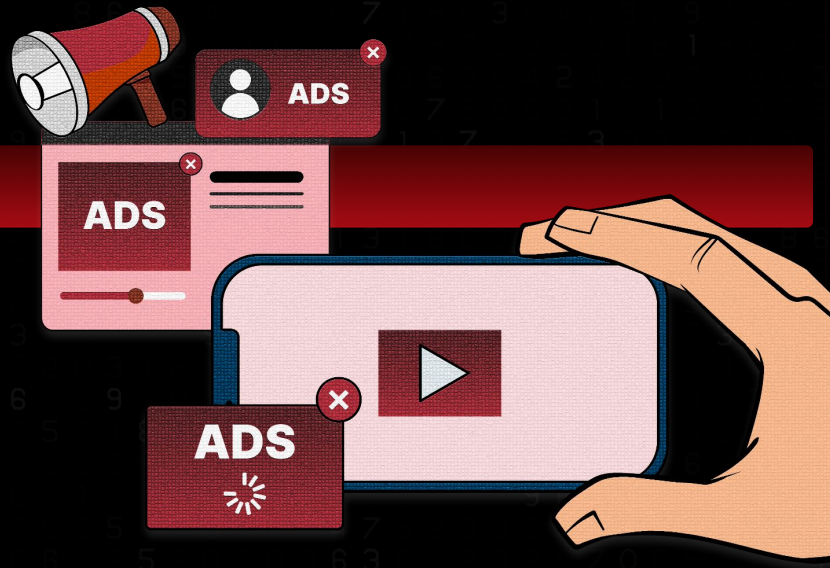


MADE-FOR-ADVERTISING MOBILE APPS BENCHMARKS REPORT GLOBAL

Q2 2025

An analysis of global open programmatic advertising traffic on
MFA mobile apps across Google Play and the Apple App Store.



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ABOUT THIS REPORT:

This report highlights quarterly trends and benchmarks on made-for-advertising (MFA) mobile apps in Q2 2025. Pixalate's data science team analyzed programmatic advertising activity across 27+ billion global open programmatic advertising impressions in Q2 2025 (June) to compile this research. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

KEY STATS: GLOBAL MFA MOBILE BENCHMARKS

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

\$29M

in estimated open programmatic ad spend went to mobile apps flagged as MFA in Q2 2025



0.3%

of global open programmatic mobile ad spend went to mobile apps flagged as MFA in Q2 2025



89%

of mobile app MFA ad spend went to apps with private or blank domains.



80%

of mobile app MFA ad spend went to apps in the “Games” category.



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Would you like access to more data about MFA websites, mobile apps or CTV??

Schedule a demo:

pixal.at/demo



The background features a dark gray, isometric illustration of various digital and network-related elements. In the foreground, a tablet displays a world map and a bar chart. Behind it, there are server racks, a Wi-Fi symbol, and two small monitors showing data visualizations.

MFA MOBILE APPS TRAFFIC ANALYSIS





\$29M

Estimated open programmatic ad spend on mobile
apps flagged as MFA in Q2 2025, per Pixalate's
data

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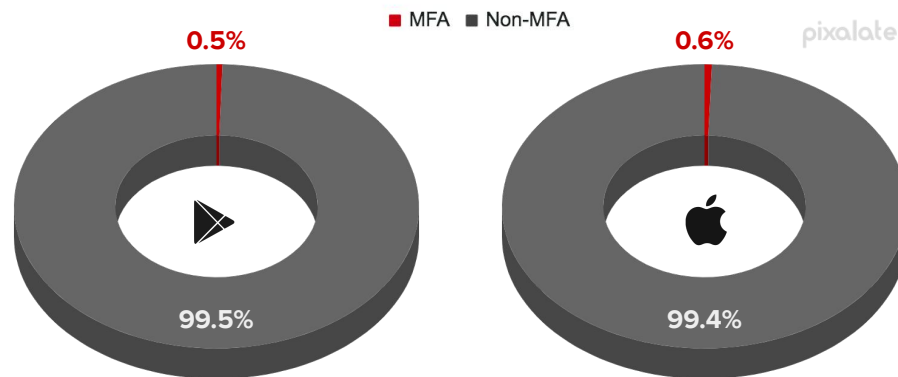


0.5% of mobile apps with open programmatic ad traffic measured by Pixalate are flagged as MFA

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate



Global MFA rates: Android vs iOS Traffic Analysis; Q2 2025 (June)



Share of Mobile Apps w/ Open Programmatic Advertising
Flagged as MFA

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0.3%

of global open programmatic mobile ad spend
went to apps flagged as MFA in Q2 2025,
according to Pixalate's data.

