

NSSSevilla

MONETIZACION DE APLICACIONES MÓVILES

AD TECH

DSP

ADVERTISERS

SSP

PUBLISHER

Forbes

≡ Home New Posts Popular

Alex Konrad, Forbes Staff
Staff writer covering NY tech, advertising, and startups in-between

TECH | 11/08/2013 @ 9:33AM | 48,002 views

PlayStation 4 Vs Xbox One: Why The Most Talked About Console May Not Be The Winner

WHO? UNREADABLE

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For gamers waiting for the next

Open an account with TD Ameritrade
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NOV 18, 2013

I AM HERE
Sunnyvale
51°F PARTLY CLOUDY
6:50am 7:15 PM NOV 18 4:55pm

BROWSE CHAT FLIRT DATE

FREE DOWNLOAD ZOOSK

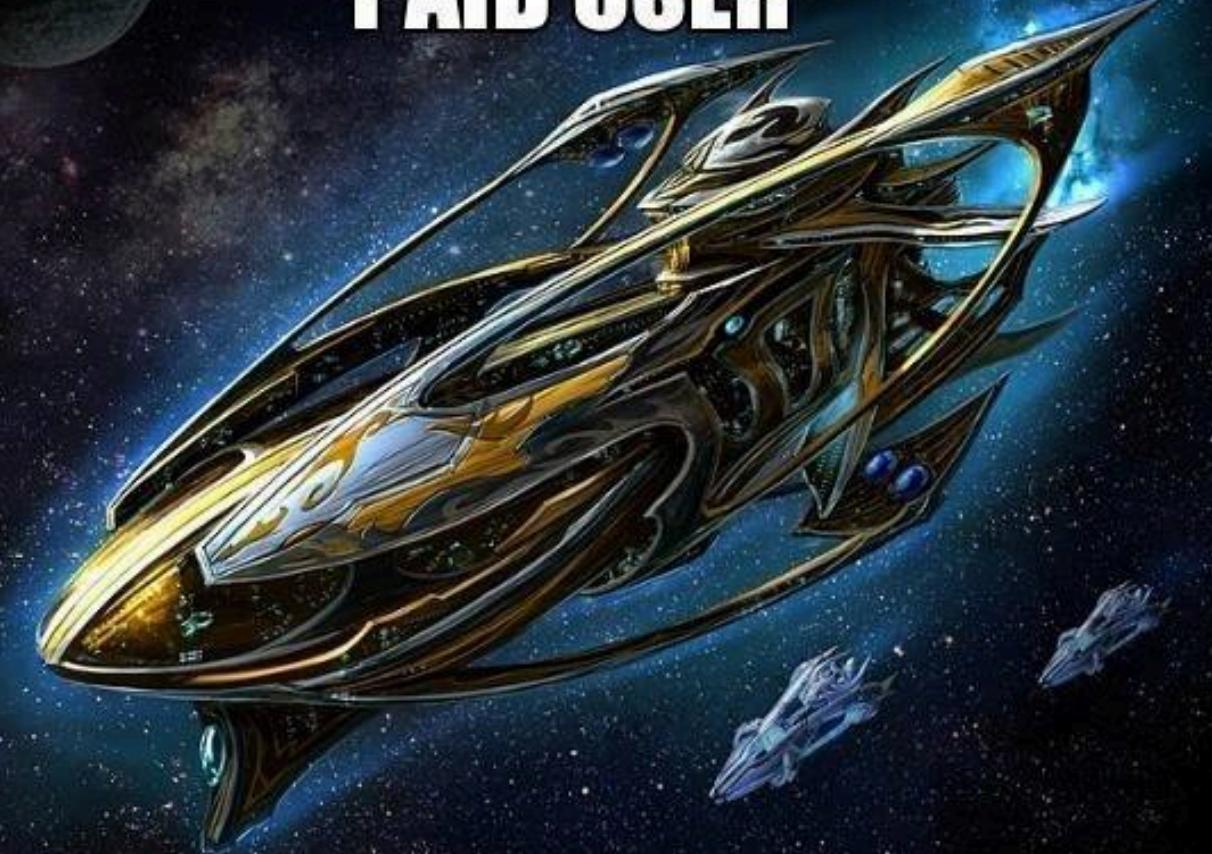
Pubnative

MODELOS DE MONETIZACIÓN

PAYMIUM FREEMIUM

GROSSINCOME
FREEMIUM > PAYMIUM

PAID USER



