

Monetize and Promote Your App with iAd

From design to launch

Session 503

Carol Teng

Shashank Phadke



Generate
Revenue

Acquire
Customers

Monetize



Acquire
Customers

Monetize



Acquire
Customers

Monetize



Promote



Monetize



Promote



Monetize



Promote



Monetize



Promote



Introducing LiteRight

The next great camera app

New camera app

Special filters

Free app with in-app purchase available



The Road Ahead



The Road Ahead



The Road Ahead



Monetizing My App with iAd

Monetizing My App

Key benefits

70% revenue share



Monetizing My App

Key benefits

70% revenue share

Great user experience



Monetizing My App

Key benefits

70% revenue share

Great user experience

Global reach



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Key benefits

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Privacy controls



Monetizing My App

Key benefits

70% revenue share

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Built into the iOS

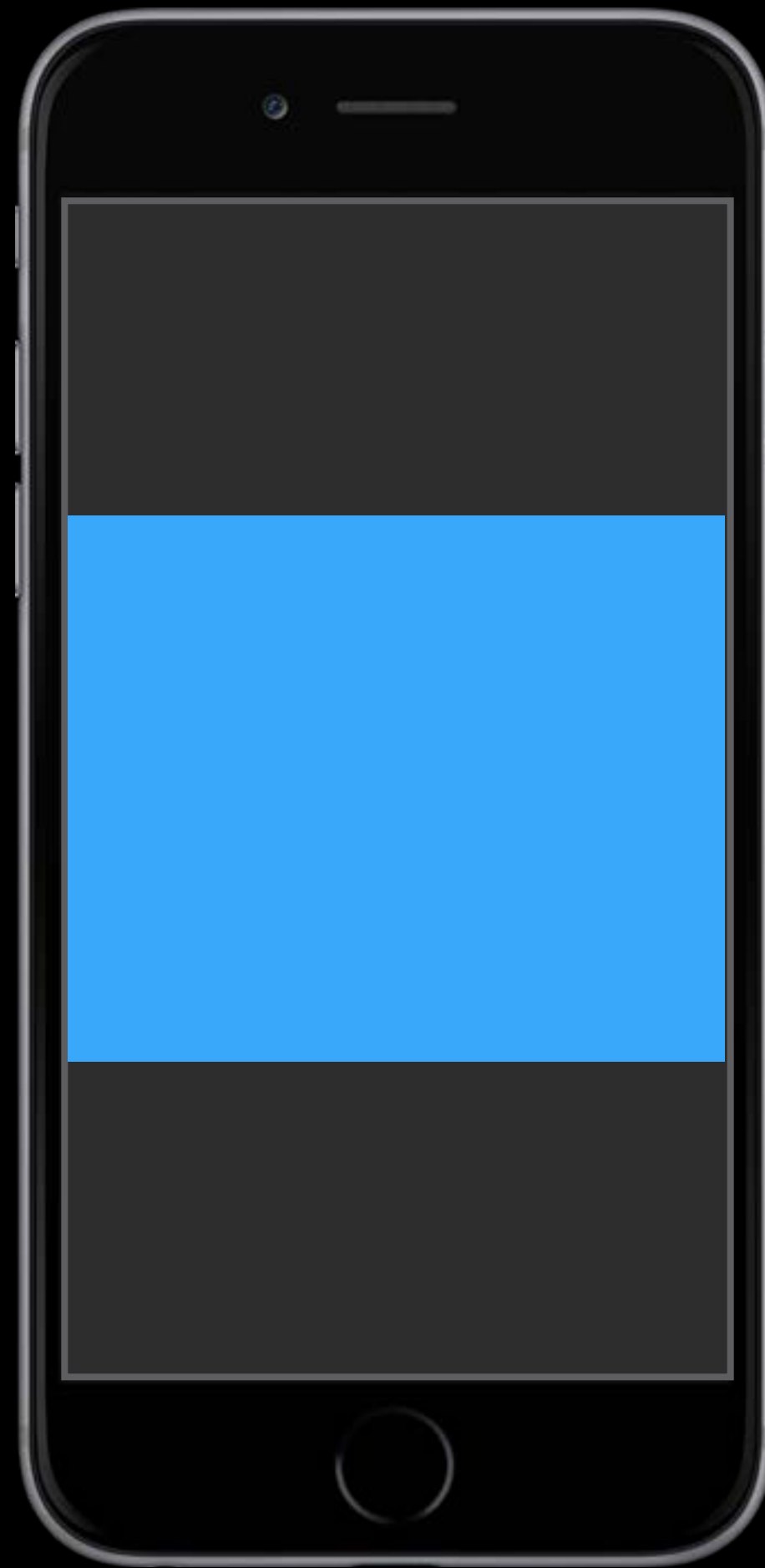


