

# The State of Mobile

Exploring the Key Mobile Traffic Trends in 2022





# Introduction

It's been a while since we entered the mobile-first era. Back in 2016, Google was already talking about [mobile-first indexing](#), anticipating that mobile traffic would only keep growing in years to come.

We didn't expect to see disruptions in this trend, but then we witnessed the arrival of a black swan that seemingly broke the pattern.

The global pandemic forced billions of people to follow strict stay-at-home and lockdown orders, which meant that the "on the go" experience was no longer front and center as fewer people were on the move.

This led to a first-in-years [decline in mobile traffic vs. desktop](#).

In some industries, usage of desktop devices came extremely close to that of mobile throughout 2020 and 2021.

But the question remains: what does the 'new normal' look like for the search industry? Will mobile shake off its pandemic-driven decline?

With data from our [Semrush.Trends](#) platforms, alongside data from apps available in our [App Center](#) like AdClarity-Advertising Intelligence and [Mobile App Insights](#), we found some definitive answers.

# Your Quick Guide Through the Report

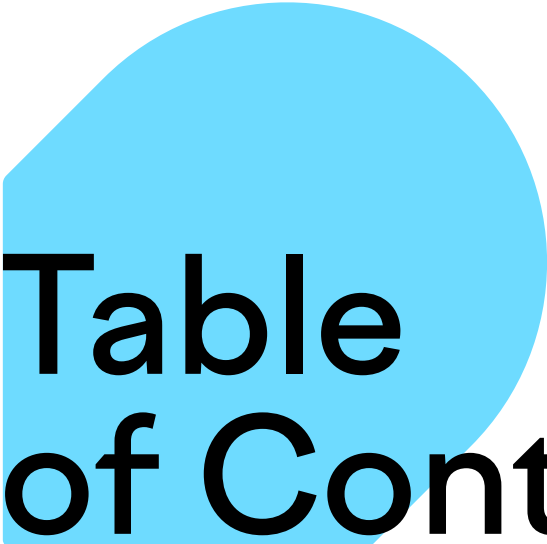
This report provides an overview of key mobile traffic trends across the globe. With our findings, we explore the driving forces behind the mobile traffic dynamics over the last year.

In the first part, we look at the overall traffic patterns across the mobile web, which involves benchmarking them against desktop. From general trends like growth or decline of mobile traffic and country-by-country specifics to industry-level analysis, you'll be able to grasp where mobile penetration stands today and where it's going tomorrow.

A holistic take on the state of mobile, however, can't only embrace the mobile web.

That's why the second part of this report focuses on mobile applications, or, simply, apps. They play a large role when it comes to mobile experience, so we unearthed some key mobile app insights that helped us unwrap the latest dynamics across the app landscape.

Altogether, these findings should help us assess the actual state of mobile today and help you see where you should be focusing your digital efforts tomorrow!



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# Part I

# The State of Mobile Web



# Assessing Global Mobile Traffic Patterns in 2021

Since the outbreak of COVID, those with access to traffic stats likely noticed a drop in visitors coming from mobile devices.

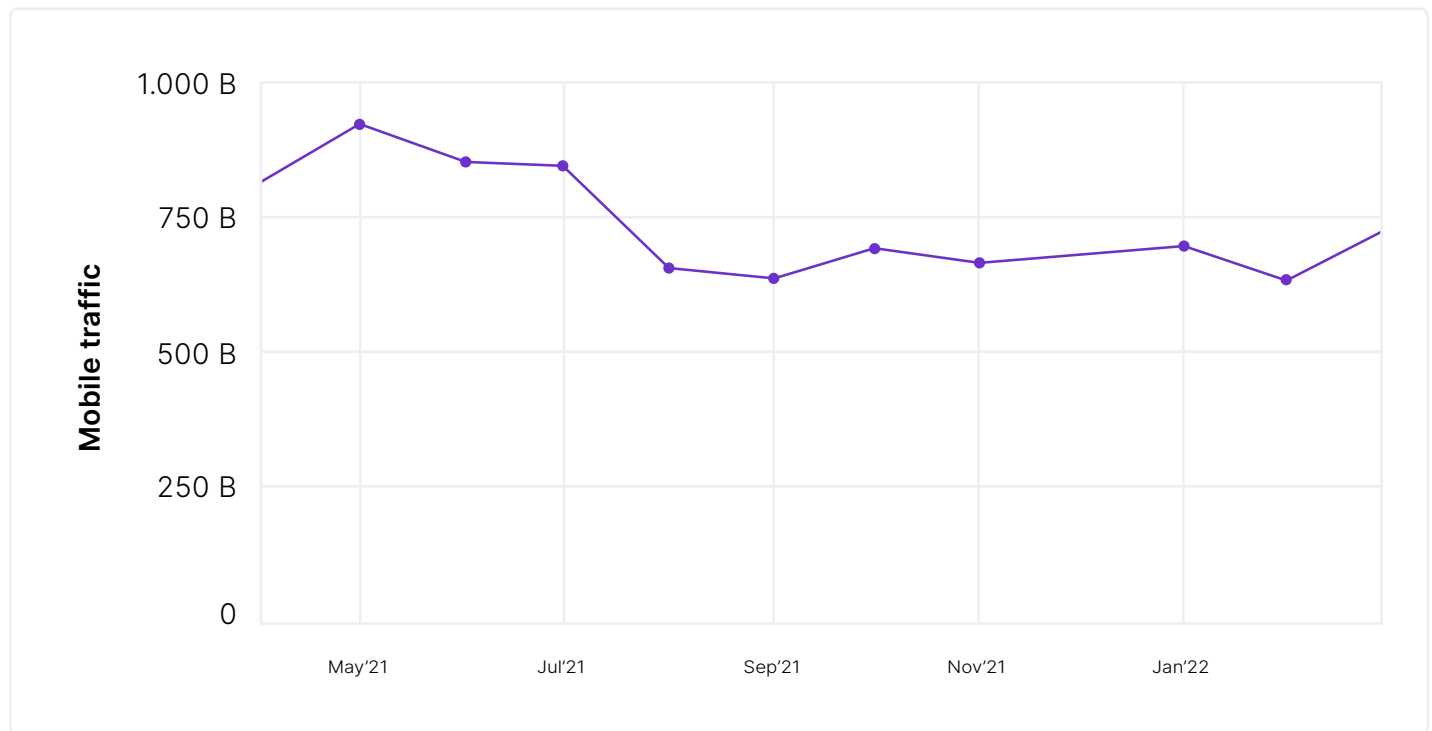
One year into the pandemic, the pattern only continued. As economies across the world started the slow but sure reopening process—the second

half of 2021 was marked by more relaxed lockdowns, fewer restrictions, and stay-at-home orders—you may have anticipated a rising mobile traffic trend.

But we saw the opposite.

## Mobile Traffic Trend

April 2021 - March 2022



Source: Semrush .Trends



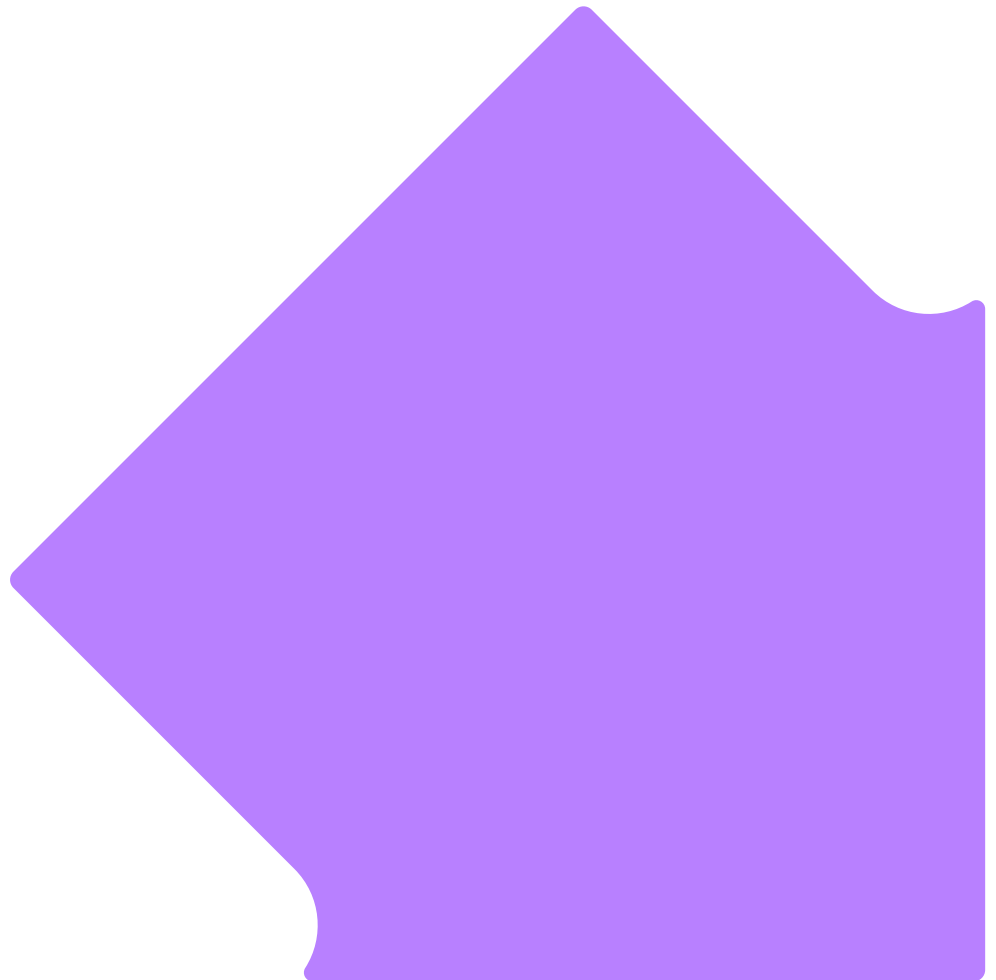
In May 2021, when strict rules were still in full swing, we saw 30% more mobile users than in March 2022, a timeframe where there were little to no COVID restrictions (apart from a few regions).

This implies that the assumed tie between staying at home and using a desktop is not as strong as we believed it to be, and the reopening of the economy won't necessarily lead to the full comeback of mobile that many experts anticipate.

## Do Mobile Traffic Trends Have Any Geo-Related Specifics?

As you might assume, and rightfully so, the penetration of mobile varies from region to region. And as many locations had different

timelines for relaxing strict pandemic-related measures, we decided to see whether this had a role to play in our mobile trends analysis.



## Mobile vs. Desktop Traffic Share by Country

April 2021 - March 2022

Country	Mobile rate	Desktop rate
Brazil	93.37%	6.63%
Japan	87.06%	12.94%
India	86.51%	13.49%
Spain	85.98%	14.02%
Mexico	85.37%	14.63%
Canada	82.51%	17.49%
Great Britain	81.80%	18.20%
Australia	81.71%	18.29%
France	81.10%	18.90%
Germany	78.95%	21.05%
Italy	77.63%	22.37%
United States	69.44%	30.56%

Source: Semrush .Trends



Surprisingly, the US had the lowest rate of mobile surfers, with mobile traffic barely reaching 70%. In contrast, mobile traffic in Brazil accounted for 93% of the overall traffic share.

