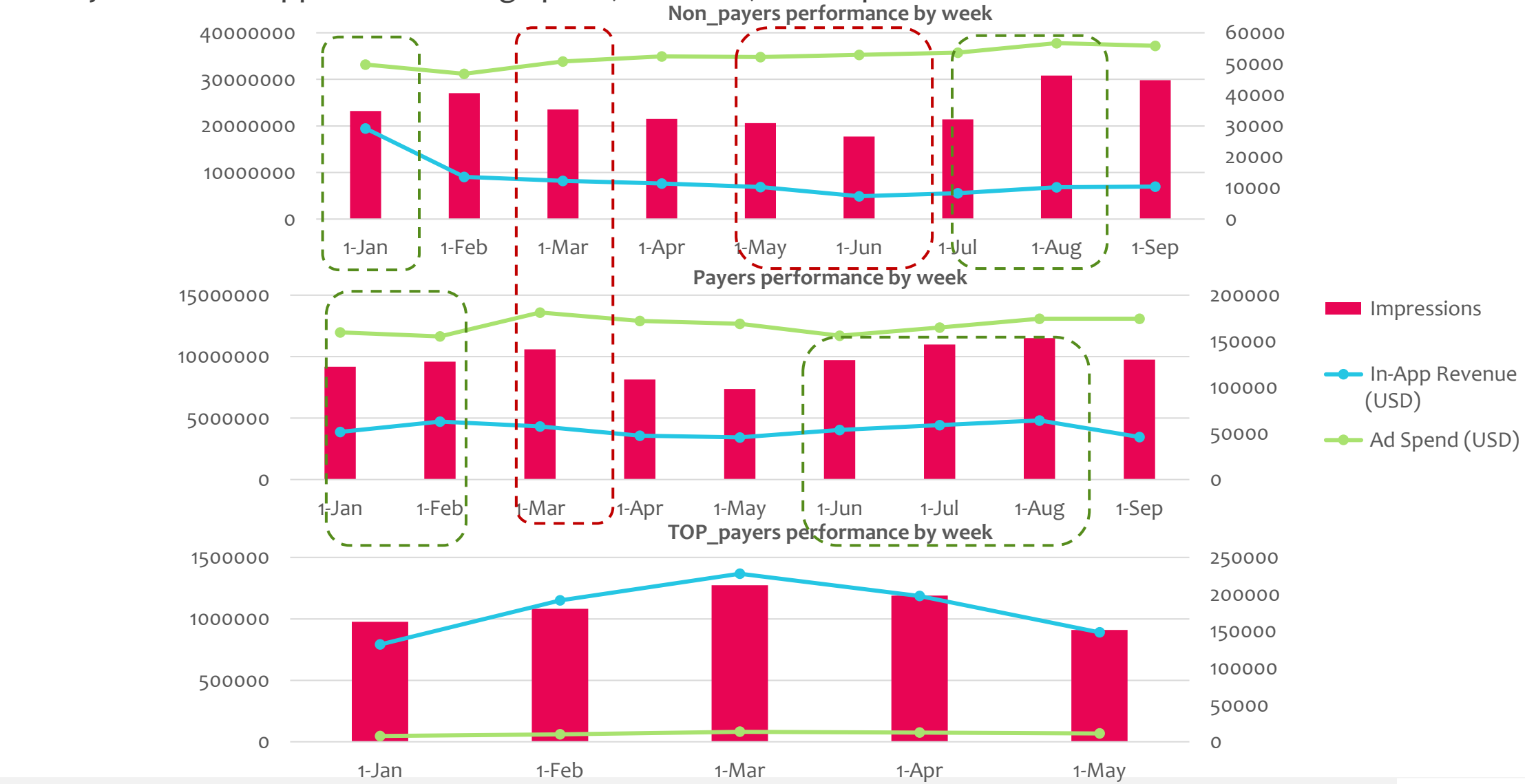
PAYERS					
ROAS(USD)	0.43	0.38	0.50	0.33	0.20
CPC(USD)	1.51	0.51	5.01	2.86	0.27
CPA(USD)	33.42	35.55	28.35	42.52	60.58
CPM(USD)	8.10	16.09	10.77	15.10	70.93
CTR	0.54	3.14	0.22	0.53	26.67

TOP_PAYERS					
ROAS(USD)	29.89	15.22	32.67	29.42	4.92
CPC(USD)	1.40	0.32	2.60	2.00	0.14
CPA(USD)	0.49	0.91	0.48	0.61	2.38
CPM(USD)	4.34	9.55	6.41	7.66	42.01
CTR	0.31	3.00	0.25	0.38	29.78



# The week of match 1st was less efficient for Non-Payers & Payers, followed by May 1st & June 1st for Non-Payers(signs of market saturation)

Weekly Trends for App A: Fluctuating Spend, Revenue, and Impressions



# APP A Recommendations : Optimizing Spend During High-ROAS Weeks and Reducing Budget in Saturated Periods

## Recommendations:

### ❑ Optimize Profitable Periods:

1. **Identified profitable periods:** The weeks of **January 1st**, **June 1<sup>st</sup>**(for Payers), **July 1<sup>st</sup>** and **August 1st** showed a **strong correlation between ad spend and generated revenue**, with high ROAS and stable impressions.
2. **Recommendation:** Increase ad budgets during these periods to capitalize on the most responsive segments. For example, boost campaigns targeting **Top Payers** during these weeks.

### ❑ Reduce Spend in Saturated Periods:

1. **Less profitable periods:** The weeks of **March 1st** , **May 1<sup>st</sup>** and **June 1st (for Non-Payers)** showed an **increase in ad spend** without a proportional rise in revenue. These periods appear to be saturated, where increased spend reduces campaign effectiveness.
2. **Recommendation:** Lower the budgets during these periods or reallocate some of the budget to more profitable periods or better-performing segments, such as **Android campaigns or native creatives or Top Payers**.

### ❑ Reallocate Budget Based on User Type:

1. **Top Payers** consistently deliver the **highest ROAS** during the mentioned periods. It is recommended to allocate a larger portion of the budget toward this segment, especially on **Android**, where performance is the strongest.
2. **Non-Payers and Payers:** Although their ROAS is lower, **offering promotional deals or specific incentives** during the more profitable weeks could increase conversions.

