



Determining Axon by AppLovin's Incremental Impact

A WorkMagic study on the platform's rapid growth, full-funnel impact, and our recommendations to maximize your brand's investment.



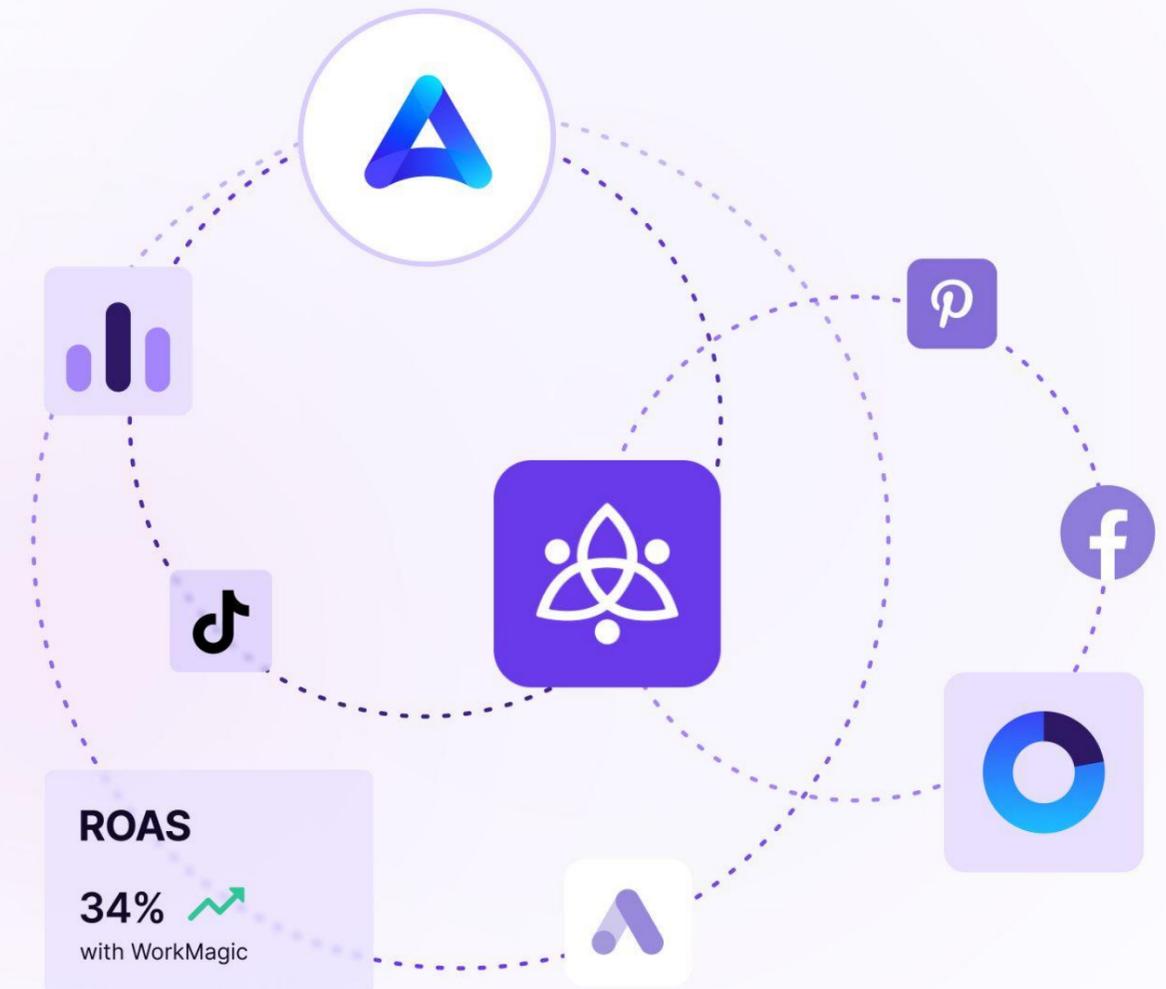


About This Paper

This paper draws on ad spend data from **100+ eCommerce brands** over the past 12 months, as well as data from Axon by AppLovin-focused incrementality tests.

Through this paper, we've tried to identify data-backed answers to these key questions:

- ❑ How does Axon's unique ad format compare to other channels?
- ❑ How effective is Axon at acquiring quality new customers?
- ❑ What halo effects does Axon generate on platforms like Amazon?
- ❑ What are the best methods to measure Axon's incremental performance?

