



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.

Vocabulary List:

1. **Programmatic** /ˌprəʊɡrəˈmætɪk/ (adjective): Relating to automatic processes in advertising where ads are bought and sold in real-time through technology.
2. **Bid** /bɪd/ (noun/verb): A proposal or offer especially in auctions; to make an offer for something at a specified price.
3. **Revenue** /ˈrevənu/ (noun): The income generated from business activities particularly from sales or services.
4. **Analysis** /əˈnæləsɪs/ (noun): Detailed examination of the elements or structure of something typically as a basis for discussion or interpretation.
5. **Installation** /ˌɪnstəˈleɪʃən/ (noun): The action of installing something especially software or an application.
6. **Category** /ˈkætəɡəri/ (noun): A class or division of people or things regarded as having particular shared characteristics.



Comprehension Questions

Multiple Choice

1. Which method does Pivalate use to rank the top-grossing mobile applications?
Option: Installation numbers
Option: Revenue from paid apps
Option: Programmatic ad spend
Option: Fixed agreements with publishers
2. What is the leading app in the U.S. App Store for November according to Pivalate?
Option: Happy Color by Numbers
Option: Vita Mahjong
Option: TuneIn Radio Music & Sports
Option: Audiomack: Music Downloader
3. Which app topped the Google Play Store chart for programmatic ad revenue in November?
Option: Happy Color by Numbers
Option: Audiomack: Music Downloader
Option: Vita Mahjong
Option: TuneIn Radio Music & Sports
4. What category does Vita Mahjong excel in for installations?
Option: Music
Option: Board
Option: Sports
Option: Podcasts
5. Which app is positioned 53rd among music applications according to Pivalate?
Option: Happy Color by Numbers
Option: Vita Mahjong
Option: TuneIn Radio Music & Sports
Option: Pandora Music & Podcasts
6. Which app ranks 28th in popularity within the Board category?
Option: Happy Color by Numbers



Option: Vita Mahjong
Option: TuneIn Radio Music & Sports
Option: Audiomack: Music Downloader

True-False

7. Pixalate ranks mobile applications based on revenue from paid apps.
8. Vita Mahjong is designed for younger audiences.
9. Audiomack: Music Downloader brought in \$3 million in programmatic ad revenue for November.
10. Happy Color by Numbers is positioned 53rd among music applications.
11. TuneIn Radio Music & Sports excels in advertising revenue.
12. Pandora Music & Podcasts ranks first in programmatic ad revenue on Google Play Store.

Gap-Fill

13. Audiomack: Music Downloader topped the chart with \$5 million in programmatic ad revenue for November, followed closely by _____.
15. Pandora Music & Podcasts brought in \$ _____ in programmatic ad revenue on Google Play Store for November.
16. Happy Color by Numbers ranks _____ in popularity within the Board category according to Pixalate for November.
17. The leading app in the U.S. App Store for November, Vita Mahjong, also excels in installations within the _____ category.
18. TuneIn Radio Music & Sports is positioned _____ among music applications according



to Pixalate.

Answer

Multiple Choice: 1. Programmatic ad spend 2. Vita Mahjong 3. Audiomack: Music Downloader 4. Board 5. TuneIn Radio Music & Sports 6. Happy Color by Numbers

True-False: 7. False 8. False 9. False 10. False 11. False 12. False

Gap-Fill: 13. Pandora Music & Podcasts 15. 3 16. 28th 17. Board 18. 53rd

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term refers to the action of taking the first step or move?
Option: Functionality
Option: Initiative
Option: Complications
Option: Rectify
2. Which term describes the act of looking forward or foreseeing possible outcomes?
Option: Purported
Option: Anticipating
Option: Maximize
Option: Speculation
3. Which term best describes a person who introduces new methods or ideas?
Option: Programmatic
Option: Bid
Option: Innovator
Option: Frontrunner
4. Which term refers to the quality of being easy to approach or enter?
Option: Multilingual
Option: Comprehends
Option: Accessibility
Option: Performance
5. Which term denotes the detailed examination or study of something?
Option: Achievement



- Option: Specifications
- Option: Analysis
- Option: Competition

6. Which term refers to the process of setting something in position for use?

- Option: Traction
- Option: Longevity
- Option: Installation
- Option: Category

7. Which term is used to describe something innovative or revolutionary?

- Option: Revenue
- Option: Groundbreaking
- Option: Bid
- Option: Analysis

8. Which term refers to the quality of being suited for a designated role or purpose?

- Option: Performance
- Option: Functionality
- Option: Maximize
- Option: Speculation

9. Which term describes the forming of a theory without firm evidence?

- Option: Instalment
- Option: Programmatic
- Option: Bid
- Option: Speculation

10. Which term refers to the quality of being trusted or believed in?

- Option: Multilingual
- Option: Traction
- Option: Credibility
- Option: Analysis

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The project faced several _____ that delayed its completion.

12. To minimize risks the company implemented strategies to _____ potential issues.

13. The goal of the business is to _____ profits while reducing operational costs.



14. Several companies submitted their _____ for the construction project.
15. Winning the award was a great _____ for the talented actress.
16. The new product gained significant _____ in the market within a short period.
17. The company aims to ensure the _____ of its products by focusing on quality.
18. The organization implemented a _____ approach to streamline its operations.
19. The products are sorted into different _____ based on their features and functions.
20. The company reported a significant increase in _____ for the current fiscal year.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The software developer had to address and correct the coding errors to the application.
22. The article discussed the benefits of the new healthcare plan.
23. The tourist guide was fluent in multiple languages making him a valuable resource for international visitors.
24. The company that introduces cutting-edge technology is often regarded as a _____ in the industry.
25. A good teacher ensures that every student the lesson before moving on to the next topic.
26. Artists use various forms of _____ to convey their emotions and ideas through their work.
27. Before launching the new model the engineers finalized the design for the product.
28. The intense _____ in the industry led to companies offering innovative solutions to stand out.
29. The payment was divided into several _____ to make it more manageable for the buyer.
30. The athlete's consistent _____ on the field earned him a spot on the national team.

Answer

Multiple Choice: 1. Initiative 2. Anticipating 3. Innovator 4. Accessibility 5. Analysis 6. Installation
7. Groundbreaking 8. Functionality 9. Speculation 10. Credibility

Gap-Fill: 11. Complications



12. Mitigate 13. Maximize 14. Bid 15. Achievement 16. Traction 17. Longevity 18. Programmatic 19. Category 20. Revenue

Matching sentence: 1. Rectify 2. Purported 3. Multilingual 4. Frontrunner 5. Comprehends 6. Expression 7. Specifications 8. Competition 9. Instalment 10. Performance

CATEGORY

1. Sci/Tech - LEVEL4

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