### ❑ Reallocate Budget Based on Creative Type:

1. **Reduce Budget for Interstitial Videos on iOS** by reallocating part of the budget to more effective creatives or to Android, where the return on investment is stronger.
2. **Native and MRAID banner creatives** have shown **excellent ROAS performance** during the weeks of **June 1st** and **August 1st**. Increasing investment in these creatives during these periods can maximize advertising effectiveness.

# APP B Performance Analysis

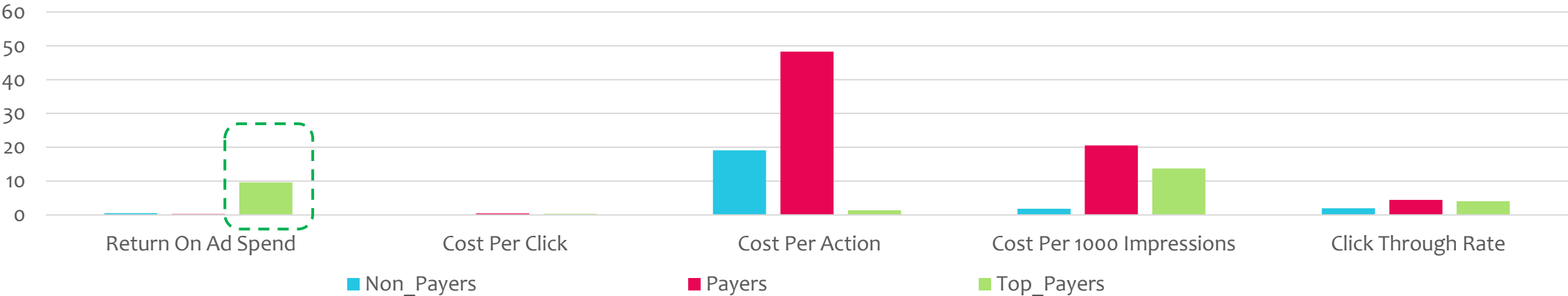


# Top Payers Drive Significant ROAS for App B, Non-Payers Struggle

## App B Performance by User Segment

KPI	NON_PAYERS	APP B PAYERS	TOP_PAYERS
Ad Spend (USD)	121,621	702,938	26,749
Clicks	1,281,622	1,518,891	78,541
Impressions	65,908,351	34,242,790	1,947,774
In-App Revenue (USD)	64,062	177,427	257,410
Return On Ad Spend(USD)	0.53	0.25	9.62
Cost Per Click(USD)	0.09	0.46	0.34
Cost Per Action(USD)	19.12	48.25	1.36
Cost Per 1000 Impressions(USD)	1.85	20.53	13.73
Click Through Rate	1.94	4.44	4.03

APP B performance by USER



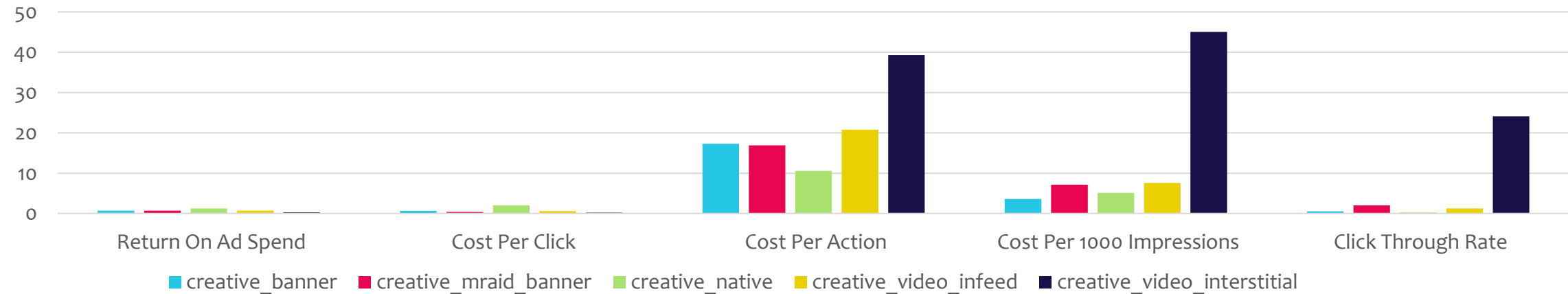


# Native and MRAID Banner Ads Show Strong ROAS for App B

Performance Analysis of Creative Types for App B

KPI	APP A				
	CREATIVE_BANNER	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
Ad Spend (USD)	165,445	162,940	107,330	29,528	386,065
Clicks	247,388	461,735	53,294	48,816	2,067,821
Impressions	45,944,066	22,767,061	20,919,842	3,893,332	8,574,614
In-App Revenue (USD)	118,764	115,306	135,895	20,312	108,622
Return On Ad Spend(USD)	0.72	0.71	1.27	0.69	0.28
Cost Per Click(USD)	0.67	0.35	2.01	0.60	0.19
Cost Per Action(USD)	17.28	16.88	10.59	20.75	39.33
Cost Per 1000 Impressions(USD)	3.60	7.16	5.13	7.58	45.02
Click Through Rate	0.54	2.03	0.25	1.25	24.12

APP B performance by creative



# Top Payers Drive High ROAS Across Creatives for App B

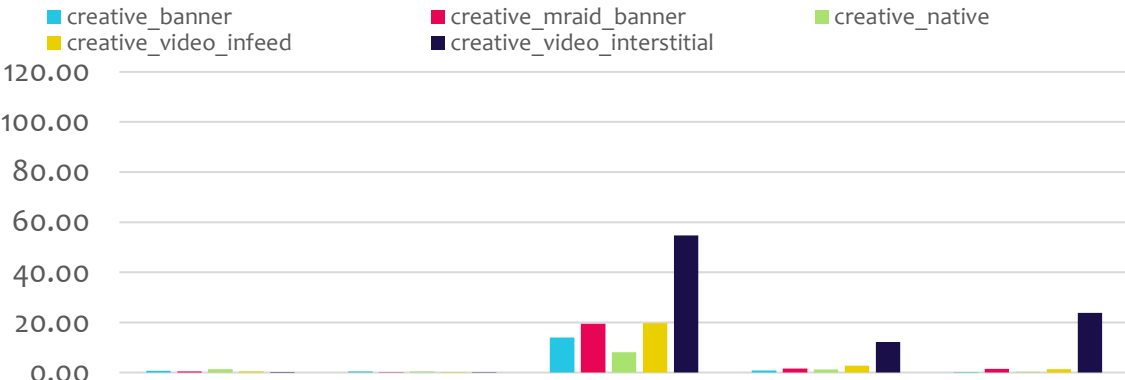
Creative Types by User Segments for App B