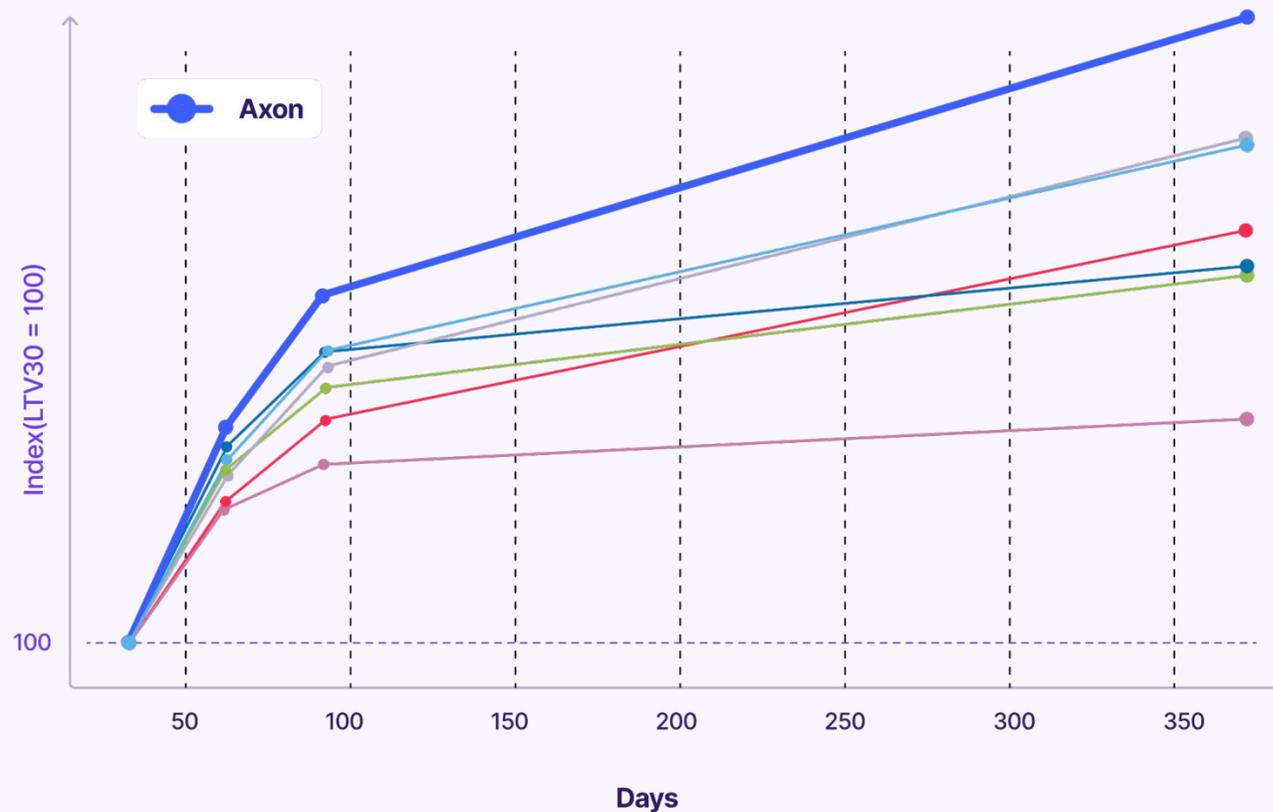




WorkMagic Benchmarks:

WorkMagic brands see promising performance with Axon by AppLovin

79% of advertisers see higher LTV than other platforms



26%

average halo effect of Axon outside of brand websites e.g. on Amazon and retail

56%

of orders from net new customers

\$0.70

average CPC on Axon, lowest among all ad channels



Analyzing Axon's Impact

We evaluated Axon's performance claims against WorkMagic data

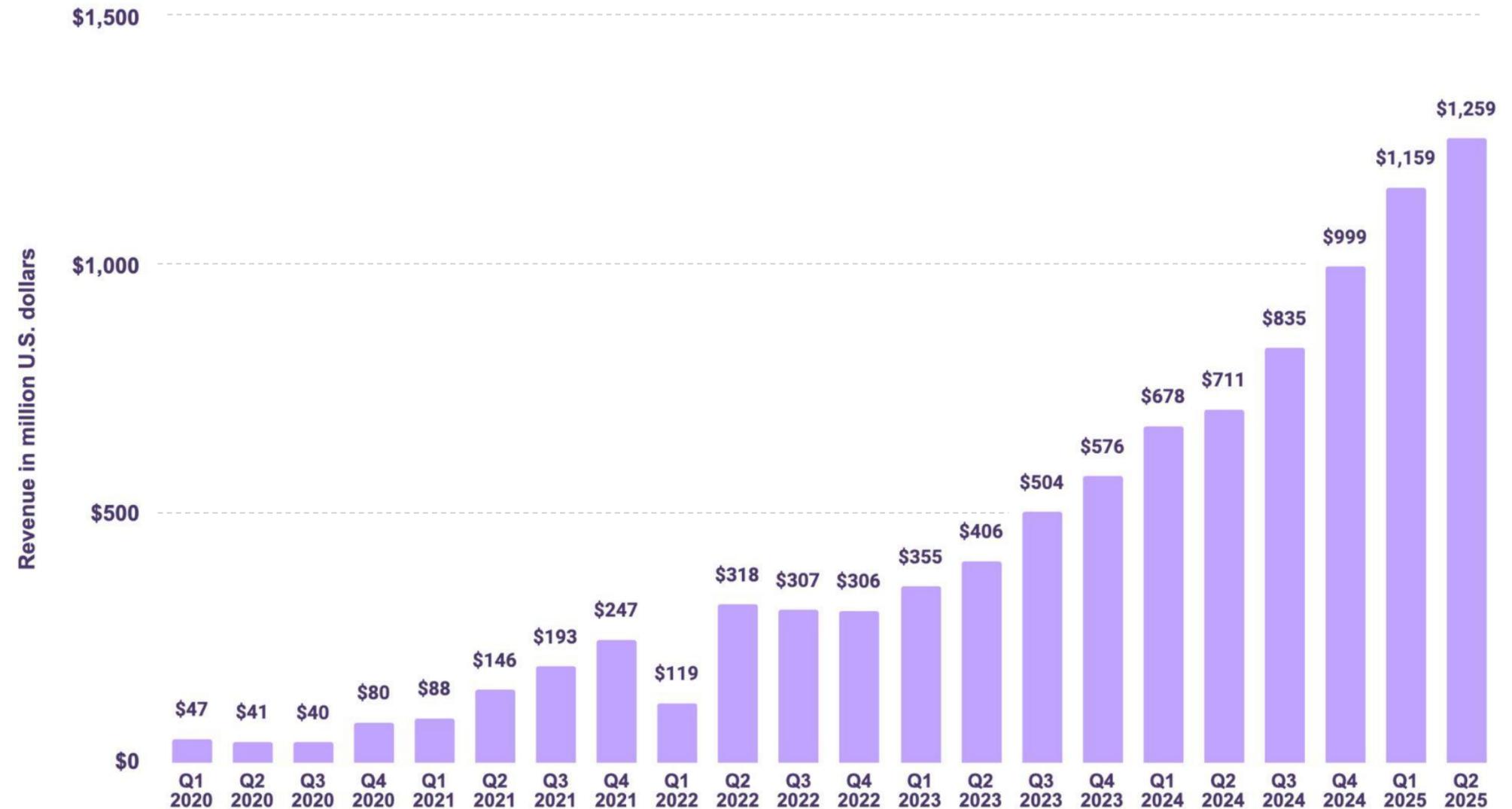
AppLovin's growth skyrocketed when they moved into eCommerce advertising in late 2024.

