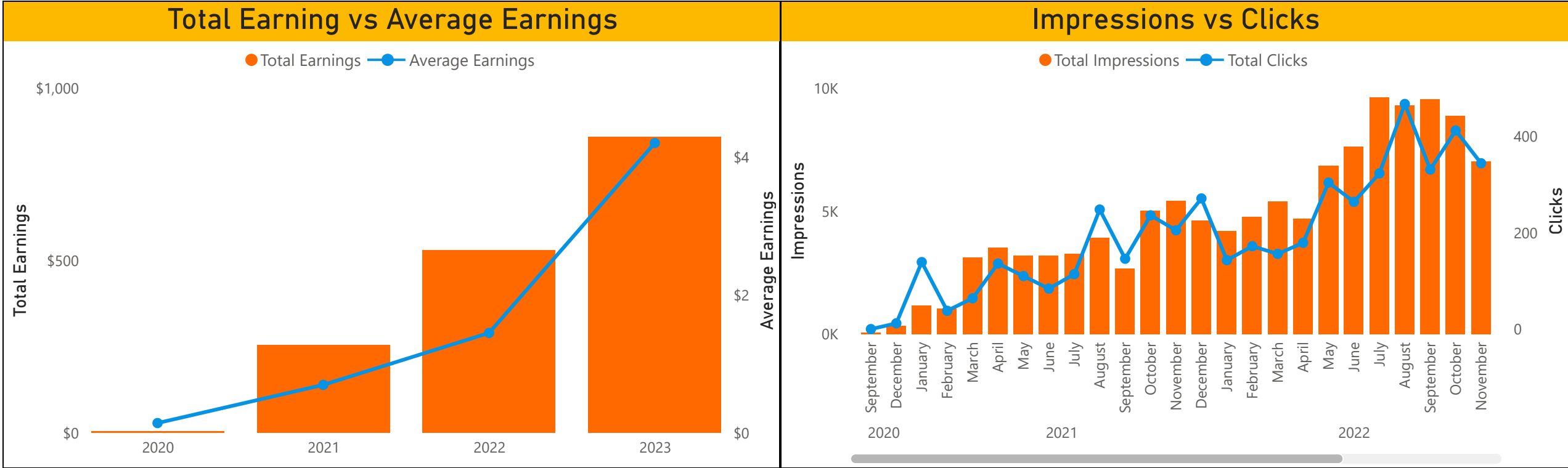
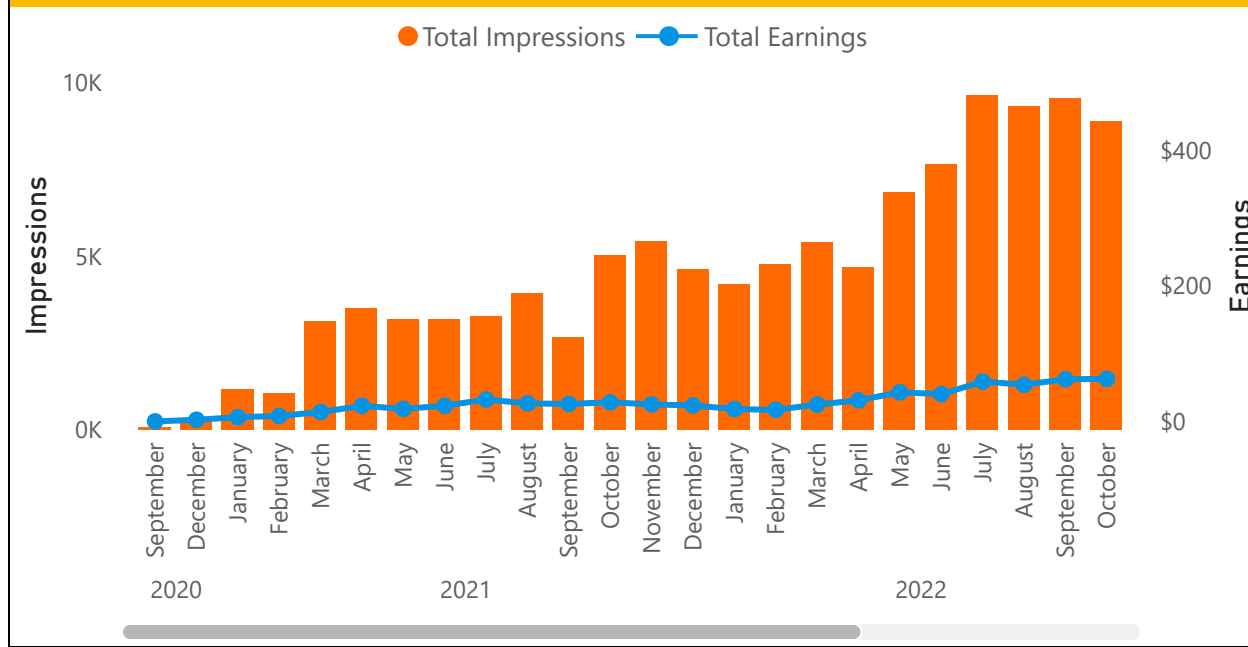