KPI	NON_PAYERS				
	CREATIVE_BANNER	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
ROAS(USD)	0.71	0.48	1.37	0.46	0.18
CPC(USD)	0.40	0.11	0.48	0.20	0.05
CPA(USD)	13.92	19.46	8.11	19.68	54.73
CPM(USD)	0.87	1.61	1.18	2.74	12.18
CTR	0.22	1.45	0.25	1.36	23.83

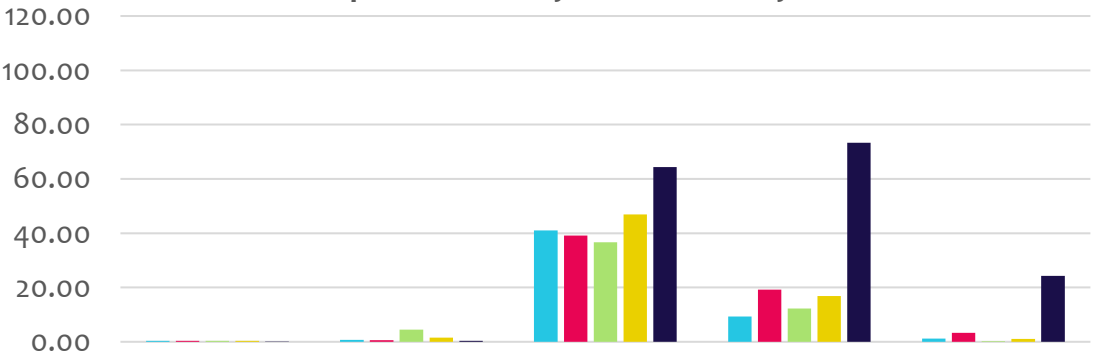
PAYERS					
ROAS(USD)	0.31	0.31	0.37	0.31	0.17
CPC(USD)	0.76	0.59	4.49	1.58	0.30
CPA(USD)	41.06	39.10	36.67	46.93	64.35
CPM(USD)	9.28	19.27	12.22	16.86	73.26
CTR	1.22	3.24	0.27	1.07	24.27

TOP_PAYERS					
ROAS(USD)	17.66	8.27	16.50	20.25	4.28
CPC(USD)	1.42	0.42	3.67	1.59	0.19
CPA(USD)	0.76	1.50	0.85	0.84	2.71
CPM(USD)	5.11	14.51	9.56	10.87	48.19
CTR	0.36	3.49	0.26	0.68	26.04

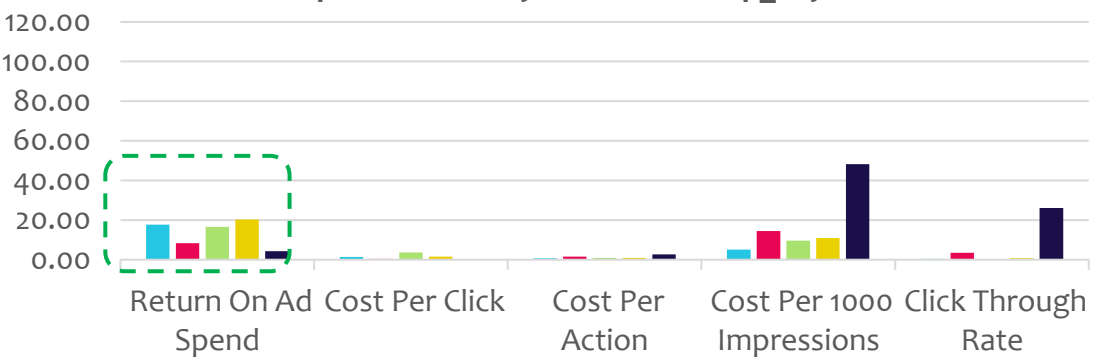
APP B performance by creative for Non\_Payers



