

Offerwall CPE Benchmarks

May 2020



Optimize CPE campaigns according to these benchmarks

This is the latest breakdown of ironSource offerwall CPE campaign benchmarks by category and TTE (average time to event's completion) for the US on Android. Compare the benchmarks with your campaigns to identify growth opportunities, and optimize your performance by implementing the offerwall best practices. [Get in touch](#) to learn more about advertising on the ironSource offerwall.

US Android | August 2020

	TTE (days)	Avg Bid	Top 10% Bid	Completions / Installs
Mid-core	5	\$45	\$170	35%
RPG / Strategy	4.5	\$40	\$170	37%
Short	1.5	\$20	\$25	55%
Mid	4.5	\$60	\$170	40%
Long	11	\$65	\$200	35%
Purchase	1	\$30	\$80	50%

	TTE (days)	Avg Bid	Top 10% Bid	Completions / Installs
Casual	3	\$10	\$70	40%
Puzzle / Simulation	4.1	\$10	\$60	40%
Quick	0.1	\$1	\$5	80%
Short	1.5	\$5	\$15	48%
Mid	5	\$15	\$25	35%
Long	9	\$20	\$30	30%
Purchase	1	\$20	\$60	30%
Arcade	1.5	\$7	\$14	40%
Quick	0.5	\$5	\$9	50%
Short	1.5	\$7	\$13	42%
Mid	4	\$10	\$18	31%
Casino	4.5	\$40	\$105	17%
Short	2	\$38	\$80	45%
Mid	5	\$43	\$105	25%
Long	8	\$50	\$115	20%
Purchase	1	\$15	\$25	60%

Here's how you can make some easy gains against the benchmarks

- **TTE** - Run 3-4 events with different completion time-frames
- **Bid** - Keep your bids competitive
- **CTR** - Test different events' titles, descriptions, icons, and videos
- **Completions/Installs** - Make event goals clear and let users know the time to complete