

# Revenue events

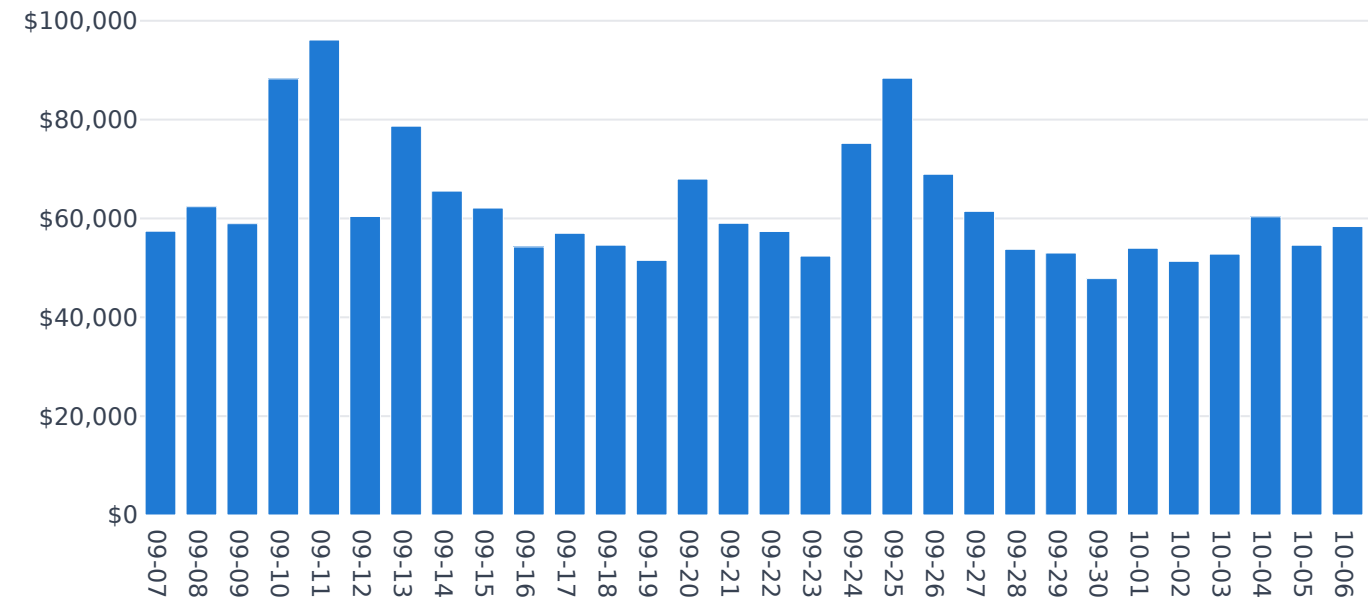
## Ad and arcade revenue

Ad revenue is AppLovin user-level ad revenue by day; arcade revenue is the AdJoe daily payout. Both exclude today because the feeds keep filling during the day.