Once again, we can see that pandemic measures had nothing to do with traffic trends. Australia, for instance, had some of the strictest and longest-standing lockdown measures, yet its mobile traffic remained at a high 82%.



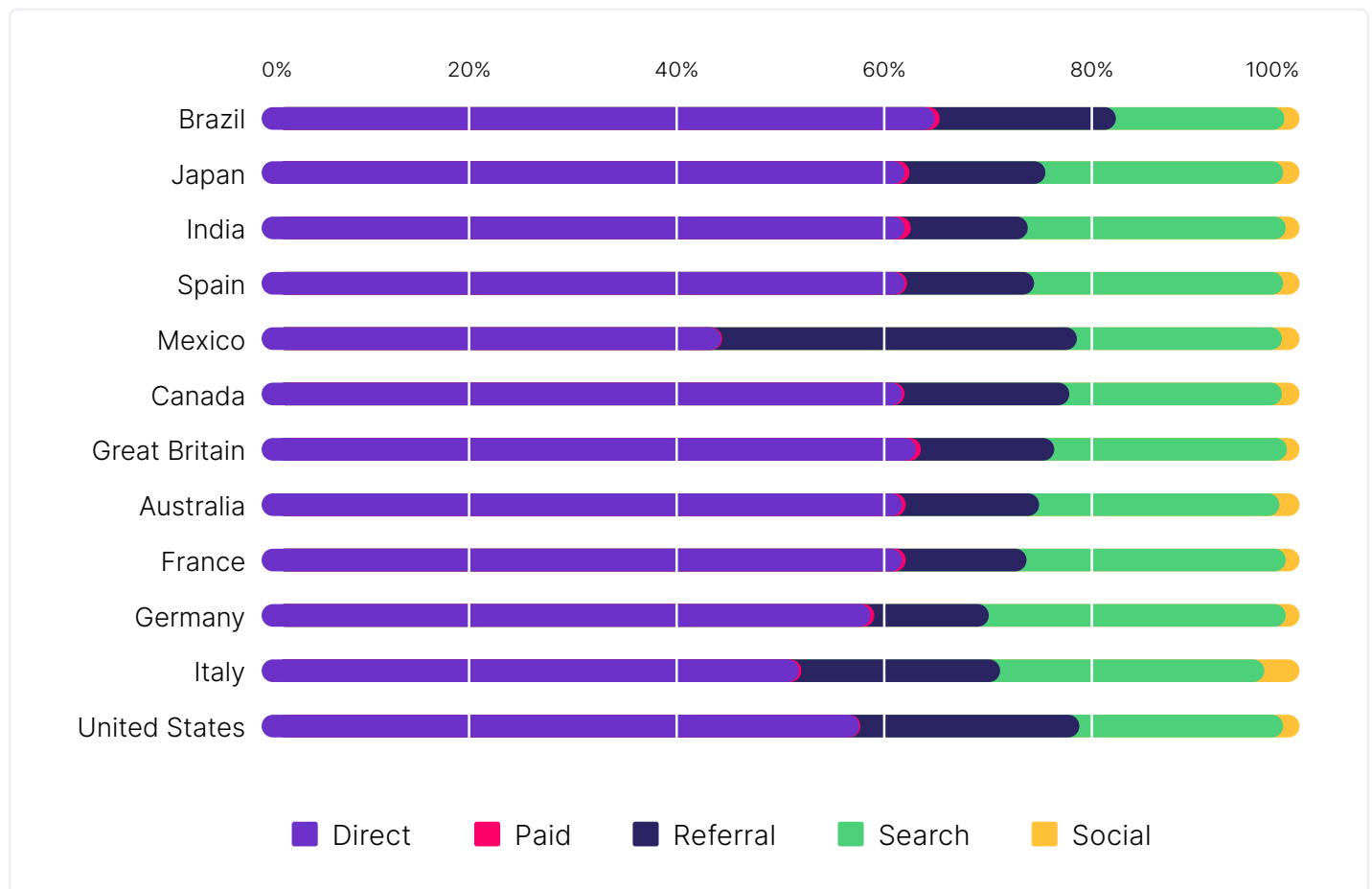
# Where Does Mobile Traffic Come From?

Now that we have a general understanding of the mobile traffic landscape, let's reveal the sources that bring in mobile visitors broken down by the countries we looked at before.

We used our [Open .Trends](#) solution to dig out these traffic sources.

## Country-by-Country Mobile Traffic Breakdown by Channel

April 2021 - March 2022



Source: Semrush .Trends

The stats show that mobile traffic typically originates from direct searches. And, generally, across the globe, the traffic sources breakdown looks identical:

**1** Mobile users usually visit sites using bookmarks or enter the site directly into the search tab.

**2** Search is the next biggest channel for mobile surfers. The only exceptions occur in the US, India, and Mexico, where search is the third-biggest mobile traffic channel.

**3** Referral links—apart from the three countries we listed above — are the third most popular source of mobile traffic.

**4** Social media brings in much fewer mobile users, while paid channels never exceed the 0.3% mark.

If the lower traffic impact from paid channels has to do with budgets (we'll explore this a bit later), social media's role in driving traffic may stem from the fact that most social networks try to retain users on their platforms, and they actively discourage brands from taking users elsewhere.

This only means that the “invest in brand awareness if you want mobile users” mantra remains intact. But direct traffic doesn't only imply brand awareness; customer loyalty and satisfaction are all a part of the deal that makes users bookmark a site or visit it directly.

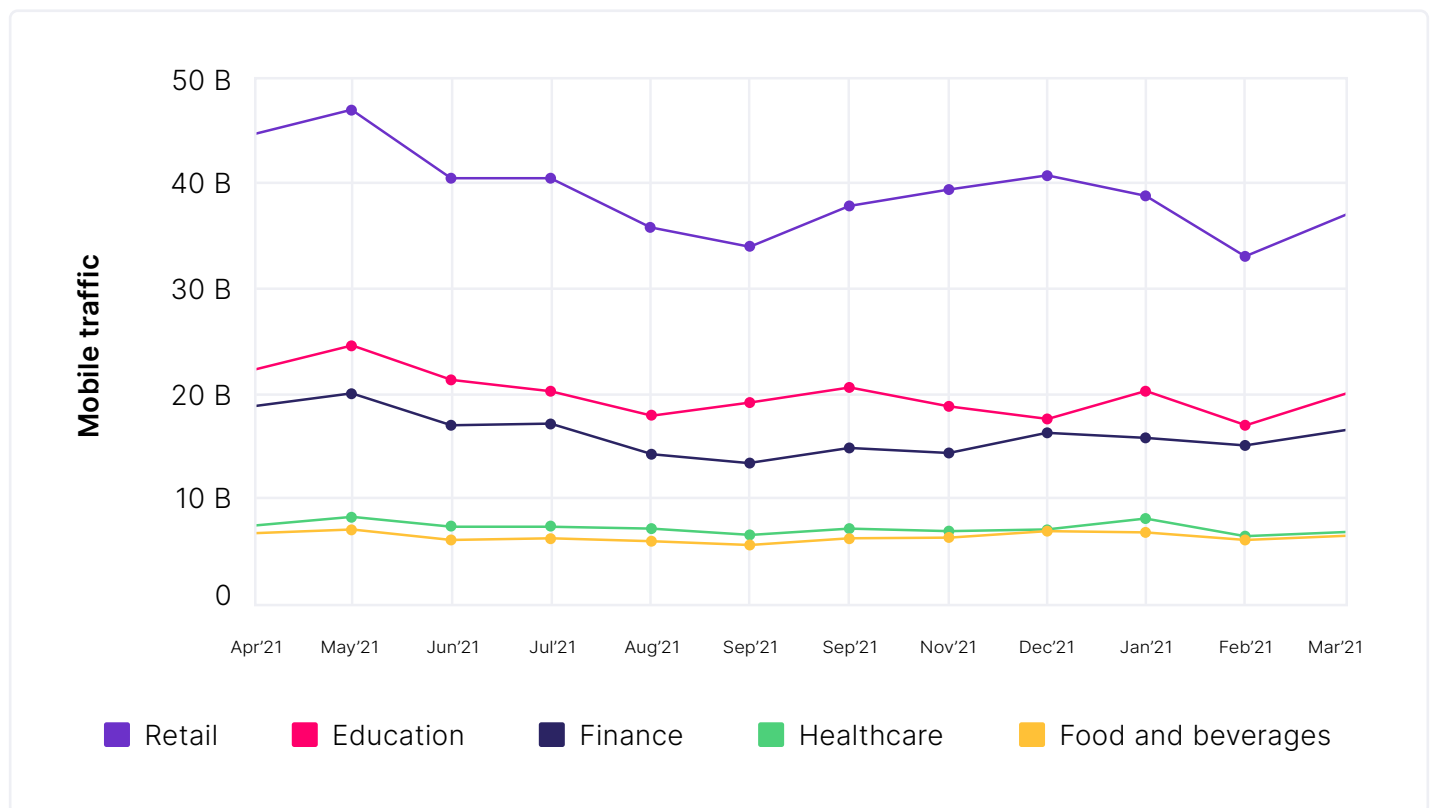
# Evaluating Industry-Specific Mobile Traffic Patterns

While general mobile traffic trends can point to the overall direction of search, things may look different on an industry level.

That's why we've analyzed internal mobile traffic patterns across a number of separate industries. To avoid overloading you with too much information, we've only included market segments where we spotted some varying or curious trends. And these are Education, Finance, Food & Beverage, Healthcare, and Retail.

