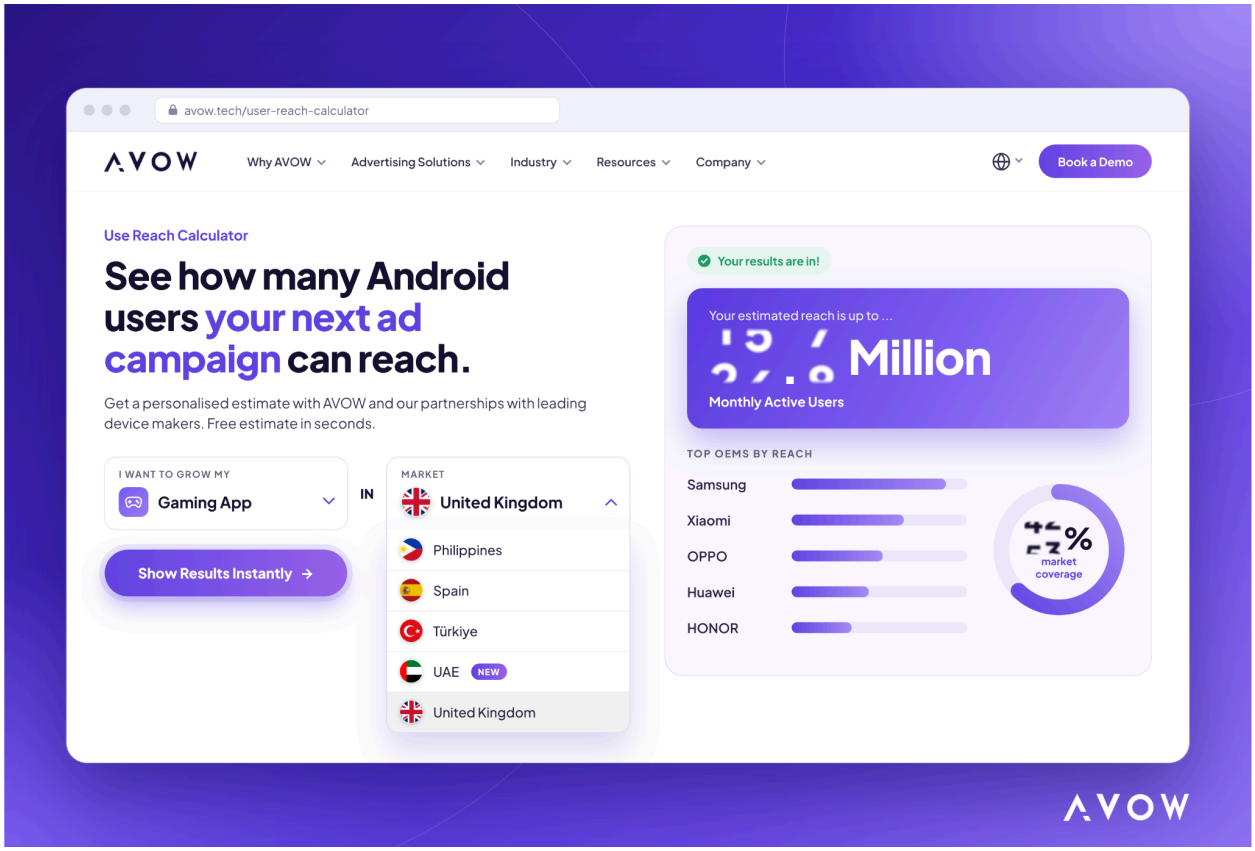
AVOW Equips App Marketers for 2027 with Refreshed Android Reach Calculator - Now Including UAE

New market data helps marketers size mobile OEM as a third growth channel - beyond social and search - before 2027 budgets are locked



Berlin, 3 November 2026 – AVOW, the award-winning global app growth company specializing in mobile OEM advertising, today announced a refreshed version of its free User Reach Calculator with a new design and the latest market data.

Social and search channels are delivering diminishing returns for many app marketers - audiences are saturated, costs are up, and finding genuinely new users is harder than it's ever been.

The interactive online tool shows app marketers how many Android users they can reach in a given market through AVOW's mobile OEM partners - smartphone brands such as Samsung, Xiaomi, Huawei, vivo, OPPO, HONOR, Transsion and others, which operate their own app stores and native ad placements.

As app marketers look beyond social and search channels, mobile OEM advertising has emerged as the third pillar of app growth - and the calculator helps quantify that opportunity before 2027 budgets are locked.

Marketers simply choose their app category and target market to get an instant estimate of the monthly active users they can reach, the device makers and app stores available to advertise with, and AVOW's coverage of that market, based only on the OEMs AVOW works with locally.

As mobile marketers build out a three-channel 2027 media mix, the calculator helps answer:

- How many monthly active Android users your campaign can reach in a specific market through mobile OEM channels
- Which device makers and app stores are available to advertise with in that market, and how reach is distributed across them
- How much of that market AVOW specifically covers - so you're working with realistic numbers, not theoretical totals

AVOW's User Reach Calculator covers 13 markets - including newly added UAE - giving marketers a window into a network that reaches 86% of the global Android market.

"Most reach estimates show you the whole market. Ours shows you what we can deliver. When marketers plan a new year, they need numbers they can trust and act on," said Ashwin Shekhar, Co-Founder and Chief Revenue Officer at AVOW. *"The User Reach Calculator shows the audience marketers can actually access with us in each market, device maker by device maker. It's a simple way to see how mobile OEM reach through Display, Dynamic Preload and alternative app stores can add scale to a 2027 media mix."*

The calculator joins AVOW's free resources for app marketers, including the Mobile OEM Advertising Guide and the Mobile OEM Branding Guide. Trusted by clients such as Tripledot Studios, Bolt, Wooga and Exness, AVOW integrates with all major Mobile Measurement Partners (MMPs), including Adjust, AppsFlyer, Branch, Singular and Tenjin.

→ ***Estimate your audience reach now with AVOW's User Reach Calculator.***

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About AVOW:

AVOW is an award-winning, global app growth company specializing in mobile OEM advertising. Founded with the vision to revolutionize mobile OEM advertising, AVOW has rapidly emerged as an industry leader with more than 250 advertisers on their roster. The company provides access to over 1.85 billion daily active users and offers clients over 25 million monthly downloads.

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