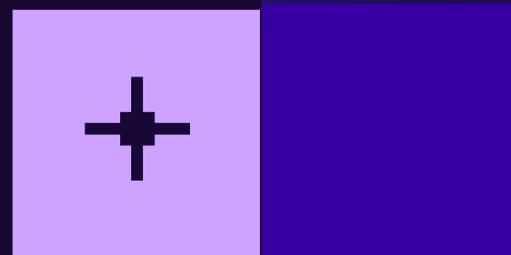




IN-APP NETWORK AD QUALITY INDEX

The First Ad Quality & Safety
Network Performance Ranking

NOV 2025 – JAN 2026



INDUSTRY LEADING AD SAFETY & QUALITY SOLUTION

[APPHARBR.COM](https://appharbr.com)



THE MOBILE AD QUALITY INDEX: TOP-PERFORMING AD NETWORKS

Ad quality and safety have become critical drivers of sustainable growth in mobile monetization. To bring greater transparency and measurable standards to the ecosystem, AppHarbr developed the **independent Ad Quality Network Performance Index**. Built for monetization and operations teams, the Index benchmarks demand sources based on real ad quality performance data, helping elevate standards and strengthen trust across the mobile ecosystem.

As policy-violating creatives increasingly bypass network and mediation safeguards, **network performance can no longer be evaluated on eCPM alone**. Leading monetization teams now factor in ad quality to assess true, sustainable yield. This report benchmarks all networks across three business-critical dimensions:

AD SAFETY

Are users protected from malicious, deceptive, and illegal ads in live traffic

USER EXPERIENCE IMPACT

Do ads degrade the app experience through rage quits, forced interactions, or performance issues

MONETIZATION HEALTH

Does monetization remain clean, stable, and sustainable without hidden revenue or retention loss

METHODOLOGY

AppHarbr's real-time ad quality solution is integrated across a global portfolio of apps spanning major verticals. Network performance is evaluated using live traffic data from billions of impressions across gaming and non-gaming environments. Each platform is measured against AppHarbr's ad quality and security standards, with malicious, intrusive, and non-compliant ads blocked in real time across formats and geographies. **Rankings reflect the delivery of clean demand on real impression based on observed in-market performance, not self-reported compliance.**

25B ADS ANALYZED

500 APPS MONITORED

185M UNSAFE ADS BLOCKED

45+ NETWORKS ANALYZED



THE “INVISIBLE AD QUALITY TAX” IS NO LONGER INVISIBLE

GAMES / AMONG SERVED ADS:		NON-GAMING APPS / AMONG SERVED ADS:	
	1 IN 58 IS MALICIOUS		1 IN 165 IS MALICIOUS
	1 IN 182 IS OFFENSIVE/ SENSITIVE		1 IN 170 IS OFFENSIVE/ SENSITIVE
	1 IN 33 IS GAMBLING/ BETTING RELATED		1 IN 18 IS GAMBLING/ BETTING RELATED
	EVERY 5TH INTERSTITIAL AD SERVED IS UNSKIPPABLE EVERY 10TH REWARDED AD SERVED IS UNSKIPPABLE		

November 2025- Jan 2026 AppHarbr Research

GLOSSARY

■ USER SAFETY

Malicious advertising (malvertising) that harms or compromises users, including malware, phishing, scams, forced redirects, and unsafe journeys leading to fraud. Top Performer status is awarded only to ad networks maintaining a malvertising rate below 1%.

■ USER EXPERIENCE

Disruptive ad behavior that degrades the app experience across two key areas:

/ UNSKIPPABLE AD

Ads that exceed app-defined time limits (30 seconds for rewarded, 15 seconds for interstitial), lack a clear skip option, or present broken/unclear close functionality.

/ AUTO PLAY SOUND

Ads that play audio automatically, override mute settings, or trigger unexpected sound.

■ AD CONTENT

Brand safety and policy compliance violations, including explicit or offensive content, weapons, illegal drugs, or alcohol-related creatives. Top Performer status is awarded only to networks maintaining a violation rate below 0.5%.



