**Global App Install Ad Spend to Reach $64.1B in 2020**

Advertising investment in global app installs is estimated to rise by 65% from this year to 2020, reaching $64.1 billion, according to AppsFlyer. North American investment will achieve average annual growth of "around 21%" to hit $11 billion next year and $12.9 billion in 2020, the company states.

***VentureBeat 12/20/18***

<https://venturebeat.com/2018/12/20/appsflyer-app-ad-market-to-grow-136-to-64-1-billion-from-2017-to-2020/>

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<https://lerablog.org/wp-content/uploads/2013/06/mobile-apps2.jpg>