## Mobile Traffic Trends by Industry

April 2021 - April 2022



Source: Semrush .Trends

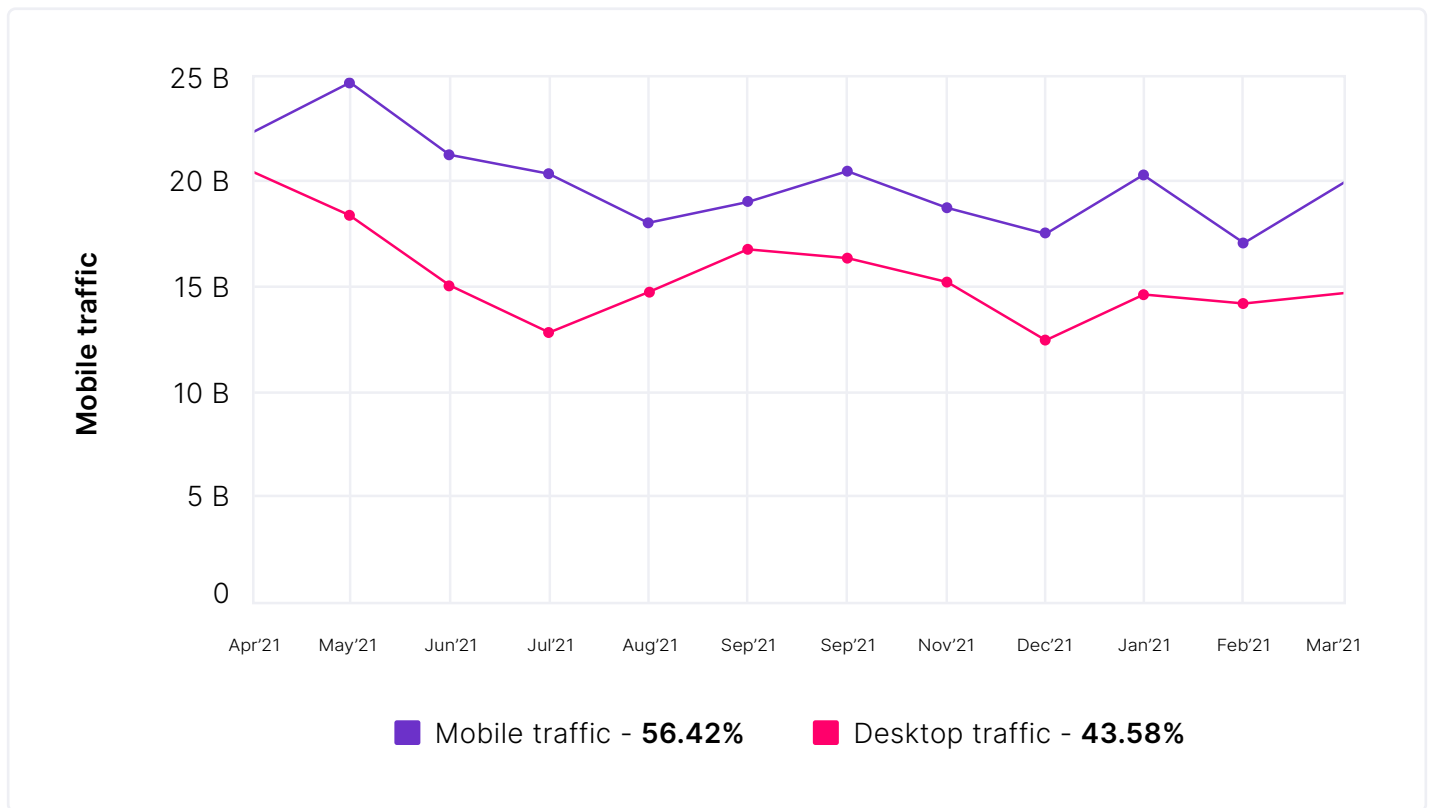
Year-over-year mobile traffic stats showed a decline in mobile traffic for the majority of the analyzed industries, yet we see higher volatility among them. Interestingly, the Food & Beverage and Retail segments even showed a counter-trend.

But let's look at each industry on a more granular level.

# Mobile vs. Desktop Traffic Share and Trends Across Industries

## Education Industry Mobile vs. Desktop Traffic Share

April 2021 - April 2022



Source: Semrush .Trends



The Education segment saw a push to accelerate its digitization from the start of the pandemic, when the entire industry was forced online.

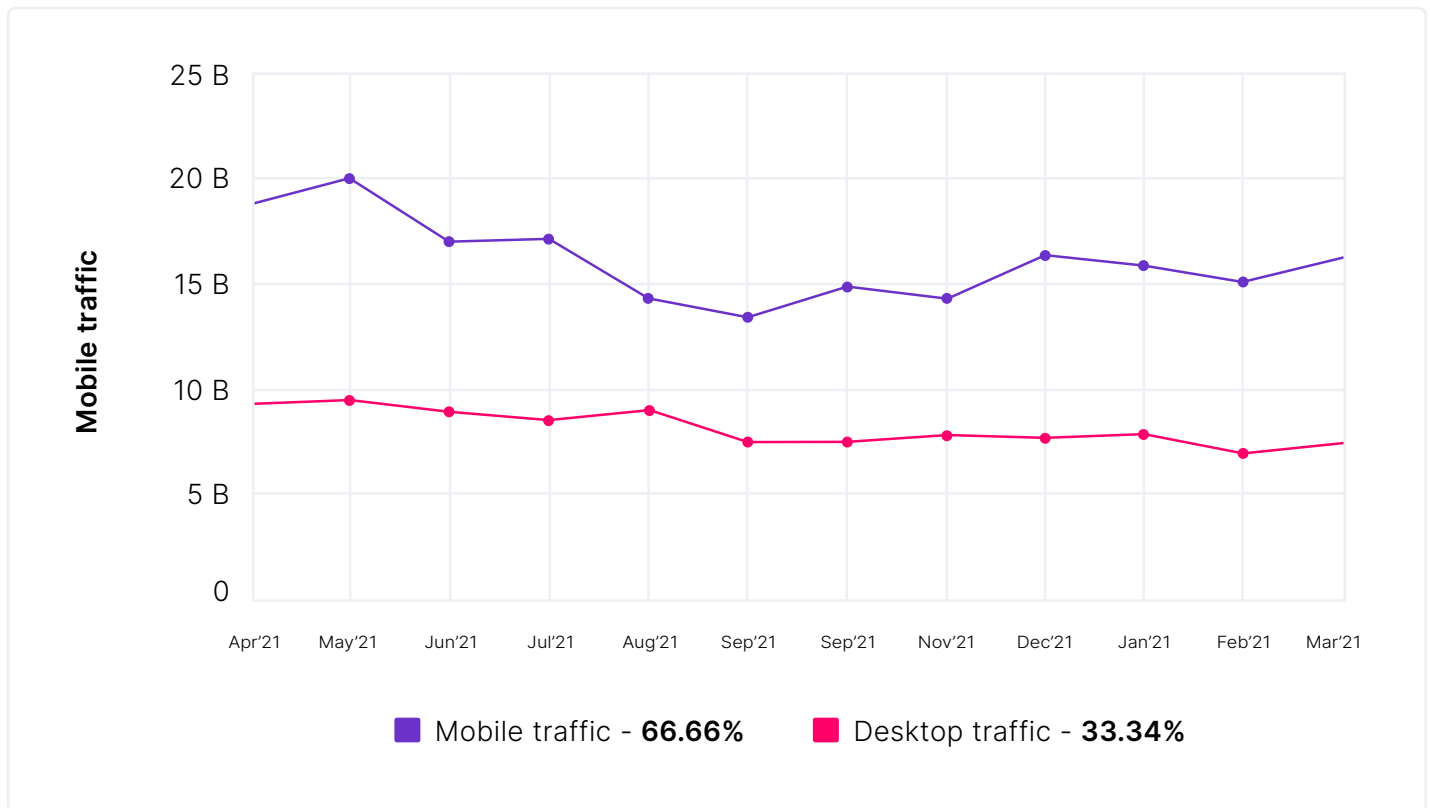
It's curious to see that mobile traffic exceeds desktop, as this segment includes sites like Blackboard or Webex, which students typically use to log in to classes and complete coursework.

But it seems like a lot of them were using mobile devices.

The traffic trend was almost perfectly aligned with the academic year, with peaks during the exam season in late spring and lows during the holidays, be it in summer or winter.

## Finance Industry Mobile vs. Desktop Traffic Share

April 2021 - April 2022



Source: Semrush .Trends

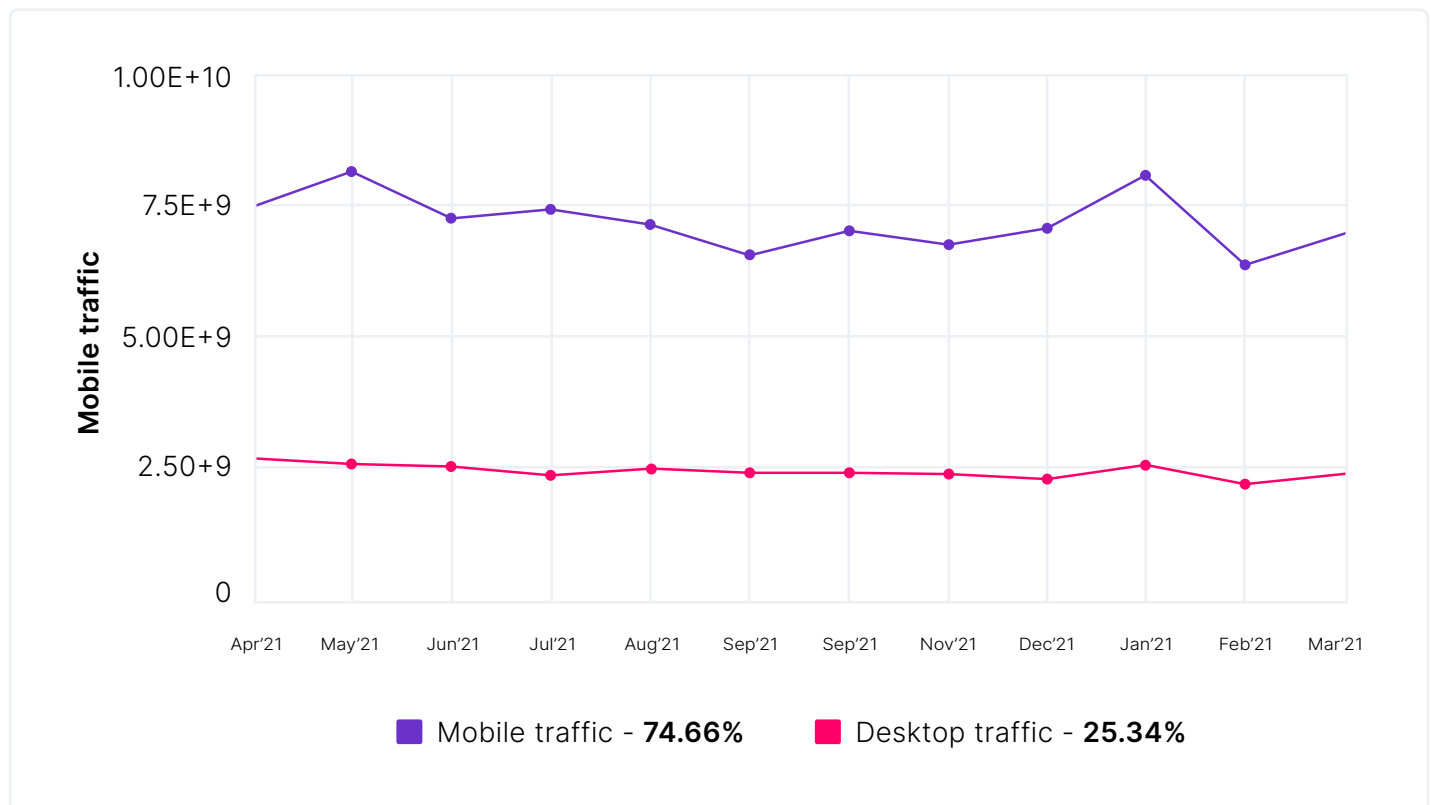


The banking sector is well-known for its digital-first stance, so, as expected, mobile traffic was double that of desktop. But as the overall YoY in-market traffic stats declined, mobile traffic

fell faster than desktop, particularly in summer and autumn, which could also be a reflection of seasonality in the market.

