

admob((()))

AdMob Extension for Stency 3.x

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1. What is AdMob?

AdMob is a mobile advertising company founded by Omar Hamoui back in 2006. The name AdMob is a portmanteau for “advertising on mobile”. In November 2009, **Google acquired it for \$750 million**. The acquisition was completed on May 27, 2010 and **Apple Inc.** had also expressed interest in purchasing the company the same year, but they were outbid by Google. AdMob offers advertising solutions for many mobile platforms, including **Android, iOS, Windows Phone** and all standard mobile web browsers.

AdMob is one of the world's largest mobile advertising platforms and **claims to serve more than 40 billion mobile banner and text ads per month** across mobile Web sites and handset applications.

On May 16, 2013 Google announced a rebuild of the AdMob platform at their 2013 [I/O](#) using technology from their other platforms like AdSense with the goal in mind of helping app developers to build their business.

2. AdMob Account

2.1. Create Your AdMob Account!

NOTE: if you are already an AdMob user, you can skip this paragraph and jump to “b. Add your app to the AdMob Network”.

The first thing you have to do is creating an account on Admob so that you can add your games to the AdMob Network. This process is very simple, so lets go to: <http://www.admob.com>.

And simply click on this button:

A red rectangular button with the text "Sign up with AdMob" in white.

If you have a Google Account (e.g. Gmail or Drive) you don't have to create a new AdMob account: just click on the “Sign in with my Google Account” (recommended!).

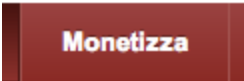
If you don't have a Google Account, follow the instructions on the web page and fill the requested fields with your information.

That's it! Now let's add an application to the AdMob Network!

2.2. Add your app to the AdMob Network!

Now that you are an Admob user, you can add your app to the AdMob Network: let's see how!

Once you have logged in, you will see the AdMob home screen that lets you have an overview of your apps and your earnings. If you take a closer look at the navigation bar, there is a “Monetize” tab at the top-left corner of the page. Click on it.

A dark red rectangular button with the text "Monetizza" in white.

Click again on the “Monetize New App” red button.

+ Monetizza una nuova app

Write the name of your application. If your application is already published on the Play Store (Android) or the App Store (iOS), you can search it,

Monetizza una nuova app

1 Seleziona un'app da monetizzare

Cerca la tua app Aggiungi la tua app manualmente Seleziona dalle app che hai aggiunto

Cerca per app o sviluppatore app


Cerca

Cerca in:
Google Play, iTunes App Store

Annulla

2 Seleziona il formato dell'annuncio e assegna un nome all'unità pubblicitaria

Visualizza istruzioni

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otherwise you have to “manually add your app”.

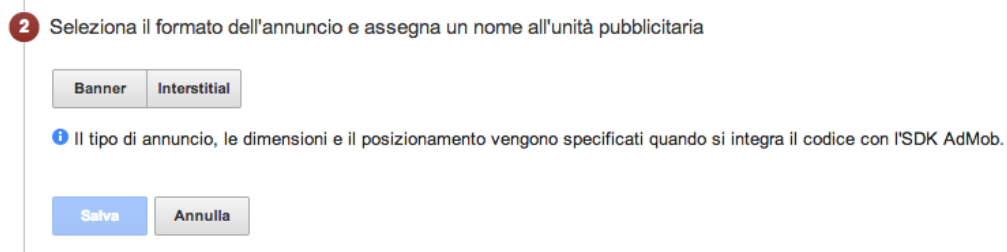
Cerca la tua app Aggiungi la tua app manualmente Seleziona dalle app che hai aggiunto

Select your target platform:

Nome applicazione ?

Piattaforma ?

And the advertisement type you want to show (banners or interstitial or both; more about what they are in the next chapters).