### Day over day

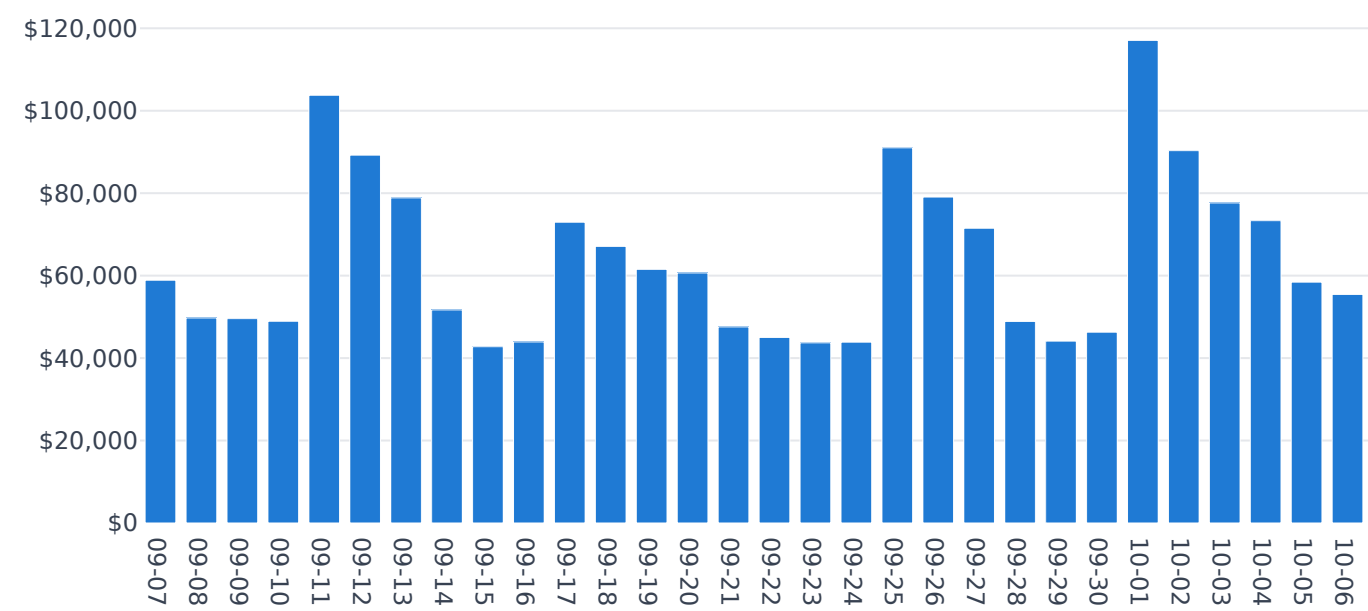
#### DoD Ad Revenue

Last 30 complete days



DoD Arcade Revenue

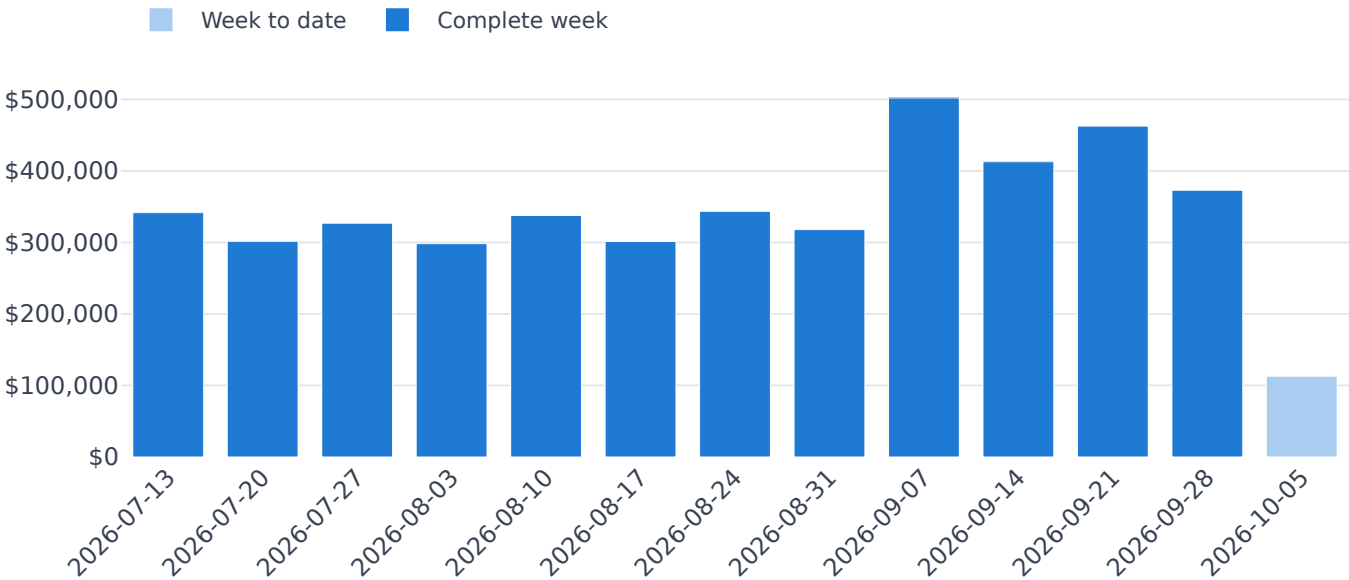