## Healthcare Industry Mobile vs. Desktop Traffic Share

April 2021 - April 2022



Source: Semrush .Trends



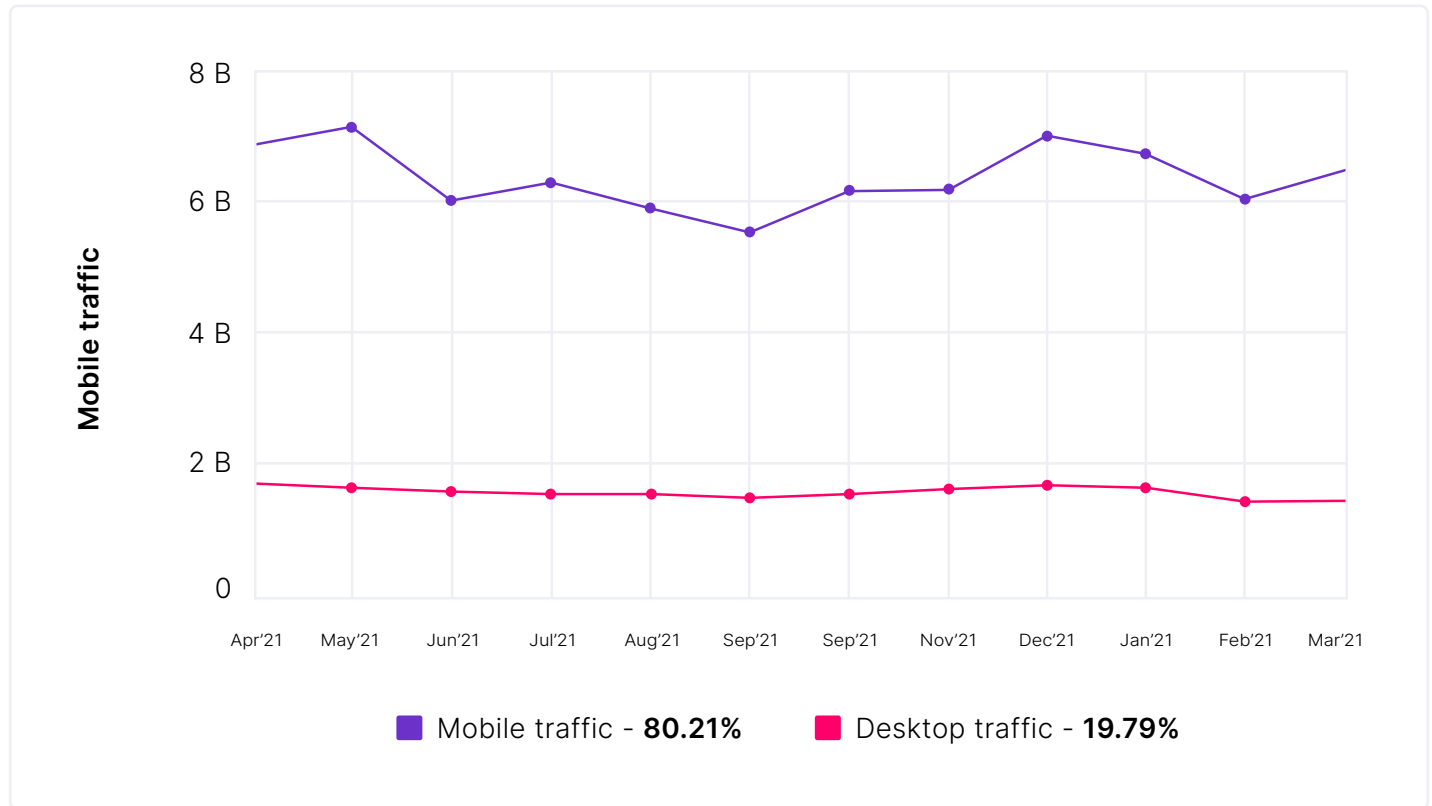
The Healthcare industry witnessed unprecedented traffic highs at the onset of the pandemic. But as things cooled down, so did the traffic.

Mobile traffic, however, saw a larger decline than desktop, which speaks to its absolute dominance

within the industry. We only see a slight peak in January 2022, which likely corresponded to the usual [spike in the need for medical assistance after the spread of viruses during the winter holidays](#).

## Food & Beverage Industry Mobile vs. Desktop Traffic Share

April 2021 - April 2022



Source: Semrush .Trends

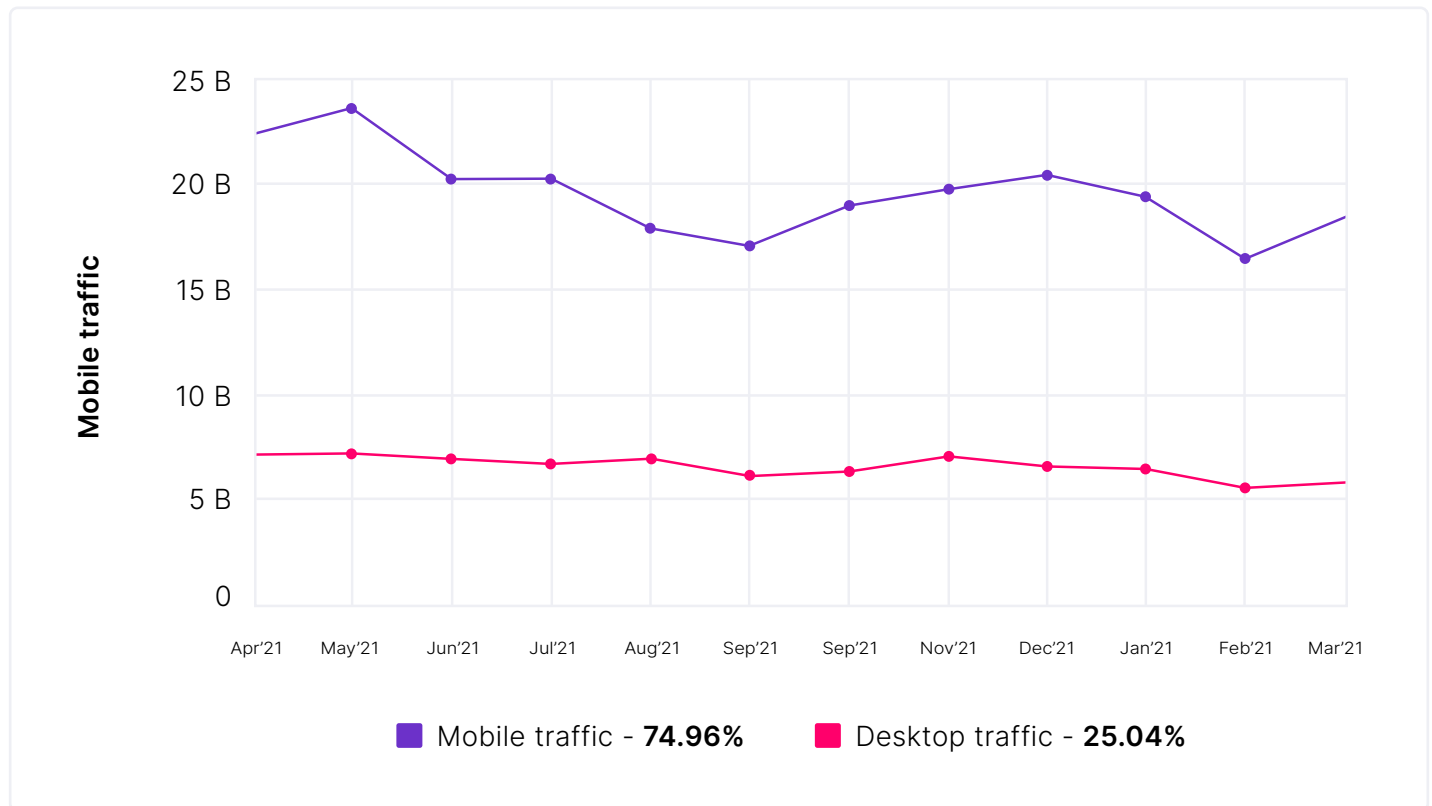


As we already mentioned, the Food & Beverage sector is one of the two sectors that saw a YoY rise in mobile traffic.

This industry saw higher mobile penetration as consumers typically go for “near me” searches for restaurants/cafes or order online. These actions are usually run from a mobile device, and our stats only prove this further.

## Retail Industry Mobile vs. Desktop Traffic Share

April 2021 - April 2022



Source: Semrush .Trends



Retail’s reliance on mobile users is well known, but as we can see, it has gradually declined. With peaking mobile numbers back in April 2021, this year’s stats show a 20% YoY drop.

The industry saw an upward mobile traffic pattern during the hottest shopping periods (Black Friday, Cyber Monday, and winter holiday sale seasons), but then mobile traffic fell once again.

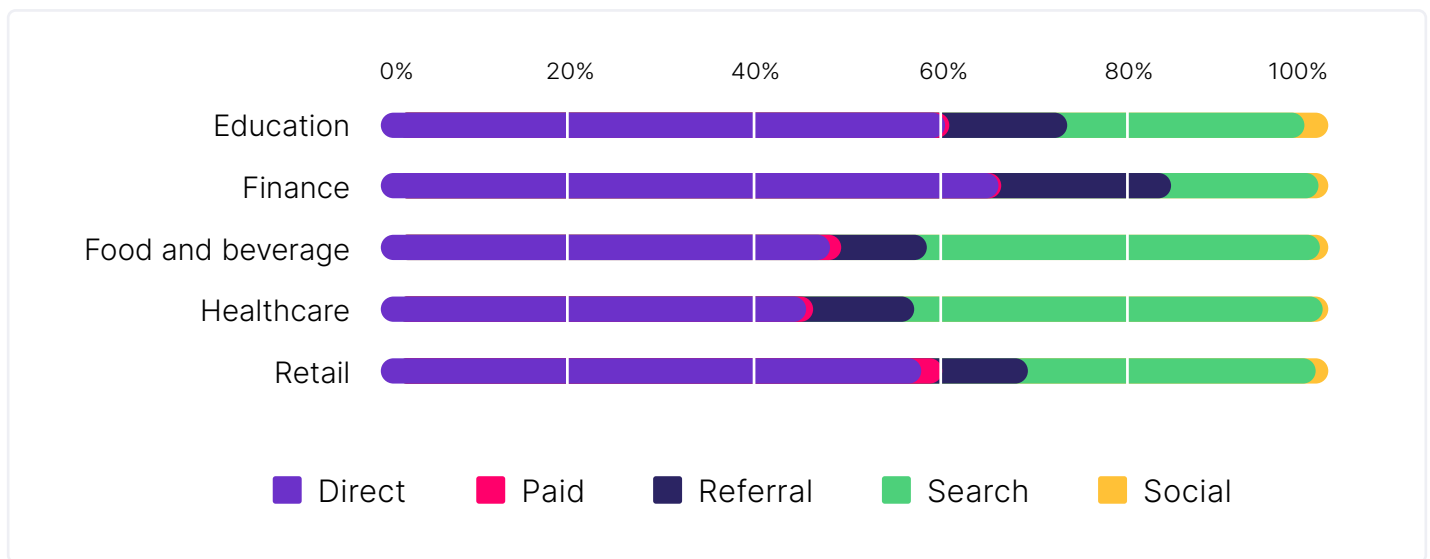


# How Do These Industries Generate Mobile Traffic?

Turning back to [Open .Trends](#), we once again looked at the channel-by-channel mobile traffic breakdown to examine the most popular traffic sources for each industry we analyzed.