The screenshot shows a step in the AdMob setup process. At the top, a red circle with the number '2' is followed by the text 'Seleziona il formato dell'annuncio e assegna un nome all'unità pubblicitaria'. Below this, there are two buttons: 'Banner' and 'Interstitial'. The 'Banner' button is highlighted with a blue border. Below the buttons, there is a blue information icon followed by the text 'Il tipo di annuncio, le dimensioni e il posizionamento vengono specificati quando si integra il codice con l'SDK AdMob.' At the bottom, there are two buttons: 'Salva' (Save) and 'Annulla' (Cancel). The 'Salva' button is highlighted with a blue border.

Save the changes and you are done!

2.3. AdMob Ad Unit ID

Please, DO NOT SKIP THIS READING!

If you add an app to the AdMob Network, you are probably willing to display either some banners or interstitials or both on it. If you want for example show a banner ad in your game, you have to specify that you want to show banners when you add your app to the AdMob Network. If you specify so, AdMob provides you a unique Ad Unit ID that lets the network identify your app requests for banners. You can have up to two types of Ad Unit ID for each app, one for banners and one for interstitials. These are very important when you are going to use the AdMob Extension for Stencyl, so keep them in mind!

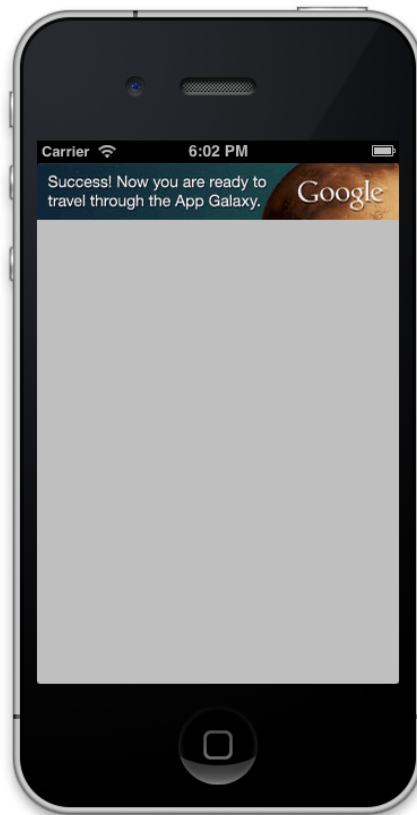
NOTE:

- An Ad Unit ID looks like this: ca-app-pub-xxxxxxxxxxxxxxxx/xxxxxxxx
- Do NOT use your publisher ID.

3. Brief Introduction to AdMob

3.1. AdMob Banner Ads

You can see an example of AdMob Banner Ad in this image.



Pros:

- Not intrusive
- Can be displayed while the user is playing
- Can be displayed as long as you want

Cons:

- Low revenue when compared to interstitials
- Part of the screen is hidden by the banner

The size of this banner is 320x50 pixels for both portrait and landscape mode.

3.2. AdMob Smart Banner Ads

Unlike normal banners, which have a fixed size, these Smart Banners automatically adjust their size to fit the width of the screen.

Pros:

- Not intrusive
- Can be displayed while the user is playing
- Can be displayed as long as you want

Cons:

- Low revenue when compared to interstitials
- Part of the screen is hidden by the banner

3.3. AdMob Interstitial / Fullscreen Ads

You can see an example of AdMob Interstitial Ad in this image.



Pros:

- Higher revenue when compared to banners
- Eye-catching and more engaging

Cons:

- Completely hides the screen so it may annoy the user

4. Using the AdMob Extension

4.1. Requirements

- General Requirements:
 - Stencyl 3.x (3.0 / 3.1 / 3.2);
- iOS Testing:
 - Mac OS X 10.7 (10.8 or higher recommended);
 - Xcode 4.6 (5.0 or higher recommended);
- Android Testing:
 - Android device with Android 2.3.x or higher;

NOTE: Android emulators are NOT recommended.

4.2. How to use the blocks

This extension contains the following blocks. You can find them in your Palette under the "Extension" tab.



Use this block to initialize your AdMob banner ad. Use this block once per user session (from the moment the user starts to play until the user quits the game). Once the banner initialization is complete, the banner will automatically appear on the screen so you DON'T have to use the "show AdMob banner ad".

