

Apple Search Ads Benchmarks Report



LET'S KEEP IN TOUCH:



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01 Introduction

According to Statista*, the number of mobile app downloads has been increasing globally over the past 6 years. In 2021, consumers downloaded 230 billion mobile apps, and the number of apps & games on the App Store amounted to more than 2.22 million.

The mobile app market was influenced by iOS 14 updates. Apple Search Ads continues to be one of the most effective ad channels that helps users quickly discover apps and mobile developers reach more target customers.

We've carried out research and analyzed how Apple Search Ads performed in Q3 and Q4 of 2021 across various categories and markets. The resulting data was collected and introduced in this report, designed to help you compare your app performance against the industry benchmarks, improve discoverability and unlock mobile growth.

Apple Search Ads Benchmarks Report H2 2021 provides:

- 01 **Average Tap-Through Rate (TTR):** overall, by categories, by countries and regions;
- 02 **Average Conversion Rate (CR):** overall, by categories, by countries and regions;
- 03 **Average Cost per Tap (CPT):** overall, by categories, by countries and regions;
- 04 **Average Cost per Acquisition (CPA):** overall, by categories, by countries and regions;

* <https://www.statista.com/statistics/271644/worldwide-free-and-paid-mobile-app-store-downloads/>

05 **Top Apple Search Ads gainers** across the App Store categories;

06 **Cost trends:** CPT and CPA overall trends, trends for the top App Store categories and most popular Apple Search Ads countries and regions;

07 **Quarter-over-quarter (Q/Q) changes** in TTR, CR, CPT and CPA from 2018 up until the end of 2021.

The report is based on the aggregate data from apps that optimize Apple Search Ads campaigns using **SplitMetrics Acquire**.

The period under review:

July – December 2021 (H2 2021)

3.3M

keywords

1.15B

impressions

95M

taps

59M

downloads

15

categories

61

countries & regions

Sampling

1. Excluded categories: News, Weather, Reference, Medical, Music and Navigation.

To provide consistent and reliable data, we left out categories with fewer than 5 apps, which could produce statistically insignificant results in aggregate.

2. Excluded developers: we left out those **SplitMetrics Acquire** clients whose policy states that their user data shall not be used in our reports, including the anonymous aggregate form.

Methodology

Our report draws on internal data and industry insights to help mobile developers and marketers better understand current trends in their niche.

The methodology is based on dividing specific quantitative data, such as spend, taps, impressions, downloads and installs, by a specific total, depending on the required indicator in accordance with the necessary type of information display: the App Store category or Apple Search Ads region.

We used the following formulas to calculate each of the key indicators:

CR = downloads / taps

TTR = taps / impressions

CPM = spend / (impressions / 1000)

CPT = spend / taps

CPA = spend / downloads

In this report edition, you'll find the average TTR and CR, as well as CPT and CPA by categories and markets for H2 2021. We also compared them with Apple Search Ads benchmarks from previous years, quarter-over-quarter.



"We aim to provide innovative technology, tools and insights to mobile developers and marketers, to help them scale with Apple Search Ads and grow their app businesses. That's why we continuously analyze data, release benchmarks and constantly enhance our solution for Apple Search Ads automation and effective management."

— **Max Kamenkov**, CEO at SplitMetrics

SplitMetrics Acquire for Apple Search Ads Optimization and Automation

If you would like to optimize your Apple Search Ads campaigns and scale with the channel, feel free to [reach out to us](#). **SplitMetrics Acquire** is an Apple Search Ads Partner with years of hands-on experience automating and optimizing campaigns, as well as building and implementing Apple Search Ads strategies for global leaders in mobile app & game development.

SCALE WITH APPLE SEARCH ADS

02 Executive Summary

8.87%

Average TTR

62.22 %

Average CR

\$2.22

Average CPT

\$3.76

Average CPA

- 01 Apple Search Ads is **growing its potential** as a promising ad channel and part of the global paid UA strategy.
- 02 **Sports** and **Entertainment** showed the highest TTRs.
- 03 **Business, Games** and **Sports** got the biggest breakthrough in CR.
- 04 Average CR experienced dramatic growth and reached an impressive **62.22%** (compared to 50%, the average provided by Apple Search Ads).
- 05 **Finance market continued to boom.** CPT for Finance was x5 higher (\$11.73) than the average one across all categories.
- 06 **CPA for Finance** also affected the average CPA for other categories and amounted to an **unprecedented \$21.22**, which is 5.6 times higher than the overall average.

07 The **US, Canada, Australia, Great Britain** and **Germany** remained the **most competitive countries** in terms of Apple Search Ads.

08 All analyzed markets had CR higher than the Apple Search Ads' average during H2 2021.

09 **CPA** for the **US, Canada, and Puerto Rico boomed** in November with an incredible **\$7.21**.

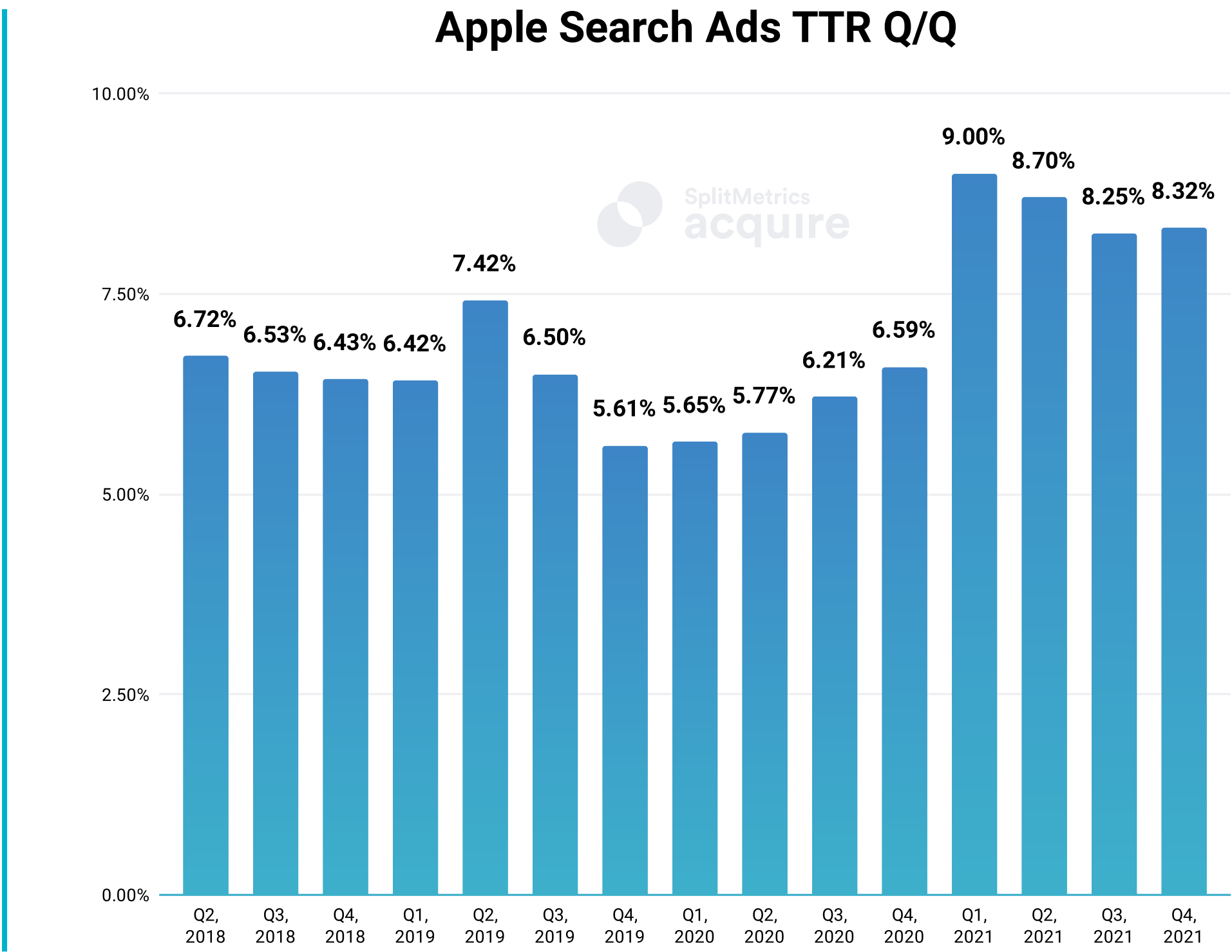
10 All countries and regions **experienced seasonal fluctuations**, reaching the lowest points in CPT and CPA in September and spiking in November and December.

03 Apple Search Ads Benchmarks by Categories

Average Tap-Through Rate (TTR)

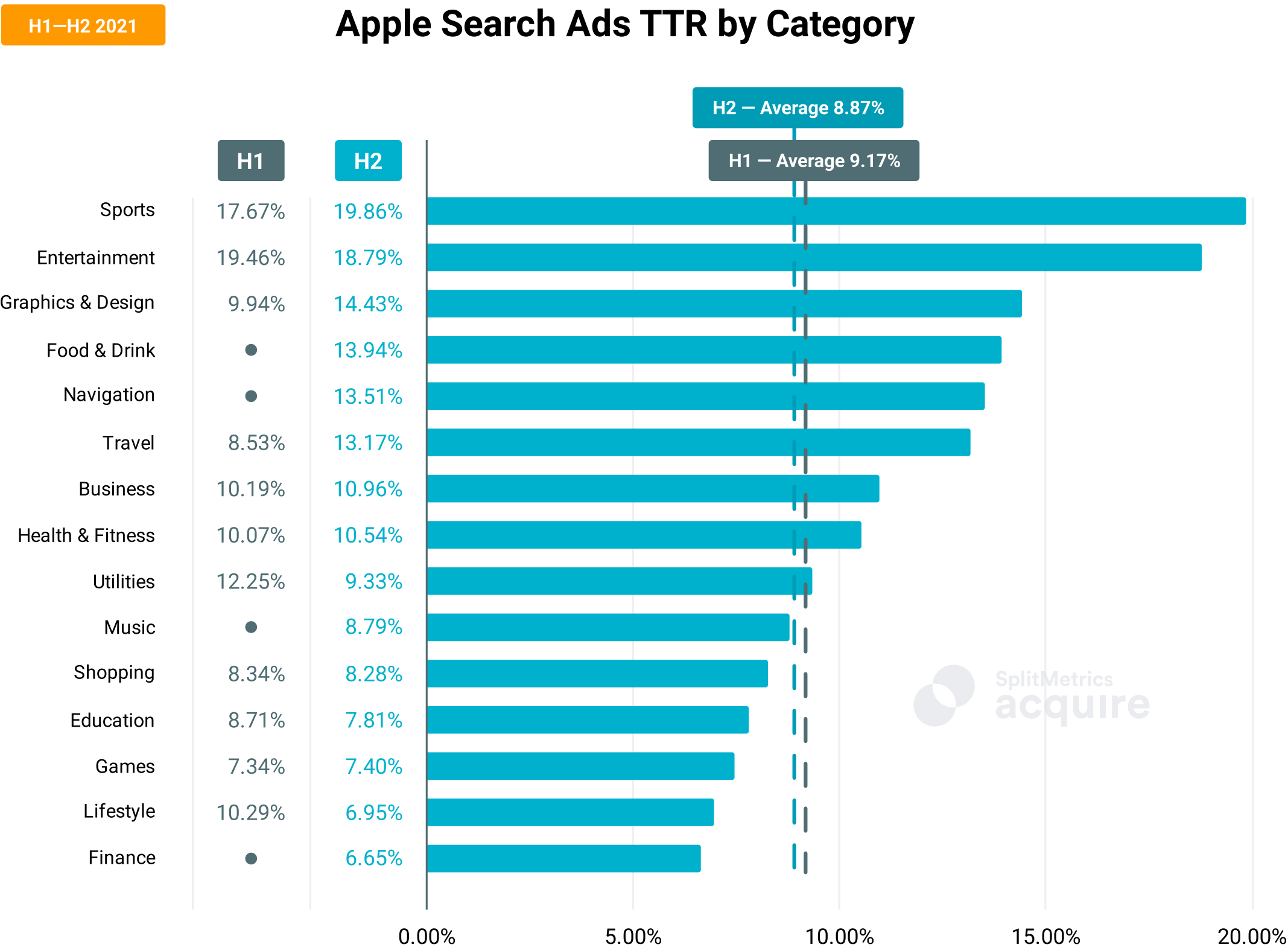
Tap-through rate reflects the number of times App Store users tapped on an ad divided by the total number of impressions for the ad.

The average Apple Search Ads TTR in H1 2021 was 9.17%, according to our [previous report](#). For **H2** of the same year, research carried out by our team revealed that **the average TTR was 8.87%**, which is close to the first half of 2021.



In general, the upward trend in TTR is observed year-over-year.

Let’s take a look at Apple Search Ads **average TTRs for 15 popular categories** in H2 2021. And compare them with the previous period under consideration – H1 2021:



Sports and **Entertainment** maintained their positions, topping the list of categories with the highest TTRs, as in H1 2021, just switching places, with **19.86%** and **18.79% respectively**.

This can be explained by the fact that in the second year of the pandemic people across the globe had adapted to the new conditions, and to stay fit and entertain themselves without leaving home, downloaded sports and entertainment apps.

The third place in this TTR rating was a real wild card. **Graphics & Design made it to the top 3 with 14.43%**. In the previous period, apps from this category also showed TTRs higher than the average one, but this time we can see a big leap. Such outstanding performance may be due to a few reasons.

The first one is related to getting back to business in the face of the prolonged pandemic: marketers and designers need multiple tools for effective work, and Graphics & Design mobile apps have successfully integrated in the framework of business solutions. And the second one is close to the reason why Entertainment reigned in second place. Creativity is one of the ways to escape from the routine, and apps for drawing, mixing colors, making digital sculptures and having fun with Harry Potter-themed fonts can be a breath of fresh air.

Food & Drink, Navigation and Travel took over the remaining positions in **the top 6 in H2 2021**. This may be due to steps towards loosening tough Covid-19 measures that were taken in some countries. As a result, people started going on little trips, still taking advantage of food delivery services they got used to when staying at home.

