**ways to run ads on published App and barriers**

**Ads runWays**

There are two ways to add ads in our flutter application. One way is to directly add different ad networks like google ads, facebook ads etc. and another way is to add third party ad mediations like adMob which collect ads from different types of ad networks and show the ads in the app.

There are both pros and cons in ad networks and ad mediations. Like if we use ad networks directly, we can get more revenue than ad mediations. But if we want to add an ad network, then we have to implement each of the ad networks independently and every time there will be a versioning issue for each network, if we get any update from their platform platform.

On the other hand, if we use an ad mediation, then we have to only update the sdk version as per that ad mediation version. Which is easier and less troublesome.

**Barriers:**

We should keep in mind some information to add or open ad monetization in our published app, which are the common causes of bans regarding invalid clicks:

1. There should be more than 1000 downloads from play store to add monetization
2. At least 50-100 active users are needed
3. Don't click own ads
4. Don't tell friends to click on the ads
5. A page impression can still be counted towards revenue. Don't let friends browse our ad hosting pages on our account (this will be viewed as us)
6. Don't use copyrighted content
7. Don’t post or host malicious content (hacking etc...)
8. Don’t use pornographic materials on your site.
9. Don’t use any other ad service on your website while using AdSense
10. Don’t put more than 3 ads on any page.

Basically, Google wants genuine user interest. If most of the generated revenue from an app may have been from one person (intentional or not) which has led google to believe that the clicks were fake. Google uses a very sophisticated Artificial Intelligence program to track user mouse pointer location on the page and using the mouse pointer behavior it decides whether it’s a legit or fake click. Sometimes the app or website owner will click the links themselves. This 30 day ban is a cooling off period.