Last 30 complete days



Week over week

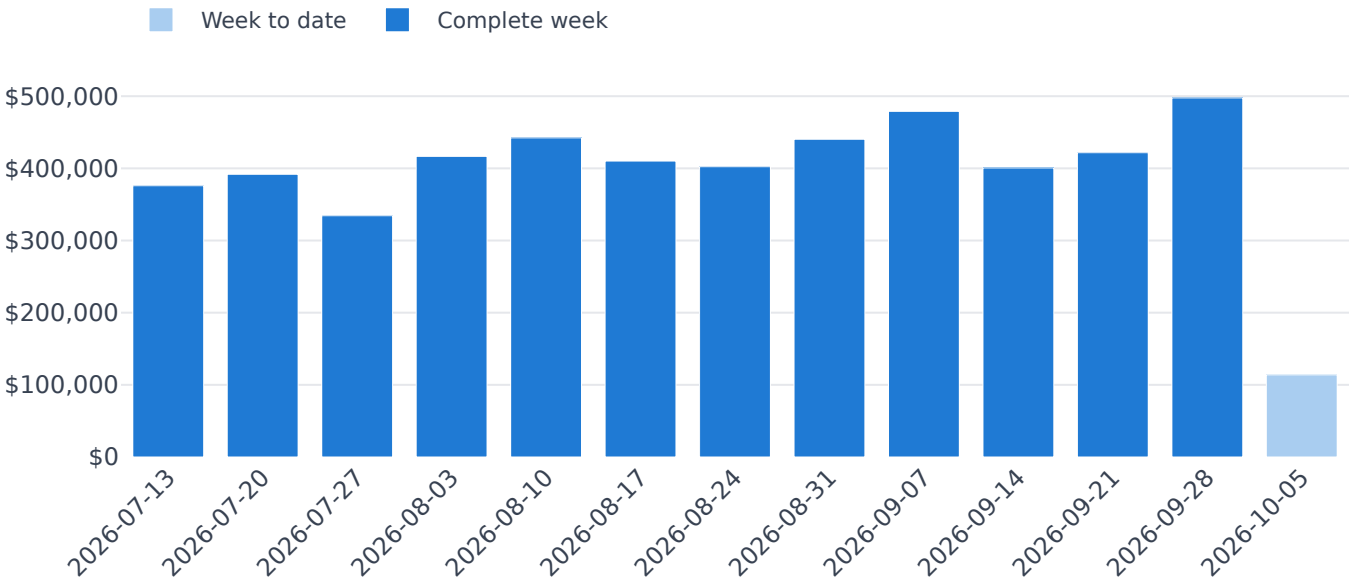
WoW Ad Revenue

Monday-start weeks · last 12 complete weeks plus the current week to date