APP B performance by creative for Payers

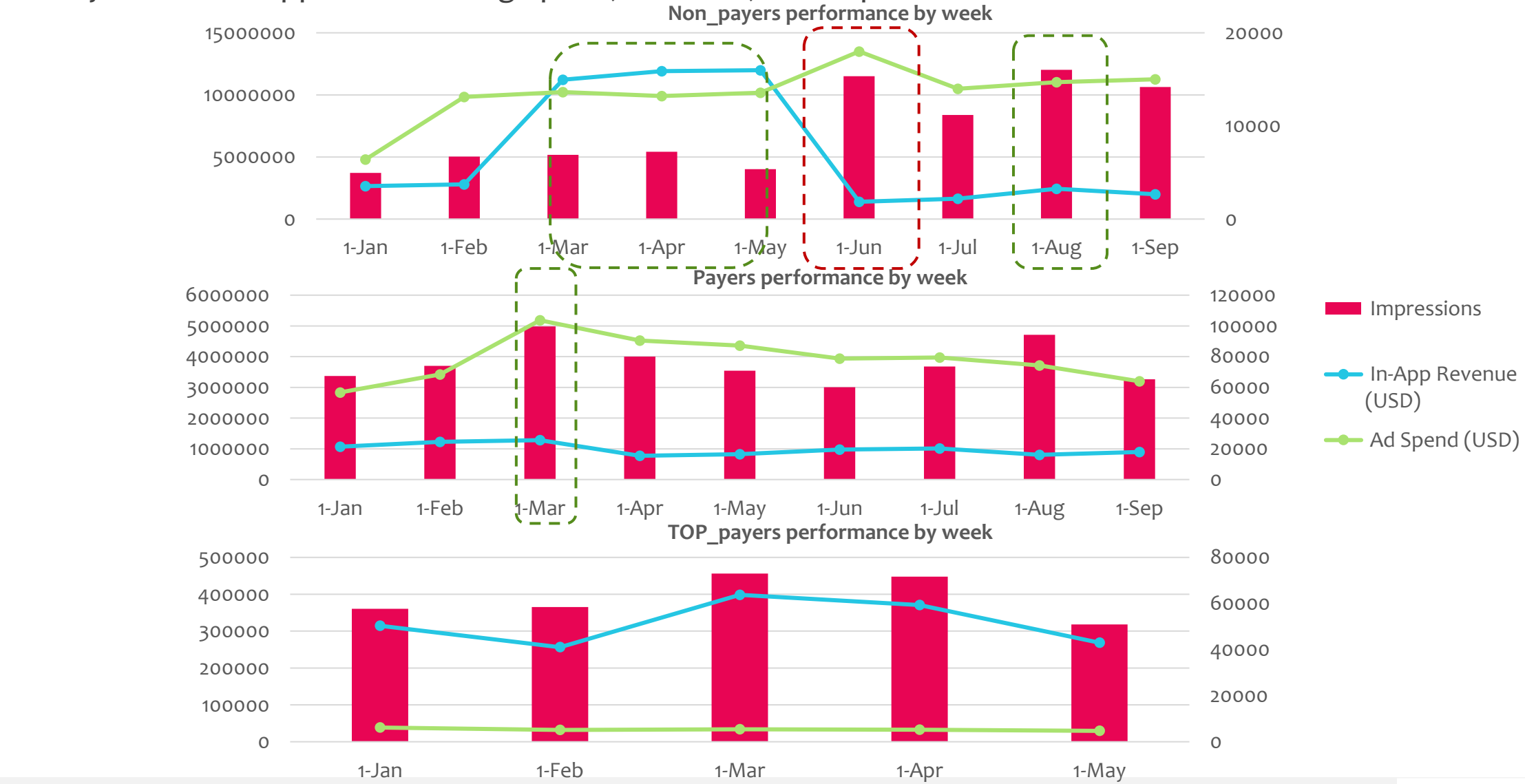


APP B performance by creative for Top\_Payers



# March 1st week to May 1st was very efficient for Non Payers(External boost or seasonal impact)

Weekly Trends for App B: Fluctuating Spend, Revenue, and Impressions



# APP B Recommendations: Focus on Top Payers and Native Ads

## Recommendations:

- ❑ **Increase budget for Top Payers:** This segment has a **high ROAS of 9.62**. A **25% increase** in ad spend targeting Top Payers, especially on **in-feed videos** and **banners**, could maximize results.
- ❑ **Reduce spending on Non-Payers:** ROAS is low, particularly for **interstitial video creatives**. A **15% reduction in spending** on this segment is recommended.
- ❑ **Optimize native creatives:** With a **ROAS of 1.27**, native creatives offer good returns. Increasing spend on this creative type, particularly for Top Payers, is advised.

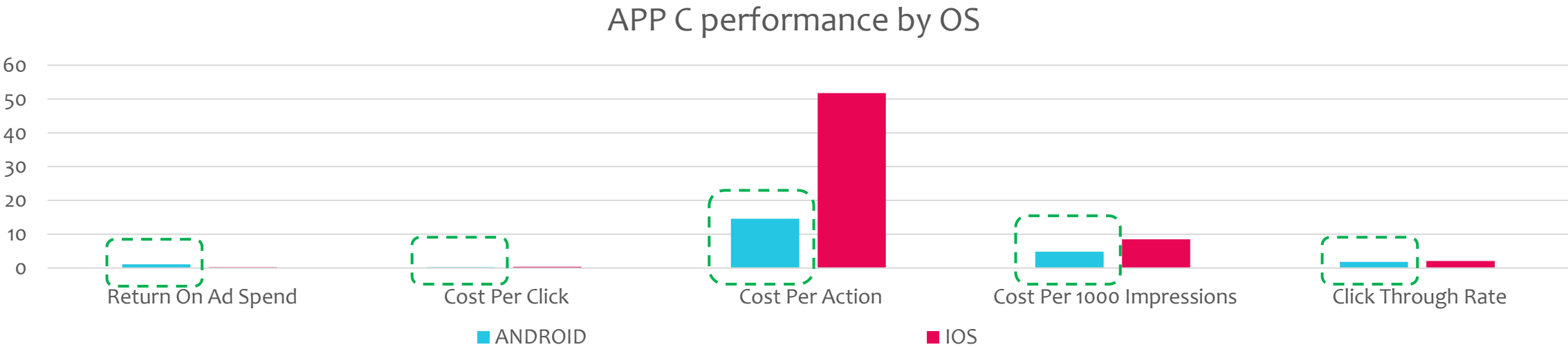
# APP C Performance Analysis



# Android Outperforms iOS: Superior ROAS and Lower Costs for App C

Comparative Performance of App C by Operating System

KPI	APP C	
	ANDROID	IOS
Ad Spend (USD)	4,142,677	2,494,949
Clicks	15,868,598	6,183,722
Impressions	854,581,020	293,909,477
In-App Revenue (USD)	4,558,307	577,617
Return On Ad Spend(USD)	1.10	0.23
Cost Per Click(USD)	0.26	0.40
Cost Per Action(USD)	14.58	51.75
Cost Per 1000 Impressions(USD)	4.85	8.49
Click Through Rate	1.86	2.10

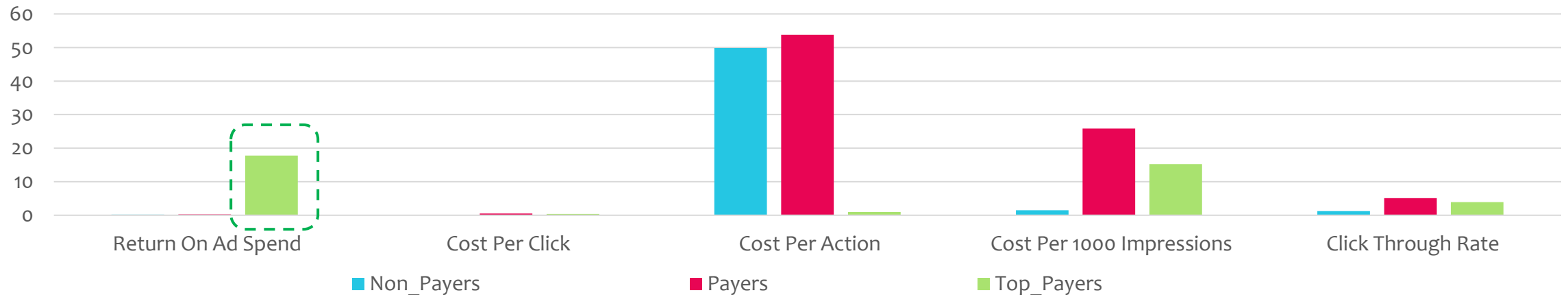


# Top Payers Drive Significant Revenue, Non-Payers Underperform for App C

## App C Performance by User Segment

KPI	NON_PAYERS	APP C PAYERS	TOP_PAYERS
Ad Spend (USD)	1,405,649	5,032,699	199,278
Clicks	11,625,223	9,919,201	507,896
Impressions	940,644,672	194,782,427	13,063,398
In-App Revenue (USD)	274,354	1,318,650	3,542,920
Return On Ad Spend(USD)	0.20	0.26	17.78
Cost Per Click(USD)	0.12	0.51	0.39
Cost Per Action(USD)	49.86	53.76	0.95
Cost Per 1000 Impressions(USD)	1.49	25.84	15.25
Click Through Rate	1.24	5.09	3.89