## Key Mobile Traffic Channels for Selected Industries

April 2021 - April 2022



Source: Semrush .Trends



- Direct traffic dominated the mobile landscape for all industries, bringing at least 45% of all visits. But the extent of its significance varied from segment to segment. In Finance, Education, and Retail, direct traffic was responsible for at least 57% of all mobile traffic. In Food & Beverage and Healthcare, the numbers were much lower.
- The Food & Beverage and Healthcare industries seem to rely heavily on search traffic—the numbers were comparable to those of direct. This means that brand awareness and customer loyalty didn't play an absolutely dominant role in their mobile traffic generation strategy. Search engine optimization was equally important.

# Key Insights for Bringing Mobile Traffic from Paid Channels

While paid channels still account for the smallest share of mobile traffic, we discovered that these five industries do get higher mobile traffic rates coming from paid sources. So, we decided to unwrap whether it's higher spending or more efficient strategies that are 'to blame' for this trend.

For such a granular analysis of these industries' paid traffic sources, we turned to an app that's part of our Semrush App Center—AdClarity-Advertising Intelligence.

## Display and Video Advertising Strategies Across Industries

We pulled display and video advertising data for the past 12 months for the five industries we analyzed above, keeping a close eye on the spending and performance trends.

Below, you'll see a 2021-2022 patterns analysis for display and video advertising strategies within the Education, Finance, Food & Beverage, Healthcare, and Retail sectors.

## Benchmarking the Display Advertising Strategies of Various Market Sectors

As for general trends, the Education and Retail industries were the only two out of the five we analyzed that spent more on display advertising than on video ads. Educational sites' expenses on display ads were 5X larger, while Retail sites had double the budgets for these ad types.

The latter, however, was the largest spender, with an average monthly spend of \$54,000,000. The Finance industry comes as the second-biggest spender with almost \$12,000,000 in monthly budgets. Education had the most modest expenses.

## Display Ad Spending & Top Publishers by Industry

April 2021 - March 2022

Average monthly spent on display ads	Average monthly impressions	Top publishers by industry
<b>Education</b>		
\$266,130	69,560,166	<ol style="list-style-type: none"> <li>1 merriam-webster.com</li> <li>2 kitco.com</li> <li>3 realtor.com</li> </ol>
<b>Finance</b>		
\$1,288,946	337,521,797	<ol style="list-style-type: none"> <li>1 espn.com</li> <li>2 cars.usnews.com</li> <li>3 eater.com</li> </ol>
<b>Food &amp; Beverage</b>		
\$970,469	254,596,242	<ol style="list-style-type: none"> <li>1 msn.com</li> <li>2 thespruce.com</li> <li>3 byrdie.com</li> </ol>
<b>Healthcare</b>		
\$856,842	235,258,613	<ol style="list-style-type: none"> <li>1 foxnews.com</li> <li>2 amazon shopping</li> <li>3 ctpost.com</li> </ol>
<b>Retail</b>		
\$54,110,501	13,936,333,319	<ol style="list-style-type: none"> <li>1 target.com</li> <li>2 ebay.com</li> <li>3 fandom.com</li> </ol>

Source: Semrush App Center (AdClarity)

## Education

Education sector sites mainly advertised across dictionary websites and media outlets. Curiously, the third-biggest display ad publisher was [realtor.com](https://www.realtor.com), accumulating 13% of the overall display ad spend.

As for the most active advertisers, Zoom, Grammarly, and Instructure ran more campaigns than any other educational website.

Q2 2021 was the highest spending period for the past 12 months, but in Q4 2022 the monthly ad budgets went down by 10X.

## Finance

The Finance sector had a lot of sports-focused sites among the top publishers. ESPN, the #1 publisher, attracted 15% of the entire display ad spend.

While Capital One, Coinbase, PayPal, and Credit Karma are the top advertisers, we also spotted a few sites not focused on finance, like [buzzfeed.com](https://www.buzzfeed.com) and [bonappetit.com](https://www.bonappetit.com).

Peak advertising activity occurred in Q4 2021, while the lowest was in Q2 2021. This trend likely stemmed from the usual seasonality, with people's readiness to spend more money at the onset of the holiday season.

## Food & Beverage

The Food & Beverage industry had a fairly random selection of publishers, ranging from recipe sites to retail.

These sites appear to have an even spending pattern throughout the year, with the only notable low being in Q4 2021. The holiday season is once again a potential reason behind the decline in spending, as people tend to stay at home and enjoy more family dinners during the winter holidays.

## Retail

Retail sites seem to prefer to advertise on other retail sites. Target, one of the largest e-tailers in the world, captured 62% of all the advertising dollars.

And it's once again Target that absolutely dominated the advertiser landscape.

Retail sites appear to have almost evenly distributed expenses throughout the year with no notable highs during Q4 2021. It's quite a curious observation as Q4 is typically considered to be the hottest shopping season, but advertising-wise, it was the second-lowest spending quarter for retailers during the analyzed period.

## Healthcare

The biggest display ad publishers for healthcare sites are media outlets.

If we look at specific campaigns aired during the past 12 months, we see mainly vaccination and COVID-related ads. This explains why the highest spend was in Q2 2021, and the lowest was in Q3 and Q4 2021—the need to promote vaccination is gradually going down as more people get their shots and the pandemic recedes.

# Benchmarking the Video Advertising Strategies of Various Market Sectors

Let's start with some general patterns.

Finance sites spent 10X more on video ads than on display, becoming the second-biggest video ad spender. Retail, however, dominated the landscape, allocating more than \$23,700,000 as an average monthly ad budget.

Despite putting 6X more into video budgets, the Food & Beverage industry spent less than \$1,000,000 a month on video ads. The same was true for sites within the Education and Healthcare sectors.

And who benefited from such a major reliance on video advertising? YouTube. The video platform received the majority of advertising dollars, often making up more than 50% of the publishers' share of voice. The only exception was Healthcare—this industry's most preferred publisher was Yahoo, with YouTube coming in as the fourth most popular publisher.

## Video Advertising Details Breakdown by Industry

April 2021 - March 2022

Average monthly spent on video ads	Average monthly impressions	The most popular video ad placements	Top publishers by industry
<b>Education</b>			
\$46,514	5,073,953	Pre roll - 69,03% Mid roll - 18,77% Post roll - 12,20%	<ol style="list-style-type: none"> <li>1 youtube.com</li> <li>2 sportsline.com</li> <li>3 247sports.com</li> </ol>
<b>Finance</b>			
\$11,796,993	1,006,388,336	Pre roll - 43,15% Mid roll - 20,35% Post roll - 36,50%	<ol style="list-style-type: none"> <li>1 youtube.com</li> <li>2 roku.com</li> <li>3 yahoo.com</li> </ol>
<b>Food &amp; Beverage</b>			
\$6,464,353	605,631,727	Pre roll - 75,18% Mid roll - 15,47% Post roll - 9,35%	<ol style="list-style-type: none"> <li>1 youtube.com</li> <li>2 mentalfloss.com</li> <li>3 yahoo.com</li> </ol>
<b>Healthcare</b>			
\$958,648	88,366,849	Pre roll - 89,82% Mid roll - 6,90% Post roll - 3,28%	<ol style="list-style-type: none"> <li>1 yahoo.com</li> <li>2 nydailynews.com</li> <li>3 thedailymeal.com</li> </ol>
<b>Retail</b>			
\$23,690,047	2,226,462,027	Pre roll - 52,67% Mid roll - 18,91% Post roll - 28,42%	<ol style="list-style-type: none"> <li>1 youtube.com</li> <li>2 espn.com</li> <li>3 msn.com</li> </ol>

Source: Semrush App Center (AdClarity)

## Education

The Education sector had the biggest expenses in Q3 2021, with the second-biggest in Q1 2022. Q3's ad budget increase was likely related to the beginning of the academic season.

Q1's expenses might look less obvious, but a lot of students start preparing for the exam season in April, while some courses start advertising their fall admissions before the application deadlines, which are typically in May.

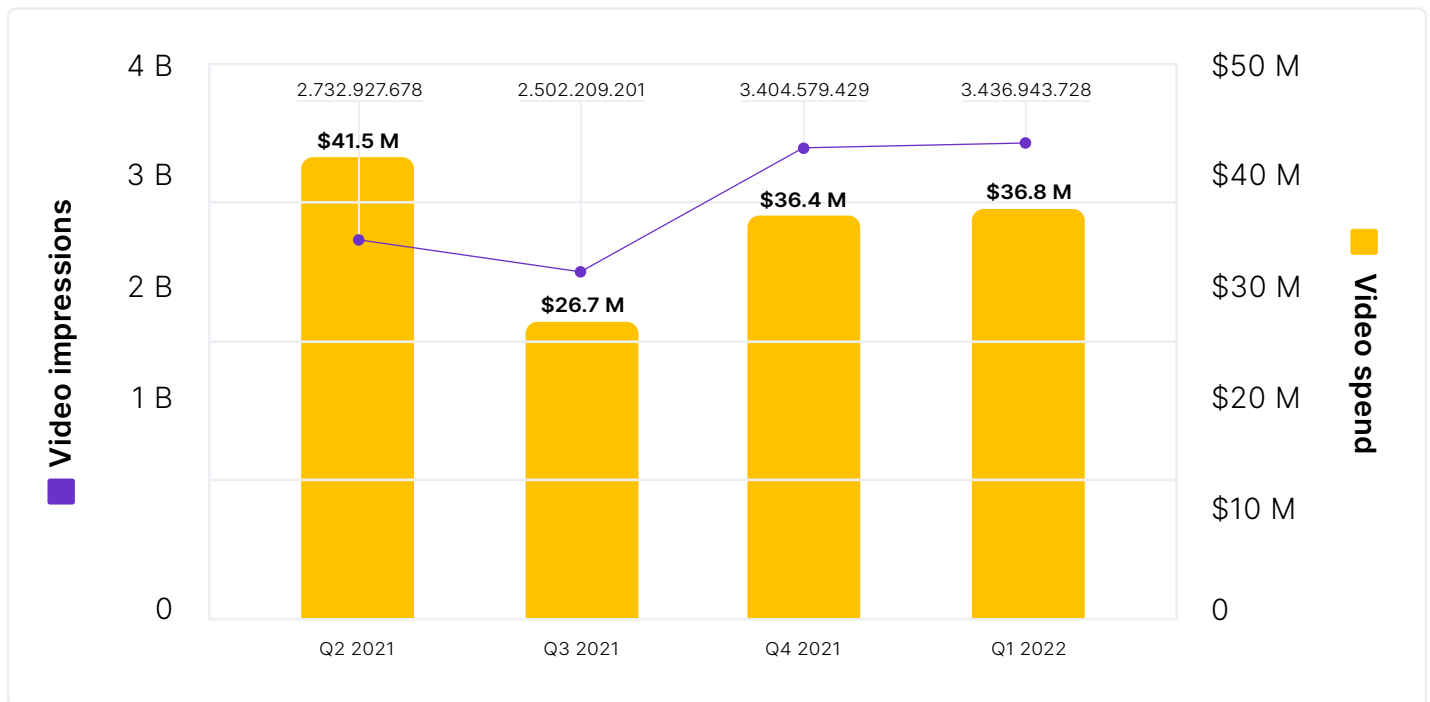
Pre-rolls were the industry's favorite video ad format, with 70% of ads played before a video.