BLOCK FIELDS

- [normal / smart] banners. You can choose between these two types of banner ad. If you want to know more about normal and smart banner ads, read 3.1 and 3.2.
- Ad Unit ID. Write your banner Ad Unit ID. If you want to know more about an Ad Unit ID, read 2.3.
- [position]. Choose the initial position of the banner. You can choose among:
 - Top - Center
 - Top - Left
 - Top - Right
 - Bottom - Center
 - Bottom - Left
 - Bottom - Right

Keep in mind that a smart banner automatically fills the width of the screen, so “Left” and “Right” positions will only affect normal banners.

- (Android only) device ID. Write here your device ID in order to receive test ads from AdMob. If you don’t want to receive test ads on Android, leave this field blank. On iOS you will automatically receive test ads on the simulator, but as of now test ads are not supported for actual iOS devices.

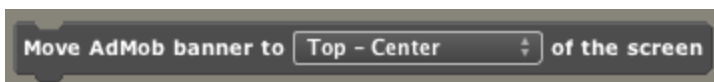
WARNING: the AdMob Ad Unit ID isn’t the same between Android and iOS. If your game targets both iOS and Android you can read a workaround in the “Tips & Tricks” chapter.



Use this block to show a banner after you used the “hide AdMob banner ad”.



Use this block to hide a banner.



Use this block to change the banner position at runtime.



Use this block in an “if statement”. Each condition becomes TRUE when a specific event is happening. Before and after the event, the condition will always be FALSE.

- “did successfully load”. It becomes TRUE when an AdMob banner successfully loads an ad.
- “did fail to load”. It becomes TRUE when an AdMob banner fails to load an ad.
- “was opened”. Sometimes when a user clicks on a banner, the banner will expand its content and show a fullscreen ad. When this event happens, this condition becomes TRUE.
- “was closed”. When a user dismisses an “opened” banner ad, this condition becomes TRUE.
- “made the user leave the game”. Most of the times, when a user clicks on a banner ad, it will put your game in the background and it will open the browser or the App Store / Play Store. When this event happens, this condition becomes TRUE.

Initialize AdMob fullscreen ad with 'Ad Unit ID': (for device with 'device ID':)

Use this block to initialize your AdMob fullscreen ad. Use this block once per user session (from the moment the user starts to play until the user quits the game).

- Ad Unit ID. Write your banner Ad Unit ID. If you want to know more about an Ad Unit ID, read 2.3.
- (Android only) device ID. Write here your device ID in order to receive test ads from AdMob. If you don't want to receive test ads on Android, leave this field blank. On iOS you will automatically receive test ads on the simulator, but as of now test ads are not supported for actual iOS devices.

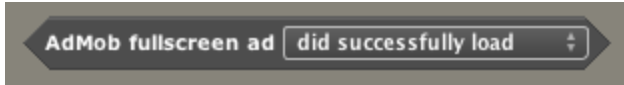
WARNING: the AdMob Ad Unit ID isn't the same between Android and iOS. If your game targets both iOS and Android you can read a workaround in the “Tips & Tricks” chapter.

Load AdMob fullscreen ad

Use this block to start loading an AdMob fullscreen ad. Keep in mind that it can take several seconds to load a fullscreen ad depending on the available internet connection.

Show AdMob fullscreen ad

Use this block to show an AdMob fullscreen ad. It does nothing if the ad is still loading.



Use this block in an “if statement”. Each condition becomes TRUE when a specific event is happening. Before and after the event, the condition will always be FALSE.

- “did successfully load”. It becomes TRUE when an AdMob fullscreen ad successfully loads.
- “did fail to load”. It becomes TRUE when an AdMob fullscreen ad fails to load.

5. Misc

5.1. How to Report a Bug

Do you think you have just found a bug? Don’t be shy and report it on the forums! When you report a bug, please add as many details as possible! For example include:

- A detailed meaningful title
- Platform (iOS or Android? Or both?)
- Devices (smartphones or tablets? Or both?)
- How to reproduce the issue.
- A screenshot of the behaviors you are using to control ads.
- More!