## APP C performance by USER

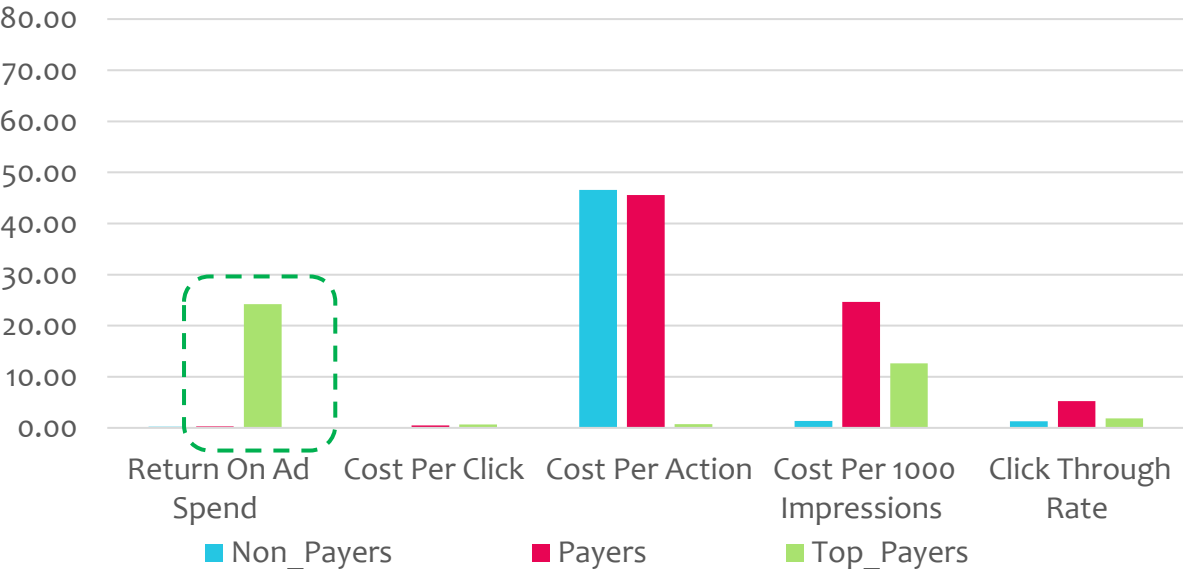


# Top Payers on Android Yield the Best ROAS, iOS Shows Weaker Performance

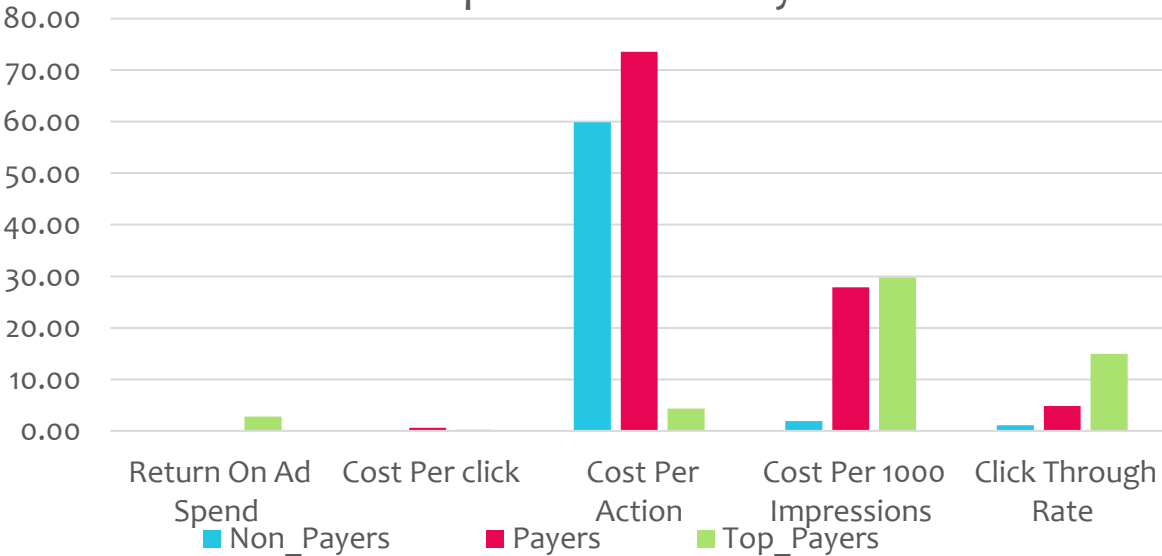
User Segments by OS for App C

KPI	ANDROID			IOS		
	NON_PAYERS	PAYERS	TOP_PAYERS	NON_PAYERS	PAYERS	TOP_PAYERS
ROAS(USD)	0.21	0.32	24.24	0.16	0.17	2.77
CPC(USD)	0.11	0.47	0.67	0.17	0.58	0.20
CPA(USD)	46.56	45.55	0.71	59.90	73.56	4.34
CPM(USD)	1.37	24.65	12.61	1.90	27.85	29.79
CTR	1.28	5.25	1.87	1.09	4.82	14.96