## Finance

Finance is the only industry that showed tangible efficiency with its video ad efforts. The biggest video ad spend was in Q2 2021, but performance-wise, they had the largest impressions count in Q4 2021, which implies that they managed to grow visibility while spending fewer ad dollars.

### QoQ Video Ad Spending vs. Impressions

Finance industry



Source: Semrush App Center (AdClarity)



## Food & Beverage

Contrary to what we saw with display ads, Food & Beverage sites only increased their spending in Q4 2021. With a strong focus on pre-rolls (75%), we couldn't pinpoint any major advertisers across the industry as it seems to have an equally distributed range of different advertisers.

## Healthcare

The Healthcare sector's strategy for video ads appears to be identical to that of display ads. They were mostly running vaccination and COVID-related campaigns, with the biggest expenses in Q3 2021. In Q1 2020, the budgets went down notably.

## Retail

Once again, Target dominated the video ad landscape within the industry.

Retail sites appear to have doubled their expenses in Q4 2021—probably to match the upcoming shopping craze during the hottest discount season. But they also got more than double the results (in terms of impressions), which means that the outcome outweighed the increased expenses. Otherwise, video ad expenses were even throughout the year.

Retail advertisers have a strong preference for pre-rolls (53%), but they also use post-rolls (29%) and mid-rolls (19%).



# Part II

## Assessing the Mobile App Landscape



# Assessing the Mobile App Landscape

App stores imply mobile usage—they equal mobile experience, so an assessment of the state of mobile wouldn't be complete without a glimpse at the patterns within the app landscape.

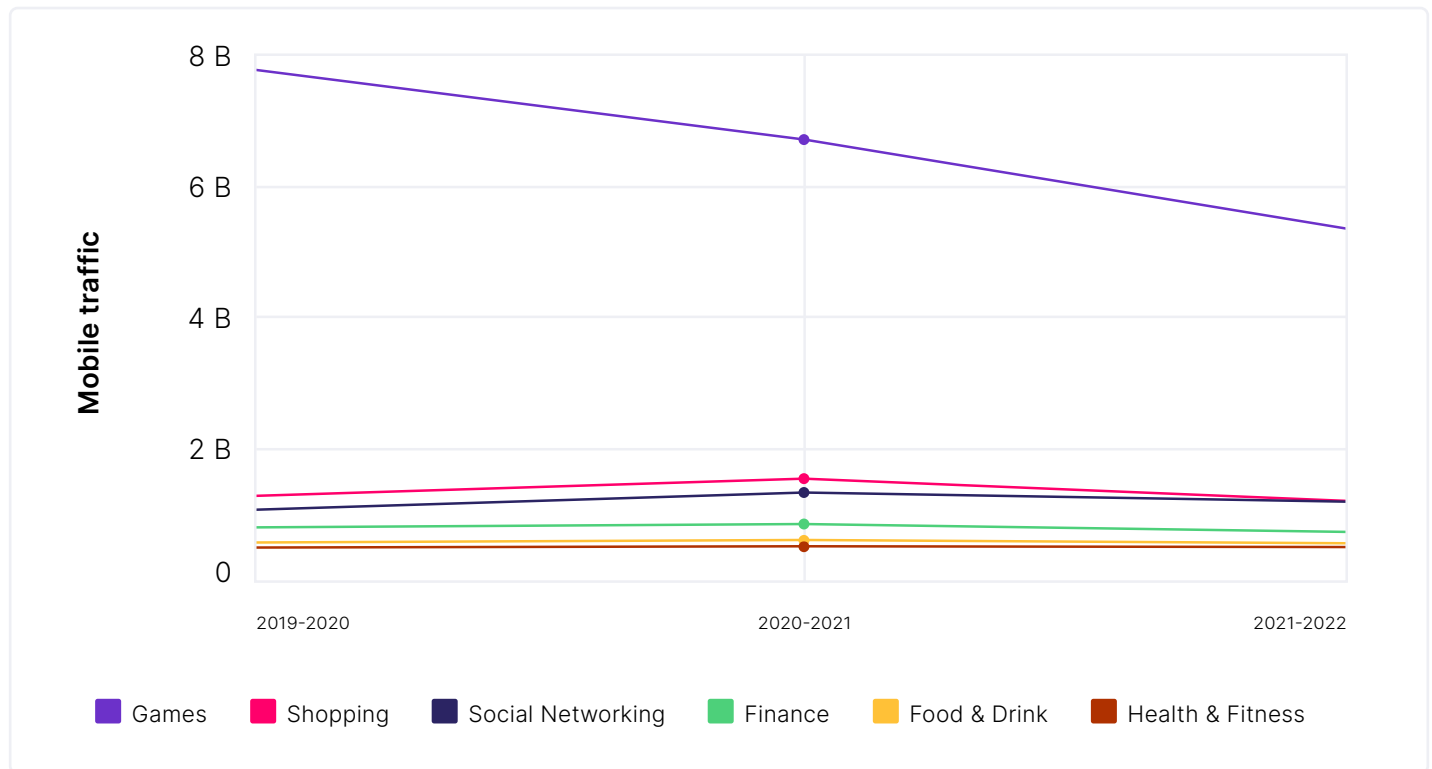
Using intel from another Semrush App Center partner, [Mobile App Insights](#), we managed to unwrap the most popular app categories for both iOS and Android devices and pinpoint some usage patterns within them.

# Evaluating Industry-Specific Mobile Traffic Patterns

For the past three years—from April 2019 to April 2022—the most popular app categories were Games, Finance, Health & Fitness, Social Networking, Shopping, and Food & Drink.



## YoY Download Trends by App Category (iOS)



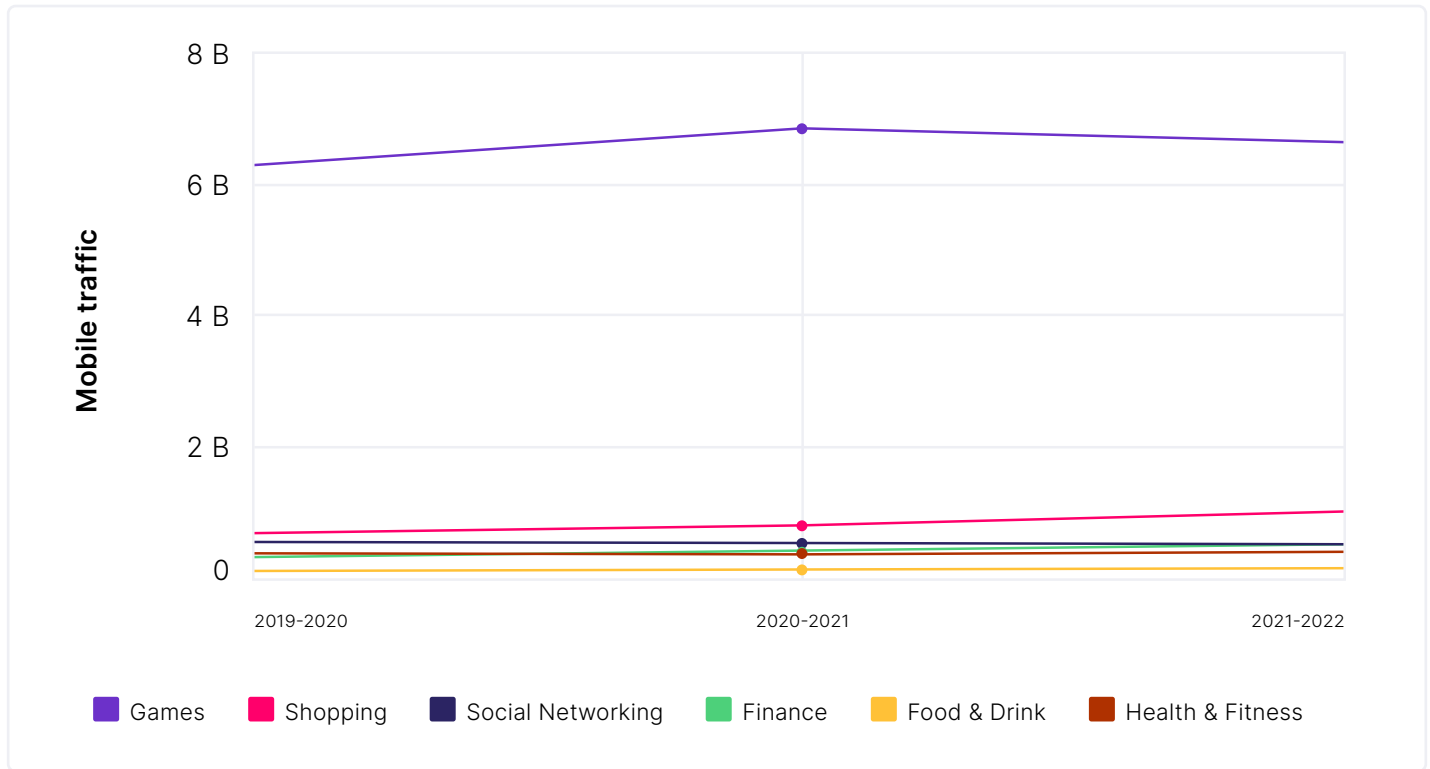
Source: Semrush App Center (Mobile App Insights)



On the Apple Store, the downloads trend appears to be in the negative territory. If we compare April 2020-March 2021 and April 2021-March 2022 stats, we'll see that all the most popular app categories saw a decline in installs.

Shopping apps lost the largest margins, with YoY downloads dropping by 20%. Game apps saw comparable losses. Health & Fitness apps witnessed the lowest decreases, seeing only 5.4% fewer installs.

## YoY Download Trends by App Category (Android)



Source: Semrush App Center (Mobile App Insights)



With Android, things don't look as grim. Games was the only app category in the negative territory (they only lost 3% of their downloads YoY). The rest of the categories showed positive signals, growing their install counts by an average

of 13%. Finance apps showed the most promising signs, growing their download count by 23% YoY. We'll further unwrap the key dynamics within these categories.

