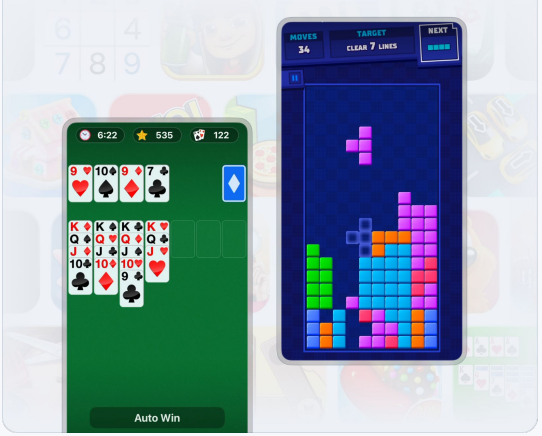
AppLovin

CONFIDENTIAL

Profitable advertising made simple

AppLovin is a **self-serve ad platform** allowing brands to optimize spend towards **profitable sales**

AppLovin **connects brands with consumers** inside of the **most popular casual mobile games**



AppLovin **operates at massive scale**, reaching **over 1B daily active users globally**



In 2024, AppLovin opened to web advertisers, connecting **brands with web stores** to the **mobile gaming audience**

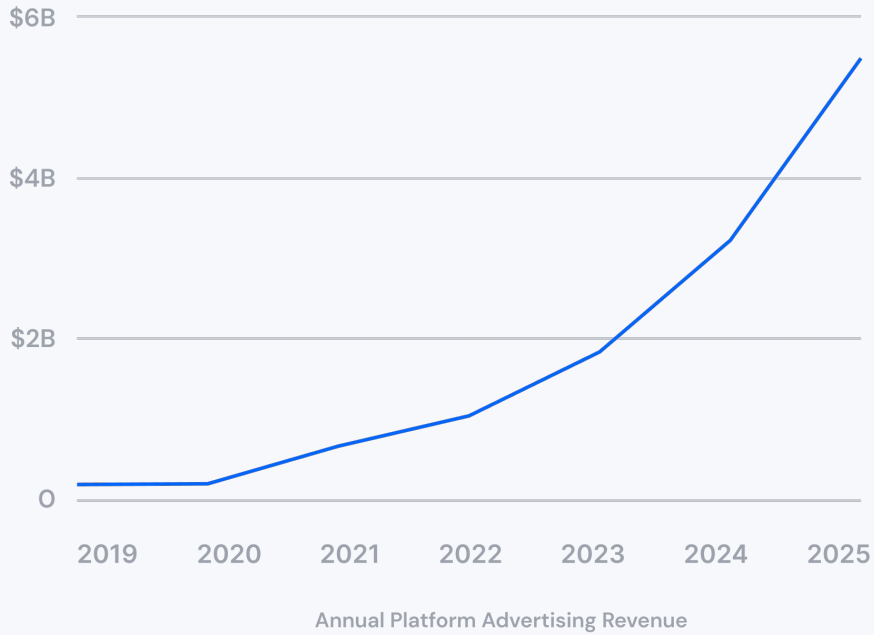
HELLO FRESH · ASHLEY · wayfair · prose · nectar · Dr. Squatch · BOMBAS · Quince · LAURA GELLER · The Farmer's Dog · Comfrt · HUNGRYROOT · MARY RUTH'S

"Advertisers are acquiring customers and generating revenue that exceeds their advertising costs. If they do not, spend stops immediately. This distinction matters. AppLovin is not optimized for budgets or reach. It is optimized for advertiser profit."

