



# The Ultimate Guide to Creating an App



# Contents



**What Kind of App Are You Building?**  
**page 03**



**Building a Mobile App: What Goes on Behind the Scenes**  
**page 09**



**Understanding the Basics of Mobile App Development**  
**page 13**



**Building a Secure Mobile App**  
**page 19**



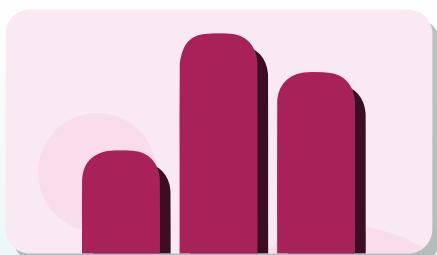
**User Experience and User Research**  
**page 25**



**Designing Your Mobile App**  
**page 33**



**Getting People to Use Your App**  
**page 39**



**Understanding Mobile App Analytics**  
**page 45**



**How Much Does it Cost to Build & How Do You Monetize?**  
**page 51**





# What Kind of App Are You Building?



# 01



# What Kind Of App Are You Building?

Do you have a promising idea for an app? Great! A good idea is just the first step. We need to give that idea some legs so that your app building efforts yield the best possible results.

## Step 1

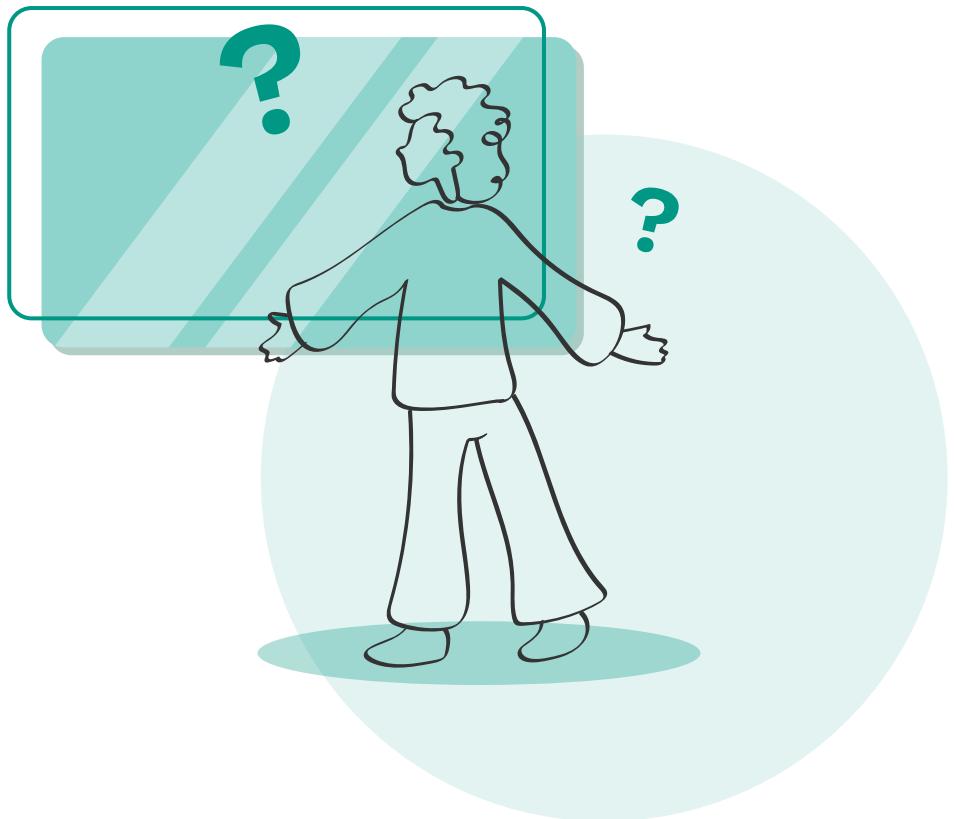
# Create the story for your app

Start by writing down the main problem or problems that your app is going to solve and then list out all of the steps that a person would need to take on their journey to overcoming those problems.

## Step 2

# Find your target audience

Your target audience is the group of people that your app is built for. Generally speaking, your mobile app target audience can be split into segments across four categories.



## 1 Geography

Is your target audience specific to a city, region, or even more specifically, a closed community? (e.g. parents from your children's school, or people at your gym)

## 2 Demography

What does the age range look like for your target audience? You may also want to consider their gender, and marital status if those criteria are relevant.

## 3 Social metrics

What type of background would your target audience come from in terms of education, income level, or profession?

## 4 Behavioral metrics

What are their values? What habits do they have, and why? What are their preferences?

## Step 3

# Create a List of All Possible Features

A feature set is a list or a high-level description of what you want people to be able to do, and how you'd like them to interact with your app so it can actually solve the problem that it's aiming to solve.