PETER LEE '09

FREE USER



Original Game



THEN

Expansion Pack



Expansion Pack



Pre-Order Bonus



Original Game



NOW

-DLC



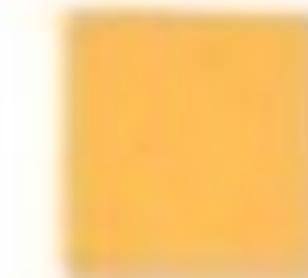
-DLC



-DLC



-DLC



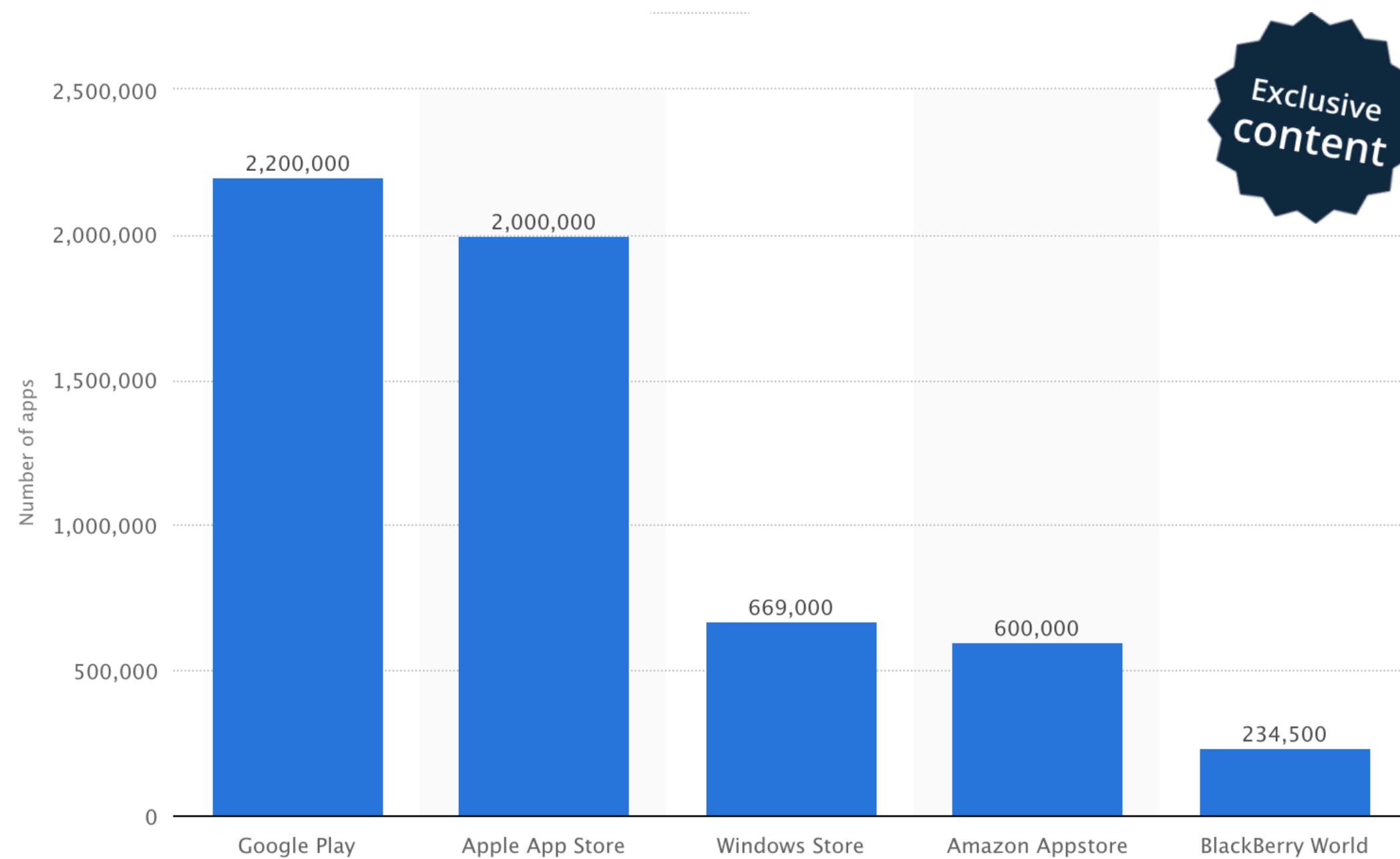
-Best Buy
Exclusive



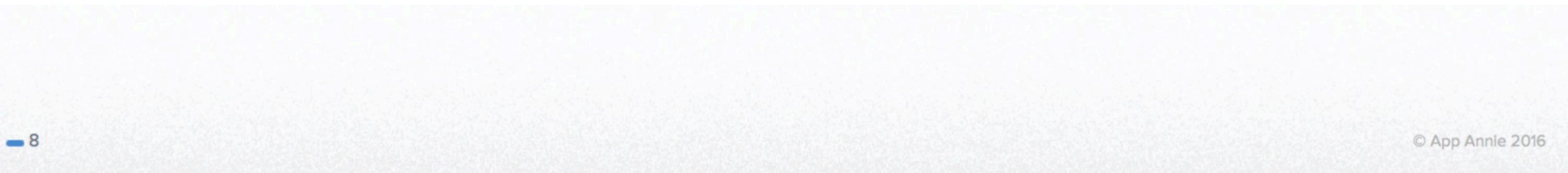
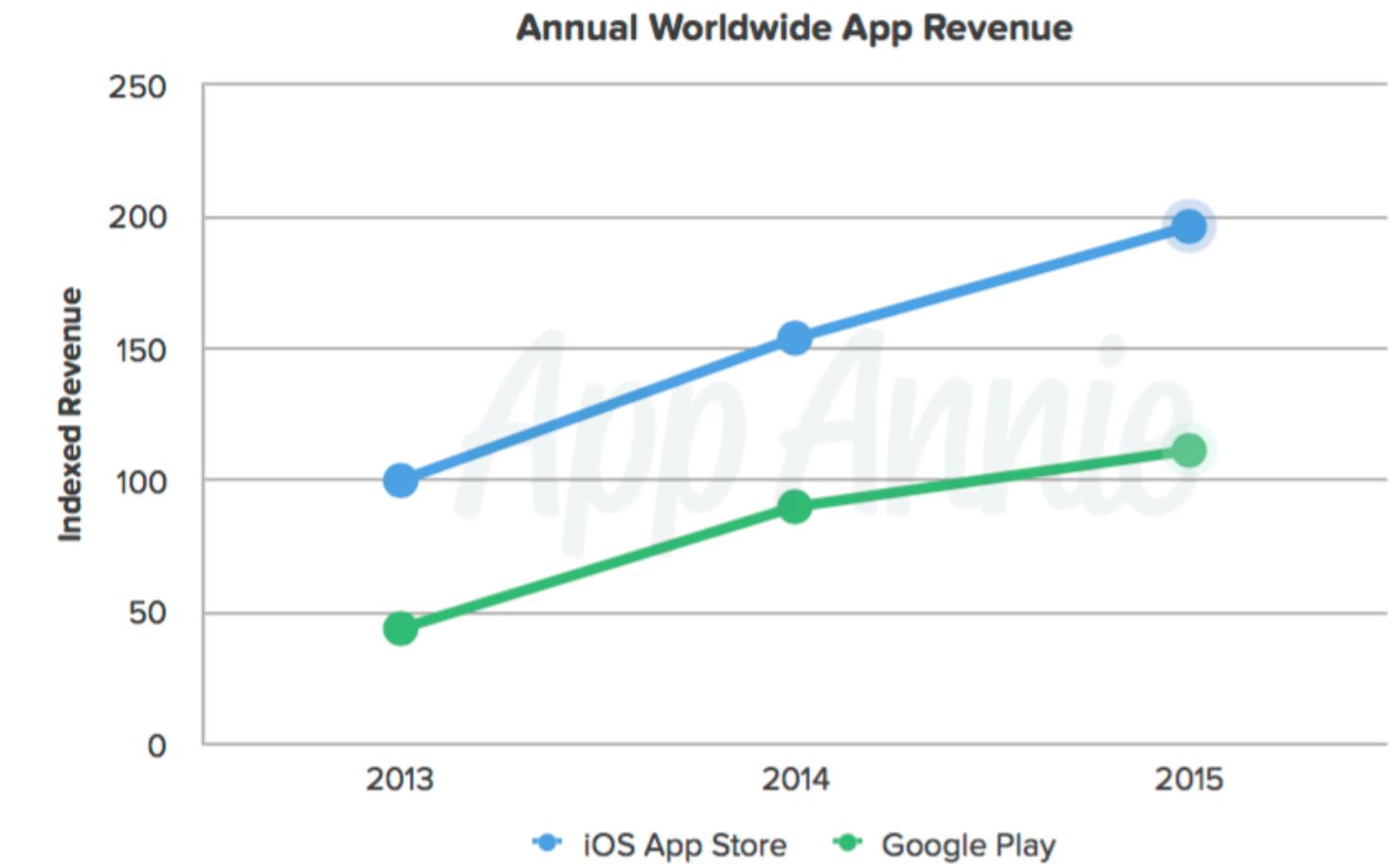
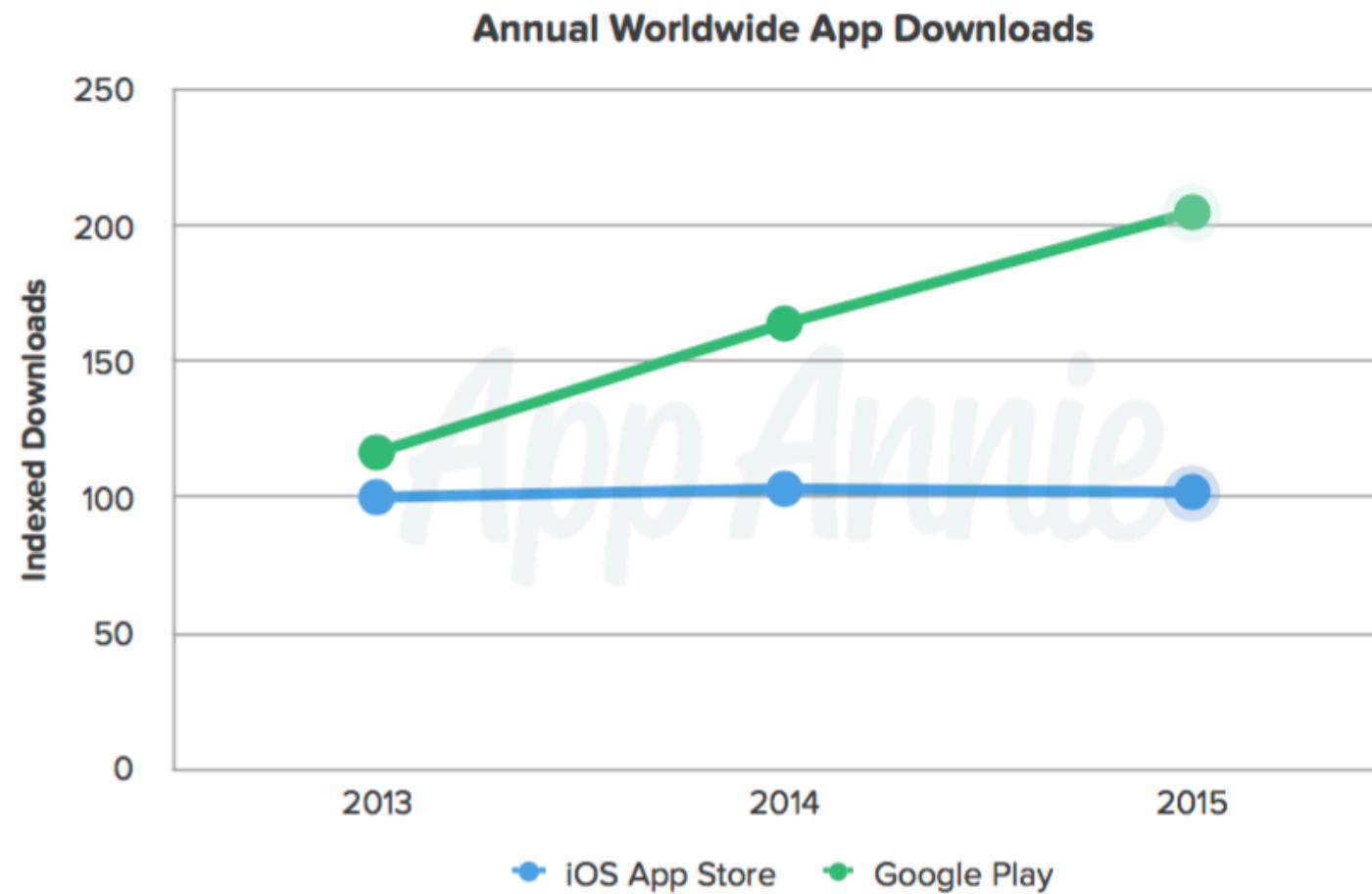
iGamestop Exclusive



