

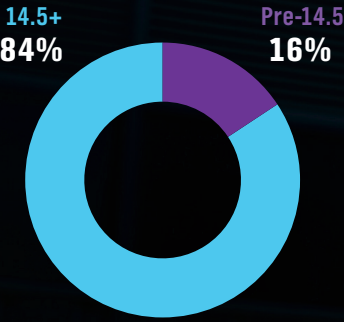
APPLE'S IDFA OPT-IN

ONE YEAR AFTER

It's been over a year since Apple introduced its ATT privacy framework. While the mobile advertising ecosystem has evolved, an identified user is more valuable than ever, and third-party partner ID providers are playing an invaluable role in maximizing advertising spend for buyers. IDFA opt-in rates have stabilized for the most part but there are several app categories where the market is still rapidly changing and buyers (and developers) need to take note.

iOS 14.5+ is the majority of ad requests

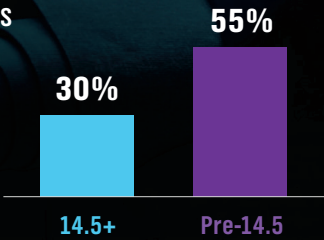
SHARE OF TOTAL iOS APP AD REQUESTS BY OS VERSION



Latest OS users are opting-in for more personalized ad experience

Opt-in rates have stabilized at roughly one-third of iOS 14.5+ devices, still below opt-in rates of pre-14.5 iOS devices.

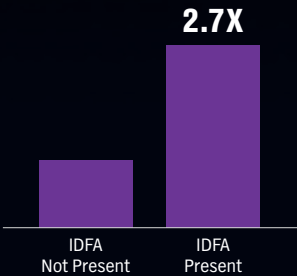
PERCENTAGE OF AD REQUESTS WITH IDFA PRESENCE BY OS VERSION²



¹Trends based on traffic trends observed on PubMatic's platform

Opted-in users are more valuable to advertisers

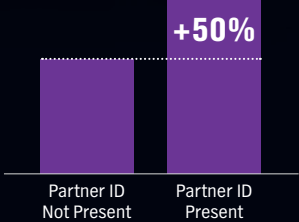
eCPM BY IDFA PRESENCE — iOS 14.5+



Partner IDs further boost revenues

When users opt-in AND an partner ID is present, revenue increases by +50%.

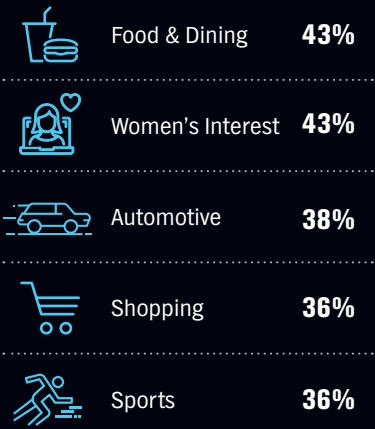
REVENUE PER THOUSAND AD REQUESTS WITH IDFA PRESENCE²



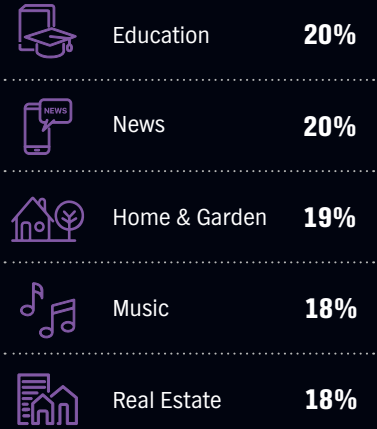
²LiveRamp was used in this partner ID sample

Food, commerce and lifestyle app users more likely to opt-in

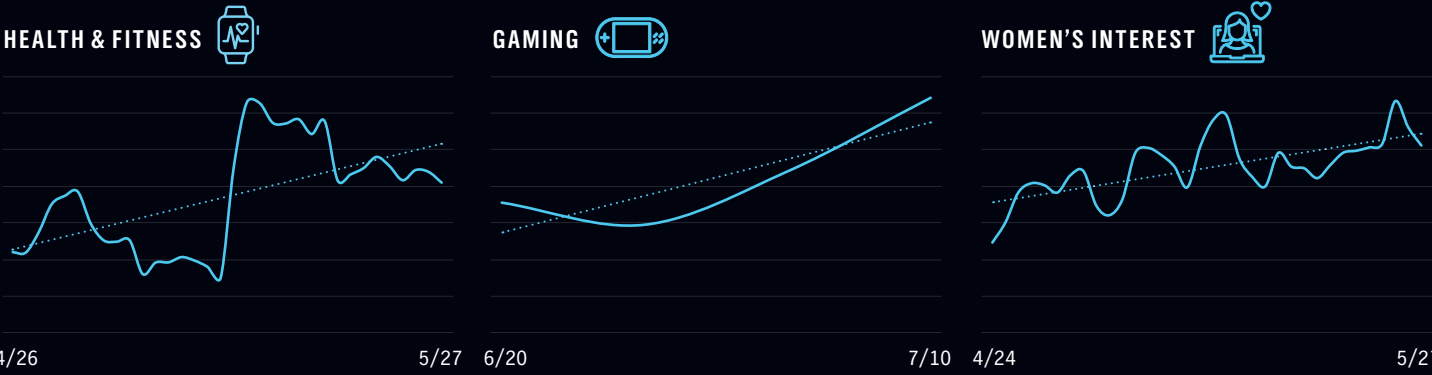
APP CATEGORIES WITH THE HIGHEST IDFA PRESENCE IN iOS 14.5+



APP CATEGORIES WITH THE LOWEST IDFA PRESENCE IN iOS 14.5+



IDFA presence are fastest growing on gaming and lifestyle apps among direct integrations



Methodology

PubMatic's yield and data analytics team analyzes approximately 1 trillion advertiser bids daily, utilizing the company's best-in-class analytics capabilities. This infographic incorporates ad requests, impressions, revenue and eCPM data from these reports to provide a high-level analysis of key trends. Analysis is based on PubMatic-sourced data, except as noted.

Sample

Ad request data are based on a 4-week daily sample dataset from April 24 to May 28, 2022. Gaming is based on a 4-day sample between Jun 20 to Jul 11, 2022 for the top 500 games. Datasets exclude transactions through channel partners.

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