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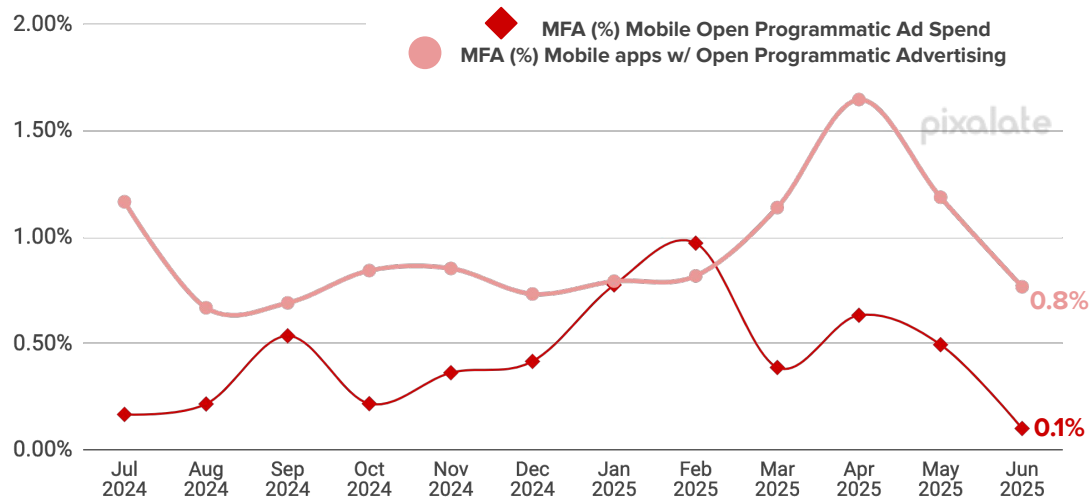


As of June 2025, **0.8% of mobile apps** with open programmatic ads were **flagged as MFA**

Q3 2024 - Q2 2025; based on global open programmatic traffic, as measured by Pixalate



Global MFA rates Traffic Analysis; Q2 2025 (June)



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**Source: % of global open programmatic ad spend associated with mobile apps flagged as "Made-For-Advertising (MFA)" and % of mobile apps with open programmatic ad traffic flagged as "MFA"; Includes apps flagged by Pixalate as both "medium" and "high" MFA risk. See Methodology (p.17) for details on what "flagged as MFA" entails, as measured by Pixalate.*

The background features a dark gray, isometric illustration of various digital and mobile elements. At the top, two small floating windows show bar charts. Below them is a stack of server units. To the right, a square icon with a Wi-Fi symbol sits on a base. The central focus is a large tablet angled towards the viewer, displaying a world map and a bar chart. The overall aesthetic is tech-oriented and modern.

MFA MOBILE APPS

APP STORE ANALYSIS



89%

of global ad spend on mobile apps flagged as MFA went to developers with private or blank domains, in Q2 2025 (June), according to Pixalate's data.

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89% of mobile MFA ad spend went to apps with private or blank domains in Q2 2025

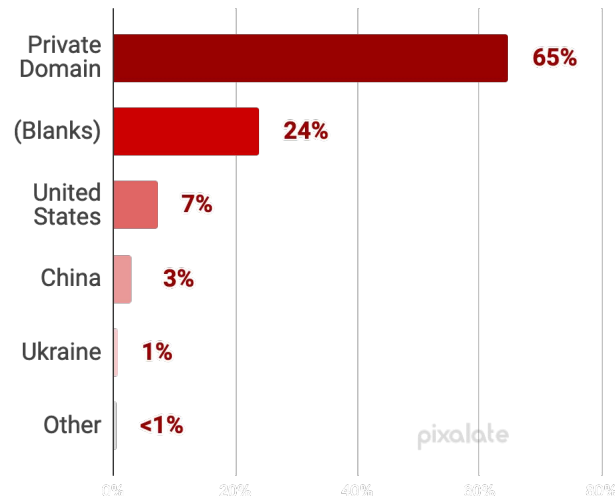
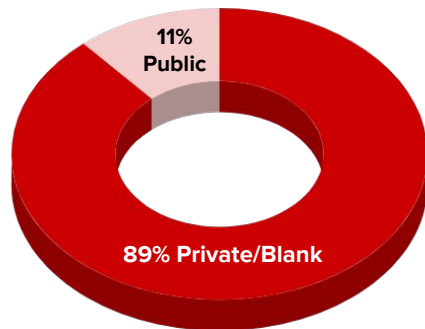
As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pivalate



Public and Private Domains: MFA

Mobile Apps

Q2 2025 (June)



% of Ad Spend on Likely MFA Mobile Apps

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*Source: Q2 2025 (June); as measured by Pivalate



80%

80% of global ad spend on mobile apps flagged as likely MFA went to sites falling under the “**Games**” category, according to Pixalate’s data.

