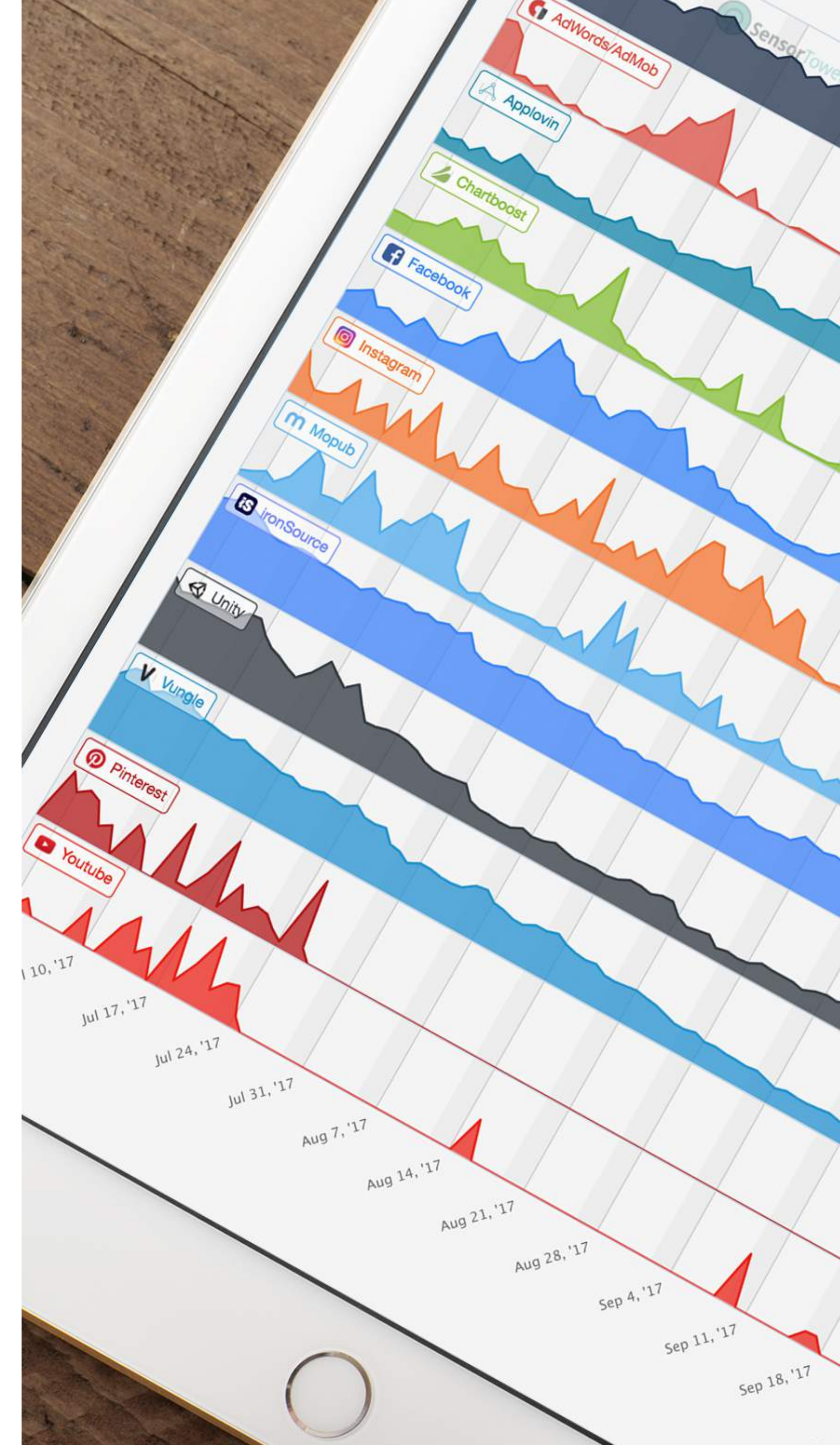


# Mobile Advertising Atlas





**Homescapes** from Playrix had the second highest Share of Voice (SOV) among app install advertisers on **Facebook's** network in 4Q17, making it the top third-party advertiser on the platform.



For the second consecutive quarter, **Final Fantasy XV: A New Empire** from MZ was the No. 1 app install advertiser on **AdMob**. Another game, **Gummy Drop** from Big Fish Games, was the No. 2 advertiser by SOV.



