# Android 应用出海和盈利之道

卓见软件科技——饶永超

GDG Zhengzhou

用户获取

版本迭代

变现盈利

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# Google Play

Install 200,000,000+

DAU 7,000,000+

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# Google Policy

https://play.google.com/about/developer-content-policy

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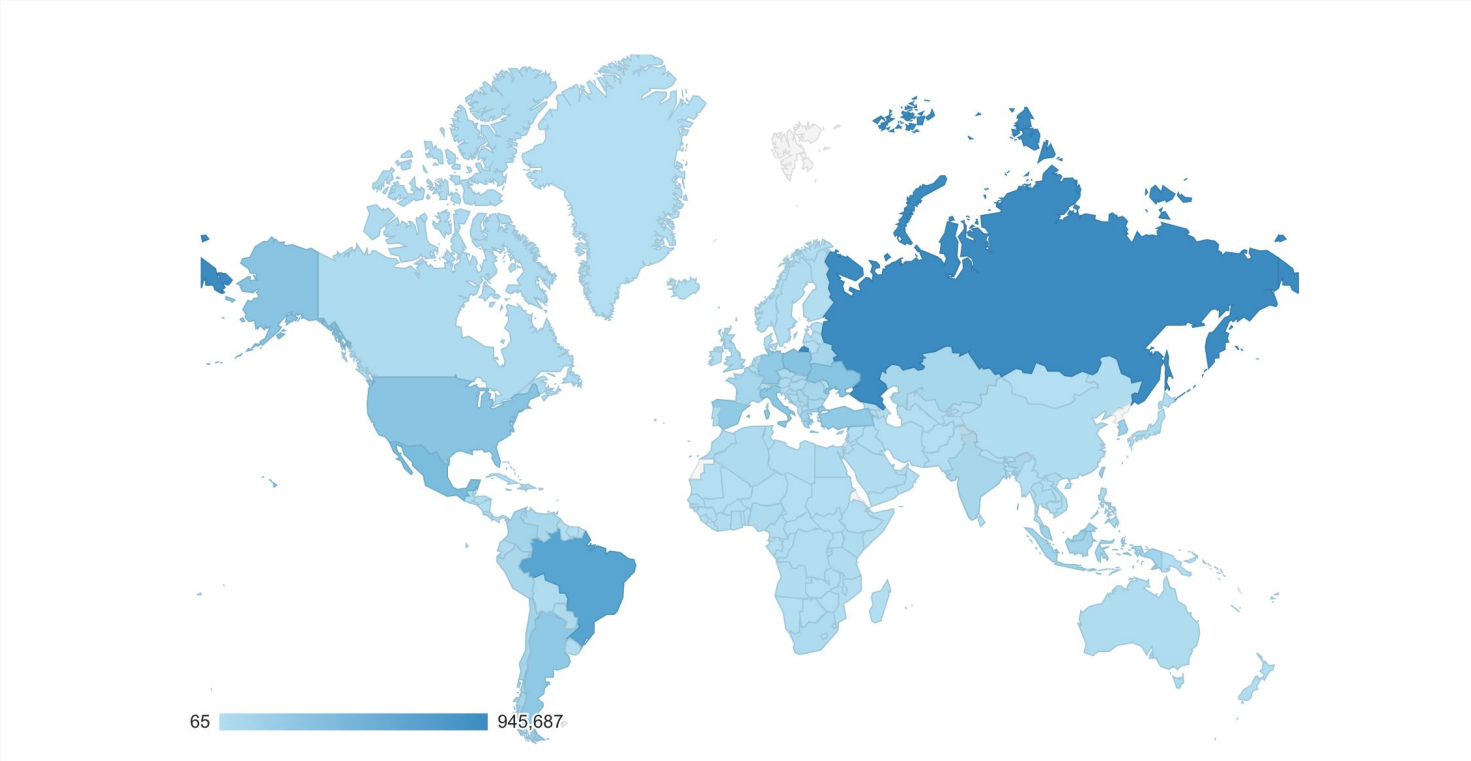
# 用户特征

