PropellerAds

2021

Popunder Traffic Report:

BENCHMARKS & MARKET **TRENDS 2021**

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Introduction

The first generation of popunders, ads that open under an active browser window, emerged in the late 1990s. Despite its respectable age, popunder still rides a digital advertising wave - billions of users view these ads daily. The ad format has also earned the trust of legions of advertisers, who are looking for guaranteed traffic, affordable prices, and an extensive reach.

Yet, it hasn't always been a smooth sail for popunder. Year after year, ad format is predicted to face its inevitable end, be it by another Google Chrome's update, the decline of demand, or massive website owner rebellion.

However, popunder continues to evolve: we see the development of more intricate targeting settings and high-tech bidding models that signify a brighter future ahead for this ad format.

In this report, you will find popunder benchmarks, market research highlights, and forecast on trends that will continue into 2021.

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Popunder Statistics and Benchmarks 2020

Our in-house analytics team has prepared a detailed report on popunder performance based on 2020 data.

It's important to mention that by far, this year hasn't been a typical year for popunder advertising, with statistics heavily influenced by Coronavirus, lockdown, and a significant drop in industries affected by the pandemic.

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Geographics

Where are the highest popunder traffic volumes? Even though PropellerAds provides traffic from the absolute majority of countries, some GEOs tend to perform better due to economic and cultural factors.

Please note that the next sections will outline the benchmarks for the top GEOs only.

Top GEOs

Country	The average number of impressions per month
India	838 Million
Brazil	659 Million
USA	633 Million
Indonesia	518 Million
Philippines	282 Million
Great Britain	253 Million
France	216 Million
Saudi Arabia	201 Million
Germany	194 Million
Thailand	187 Million
Canada	129 Million
Spain	120 Million
South Africa	117 Million

Being ranked as the second-largest online market worldwide in 2019, India stands out with the biggest popunder traffic volumes and serious market potential. The other GEOs which made it to the top three are Brazil and the USA.

Southeast Asia has been gaining traction recently, and over recent years we see significant growth in terms of both volume and profitability of popunder campaigns in this region.

Average CPM by Country

Country	The average CPM ($)
India	0.27
Brazil	0.53
USA	1.5
Indonesia	0.35
Philippines	0.5
Great Britain	0.93
France	0.58
Saudi Arabia	0.45
Germany	0.98
Thailand	0.8
Canada	1.02
Spain	0.72
South Africa	1.38

The highest CPM rate valued at $1.5 was recorded in the USA, while the lowest was in India, $0.27*. The CPM is strongly influenced by the number of advertisers in those GEOs and the ads' maximum bids, i.e., the auction.

*Across the countries with the biggest popunder traffic volumes

Average CR by Country

Country	The average CR
India	0.72
Brazil	1.02
USA	0.45
Indonesia	0.90
Philippines	0.81
Great Britain	0.70
France	0.40
Saudi Arabia	0.33
Germany	0.46
Thailand	0.70
Canada	0.16
Spain	0.35
South Africa	0.63

Conversion Rate is greatly affected by multiple variables, such as vertical, offer, landing page quality and convincing power, and user flow. The highest popunder CR was found in Brazil, 1.02, and the lowest, among the GEOs with the top popunder volumes, has been seen in Canada.

OS & Platform Statistics

OS and device targeting play a crucial role in the performance of popunder campaigns with mobile targeting traditionally outshining desktop. Nonetheless, the desktop shouldn't be ignored - it poses a huge opportunity for profitability, especially for all those verticals that require bigger screens.

Desktop statistics

Impressions monthly	Average CPM ($)	Average CR
3.8 Billion	0.46	0.21

While mobile dominates the market, desktop continues to hold its grounds with affordable costs and comparatively high conversion rates.

Windows desktop traffic remains a strong leader in terms of volumes, prices, and efficiency. Meanwhile, macOS can't boast the same impressive results having higher average CPM and lower CR.