Sneaker marketplace **GOAT** was the largest app install advertiser by SOV on **Instagram** last quarter, having ranked at No. 4 in 3Q17. Last quarter's second largest retail advertiser on the platform was **JollyChic** at No. 23.



National retailer **Target** topped app install Share of Voice on the **Pinterest** ad network in Q4, the only platform covered by this report where it appeared in the top 10 by SOV.

Sensor Tower's Mobile Insights team compiled the data presented in this report using the **Sensor Tower Ad Intelligence** platform.

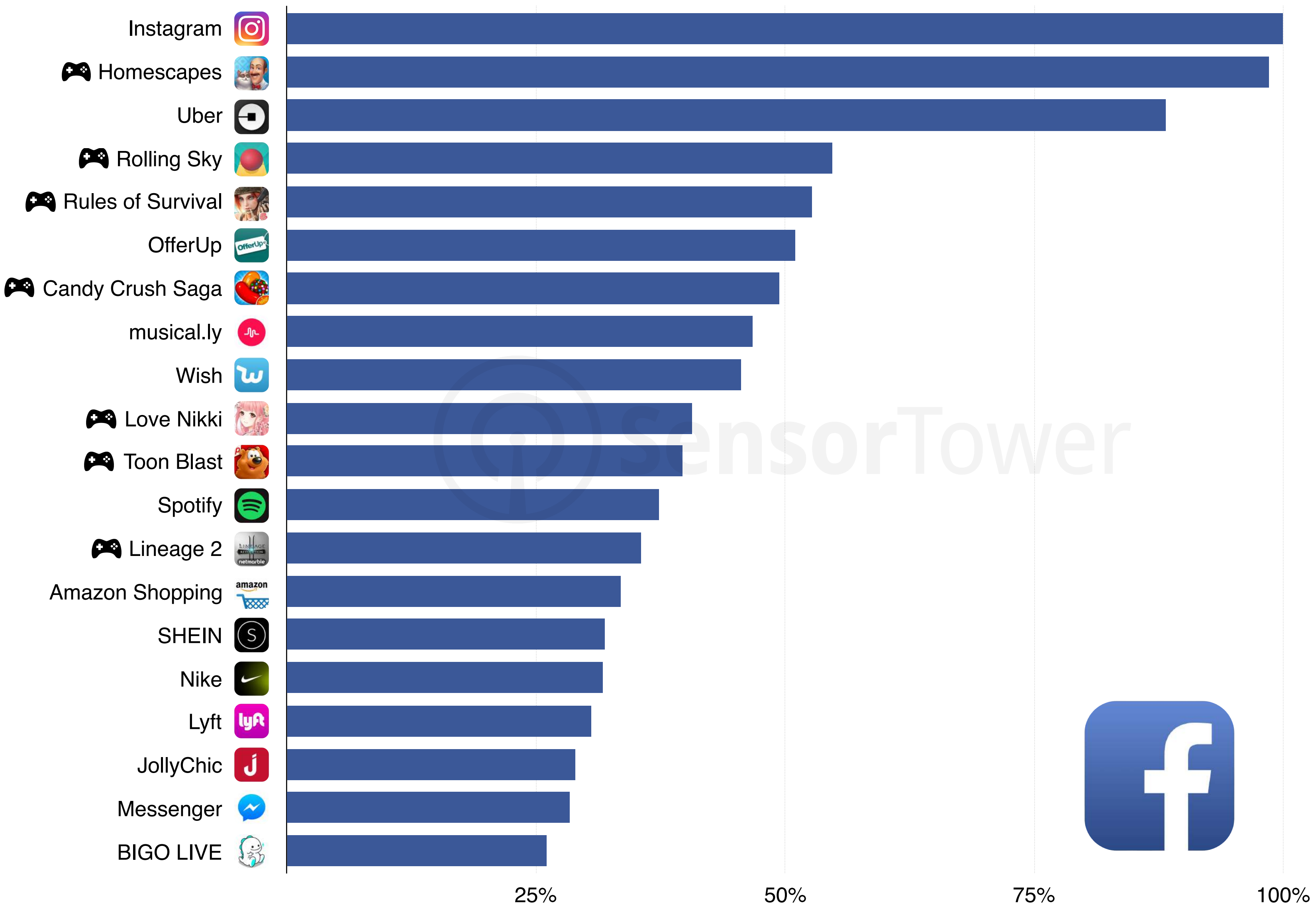
Figures cited in this report reflect **indexed share of voice** on the included networks for the United States between October 1, 2017 and December 31, 2017. Facebook share of voice includes impressions across Facebook Audience Network apps.