8 out of 15 App Store categories under consideration had TTR above the overall average (**9.34%**). Let's check which categories won and lost the most.



Aged Studio, a prominent game publisher, **increased TTR by 33.75%** and **boosted the install rate by 27%** in just 3 months with **SplitMetrics Acquire**.

Aiming to achieve similar results?

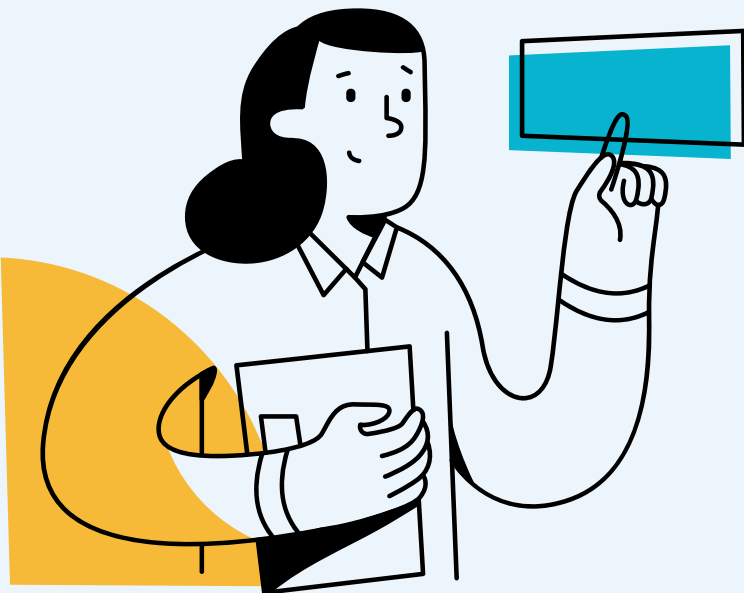
[REQUEST A DEMO](#)

Apple Search Ads TTR: Top Gainers & Losers

Category	Decrease	Increase	Change (abs and %)
Sports			13.19% 136.97%
Business			3.98% 42.25%
Lifestyle			3.76% 74.31%
Health & Fitness			-6.18% -45.31%
Music			-3.84% -30.45%
Entertainment			-2.00% -8.55%

It seems like the **Sports** category has broken a record paving the way to the top.

 **Quick tip:** If your TTR is below the benchmark in your category on the App Store, to improve it, you might want to take advantage of iOS 15 new feature — [ad variations using custom product pages](#).



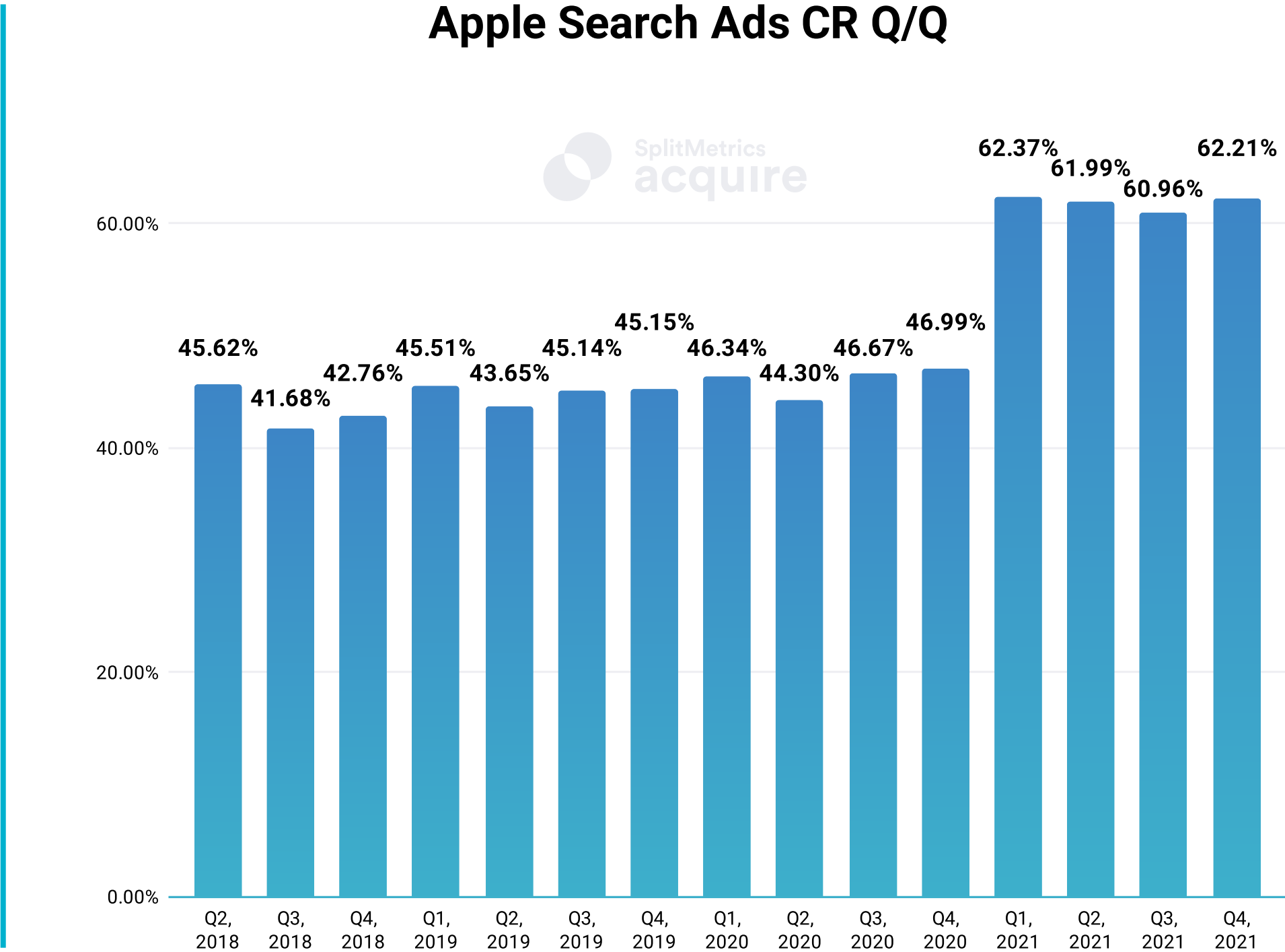
Get full control of **Apple Search Ads performance:** automate campaigns, meet KPIs, **grow ROI.**

REQUEST A DEMO

Average Conversion Rate (CR)

CR in Apple Search Ads reflects the number of app downloads divided by the total number of taps on the ad.

The chart below illustrates how this indicator has changed over the past few years.

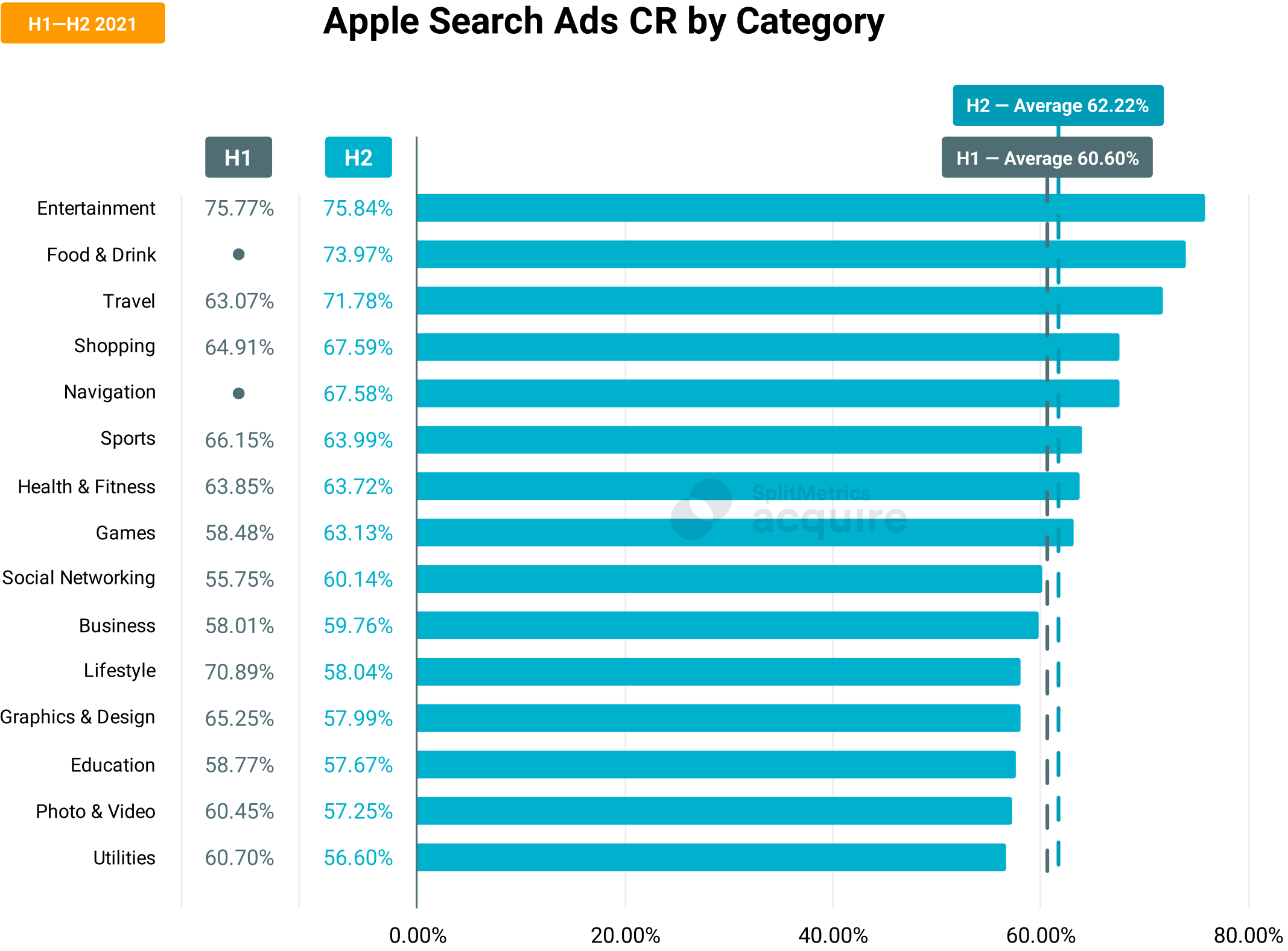


In the previous report for H1 2021 we witnessed dramatic positive change in the average Apple Search Ads conversion rate. **This growth trend continued in H2 2021 when CR reached 62.22%.**

The growing average CR may be due to the highly motivated users of this ad placement who are looking for specific apps they are interested in, and therefore, have a strong intention to install such apps.

According to Singular*, **Apple Search Ads became the fastest-growing ad network in 2021.** The more effort app marketers put into this channel, the more mobile users get involved and download apps shown on top of search results.

Now let's take a look at the **average CR for 15 app categories** and check how it changed in H2 2021 against the period highlighted in our previous Apple Search Ads Benchmarks Report – H1 2021.



8 out of 15 categories show the CR above the overall average (**62.22%**). Here are 6 categories that won and lost the most:

* <https://www.singular.net/blog/fastest-growing-ad-networks-2021/>

Apple Search Ads CR: Top Gainers & Losers

Category	Decrease	Increase	Change (abs and %)
Business			10.94% 20.26%
Games			8.19% 13.80%
Sports			7.42% 13.27%
Health & Fitness			-17.92% -26.19%
Graphics & Design			-13.21% -18.30%
Music			-8.77% -13.45%

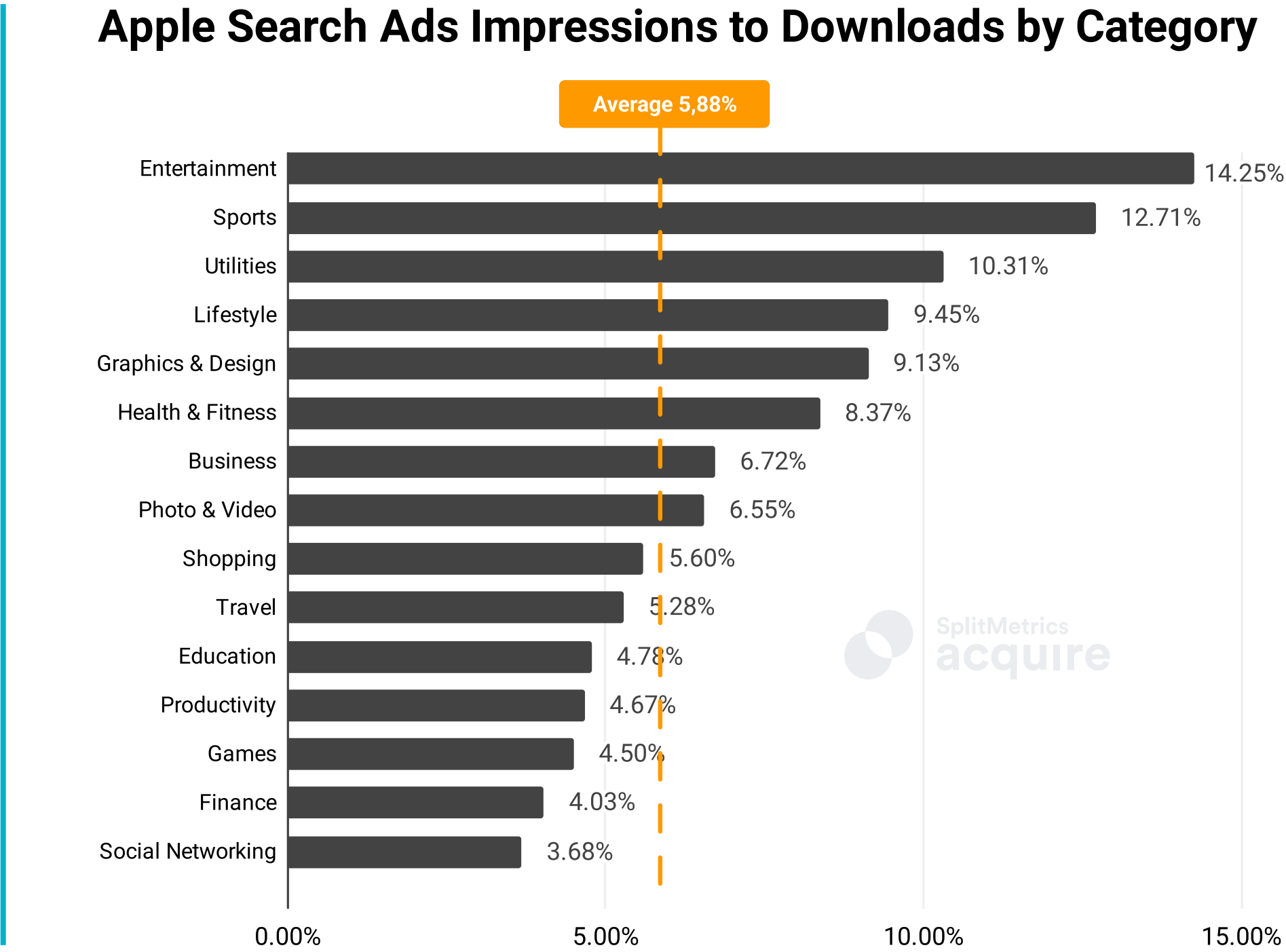
Business, Games and Sports saw the biggest increase in conversions. As for Sports, we’ve already discussed its success in the previous section. **Business & Games’** growth indicate that users are equally motivated when looking for apps for work and leisure, and download them right away.

