

Blog 2 - 15%

Task 1

- 1) Identify the main monetization models for an app
- 2) If your app were monetized, which monetization model would you use and why?
- 3) Provide 3 KPIs (Key Performance Indicators) you could use to gauge the success of your app
- 4) What is a profit margin? What is cost? What is revenue? Provide the formula for calculating profit margins

Task 2

In no more than one page, explain 5 similarities and 5 differences between Apple App Store Review Guidelines and Google Play Store Review Guidelines. The links to each of the guidelines can be found here.

<https://developer.apple.com/app-store/review/guidelines/>

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

Task 3

- 1) Explain the difference between customer acquisition and customer retention
- 2) What is a personal portfolio? How can you create a personal portfolio? What are the benefits of a personal portfolio?

Instructions:

1. Answer the above questions in a word document (max words 1000)
2. Follow APA format
3. Coverpage
4. Table of content
5. Main idea
6. Grammar and accuracy
7. Reference
8. No Plagiarism