Ad revenue surged to **\$1.26B** in two quarters, a **CAGR of 59%**.

More importantly, this growth is happening while their eCommerce ad inventory remains invitation-only.

How does that compare to WorkMagic data?

→ [How our findings compare](#)



*Data from AppLovin.com



Analyzing Axon's Impact

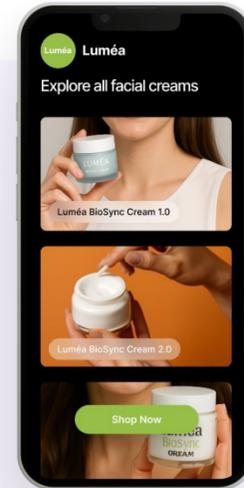
We evaluated Axon's performance claims against WorkMagic data



Full-screen portrait video



Interactive, customizable end card or image

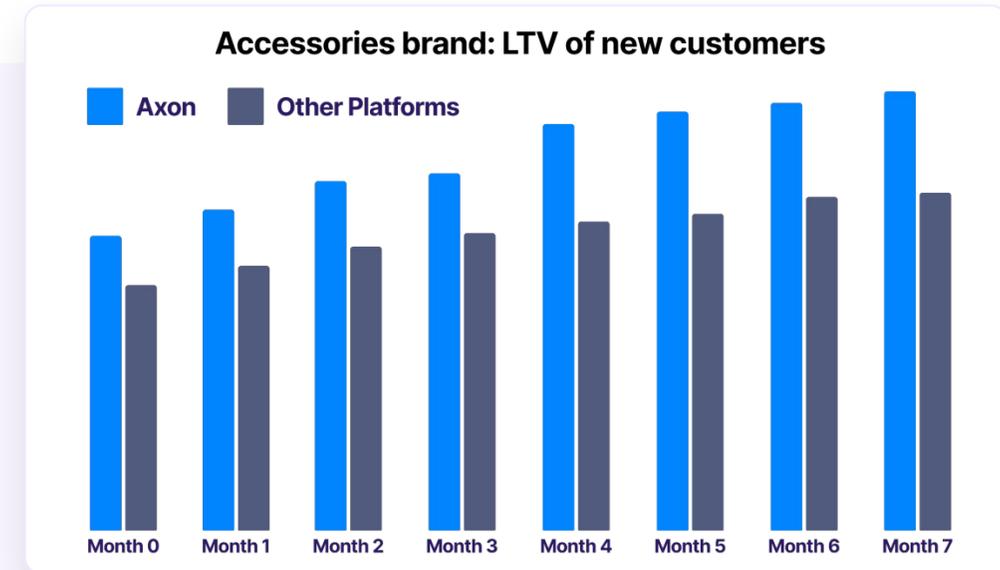


Dynamic product ad tailored to each user

35s median average engagement*

We tested those claims by looking at CTRs across all ad platforms.

→ [How our findings compare](#)



70% of brands see higher LTV*

We tested those claims by tracking 365-day LTV across all ad platforms.

→ [How our findings compare](#)

*Data from Axon by AppLovin.



Insight #1

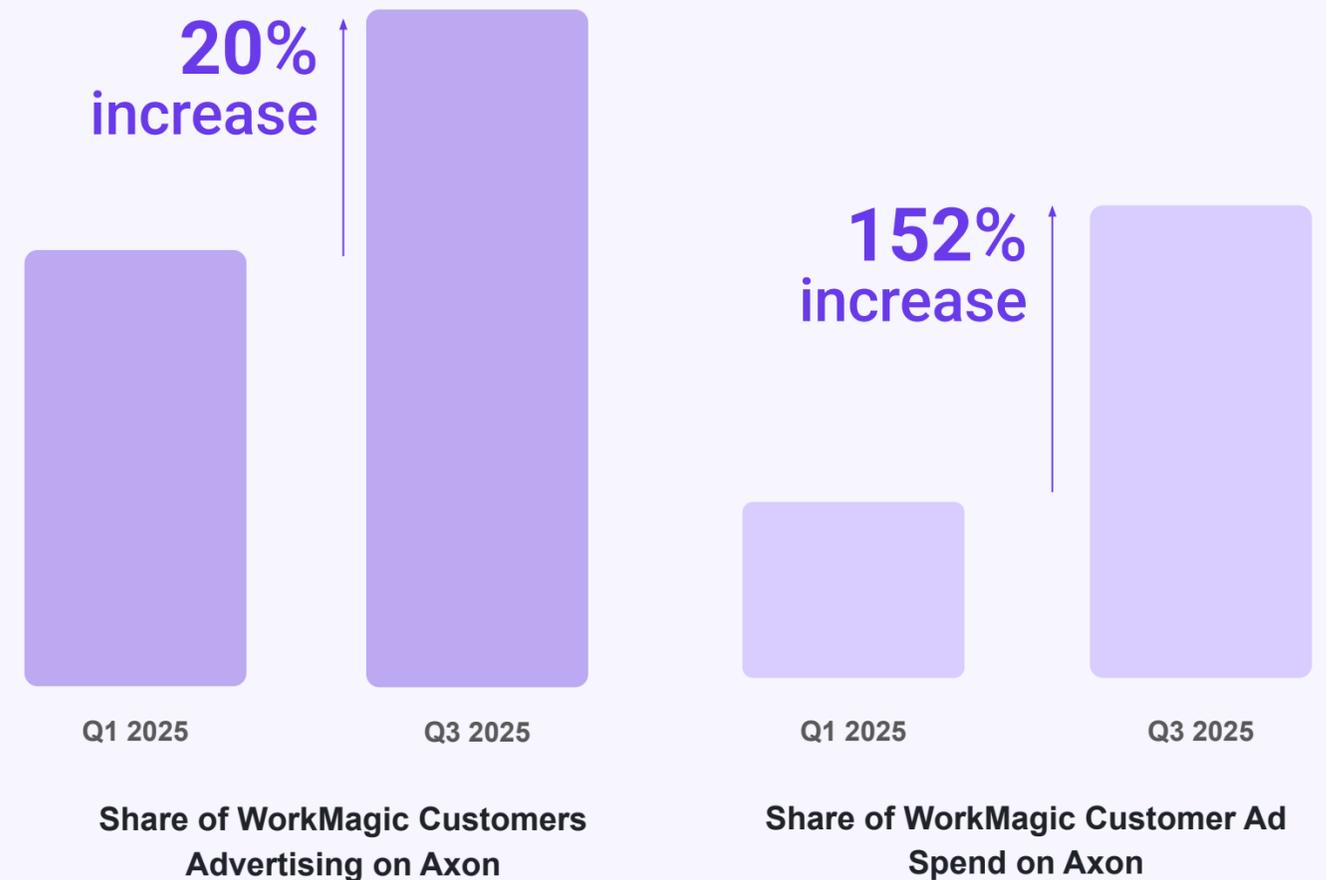
Axon is experiencing a hockey-stick growth moment