Example of a BAD bug report:

Title: AdMob not working
Description: Please help!

5.2. Feedback is always welcome

Do you want new blocks? Ask for them on the forums!

When you ask for new functionalities, remember to be as specific as possible and try to explain why you think they should be included in the extension!

6. Tips & Tricks

6.1. Do not click on your own live ads.

The AdMob Ad Network has a system to detect false impressions and clicks. A false impression is when you create an ad (either a banner ad or a fullscreen ad) for testing purposes but you don't use test ads. A false click is when you click on your own ads without using test ads. You are NOT using test ads if you see actual ads when you test your game on a device. Some people used to generate false clicks to increase their CTR (Click Through Rate) and their revenue. AdMob is very strict and bans developers from its network if it thinks you are generating false impressions and clicks to increase your earnings. If you want to click on your own ads for testing purposes, be sure to use **test ads**! If you get banned from the network, you will lose all your earnings! I cannot stress it enough!

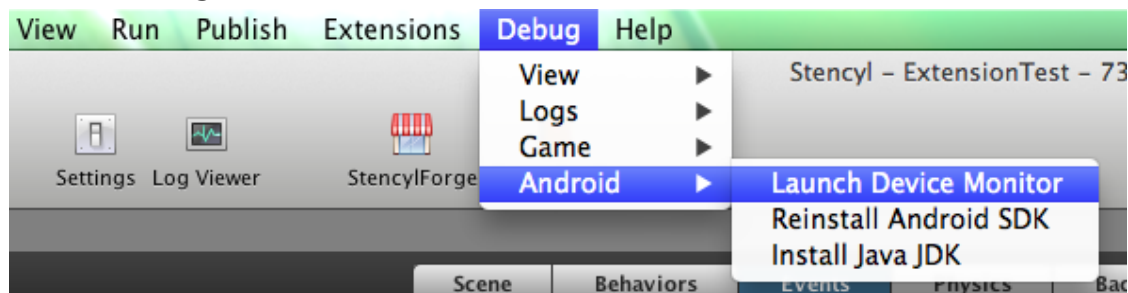
6.2. Using test ads and obtaining your Android device ID.

If you read 6.1 you can now understand the importance of test ads. But how do you use test ads? You can use the "Initialize AdMob" block (for banners and/or interstitials) to request test ads instead of live ads.