TOTAL APPS



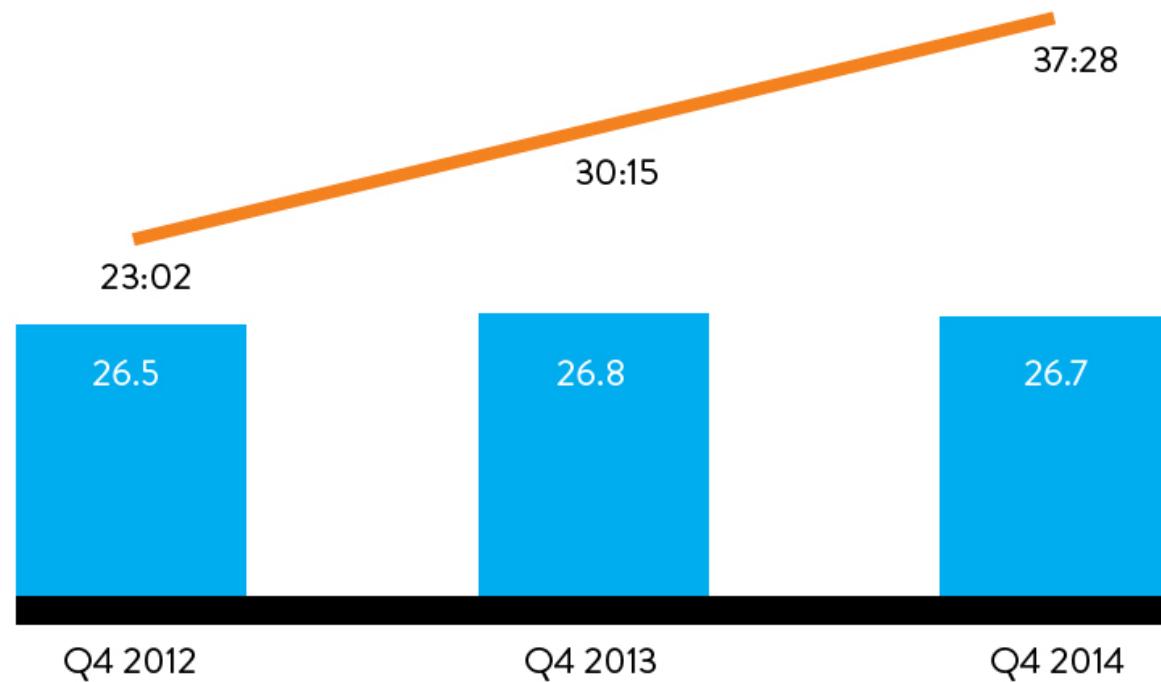
APPS DOWNLOADS



APPS USAGE

n

AVERAGE NUMBER OF APPS USED AND TIME PER PERSON PER MONTH



Read As: In Q4 2014, smartphone users accessed 26.7 apps per month on average, and spent 37 hours and 28 minutes per month on apps.