Graphics & Design is in the top 3 in terms of TTR, but it didn’t succeed with CR. A high TTR doesn’t always lead to a high CR. Users tap on the apps they’re potentially interested in, but if an app’s product page doesn’t meet their expectations, they won’t install it, and will keep looking for what they need.



Quick Tip: If your app’s CR is below the benchmark in your category, **focus your attention on ASO** – in particular, **creatives: screenshots and app previews**. We also advise you to **double-check keywords** you are running Apple Search Ads for and **make sure they are relevant**.

In this report, we also examined **conversion from Impressions to Downloads: a ratio between TTR and CR**. The chart below demonstrates this indicator for 15 app categories, as well as the average value (5.88%).

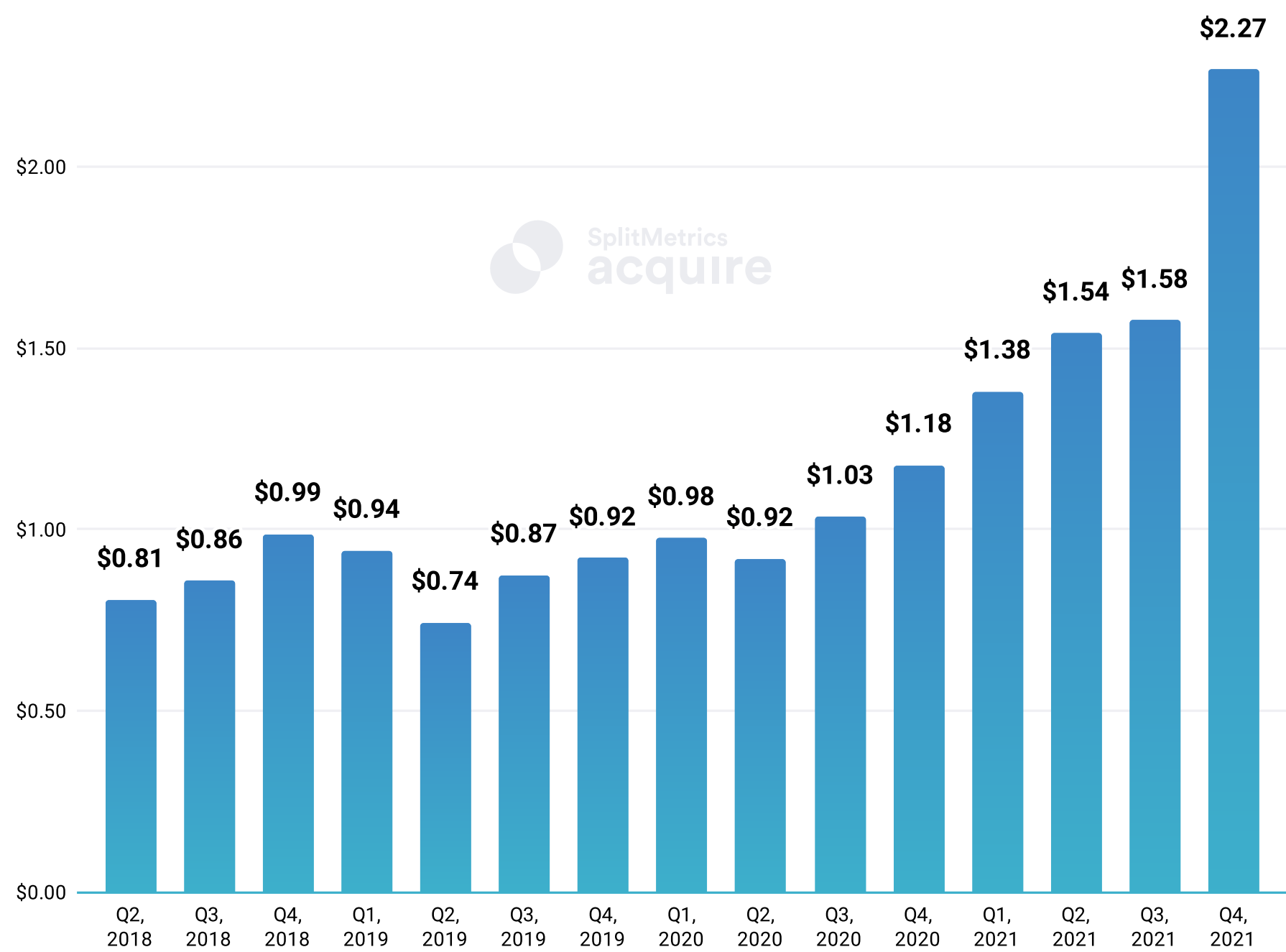


Average Cost per Tap (CPT)

CPT in Apple Search Ads is the total spend on the ads divided by the total number of taps on those ads.

Below you will find the average CPT for Q3 and Q4 of 2021 and track how it has changed over the past few years, quarter-over-quarter.

Apple Search Ads CPT Q/Q



CAGR is 7.02%

CAGR is a compound annual growth rate, which illustrates the annual growth rate of the metric – CPT in this case.

Increase in CPT in 2021 – in H2 in particular – might be due to the **growing popularity of this channel**, which comes alongside with the growing competition. Above we already mentioned that Apple Search Ads is the fastest growing ad network, so many publishers have been moving their paid UA efforts to this channel. There they have the ability to reach target customers, and consequently scale. As more and more mobile developers & marketers are turning to this channel, with higher effectiveness they also face the growing rivalry, and bid higher.



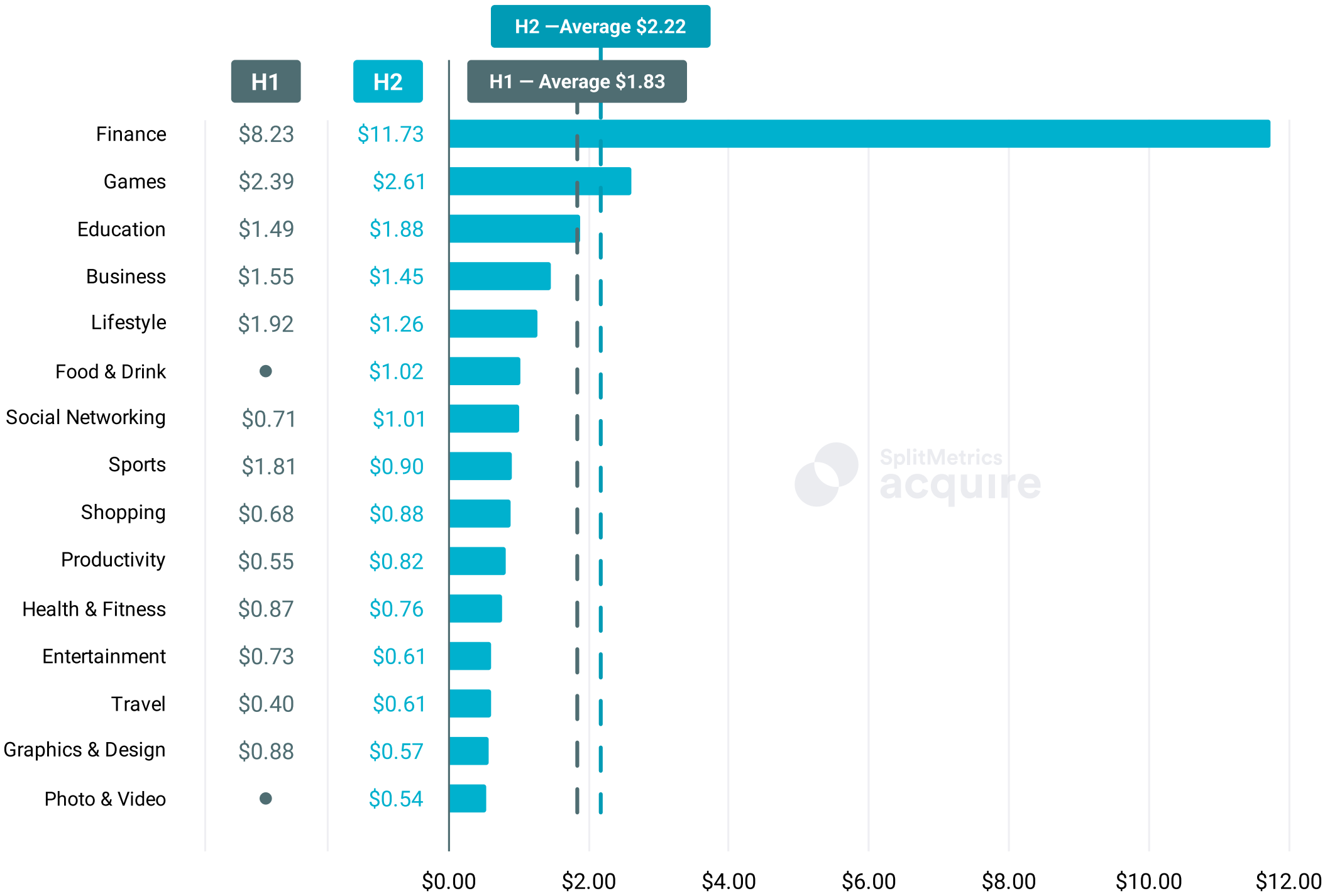
“I’m not surprised to see this huge spike in Q4, because that’s what I saw across almost every client account I manage, except for some regional targeted apps with low reach. Reasons for this might be **increased spending on Apple Search Ads** due to iOS 14.5 changes, **still well-stuffed budgets from 2020**, generally **high spending towards the holidays** and **increased covid restrictions in many countries.**”

— Johannes von Cramon, Co-founder of [Growfirst](#)

Now let’s check the average CPTs for the App Store categories and compare them with those we had in the first half of 2021. In H2 2021, the average CPT in Apple Search Ads was **\$2.22**.

H1–H2 2021

Apple Search Ads CPT by Category



Again, as in H1, in Q3 and Q4 of 2021 **Finance took the lead** with the **CPT of \$11.73**. In the previous report, we assumed that such an unconditionally high CPT might be related to cryptocurrency and trading apps that warmed up the market in the first half of the year. The graph clearly demonstrates that this upward trend for the **Finance** category continued in H2 2021, with **CPT more than 5 times higher than the average one**.

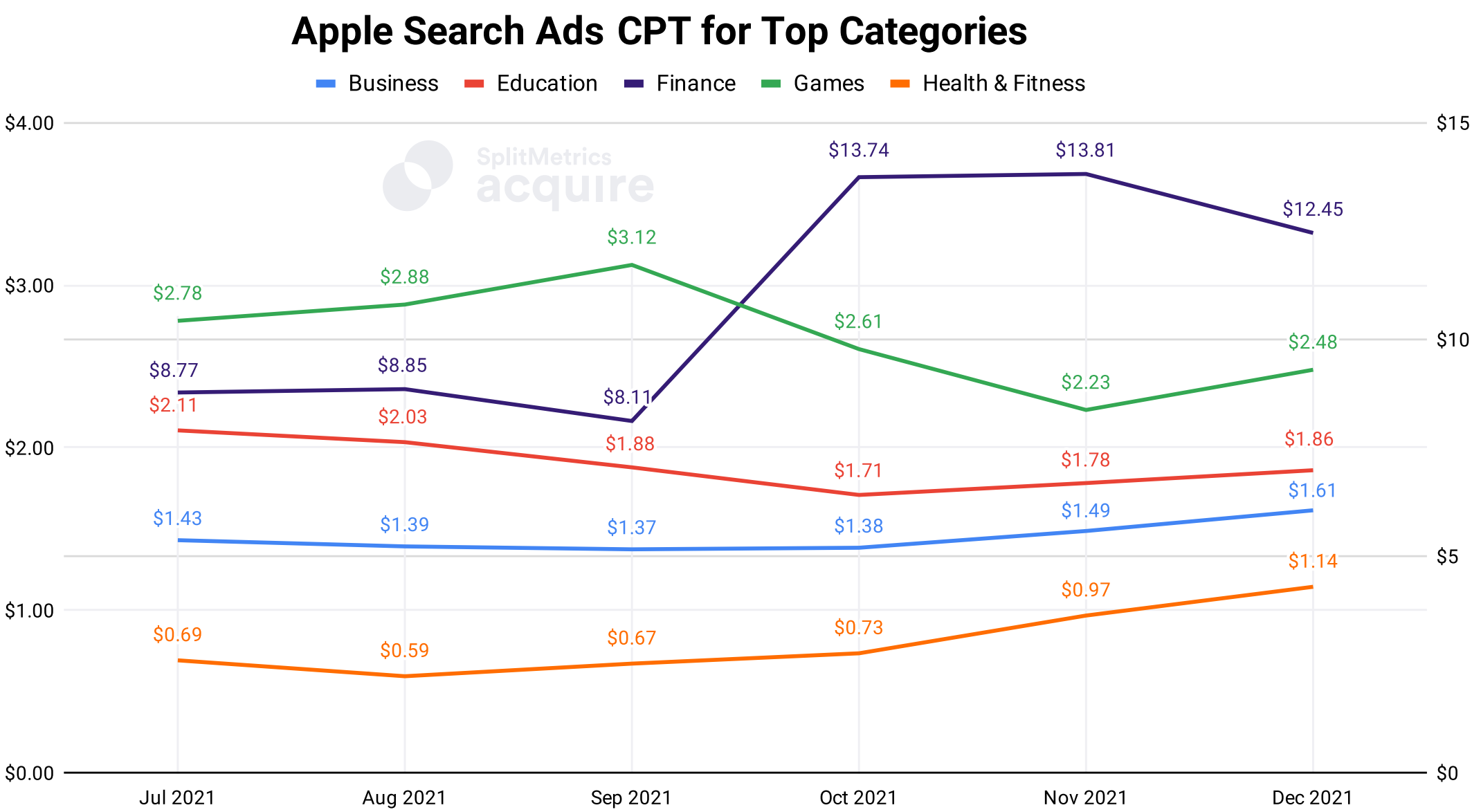
Games, one of the most competitive niches, again occupied the second position in terms of the highest CPTs. What's interesting, other 13 categories had this indicator lower than the average value (\$2.22). So we can confidently say that **Finance strongly influenced the average CPT value across all categories**.

