

HODL Media: Advertise to active crypto and stock investors

Two finance apps, one engaged audience. **HODL** (Bitcoin & Crypto Tracker) and **LiveQuote** (Stock Market Tracker) give investors real-time prices, charts, news and alerts. People open them many times a day.

Audience (GA4, September 2026, app users only)

Our audience is people who track crypto and stock prices: HODL users follow Bitcoin and other coins, LiveQuote users follow US stocks.

	HODL	LiveQuote
Sessions per user per month (iOS)	48	38
Active time per user per month (iOS)	109 min	113 min
Share of users who are on the free plan*	≥ 95%	≥ 92%

- **88% iOS.** 96% of HODL iOS users are on iPhone, and 93% run iOS 26 or 27.
- **App Store rating 4.8★:** HODL from 35,393 US ratings, LiveQuote from 1,204 (Oct 21, 2026).

Where they are (share of active users, Sep 2026)

	HODL	LiveQuote
United States	49%	43%
US + Canada + UK + Australia	61%	51%
EU	22%	33%
Top other markets	UK 6% · Netherlands 5% · Germany 5%	Germany 12% · Netherlands 5% · Canada 5%

71% of HODL free-trial starts came from the US (Dec 2025 to Sep 2026).

Language (device setting, Sep 2026): HODL: English 78%, German 5%, Dutch 5%, French 2%, Spanish 2%. LiveQuote: English 61%, German 15%, Dutch 6%, French 4%, Italian 2%.

An optional in-app survey may add more audience detail later.

Ad formats

- **App-Open Takeover:** a full-screen sponsor message when the user returns to the app, with a clear close button. Available in all four apps: HODL (iOS + Android) and LiveQuote (iOS + Android). Users on the free plan see at most one every 20 minutes. Frequency is capped per user across all advertisers, and each advertiser gets about one per user per day. **\$25 CPM in both apps.**
- **Sponsored Watchlist Card:** a native card in the main watchlist, shown at most once per user per day. Available in HODL and LiveQuote, iOS + Android. *Coming soon* at **\$30 CPM.**

Package	Includes	Duration	Price
HODL Start	50,000 HODL takeover impressions	2–4 weeks	\$1,250
HODL Month max	186,000 HODL takeover impressions	30 days	\$4,650
LiveQuote Add-on (with a HODL package only)	16,000 LiveQuote takeover impressions	30 days	\$400
Combo max	202,000 takeover impressions (HODL 186,000 + LiveQuote 16,000)	30 days	\$5,050

Prices are net, in USD, prepaid. Minimum order \$1,250. Every package covers iOS and Android. You pay only for counted impressions, up to the amount you booked. The campaign report covers impressions, clicks and CTR by day.

Campaign size & frequency

- **Largest campaign per advertiser and month:** 186,000 HODL takeover impressions plus 16,000 LiveQuote takeover impressions (Combo max: 202,000).
- **Frequency:** at that size, each reached user sees the advertiser's takeover about 3 times per week. At most 1 per day per advertiser, and at most one takeover every 20 minutes across all advertisers.
- **Open capacity:** about 500,000 HODL and 45,000 LiveQuote takeover impressions per month are currently open (rounded down).
- Sold first come, first served. At most 3 advertisers run at the same time.

Brand safety

Paying subscribers never see ads. Ads never appear next to purchase or AI-assistant screens, and they start only after a user's first week (rolling out with the current app update). Gambling, betting, "get rich quick", dating and social-casino ads are not accepted. Every creative is reviewed by hand.

Contact

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*Sources: Google Analytics 4 (app streams only; web traffic excluded), Sep 1–30, 2026, and Sep 23–Oct 20, 2026, retrieved Oct 21, 2026. Free-plan share = $1 - (\text{active subscriptions} + \text{trials, RevenueCat, Oct 21, 2026}) \div \text{active users (GA4, last 28 days)}$; a lower bound. Ratings: Apple App Store (US), Oct 21, 2026. Country shares are normalized across countries, because users active from several countries count in each. Demographics (age/gender) are not available and are not shown.