

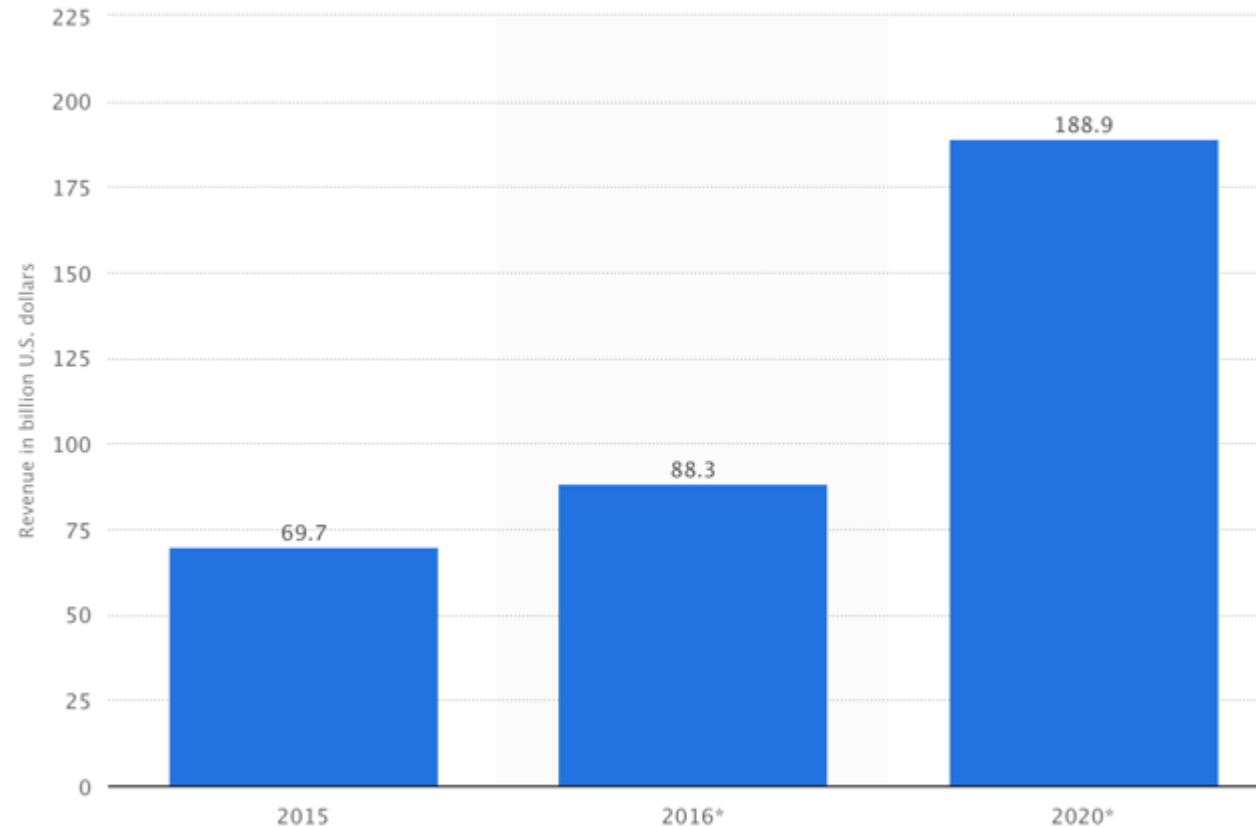
MARKETING YOUR ANDROID APPS

Lesson 1 Why and how to monetize apps

**1st of All
It's difficult?**

Absolutely no!

Worldwide mobile app revenues in 2015, 2016 and 2020 (in billion U.S. dollars)

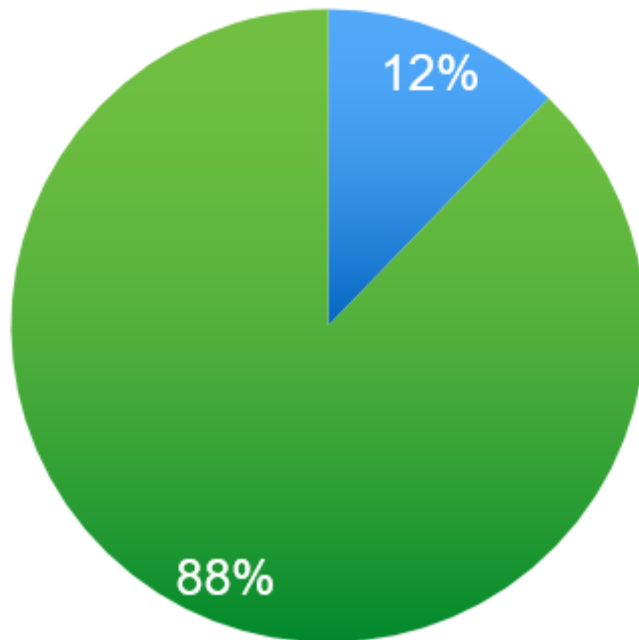


Source: [statista.com](https://www.statista.com)

**Real Why is on You!
How?**

Advertising vs Subscription & In-App

■ Advertising ■ Subscription



Advertising.

Subs & In-App: Subscription, in-app purchase, paid, paymium.

Source: [statista.com](https://www.statista.com)

Understand that your monetization strategy is not just another set of task to do... it is part of your whole app.

**Your monetization strategy will impact
directly in the perception that the
users have about your app.**

Example of Perception



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