



Top U.S. Apps of Last Month: Revenue Insights Revealed

Description

[Pixalate has published a ranking of the top-grossing mobile applications across various countries](#), including the United States. Interestingly, the rankings diverge from conventional metrics like installation numbers or revenue from paid apps. Instead, they reflect the estimated programmatic ad spend generated by these applications. This automated method of buyer bidding occurs in real-time, with top bids winning the auction, rather than through fixed agreements with publishers.

In essence, these applications yield the highest programmatic advertising revenue as calculated by Pixalate. The data encompasses apps available on both the Apple App Store for iOS users and the Google Play Store for Android users.

According to Pixalate's analysis, the leading app in the U.S. App Store for November was the highly advertised [Vita Mahjong](#), which accumulated \$4 million in programmatic ad spend. This tile-matching game, designed with older adults in focus, not only excels in advertising revenue but also ranks second in installations within the Board category.

Following closely, four other apps each earned \$3 million through programmatic ads last month. These include [Happy Color by Numbers](#), which ranks 28th in popularity within the Board category, and [TuneIn Radio Music & Sports](#), positioned 53rd among music applications.

Over in the Google Play Store, [Audiomack: Music Downloader](#) topped the chart with \$5 million in programmatic ad revenue for November, followed closely by [Pandora Music & Podcasts](#), which brought in \$3 million.

CATEGORY

1. Sci/Tech - LEVEL4

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