

Freemium Business Strategy Links:

<http://www.businessinsider.com/what-is-the-freemium-business-model-2011-4?IR=T>

Product Pricing Links:

Budget Bytes:

https://play.google.com/store/apps/details?id=com.sidechef.sidechef.partner.budgetbytes&hl=en_GB

<https://itunes.apple.com/us/app/budget-bytes/id1240079167?mt=8>

<https://www.budgetbytes.com/the-android-app-is-here/>

<https://www.facebook.com/budgetbytes1/>

Panna:

<https://www.pannacooking.com/>

<https://itunes.apple.com/us/app/panna-video-recipes-classes/id567332338?mt=8>

<https://play.google.com/store/apps/details?id=com.pannacooking.panna&hl=en>

Links for Research Conducted into AdSense:

<https://monetizepros.com/cpm-rate-guide/mobile/>

<http://www.businessofapps.com/data/app-statistics/>

<https://monetizepros.com/cpm-rate-guide/video/>

<https://www.quora.com/What-are-the-average-CTR-for-in-app-advertising-on-iPhone-and-Android>

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<https://www.quora.com/What-is-the-typical-CTR-one-should-expect-from-native-ads-in-feeds-on-mobile>

<http://blognife.com/2017/02/09/native-ads-cpm-rates-2017/>

<https://apps.epom.com/>

<http://www.reviveconsultant.com/articles/what-is-ecpm-and-how-is-it-calculated/>

<http://www.mobyaffiliates.com/guides/mobile-app-advertising-cpm-rates/>

<http://www.mobyaffiliates.com/guides/mobile-app-advertising-cpm-rates/>

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<https://enigma.swiss/en/2012/04/13/what-are-cpm-cpc-ctr-and-cpa/>

<https://www.clickz.com/native-advertising-101-the-good-the-bad-and-the-ugly/89584/>

<http://coull.com/our-blog/digital-advertising-click-through-rates/>

<https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>

<https://www.mobilemarketer.com/ex/mobilemarketer/cms/news/research/16373.html>

<https://blog.hubspot.com/agency/google-adwords-benchmark-data>