Here are 6 categories that won and lost the most:

Apple Search Ads CPT: Top Gainers & Losers			
Category	Decrease	Increase	Change (abs and %)
Finance			\$3.68 41.96%
Health & Fitness			\$0.45 65.22%
Food & Drink			\$0.41 49.40%
Graphics & Design			-\$0.94 -64.83%
Lifestyle			-\$0.74 -40.66%
Weather			-\$0.43 -29.66%

There are no surprises with the leader here. **Food & Drink** that was in the top with the second highest CR, also got the average CPT increased, so, obviously, the efforts of this category's marketers have not been in vain. Higher bids brought higher conversion.

Apart from that, we analyzed **CPT fluctuations across the 5 popular app categories**:



	Business	Education	Finance	Games	Health & Fitness
Jul 2021	\$1.43	\$2.11	\$8.77	\$2.78	\$0.69
Aug 2021	\$1.39	\$2.03	\$8.85	\$2.88	\$0.59
Sep 2021	\$1.37	\$1.88	\$8.11	\$3.12	\$0.67
Oct 2021	\$1.38	\$1.71	\$13.74	\$2.61	\$0.73
Nov 2021	\$1.49	\$1.78	\$13.81	\$2.23	\$0.97
Dec 2021	\$1.61	\$1.86	\$12.45	\$2.48	\$1.14
Grand Total	\$8.68	\$11.3	\$65.74	\$16.10	\$4.80

	Business	Education	Finance	Games	Health & Fitness
CARG	2.0%	-2.0%	6.0%	-1.9%	8.8%
change, %	12.9%	-11.6%	42.0%	-10.8%	65.5%
change, abs	\$0.18	-\$0.25	\$3.68	-\$0.30	\$0.45

CAGR, compound annual growth rate, illustrates the annual growth rate of the metric.

Change, % is the percentage difference between the first and the last metric value for the period.

Change, abs is the absolute difference between the first and the last metric value for the period.

Finance, again, had the CPT trend higher than the rest of the categories. Also, this graph shows an interesting pattern that may be related to seasonality. If we look at **CPT for Finance** and Games, we can observe that when Finance had the lowest CPT in September 2021, Games reached the highest point. And vice versa, CPT for Finance peaked in November, while CPT for Games reached its lowest point at the same time.



*“We are seeing a seismic shift in how people manage their money online nowadays. Gone are the days when investing was for a select, wealthy few. Now, because **fintech apps have significantly lowered the bar to entry, more and more people are taking direct control of their finances.***

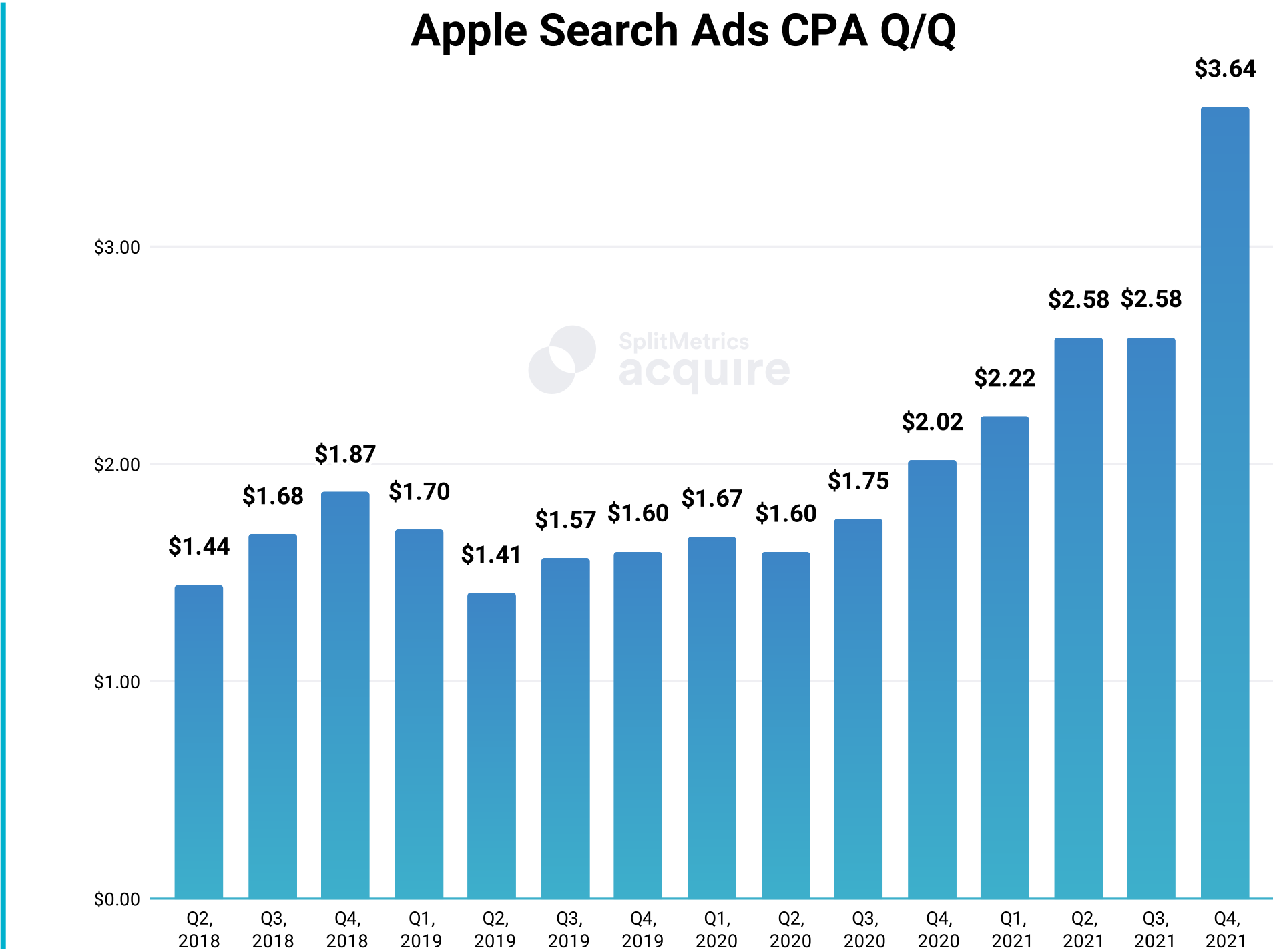
Additionally, if you compare the rising CPT also with the rising Bitcoin prices (reaching a new all-time high in November 2022) you will see quite an overlap. More interest in the market leads to more search traffic in the app stores for those apps, which leads to higher prices if you want to be at position number one.”

*— **Thomas Krieberegg**, CEO of [App Radar](#)*

Cost per Acquisition (CPA)

CPA in Apple Search Ads is the indicator to measure how much on average you pay for the conversion – namely, for a tap on the “Get” button. Average CPA is calculated by dividing the total spend by the number of installs from an ad in Apple Search Ads within a specific time frame.

On the graph below you may see how CPA in Apple Search Ads has changed over the past few years.



CAGR is 6.42%

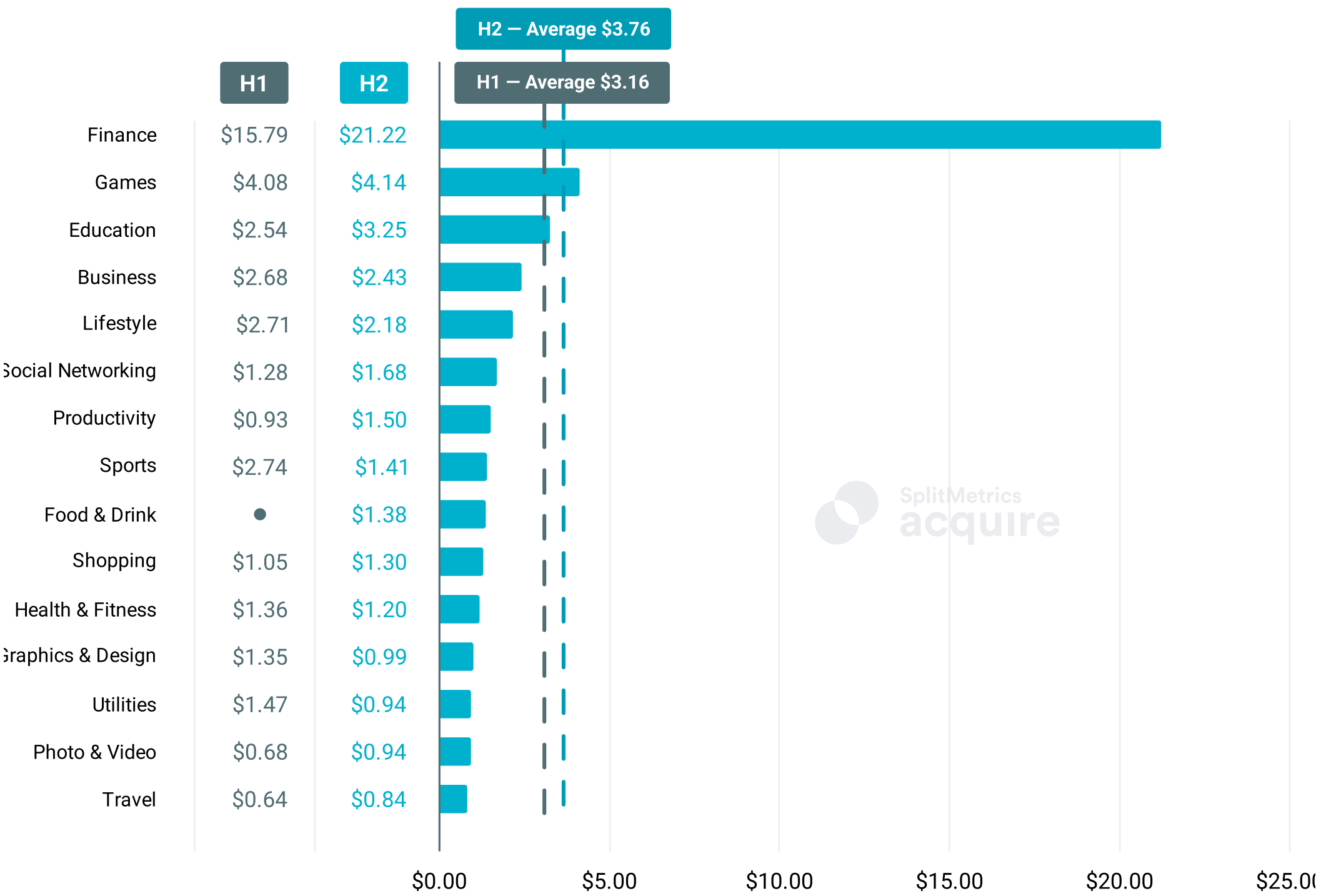
CAGR is a compound annual growth rate, which illustrates the annual growth rate of the metric – CPA in this case.

In H2 2021, the **average CPA in Apple Search Ads amounted to \$3.76**, while **in H1 2021 it was \$3.16**, so we can see a slight increase.

Now let's check CPA for 15 categories under consideration for Q3-Q4 2021 and compare this metric with the previous period (Q1-Q2 2021).

H1–H2 2021

Apple Search Ads CPA by Category



Finance and Games again topped the list, this time joined by Education which closed the top 3 leaders in CPA. Same as in the case with CPT, **CPA for Finance** affected the average value for other categories and amounted to an **unprecedented \$21.22**. This is **5.6 times higher than the overall average CPA** for H2 2021 (\$3.76).