> **Windows desktop traffic remains a strong leader in terms of volumes, prices, and efficiency.**

Windows ⊞

Impressions monthly	Average CPM ($)	Average CR
3 Billion	0.408	0.25

macOS

Impressions monthly	Average CPM ($)	Average CR
468 Million	0.775	0.08

Mobile statistics

Impressions monthly	Average CPM ($)	Average CR
5.72 Billion	0.64	0.78

Mobile is known to have a more substantial performance. Advertisers have a greater possibility of reaching users via mobile since, globally, mobile usage (and ownership) far exceeds PCs' ownership with Internet access.

According to our statistics, the share of mobile traffic, especially in countries with developing economies, is increasing every year.

Android

Impressions monthly	Average CPM ($)	Average CR
4.6 Billion	0.6	0.89

iOS

Impressions monthly	Average CPM ($)	Average CR
890 Million	0.93	0.27

Android is the unconditional leader in mobile advertising, in terms of both performance and volumes. And indeed, the majority of CPA offers focus on Android due to its wide availability, yet **an advertiser can find lucrative opportunities with offers targeting iOS. Affiliates can benefit from relatively lower competition and overall, more generous payouts.**

Browser Statistics

A choice of web browser targeting has a considerable impact on how well an offer will convert. We've picked the seven most popular browsers and analyzed available volumes and the average prices. Not surprisingly, the biggest volumes have been detected in Chrome, with Safari and Firefox also ranked in the top three.

Browser	The average number of impressions per month
Chrome	2.5 Billion
Apple Safari	425 Million
Mozilla Firefox	383 Million
Android WebView	318 Million
Opera	196 Million
Samsung Browser	156 Million
Microsoft Edge	152 Million
UC Browser	56 Million

Average CPM by Browser

From browser to browser, CPM rates vary to a great extent. There was over a five-times difference in CPM across the top seven browsers. Our data shows that Apple Safari has the highest CPM of $1.03, whilst Firefox and Opera had the lowest, $0.22.

There was over a five-times difference in CPM across the top seven browsers

| Browser	Average CPM ($)
Chrome	0.58
Apple Safari	1.03
Mozilla Firefox	0.22
Android WebView	0.34
Opera	0.22
Samsung Browser	0.57
Microsoft Edge	0.49
UC Browser	0.32

Furthermore, some aspects of consumer behavior also play a role in how the rate is determined. For instance, Safari users are likely to be macOS or iOS users. Or another example, Firefox user base is majorly located in the USA and Russia. It's crucial to take such factors into account.

Top Verticals

Being among the oldest ad formats, popunder has been tested in all existing verticals. Still and all, some verticals reap greater benefits with popunder than others. Over the years, we've analyzed this ad format's performance in the prevalent verticals among PropellerAds advertisers.

Please note that the pandemic has heavily impacted certain verticals.