Monetizing My App

Multiple ad formats



Banner



Medium Rectangle



Pre-Roll



Interstitial

Monetizing My App

Multiple ad formats



Banner



Medium Rectangle



Pre-Roll



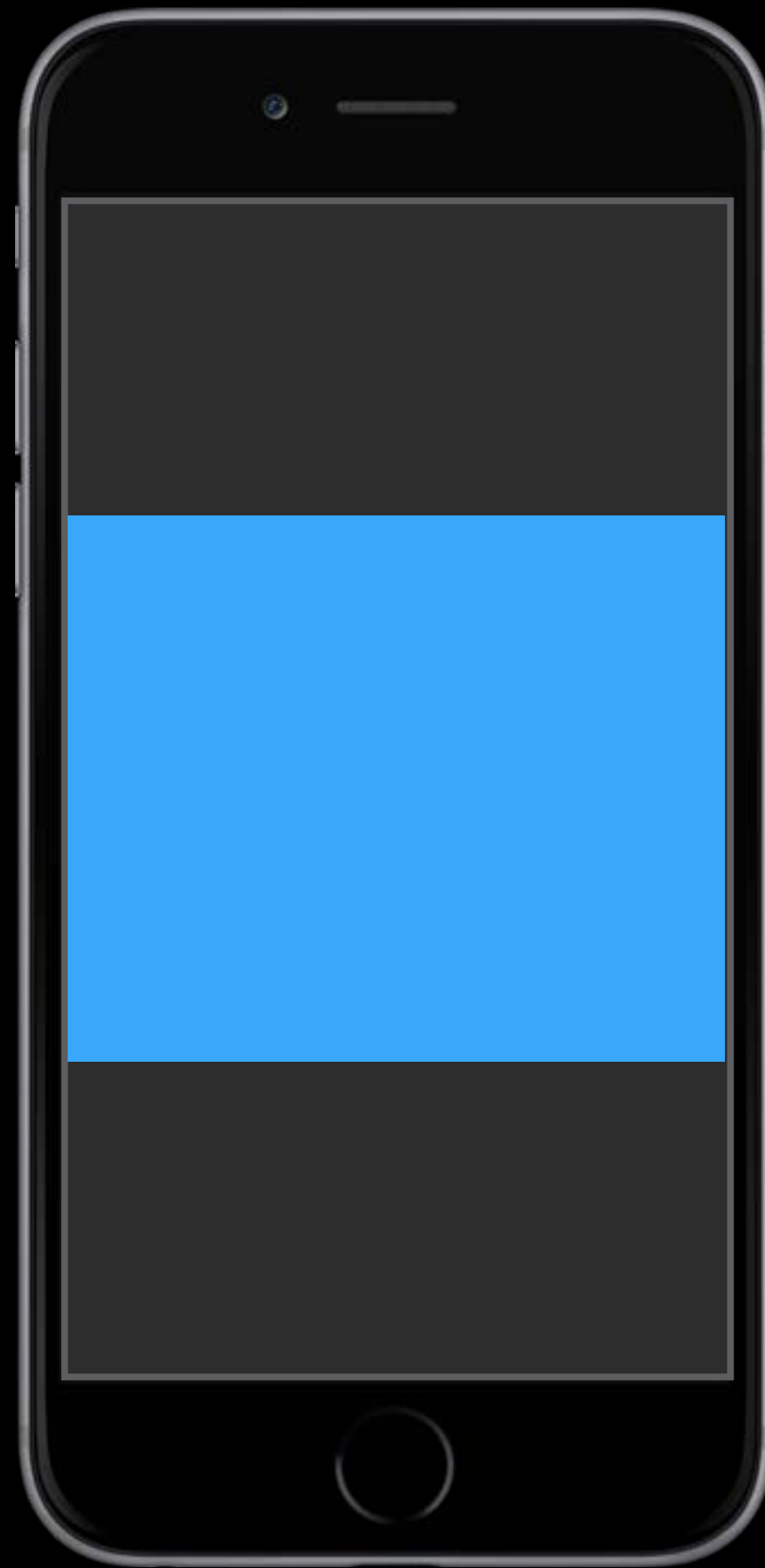
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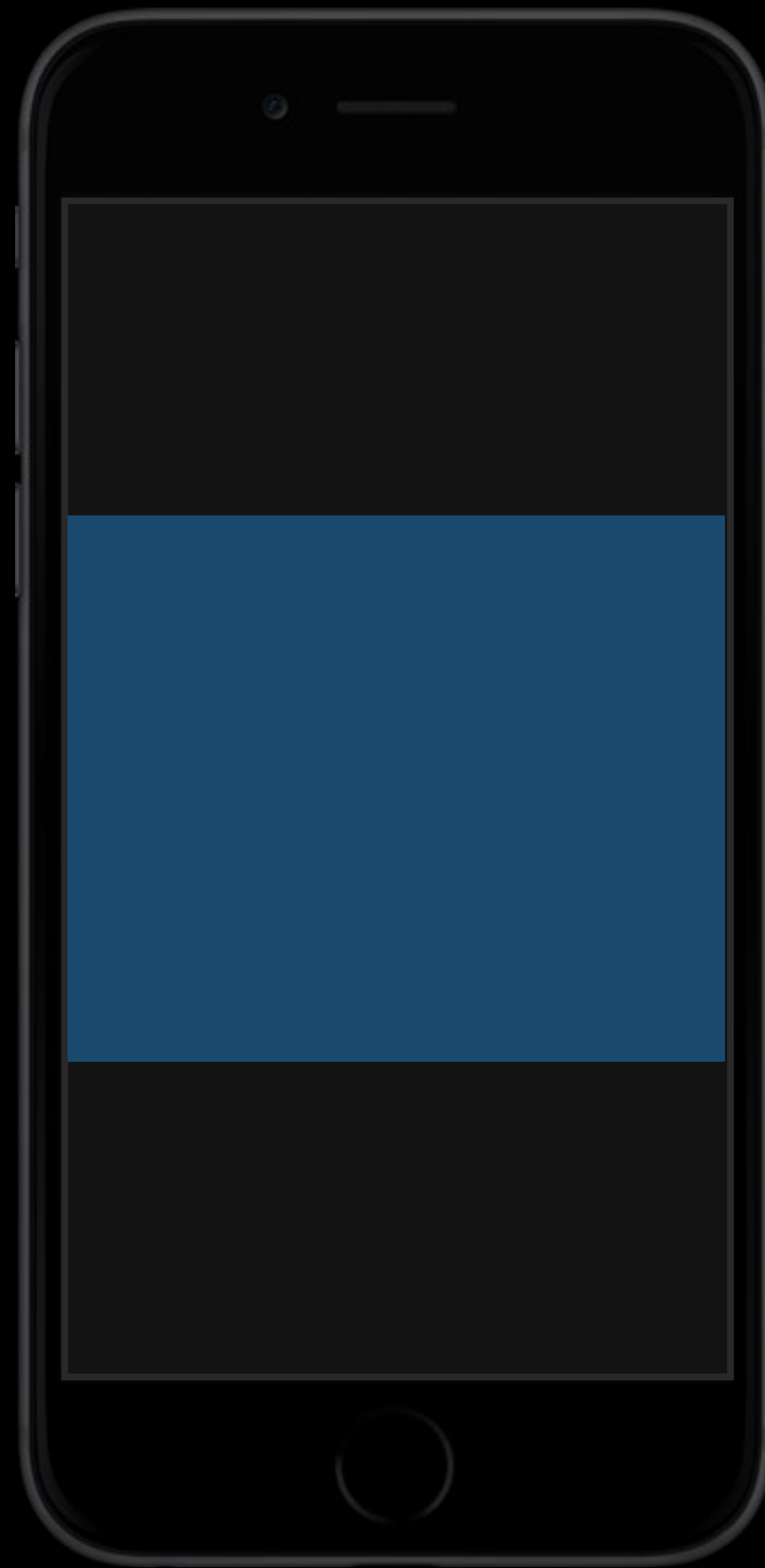
Interstitial

Monetizing My App

Multiple ad formats



Banner



Medium Rectangle



Pre-Roll



Interstitial
(video coming soon)

The Road Ahead



The Road Ahead



Easy Integration

Examples

Easy Integration

Examples



Banner

Easy Integration

Examples



Banner



Interstitial

Easy Integration

Banner

Link iAd framework

Easy Integration

Banner

Link iAd framework

Import iAd

```
import iAd

var myViewController:MyViewController = ...
myViewController.canDisplayBannerAds = true
```


Easy Integration

Banner

Link iAd framework

Import iAd

Configure view controllers

```
import iAd

var myViewController:MyViewController = ...
myViewController.canDisplayBannerAds = true
```

