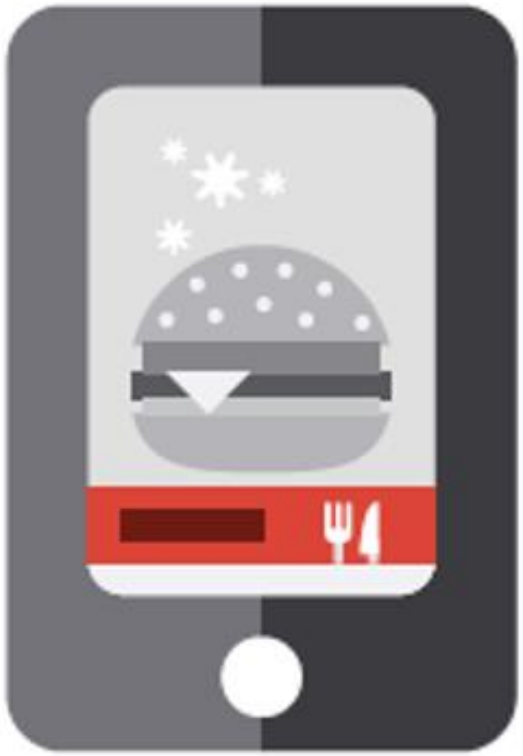
MARKETING YOUR ANDROID APPS

Lesson 2
IAPs + Advertising = Killer Combination!

Intro Lesson 2

- Advertising model. How to select the correct ad network, integrate to your app and configure it.
- IAPs and Subscription Model. Select the correct to your app.
- Key performance indicators. How to select yours and create a dashboard in analytics for this.

MARKETING YOUR ANDROID APPS



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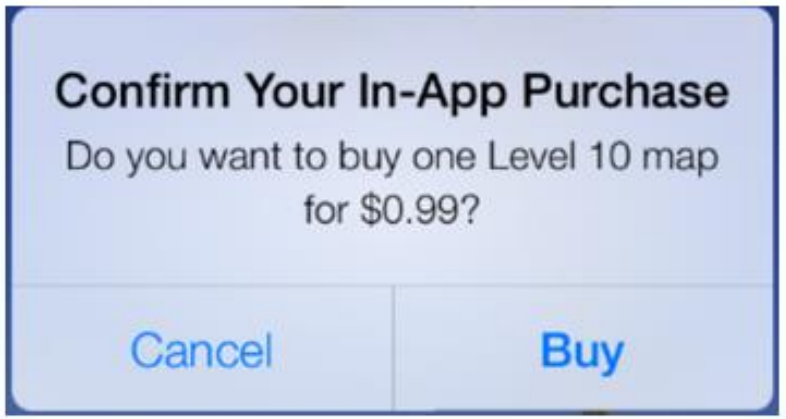


Why you should combine both?

- Through analysis of over 10,000 top Android apps, we found that games can earn approximately 117% more revenue by adding ads to apps using IAP.

- The key challenge in testing the hybrid model is to properly segment and target users in order to provide a great experience for both paying and nonpaying users.

- A third of developers surveyed have embraced the hybrid monetization model, which enabled them to monetize more users in a way that optimizes for user experience.