## **About the Solution: Ad Intelligence**

By tracking ads as they're delivered to actual people, Sensor Tower's Ad Intelligence platform accurately measures the world of mobile advertising and reports on key impression metrics, such as Share of Voice and Daily Network Rank. Ad Intelligence's mobile advertising data is driven by its panelists: millions of mobile users from around the globe.

Could your business benefit from access to **Ad Intelligence** insights and the highly accurate data used to build this report? Discover the top advertisers, publishers, and creatives on mobile today. Email our team at [sales@sensortower.com](mailto:sales@sensortower.com) for more information and to schedule a demo.

# Facebook | Top U.S. Advertisers by Share of Voice

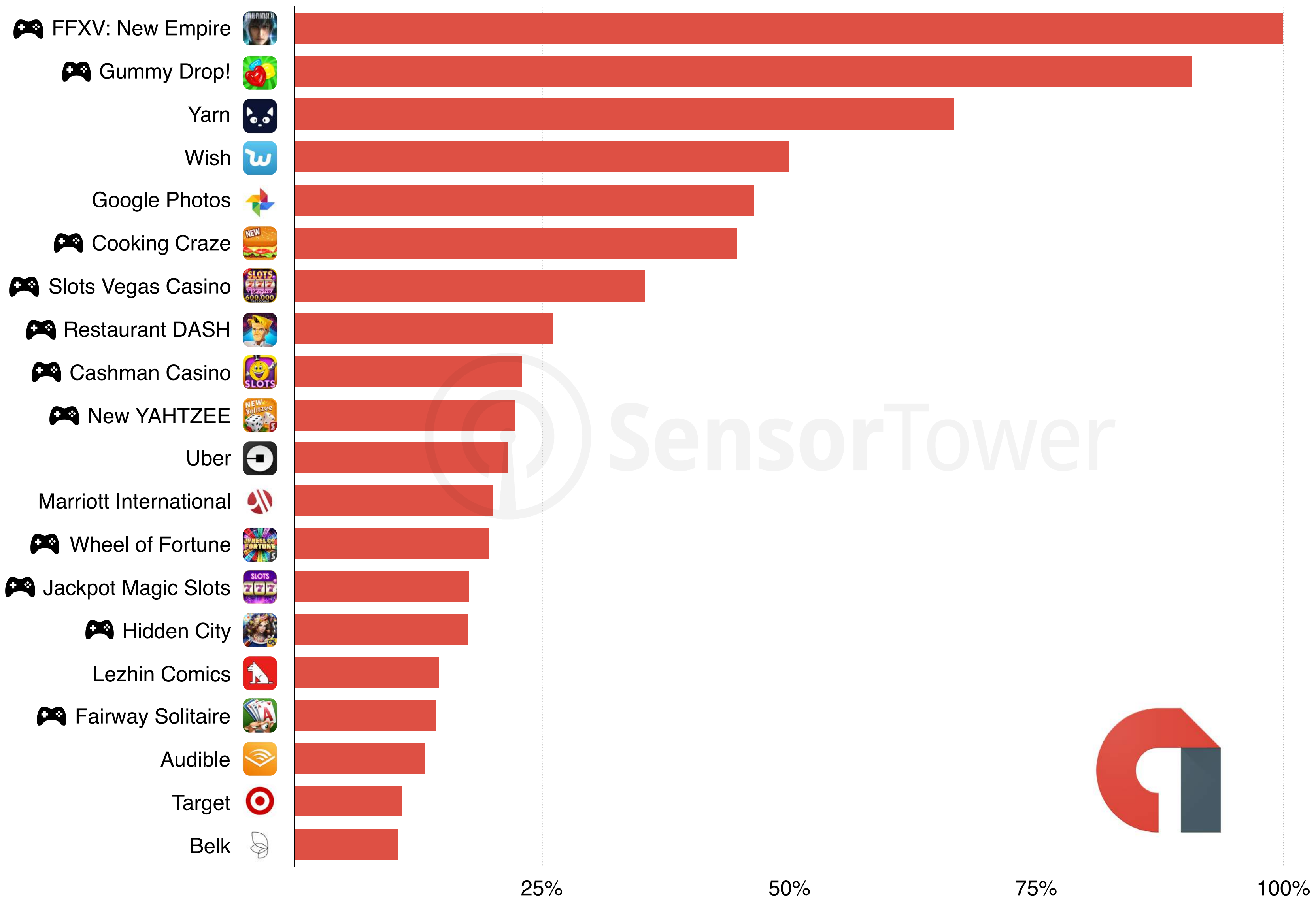


**Playrix was the top third-party advertiser on the Facebook top 10** with Homescapes at No. 2, just behind No. 1 Instagram in terms of indexed Share of Voice.