KEY FINDINGS

GAMING

- 50% of Ad Networks Fail Player Safety Exposing Players to Fraud In Every Session, Triggering a Hidden LTV Tax
- Industry-Wide Skippability Failures Are Turning Video Ads Into Player Traps Driving Sharp Spikes in Rage Quits and Session Abandonment
- Protection Gaps Widen Across Leading Ad Networks as Pangle, Mintegral Accelerate

NON-GAMING

- iOS Apps Face 3× More Bad Ads Than Android Putting User Safety at Risk, Triggering Ranking Drops and Store Complaints
- Header Bidding SDKs Deliver Cleaner Ad Quality Than Network SDKs: TTD, Equativ, Index Exchange, TripleLift & LoopMe Rank Best-in-Class
- Not All Header Bidding SDKs Are Equal: Nimbus Wins on User Safety, Prebid and OpenWrap on Clean Content



WHEN AD SAFETY DROPS, LTV FOLLOWS

Modern ad safety threats including auto-redirects regularly bypass network and mediation safeguards, reaching users in live app sessions. **50% of global ad networks failing to meet baseline ad safety standards, monetization teams are forced to choose between short-term eCPM gains and sustainable revenue.** These malicious incidents disrupt drive churn and erode long-term LTV.

TAKEAWAYS



High-Risk Categories

Hyper-casual, casual, sports, news, and social apps are systematically targeted due to scale and session density.



Premium Users Attract Premium Fraud On iOS

High-value iOS audiences command higher CPMs and attract ~3× more malicious ads than Android, putting your most valuable users at the highest churn risk.



Supply Path Matters

Header bidding SDKs consistently deliver cleaner supply than network SDKs, with TTD, Equativ, Index Exchange, TripleLift & LoopMe ranking best-in-class.

BEST PRACTICES

Network and mediation layers alone are not enough to stop malvertising. User safety requires demand-agnostic, real-time ad quality enforcement that detects and blocks malicious creatives before they are served in-app. By enforcing a strict <1% malvertising threshold as a non-negotiable standard, leading apps protect users, retention, and long-term LTV.



84%

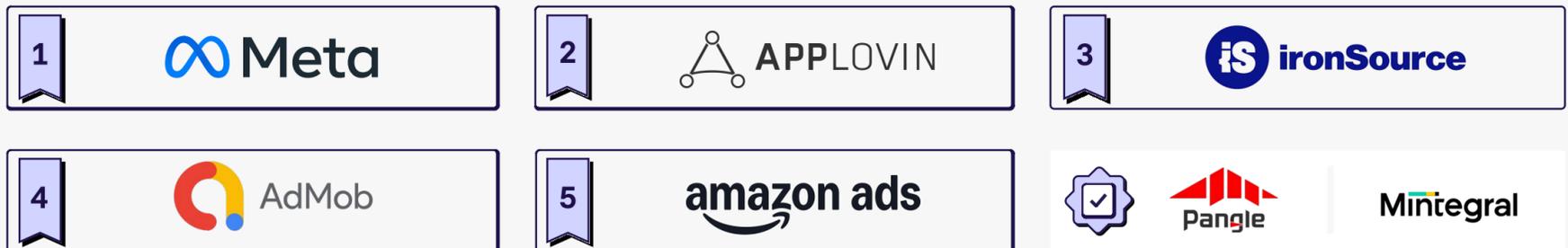
OF PLAYERS UNINSTALL GAMES DUE TO NEGATIVE AD EXPERIENCES.

PLAYER SAFETY

GAMING INDUSTRY

Gaming traffic remains at elevated malvertising risk (1 in 58 ads served), driven by **50% of ad networks failing player-safety requirements. Mintegral, Pangle, and Amazon Ads** are working to close the gap with improved defenses against auto-redirects and clickbait.

