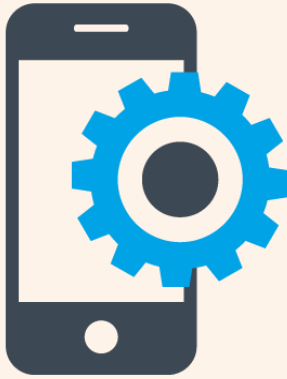


# Diploma in Mobile App Development

Part 1

## LESSON 7

Making Money in Mobile



MA  or: Oisin Feely



## LESSON 6: PUBLISHING YOUR APP

Getting Ready for Launch

The Final Checks

Google Play Developer Console

Launching the MVP

# 7

## LESSON 7: Making Money in Mobile

Monetization Models

Making Money from Free Apps

Maximizing your Revenue

Summary

Q & A

# LET'S BEGIN



START




























How Your App  
Can Turn a Profit?





# MONETIZATION MODELS

## Top Selling Apps

 <p>1. Minecraft: Pocket Edition Mojang</p> <p>★★★★★ €6.99</p>	 <p>2. HKC SecureCom HKC Ltd.</p> <p>★★★★★ €7.99</p>	 <p>3. iTheory Driving Test Swift Management AG</p> <p>★★★★★ €5.99</p>	 <p>4. Flightradar24 - Flight Tracker Flightradar24 AB</p> <p>★★★★★ €3.59</p>	 <p>5. Scribblenauts Unlimited Warner Bros. International</p> <p>★★★★★ €5.99</p>	 <p>6. Geometry Dash RobTop Games</p> <p>★★★★★ €2.09</p>	 <p>7. Scribblenauts Reloaded Warner Bros. International</p> <p>★★★★★ €0.74</p>	 <p>8. Blaze and the Monster Machines Nickelodeon</p> <p>★★★★★ €4.39</p>	 <p>9. Pocket Casts Shifty Jelly</p> <p>★★★★★ €2.99</p>
 <p>10. Ultimate Guitar Ultimate Guitar USA LLC</p> <p>★★★★★ €2.50</p>	 <p>11. Football Manager 2017 SEGA</p> <p>★★★★★ €8.99</p>	 <p>12. The Wonder Weebie Domus Technica</p> <p>★★★★★ €1.49</p>	 <p>13. The Chase Barnstorm Games</p> <p>★★★★★ €1.99</p>	 <p>14. AllCast Premium ClockworkMod</p> <p>★★★★★ €3.65</p>	 <p>15. Terraria 505 Games Srl</p> <p>★★★★★ €5.49</p>	 <p>16. Need for Speed Most Wanted ELECTRONIC ARTS</p> <p>★★★★★ €0.50</p>	 <p>17. 3D Parallax Backgrounds Vinwap</p> <p>★★★★★ €1.29</p>	 <p>18. Hitman Sniper SQUARE ENIX Ltd</p> <p>★★★★★ €0.99</p>
 <p>19. Farming Simulator 17 GIANTS Software</p> <p>★★★★★ €4.99</p>	 <p>20. Poweramp Full Version Max MP</p> <p>★★★★★ €3.99</p>	 <p>21. Torque Pro (OBD2 Scanner) Ian Hawkins</p> <p>★★★★★ €3.55</p>	 <p>22. Ski Tracks Core Coders Ltd</p> <p>★★★★★ €0.95</p>	 <p>23. XPERIA™ - Dual SIM Manager Sony Mobile Communications</p> <p>★★★★★ €1.99</p>	 <p>24. Five Nights at Freddy's Scott Cawthon</p> <p>★★★★★ €3.49</p>	 <p>25. PHECC Field Guide John Lally</p> <p>★★★★★ €1.79</p>	 <p>26. Nova Launcher TeslaCoil Software</p> <p>★★★★★ €5.25</p>	 <p>27. MONOPOLY ELECTRONIC ARTS</p> <p>★★★★★ €1.99</p>