Easy Integration

Banner



Easy Integration

Interstitial

```
// (1) In AppDelegate.swift:  
func application(application: UIApplication, didFinishLaunchingWithOptions  
launchOptions: [NSObject: AnyObject]?) -> Bool {  
    UIViewController.prepareInterstitialAds()  
    return true  
}
```

Easy Integration

Interstitial

```
// (1) In AppDelegate.swift:  
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launchOptions: [NSObject: AnyObject]?) -> Bool {  
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Easy Integration

Interstitial

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launchOptions: [NSObject: AnyObject]?) -> Bool {
    UIViewController.prepareInterstitialAds()
    return true
}
```

```
// (2) In myViewController.swift prior to interstitial
override func prepareForSegue(segue: UIStoryboardSegue, sender: AnyObject?){
    ... // if third time presenting this view controller, display interstitial ad
    destination.interstitialPresentationPolicy =
ADInterstitialPresentationPolicy Automatic
}
```

Easy Integration

Interstitial

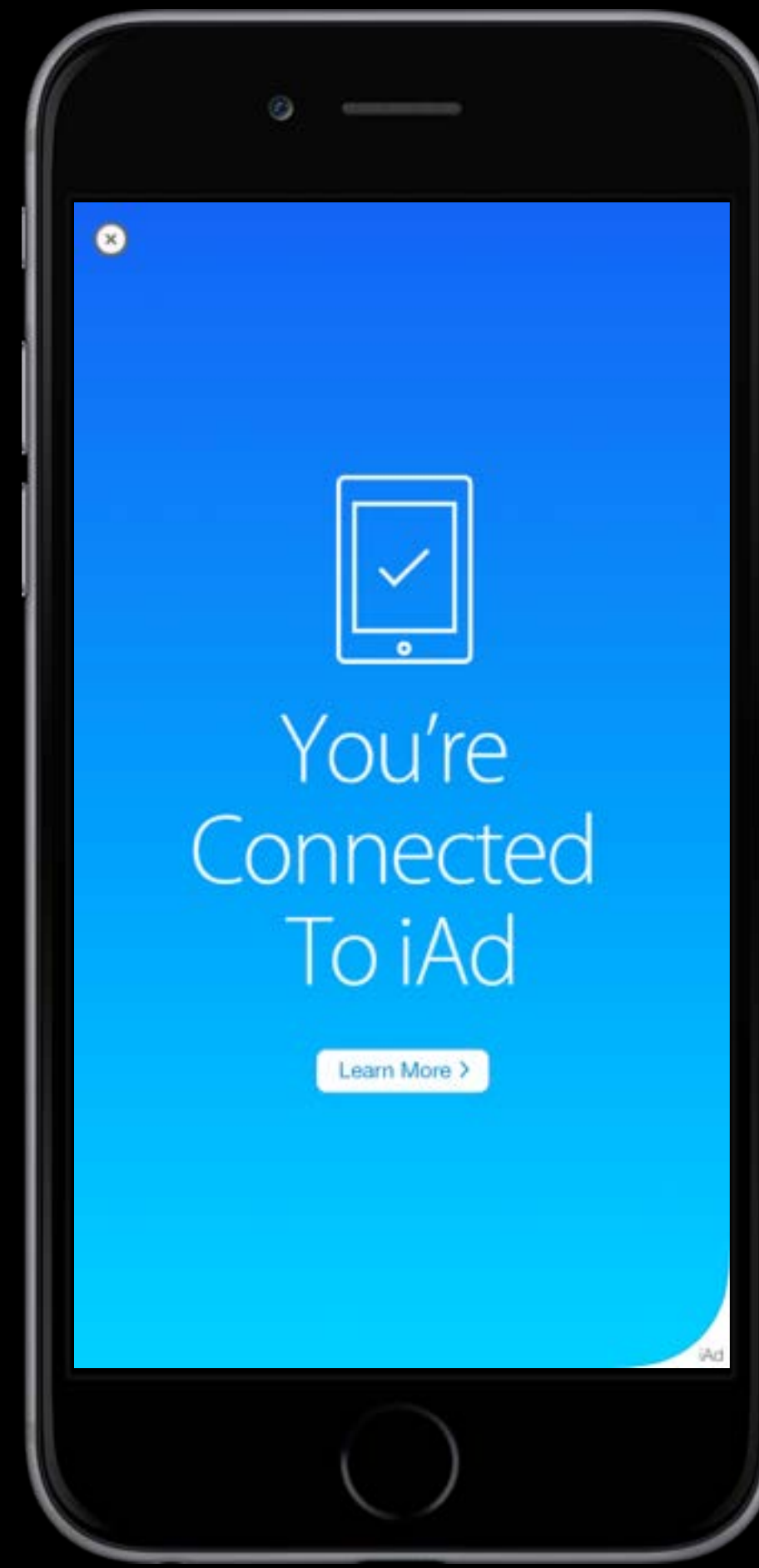
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Easy Integration