Axon's rapid growth is mirrored in our own data. The share of WorkMagic clients running Axon campaigns grew **20% between Q1 and Q3**, meaning that more than **1-in-5 brands on our platform now advertise on Axon**.

More strikingly, Axon's share of total ad spend **grew 152%** in the same time period to **5% of total ad spend**. Brands aren't just experimenting with Axon, but scaling their investments once performance is proven.

Together, these trends show how Axon is moving from an experimental, invite-only channel, to **a meaningful part of the paid media mix**, reflecting the hockey-stick trajectory seen in the broader market.

WorkMagic Clients Have Adopted and Invested Heavily in Axon





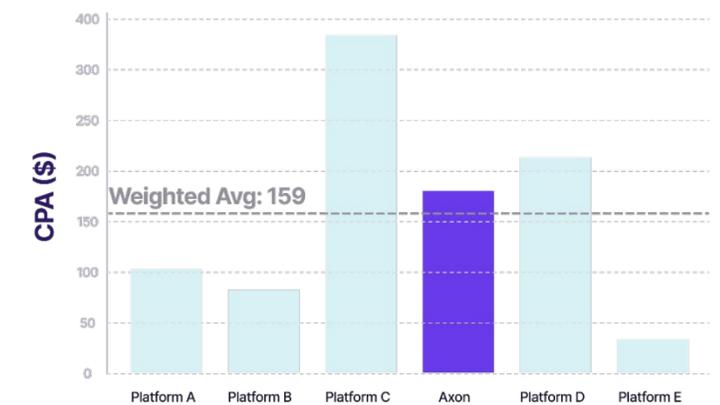
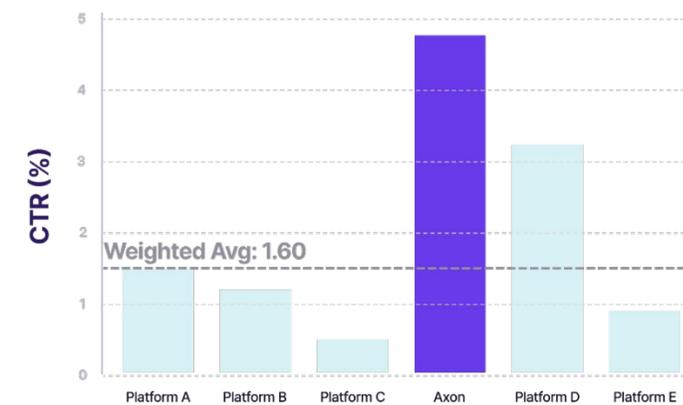
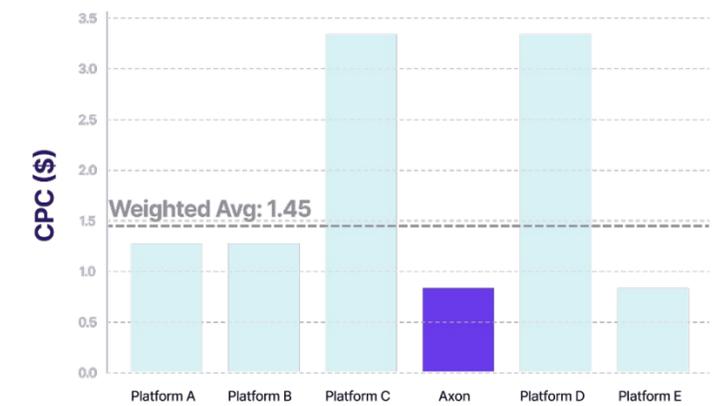
Insight #2

Axon delivers standout efficiency against other channels

Unlike traditional social feeds or search, Axon's ad units are deeply embedded in **high-engagement mobile environments** – helping explain why its metrics stand out among other channels.

- **Lowest CPC:** At just **\$0.70**, Axon delivers clicks most efficiently among all channels.
- **Highest CTR:** With a **5.2% click-through rate**, Axon's inventory commands attention at a level unmatched by other channels.
- **Premium CPM, justified by engagement:** CPMs are higher at **\$35.9**, but the elevated CTR and efficient CPC suggest brands are paying for **quality engagement rather than fleeting impressions**.

