

MARKETING YOUR ANDROID APPS

Lesson 1 Introduction to Monetization

- Monetize and growing your app are going to be some of the most challenging areas that you are going to face when you launch your app.
- The real why is on you, but remember that it is not difficult, the market is growing very fast!
- You can do it with In app Advertising or In App Purchases.
- App monetization strategy. Start creating an app monetization strategy that best fit for your app.

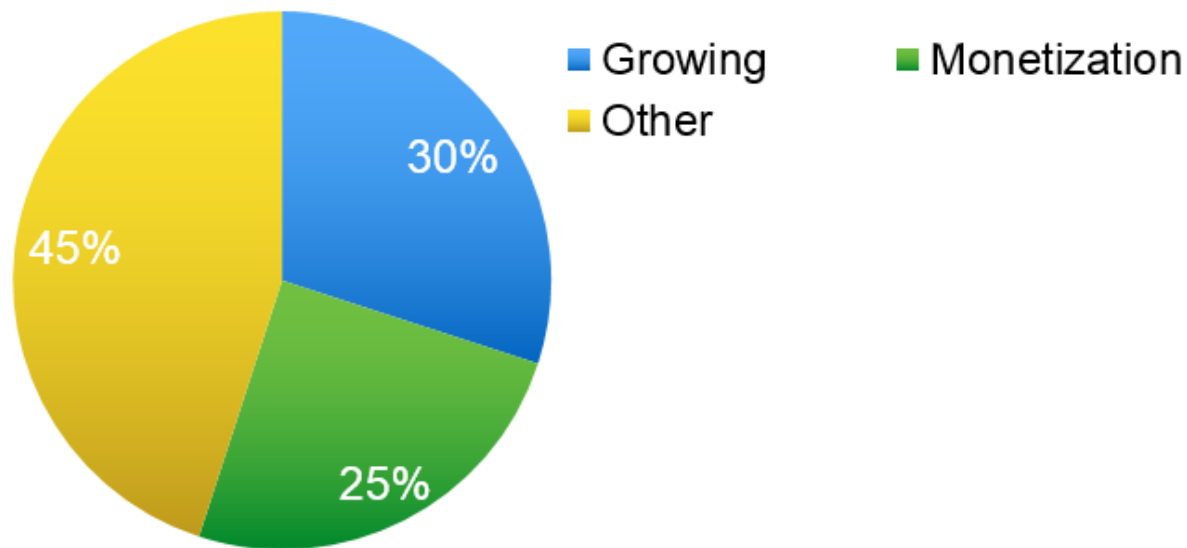
Introduction to Monetization

- Introduction to App Monetization.
- Why and How to monetize your application.
- How to monetize your app using subscription & in-app model.
- How to monetize your app using advertising.
- Data from App Market.
- App Monetization Strategy Template

Introduction to App Monetization

Creating and publishing a mobile app is a journey. One that isn't without potential pitfalls and detours. So before you take your first step, it's important to know where you're going and to plan a clear route to get there. You have your big app idea. But who are your users? Get to know them first – before you even begin to build your app. Then, once your app is published, you can use data and insights gathered through user interaction to tweak it for greater success. Mobile is deeply embedded in our daily lives – in fact, it seems we're almost obsessed with our apps. Out of the 34 hours and 45 minutes users spend on mobile each month, 89% of that time* is spent on apps.

Most challenging areas for developers:



Tools that we are going to use:



Google Tag Manager



Google Analytics



AdMob
by Google

First Steps before start making money with your app!

1. Integrate Google Analytics to your app.
2. Get data from GA to understand your users.

First Steps before start making money with your app!

- How many installs has your app generated? And how much does each download cost you?
- Where did your downloads come from?
- Are your users high-quality and loyal to your app?
- Do you want to achieve a certain engagement time?
- If you make a few tweaks to your app interface, would people be more engaged?
- When's the best time to offer in-app purchases?
- What's your user retention rate?

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