Interstitial



Easy Integration

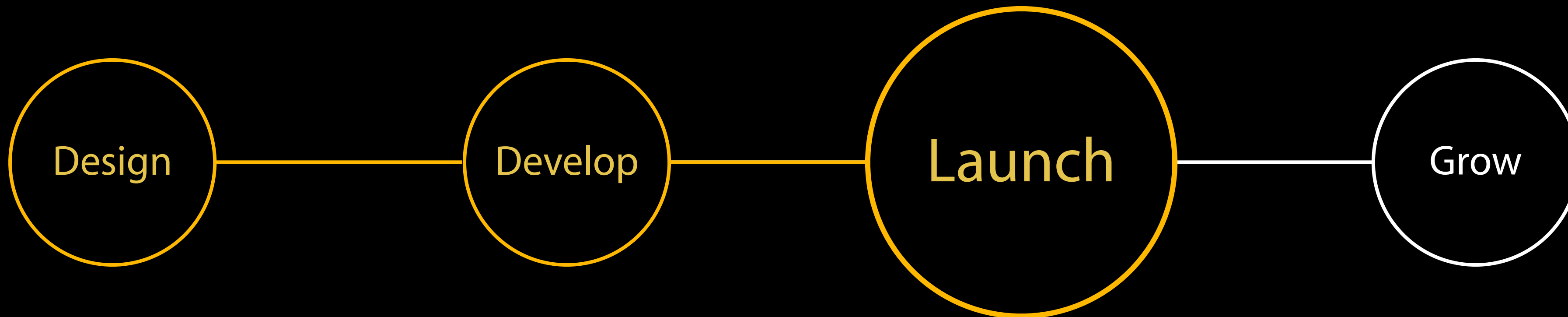
Tools for testing

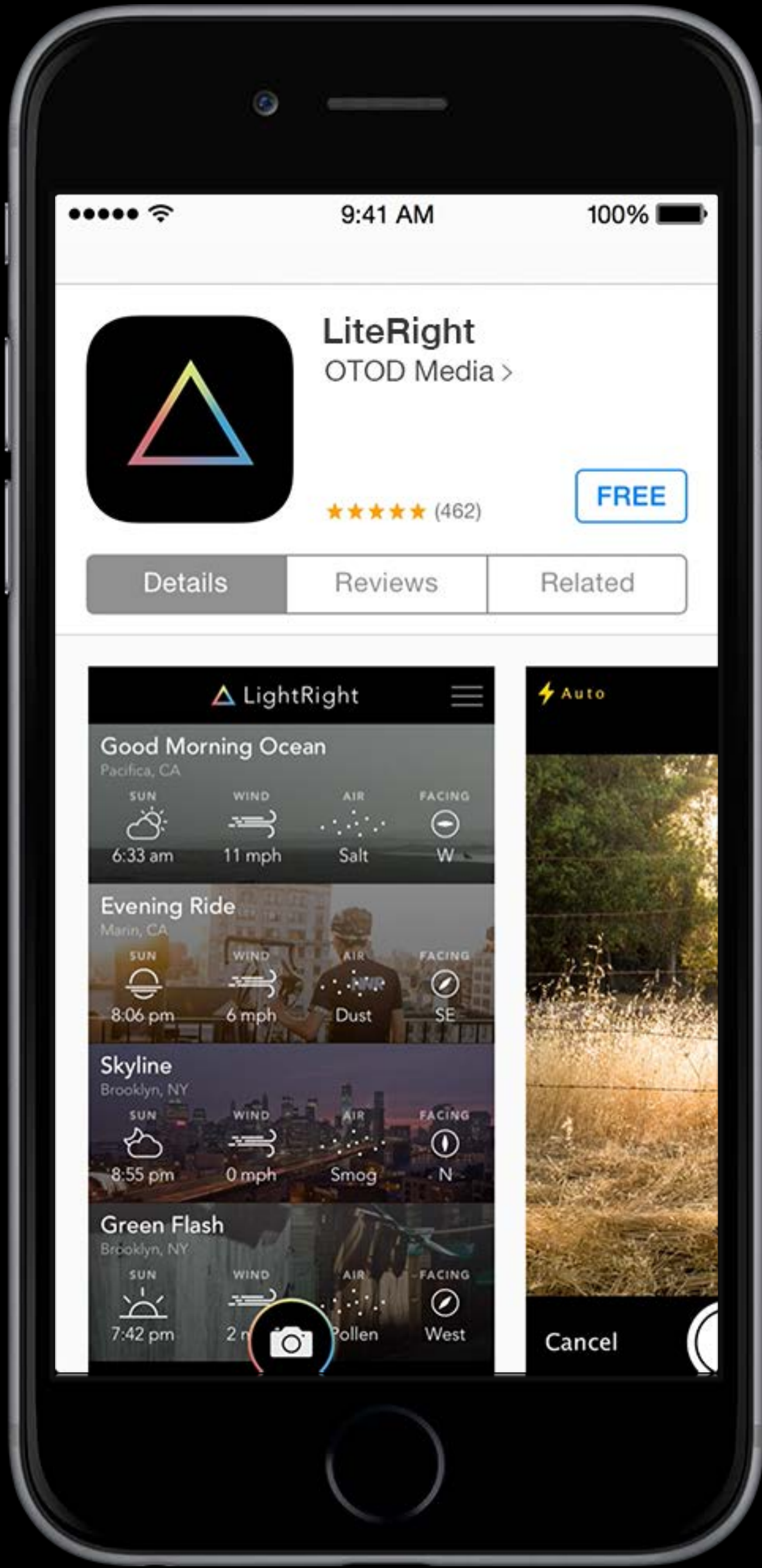


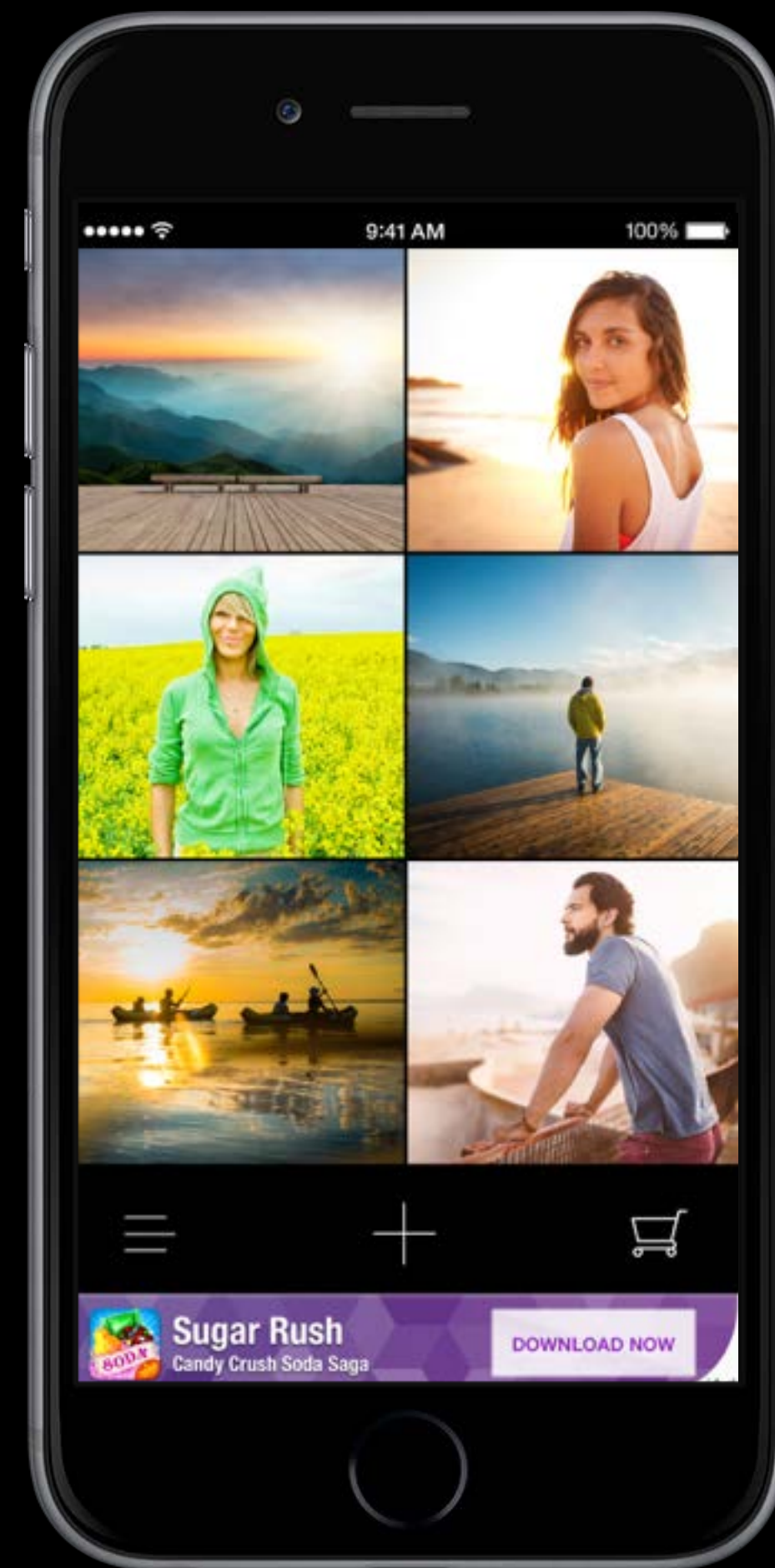
The Road Ahead



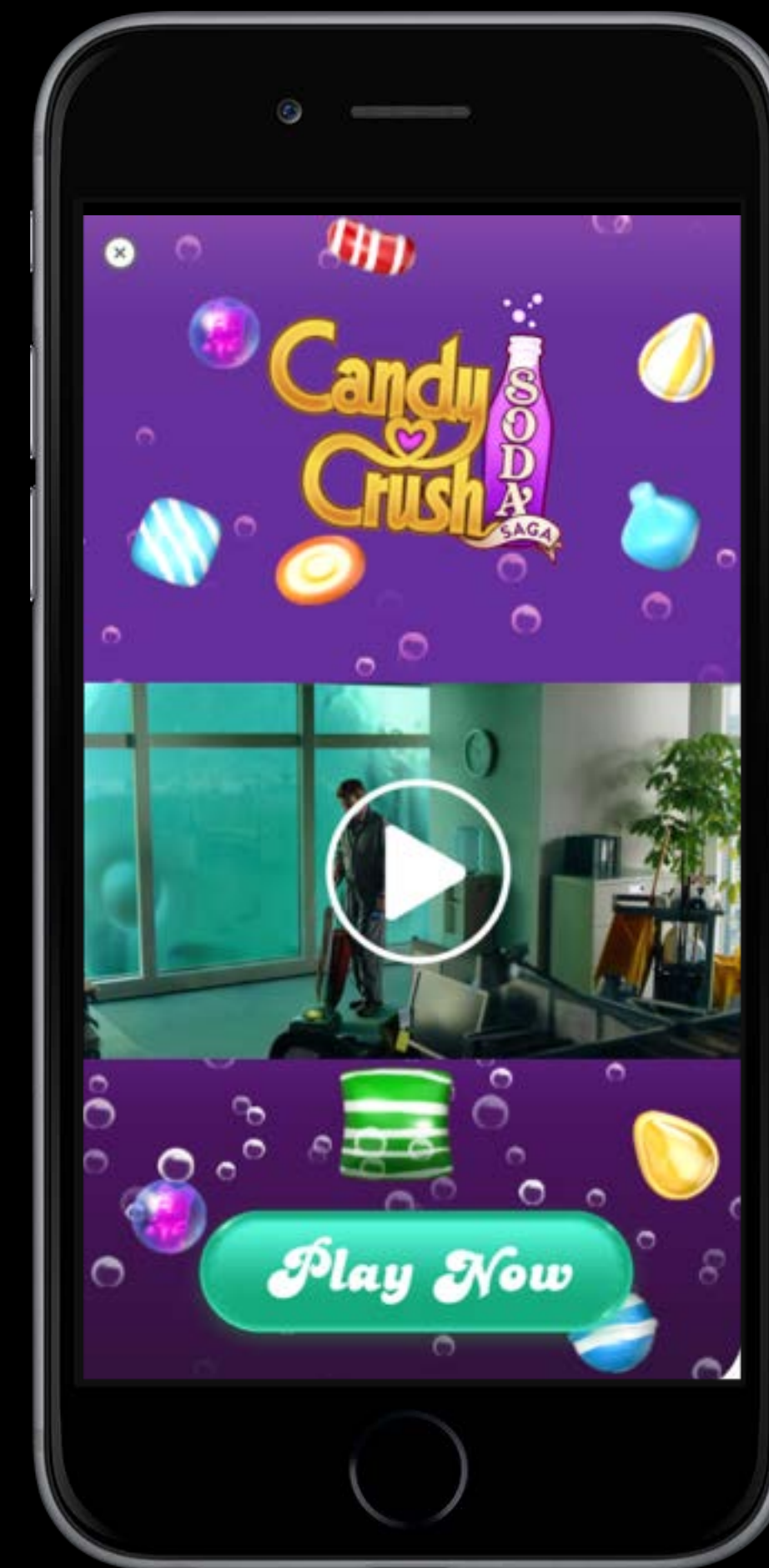
The Road Ahead



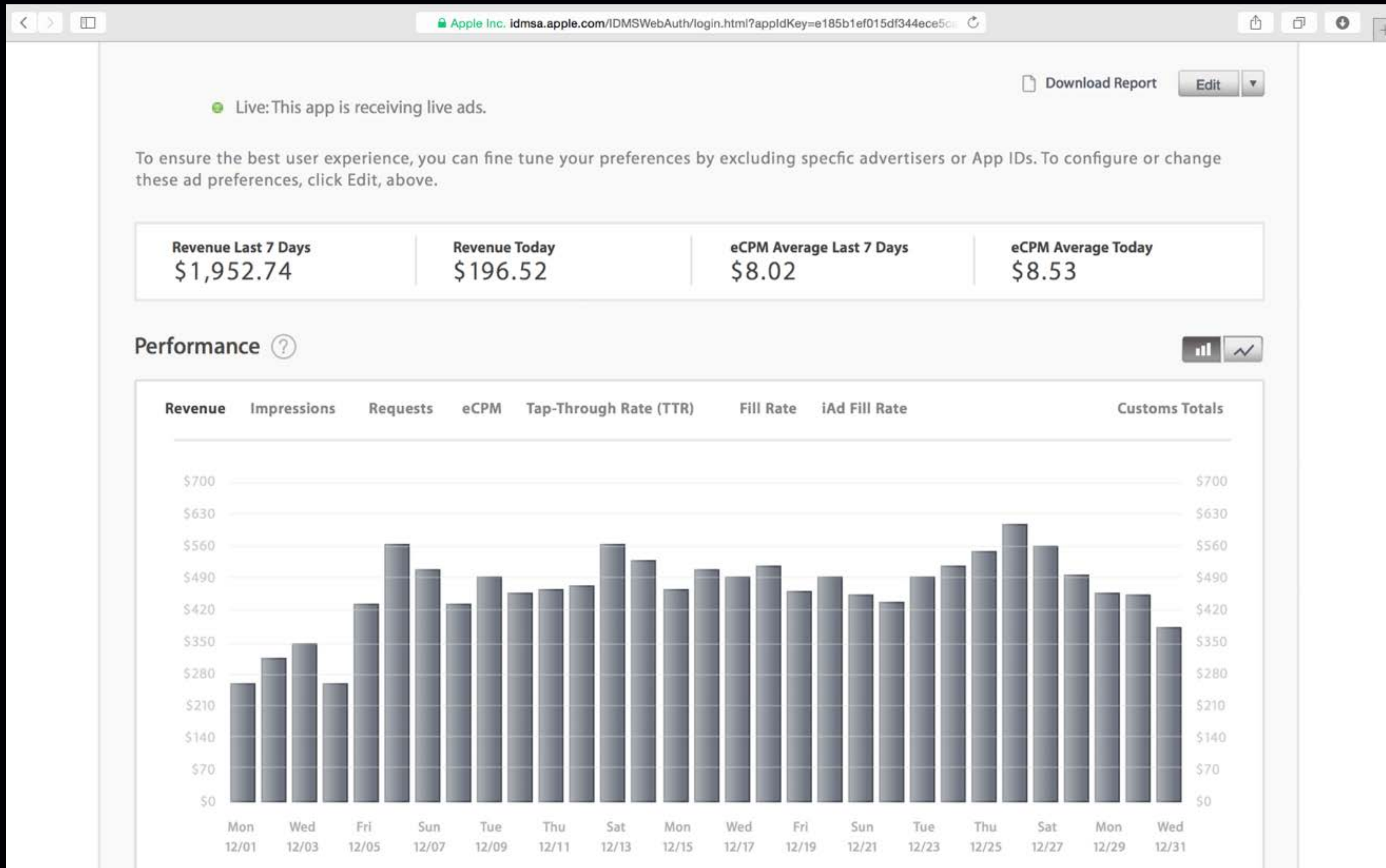




Banner



Interstitial



The Road Ahead



The Road Ahead



Enabling Growth

Continuous cycle

Monetize



Enabling Growth

Continuous cycle

Monetize



Promote



Enabling Growth

Continuous cycle

Monetize



Promote



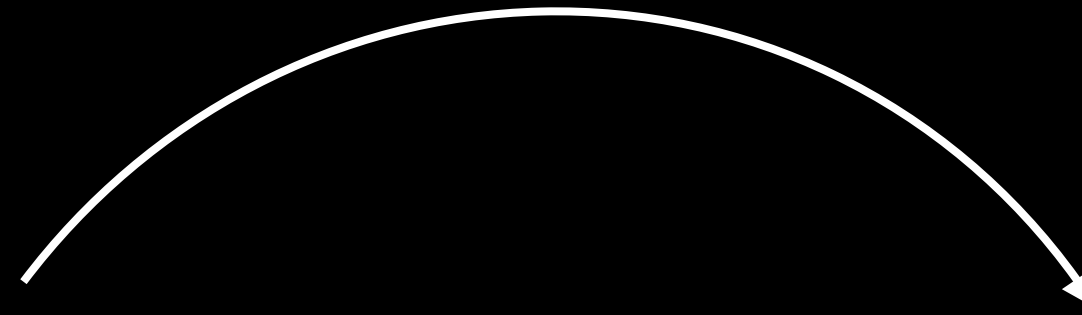
Enabling Growth

Continuous cycle