Axon's Format Advantage: Higher Engagement, Lower CPCs



n > 100, WorkMagic advertisers across all channels



Insight #3

Click-based measurement doesn't fully capture Axon's true value

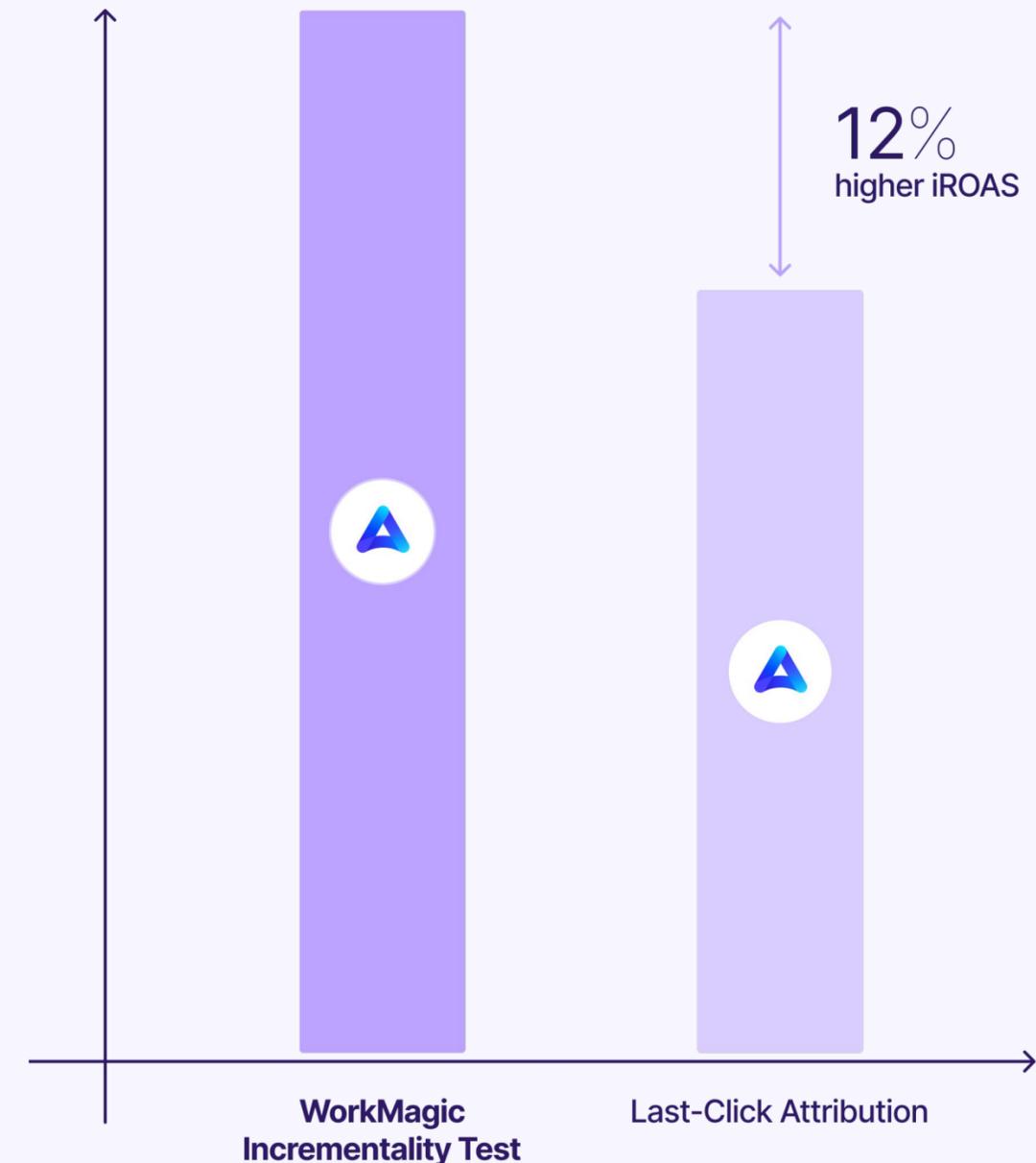
Axon's performance metrics look great – but how you measure them also matters.

When we compared last-click attribution to results from incrementality testing, we found:

- incremental iROAS was **~12% higher on average** than last-click reported.
- **67% of brands experienced** an underreporting of Axon value.

Why the gap? Click-based attribution misses the cross-channel influence and halo effects across Amazon, brands' websites, and retail partners that Axon is driving.

12% Higher iROAS: What Click-based Attribution Misses





Insight #4

Axon's hidden superpower: the halo effect

Axon's strength in driving engagement and clicks doesn't just show up in direct conversions.

In today's fragmented customer journeys, those high-intent interactions often spill over into purchases on other platforms — a phenomenon known as the **halo effect**.

In WorkMagic lift tests, **100% of omnichannel brands saw a halo effect**, with an average of **26% of incremental orders happening outside the brands' DTC store**.

Axon's ability to spark action goes beyond click-based attribution. By focusing only on direct orders, brands risk overlooking a **quarter of Axon's true impact** — hidden across destinations like Amazon and Walmart.

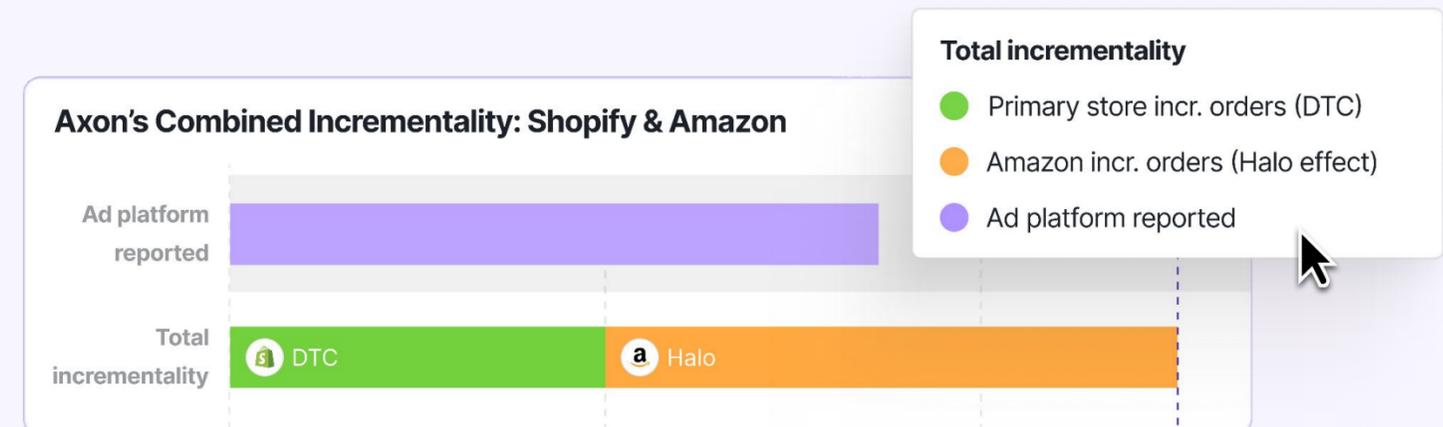
The Halo Effect: Axon's Incremental Impact Outside of DTC

