

SIMPLI.FI MOBILE CREATIVE SPECS

Simpli.fi works with several exchanges and has compiled a list of best practices regarding mobile creative.

Mobile Inventory Available

+172 BILLION AUCTIONS PER MONTH

- +3,000 publishers
- +12,000 applications
- +60 million unique users

INVENTORY TYPE

- In-app 99%
- Mobile web 1%

DEVICE TYPE

- 81% Smartphone
- 13% Tablet
- 6% iPod

GEOGRAPHY

- U.S. 46%
- U.K. 4%
- Canada 4%
- Germany 4%
- China 3%
- Italy 3%
- Other countries available: Mexico, Russia, Australia, France, India

Mobile Sizes and Inventory Distribution

- 320x50 – 71%
- 728x90 – 10%
- 320x480 – 9%
- 300x250 – 3%
- 480x320 – 1%
- 768x1024 – 1%
- 1024x768 - .5%
- *Also recommended ad size 300x50