# Gaming Apps

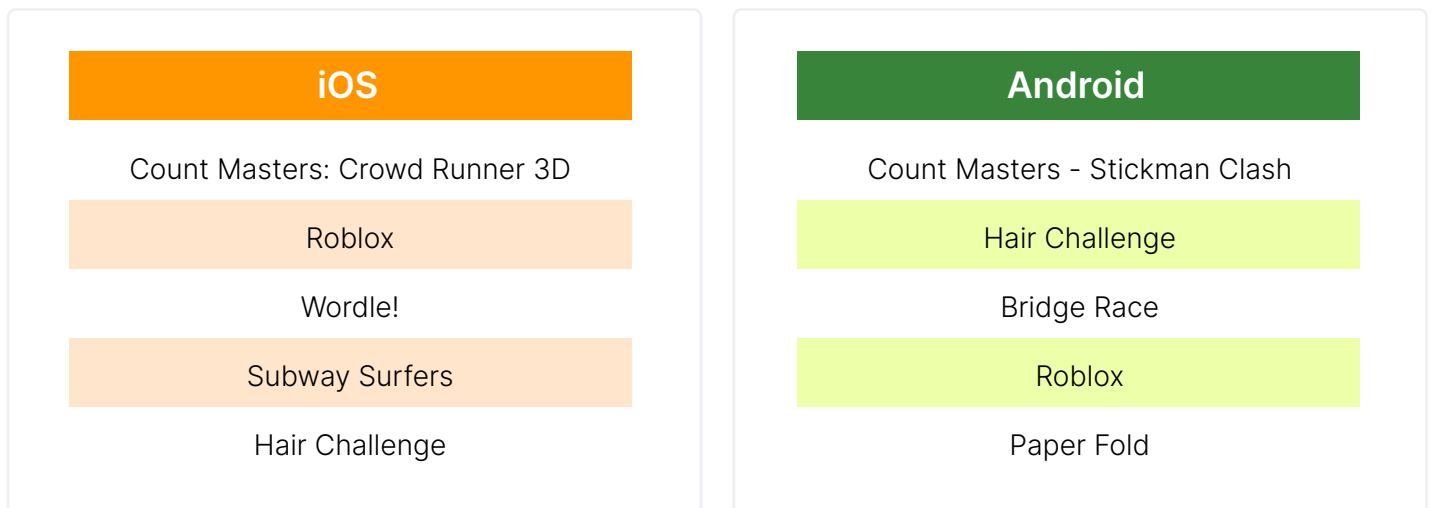
Overall, the install trend decreased drastically throughout 2021. For instance, the absolute installs leader for iOS users, Among Us, used to be the most downloaded game of 2020.

In 2022, it can't be found anywhere within the top 5.

The table below reflects the most downloaded gaming apps across both Apple Store and Google Play for the past 12 months.

## Most Downloaded Apps in the Games Category

April 2021 - March 2022



Source: Semrush App Center (Mobile App Insights)



Both iOS and Android users seem to have almost identical preferences when it comes to games.

The booming Wordle app remained within the top 3 spots in iOS, but doesn't show up on Android — and that's because there is no Android-tailored app. Users have to use the desktop version of the game if they don't have an Apple device.

# Finance-Related Apps

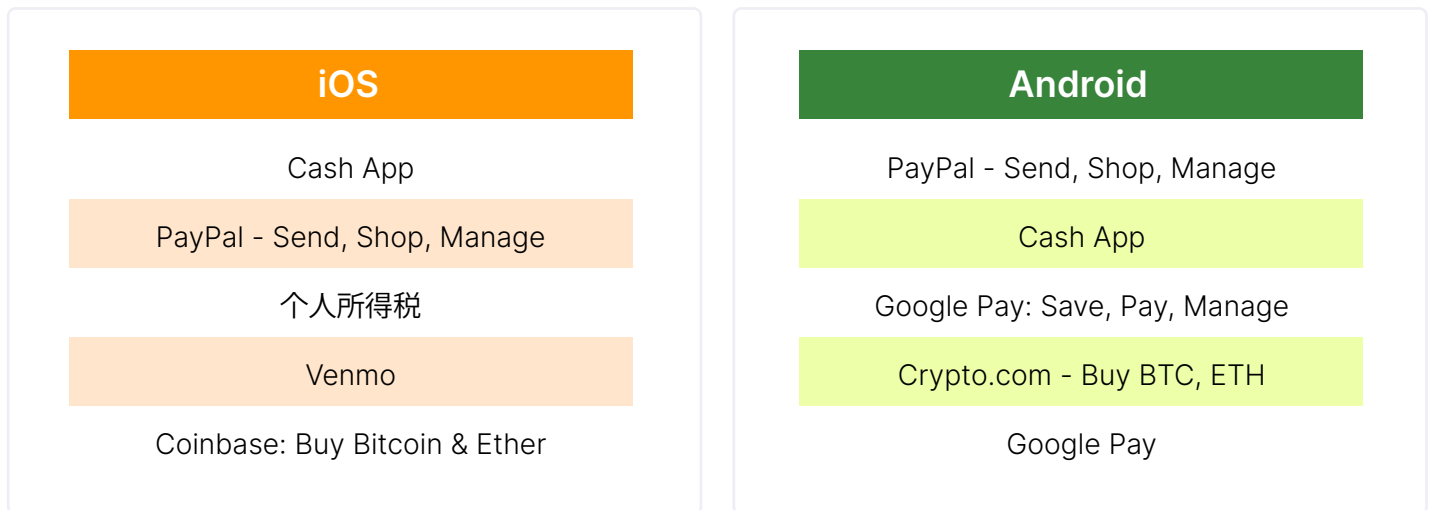
Overall, we spotted a 50% growth in the number of installs in 2022. This could be explained by the pandemic effect, but there was no such growth in 2021 on iOS. For Android, however, this

growth rate was quite consistent over the years.

PayPal and CashApp continued switching places as the leaders during the past two years.

## Most Downloaded Apps in the Finance Category

April 2021 - March 2022



Source: Semrush App Center (Mobile App Insights)



The newest arrival among the top 5 this past year, however, was crypto—Coinbase on iOS and Crypto.com on Android.

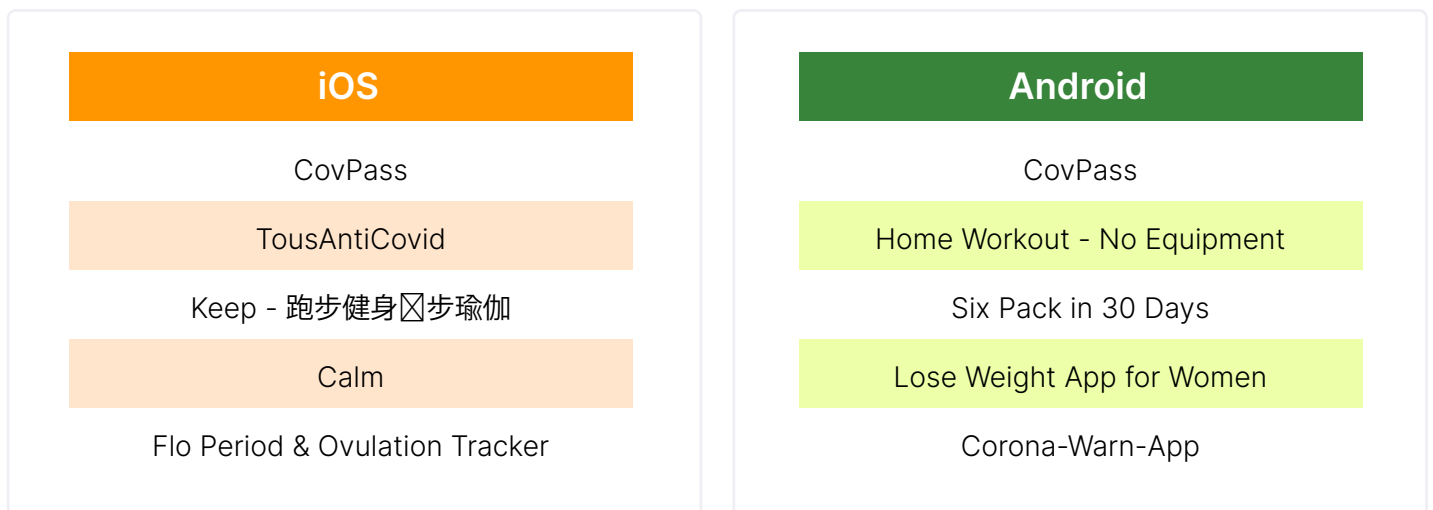
# Health & Fitness Apps

Interestingly, the overall installs trend fell in 2020 compared to 2019, despite the self-isolation measures and stay-at-home orders. But the number of installs started

growing again in 2021 on iOS. On Android, the growth trend was stable.

## Most Downloaded Apps in the Health & Fitness Category

April 2021 - March 2022



Source: Semrush App Center (Mobile App Insights)



On iOS, Calm, Keep - 跑步健身计步瑜伽, and Flo Period & Ovulation Tracker have all held their top 5 positions for three consecutive years.

In 2020, Corona-Warn-App appeared within the top 5 most frequently installed apps in the Health & Fitness category. In 2021, two more apps dedicated to Coronavirus took the two

top positions: CovPass and TousAntiCovid. CovPass is leading on both iOS and Android. It's curious to note that, on Android, people mostly downloaded sports, workout, and weight loss apps. iOS users seem to prefer health-focused apps like Calm and Flo Period & Ovulation Tracker.

## Social Apps

Android and iOS users appear to have varying preferences when it comes to social networks. The most installed social app for Apple Store users was WhatsApp, while Google Play shoppers mostly turned to TikTok.

Over the years, the top 5 for the two stores, however, remained pretty stable. iOS users

typically installed Facebook-related apps (Facebook itself, WhatsApp, and Messenger top the lists), but we also saw the rise of Telegram, an app that only broke into the top 5 in 2020.

On Android, Twitter suddenly gained a new momentum in 2021-2022.

## Shopping Apps

Among shopping apps, Amazon and AliExpress have held their positions in the top 5. Shein—a China-based fashion retailer that wasn't in the top only two years ago—made its way to the leading spot on Apple Store, and remained the #1 installed app on Android. Its Android installs almost doubled in 2021 alone.

In the meantime, the Amazon Shopping app's install share went down by 40%.

On iOS, we see a similar trend (except Amazon Shopping did see some YoY growth), where Shein's market share extended gradually, only on a smaller scale.

