

Video Is a Top Choice for App Install Advertising

Full-screen and social video command a significantly higher share than other channels

ARTICLE | **DECEMBER 15, 2017**

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Marketers running app install campaigns certainly have no shortage of options when it comes to allocating their budgets.

But new data from [AdColony](#) found that mobile app developers worldwide were directing the majority of their install marketing budgets to video.

App Install Ad Budget Allocation According to Mobile App Developers Worldwide, by Format, Fall 2017

% of total

Full-screen video (nonsocial)	30%
Social video	24%
Social display	8%
In-feed video (nonsocial)*	7%
Playable	6%
Interstitial display	5%
Banner	4%
Native	3%
Influencer	3%
Rich media	3%
Free app	2%
Offer walls	2%
Cross promo	2%
TV	1%
Radio	0%
Out-of-home	0%
Print	0%
Other	1%

*Note: n=78 among the 100 top-grossing app developers; *any in-feed video found in nonsocial environments, where the video is not accompanied by surrounding paid text or other assets adjoining the player*

Source: AdColony, "App Install Marketing Survey: Fall 2017," Dec 13, 2017

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When added together, various types of video made up 61% of app install budget allocation in fall 2017.

Most of that—30%—was directed toward full-screen video, while 24% of app install ad spending went to social video. In-feed video accounted for substantially less than either of those, at 7%.

There's a good reason for app advertisers to focus their budgets on video. AdColony's survey found that social video was considered one of the top two most effective app install channels by a little more than eight in 10 respondents.

Full-screen video was not far behind, named by more than three-quarters of respondents as a topmost ad channel in terms of efficacy.

AdColony also found that app advertisers are increasingly experimenting with playable ads. In Q4 2017, advertisers earmarked 6% of budgets for the format, up from 4% in Q1 of this year, and 2% in Q3 2016.

That finding builds on data the company released earlier this year, which showed that **mobile users in Europe and North America deemed playable ads** the second most acceptable type of ad format, behind only rewarded videos. It makes sense, then, that app marketers are increasing their playable ad allocations in response.