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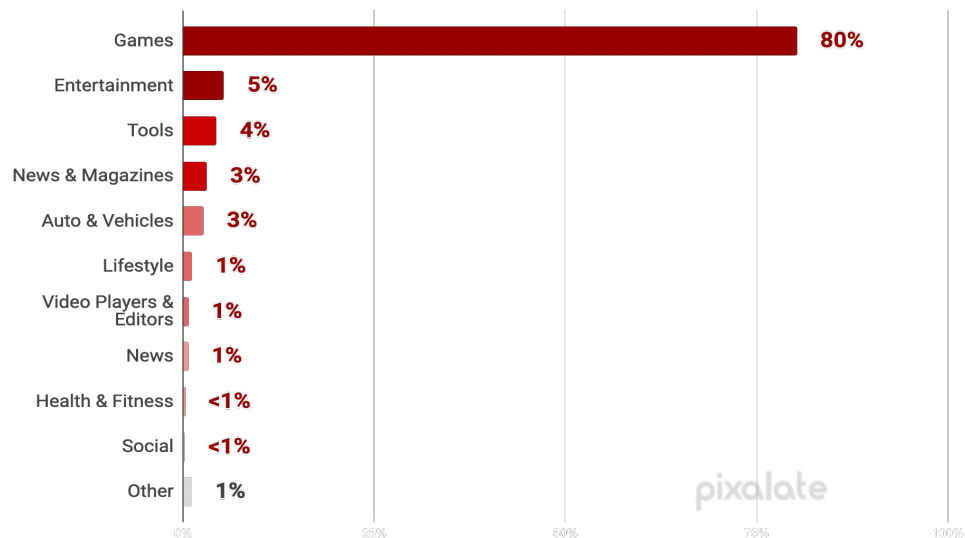
80% of global ad spend that went to mobile MFAs went to apps in the “Games” category in Q2 2025

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Picalate



Mobile App Categories MFA Ad Spend (%)

Q2 2025 (June)



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*Source: % of Ad Spend on Mobile apps flagged as MFA; Q2 2025 (June); as measured by Picalate



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METHODOLOGY & DISCLAIMER



METHODOLOGY

HOW DOES PIXALATE FLAG MOBILE APPS AS MADE FOR ADVERTISING (MFA)?

Pixalate bases its MFA designations on actual observed traffic from its global data pool. There are a number of characteristics that Pixalate checks for mobile app detection as likely MFA:

- **MFA Risk:** Pixalate's assessment of the risk (High, Medium or Low) of the mobile app being deemed MFA
- **Ad Refresh Rate:** Number of ad impressions observed per device, per user, per minute
- **Age:** Age of the app on the App Store
- **Popularity Score:** Pixalate's popularity score for the app
- **Reviews:** Number of user reviews

Pixalate analyzes these traffic signals and flags apps as likely MFA when any of the factors are extreme outliers, calculated by analyzing quantiles for all ad impressions per app. Pixalate further classifies MFA apps as “medium” or “high” risk depending on the severity and quantity of the measured MFA signals. Pixalate flags apps as likely MFA on a per-month basis, meaning changes in advertising patterns may cause Pixalate's MFA classification of certain apps to fluctuate month over month. Pixalate continuously improves its methodologies and adapts them to emerging insights to ensure relevance and effectiveness. This ongoing process enhances the quality and impact of Pixalate's work. For more information, visit [Pixalate's MFA knowledge base](#).

METHODOLOGY

General:

Pixalate's data science team analyzed 255K+ mobile apps across Google Play and the Apple App Store, and 27+ billion global open programmatic advertising impressions in Q2 2025 (June) to compile this research.

Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

Global Ad Spend Estimates (in USD)

Pixalate global open programmatic mobile ad spend figures were calculated by integrating externally sourced data with Pixalate's internally tracked metrics. In the context of this report, third-party data is used to estimate the annual dollar value for a previous year (2023). Pixalate's derived quarterly share is then applied to determine the dollar value quarterly, and proprietary estimates are utilized to determine QoQ time series in 2024 and 2025.

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ABOUT PIXALATE

Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).



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