**NetEase put significant weight behind Rules of Survival**, one of two mobile shooters it launched in 4Q17. It ranked at No. 4, while the other, Knives Out, didn't make the top 20.

**There were fewer mobile games in the FB top 20 last quarter** at seven in total, down from 10 in 3Q17. However, three of the top five advertisers were games, versus just two previously.

# Google | Top U.S. Advertisers by Share of Voice

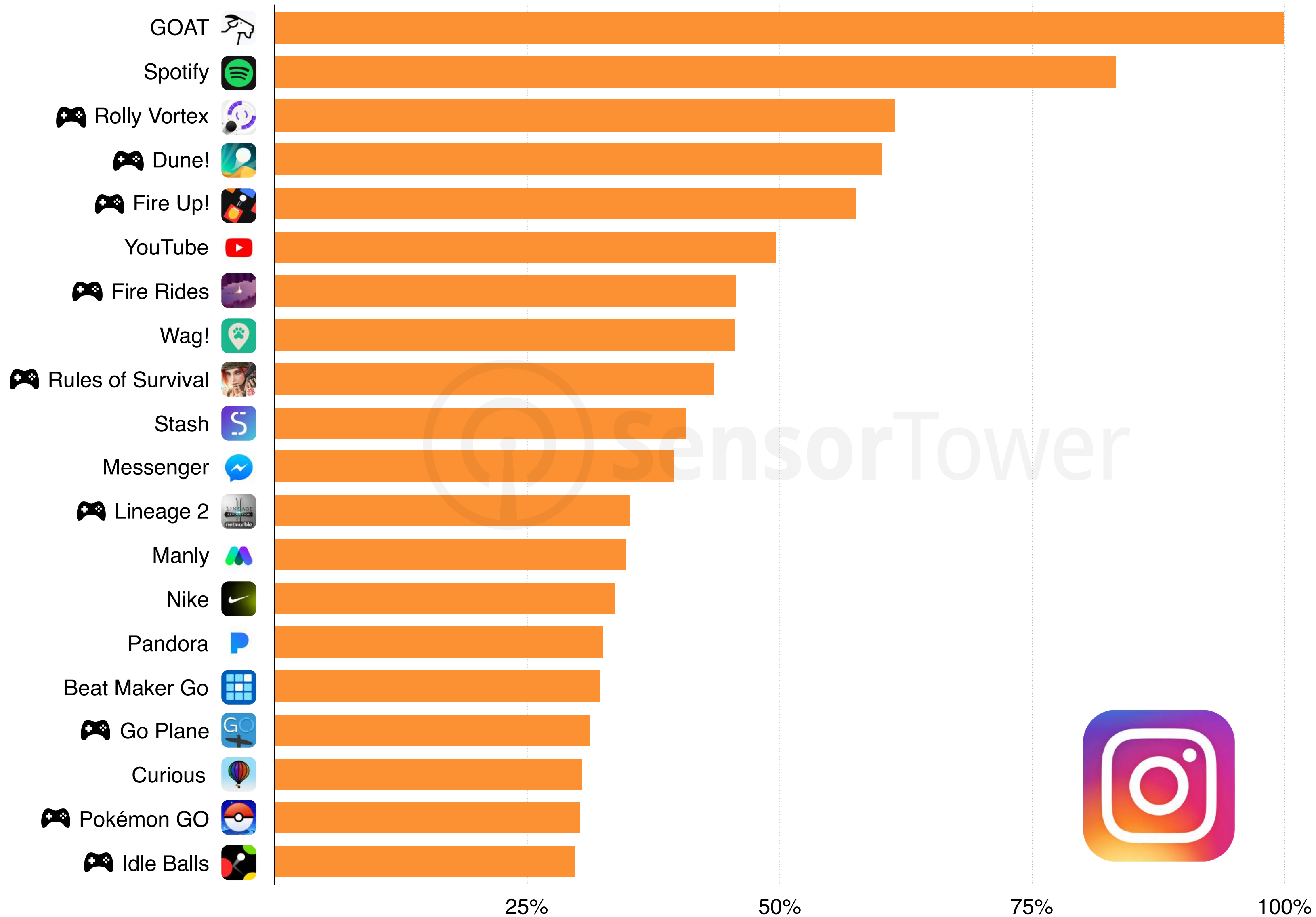


**Final Fantasy XV: A New Empire was No. 1** for the second consecutive quarter on Google's network. MZ's other titles, Game of War and Mobile Strike, didn't make the top 20.