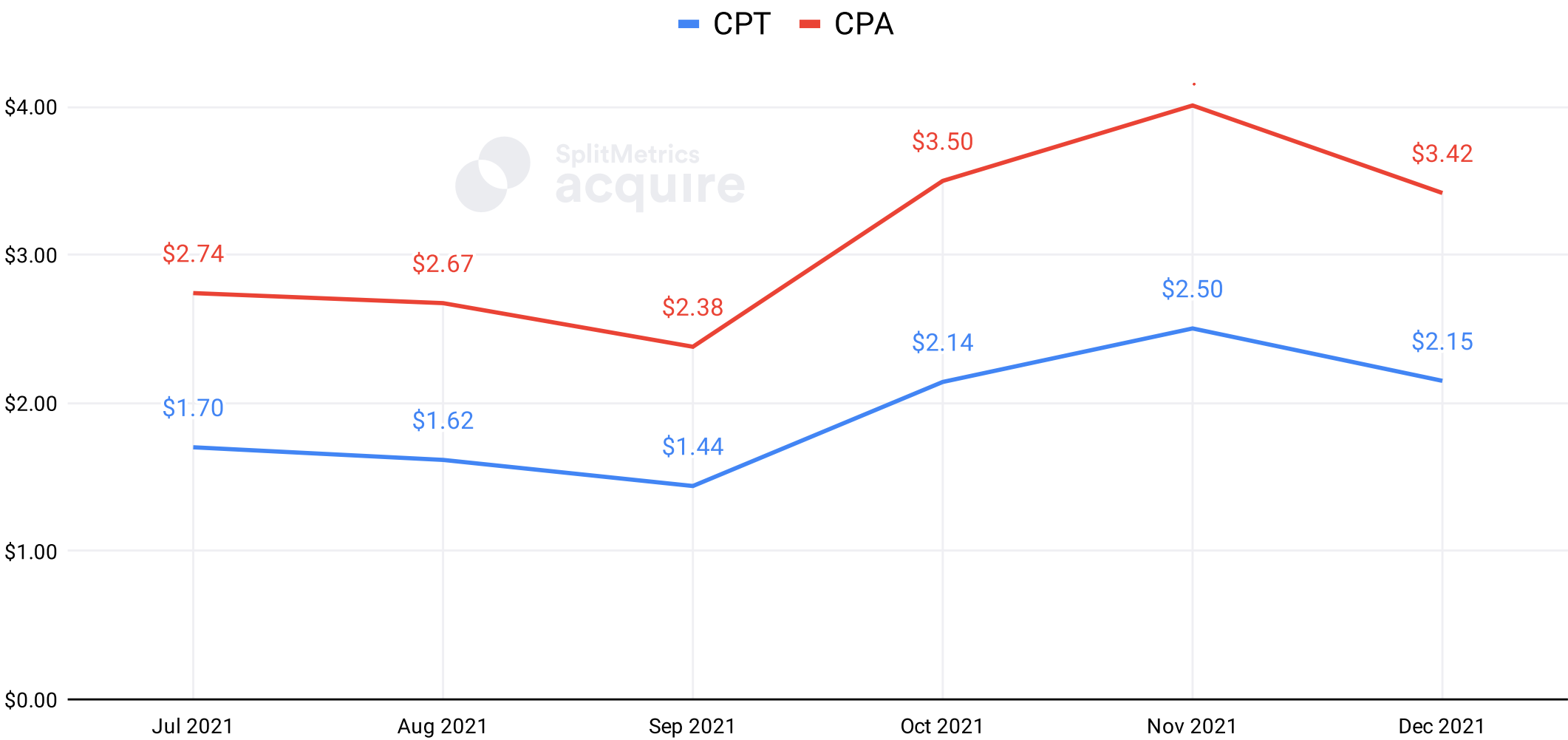
Now let's check out 6 categories that experienced the most significant changes in terms of CPA.

Apple Search Ads CPA: Top Gainers & Losers

Category	Decrease	Increase	Change (abs and %)
Finance			\$4.21 23.17%
Health & Fitness			\$1.25 123.76%
Food & Drink			\$0.65 58.56%
Lifestyle			-\$1.43 -44.55%
Graphics & Design			-\$1.15 -57.21%
Games			-\$1.02 -21.75%

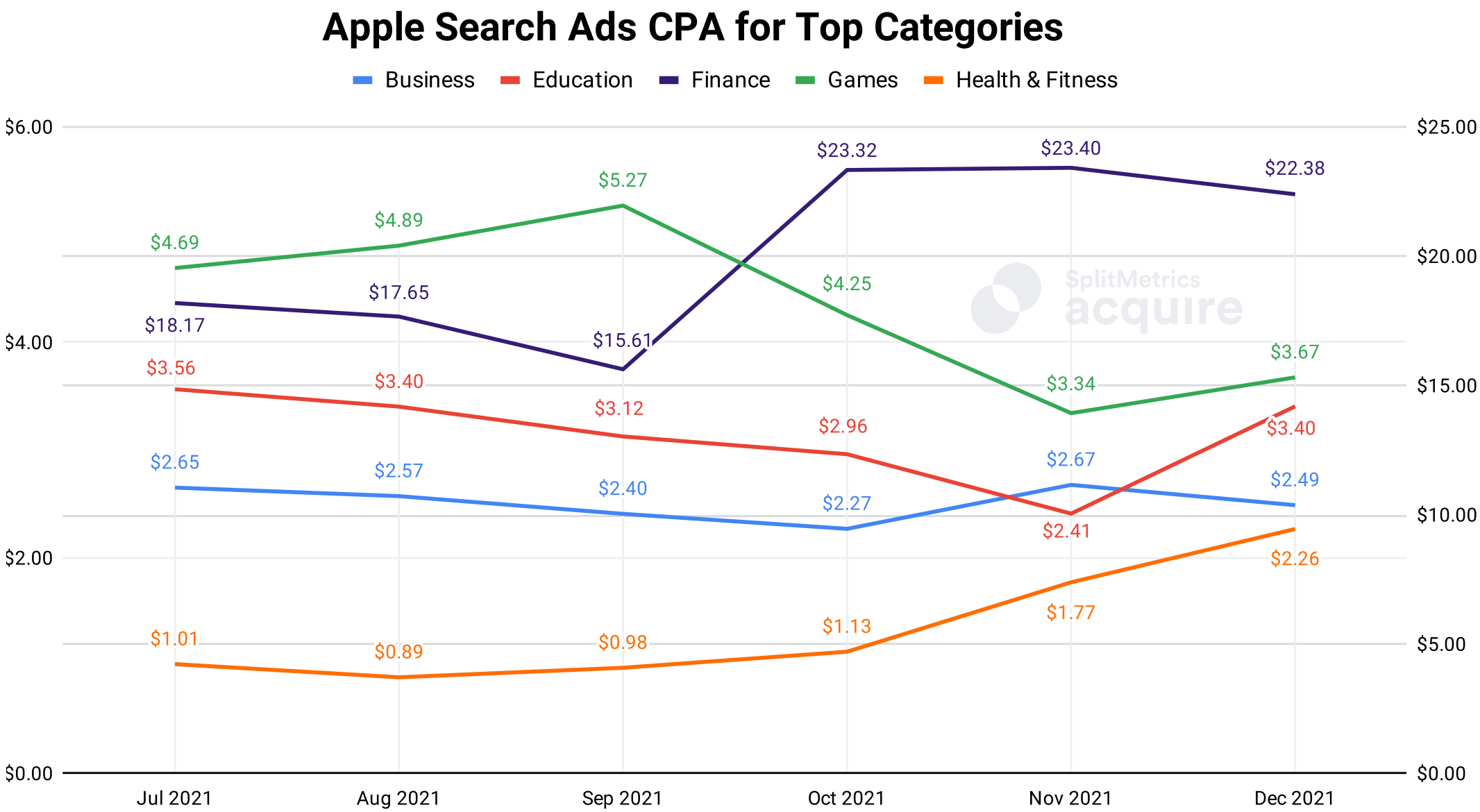
Below you may see a graph with the CPA trend from July to December 2021, along with the CPT trend.

Apple Search Ads Cost Seasonality: CPT & CPA



The graph illustrates seasonality: **in September both CPT and CPA decreased** slightly when some people went on holiday during the velvet season, while others prepared to feed into the work mode after vacationing. Starting from this point, costs are growing, peaking in November when everyone was preparing for holiday campaigns and striving to reach their target KPIs before the end of the calendar year.

On the chart below you can see how CPAs for 5 popular categories transformed during H2 2021.



spark
networks

Spark Networks **reduced CPA for Cost per Subscription** and **increased ROAS** with **SplitMetrics Acquire**.

Want to decrease CPA and grow ROI?

REQUEST A DEMO

	Business	Education	Finance	Games	Health & Fitness
Jul 2021	\$2.65	\$3.56	\$18.17	\$4.69	\$1.01
Aug 2021	\$2.57	\$3.40	\$17.65	\$4.89	\$0.89
Sep 2021	\$2.40	\$3.12	\$15.61	\$5.27	\$0.98
Oct 2021	\$2.27	\$2.96	\$23.32	\$4.25	\$1.13
Nov 2021	\$2.67	\$2.41	\$23.40	\$3.34	\$1.77
Dec 2021	\$2.49	\$3.40	\$22.38	\$3.67	\$2.26
Grand Total	\$15.05	\$18.85	\$120.52	\$26.10	\$8.03

CARG	-1.1%	-0.8%	3.5%	-4.0%	14.4%
change, %	-6.2%	-4.5%	23.1%	-21.7%	124.2%
change, abs	-\$0.16	-\$0.16	\$4.21	-\$1.01	\$1.25

CARG, compound annual growth rate, illustrates the annual growth rate of the metric.

Change, % is the percentage difference between the first and the last metric value for the period.

Change, abs is the absolute difference between the first and the last metric value for the period.

Crypto market boomed in 2021, so the competition between apps from the Finance category became tougher, which resulted in the increased CPA. On the graph above, you can also see the same seasonality trend we saw with CPT: Finance and Games stood in direct contrast to each other in September and November.

If the CPA for your mobile app or game exceeds the category average and you'd like to decrease it, feel free to reach out to us.

04 Apple Search Ads Benchmarks by Countries and Regions

In H2 2021, Apple Search Ads was available in 61 countries in the following regions:

01 **Africa, Middle East, and India (12 countries)**

02 **Asia Pacific (15 countries)**

03 **Europe (26 countries)**

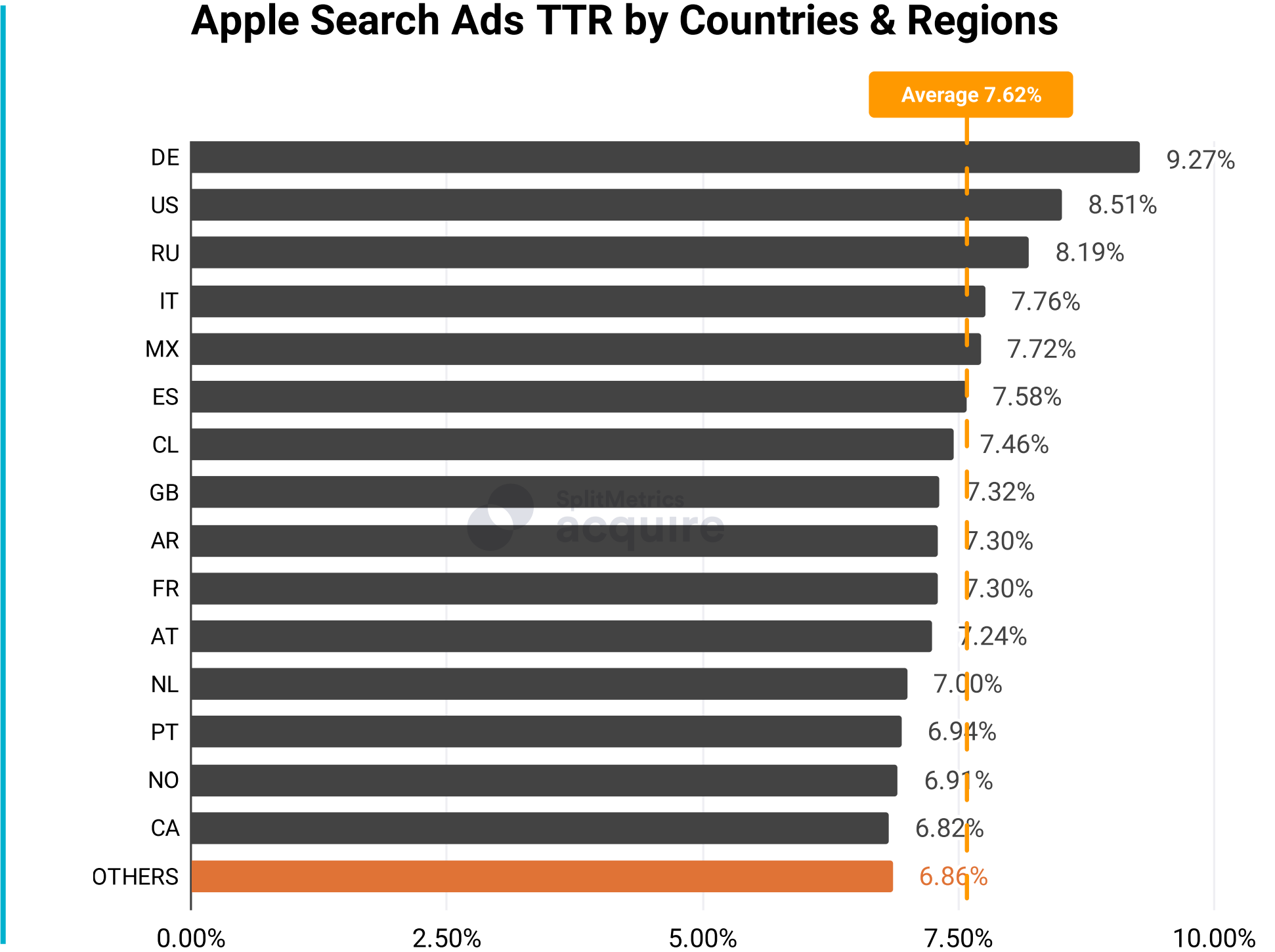
04 **Latin America and the Caribbean (6)**

05 **The United States, Canada, and Puerto Rico (2)**

Let's take a look at key indicators: TTR, CR, CPT and CPA across Apple Search Ads markets.

Tap-Through Rate (TTR)

The average TTR across all markets was **7.62%** in H2 2021, which is a slight decrease compared to H1 2021 (9.2%).



The country rank by TTR has changed since the previous period under consideration, and only **Germany** kept its positions in the top 3, heading the list with the TTR of 9.27%.

Apart from Germany, 4 more countries received **TTR higher than the average one** in H2 2021: the **US, Russia, Italy** and **Mexico**, the leader of the previous period. Italy also was among the top 5 markets in H1 2021.

It's notable that the **US** – the very first country to appear in Apple Search Ads, regained its positions and climbed from the middle of the list in the first half of 2021 to the 2nd place. This is one of the most competitive markets.

Russia, being a relatively new ad placement, moved from the 7th position up to the top 3 in six months. Analyzing data in our previous report, we noticed a trend: a shift of the highest TTR from more established markets to the newer ones.

The mentioned countries represent the most popular markets. Some of the regions hidden in the “OTHER” section were less popular but had high TTRs in Q3-Q4 2021.