+ CATEGORY WINNERS



+ OS LEADERS

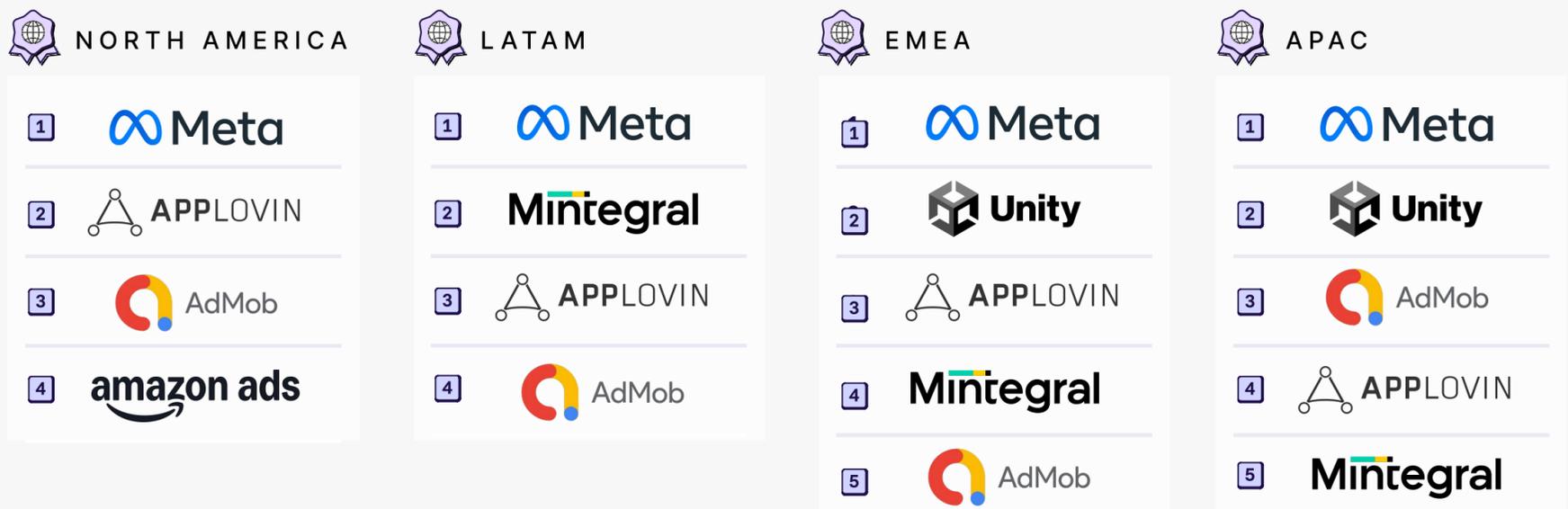
/ IOS



/ ANDROID



+ MARKET LEADERS BY REGION



1 IN 58 SERVED ADS IS MALICIOUS, UNSAFE FOR USERS



USER SAFETY



1 IN 165

ads is malicious, increasing user exposure to scam journeys and fraud risk.

APP INDUSTRY

Mobile header bidding SDKs including Prebid, Nimbus, and OpenWrap are raising the standard for user safety, challenging traditional mobile-first platforms. Notably, aside from Meta, every top-five performer and the runner-ups deliver demand via header bidding SDKs.

+ CATEGORY WINNERS

1 Meta	2 theTradeDesk	3 EQUATIV
4 Index1 Exchange	5 triplelift	loopMe CRITEO

+ OS LEADERS

/ IOS

1 Index1 Exchange	2 Meta	3 Pangle	4 inMOBI	5 amazon ads
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/ ANDROID

1 Meta	2 theTradeDesk	3 MOLOCO	4 EQUATIV	5 amazon ads
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+ MARKET LEADERS BY REGION

NORTH AMERICA	LATAM	EMEA	APAC
1 Meta	1 Meta	1 Meta	1 Meta
2 amazon ads	2 MOLOCO	2 theTradeDesk	2 Index1 Exchange
3 Google Ad Manager	3 Google Ad Manager	3 MOLOCO	3 Google Ad Manager
	4 amazon ads	4 EQUATIV	4 Pangle
	5 AdMob	5 Index1 Exchange	5 amazon ads