ANDROID APP C performance by USER



IOS APP C performance by USER



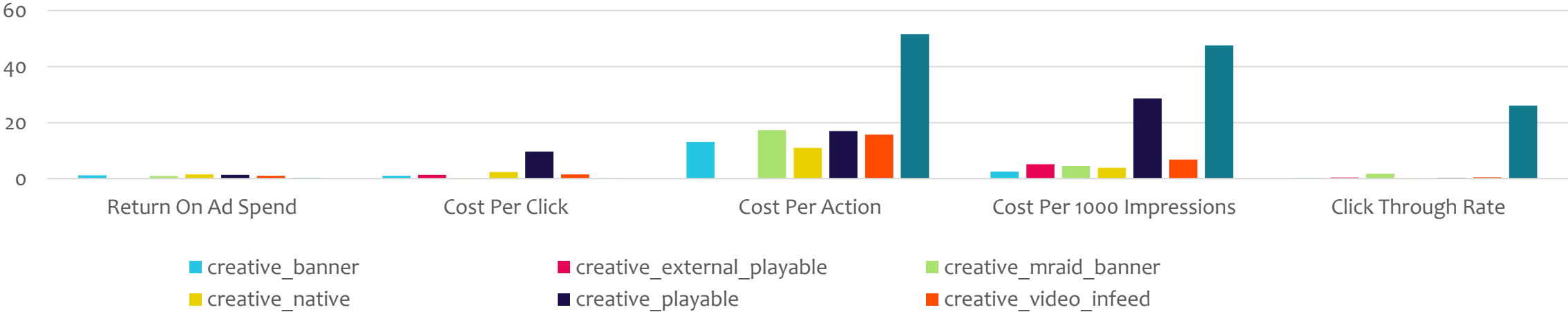


# Native Ads Lead Performance, Interstitials Underperform for App C

Performance Analysis of Creative Types for App C

KPI	APP C						
	CREATIVE_BANNER	CREATIVE_EXTERNAL_PLAYABLE	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_PLAYABLE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
Ad Spend (USD)	1,363,766	4	1,126,817	1,017,946	1,531	219,283	2,908,279
Clicks	1,327,243	3	4,237,373	433,396	159	146,778	15,907,368
Impressions	544,036,393	777	249,075,545	262,006,313	53,587	32,242,117	61,075,765
In-App Revenue (USD)	1,564,901	0	1,036,796	1,533,080	2,072	215,036	784,039
Return On Ad Spend(USD)	1.15	0	0.92	1.51	1.35	0.98	0.27
Cost Per Click(USD)	1.03	1.33	0.27	2.35	9.63	1.49	0.18
Cost Per Action(USD)	13.09	0	17.31	10.98	17.01	15.74	51.61
Cost Per 1000 Impressions(USD)	2.51	5.15	4.52	3.89	28.57	6.80	47.62
Click Through Rate	0.24	0.39	1.70	0.17	0.30	0.46	26.05