Before you choose the features you want to launch with, list out all the possible features you can think of that will help your app accomplish its goal.

#### **Step 4**

## **Mark the Mission Critical Features**

Now that you've got a full set of features (or as complete as possible without getting your app in the hands of your audience) start by marking the ones that are mission critical. Is this feature 100% necessary for completing a step along the journey?

List out the features that are essential – those will be part of your MVP! The overall idea of an MVP is that you should build the smallest amount of your product that people get value out of and then you add additional features to it.

#### **Step 5**

## **Do a quick scan of the competition**

Are there other apps like yours in the market already? What are they doing right? What could you be doing better? This will help you differentiate your app from the competition.

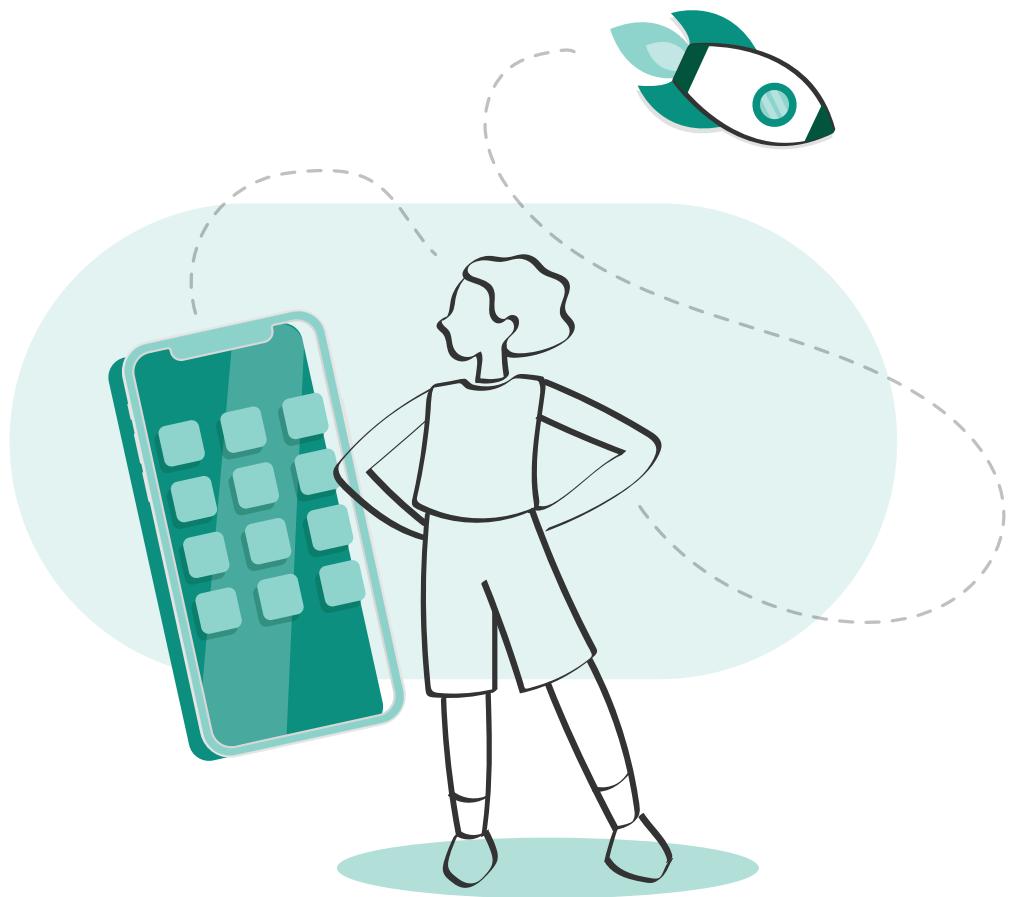
Use Google Trends and type in 'Best [insert your app idea here] app', or 'App for [your app idea here]' and see what shows up. You can customize this by

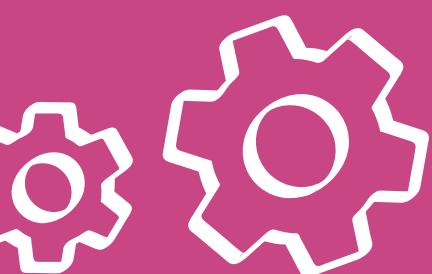
geography in case you're looking for something a little more local.

## Step 6

# Figure out where to launch your app

The general consensus is that getting an app approved by the Apple App Store can be harder than on the Google PlayStore. While Google is home to a bigger market than Apple globally, the Apple App Store brings more monetization opportunities for app developers. Or you could build a web app that can live on people's home screen without needing to be downloaded.





