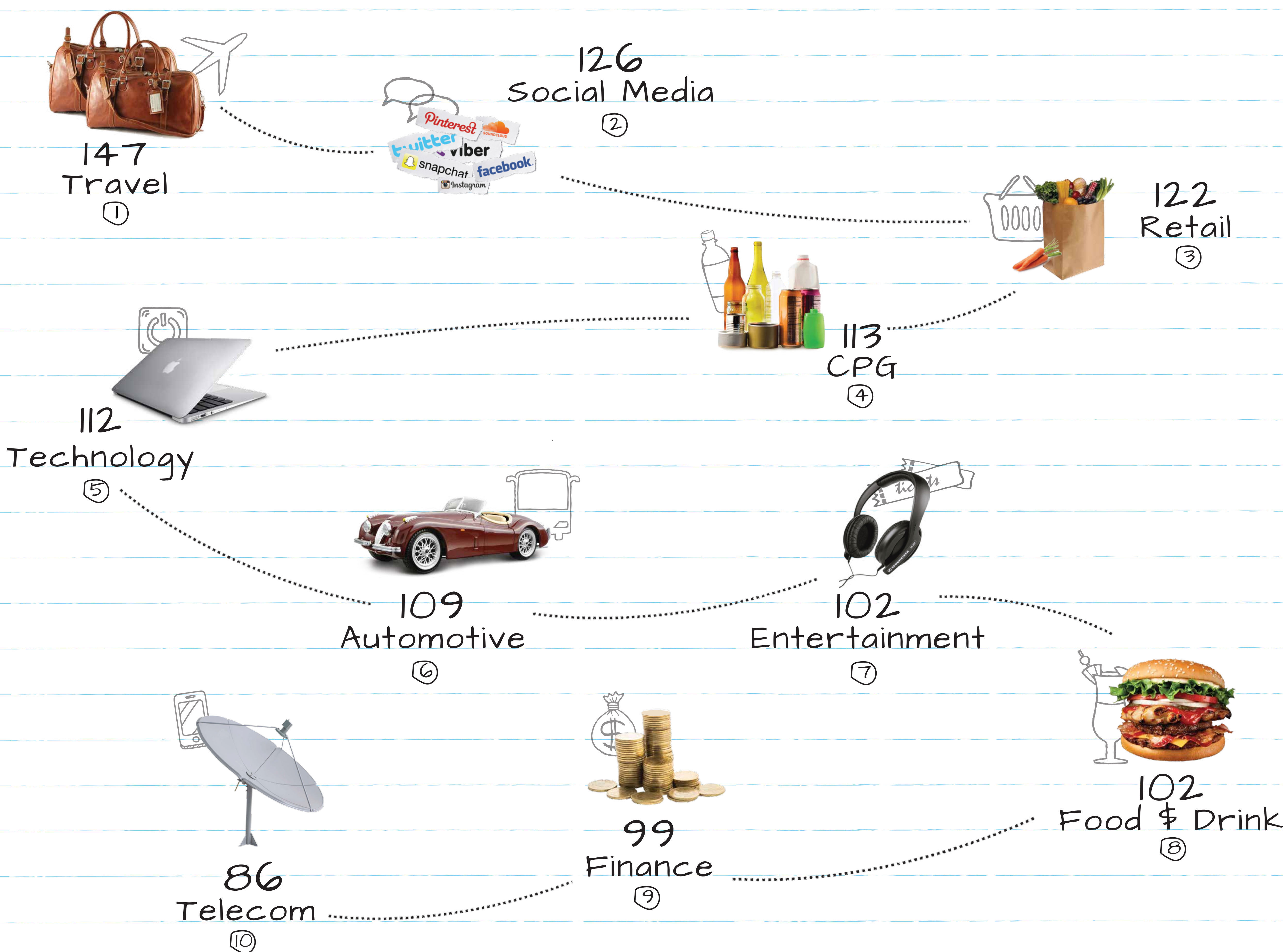


Consumer Engagement on Mobile

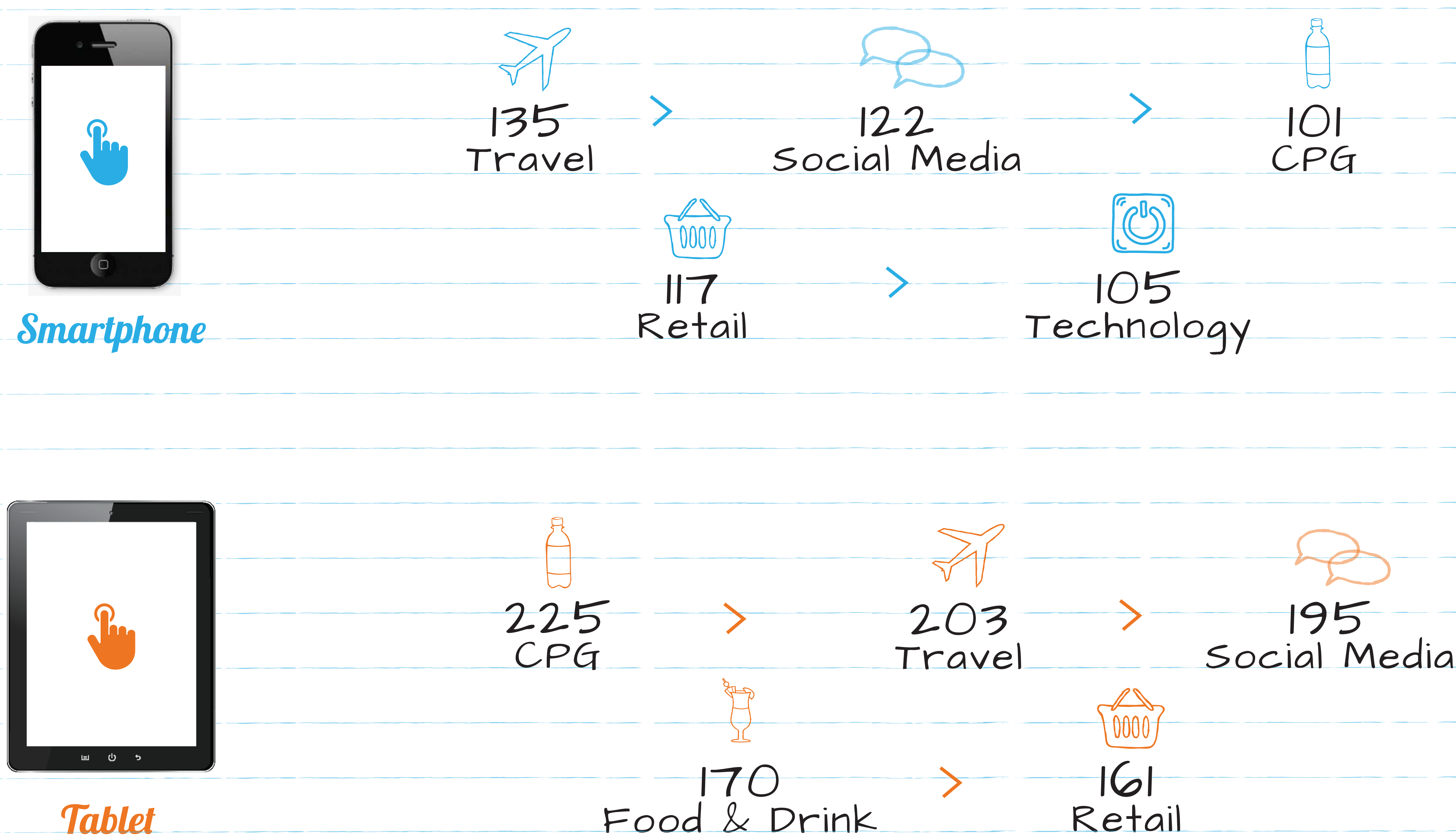
Measuring Consumer Engagement

Engagement is measured as Click-Through-Rate (CTR). The numbers presented are indexed against the 2014 global CTR average, with 100 as base. A score of 153 for a brand vertical means that consumer engagements are 53% higher for brands belonging to the that vertical compared to the global average engagement across all brands.