**Retail app Wish increased its Share of Voice** on AdMob last quarter, reaching No. 4 overall after ranking outside the top 20 for 3Q17. Target was the No. 2 retail app at No. 19.

**Uber climbed the ranking compared to 3Q17** when it ranked at No. 16 overall. Last quarter, it rose to No. 11, increasing its indexed Share of Voice to more than 20% of the top app.

# Instagram | Top U.S. Advertisers by Share of Voice



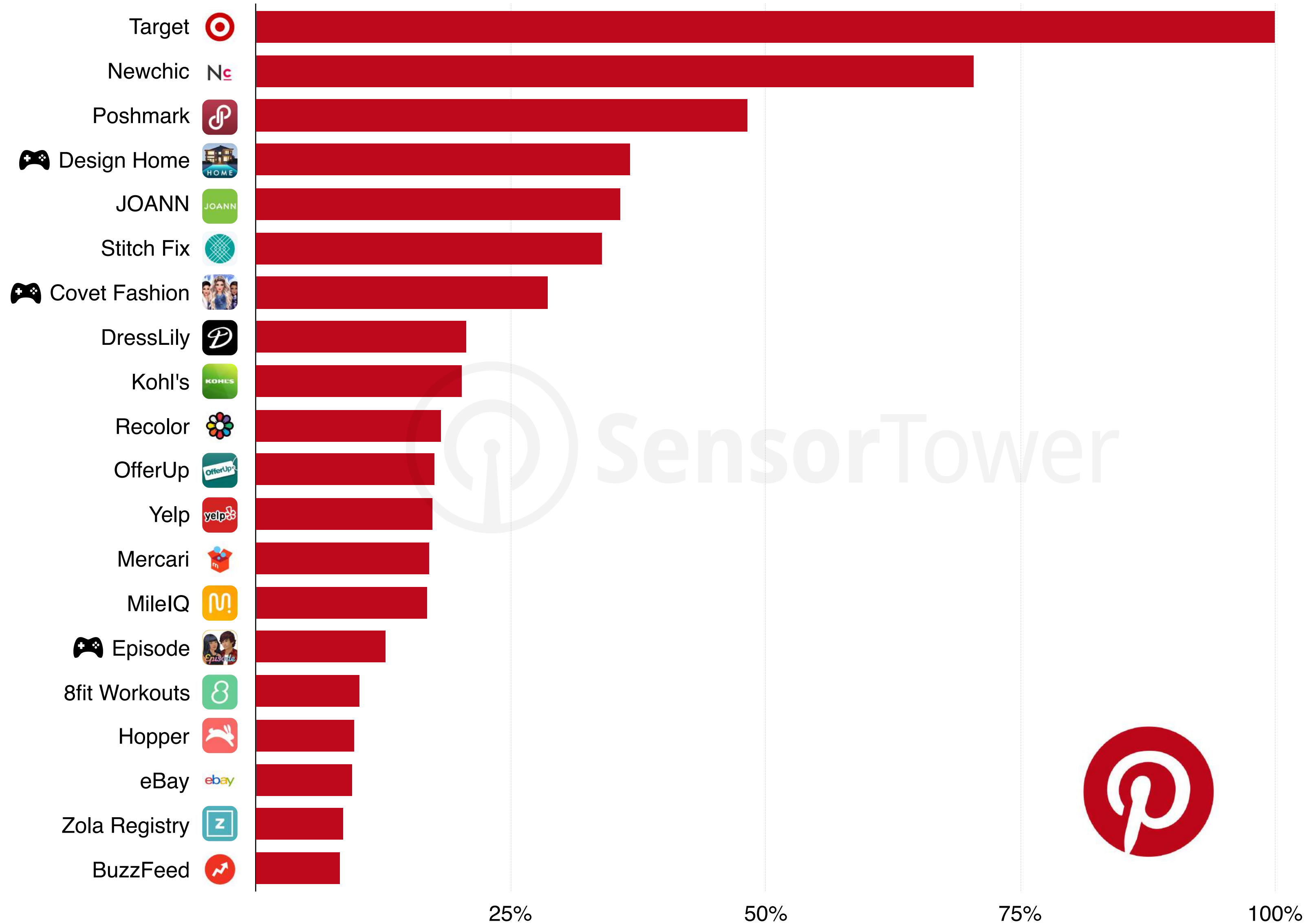
**Sneaker marketplace app GOAT was No. 1 for Instagram SOV**, replacing HBO NOW which occupied the top spot in 3Q17. GOAT had ranked at No. 4 the previous quarter.