100%

of omnichannel Axon advertisers saw a halo effect

26%

average halo effect from Axon outside of DTC





Insight #5

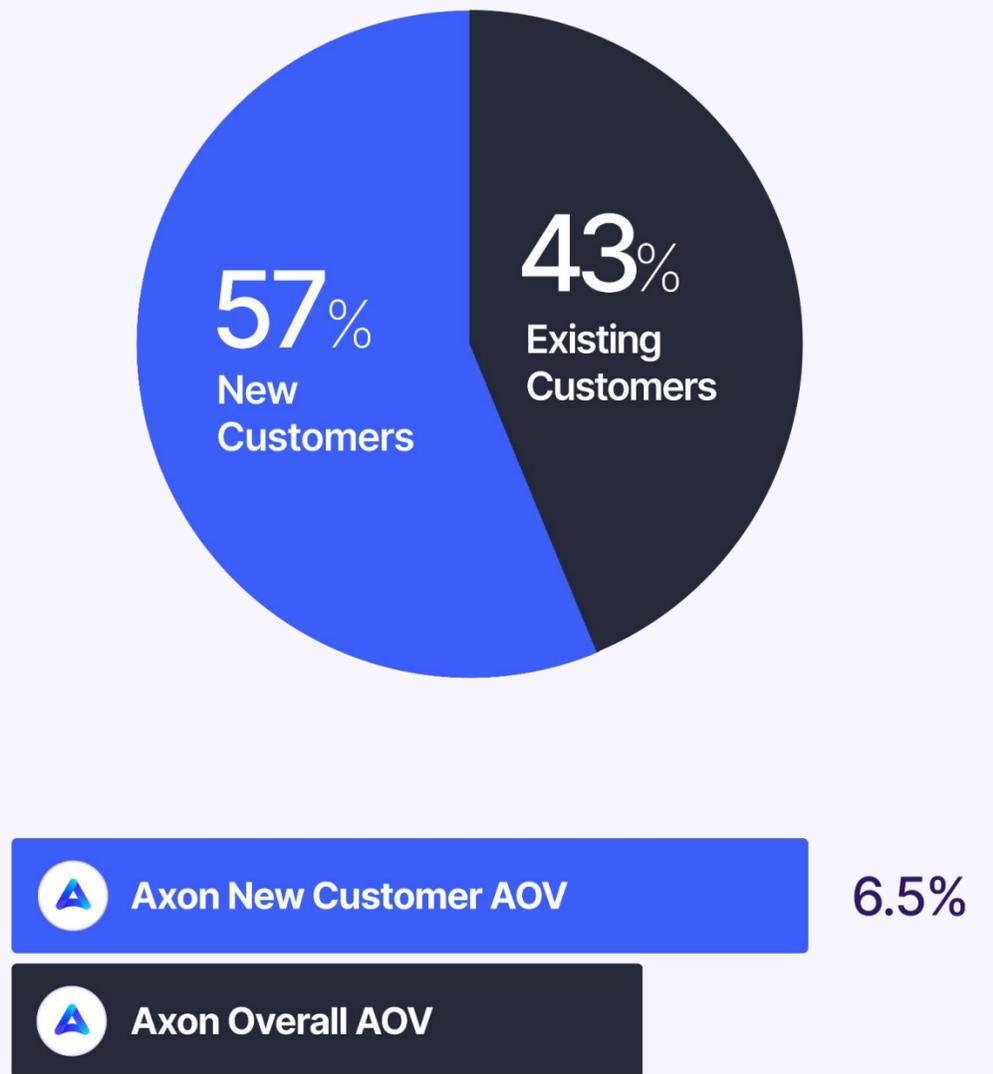
Axon excels at driving high-value new customer growth

Our study found that **57% of Axon orders came from new customers**, underscoring the platform's strength as a driver of customer acquisition.

New customers from Axon also have an **average order value (AOV) that's 6.5% higher than the average Axon order**, showing that the channel is bringing in both quality *and* volume of new customers.

This has positive implications for **customer lifetime value (LTV)**, as these customers tend to be more valuable in the long term. We explore Axon's LTV performance in the next section.

Axon Drives High-Value New Customer Growth





Insight #6

Axon delivers 5% higher LTV over the first 365 days

We analyzed 365-day normalized LTV by acquisition source to compare LTV performance between Axon and other platforms.