# 国家地区142个

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# 用户特征

# 语言 40 +

| Language | Sessions |
|---|---|
| | 16,113,894<br>% of Total: 100.00% (16,113,894) |
| 1. ru-ru | **3,026,623** (18.78%) |
| 2. pt-br | **1,641,477** (10.19%) |
| 3. es-us | **1,546,365** (9.60%) |
| 4. en-us | **1,213,642** (7.53%) |
| 5. es-es | **1,107,034** (6.87%) |
| 6. pl-pl | **713,679** (4.43%) |
| 7. en-gb | **622,460** (3.86%) |
| 8. it-it | **601,664** (3.73%) |
| 9. tr-tr | **594,788** (3.69%) |
| 10. fr-fr | **484,576** (3.01%) |

RTL

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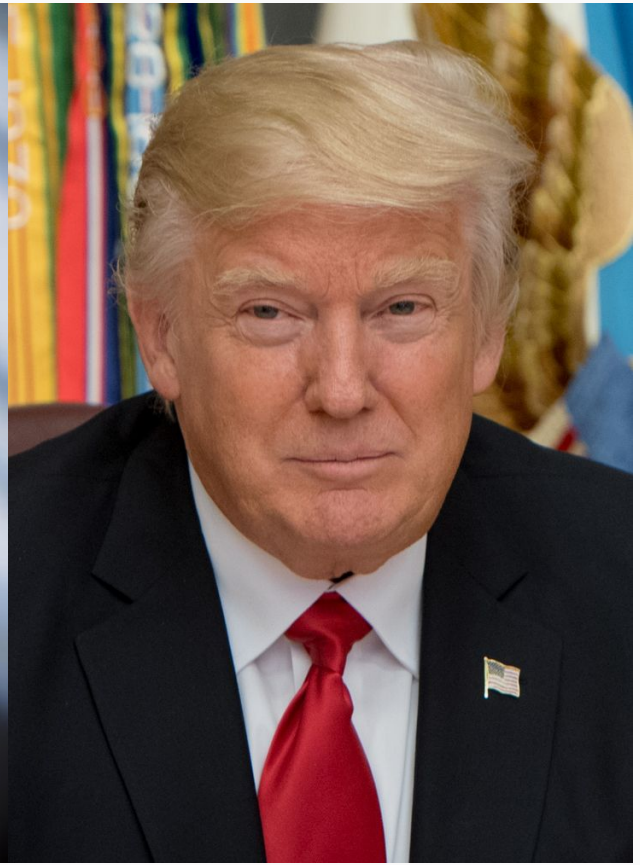
# 各种文化



# 用户设备

# 分辨率 600+

| | | |
|---|---|---|
| 1. | 720x1280 | **5,212,564** (27.47%) |
| 2. | 1080x1920 | **3,837,635** (20.22%) |
| 3. | 720x1184 | **1,728,336** (9.11%) |
| 4. | 540x960 | **1,271,606** (6.70%) |
| 5. | 480x800 | **1,110,396** (5.85%) |
| 6. | 1440x2560 | **929,459** (4.90%) |
| 7. | 1080x1776 | **916,969** (4.83%) |
| 8. | 1080x1812 | **754,959** (3.98%) |
| 9. | 480x854 | **581,371** (3.06%) |
| 10. | 720x1208 | **434,028** (2.29%) |

## 分辨率

Min 240x240

Max 2560x1600

## 宽高比

Min 1 : 2

Max 1 : 1

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# 用户设备

# 机型 14,000+

| | | |
|---|---|---|
| 1. | Samsung | **9,087,504** (47.89%) |
| 2. | Huawei | **1,928,455** (10.16%) |
| 3. | (other) | **1,222,776** (6.44%) |
| 4. | LG | **1,081,263** (5.70%) |
| 5. | (not set) | **886,391** (4.67%) |
| 6. | Motorola | **744,563** (3.92%) |
| 7. | Xiaomi | **625,697** (3.30%) |
| 8. | Sony | **584,557** (3.08%) |
| 9. | Lenovo | **514,849** (2.71%) |
| 10. | Asus | **284,970** (1.50%) |