Games | **Movies**
Utilities — **7.3%**
eCommerce — **33.8%**
Finance — **20.9%**
29.3% — **Media**
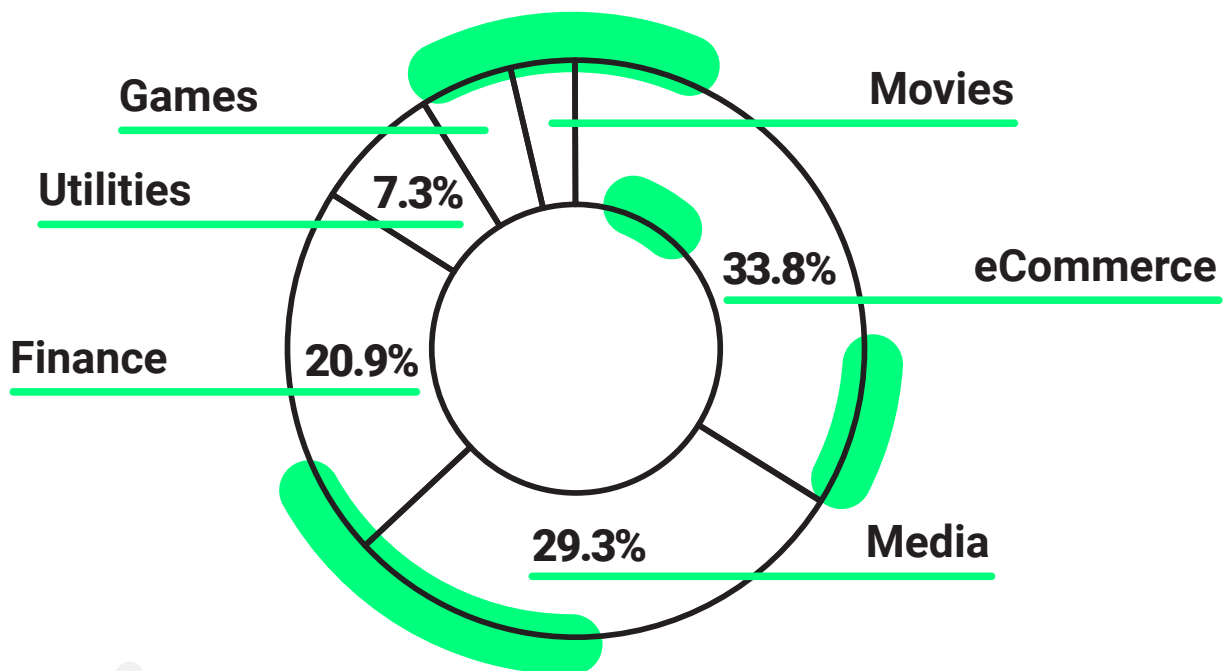
> **The CPM rates here depend not only on the popularity of the vertical (i.e., the level of competition) but also on the difficulty of the conversion flow and seasonality.**

Events and big holidays can substantially impact the markets and, therefore, increase traffic prices.

Popunder Trends and Forecast 2021

PropellerAds research team has studied the contemporary popunder market to forecast the growth prospects as well as the factors that act as drivers and restraints for the market development in the medium term.

We've tried to summarize all the challenges, risks, and trends observed in the popunder market throughout 2020 and make projections on how it's going to evolve in 2021.
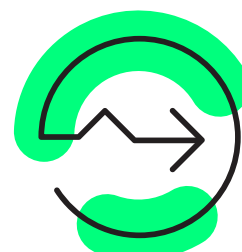
Stable, moderate growth

Steady demand
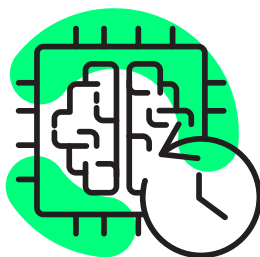
Core technology unchanged

Moderate growth

Unlike the push market, popunders haven't seen explosive growth in recent years, and this tendency is likely to remain unchanged in the near future.

During 2018-2020 we've witnessed a solid increase in popunder traffic volumes with a steady demand on the advertiser's side. Affiliates continue to select popunder as their weapon of choice since other popular social advertising platforms cannot provide the same combination of both wide reach and low cost.

Yet, we shouldn't expect drastic shifts in the market in the upcoming years. Popunder technology has been there for almost two decades, and though it does get multiple improvements such as more precise targeting or auto-optimized bidding models, the core technology of how the ad opens hasn't been changed.

Therefore, there are very few drivers which could technologically take popunder to a new level.

Popunder advertising quality is improving

Higher ad quality

Stricter regulations

Big advertisers

The majority of popunder traffic providers have been updating their policy rules in the last couple of years. The aim was to make the feed more compliant with international regulations and, at the same time, win the trust of big advertisers who were shying away from popunder due to its alleged dubious reputation.

The improved quality of ads also ensured stability and security - browsers and tech giants have loosened the grip. The work paid off, and we see more and more streaming and gaming industry leaders employing this format.

In 2021, the tighter policy will continue to impact the market, pouring more funds into the industry and pushing out the players who are not willing to adjust.

