

Offerwall Benchmarks

May 2020



Reach \$940+ eCPMs with the ironSource offerwall

With an ironSource offerwall, you can expect to see average revenue per daily active user (ARPDau) of up to 45 cents and eCPMs of up to \$940, depending on your game's category. Compare these benchmarks with your app's results to identify growth opportunities and optimize your performance.

US Android | May 2020

	ER	eCPM	ARPDau	Usage Rate
US	8.8%	\$530	7.0¢	1.9
Mid-core	7.0%	\$840	12.0¢	1.7
RPG	6.0%	\$940	40.0¢	1.8
Strategy	6.0%	\$780	3.0¢	1.4
Casual	8.0%	\$460	2.5¢	1.8
Simulation	7.5%	\$520	3.5¢	1.5
Arcade	8.0%	\$410	1.5¢	1.5
Casino	20.5%	\$240	3.0¢	1.7
Sports & Racing	24.0%	\$510	6.5¢	1.9