Countries with a high TTR score from the “**OTHER**” section are the following:

Asia Pacific

China – 9.78%

Europe

Albania – 8.64%

Kazakhstan – 7.69%

Latin America and the Caribbean

Peru – 8.06%

Ecuador – 7.8%

Africa, Middle East, and India

Lebanon – 8.4%

Oman – 7.73%

Pakistan – 7.72%

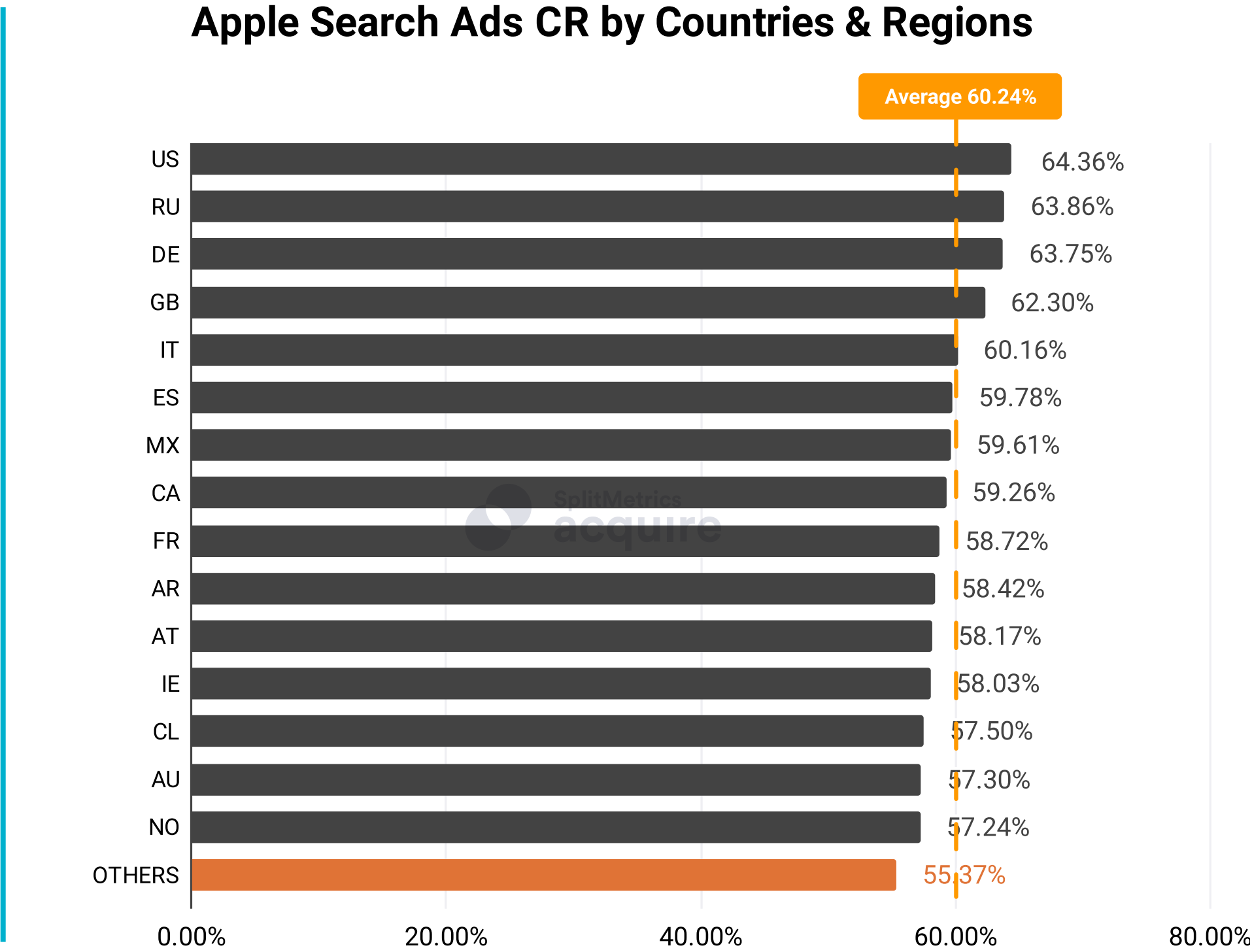


Have questions about **Apple Search Ads** or looking to optimize campaigns? **Let's talk!**

[BOOK A CALL](#)

Conversion Rate (CR)

The average CR in **Apple Search Ads** is around **50%**. In our last research period, H1 2021, this indicator reached an incredible 62.46%. The period under consideration – **H2 2021** – was also marked by a relatively high average CR and amounted to **60.24%**.



In Q3-Q4 2021 four out of 15 markets exceeded the average CR (60.24%), according to our data. And all countries during this period saw conversion higher than Apple Search Ads’ average (50%).

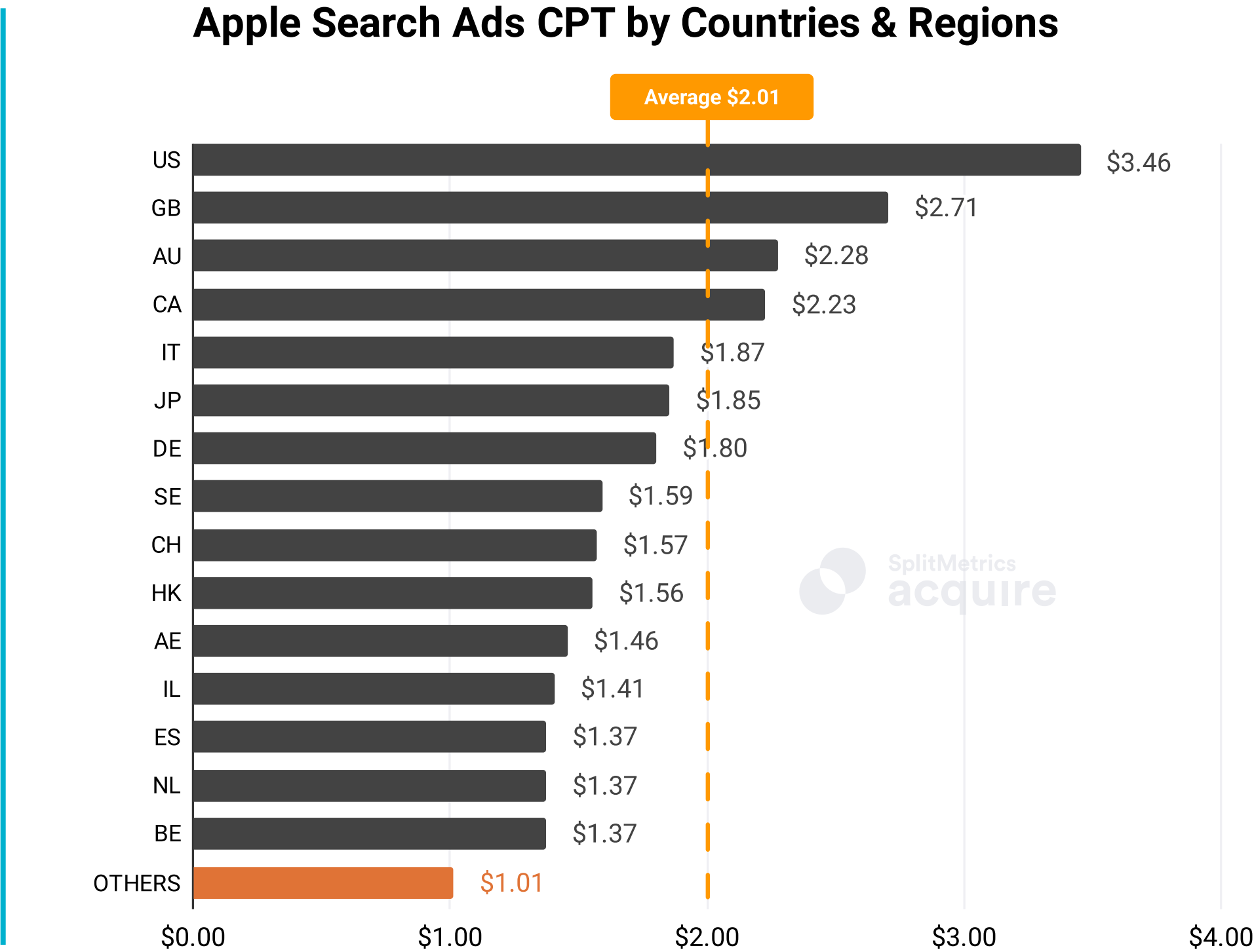
The US topped the list with the highest CR (and the second-highest TTR score) – **64.92%**, followed closely by **Russia, Germany, Great Britain, and Italy**. All these markets saw a conversion higher than 60% in the second half of 2021.

Almost all countries, including those ones that got into the **“OTHERS”** section, saw the average conversion rate higher than the Apple Search Ads’ benchmark – 50%. The only country that didn’t make it to the average value was **China** with a **CR of 43.63%**.

Cost Per Tap (CPT)

The overall average CPT across Apple Search Ads countries and regions slightly increased to **\$2.01** in the end of 2021 compared to the first half of the year (**\$1.96**).

If you are looking to enter new markets, the numbers highlighted in the graph below can guide you through potential regions for expansion.





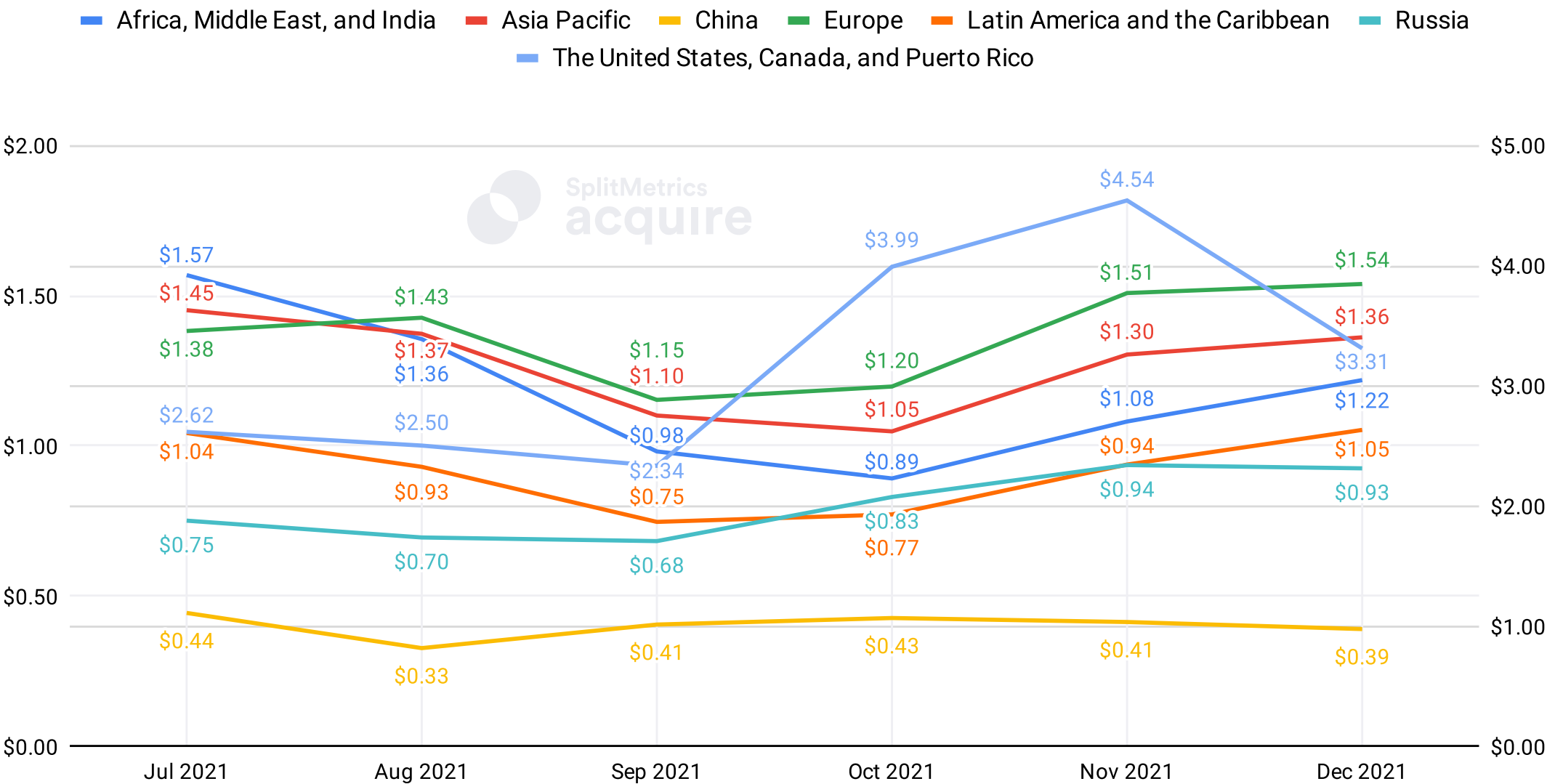
“In addition, I believe that most Apple Search Ads marketers by now use the possibility to combine the English-speaking countries in one campaign group if they operate in those markets and want to drive UA there. Especially **for US and UK keyword-level CPTs usually increased or decreased at the same time.**”

— Johannes von Cramon, Co-founder of [Growfirst](#)

The top 3 countries with the highest CPT in H2 2021 are the same as for the previous period (H1 2021) – **the US, Great Britain** and **Australia** – in the same order. What’s notable here is that **only CPT for the US had grown:** from \$3.39 to \$3.46. It’s not surprising, since the US has always been the most competitive market.

For Great Britain, Australia, Canada, and other countries, the **average CPT decreased in H2 2021** compared to the previous period.

Apple Search Ads CPT Across Regions



For **China**, the **CPT trend** during the second half of 2021 was **almost stable**. Other **markets experienced seasonal fluctuations**: CPT for them dropped in September or October, during the velvet season, to start growing and peaking in November and December.

