**The problem**

How to increase ads clicks within our Happy Days Fitness Tracker app?

Ads clicking is the direct revenue generator. More clicking means more cash flow. However, previous data shows that most of time people are willing to close ads right away or wait until ads finish playing without clicking it (They don’t care about it at all!). With some discussion with business psychologist, playing ads right after users open the app may be the main cause, because people don’t want anything get in their way if they are planning to do something with the app.

**Potential Solution**

Pop the ads during the middle of the session

**The method of testing the solution**

Using server to control the time of popping the ads. Assuming we have the data of app using duration of each user, and the data of ads click rate for the past three months. Using these data to find the median time of each user’s app using time and pop ads at that time. Implement this to half our users and keep the original for another half. We will compare the ads click rate three months before study and three months during the study for both half-session group and original group.

If ads clicking rate increase by 10% for the next three months, conclude that this timing strategy is effective and use it on all our users. If ads clicking rate increase for the next three months but less than one standard deviation, observe for three months more before deciding. If ads clicking rates does not increase at all, give it up and find other solutions.