3 characteristics of the hybrid model

Data Driven

Real - Time Target

Revenue Maximization

Study from Google

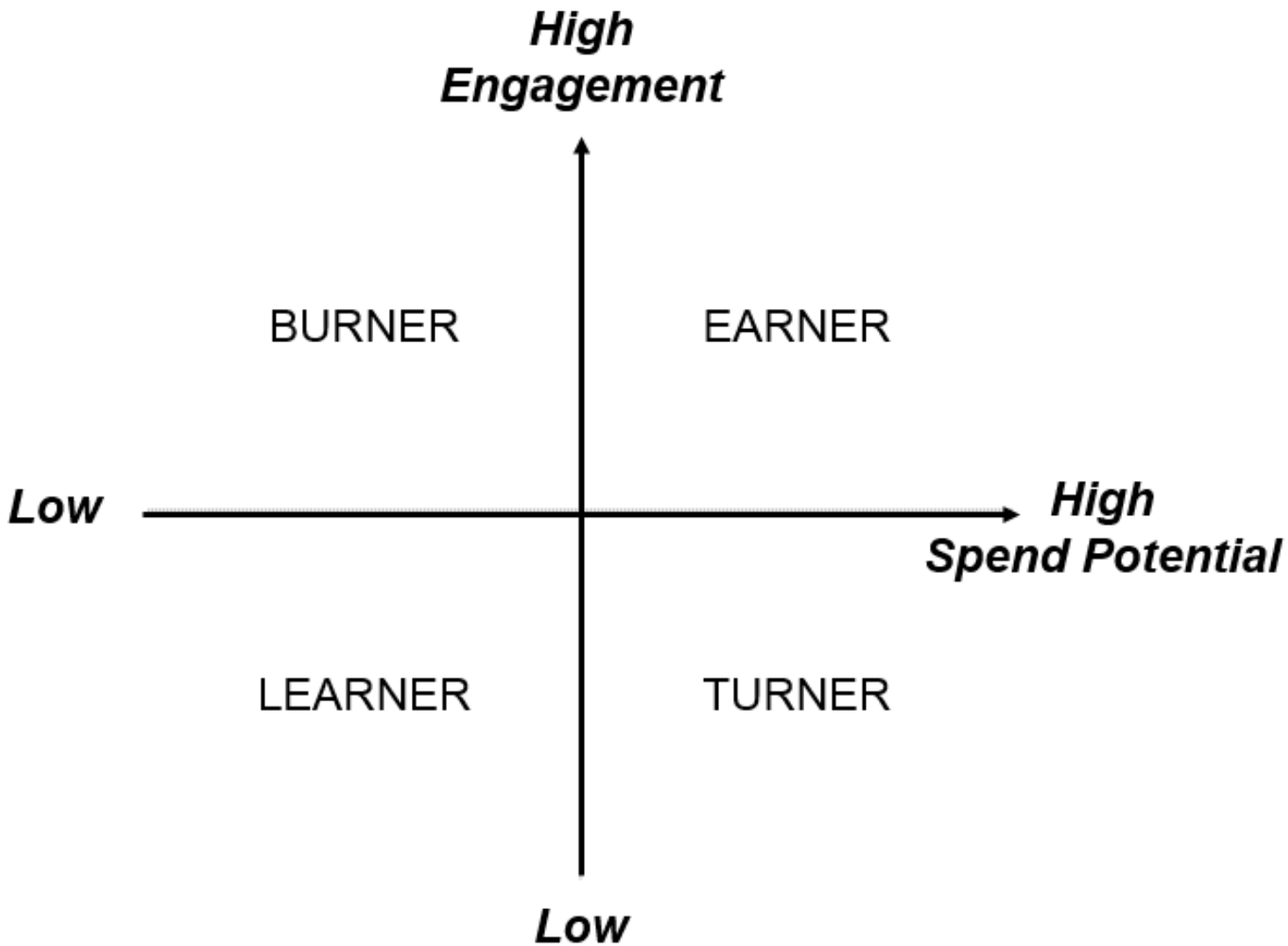
63%

MORE REVENUE
USING BOTH!

The principles of building an effective hybrid monetization strategy

To build a strong hybrid monetization strategy, developers need to:

- Identify the signals required to segment users and predict their purchasing potential.
- Optimize the format, timing, frequency, and placement of each monetization opportunity, whether it be an IAP tem or a regular paid ad.
- Build or find the tools to automatically target the right users with the right monetization opportunity in real time.


High
Engagement
BURNER
EARNER
Low
High
Spend Potential
LEARNER
TURNER
Low

Native Ads Best

Go Hybrid at launch.

Try different ad formats.

Run Experiment

Optimize Timing of your Ads

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