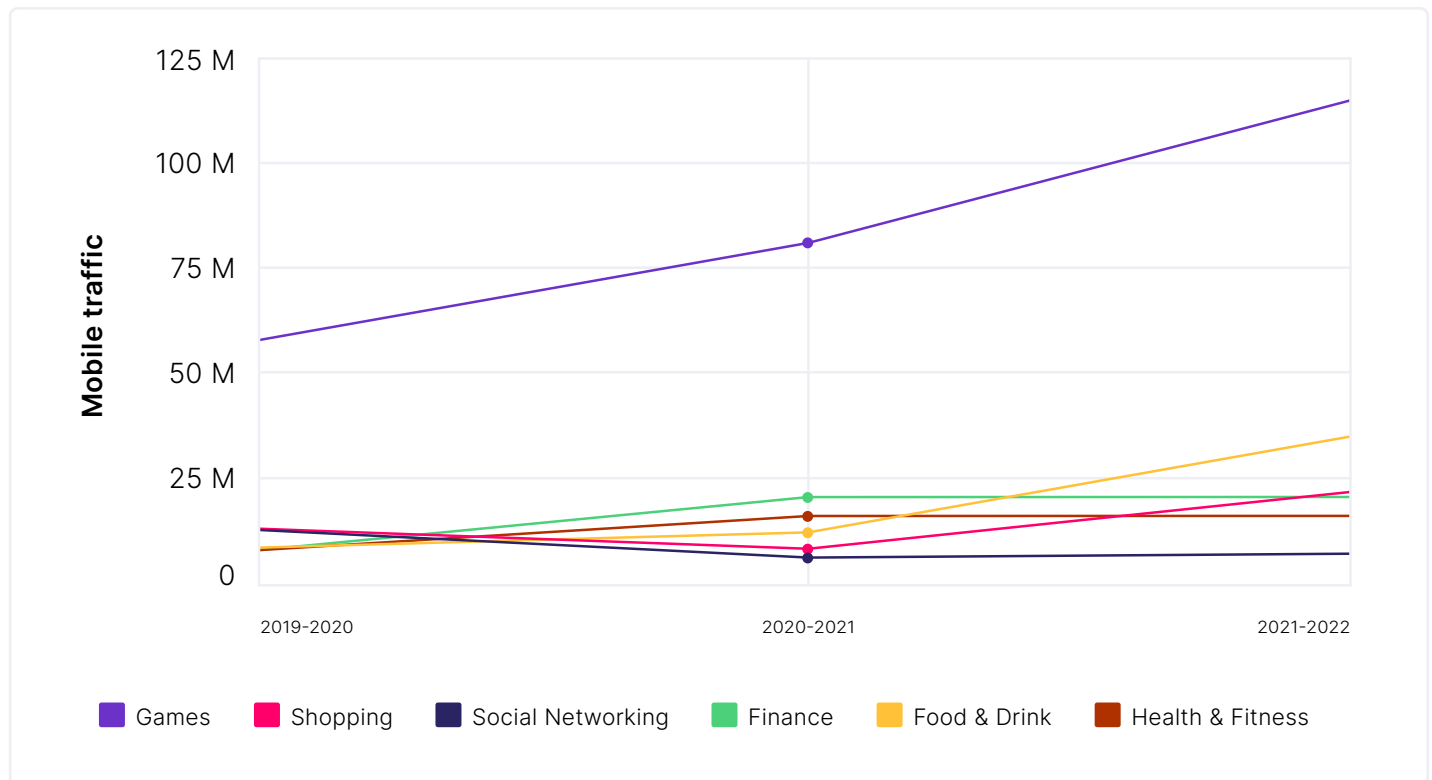


# How Many App Installs Come From Apple Search Ads Campaigns?

With the Apple Store having the greatest traction across the app landscape, along with more advanced tools for promotion, we decided to see whether paid campaigns play a large role in the apps' promotional efforts.

So we took the same set of categories analyzed above, unwrapped how much they spend on Apple Search Ads, and looked at how their spending correlates with installs.

## YoY Download Trends by App Category (Android)



Source: Semrush App Center (Mobile App Insights)



Gaming apps tend to be the biggest ad spenders in App Store. And their expenses only kept growing over the past three years.

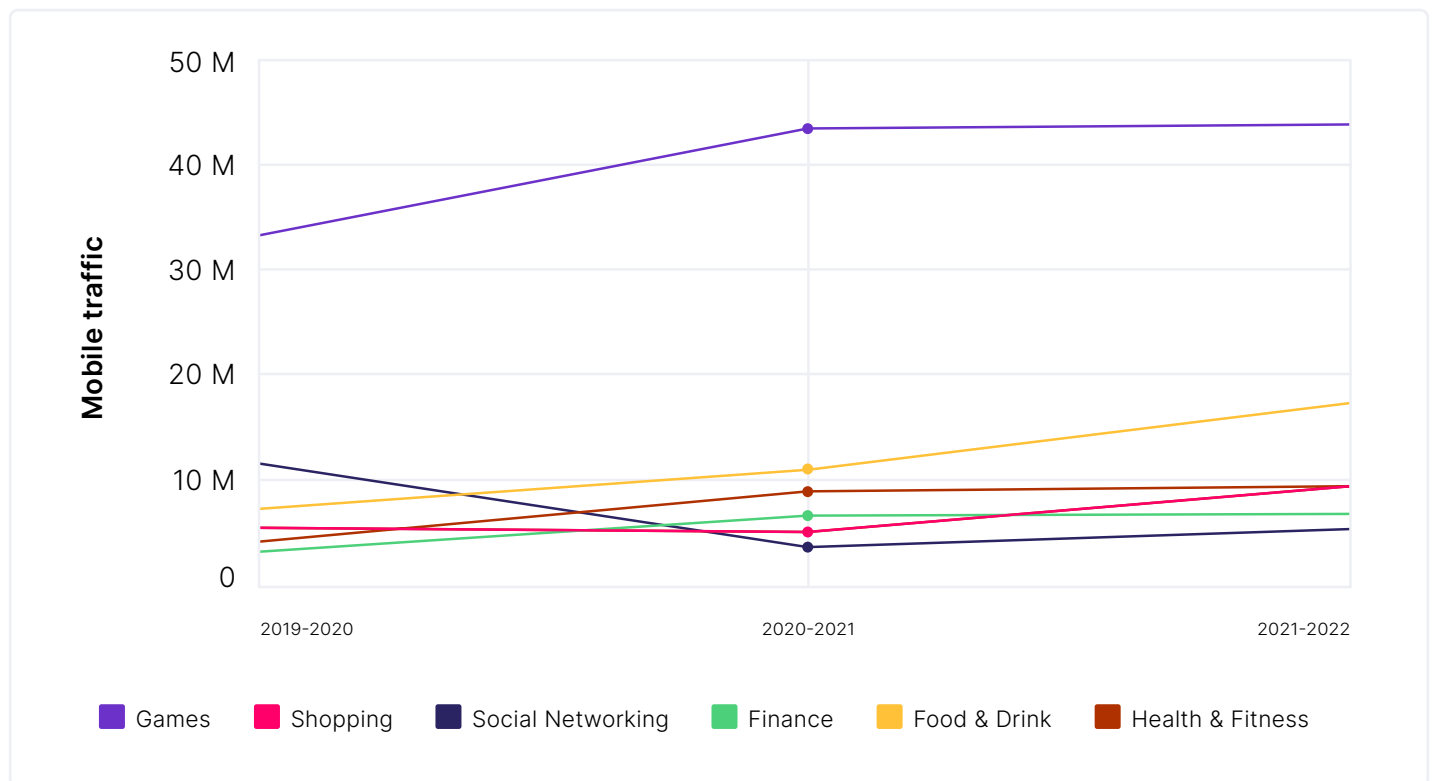
Within the past year, however, it wasn't the Gaming category that saw the biggest ad budget increase:

- Food & Drink apps raised their advertising expenses by 65%
- Shopping apps came close, increasing their budget by 62%
- The Health & Fitness, Social Networking, and Finance categories didn't make any significant alterations
- Gaming apps expanded their ad costs by 30%

Would that mean, then, that increased advertising expense trends for these categories contributed to higher numbers of installs over the past year?

The numbers below answer the question.

## YoY Apple Search Ads Install Trend by App Category



Source: Semrush App Center (Mobile App Insights)



As you'd expect, the Games category—the biggest ad spender across the board—had the largest share of downloads coming from paid campaigns.

Yet if we look at the YoY trends, we'll see a different picture compared to the one we saw above:

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- Shopping apps came close, rising their budget by 62%
- The Health & Fitness, Social Networking, and Finance categories didn't make any significant alterations
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### Apple Search Ads CPA by Category (YoY trend)

Category	CPA		
	2019-2020	2020-2021	2021-2022
Finance	\$2.75	\$3.08	\$8.86
Food & Drink	\$1.11	\$1.12	\$2.02
Games	\$1.75	\$1.87	\$2.62
Health & Fitness	\$1.93	\$1.81	\$2.40
Shopping	\$2.31	\$1.62	\$3.74
Social Networking	\$1.06	\$1.84	\$1.27

Source: Semrush App Center (Mobile App Insights)



You might assume that the above trends might be tied to the changes in costs per acquisition (CPA). That's exactly what we looked at—and here's what we found:

- CPA for gaming apps almost tripled over the past year—the biggest growth trend across the board—so this would explain the lower correlation between the rising ad expenses and somewhat lower install growth trends.
- Yet if we look at CPA, install, and ad expense trends altogether, we still see that Shopping and Food & Drink apps were doing something right with their advertising. Because YoY CPA costs also kept growing, but they still managed to get higher performance from their ad efforts.

# Key Takeaways

“Check your premises” is not just a phrase from Ayn Rand’s *Atlas Shrugged*, — when you go digital, it’s your everyday job. Despite analysts’ predictions over the years, we can see that steady and predictable patterns—like continued growth in mobile traffic—shouldn’t be taken as a given.

This report touched upon some of the key trends within both mobile web and the app landscape to help those who want to excel at digitizing their business. So here are some of the most crucial points to take away for shaping your future digital strategy:

## **Mobile traffic saw a big hit, but it’s still dominating the digital space**

The pandemic did alter users’ web behavior, leading to a continual decrease in mobile traffic share. But mobile penetration is still the dominant force, so your mobile-first efforts should still lead to impeccable mobile experiences.

## **User behavior can no longer be tied to the pandemic**

Whatever changes we witnessed throughout 2020 and 2021, a lot of them were always connected to the ongoing pandemic. The stats from this report show that things didn’t immediately get back to where they were, despite the cooling off of COVID-induced measures. So you should take the new realities as they are instead of waiting for external factors to impact your decisions.

## **Cross-device experience is the way to go**

While mobile still dominates the landscape, we can see that industries like Education have comparable desktop user shares. So you should be able to deliver a smooth UX and UI experience to all users, regardless of the devices they use.

# Key Takeaways

## Invest in brand awareness campaigns

Across industries, even as different as Education and Retail, direct traffic brings in the largest share of mobile traffic. So if you want to appeal to mobile users, you have to make sure they have your site bookmarked or know it well enough to enter it into the search tab directly.

This means that you have to invest in brand awareness campaigns, as well as perfecting your customer loyalty programs and ensuring ultimate customer satisfaction.

## Have constant access to mobile data

Circling back to our “check your premises” mantra, you need to have access to mobile traffic insights for your particular industry and your specific competitors. Good data allows you to spot emerging shifts and always have accurate and relevant benchmarks that will help you shape your digital strategy. With [Semrush .Trends](#), you’ll have access to it all, and even more.

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# Thank you!

If you have any thoughts or comments about this report or want to learn more about the capabilities of Semrush .Trends, feel free to reach out to us at

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