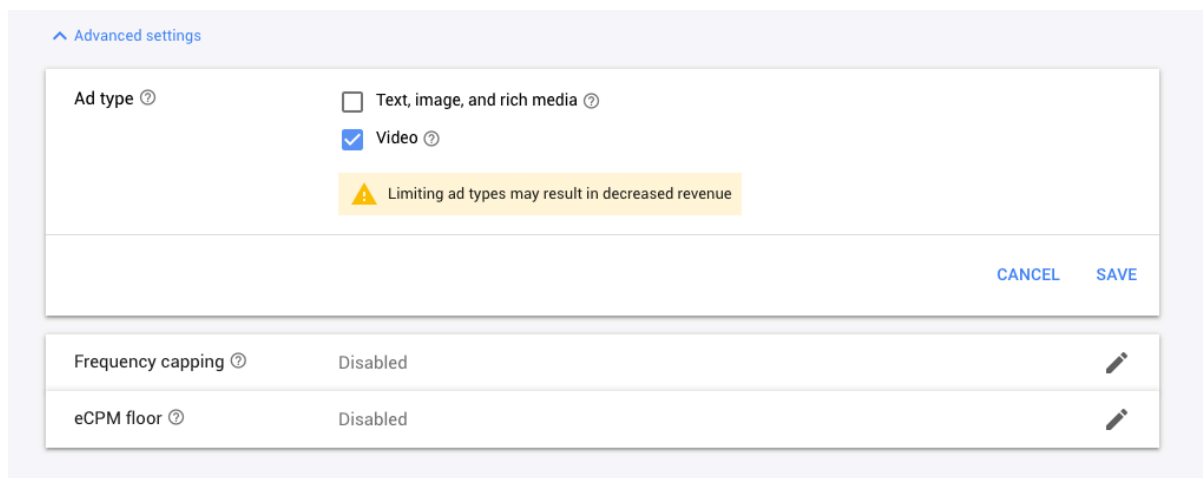


Optimizing AdMob

Select your app on AdMob, then select ad units

Once you select interstitial there is an advanced settings tab at the bottom.

- For ad type we usually just select video as we find it increases our revenue per user. Companies that are paying higher to gain users typically do so with video ads.
- Frequency capping isn't necessary to enable, this can limit how many ads are shown to a user within a time frame but we don't need that.
- There is also the option to change the eCPM floor. Basically it will not show ads that have a low bid, so you could set it to \$1 and it will block all the ads bidding below that. Sometimes this can increase revenue but it's a tricky balance where if you raise it too high your ad fill rate will go down (less ads are shown) and revenue does not increase. Also some countries will have a lower average bid, so you can adjust it per country/region. Typically we don't touch this but you can always start low and gradually increase it.

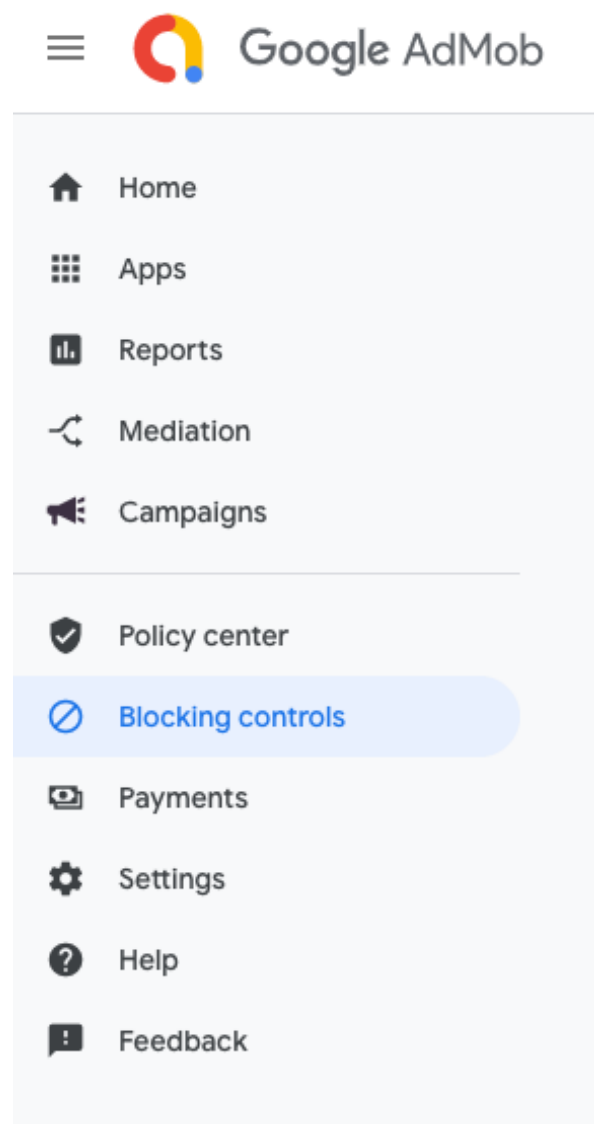


The screenshot shows the 'Advanced settings' section of the AdMob interface. It features a large card for 'Ad type' with two options: 'Text, image, and rich media' (unchecked) and 'Video' (checked). A yellow warning banner below the options states 'Limiting ad types may result in decreased revenue'. At the bottom right of the card are 'CANCEL' and 'SAVE' buttons. Below this card are two rows of settings: 'Frequency capping' and 'eCPM floor', both currently set to 'Disabled'. Each row has a pencil icon on the right for editing.