**Top Device Models**

Samsung
Galaxy S7 Edge
367,924 Sessions
1.94%

Huawei
P8 Lite
301,896 Sessions
1.59%

Samsung
Galaxy J5 (2016)
297,570 Sessions
1.57%

Samsung
Galaxy J5
294,346 Sessions
1.55%

Other
16,741,539 Sessions
88.22%

Unrecognized Device
974,235 Sessions
5.13%

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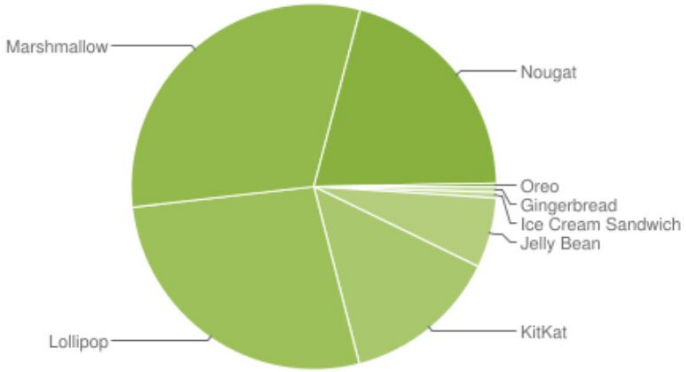
# 用户设备

# OS

| Version | Codename | API | Distribution |
|---|---|---|---|
| 2.3.3 - 2.3.7 | Gingerbread | 10 | 0.5% |
| 4.0.3 - 4.0.4 | Ice Cream Sandwich | 15 | 0.5% |
| 4.1.x | Jelly Bean | 16 | 2.2% |
| 4.2.x | | 17 | 3.1% |
| 4.3 | | 18 | 0.9% |
| 4.4 | KitKat | 19 | 13.8% |
| 5.0 | Lollipop | 21 | 6.4% |
| 5.1 | | 22 | 20.8% |
| 6.0 | Marshmallow | 23 | 30.9% |
| 7.0 | Nougat | 24 | 17.6% |
| 7.1 | | 25 | 3.0% |
| 8.0 | Oreo | 26 | 0.3% |




定制系统

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# 评分

平均分4.5分，一个1星评价需要多少个5星评价填坑？

(1 + 5 x ?) / (1 + ?) = 4.5　　? = 7

(1 + 5 x ?) / (1 + ?) = 4.8　　? = 19

# 用户获取

支持不同的语言
https://developer.android.com/training/basics/supporting-devices/languages.html

支持不同分辨率
https://developer.android.com/training/basics/supporting-devices/screens.html

支持不同版本OS
https://developer.android.com/training/basics/supporting-devices/platforms.html

