MARKETING YOUR ANDROID APPS

Lesson 2
Extra: PRO Native Ads

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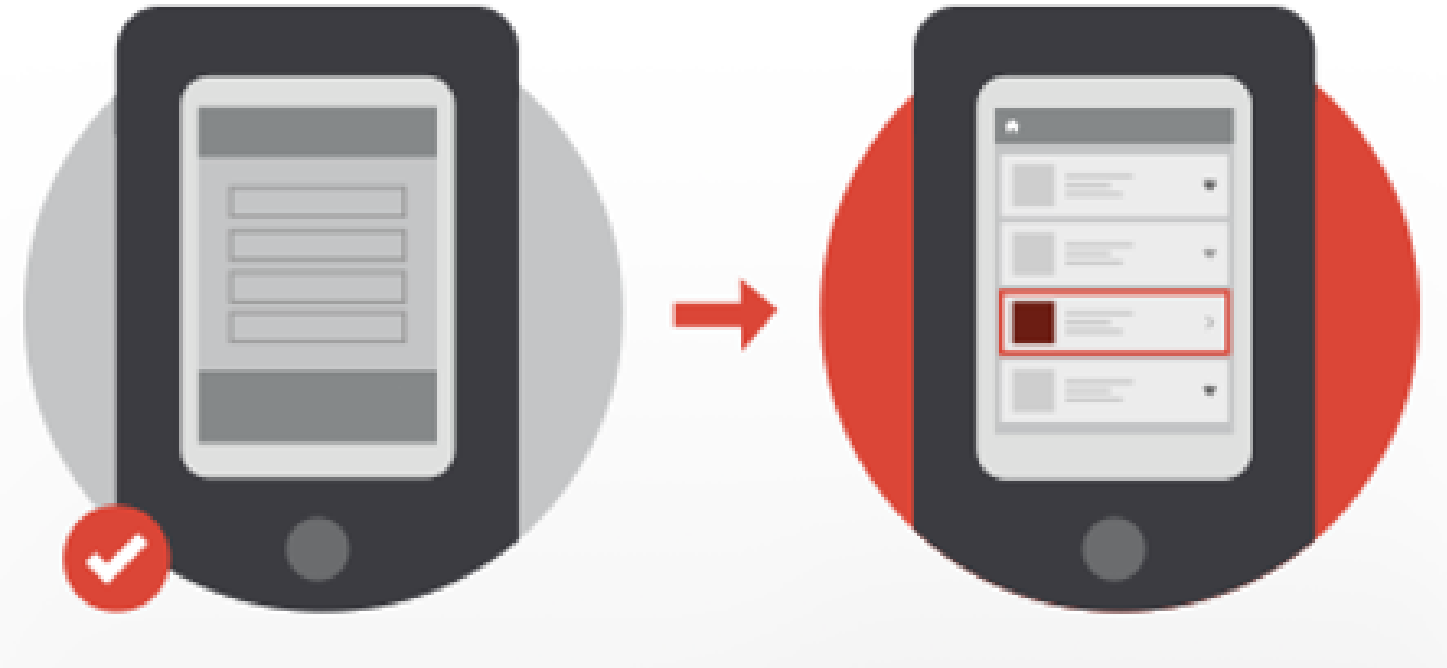
Why use Native Ads?