+ HEADER BIDDING SDK LEADERS

OpenWrap	1 Index1 Exchange	2 PubMatic	Prebid	1 Index1 Exchange	2 EQUATIV	3 CRITEO
NIMBUS	1 theTradeDesk	2 Index1 Exchange	3 MOLOCO	4 inMOBI	5 PubMatic	



USER EXPERIENCE HITS ARPU

Unskippable ads often caused by missing or malfunctioning skip buttons may generate short-term CPM gains but create long-term damage to engagement. When skip controls are delayed or broken, users feel trapped, leading to higher churn, lower retention, and weaker long-term ARPU while also reducing UA efficiency. Apps that consistently enforce skippability standards across all demand sources drive ARPU.

TAKEAWAYS



The New Normal: 60–80 Second Video Ads

The industry has normalized extending **15–30 second ads into 60–80 seconds**, increasing user friction and abandonment risk.



Publisher-Level Control Outperforms Network Controls

Ad networks fail to reliably enforce duration thresholds defined by monetization teams.



Long Ads Distort UA Economics

Ads engineered to delay skip availability or trigger accidental clicks inflate short-term metrics while undermining long-term performance.

BEST PRACTICES

Implement a publisher-controlled, demand-agnostic enforcement layer that applies customized duration and skippability rules across all demand partners ensuring ad delivery aligns with user expectations and app store guidelines.



93%

ABANDON GAMES DUE TO
DECEPTIVE 'X' BUTTONS

PLAYER EXPERIENCE

GAMING INDUSTRY

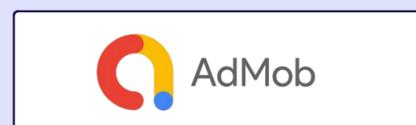
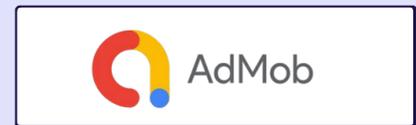
TIMELIMIT

Every evaluated ad network failed to meet industry benchmarks for acceptable skippable ad enforcement.

The acceptable violation threshold is 1%
The networks closest to this standard recorded a 10% violation rate.

/ INTERSTITIAL

/ REWARDED



EVERY 10TH

REWARDED AD SERVED IS UNSKIPPABLE

EVERY 5TH

INTERSTITIAL AD SERVED IS UNSKIPPABLE

AUTO-PLAY SOUND

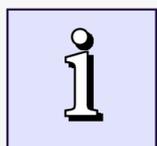
MARKET LEADERS BY FORMAT

/ INTERSTITIAL

/ REWARDED



User experience violations remain gaming's leading ad quality threat and a direct monetization leak. Between October–January 2026, all evaluated networks missed industry benchmarks for acceptable skippability enforcement. Outside of category leaders, Moloco, InMobi, and Vungle demonstrated the strongest enforcement of ad duration limits and sound-on autoplay controls.



App developers have lacked effective technical controls to enforce ad duration compliance. Despite 15–30-second interstitial standards, video ads are now commonly delivered at 60–80 seconds.



ILLICIT CREATIVE CONTENT LEADS TO APP STORE BANS AND LOWER INSTALLS

Low-quality creatives drag down ASO and UA efficiency while increasing app store risk. Misleading or inappropriate ads can trigger negative reviews and lower ratings, reducing store visibility and organic installs. In regulated categories, they also elevate compliance exposure and the likelihood of store enforcement. Operationally, they create sustained overhead through complaint management and partner escalations.

TAKEAWAYS



Ad Quality Is Turning Into an ASO Crisis

Surges in low-quality ads correlate with rating declines. Even minor star drops reduce store visibility and weaken organic growth.



Smaller Ad Networks Deliver Cleaner Ads Than Major Mediation Platforms

Smaller-share networks are improving ad quality performance faster than some legacy mediation platforms.



Major iOS vs. Android Disparities on Ad Quality

Prioritizing cleaner networks by OS can improve store rankings and UA performance.