WoW Arcade Revenue

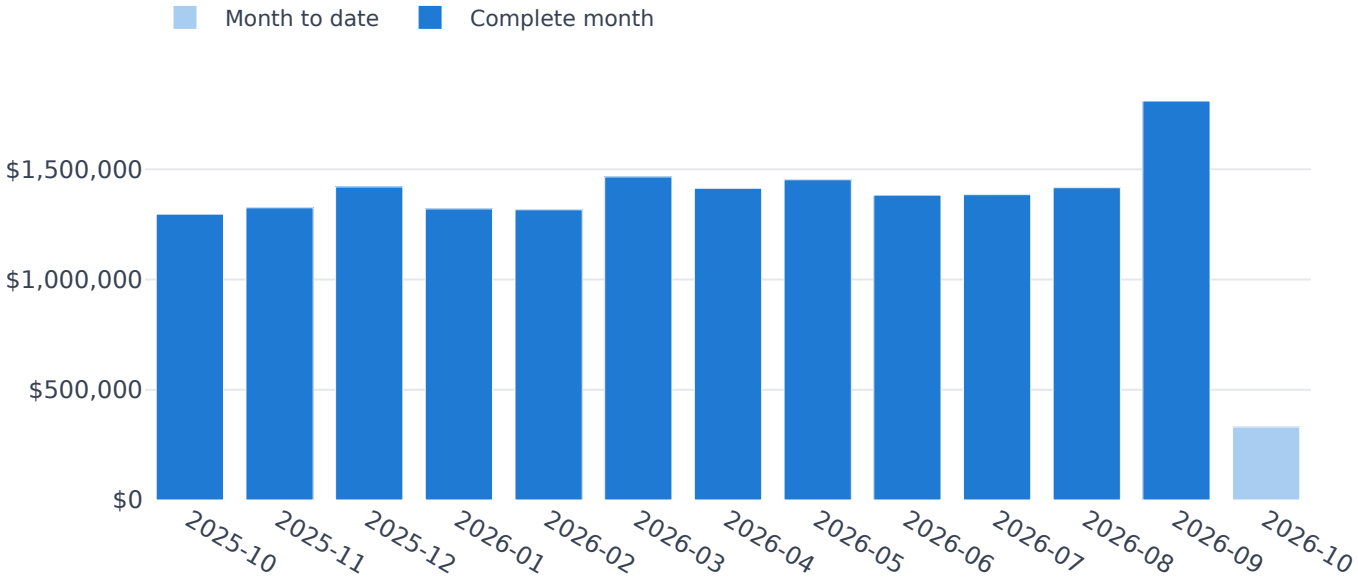
Monday-start weeks · last 12 complete weeks plus the current week to date