Source: Nielsen

SOWHAT

**EL TIEMPO ES LA CLAVE
Y EL DISEÑO DEBE HACERSE
ENFOCADO A LA MONETIZACION**

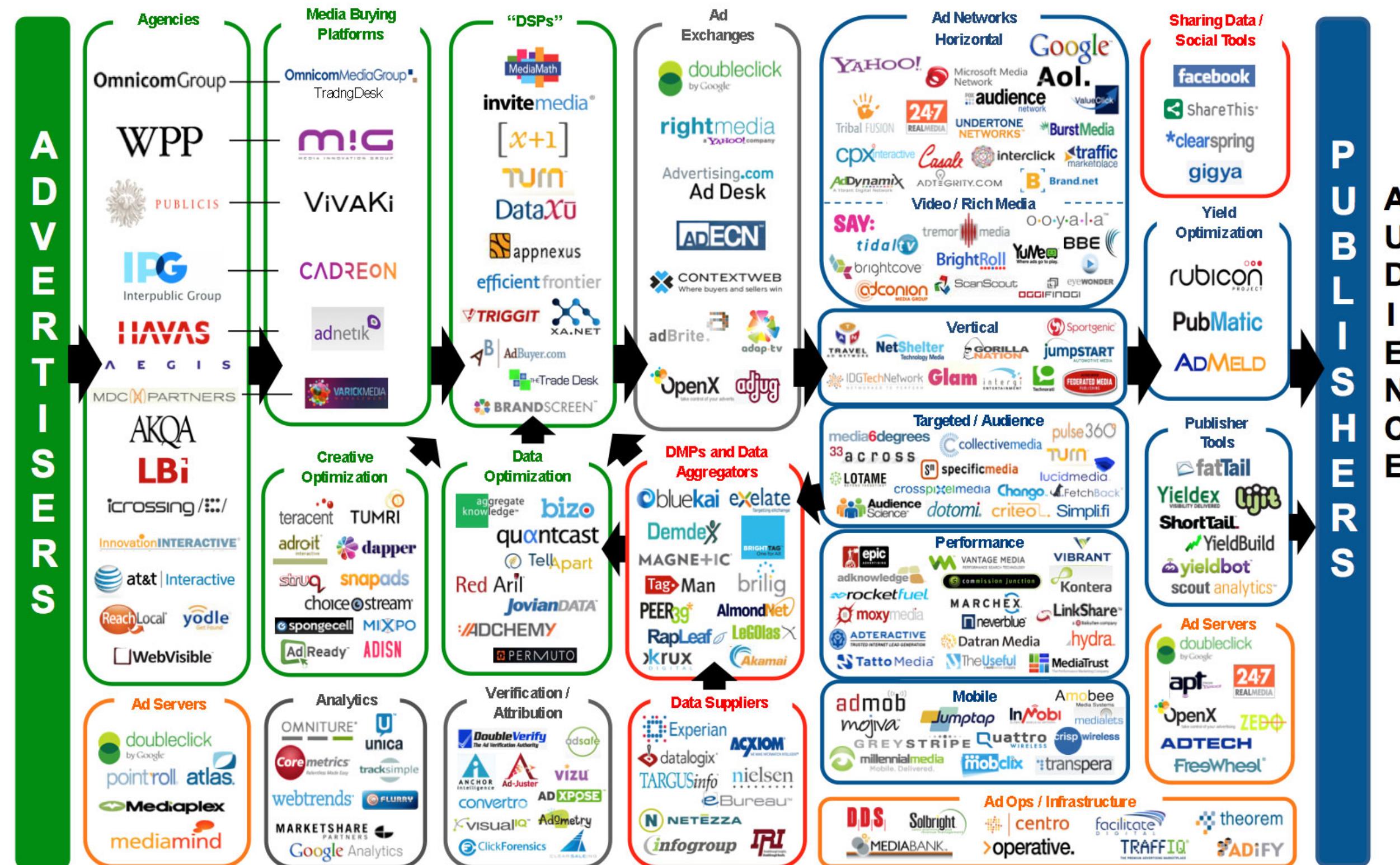
SOWHAT

- 1. MONETIZAR MAS EFICIENTEMENTE**
- 2. AYUDA A COMPRENDER QUÉ ESTÁ PASANDO**
- 3. TE AYUDA A PIVOTAR ANTES**

SOHOW

AD NETWORKS

Display Advertising Technology Landscape



WHYSOCOMPLEX

Ad tech is really simple. You just need an RFP from a DMP to help your SSP get the best eCPM from DSPs with RTB using an API in your SDK.

WTF ?





**KEEP
CALM
CAUSE
IDGAF**

SOME DATA

CPM < CPC < CPI

SOME DATA

ECPM: EFFECTIVE COST PER MILLE

CPM: COST PER MILLE

CPI: COST PER IMPRESSION

CPC: COST PER CLICK

CPE: COST PER ENGAGEMENT (INTERACTION)