BEST PRACTICES

Enforce publisher-defined content standards based on actual creative behavior not advertiser self-declared categories to block harmful ads before they reach users. Deploy real-time, demand-agnostic ad quality controls across all supply sources.



61%

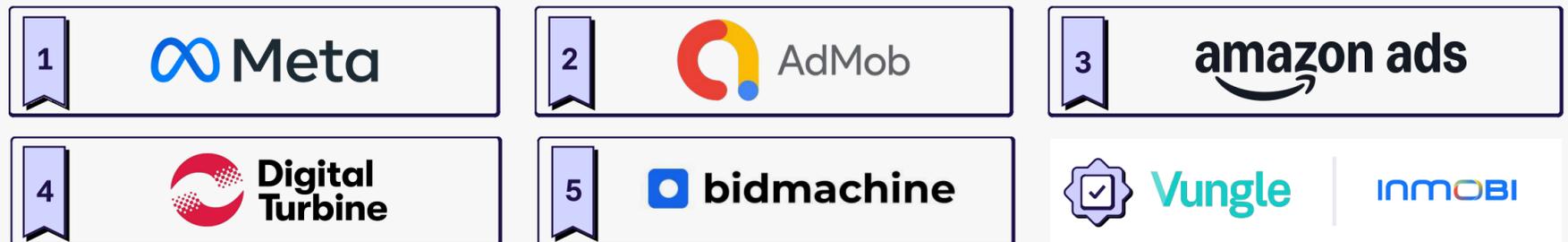
OF USERS ACTIVELY DISCOURAGE OTHERS FROM
PLAYING GAMES WITH POOR AD EXPERIENCES.

CLEAN CONTENT

GAMING INDUSTRY

Offensive creative remains present across the ecosystem (1 in 182 ads). While no supply path is fully clean, **Meta** and **AdMob** lead on relative ad quality today. **BidMachine**, **Amazon Ads**, **Digital Turbine**, and **Mintegral** are close behind, alongside upward movement from InMobi and Vungle.