Month over month

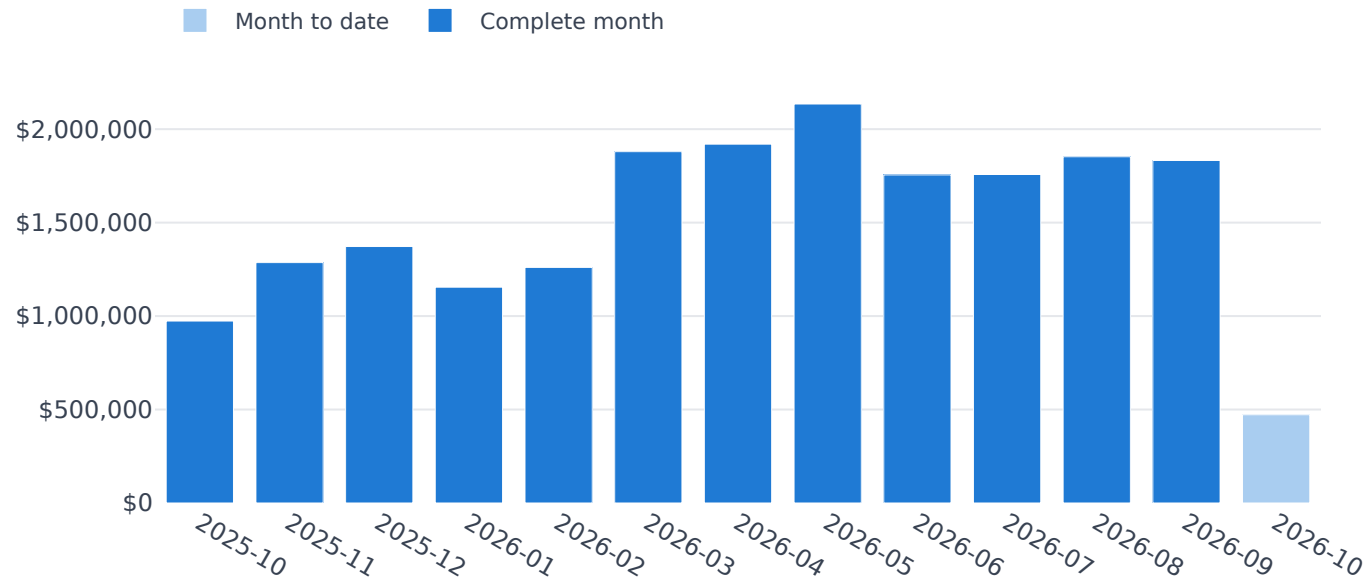
MoM Ad Revenue

Last 12 complete months plus the current month to date



MoM Arcade Revenue

Last 12 complete months plus the current month to date

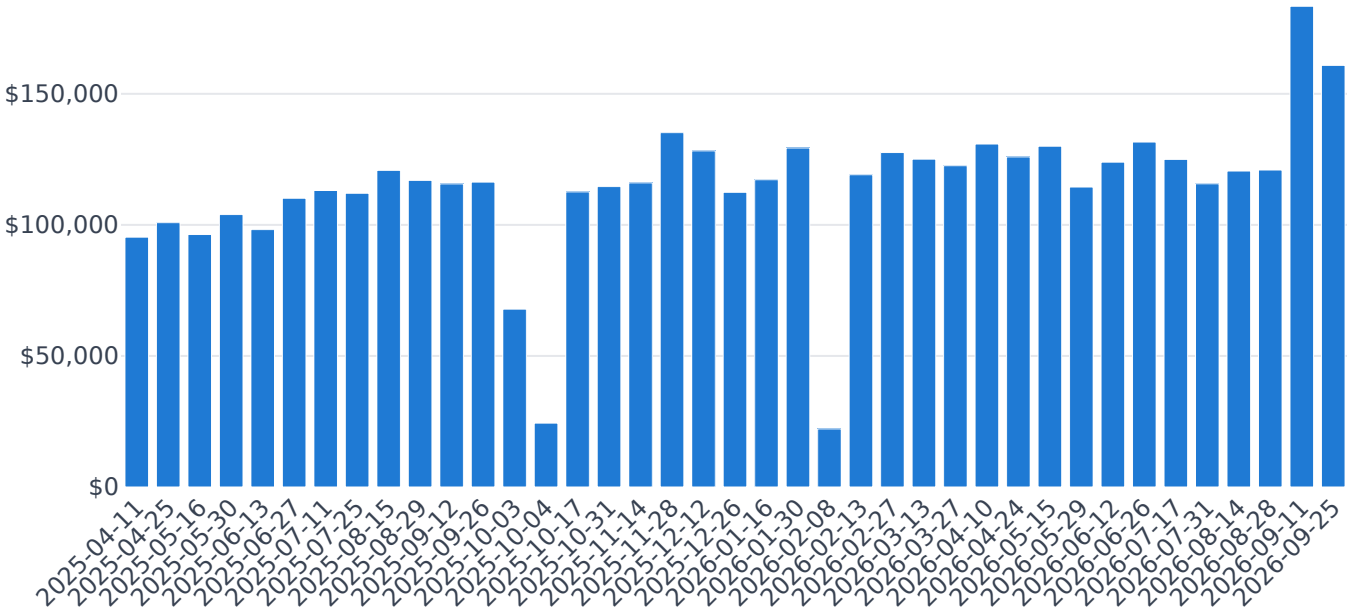


Revenue during events

Each bar is one event, labelled by the day the event ended (Pacific time). SRB bars are AppLovin ad revenue during the event; Arcade Boost bars are total revenue of every kind during the event.