CPI: COST PER INSTALL

CPA: COST PER ACTION

SOME DATA

FR < CTR < CR

SOME DATA

FR: FILL RATE

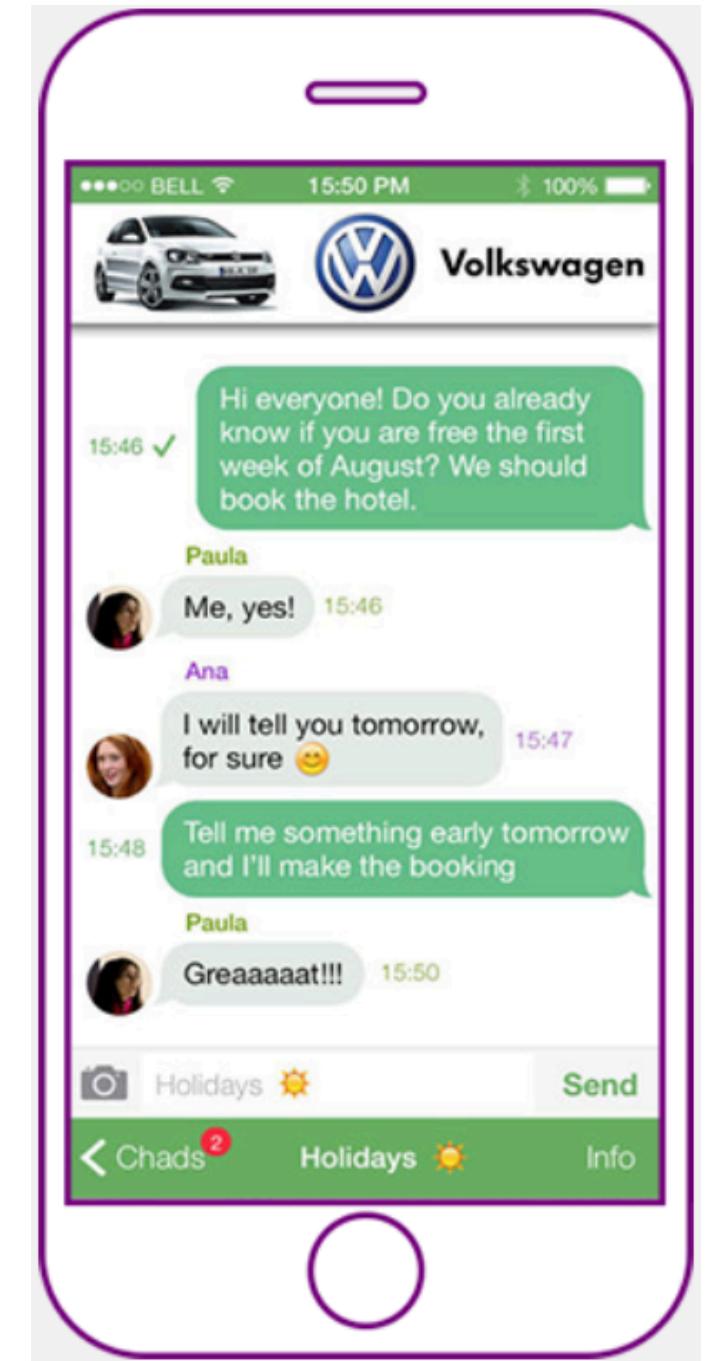
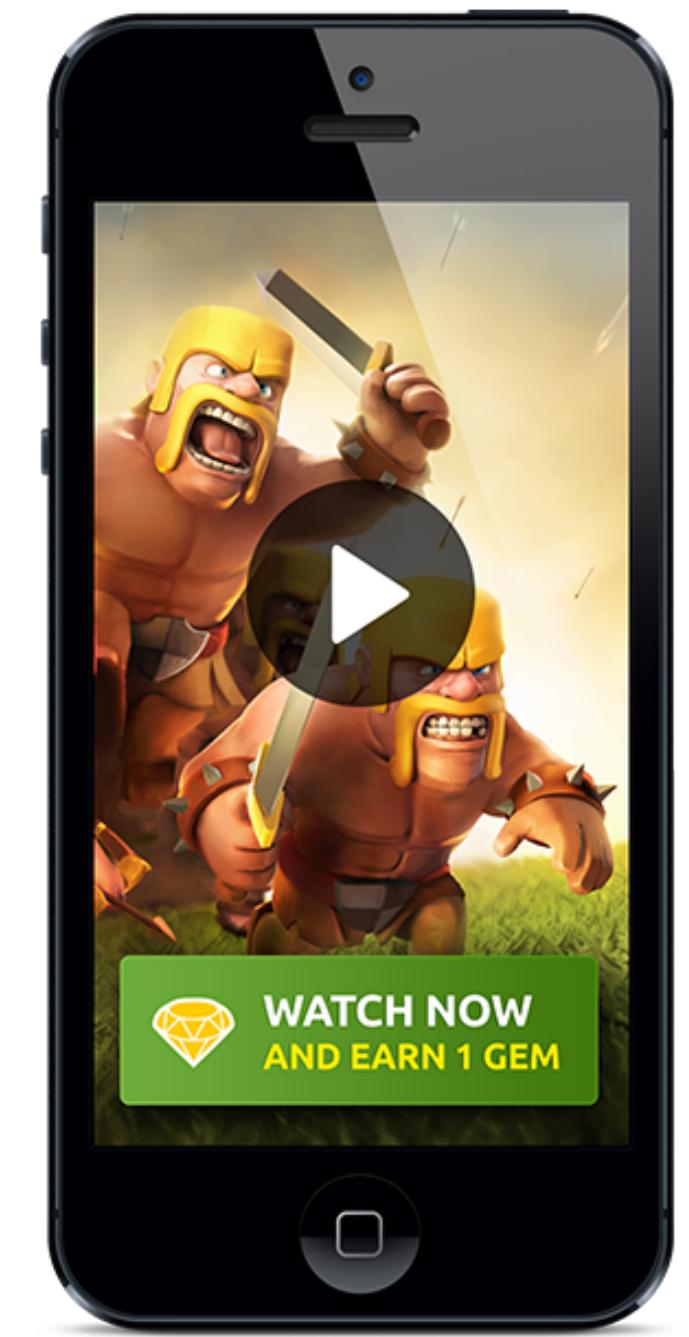
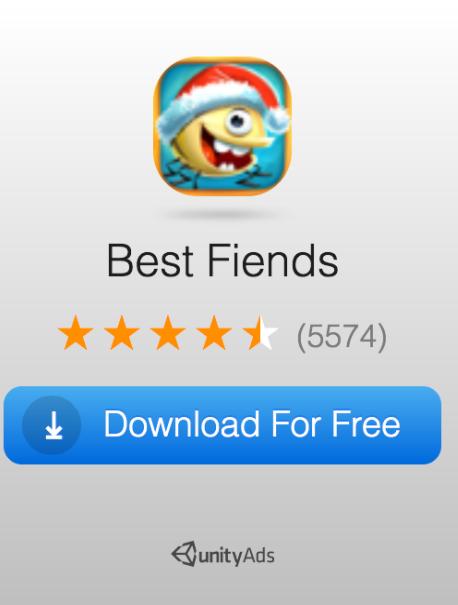
CTR: CLICK THROUGH RATE