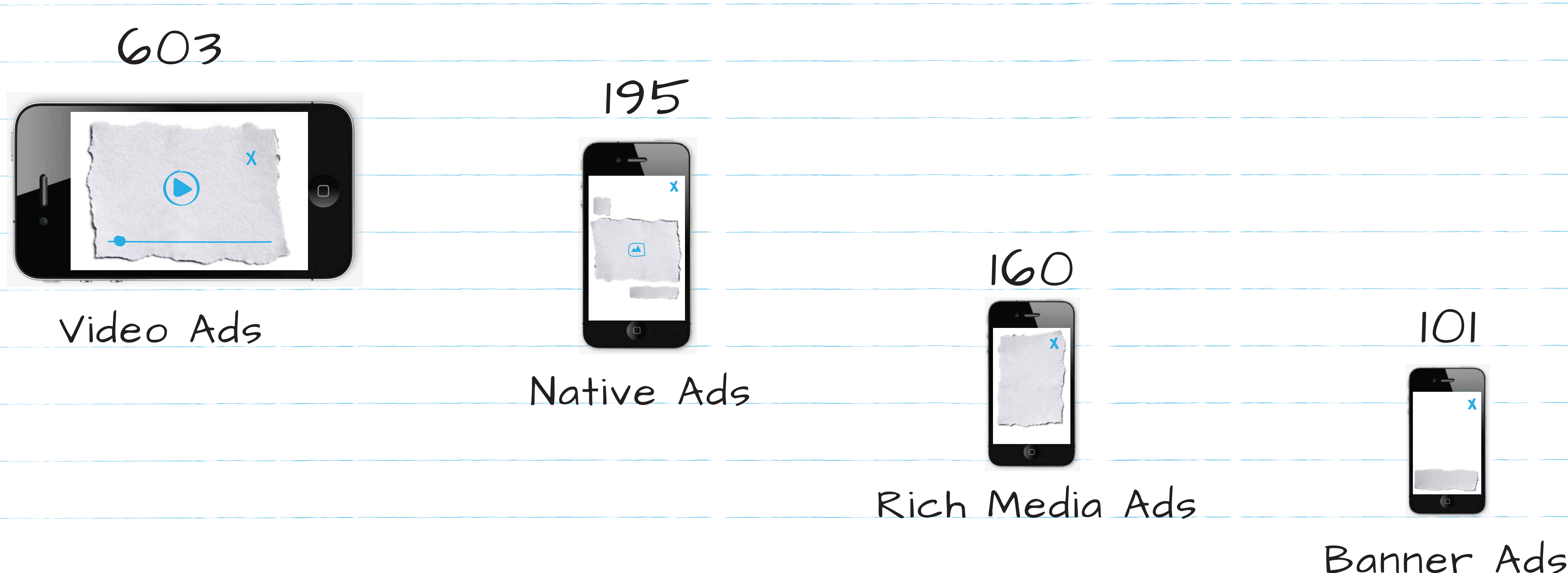
Most Engaging Brand Verticals



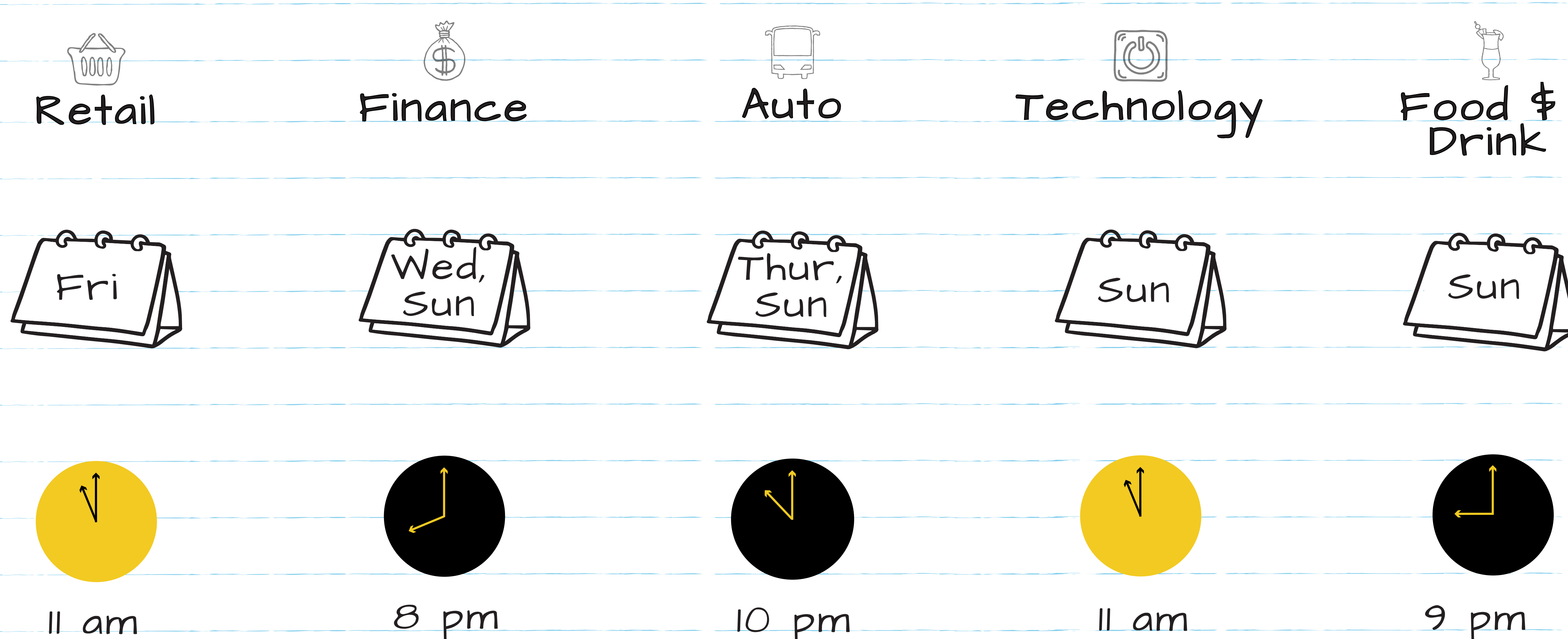
Most Engaging Brand Verticals by Device



Most Engaging Creative Formats



Most Engaging Day and Time by Brand Vertical



Most Engaging Content On Mobile