+ CATEGORY WINNERS



+ OS LEADERS

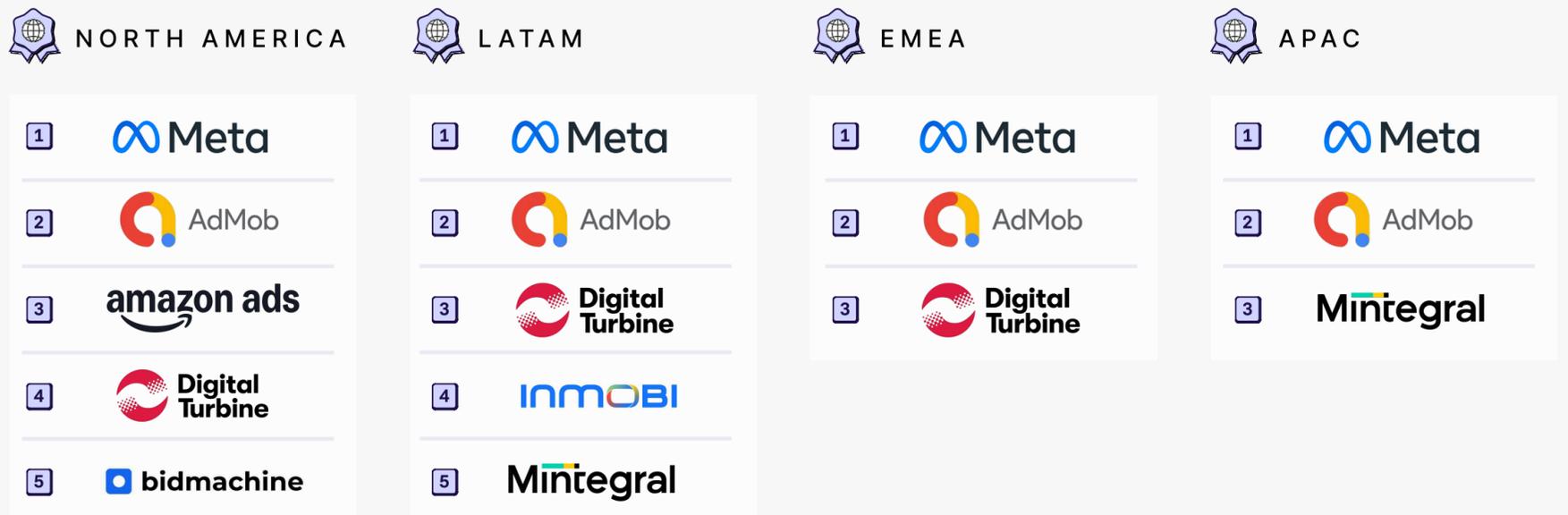
/ IOS



/ ANDROID



+ MARKET LEADERS BY REGION



1 IN 33

served ads is gambling/
betting related



1 IN 182

served ads is
offensive/sensitive



CLEAN CONTENT

APP INDUSTRY

LoopMe, TripleLift, Equativ, The Trade Desk, Criteo, and Pangle show the strongest performance in preventing the delivery of problematic ad content, including sexually explicit material, weapons, marijuana/illegal drugs, and alcohol. Despite existing controls, this content appeared in approximately 1 in 170 ads served.

+ CATEGORY WINNERS



+ OS LEADERS

/ IOS



/ ANDROID

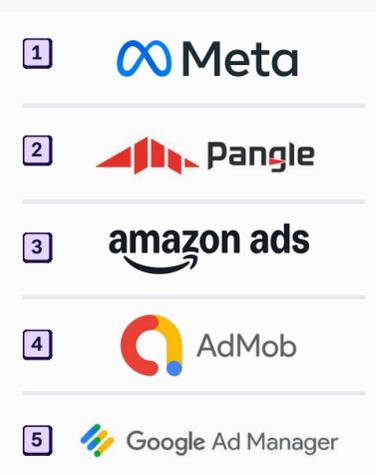


+ MARKET LEADERS BY REGION

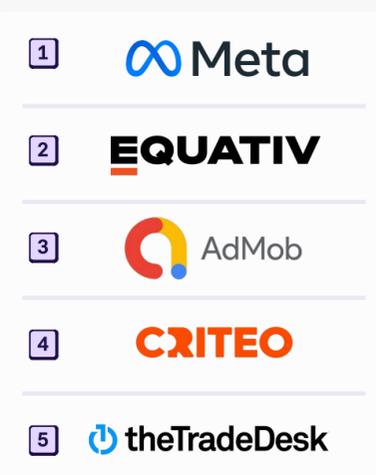
NORTH AMERICA



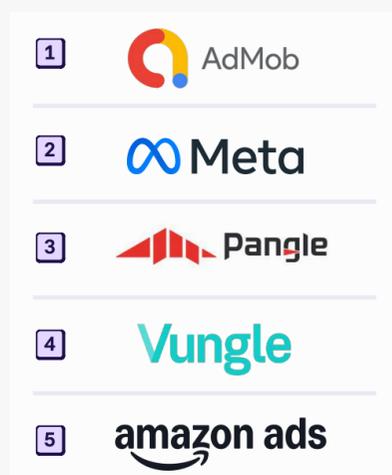
LATAM



EMEA



APAC



+ GAMBLING

Gambling ads are surging into app inventory across **sports, lifestyle, community, utility, and news**. Performance varies widely across networks, with a select group showing materially stronger filtering effectiveness.





REAL-TIME AD QUALITY & SAFETY

AppHarbr powers ad quality and safety for the world's leading mobile apps, safeguarding user experience and strengthening monetization. Apps rely on AppHarbr's real-time protection to stop disruptive, intrusive, misleading, and malicious ads before they reach users, helping publishers reduce churn and improve ASO, ARPU, and LTV. By blocking bad ads in real time and providing actionable visibility across demand sources, the platform protects user trust while optimizing engagement, retention, and revenue.

LEARN MORE >

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