CR: CONVERSION RATE

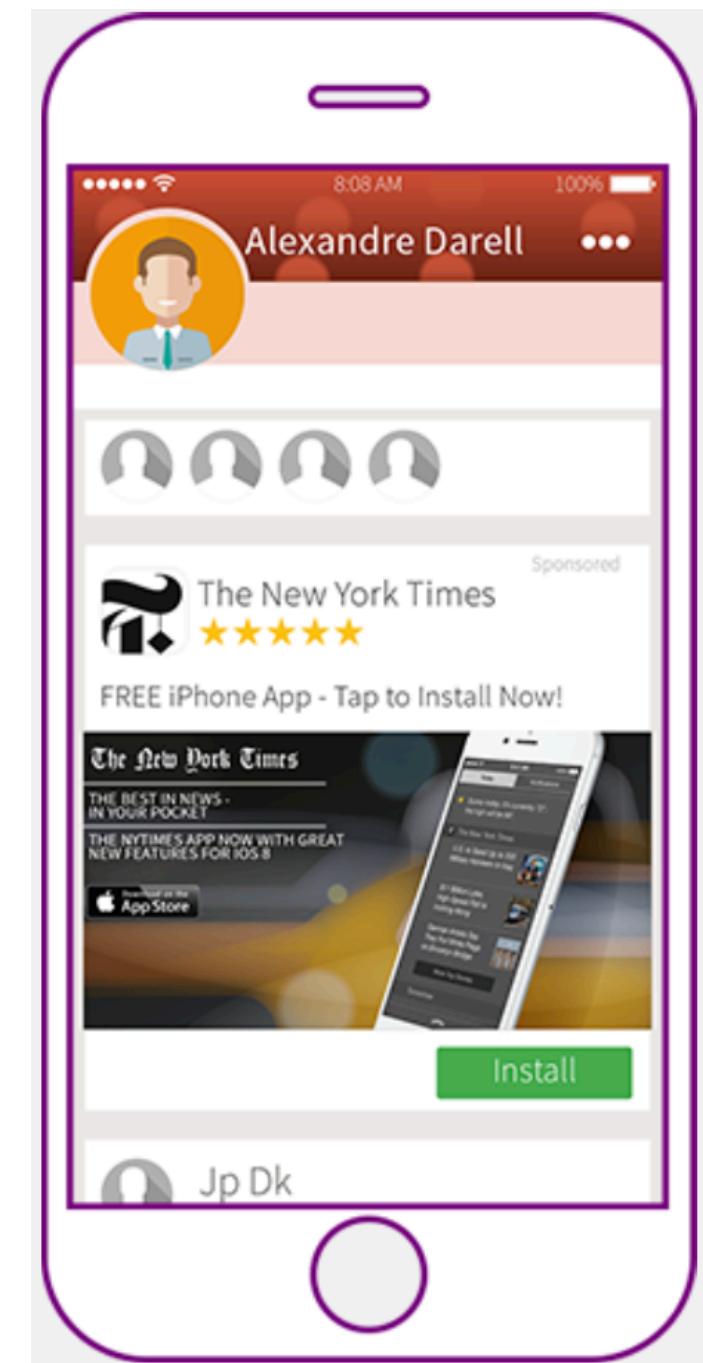
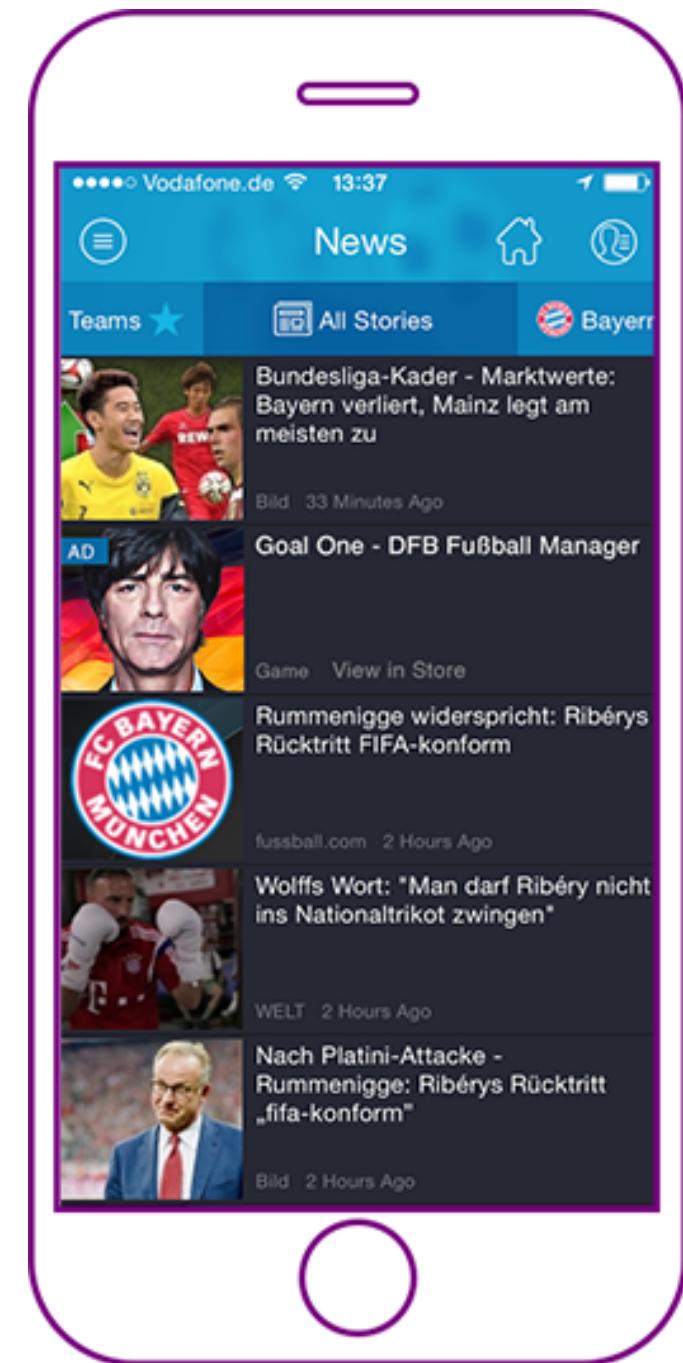