	Africa, Middle East, India	Asia Pacific	China	Europe	Latin America and the Caribbean	Russia
CARG	-4.11%	-1.06%	-2.12%	1.80%	0.16%	3.53%
change, %	-22.27%	-6.22%	-12.05%	11.31%	0.98%	23.14%
change, abs	-\$0.35	-\$0.09	-\$0.05	\$0.16	\$0.01	\$0.17

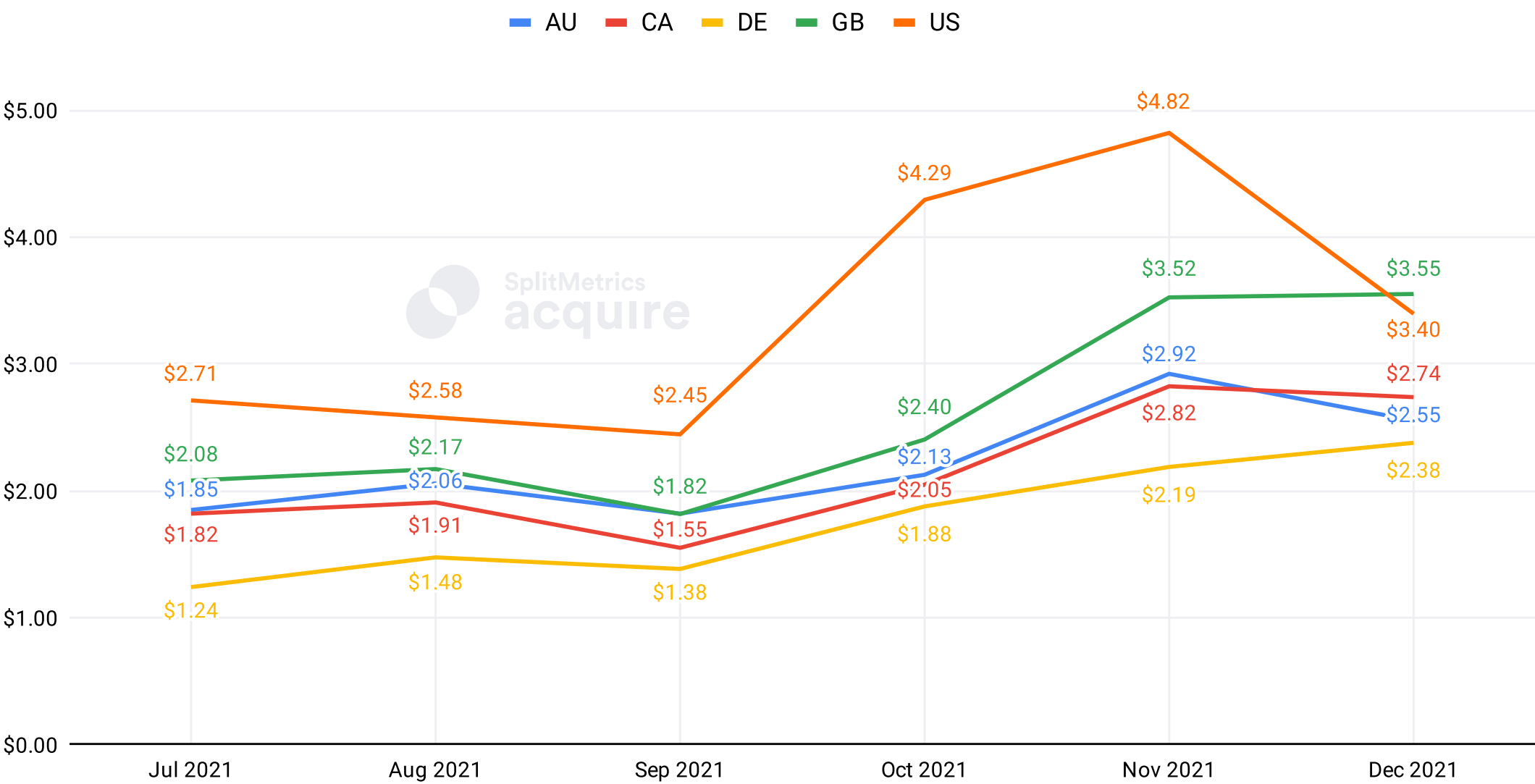
CAGR – compound annual growth rate, is the mean annual growth rate of the metric for the region.

Change, % – is the percentage difference between the first and the last metric value for the period.

Change, abs – the absolute difference between the first and the last metric value for the period.

Now let’s take a look at a close-up timeline for the **top 5 most popular and competitive markets**.

Apple Search Ads CPT in Top 5 Countries by Popularity



	AU	CA	DE	GB	US
CARG	5.52%	7.04%	11.44%	9.31%	3.81%
change, %	38.08%	50.44%	91.56%	70.62%	25.15%
change, abs	\$0.70	\$0.92	\$1.14	\$1.47	\$0.68

CAGR – compound annual growth rate, is the mean annual growth rate of the metric for the region.

Change, % – is the percentage difference between the first and the last metric value for the period.

Change, abs – the absolute difference between the first and the last metric value for the period.

The CPT trend of the US reflects the general trend for all regions. Australia, Canada and Great Britain reached the lowest point in September 2021 and spiked up in November, ahead of holidays and seasonal campaigns. Germany was the only country that experienced smooth growth in CPT that peaked in December.



“I can confirm this since most of my clients focus on Germany and the DACH market. Spendings are always high until Christmas and flat out while transitioning to the new year. Except for verticals like Health & Fitness which have a high seasonality in January.”

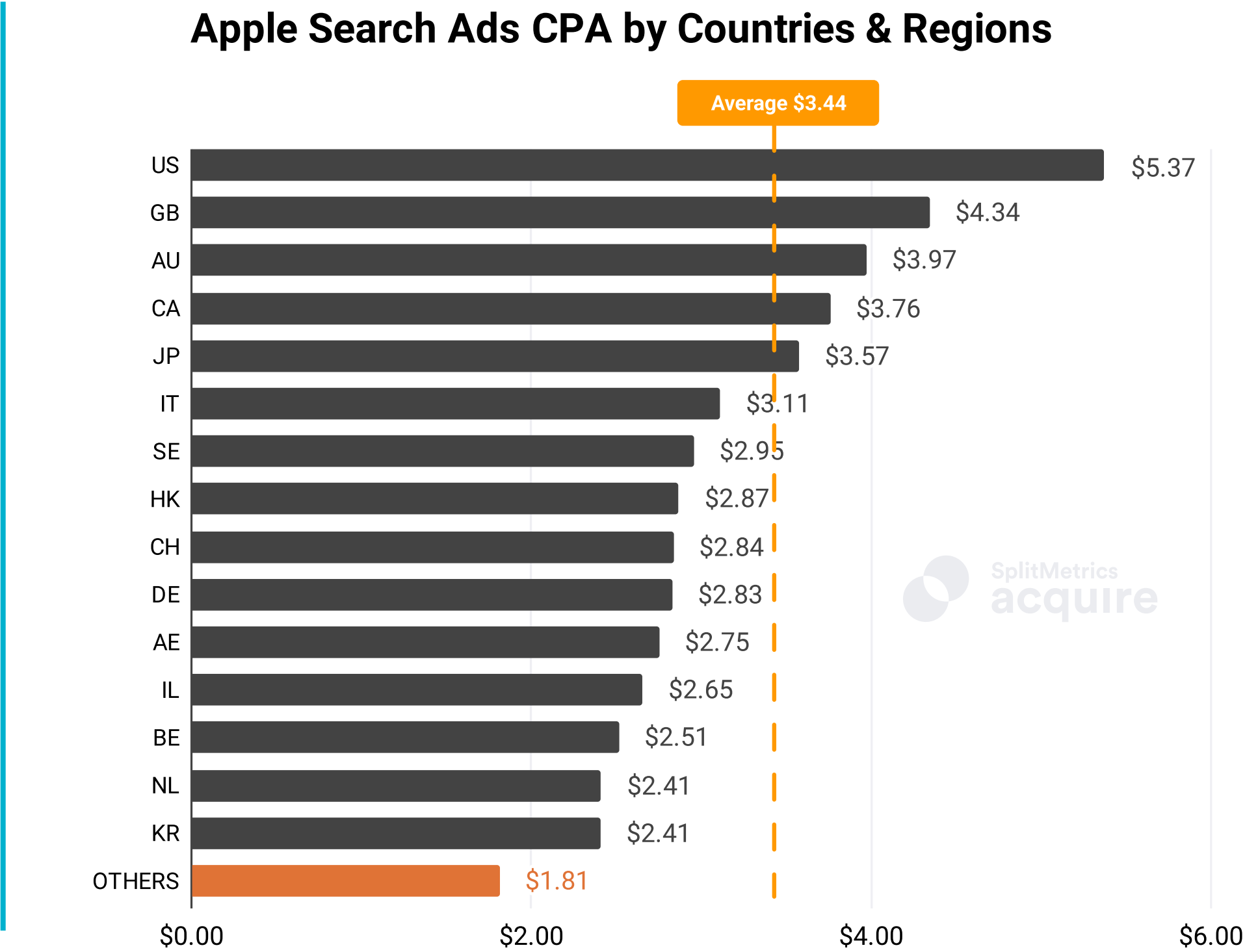
– **Johannes von Cramon**, Co-founder of [Growfirst](#)

Cost Per Acquisition (CPA)

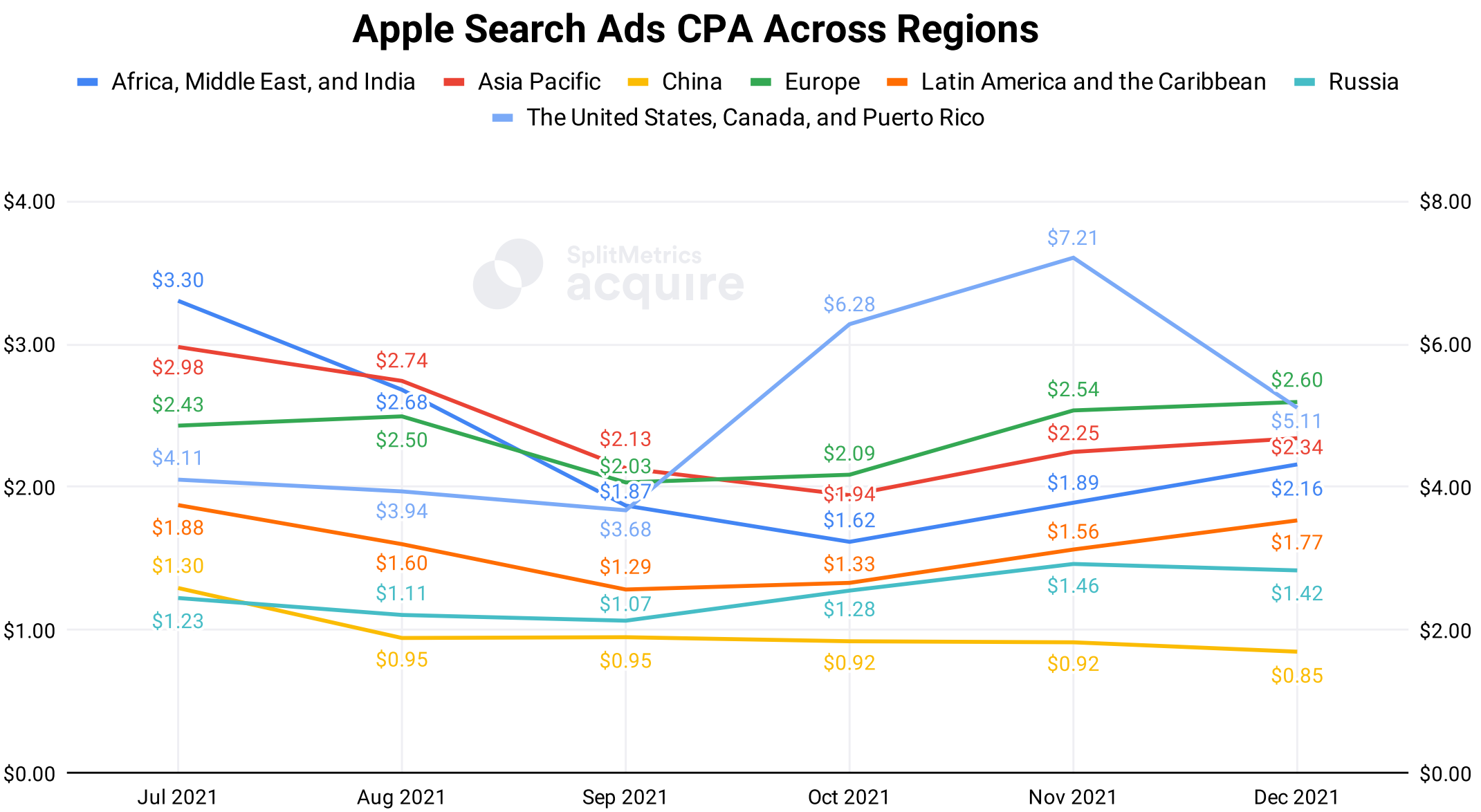
Checking both CPT and CPA can help you better understand ad campaign performance.

On the graph below, you can see CPA for 15 Apple Search Ads markets, along with the average value in H2 2021. It amounted to **\$3.44** (\$3.16 in the last research period).

Predictably, the first 4 CPA positions depict the situation with CPT in the same order: the US (\$5.37), Great Britain (\$4.34), Australia (\$3.97) and Canada (\$3.76). Apart from these leaders, only one country had CPA higher than the average value (\$3.44) – Japan (\$3.57).



Now let’s look at the CPA trend fluctuations across various regions in H2 2021.



	Africa, Middle East, India	Asia Pacific	China	Europe	Latin America and the Caribbean	Russia	The United States, Canada, and Puerto Rico
CARG	-6.84%	-3.93%	-6.77%	1.10%	-0.97%	2.47%	3.71%
change, %	-34.62%	-21.40%	-34.34%	6.81%	-5.71%	15.74%	24.46%
change, abs	-\$1.14	-\$0.64	-\$0.44	\$0.17	-\$0.11	\$0.19	\$1.00

CAGR – compound annual growth rate, is the mean annual growth rate of the metric for the region.

Change, % – is the percentage difference between the first and the last metric value for the period.

Change, abs – the absolute difference between the first and the last metric value for the period.