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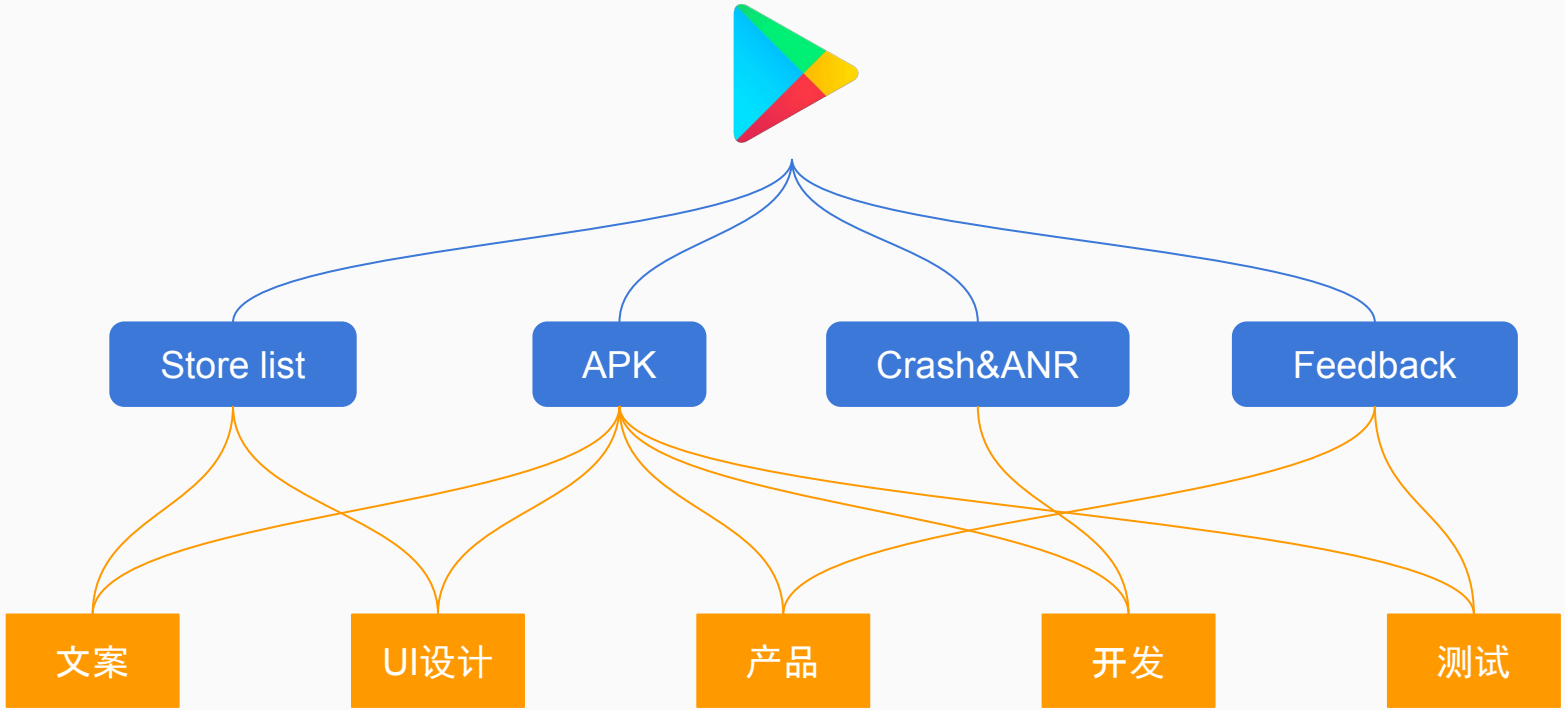
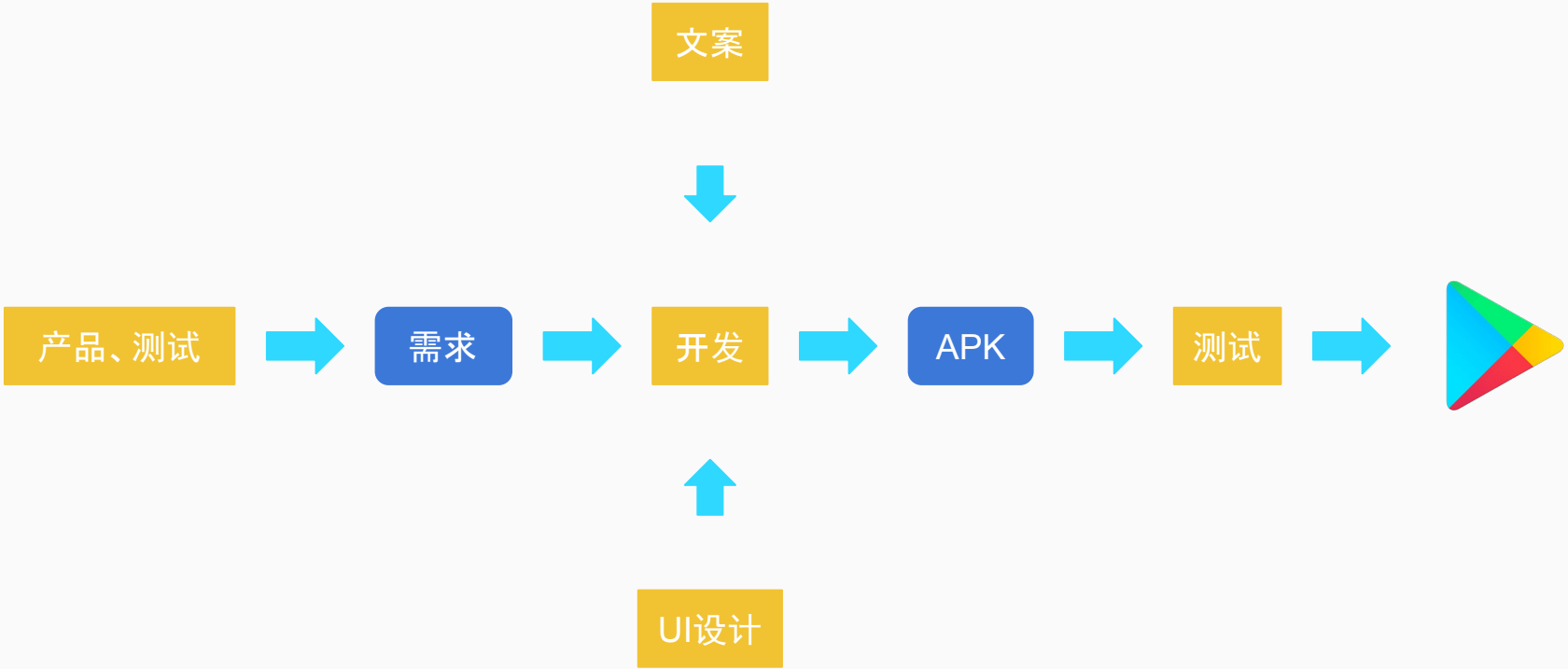
# Team