Monetize



Promote



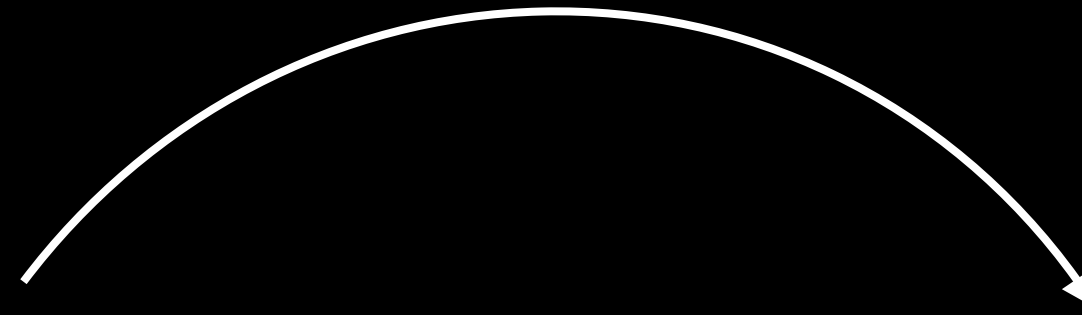
Enabling Growth

Continuous cycle

Monetize



Promote



Enabling Growth

Continuous cycle



Promoting My App with iAd

Promoting My App

My audiences



Acquire



Re-engage

Promoting My App

My audiences



Acquire



Re-engage

Promoting My App

My audiences



Acquire



Re-engage

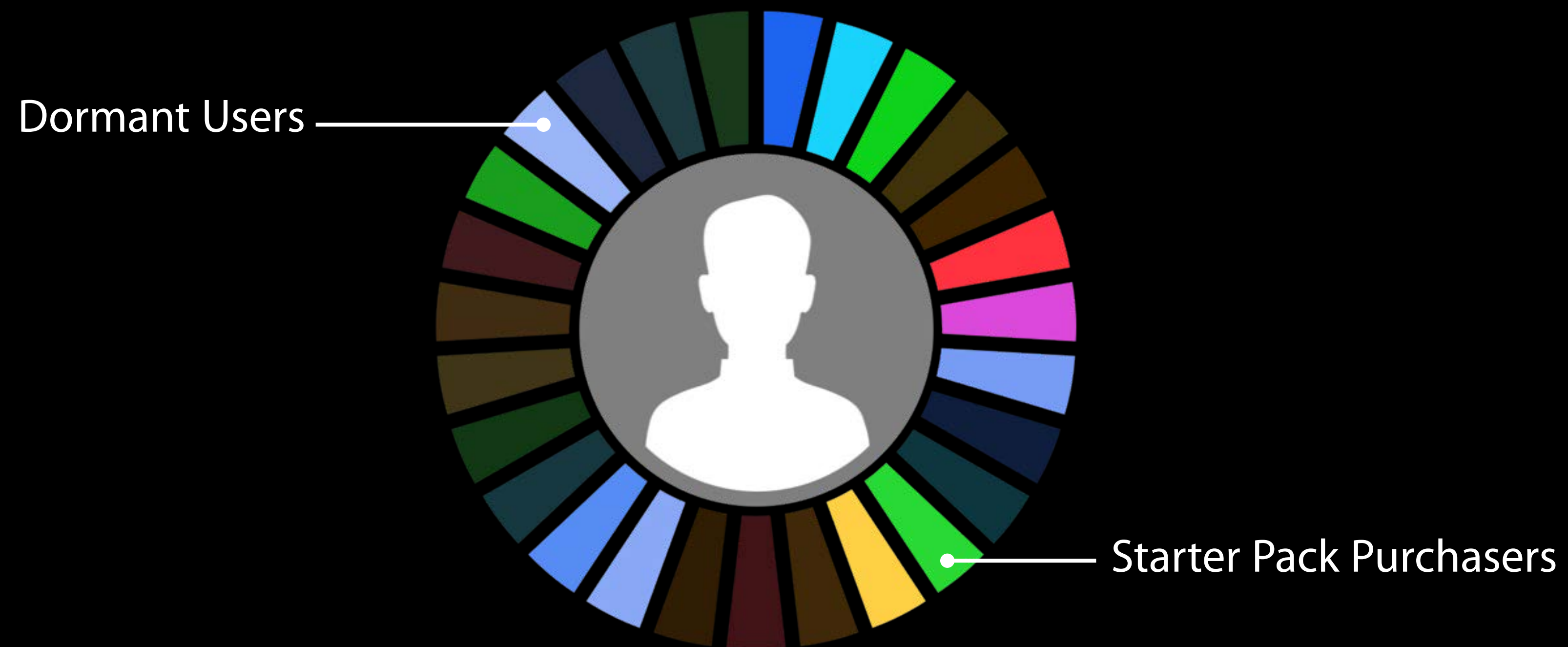
Audience Segmentation

Example



Audience Segmentation

Example



Audience Segmentation

Implementation

Segment starter pack purchasers

```
if purchasedStarterPack == true {
```

}

