MARKETING YOUR ANDROID APPS

Lesson 2
Mobile App Monetization
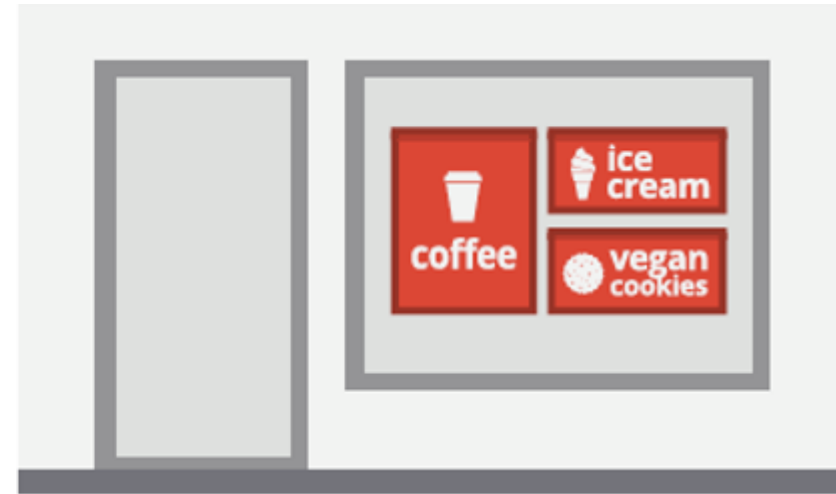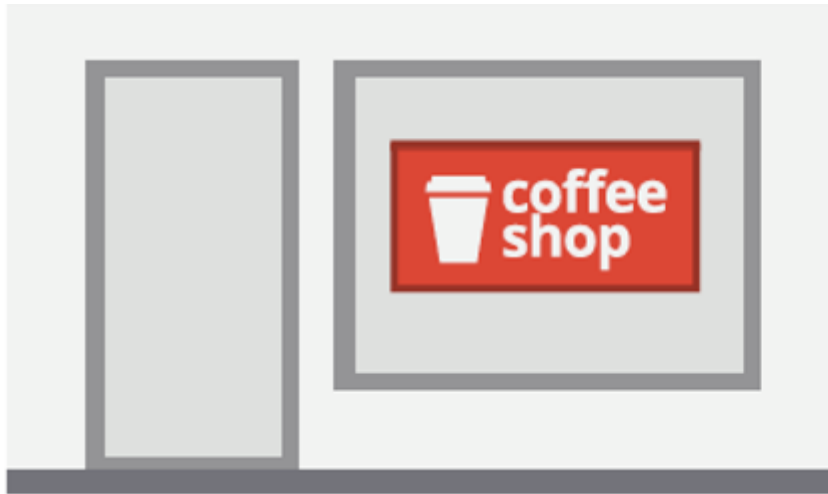
Lesson 2: Mobile App Monetization

1. **Monetization Models: Advertising 101.**

2. **Monetization Models: Subscriptions, In-app, Premium, Paymium 101.**

3. **Key Performance Indicators & Analytics.**

4. **User Acquisition.**

5. **Optimization and scale.**

1. Monetization Models: Advertising

A clear trend is emerging in the world of smartphones – people want free apps. According to a study by Juniper Research, just over 1% of apps are now paid for at the point of download.

Companies like PicsArt and Trivia Crack have hundreds of millions of downloads each and use advertising as a major revenue source. VisionMobile predicts that the in-app advertising market will be worth $62B by 2017.

As a mobile app developer, your app is similar to that busy storefront:

- You have people visiting your app every day

- Your app has available space where ads can be displayed

- There are other businesses who want to advertise to your users

What is an Ad Networks: Ad networks do the hard work of bringing together the parties that participate in online advertising, making it simpler for everyone involved to succeed.

This allows you, the developer, to spend less time marketing your advertising space and more time focused on creating the best app for your users.

How to Choose the correct Ad Network?

Choosing the correct network

How much revenue can bring the ad network to you?

✓ **eCPM: Effective cost per mile is calculated by dividing total earnings by total number of impressions in thousands**

$$\frac{\text{Total Earnings}}{\text{Impressions}} \times 1000 = \text{eCPM}$$

$$\frac{\$10{,}000}{1{,}000{,}000} \times 1000 = \$10.00$$

How much revenue can bring the ad network to you?

✓ **Fill Rate: The number of times an ad network delivers an ad to an app divided by the number of times that app requested an ad**

$$\frac{\text{\# of Ads Delivered}}{\text{\# of Ads Requested}} = \text{Fill Rate}$$
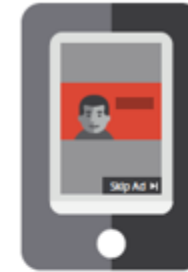
How much revenue can bring the ad network to you?

	Network A:	Network B:
Impressions	500,000	500,000
eCPM:	$5.00	$2.50
Fill Rate:	30%	80%
Total Revenue:	$750,000	**$1,000,000**

What kind of Ads the network have:

Banner Ads: Appear at the top or bottom of users screens and usually expand to full screen when tapped.

Video Ads: Feature engaging videos, allowing the users to expand the video when tapped.

Native Ads: Flexibility to alter the ads to match your app´s form and function.

Interstitial Ads: Appear in your app at natural breaks or transitional points.

Quality of your Ads

✓ Look at its SDK. Is it lightweight and well-tested? Easy to implement with good support documentation?

✓ You'll also want to look at the ad network's interface and analytics dashboard.

Ad network Technology

✓ Ask the ad network you're considering what filtering options they provide,

✓ How sophisticated their audience targeting is, how easy is it to cap the number of ads shown to a user at any given time.

✓ What languages they support.

✓ How much demand is available to you that best fits with your app's audience.

Ad Network Payment

Every ad network has a different system and timeline for paying its publishers. When evaluating a network, be sure to review their payment processes and see if they work well for you.

Why Admob?

Earn more:	Improve user experience:	Scaling quickly:
✔ Instantly gain access to millions of advertisers by tapping into our huge demand pool.	✔ Show users engaging ads like video ads, interstitials, and native ads.	✔ Deploy ads across all major mobile platforms and use plugins for specialized app development tools, like Cocos2d and Unity.
✔ Mediate and optimize over 40 additional ad networks plus any of the direct deals you've made with advertisers for free. This will help make sure you're making the most money from ads possible.	✔ Have full control over filtering your ads and capping the number of ads that can be shown to your users.	✔ Cross promote your own apps for free with our House Ads feature.
✔ Access a network leading the industry in fill rates and competitive eCPMs.		

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