# 流程

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# 文案

语言 40+

## Google Translate (Free)

http://translate.google.cn/

## Translation service

https://support.google.com/googleplay/android-developer/answer/3125566

# 开发

技术落后1~2年

没有前沿技术、没有酷炫的效果

1024 x 1024图片在占多大内存？

做好监控

https://fabric.io
https://firebase.google.com/products/analytics

# 难题

```
java.lang.RuntimeException:
1.      at android.app.LoadedApk.makeApplication (LoadedApk.java:628)
2.      at android.app.ActivityThread.handleBindApplication (ActivityThread.java:4966)
3.      at android.app.ActivityThread.access$1600 (ActivityThread.java:177)
4.      at android.app.ActivityThread$H.handleMessage (ActivityThread.java:1493)
5.      at android.os.Handler.dispatchMessage (Handler.java:102)
6.      at android.os.Looper.loop (Looper.java:135)
7.      at android.app.ActivityThread.main (ActivityThread.java:5912)
8.      at java.lang.reflect.Method.invoke (Native Method)
9.      at java.lang.reflect.Method.invoke (Method.java:372)
10.     at com.android.internal.os.ZygoteInit$MethodAndArgsCaller.run (ZygoteInit.java:1405)
11.     at com.android.internal.os.ZygoteInit.main (ZygoteInit.java:1200)

Caused by: java.lang.ClassNotFoundException:
1.      at dalvik.system.BaseDexClassLoader.findClass (BaseDexClassLoader.java:56)
2.      at java.lang.ClassLoader.loadClass (ClassLoader.java:511)
3.      at java.lang.ClassLoader.loadClass (ClassLoader.java:469)
4.      at android.app.Instrumentation.newApplication (Instrumentation.java:987)
5.      at android.app.LoadedApk.makeApplication (LoadedApk.java:623)
```

# 主流方法

广告

内购

付费App

融资、上市

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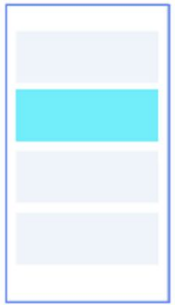
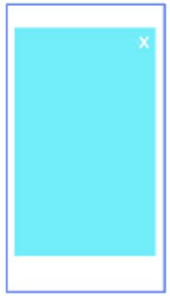
# 广告样式



## Native

Ads that you design to fit your app, seamlessly.