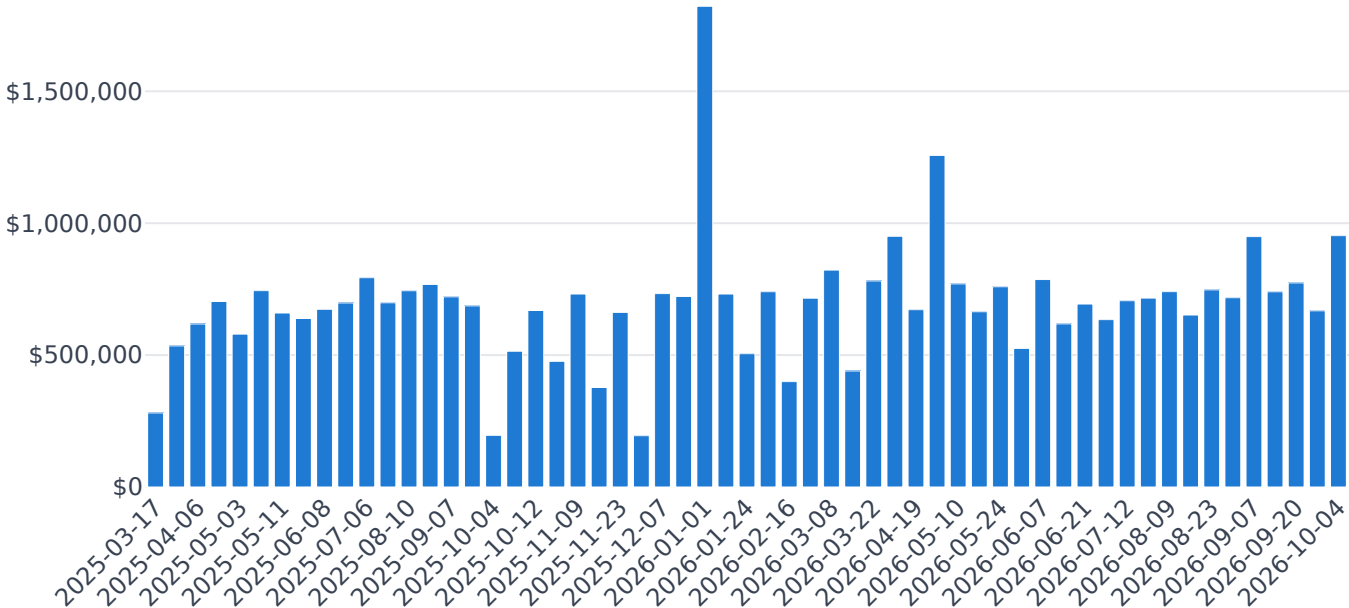
Week over week

WoW SRB Ad Revenue  
Every Super Rent Boost event on record



WoW Arcade Boost Revenue

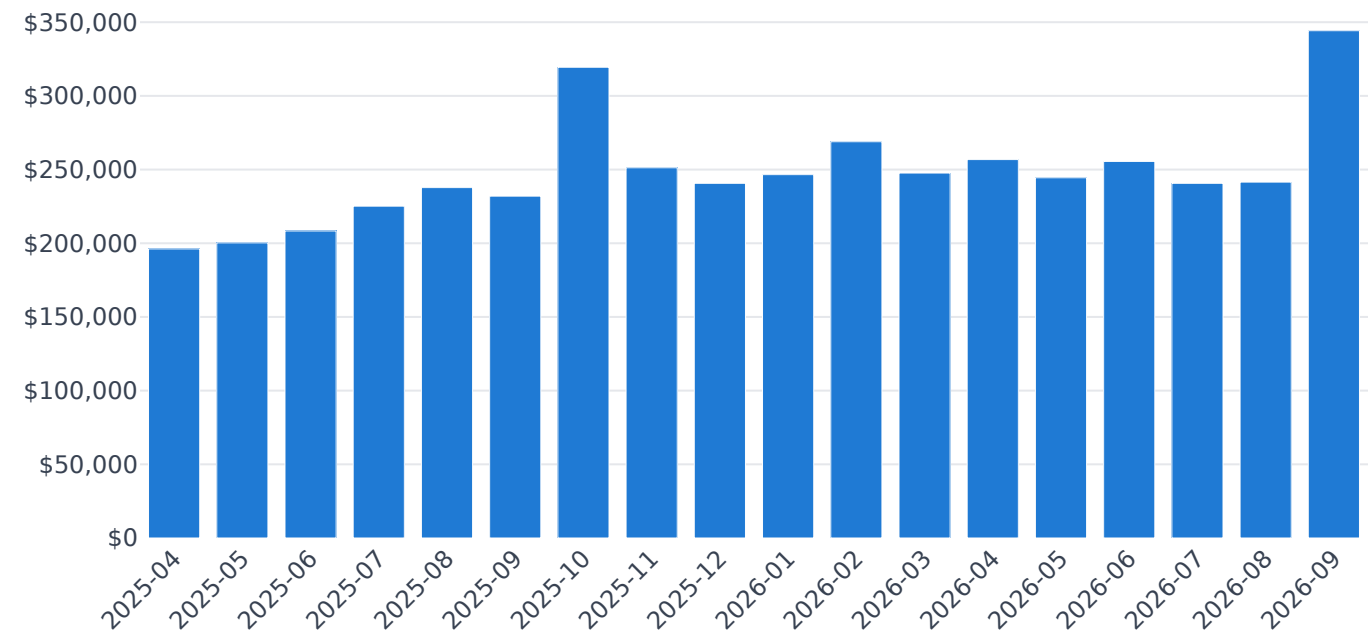
Every Arcade Boost event on record



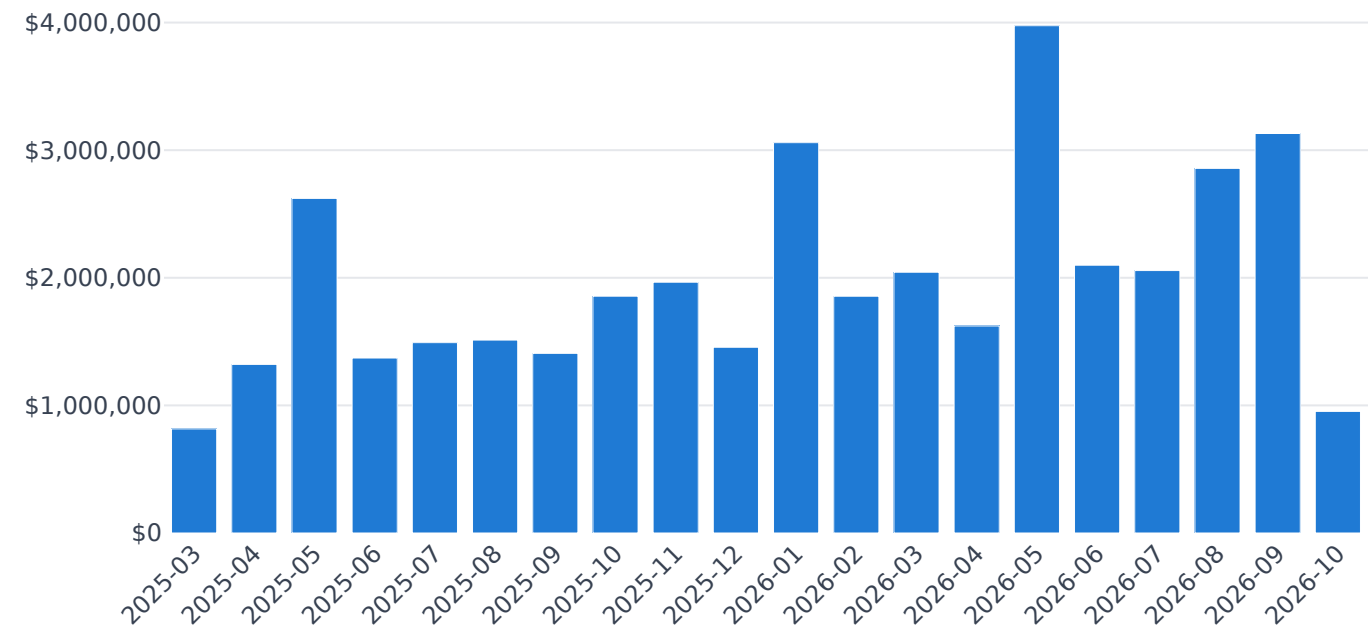
Month over month

MoM SRB Ad Revenue

Events summed by the month they ended



**MoM Arcade Boost Revenue**  
Events summed by the month they ended



Snapshot from run 2026-10-07, generated 2026-10-07T17:17:53Z from commit 13b60bf0. The numbers were read from Snowflake once, when this page was generated, and never refresh.