## The Play Store

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Revenue Split

70:30

Can change a Paid app into a Free App but not vice-versa

Set up a Merchant Account



## Charging for your App

### **Know your Target Audience**

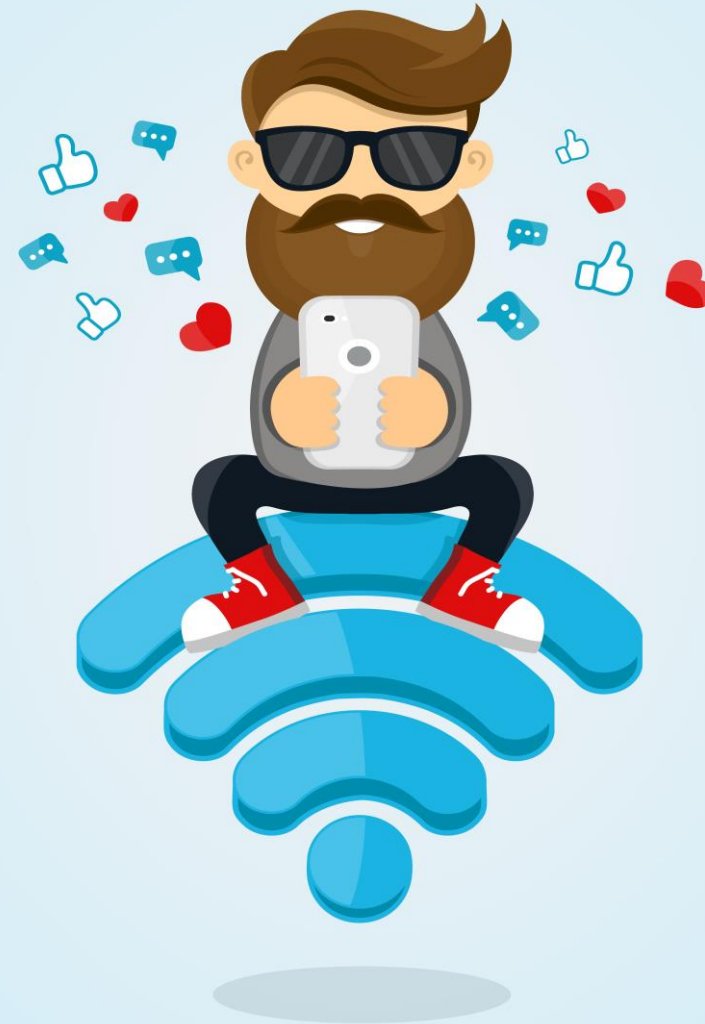
Are they willing to pay?  
Will they have a credit card?

### **Charging Initially Creates Expectations**

No Advertisements  
Feature-filled Experience

### **Smaller User-Base**

Customer Loyalty is High  
Further Purchases must be Cheap





## What Should You Charge?

### Competitive Analysis

Know your Market  
What are other Apps charging?

### Attract Attention

Undercutting Competitors  
Offer more Value for superior features

### 99c or More?

Complex Apps charge more  
Look Attractive & Provide Value  
Experiment with different Price Points!