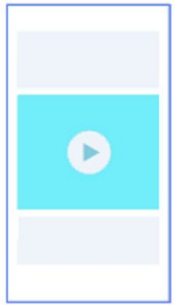


## Interstitial

Full-screen ads that capture attention and become part of the experience.

## Banner

Traditional formats in a variety of placements.



## In-Stream Video

Show ad content during a video for high revenue potential.

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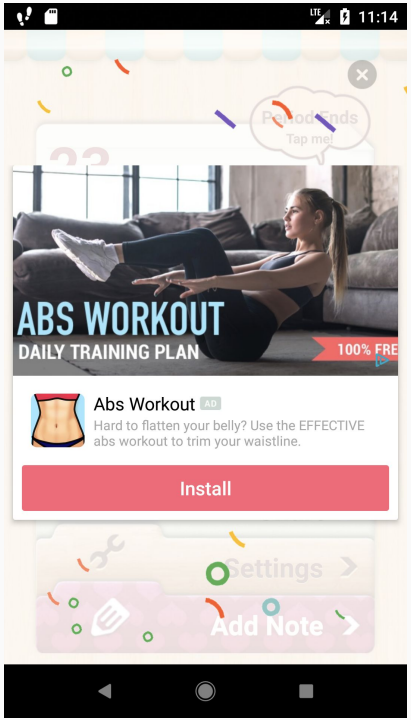
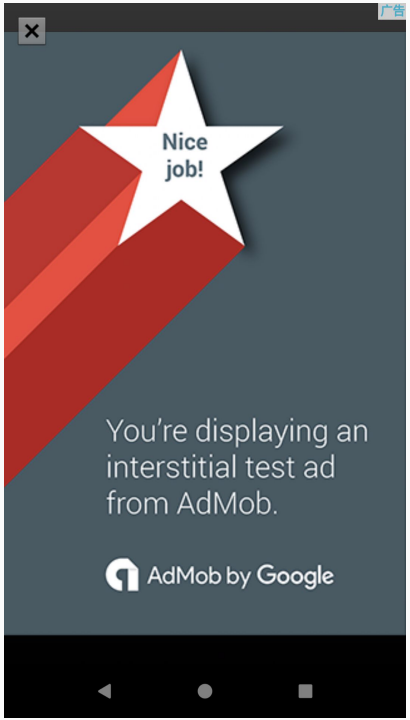
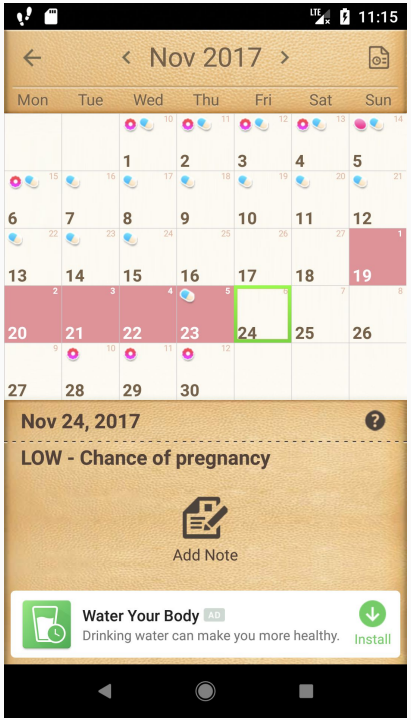
# 广告样式

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# 广告源

## Admob
https://apps.admob.com

## Facebook
https://developers.facebook.com/products/audience-network

## Mopub
https://www.mopub.com/

## MyTarget
https://target.my.com

## Alatmob
http://alchemy.altamob.com

## Baidu
http://ad.duapps.com

# 加载方式

瀑布流的方式

高eCPM优先

低eCPM高填充率垫底

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# Google Policy

https://play.google.com/about/developer-content-policy

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# 谢谢

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# QA

技术负责人

变现负责人

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