

Factor	Price Drivers
Inventory	Type of ad format and availability of respective inventory
Competition	Number and marketing pressure of competing apps require higher price to get attractive inventory
Penetration of App	High penetration reduces awareness and conversion rates
Marketing Pressure	Additional digital and offline marketing activities support brand awareness and increase conversion rates, lowering the price for the same result
Attractiveness of Category	Lower attractiveness of vertical reduce conversion rates
Ad Creative and App's Marketing Assets	End prices on the market being eventually determined by publishers' CPMs, mathematically overall conversion rates will directly influence CPIs. More specifically, ad creatives will impact the click-through rate (CTR) and the appeal of its marketing assets (app store page, screenshots etc.) are likely to affect the install rate (IR).
Geography	Less mature and fast-growing emerging economies at lower CPIs. However may not hold when relating to returns
Platform	As a rule of thumb, Android is cheaper than iOS
Timing/Season	Weekends can be more expensive than weekdays as higher attention of users. We also usually experience price surges before the holiday season.