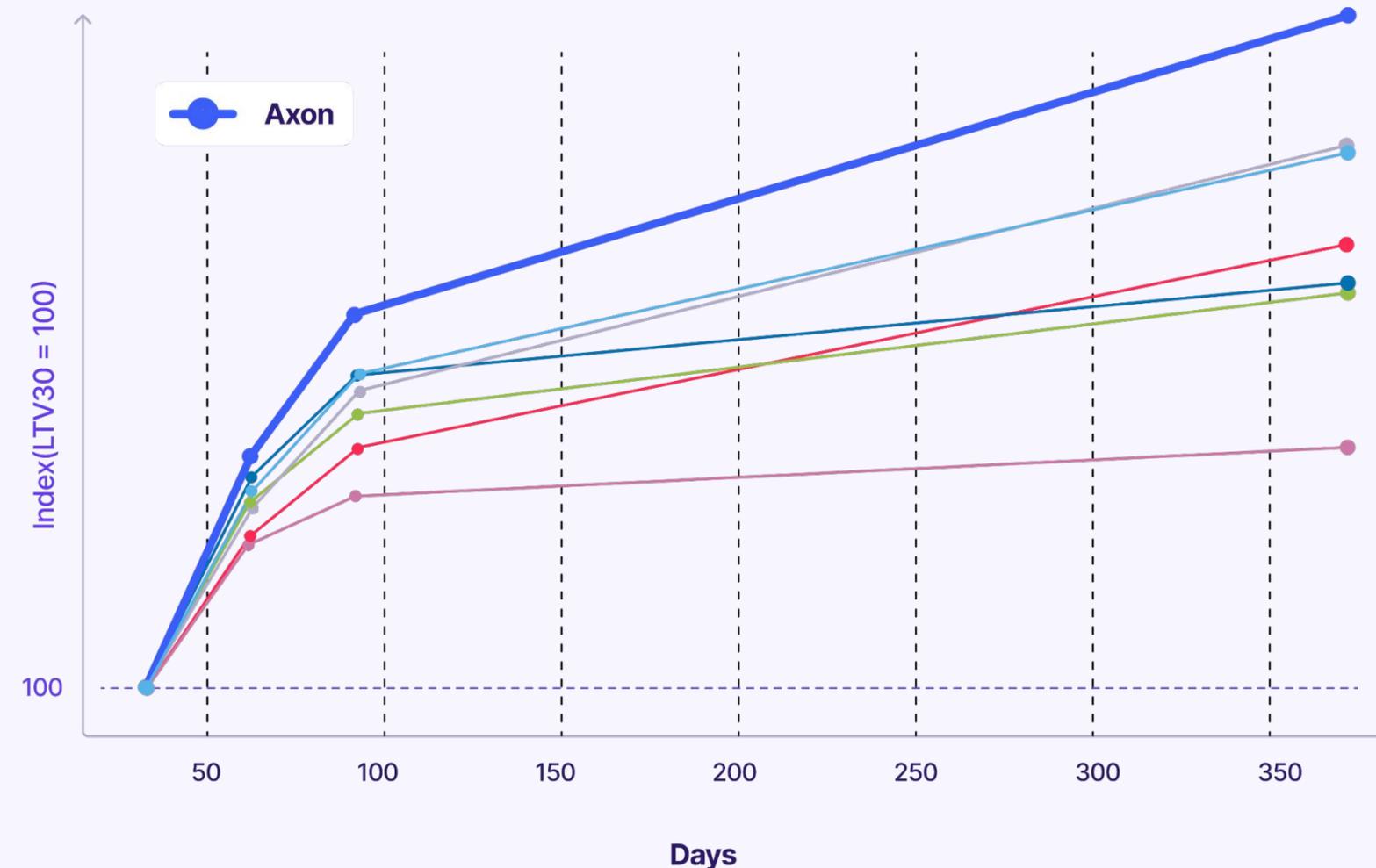
At 365 days, **79% of Axon advertisers see higher LTV** than other platforms, due to higher repurchase rates.

Here's how Axon LTV compares at the 90- and 365-day marks:

- **At 90 days:** Axon-acquired customers saw a 2% higher LTV.
- **At 365 days:** Axon-acquired customers had an indexed LTV 5% higher than the overall average.

With LTV values outpacing other ad channels by 5% over the first year of a customer's lifetime, Axon has shown an ability to deliver high-value, net-new customers to brands.

Axon-Acquired Customer LTV Compared Across All Ad Platforms



Outliers with spend >\$1000 truncated. Truncated customers make up less than 3% of total customer counts.



Case Study

How incrementality testing helped True Classic unlock Axon's value

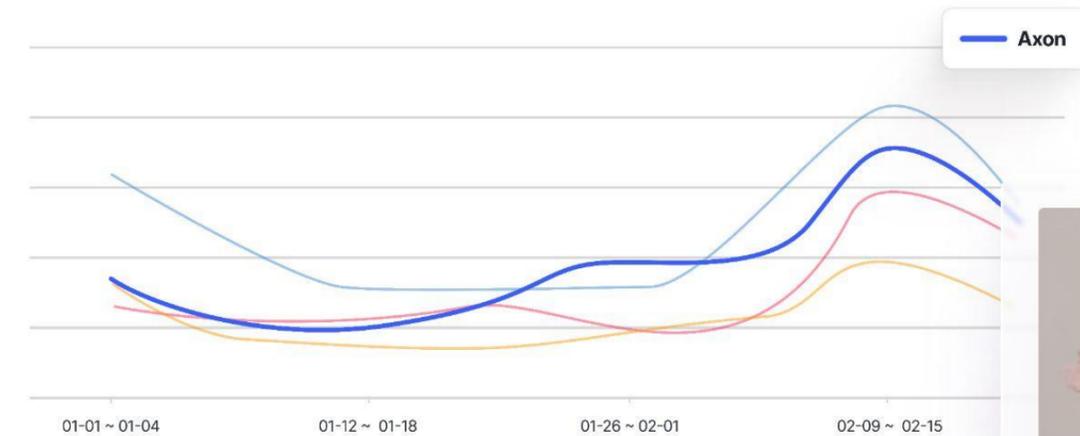
True Classic, a leading menswear brand, wanted to know whether Axon was actually driving incremental demand before committing additional budget.

Through an incrementality test run with WorkMagic, they found:

- **3x higher iROAS** than last-click suggested
- **56% of Axon sales** came from new customers
- **A 3.14% halo lift** on Amazon orders

With Axon as its **second-highest ROAS channel**, the True Classic team scaled investment with confidence, supported by WorkMagic's incrementality-calibrated MMM to guide spend planning.

iROAS Trends Across All Ad Platforms



TRUE CLASSIC

“At True Classic, we don't scale on instinct. We scale on proof. What unlocked growth for us wasn't a new ad or targeting tweak. It was clarity. WorkMagic gave us the measurement muscle to validate Axon's true impact — including the halo on Amazon — and that's what gave us the confidence to push beyond \$100k in daily spend.”