Game not over.
No bans on the horizon
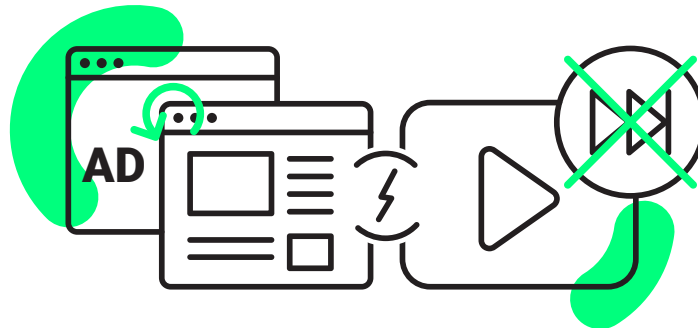
As we mentioned earlier, the quality of popunder feed has greatly improved over the last years - that's why it seems to be a far-fetched assumption to think that tech giants would focus on banning this ad format.

If we look at the entire advertising "ecosystem," the popunder market is not the most significant part of. Other ad formats represent a much bigger problem in terms of ad quality, for example, a growing video ads market.

Besides, there is another important aspect - a lower level of intrusiveness of popunder compared to a new generation of unskippable video ads. These video ads tend to annoy users way more than a popunder, which they can immediately close in case they are not interested in the offer.

It's worth mentioning that the big market players will hardly be interested in enhancing popunder restrictions, since there are numerous challenging issues with other formats that require more attention. To put it another way, advertisers don't have to worry about bans or limitations from the regulator's side.

A natural evolution of Popunder market
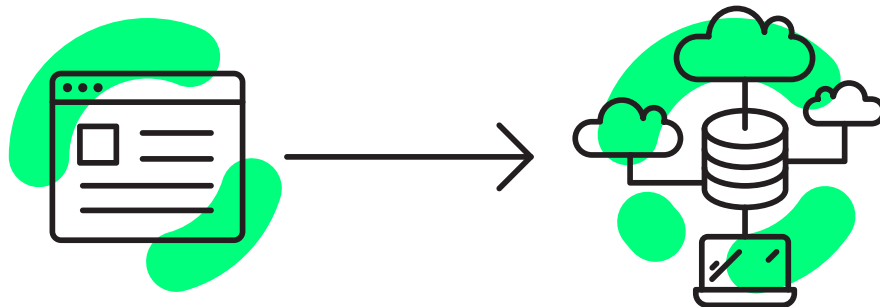
The market continues to evolve at a fast pace and is influenced by factors far more powerful and complex rather than local policy restrictions. What we observe now is a shift from separate, smaller content providers to international aggregator platforms that offer video and gaming content on a subscription basis without additional steps or advertisements.

These aggregator platforms are winning the competition fight against smaller publishers. With the disappearance of small-scale providers, the entire segment of the popunder market can be potentially cut off: both advertisers and websites who are working with gaming and video verticals.

Advertisers gradually transitioning to the Interstitial ad format
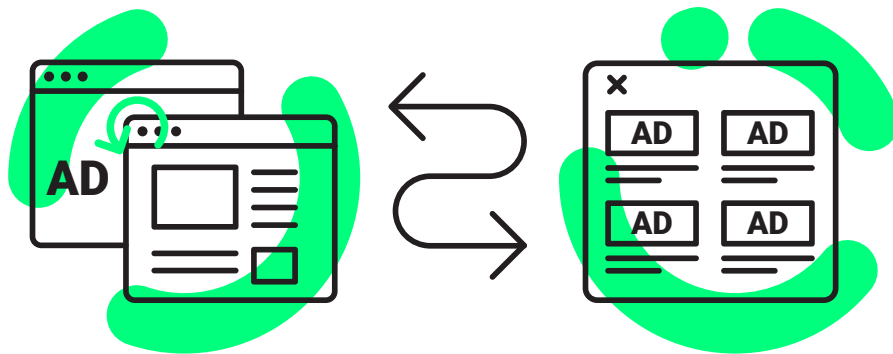
As multiple processes going on, advertisers are more inclined to test similar ad formats. A prominent trend has emerged in the first half of 2020: more than 40% of advertisers who were running popunder campaigns tested interstitials. Additionally to that, multiple website owners are now also more actively utilizing this ad format.

The market is searching for more flexibility in terms of creatives customization and overall new traffic options; thus, there is a strong possibility of interstitials taking the dominant position in the next couple of years.

more than 40% of advertisers