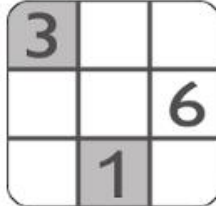


















### Remember

90% of Apps on the Play Store are Free



# MAKING MONEY FROM FREE APPS

## Apps

 <p>WhatsApp Messenger WhatsApp Inc.</p> <p>★★★★★</p>	 <p>Universal TV Remote CodeMatics Media Sol.</p> <p>★★★★★</p>	 <p>Stadium Horn Progimax</p> <p>★★★★★</p>	 <p>OneNote Microsoft Corporation</p> <p>★★★★★</p>	 <p>Groupon - Shop Deals Groupon, Inc.</p> <p>★★★★★</p>	 <p>Microsoft Excel Microsoft Corporation</p> <p>★★★★★</p>	 <p>Microsoft Word Microsoft Corporation</p> <p>★★★★★</p>	 <p>Top Ringtones RingtoneSounds</p> <p>★★★★★</p>	 <p>Sudoku genina.com</p> <p>★★★★★</p>
 <p>Adobe Acrobat Reader Adobe</p> <p>★★★★★</p>	 <p>imo beta free calls &amp; texts imo.im</p> <p>★★★★★</p>	 <p>Facebook Facebook</p> <p>★★★★★</p>	 <p>YouTube Google Inc.</p> <p>★★★★★</p>	 <p>QR &amp; Barcode Scanner Gamma Play</p> <p>★★★★★</p>	 <p>Night Vision Camera Fingersoft</p> <p>★★★★★</p>	 <p>VLC for Android Videolabs</p> <p>★★★★★</p>	 <p>Messenger Facebook</p> <p>★★★★★</p>	 <p>Microsoft PowerPoint Microsoft Corporation</p> <p>★★★★★</p>
 <p>AVG AntiVirus FREE AVG Mobile</p> <p>★★★★★</p>	 <p>Super-Bright LED Flashlight Surpax Inc.</p> <p>★★★★★</p>	 <p>Solitaire MobilityWare</p> <p>★★★★★</p>	 <p>Spotify Music Spotify Ltd.</p> <p>★★★★★</p>	 <p>Truecaller: Caller ID &amp; Spam True Software Scandinavia</p> <p>★★★★★</p>	 <p>Duolingo: Learn Languages Duolingo</p> <p>★★★★★</p>	 <p>Amazon Kindle Amazon Mobile LLC</p> <p>★★★★★</p>	 <p>Snapchat Snap Inc</p> <p>★★★★★</p>	 <p>Instagram Instagram</p> <p>★★★★★</p>

## Users love free stuff!

### **Know your Target Audience**

Advertisements

In-App Purchases

### **Freemium/Lite Version**

2 Versions

Limited functionality (Free)

Full functionality (Premium)

### **Wider User-Base**

Self-Promotion with Social Sharing

No Barriers to your Users





## How do you Make Money?

### Advertisements

Consistent Revenue Source  
Dependant on User Interaction  
Try explain and reward

