


The Remarkable List PadSquad's Top Ad Formats, Q3 2023

In partnership with Oracle, we measure our creatives' impact on ad effectiveness metrics. We report on formats with the highest delivery from the prior quarter. Our Moat Score, or overall ad effectiveness score, continues to be **Excellent**, and our engagement rates crush the U.S. benchmark for Mobile Web.



SORTED BY HIGHEST IMPRESSION DELIVERY: 200MM+ ●●●●● > ●●● 12MM+

AD FORMATS	EXCELLENT MOAT SCORE	QUARTERLY ADOPTION	ENGAGEMENT LIFT OVER US MOBILE WEB BENCHMARK
Duo	740	●●●●●	3X ↑
SuperScape	783	●●●●●	3X ↑
Scroller	740	●●●●	3X ↑
Reactive Tile	639	●●●●	1X ↑
Press & Hold	745	●●●●	2X ↑
Tap to Map	742	●●●●	5X ↑
Slide to Reveal	739	●●●	3X ↑
Video Scroller 	739	●●●	3X ↑
Squad Stories	731	●●●	1X ↑
Mosaic	743	●●●	4X ↑