

*tot Ads %	App	IAB standard Ads	Performance Ads	Native Ads	Ads exposure (per page)	User experience / Landing page	
tot Ads 20%	Instagram						Social Media
	Home screen	None	None	every 6 posts	16%	in-app browser	
	Stories	None	None	every 5 stories	20%	in-app browser	
tot Ads 30%	Facebook						
	Home screen	None	None	every 5 posts	20%	Open browser modal within the app	
	Messenger	None	None	1	0.50%	Tap/View more CTA > shows additional information Shop now CTA > opens browser within app / takes you to advertiser app	
tot Ads 40%	LinkedIn						
	Home screen	None	None	every 4/5 posts	20%		
	Jobs	None	2 organic / 2 promoted		50%		
tot Ads 50%	YouTube						Entertainment
	Home screen	Every 2/3	None	Every 5/6 posts	40%	Display Ads: Learn more / Visit site > Opens browser within the app. Takes you to website or item details page. CTA Marked as external link	
						Native Ads from home screen you can - Tap > play video > additional info > take you to website / app store download - Install > take you to app store	
	Video player	None	None	Every 2/3 videos	On opening 80% Then 50-60%	CTA > opens browser within app Note: Sometimes you can skip,sometimes you need to watch the whole ad for 15 seconds.	
tot Ads 10%	Spotify						
	Video player	None	None	2	On opening 80% Then 10%	Learn more > open browser	
tot Ads 30%	Pinterest						
	Home screen	None	None	Every 3 organic	33%	- Tap > image or video screen - Visit site > in-app browser	
	SRP	None	None	Every 3 organic	33%		
	PDP	None	None	Every 4/6 pins	20%		
tot Ads 15%	Google Maps						Transport
	SRP			2	20%	Open app	
	Selected option			1	10%	Open app	
tot Ad 45%	Amazon						
	Home screen	Every 6/7	NA	NA	12%	Product detail screen Other Amazon platform (eg. Prime Video)	

	Search results	NA	Every 4	Every 3	40%	Performance Ads > Product detail screen Native Ads > Brand screen	Retail
	Product detail page	2	5 (3 carousels)	1	50%	Performance Ads > Product detail screen Native Ads > Brand screen	
Tot Ads 3%	Uber Eats						
	Home screen	None	1	None	3.00%	Restaurant screen	
	Categories	None	1	None	3.00%	Restaurant screen	
Tot Ads 5%	Waitrose						
	Search results	None	1	None	1%	Product details screen	
	Categories	None	First 2/3		10%	Product details screen	
Tot Ads 5%	ASDA						
	Home screen	None	1 (carousel)	None	5.00%	Product details screen	
	Categories	None	1 (carousel)	None	5.00%	Product details screen	
Tot Ads 7%	Ali Express						
	Home screen	None	None	None			
	Search results	None	Every 6-10	None	10.00%	Product details screen	
	Product details screen	None	Every 12	None	5%	Product details screen	
Tot Ads 30%	Ebay						
	Home screen	None	none	None			
	Search results	None	First 4/5 items then 2 every 10/12	None	25.00%	Product details screen	
	Product details screen	None	5 (carousels)	None	40%	Product details screen	
tot Ads 30%	Tripadvisor						
	Search	None	None	1	10.00%	Destination search. Not triggered at all time	
	Hotels SRP	3	every 5/6	None	40%	Display Ads > open in-app browser Performance Ads > PDP	
	Things to do	2	None	None	10%	Open browser	
	Restaurants	every 5/6	1st item carousels	None	45%	Display Ads > open in-app browser/browser Performance Ads > Restaurant details screen	
	Shopping	none	top 3 items	none	30%	Shop details screen	
tot Ads 20%	Kayak						
	Flights	none	none	every 5/6	40%	View Details > open in-app browser Call > prompt phone call	
	Hotels	none	none	1	0.50%	In-app browser	
	Packages	none	none	1	0.50%	In-app browser	
tot Ads 1%	Skyscanner						
	Home screen	none	none	1	1.00%	Flights SRP	
tot Ads 30%	Make My Trip						
	Home screen	none	none	2 (in carousel)	20%	Landing page	

Flights	none	none	3	20%	Landing page	
Hotels	none	none	2 (carousel)	10%	Landing page	
Trains & Bus	1	none	none	40.00%	in-app browser landing page	

*The percentage is calculated based on the Ad exposure relative to the most used tabs.
eg. You Tube has no ads in "Explore - subscriptions - library" tabs but the most used are "Home" and "Search" hence the ad exposure percentage is referred to those.