### In-App Purchases

Sell Digital Content  
Sell Superior Features

### Engagement

Download & Delete  
Responding to Feedback  
Keeping Users  
Make use a habit





# MAXIMISING REVENUE



## User Generation

### Localization

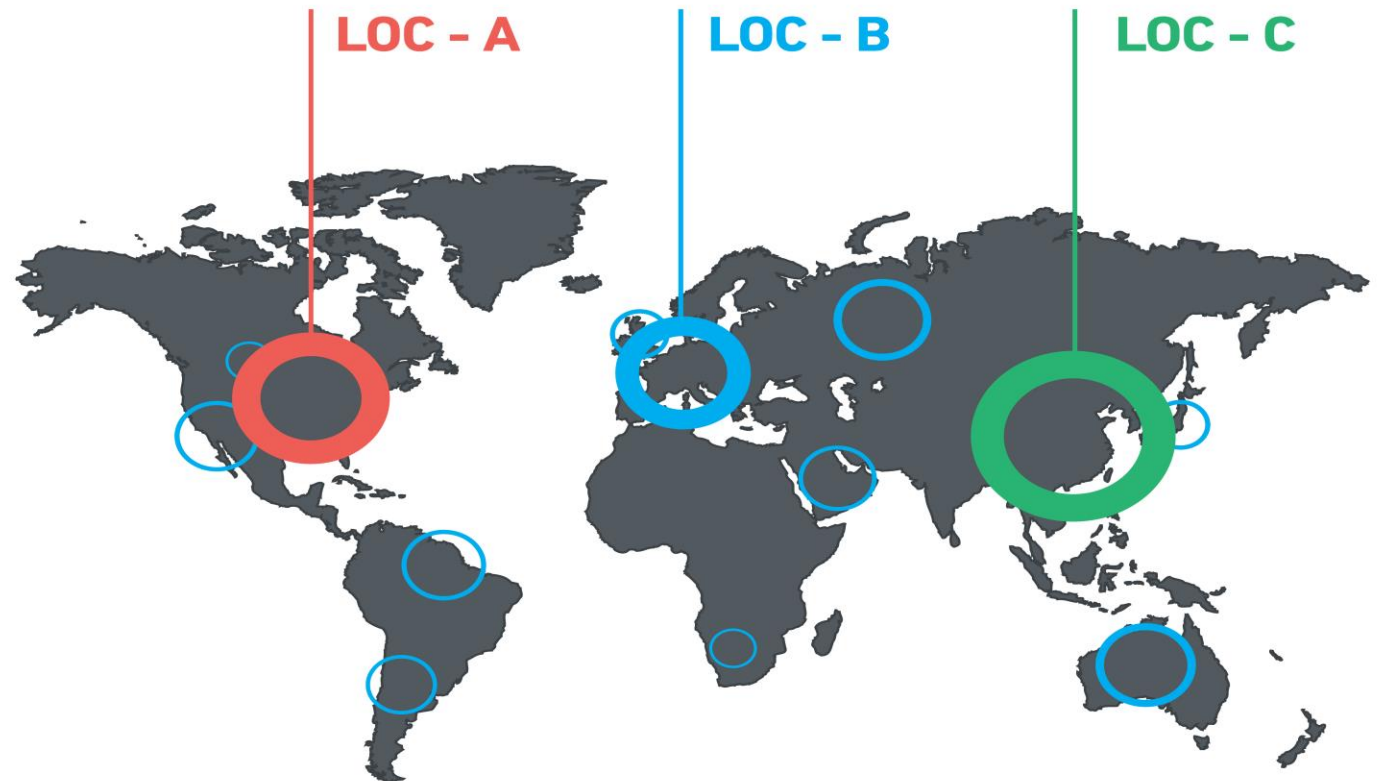
Target Your Audience Worldwide  
Promote your App Online

### Market the Launch

Knowledge is Power  
Create Initial Interest

### Read your Data

Are Users Active?  
Does the Data reveal any Bugs?  
Respond to User Feedback





## User Conversion

### **Large User-Base**

Not Everyone will Buy

Are these Users useless to you?

### **Gain Interest**

Make service/functionality valuable

Create a Buzz about the App

### **Generate Revenue**

Offer Ad-Free Version

Reward Players for Social Engagement

Keep Users Active for over 1 Month



## User Retention

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### App Maintenance

Don't Abandon your Users  
Update and release new features

### Social Aspect

Make it Fun to Share with Others  
Reward Users for Promoting the App





Time to see what **YOU** have been Inventing!  
Post a Screenshot of Your App

- ✓ Go To Shaw Academy's Facebook Page
- ✓ Use the **#ShawMADProgress** and Tell Us What You've Made!
- ✓ Search **#ShawMADProgress** to find Past Examples



## **#ShawMADProgress**



- ✓ Monetization Models
- ✓ Making Money from Paid Apps
- ✓ Maximizing Revenue

**Congratulations** you have taken the next step in **Android App Development!**

- Attend Lessons **LIVE** to ask **Questions** in real time and benefit the most
- We're here to help, so contact us anytime!
- [mobile.app@shawacademy.com](mailto:mobile.app@shawacademy.com)



The next session is “Development Analysis”

Development Tools Overview

Data Analysis

Intro to User Retention

Retention Strategies

Attend all of the lessons **LIVE** and your knowledge will grow

# QUESTION TIME

See you back for **Lesson 8**  
Development Analysis



MAD Educator: Oisín Feely

Watching a Recording? Email Us:

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