Adam Foroughi

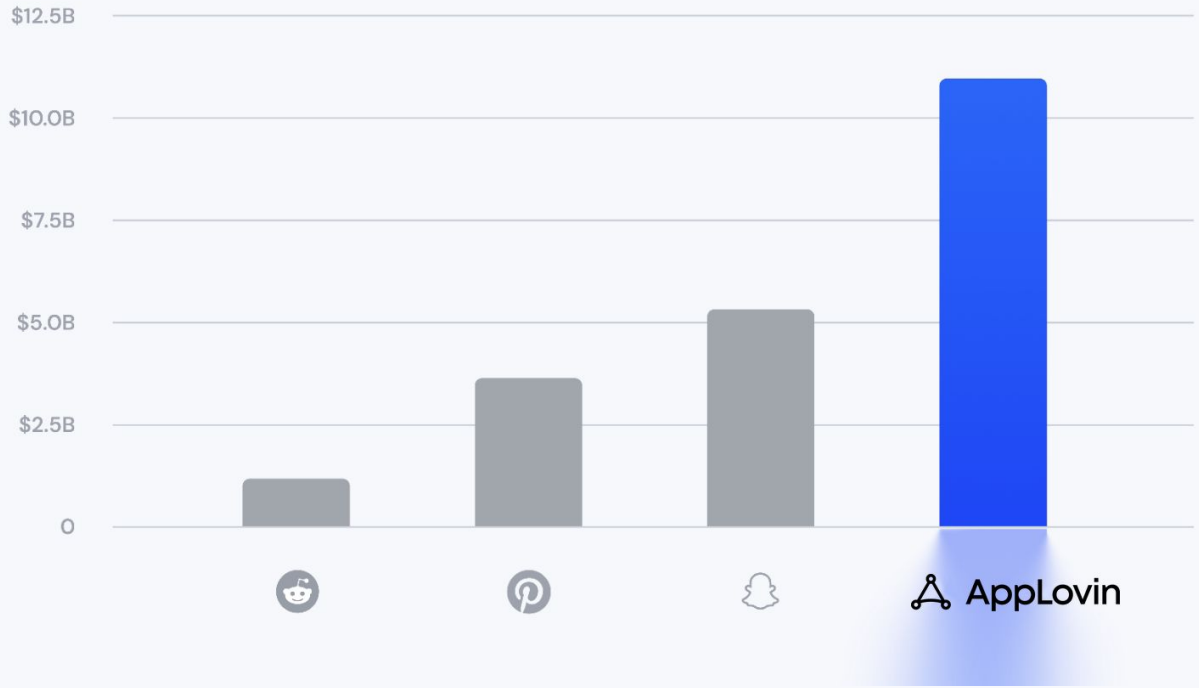
CEO and Co-Founder of AppLovin

Brands are scaling on AppLovin because it drives profitable growth



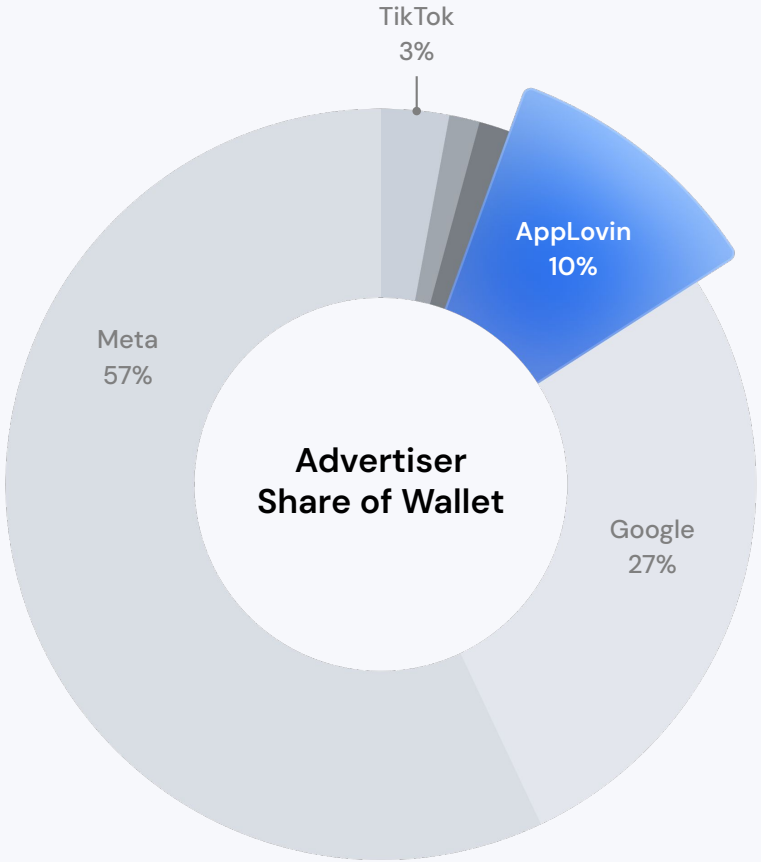
Annual Platform Advertising Revenue

Advertisers spend more on AppLovin than Snapchat, Pinterest, and Reddit combined



*Annualized platform spend for Reddit, Pinterest, and Snapchat compared to Axon platform spend run rate, 2025

AppLovin has surged to ~10% share-of-wallet with a limited advertiser base and invite-only access to the platform.



Haus study from API collected spend in November and December of 2025

From **new site visitor** to **point of purchase**

Campaign targeting powering every stage of the customer journey



Introduce your brand to over 1B daily active users globally. AppLovin AI identifies and converts customers who have never visited your website.