Audience Segmentation

Implementation

Segment starter pack purchasers

```
if purchasedStarterPack == true {  
    let sharedclient = ADClient.sharedClient()  
  
}
```

Audience Segmentation

Implementation

Segment starter pack purchasers

```
if purchasedStarterPack == true {  
  
    let sharedclient = ADClient.sharedClient()  
    sharedclient.addClientToSegments(["d1b7b0"], replaceExisting: false)  
  
}
```

Audience Segmentation

Implementation

Segment starter pack purchasers

```
if purchasedStarterPack == true {  
  
    let sharedclient = ADClient.sharedClient()  
    sharedClient.addClientToSegments(["d1b7b0"], replaceExisting: false)  
  
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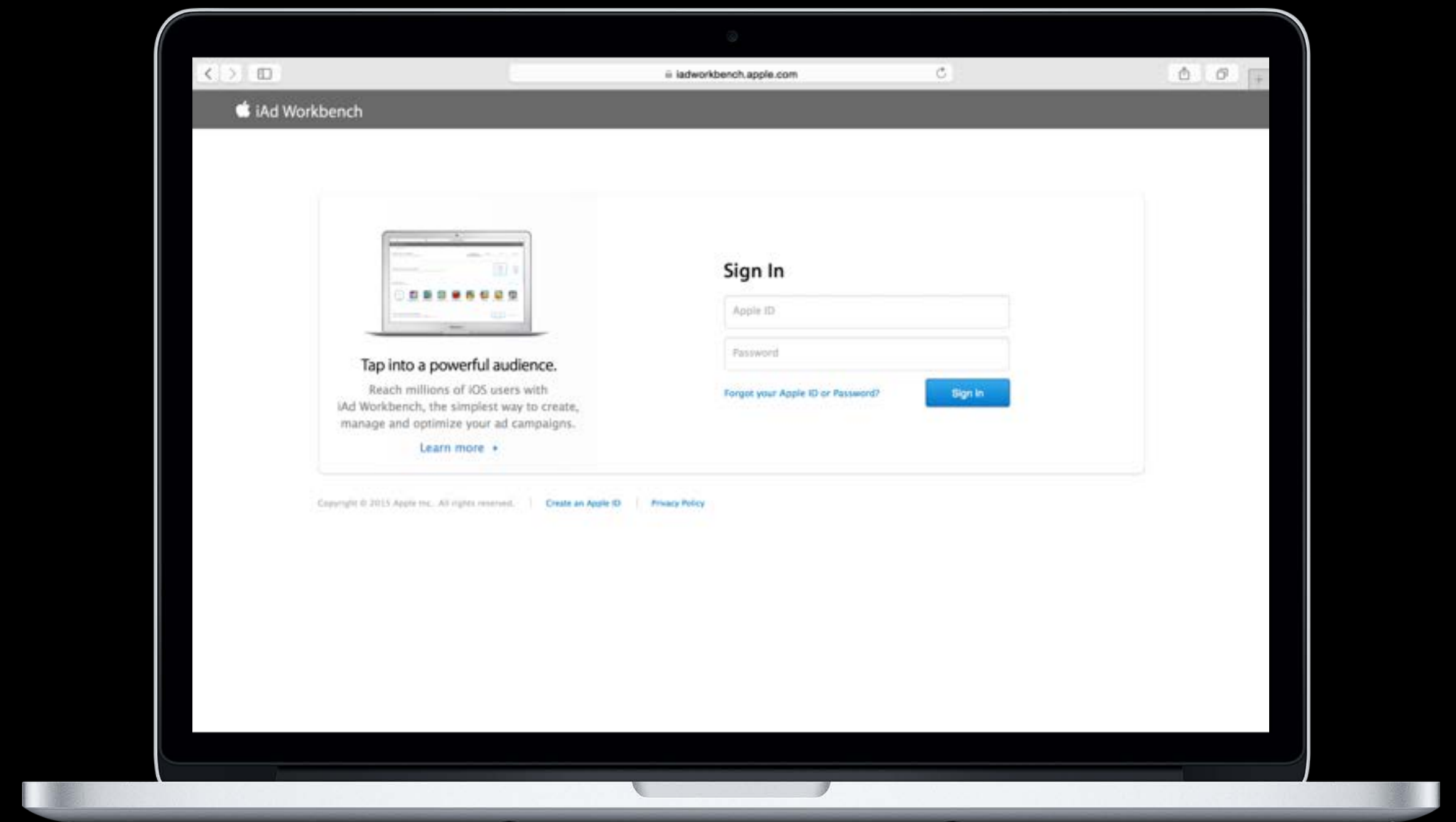
Audience Segmentation

Implementation

Segment starter pack purchasers

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if purchasedStarterPack == true {  
  
    let sharedclient = ADClient.sharedClient()  
    sharedClient.addClientToSegments(["d1b7b0"], replaceExisting: false)  
  
}
```


iAd Workbench



iadworkbench.apple.com/app/#dashboard

iAd Workbench

Johnny Appleseed

Dashboard?

Create, edit and monitor your campaigns.