Advanced settings	
Ad type	<input type="checkbox"/> Text, image, and rich media <input checked="" type="checkbox"/> Video <div>⚠ Limiting ad types may result in decreased revenue</div>
<div>CANCEL SAVE</div>	
Frequency capping	Disabled
eCPM floor	Disabled

For banner and reward type ads we usually leave the advanced settings as default but you can always play around with the eCPM floor.

The other thing AdMob allows you to do is block certain ad categories. You can either do this to your whole account so every app you have has the same ad types blocked or you can do it to each app individually.



Under blocking controls there are two categories you can block by, General categories and sensitive categories.

Under general categories you can only block a maximum of 200 categories so you will have to pick and choose if you plan to block a lot of them. Once you have enough data it will display the percentage of ad impressions and the percentage of earnings. If a certain ad genre has a high percentage of impressions but a low percentage of earnings its showing a lot of ads and not giving you much money. So we typically block these ads that have an impression percentage higher than earning percentage. Here is an example.

Blocking controls					
AD REVIEW CENTER		GENERAL CATEGORIES	SENSITIVE CATEGORIES	APP INSTALL ADS	ADVERTISE >
<div><div></div><div>Search general categories</div><div>SEARCH</div></div>					
All categories		56 blocked categories (144 remaining)			
Allowed or blocked	Category name ↓	% Ad Impressions (last 30 days)	% Earnings (last 30 days)	Number of Blocked Sub-Categories	
<input type="checkbox"/> Allowed	Apparel (18) > ?	3.9%	4.8%	0 / 18	
<input checked="" type="checkbox"/> Blocked	Arts & Entertainment (23) > ?	7.5%	4.6%	23 / 23	
<input type="checkbox"/> Allowed	Autos & Vehicles (16) > ?	1.7%	2.8%	0 / 16	
<input type="checkbox"/> Allowed	Beauty & Personal Care (17) > ?	2.6%	3.0%	0 / 17	
<input type="checkbox"/> Allowed	Business & Industrial (24) > ?	9.1%	7.8%	0 / 24	
<input type="checkbox"/> Allowed	Computers & Consumer Electronics (27) > ?	12.7%	10.1%	0 / 27	
<input checked="" type="checkbox"/> Blocked	Dining & Nightlife (7) > ?	1.3%	0.8%	7 / 7	
<input checked="" type="checkbox"/> Blocked	Family & Community (26) > ?	4.5%	3.7%	26 / 26	
<input type="checkbox"/> Allowed	Finance (52) > ?	4.9%	5.6%	0 / 52	
<input type="checkbox"/> Allowed	Food & Groceries (27) > ?	1.5%	1.9%	0 / 27	
<input type="checkbox"/> Allowed	Health (65) > ?	1.9%	1.7%	0 / 65	
<input type="checkbox"/> Allowed	Hobbies, Games & Leisure (60) > ?	47.8%	56.0%	0 / 60	
<input type="checkbox"/> Allowed	Home & Garden (27) > ?	1.8%	3.9%	0 / 27	
<input type="checkbox"/> Allowed	Internet & Telecom (18) > ?	21.8%	17.9%	0 / 18	

You can do this for both general categories and sensitive categories.

Also if your app is rated for children it is a good idea to block most sensitive categories that wouldn't be appropriate for children (dating, sex & sexuality etc.) as google can make you increase the age rating for the app if the ads contain these things.

AD REVIEW CENTER			
GENERAL CATEGORIES			
SENSITIVE CATEGORIES			
APP INSTALL ADS			
ADVERTIS >			
Standard ⓘ			
Allowed or blocked	Category name ↓	% Ad Impressions (last 30 days)	% Earnings (last 30 days)
<input checked="" type="checkbox"/> Blocked	Black Magic, Astrology & Esoteric ⓘ	0.2%	0.0%
<input checked="" type="checkbox"/> Blocked	Cosmetic Procedures & Body Modification ⓘ	0.3%	0.2%
<input checked="" type="checkbox"/> Blocked	Dating ⓘ	1.4%	1.0%
<input checked="" type="checkbox"/> Blocked	Downloadable Utilities ⓘ	0.6%	0.5%
<input checked="" type="checkbox"/> Blocked	Drugs & Supplements ⓘ	0.3%	0.2%
<input checked="" type="checkbox"/> Blocked	Get Rich Quick ⓘ	2.2%	1.6%
<input checked="" type="checkbox"/> Blocked	Politics ⓘ	0.5%	0.2%
<input checked="" type="checkbox"/> Blocked	References to Sex & Sexuality ⓘ	1.1%	0.5%
<input checked="" type="checkbox"/> Blocked	Religion ⓘ	1.0%	0.7%
<input checked="" type="checkbox"/> Blocked	Sensationalism ⓘ	1.3%	0.1%
<input checked="" type="checkbox"/> Blocked	Sexual & Reproductive Health ⓘ	0.1%	0.1%
<input checked="" type="checkbox"/> Blocked	Significant Skin Exposure ⓘ	1.2%	0.6%
<input checked="" type="checkbox"/> Blocked	Social Casino Games ⓘ	--	--
<input type="checkbox"/> Allowed	Video Games (Casual & Online) ⓘ	43.4%	51.6%
<input checked="" type="checkbox"/> Blocked	Weight Loss ⓘ	0.1%	0.2%
14 blocked categories			