**Spotify surged to No. 2 on Instagram** during 4Q17, having ranked at No. 29 in Q3 of last year. Pandora, which ranked at No. 15, rose from No. 17 one quarter earlier.

**French game publisher Voodoo** owned five of the top 20 app install advertisers on Instagram last quarter, and three of the top five. It had two apps on this ranking for 3Q17.



# Pinterest | Top U.S. Advertisers by Share of Voice



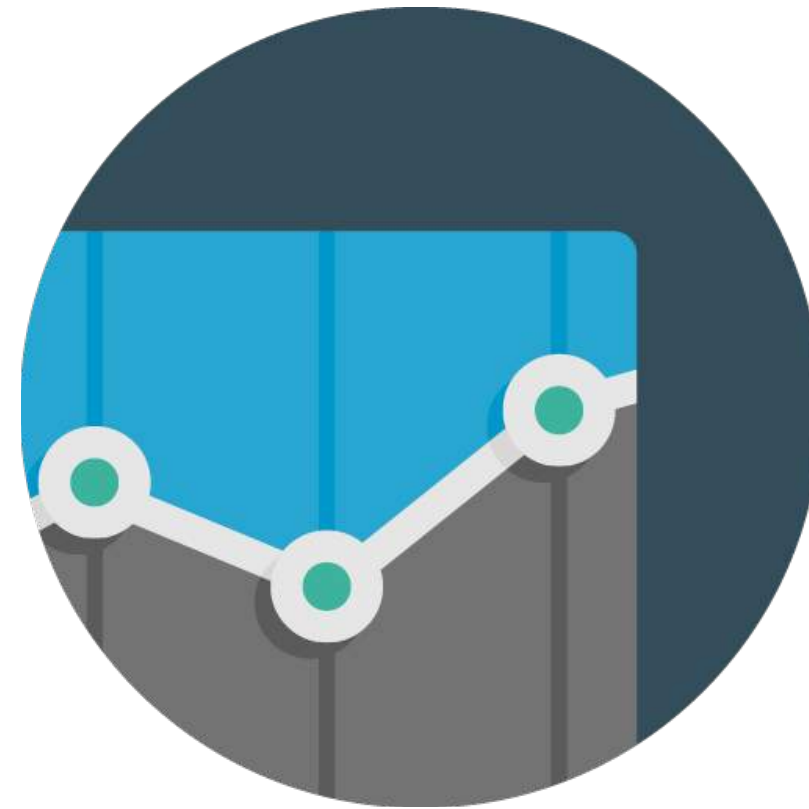
**Retail giant Target reached No. 1** in Pinterest app install Share of Voice for the first time last quarter, having not previously earned a spot on the quarterly top 20 ranking.

**Walmart's app dropped out of the top 20**, having ranked at No. 5 in 3Q17. Its indexed Share of Voice placed it at No. 22 overall for 4Q17, four places behind eBay.

**Games were slightly more prominent on Pinterest in Q4.** Design Home and Covet Fashion were joined by Episode to bring the top 20 total to three, up from two in 3Q17

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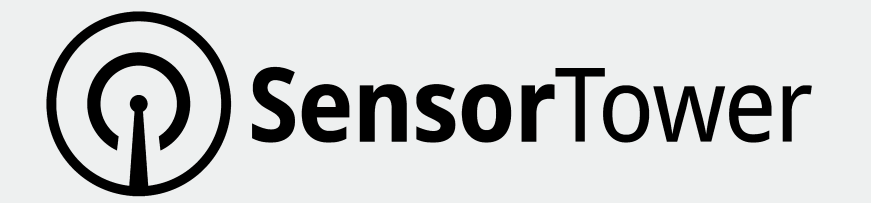
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