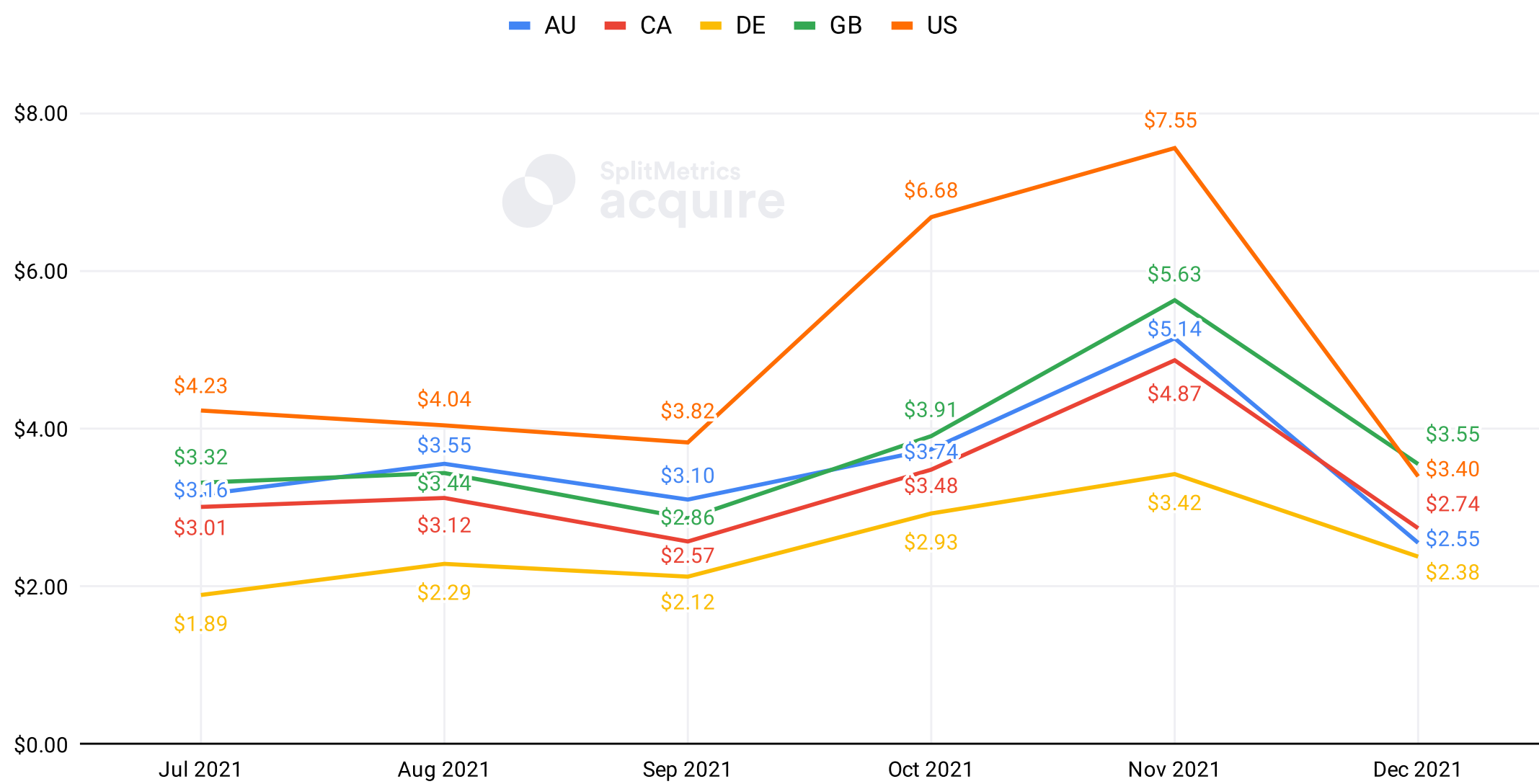
CPA fluctuations replicated those in CPT and followed the seasonal trends. For most markets, except for China, the highest CPA rates were observed in December, while Russia’s CPA, and especially **CPA of the US, Canada, and Puerto Rico boomed in November** with an incredible **\$7.21**.

The spikes in CPA at the height of the holiday season is related to specific campaigns run before Thanksgiving and Christmas.

CPA increase was noticed for 3 regions: Europe, Russia, and the **US, Canada, and Puerto Rico (with the greatest CARG of 3.71%)**. For other markets **CPA decreased**. They include Africa, Middle East, and India; Asia Pacific; China; and the same as in H1 2021 – Latin America and the Caribbean.

Now let's check the CPA rating for the **top 5 most popular and competitive markets** in Apple Search Ads.

Apple Search Ads CPA in Top 5 Countries by Popularity



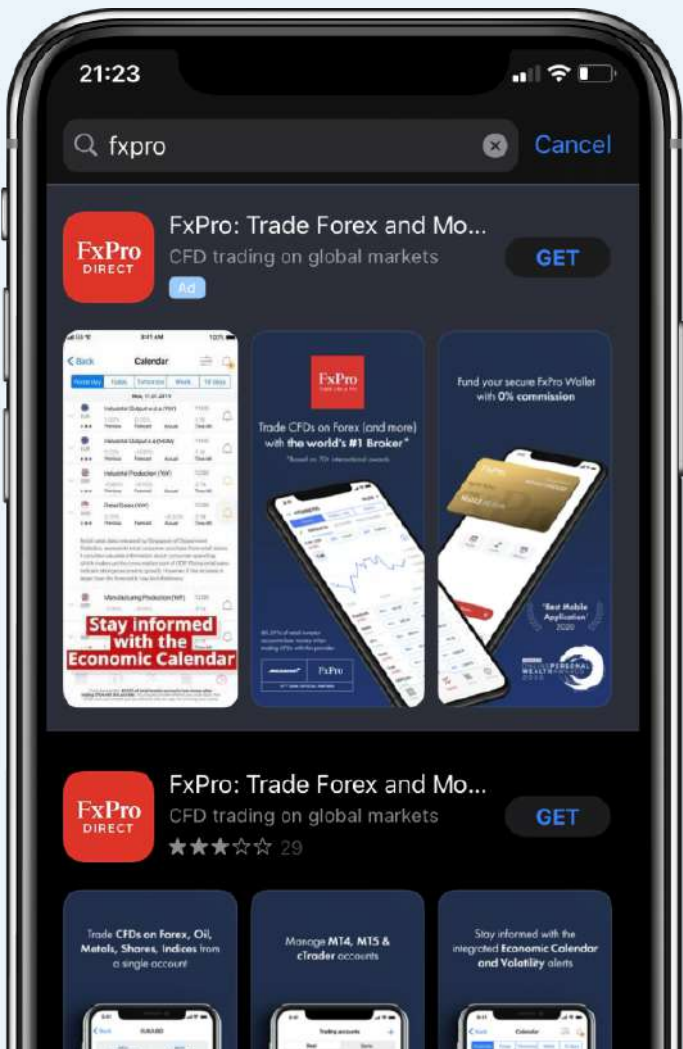
The US, being the most competitive country with the highest CPA, experienced the most dramatic fluctuations during this period. But all 5 leaders, including the US and Germany were unanimous in their booms and busts. The lowest CPA for the countries was recorded in September 2021 and the highest value – in November, in anticipation of winter holidays and seasonal campaigns.

	AU	CA	DE	GB	US
Jul 2021	\$3.16	\$3.01	\$1.89	\$3.32	\$4.23
Aug 2021	\$3.55	\$3.12	\$2.29	\$3.44	\$4.04
Sep 2021	\$3.10	\$2.57	\$2.12	\$2.86	\$3.82
Oct 2021	\$3.74	\$3.48	\$2.93	\$3.91	\$6.68
Nov 2021	\$5.14	\$4.87	\$3.42	\$5.63	\$7.55
Dec 2021	\$2.55	\$2.74	\$2.38	\$3.55	\$3.40
CAGR	-3.50%	-1.55%	3.88%	1.15%	-3.59%
change, %	-19.24%	-8.97%	25.68%	7.12%	-19.72%
change, abs	-\$0.61	-\$0.27	\$0.49	\$0.24	-\$0.83

CAGR, compound annual growth rate, is the mean annual growth rate of the metric for the region.

Change, % is the percentage difference between the first and the last metric value for the period.

Change, abs the absolute difference between the first and the last metric value for the period.



FxPro

SplitMetrics Acquire reduced CPA by half for FxPro, a **financial services app** and one of the market leaders.

Looking to decrease CPA?

REQUEST A DEMO

05 Appendix

Key indicators by countries and regions.

Markets	avg CPA	avg CPT	avg CPM	avg CR	avg TTR
ZA	\$2.56	\$1.37	\$75.02	53.32%	5.49%
VN	\$2.03	\$1.09	\$59.38	54.06%	5.42%
US	\$5.80	\$3.64	\$160.95	62.76%	4.43%
UA	\$2.67	\$1.46	\$54.13	54.74%	3.70%
TW	\$2.42	\$1.35	\$86.12	55.81%	6.38%
TH	\$2.14	\$1.14	\$69.04	53.12%	6.08%
SG	\$2.41	\$1.30	\$65.01	53.70%	5.02%
SE	\$3.04	\$1.61	\$65.89	52.78%	4.10%
SA	\$1.87	\$0.99	\$51.43	53.19%	5.17%
RU	\$1.25	\$0.80	\$58.43	63.80%	7.30%
RO	\$2.35	\$1.38	\$80.23	58.69%	5.81%
QA	\$2.80	\$1.53	\$84.60	54.47%	5.54%
PT	\$2.09	\$1.16	\$43.98	55.66%	3.78%
PL	\$2.62	\$1.45	\$52.57	55.55%	3.61%
PK	\$0.91	\$0.52	\$29.71	56.81%	5.75%
PH	\$1.74	\$0.92	\$49.22	53.12%	5.33%
PE	\$0.96	\$0.57	\$39.28	58.86%	6.93%
OM	\$0.77	\$0.44	\$27.51	56.88%	6.25%
NZ	\$2.43	\$1.33	\$68.39	54.56%	5.15%
NO	\$2.14	\$1.21	\$60.37	56.31%	5.01%
NL	\$2.51	\$1.41	\$66.96	55.99%	4.76%
MY	\$2.04	\$1.03	\$55.67	50.39%	5.41%
MX	\$1.58	\$0.94	\$61.79	59.23%	6.59%
MO	\$1.17	\$0.66	\$40.69	56.13%	6.21%
LB	\$0.82	\$0.47	\$29.54	56.52%	6.34%
KZ	\$0.89	\$0.53	\$30.74	59.89%	5.75%
KW	\$3.50	\$1.79	\$87.55	51.00%	4.90%
KR	\$2.47	\$1.38	\$74.72	55.65%	5.43%

Markets	avg CPA	avg CPT	avg CPM	avg CR	avg TTR
KH	\$0.84	\$0.45	\$24.48	53.62%	5.42%
JP	\$3.93	\$1.97	\$70.52	50.10%	3.58%
JO	\$1.14	\$0.59	\$29.08	51.70%	4.94%
IT	\$3.38	\$1.98	\$79.45	58.72%	4.00%
IN	\$1.17	\$0.66	\$40.85	56.41%	6.21%
IL	\$2.64	\$1.37	\$61.68	52.09%	4.49%
IE	\$2.05	\$1.18	\$63.08	57.54%	5.35%
ID	\$1.19	\$0.67	\$39.59	56.09%	5.93%
HU	\$2.98	\$1.60	\$54.03	53.63%	3.38%
HR	\$2.70	\$1.48	\$52.22	54.75%	3.53%
HK	\$2.85	\$1.54	\$90.26	53.94%	5.87%
GR	\$2.46	\$1.36	\$47.99	55.03%	3.54%
GB	\$4.81	\$2.92	\$115.98	60.72%	3.97%
FR	\$1.49	\$0.87	\$54.20	58.24%	6.24%
FI	\$2.12	\$1.19	\$63.82	56.03%	5.37%
ES	\$2.45	\$1.46	\$70.80	59.45%	4.85%
EG	\$3.01	\$1.61	\$85.60	53.32%	5.33%
EC	\$0.86	\$0.50	\$32.30	58.31%	6.47%
DK	\$2.19	\$1.22	\$59.69	55.83%	4.88%
DE	\$3.05	\$1.90	\$95.74	62.29%	5.05%
CZ	\$2.39	\$1.31	\$49.01	54.82%	3.73%
CO	\$2.23	\$1.28	\$75.20	57.35%	5.89%
CN	\$0.93	\$0.40	\$39.51	43.63%	9.78%
CL	\$2.02	\$1.16	\$70.89	57.11%	6.14%
CH	\$2.85	\$1.56	\$75.70	54.62%	4.86%
CA	\$4.18	\$2.41	\$93.49	57.70%	3.87%
BE	\$2.54	\$1.38	\$68.41	54.08%	4.97%
AZ	\$0.77	\$0.44	\$25.80	57.36%	5.82%
AU	\$4.28	\$2.38	\$86.62	55.66%	3.64%
AT	\$2.31	\$1.33	\$78.87	57.58%	5.92%
AR	\$1.47	\$0.85	\$51.29	58.01%	6.01%
AL	\$0.98	\$0.57	\$33.62	58.04%	5.90%



Apple Search Ads Automation and Optimization

SplitMetrics Acquire is an Apple Search Ads Partner.

Run profitable Apple Search Ads campaigns at scale with SplitMetrics Acquire. This platform brings together data from mobile measurement providers (MMPs) and Apple Search Ads so that you can view the entire funnel – from an ad tap to profit generating in-app events. Here's what you can do with SplitMetrics Acquire:

- ✓ Understand the entire media buying funnel with the dashboard that unites pre- and post-install metrics.
- ✓ Calculate important metrics the way you do, save them as custom columns and have them available on the dashboard.
- ✓ Cut tedious routine operations with automated rules for keywords, search terms & campaigns, timely alerts and bulk operations.
- ✓ Get in-depth overview of your account using flexible filters, charts, cohort analysis, custom columns and dashboard column presets.
- ✓ Scale your Apple Search Ads in a few clicks with duplication and automated rules focused on scaling.

Learn more about [SplitMetrics Acquire](https://splitmetrics.com/acquire) at splitmetrics.com/acquire or get in touch with us at hello@splitmetrics.com

SCALE APPLE SEARCH ADS