APP C performance by creative

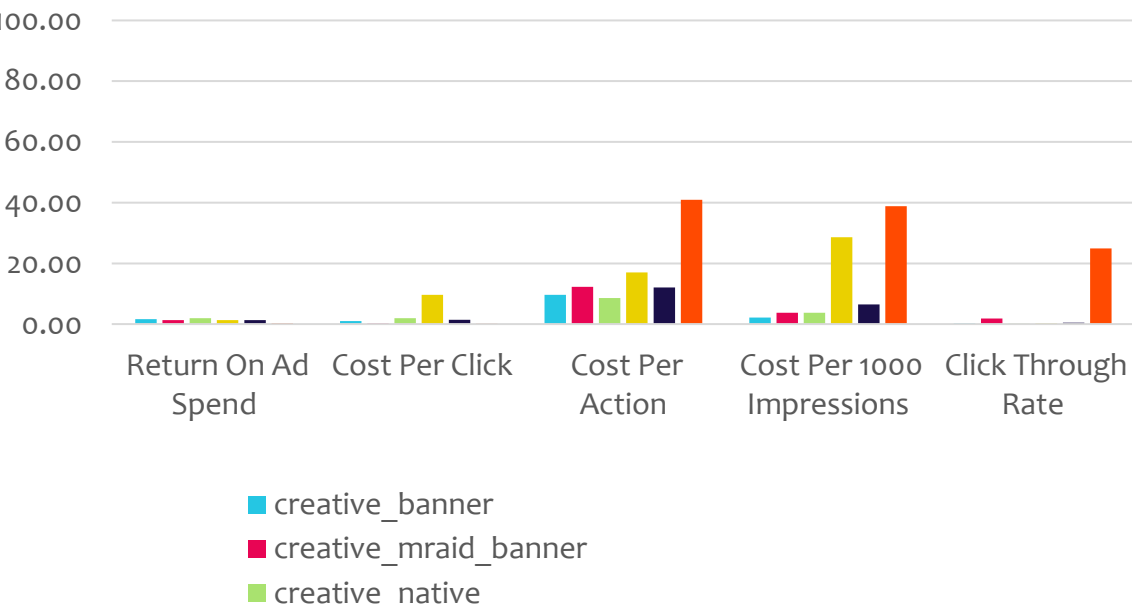


# Creative Performance on Android Surpasses iOS for App C

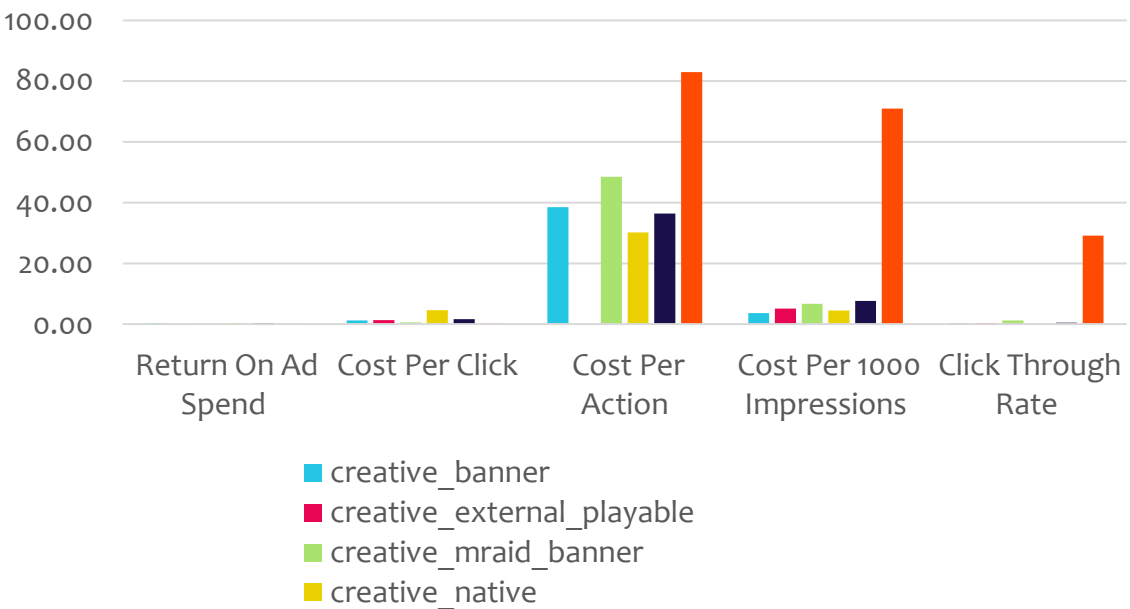
Creative Performance by OS for App C

KPI	ANDROID						IOS					
	CREATIVE_BANNER	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_PLAYABLE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL	CREATIVE_BANNER	CREATIVE_EXTERNAL_PLAYABLE	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
ROAS(USD)	1.60	1.34	1.98	1.35	1.32	0.37	0.33	0.00	0.26	0.41	0.36	0.13
CPC(USD)	0.96	0.20	1.94	9.63	1.45	0.16	1.19	1.33	0.56	4.54	1.58	0.24
CPA(USD)	9.62	12.27	8.60	17.01	12.02	40.91	38.48	0	48.56	30.18	36.43	83.03
CPM(USD)	2.14	3.76	3.69	28.57	6.43	38.80	3.66	5.15	6.65	4.44	7.60	70.96
CTR	0.22	1.88	0.19	0.30	0.44	24.89	0.31	0.39	1.19	0.10	0.48	29.09

ANDROID APP C performance by creative



IOS APP C performance by creative



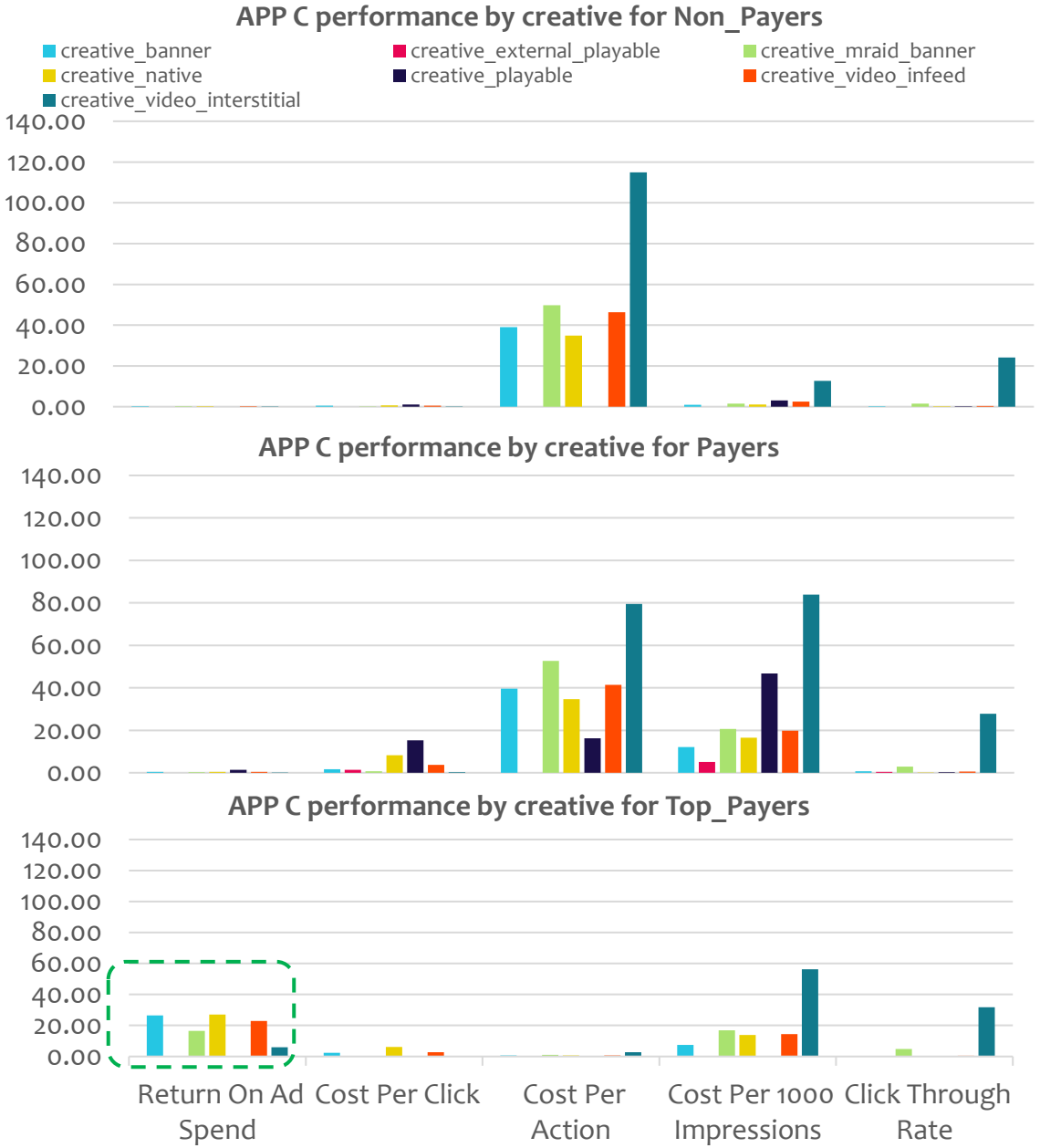
# Top Payers Show Best ROAS Across All Creative Types for App C

## Creative Types by User Segments for App C

KPI	NON_PAYERS						
	CREATIVE_BANNER	CREATIVE_EXTERNAL_PLAYABLE	CREATIVE_MRAID_BANNER	CREATIVE_NATIVE	CREATIVE_PLAYABLE	CREATIVE_VIDEO_INFEED	CREATIVE_VIDEO_INTERSTITIAL
ROAS(USD)	0.24	0	0.20	0.28	0.00	0.22	0.09
CPC(USD)	0.54	0	0.10	0.71	1.11	0.57	0.05
CPA(USD)	39.04	0	49.77	34.87	0	46.29	114.98
CPM(USD)	0.89	0	1.47	1.12	3.13	2.46	12.73
CTR	0.16	0	1.44	0.16	0.28	0.43	24.17