Bryan Cano

Head of Marketing of True Classic



Case Study

immi discovered a 40.7% halo effect on Amazon

immi, a fast-growing food brand, wanted to understand whether Axon was truly incremental before increasing spend.

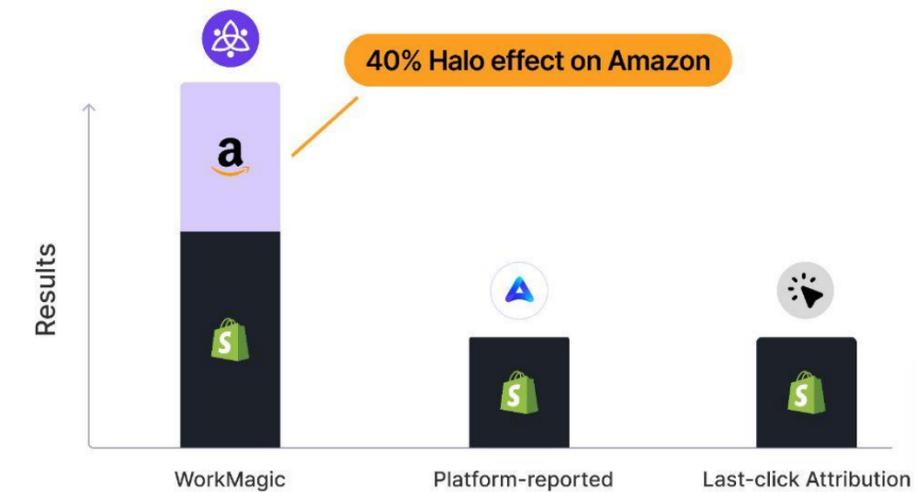
With a strong omnichannel presence on Shopify and Amazon, the team suspected that click-based reporting was missing much of the channel's impact — especially for sales that were occurring on Amazon.

Through a geo-lift test with WorkMagic, they found that:

- **40.7% of Axon's impact** came from halo orders on Amazon
- **46% lower iCPA** than under last-click attribution

These results gave the team the confidence to scale Axon, ultimately growing revenue from the channel by **4.2x**.

Breakdown of Axon's Impact Across immi's Sales Channels



“We were cautious at first - just given how it might affect our blended new customer acquisition but WorkMagic has helped us unlock that data and scale our investment in Axon up.”



Brandon Yu
Director of Growth at immi



Recommendations

Test

Marketers are always chasing diversification and profitability. Axon's early results and exclusivity make it a strong candidate for experimentation.

Measure

Use WorkMagic's [Launch-to-Measure incrementality tests](#) to run limited budget tests on your new channel and gain an understanding of Axon's impact on your marketing mix.

Optimize

WorkMagic's Axon CAPI (beta) lets you push attributed data back to Axon, creating a more accurate data stream and letting you further optimize campaign performance.



About WorkMagic

Incrementality + MMM + MTA

WorkMagic is a marketing measurement platform that triangulates true marketing impact by **combining the grounded truth of geo-lift tests, the granularity of attribution, and the predictability of MMM.**

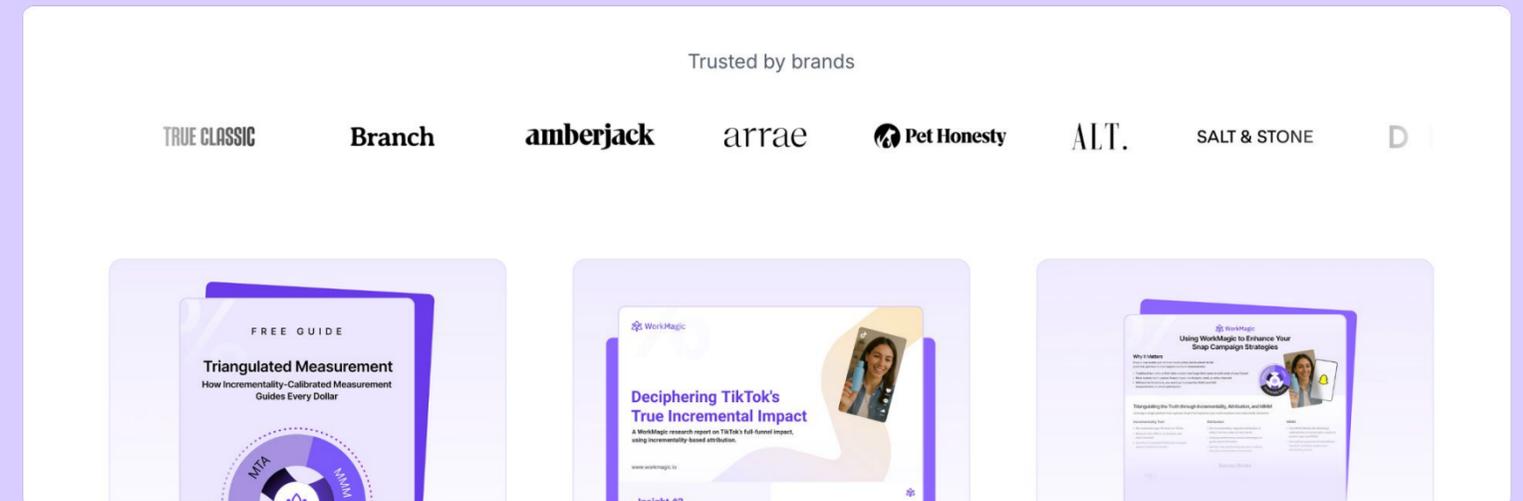
Brands running ads across multiple ad platforms or selling through multiple channels see the most value. It's the same methodology that scaled TikTok, Meta, Uber into multi-billion dollar businesses, now made accessible to all omnichannel brands.

Over the last six months, our clients have seen a **10%-30% improvement in MER**, by identifying what actually drives growth and reallocating budget with our turnkey solution.

Ready to drive your marketing efficiency?

Request a demo

Explore more resources in **Playbooks & Reports** on WorkMagic.io



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