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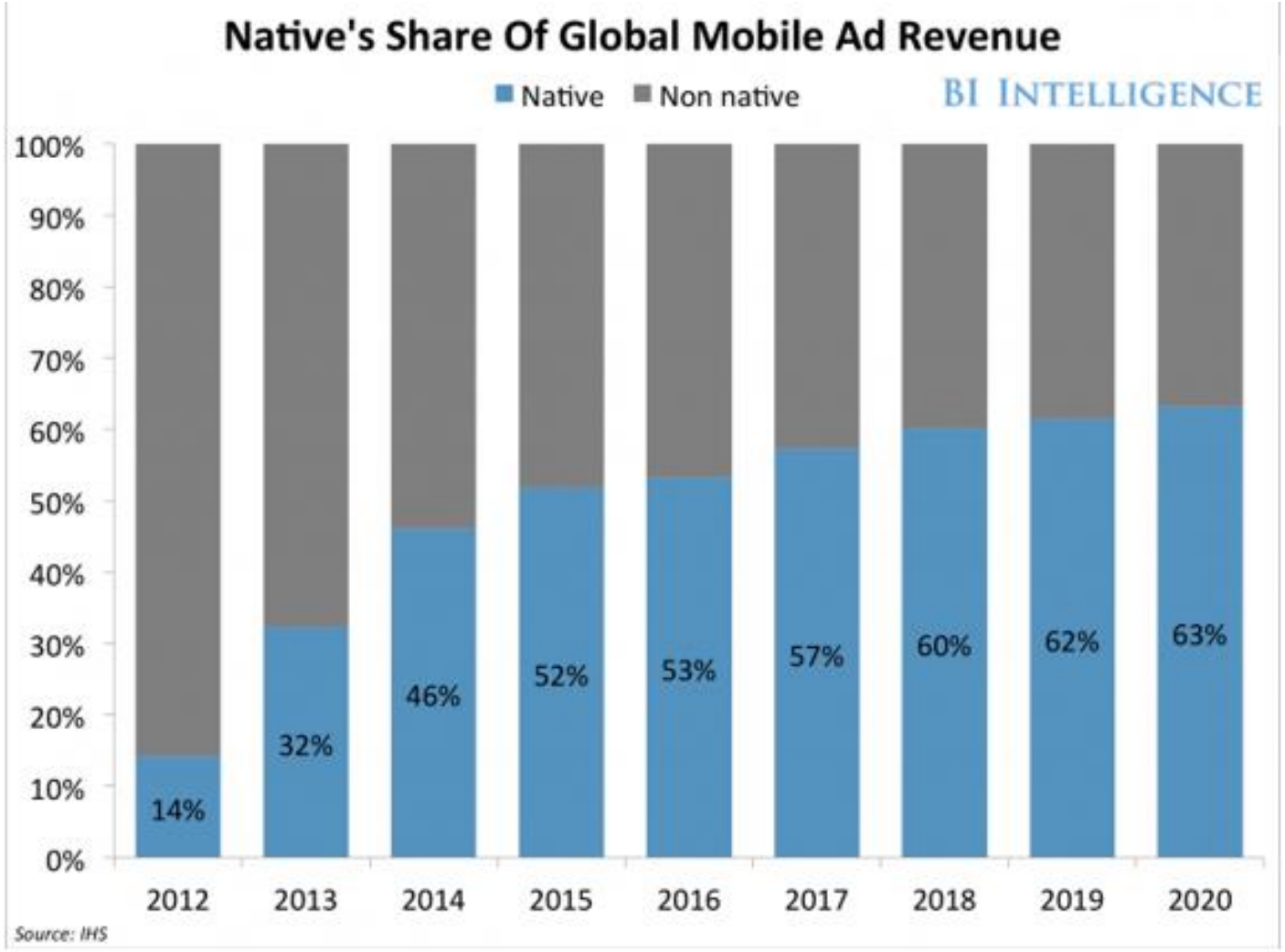
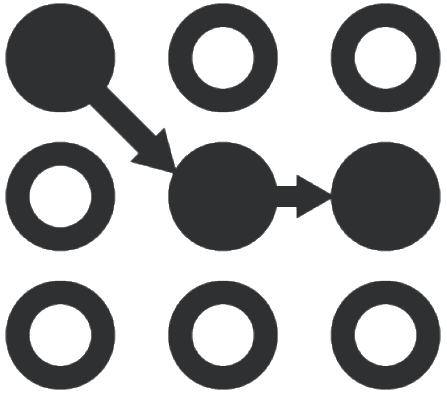


Best Practices: Be Consistent

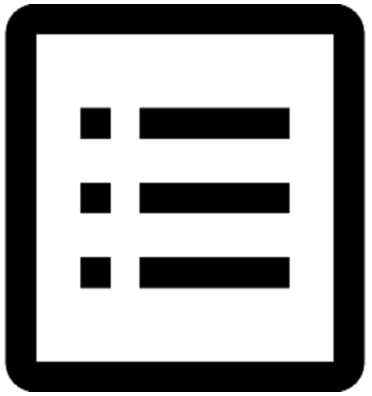


- Be consistent with your app's user flow.

- Be consistent with your app's look and feel

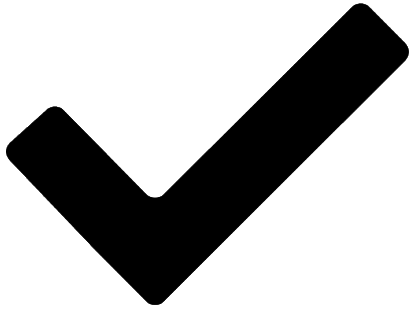
Best Practices: Be Clear

- Bring clarity to your user.



- Simplify the details

Best Practices: Be Thoughtful and Appreciative



- Perfect the details
- Respond to feedback

Run A/B Testing for Native Ads

- Start with a defined Goal and Hypothesis
- Set up the Test
- Run the Experiment
- Make a decision

Tips for experimenting

- Only test where it matters.
- Stick to test one variable at a time.
- Run experiments long enough and with enough users
- Consider testing the entire ad.

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