OTOD Media

Running (0) Not Running (2) Completed (2) All (4) Expand All

Search for campaign

Completed

Acquire New Users

0 days left

Spend of Budget used

255,338.44 of 363,700.00

Completed

Retarget Dormant Users

0 days left

Spend of Budget used

94,444.10 of 100,000.00

New

Brooklyn Byline

Brooklyn Byline Summer

Your campaign is incomplete

Finish Setup

Paused

Klara 2015 Promotion

30 days left

Spend of Budget used

0.00 of 31,500.00

Showing 4 of 4 Export Data

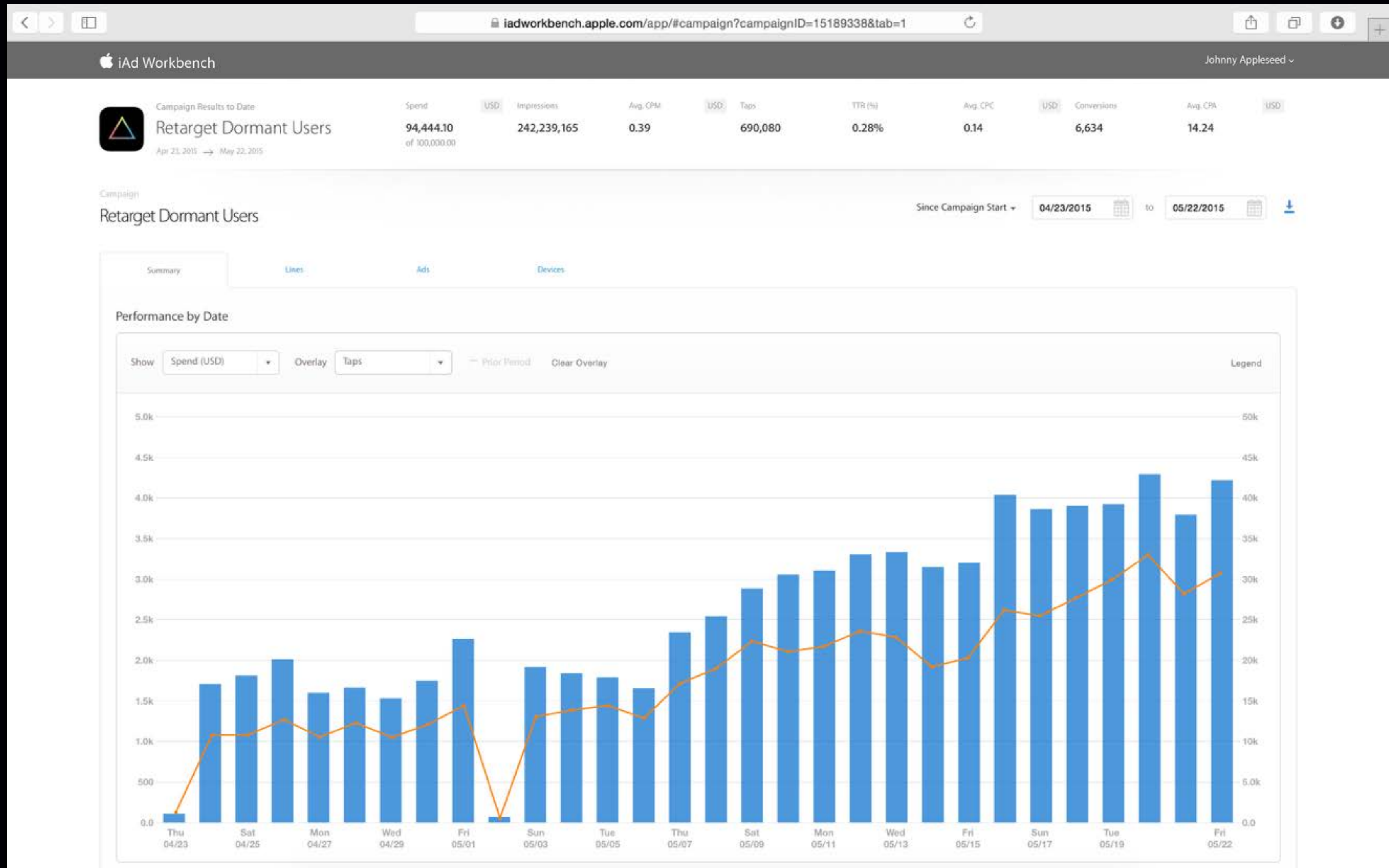
Copyright © 2015 Apple Inc. All rights reserved. Terms of Service Privacy Policy

Home Sign out Help Contact Us

Demo

Re-engage existing users

Shashank Phadke



Measure Performance

Attribution API

Method of ADClient class

```
ADClient.sharedClient().lookupAdConversionDetails  
    ({ (appDownloadDate:NSDate!, lastClickDate:NSDate!) -> Void in  
        // send to my analytics package  
        ...  
    })
```

Measure Performance

Attribution API

Method of ADClient class

`lookupAdConversionDetails`

```
ADClient.sharedClient().lookupAdConversionDetails
    ({ (appDownloadDate:NSDate!, lastClickDate:NSDate!) -> Void in
        // send to my analytics package
        ...
    })
```

Measure Performance

Attribution API

Method of ADClient class

lookupAdConversionDetails

- App download date

```
ADClient.sharedClient().lookupAdConversionDetails  
    ({ (appDownloadDate:NSDate!, lastClickDate:NSDate!) -> Void in  
        // send to my analytics package  
        ...  
    })
```


Measure Performance

Attribution API

Method of ADClient class

lookupAdConversionDetails

- App download date
- Last click date

```
ADClient.sharedClient().lookupAdConversionDetails  
    ({ (appDownloadDate:NSDate!, lastClickDate:NSDate!) -> Void in  
        // send to my analytics package  
        ...  
    })
```




Monetize



Promote



Monetize



Promote





More Information

Technical Support

iAd Developer Forums

<http://devforums.apple.com/community/ios/connected/iadint>

iAd Developer Guide

<http://developer.apple.com/iad>

General Inquiries

Josh Kahn, iAd Technologies Evangelist

jkahn@apple.com

Related Sessions

What's New in iTunes Connect	Presidio	Wednesday 11:00AM
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Labs

iTunes Connect Lab	App Store Lab B	Tuesday 9:00AM
iAd Technologies Lab	Media Lab A	Tuesday 11:00AM
iTunes Connect and App Analytics Lab	Developer Tools Lab C	Tuesday 2:30PM
iTunes Connect Lab	App Store Lab B	Wednesday 9:00AM
iTunes Connect and App Analytics Lab	Frameworks Lab E	Wednesday 1:30PM
iTunes Connect Lab	App Store Lab B	Thursday 9:00AM
iTunes Connect and App Analytics Lab	Frameworks Lab E	Thursday 2:30PM
iTunes Connect Lab	App Store Lab B	Friday 9:00AM
iAd Technologies Lab	App Store Lab C	Friday 9:00AM