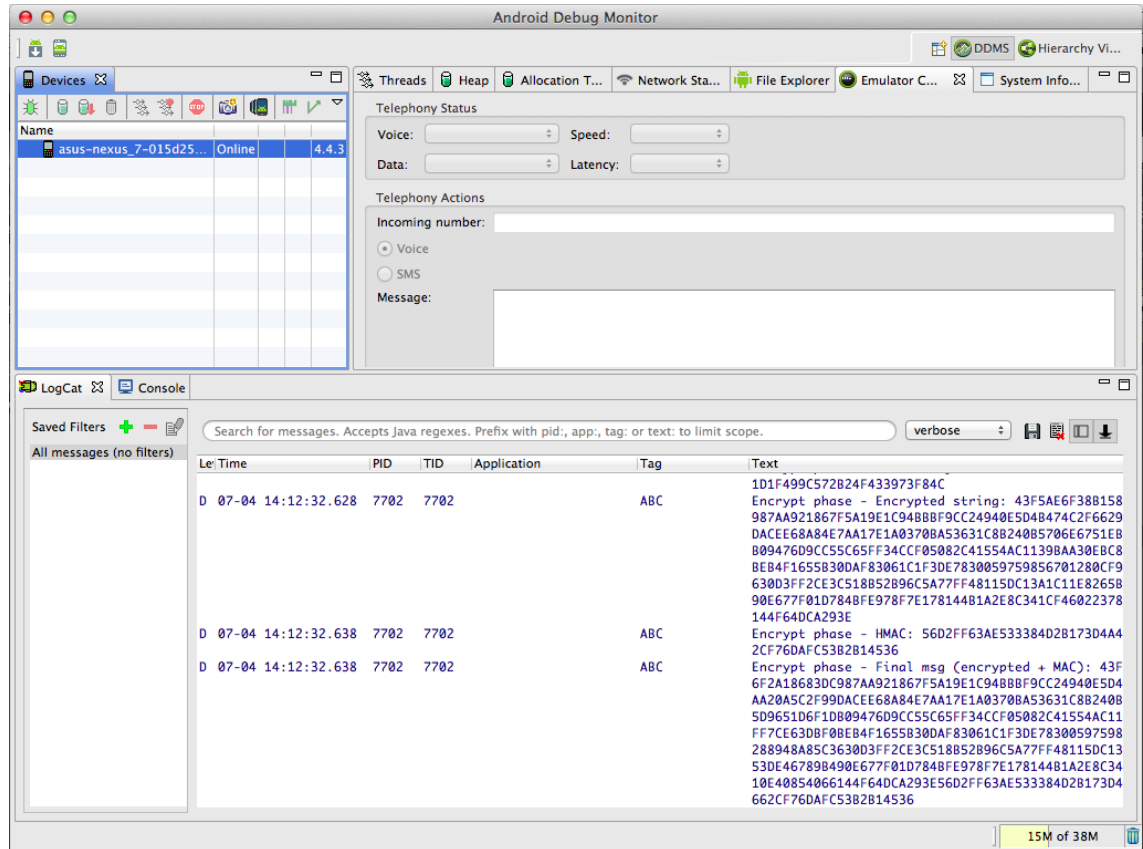
If you are targeting iOS devices, you don't need to do anything since your game will automatically request test ads. Unfortunately as of now test ads are only supported on the iOS simulator, but I hope to add support for actual iOS devices as soon as possible.

If you are targeting Android, you will need to obtain your Android device ID. Once you have your device ID, you will only need to copy and paste it in the right field of the "Initialize AdMob" block. So how do you get your Android device ID?

1. Open your game.
2. Make sure you can successfully compile your game and run it on Android.
3. Click on Debug > Android > Launch Device Monitor.



4. This is how the Device Monitor looks like.



5. You can see "asus-nexus_7-..." under the "Devices" tab. Click on it and you will see tons of logs in the LogCat.
6. Run your game on your device. Make sure you are using the AdMob extension.
7. As soon as you see a banner or an interstitial, use the search field in the LogCat and type "adrequest".
8. Look for your device ID under "Text".

NOTE: When you copy and paste your device ID, make sure you don't include any whitespace before and after your actual device ID!

6.3. Try to place your banners at the bottom of the screen.

This is very important, especially for portrait applications and games. Why is it so important? The screens of all the devices are getting bigger and bigger, and as they get bigger it is more and more difficult to use them with one hand only and sometimes even two hands don't seem to be enough. What I want to say is that there are parts of the screen that are more difficult to reach with your fingers than others. For example, a button at the bottom of the screen is easier to touch than a button at the top of the same screen. So if you place banners at the bottom of the screen, players will be more willing to touch them and so you will get a higher revenue.

6.4. Create a cross-platform game with AdMob.

The AdMob Ad Network requires different Ad Unit ID for different operating systems (Android and iOS) and this may cause a little headache to a developer who wants to create a cross-platform game. Here is a workaround that doesn't need any code skills.



6.5. Increase your iAd revenue with AdMob.

If you are targeting iOS and you prefer to use iAd for its higher revenue, you should be aware of the fact that iAd doesn't work in a lot of countries (only **USA, UK, France, Germany, Italy, Spain and Japan** are officially supported) and you will miss other big and emerging markets like China, India, Korea, Brazil, etc... With this extension you can choose to display iAd banners (with the built-in Stencyl support) and display AdMob banners only when iAd isn't available. Using this technique, you will get the advantages of iAd and AdMob at the same time.