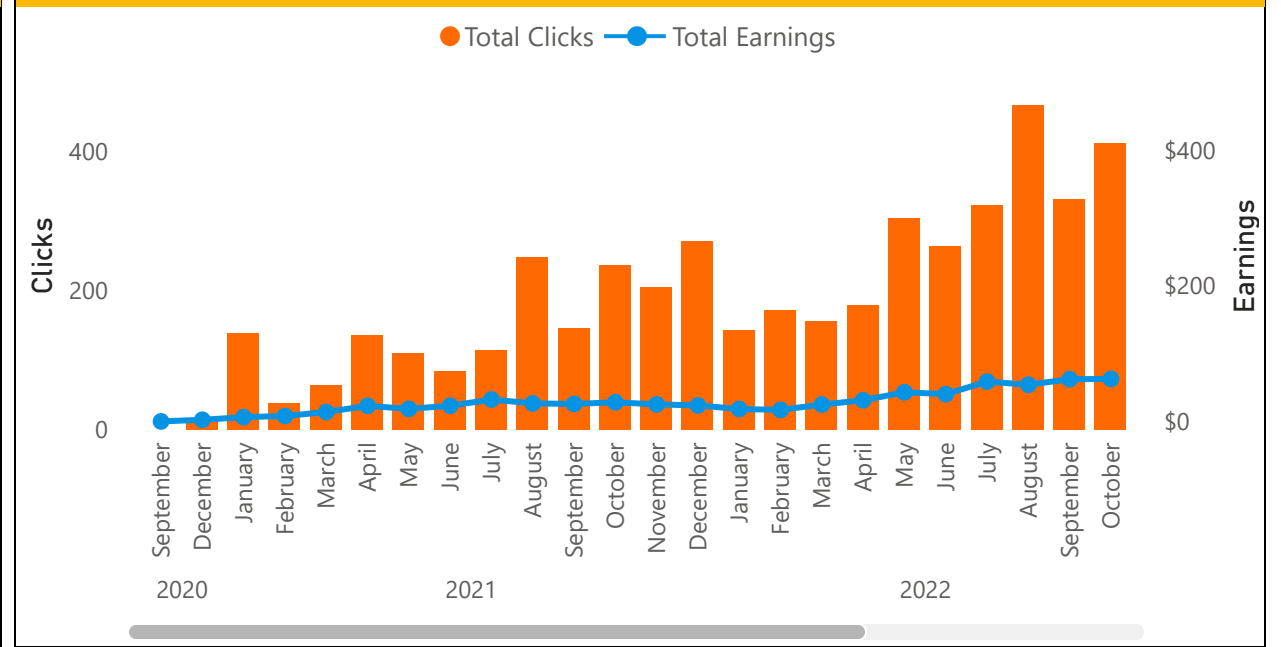
Total Earnings	Total Impressions	Total Clicks	Average Match Rate	Earnings per Thousand Impressions
\$1.64K	162K	7061	86%	
Average Earnings	Total Ad Requests	Average CTR	Average Show Rate	
\$1.73	2M	5%	11%	\$10.16



Earnings by Impressions



Earnings by Clicks



Earnings Forecast



KEY FINDINGS:

- Over time, monthly earnings have grown steadily but a significant increase in earnings was seen in June 2023.
- The average Click-Through-Rate on ads is 5%, which is typically seen as a positive rating. However, this can be improved to 6% - 7% by creating more engaging ads.
- During this period, the effective cost per thousand impressions (eCPM) is \$10.16 while the average daily earning is \$1.73.
- Impressions and Clicks increase and decrease at nearly the same rate.

RECOMMENDATIONS:

In order to optimize the business earnings on AdMob, here are some few recommendations:

- **Target Relevant Audience:** Relevant ads are more likely to attract clicks and produces higher earnings.
- **Use Multiple Ad Formats:** Implementing a mix of banner ad, reward generating videos and native ads formats, to find the ones that perform best in the app and results to more earnings.
- **App Promotion:** Investing in marketing and promotional efforts to increase the app's user base, will in turn increase ad impressions.
- **Improved Ad Designs:** Creating eye-catching and visually appealing designs for ads, also improves engagements (Impressions and Clicks) and ultimately, the earnings.
- **Leverage Forecasting:** Using Time-Series Intelligence to predict possible rise and fall of daily, weekly and monthly earnings, and comparing the predictions with the actuals would help improve ads planning earnings.