FORMATOS

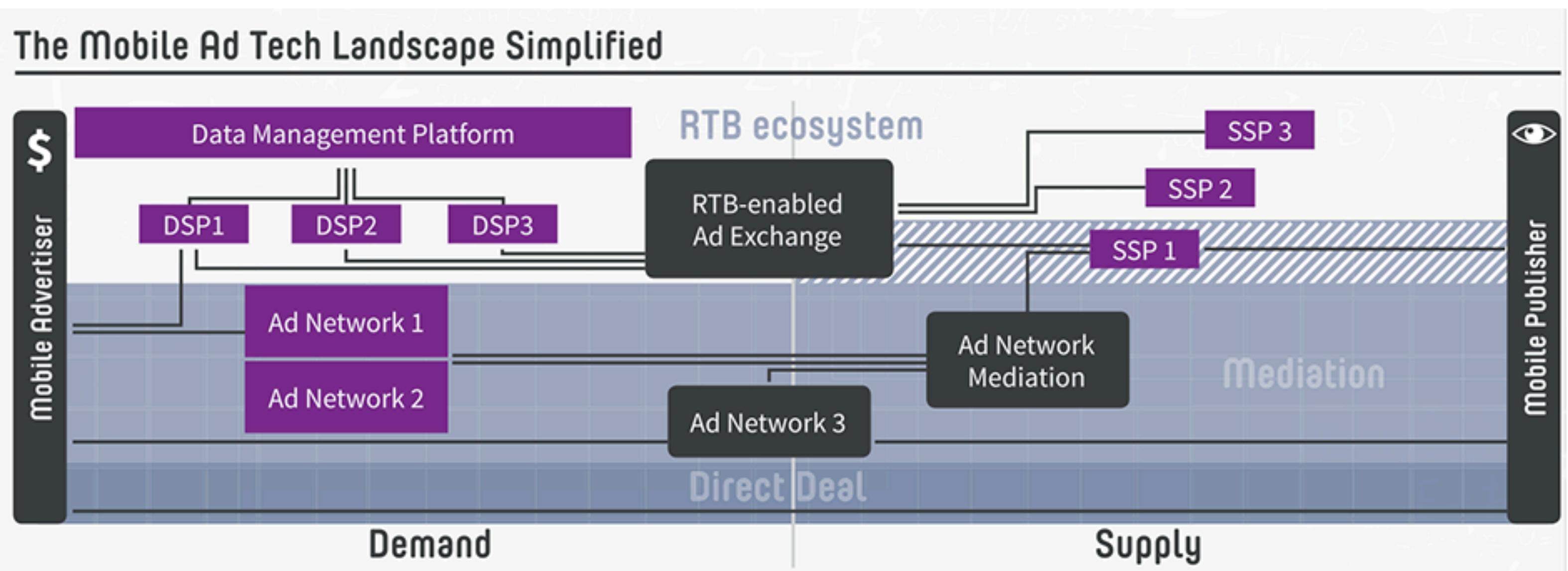
STANDARD INTRUSIVOS



NATIVE NATURALES



SOLUCIONES



GRACIAS

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