Convert visitors who haven't purchased yet. Optimize for first-time buyers with control over new vs. returning spend.

Maximize return on ad spend across all customers, letting the algorithm optimize toward purchase volume.

Mobile gamers are **ready to buy**



85%
feel positive

A positive, receptive ad environment

Gamers report higher positive sentiment playing games than they do on social media.



70%
shop weekly

High frequency, high value shoppers

57% shop multiple times per week. Over half spend $200+/mo across categories from fashion to electronics.



71%
buy same day

When they see it, they buy it

83% say the ad directly influenced their purchase. 92% were satisfied and 86% plan to buy again.

Source: Kantar Custom Survey, January 2025 (n=2,500 US smartphone users who play mobile games)

An ad format built to **capture attention**



Ads appear **between levels or are requested for rewards**

AppLovin ads have an **average watch time of 30 seconds.**

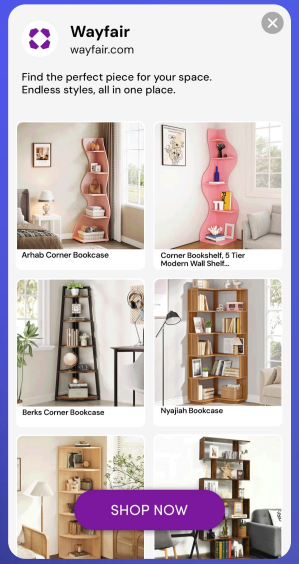
Based on AppLovin internal data: Jan 2026



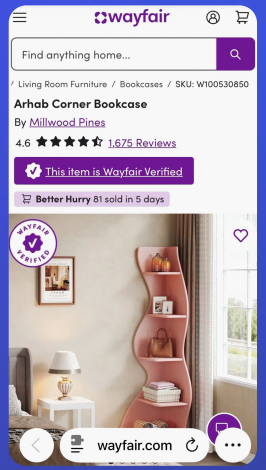
Portrait Video



Interactive Page



Dynamic Catalog



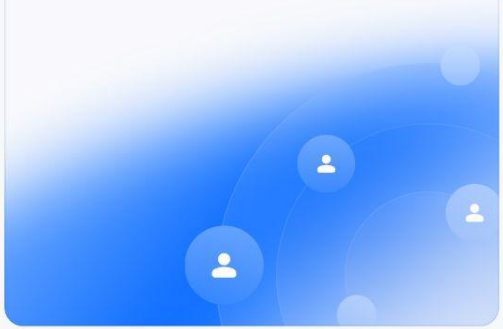
Upon click, users are sent **to your website**

Multi-assets allow brands to upload up to 10 of each asset, leveraging the algorithm to unlock, test, and choose the best combinations.

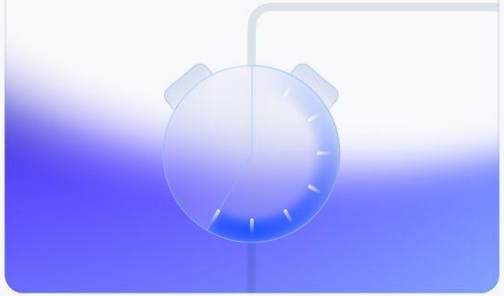
The AppLovin advantage

A massively scaled and incremental audience in a unique attentional environment

Access to **~1B global users daily** during focused moments of attention during gameplay.



Over 30s of full screen portrait video gives brands the ability to drive users from discovery to conversion.



AppLovin AI removes the guesswork for marketers, algorithmically finding customers most likely to purchase.



Validated by leading **measurement companies**

"AppLovin has been a game-changer for the brands we work with-delivering measurable, incremental revenue that shows up clearly in our attribution models. It also drives strong new customer acquisition and meaningful halo effects across other channels. It's rare to see a new channel scale this efficiently this fast."



Frank Yang
CEO of Work Magic

WorkMagic

"Across our customer base, AppLovin has quickly become a channel where advertisers are confidently scaling their budgets. For such a new channel, the speed of adoption is among the fastest we've seen from a new partner."



Austin Harrison
CEO

Northbeam

"We've never seen a new channel scale this quickly across our client base. Brands are turning on AppLovin and increasing spend — that kind of momentum only happens when it's working."



Maxx Blank
Co-founder & COO

Triple Whale

Streamlined onboarding
Intuitive campaign management

- Sign up for an account
- Upload your creative
- Integrate the AppLovin pixel
- Define your targets and budgets
- Monitor performance

AppLovin

Get started