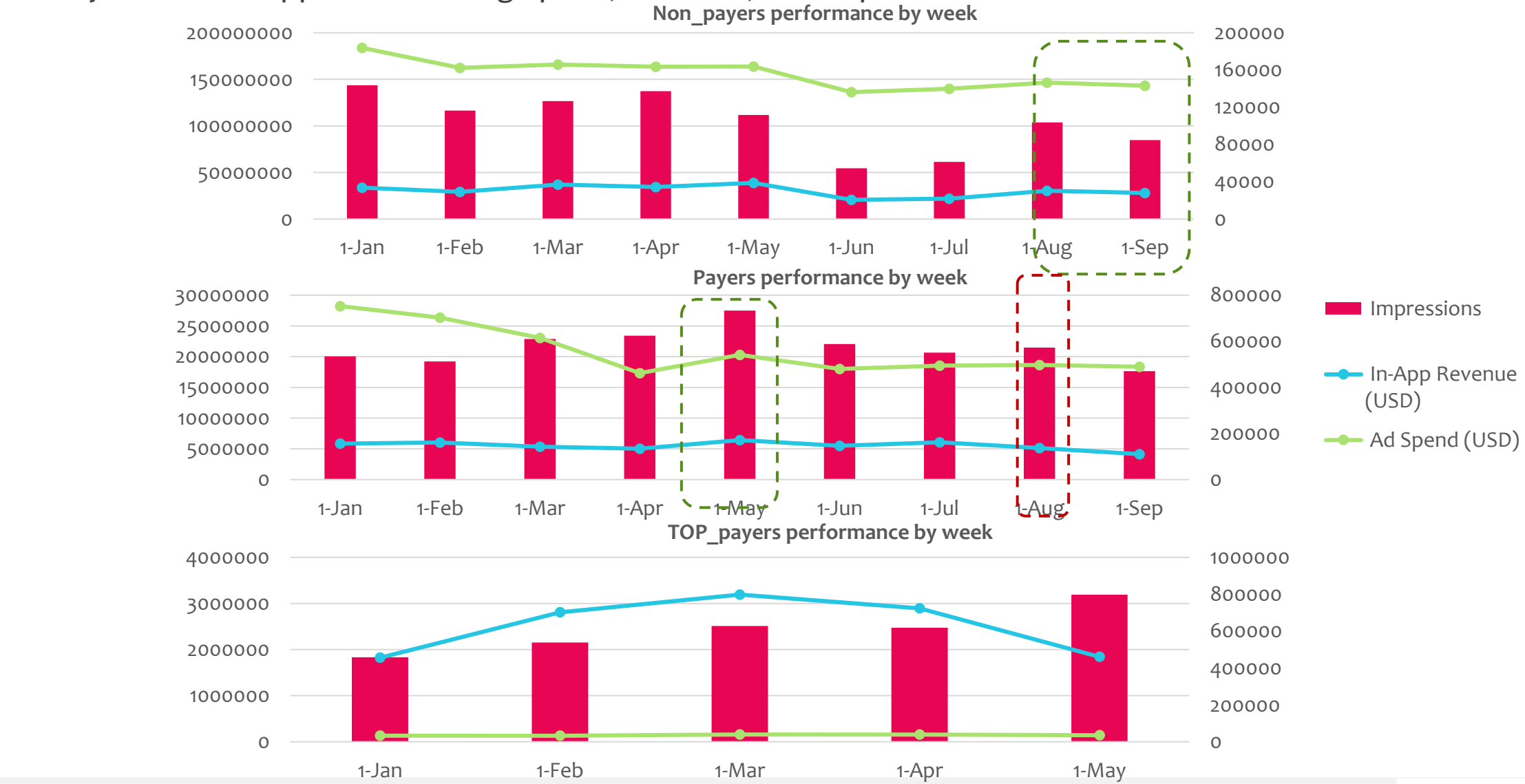
PAYERS							
ROAS(USD)	0.37	0	0.28	0.45	1.42	0.34	0.15
CPC(USD)	1.65	1.33	0.70	8.21	15.22	3.72	0.30
CPA(USD)	39.64	0	52.65	34.70	16.23	41.35	79.48
CPM(USD)	12.05	5.15	20.65	16.50	46.76	19.86	83.94
CTR	0.73	0.39	2.95	0.20	0.31	0.53	27.80

TOP_PAYERS							
ROAS(USD)	26.43	0	16.47	27.07	0	23.00	6.02
CPC(USD)	2.33	0	0.35	6.16	0	2.79	0.18
CPA(USD)	0.60	0	1.04	0.65	0	0.72	2.82
CPM(USD)	7.42	0	16.82	13.86	0	14.45	56.36
CTR	0.32	0	4.75	0.23	0	0.52	31.72



# August 1st week seems less efficient for Payers, great spends & ad strategy management for Non payer

Weekly Trends for App C: Fluctuating Spend, Revenue, and Impressions



# APP C Recommendation: Optimizing for Top Payers and Android

## Recommendations:

- ❑ **Increase budget for Android:** Performance is significantly better on Android, with a **ROAS of 1.10**. Increasing the **Android budget by 20%** could further boost revenue.
- ❑ **Target Top Payers:** They show **exceptional ROAS** across most creatives. A **30% reallocation** of budget to Top Payers, prioritizing **Native Ads** and **Banners**, is recommended.
- ❑ **Reduce spend on iOS:** iOS performance is much lower, with a **ROAS of 0.23**. Limiting investments in **interstitial videos** on iOS, where costs are high and returns are low, is advised.

# General Key insights and Upsell Simulation



# General Recommendations: Maximizing ROAS Across All Apps

## Recommendations:

- ❑ **Increase investment on Android:** Android shows better ROAS for **App A, B, and C**. A **20% increase** in the Android budget for each app is recommended.
- ❑ **Prioritize Top Payers:** This segment is the most profitable across all apps. A **30% budget increase** for Top Payers campaigns could generate significant revenue.
- ❑ **Reduce investment on iOS:** iOS shows lower performance, especially on interstitial videos. It is recommended to reallocate budget towards **native creatives** and Android campaigns.

# Upsell Simulation of current budget increase & allocation

App	Segment	Current Budget (USD)	Proposed Increase (%)	New Budget (USD)	Expected ROAS	Potential Revenue (USD)
App A	Android	1,252,606	20%	1,503,127	0.97	1,458,033
App B	Top Payers	26,749	30%	34,774	9.62	334,523
App C	Native Ads	18,000	25%	22,500	1.51	33,975
App B	iOS	120,000	-15%	102,000	0.59	60,180





**THANKS  
FOR  
YOUR ATTENTION!**