# Building a Mobile App: What Goes on Behind the Scenes



02

# **Building a Mobile App: What Goes on Behind the Scenes**



## **The basics of mobile app databases**

Databases are made up of rows and columns used to relate information. Across a row, you might find various data points that describe one thing. Down a column, you're likely to find multiple answers that relate back to the row's data point. A database is responsible for storing all the information of a user when they register, their interactions with the app, and any transactions.



## What kind of database do you need?

### How is your data structured?

The data structure plays a crucial role in how it can be stored and retrieved when needed. Structure refers to how you need to store and access your data. Apps that need to be online to function, like eCommerce apps, are called online apps. They need access to a server to retrieve the stored data. Apps that function offline store their data on a mobile device.

### How much storage do you think you'll need?

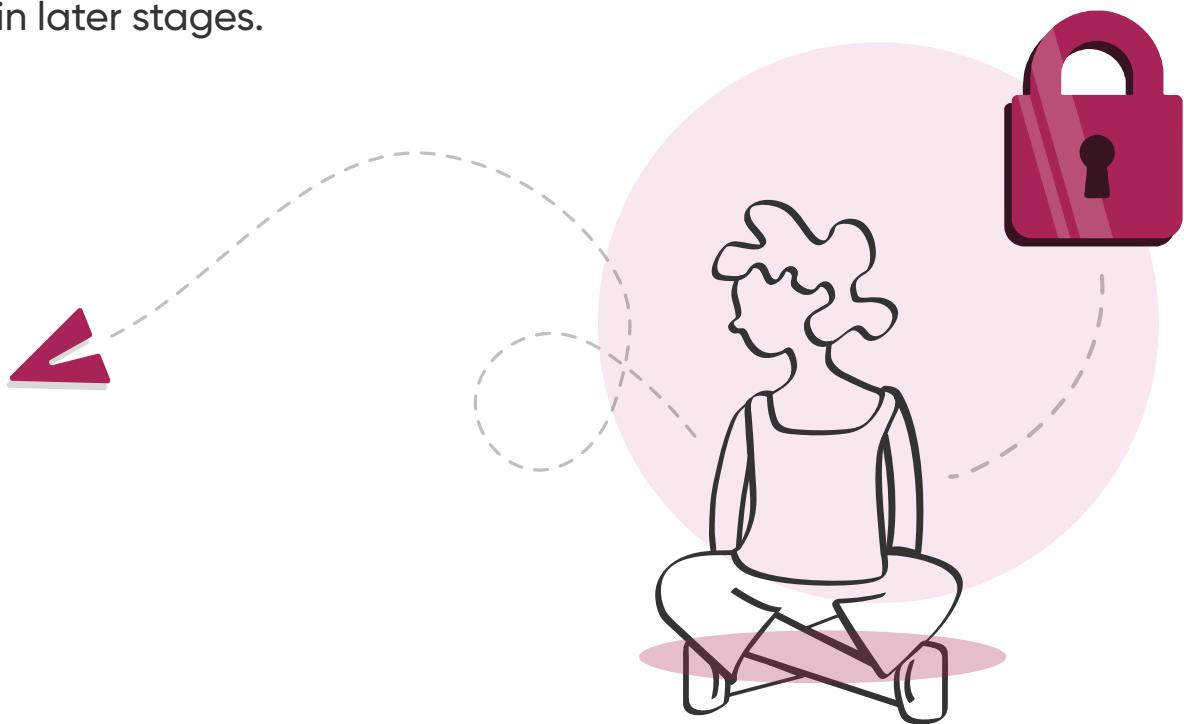
Data size is the quantity of data you need to store and retrieve for your app to function correctly. Most databases charge monthly based on the quantity of data stored in GB.

# What are your security requirements?

Safety and security are one of the biggest concerns, particularly for apps owned by businesses. There can be vulnerabilities when storing your data on a server that isn't secure. It's important to check the authentication, encryption, data access, how it's transmitted, and stored.

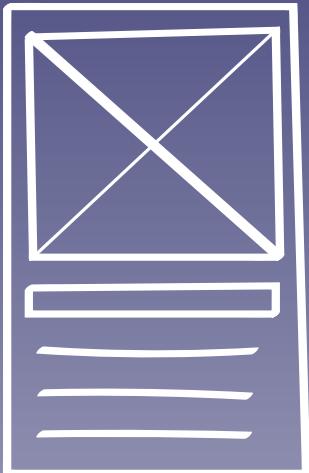
## How much flexibility do you need?

Mobile app databases need flexibility because as requirements change over time, a database that allows for these changes to be made will prove to be a huge advantage. App scalability is something to keep in mind too, so your database can match up with all the additional features you plan to introduce to the app in later stages.





# Understanding the Basics of Mobile App Development

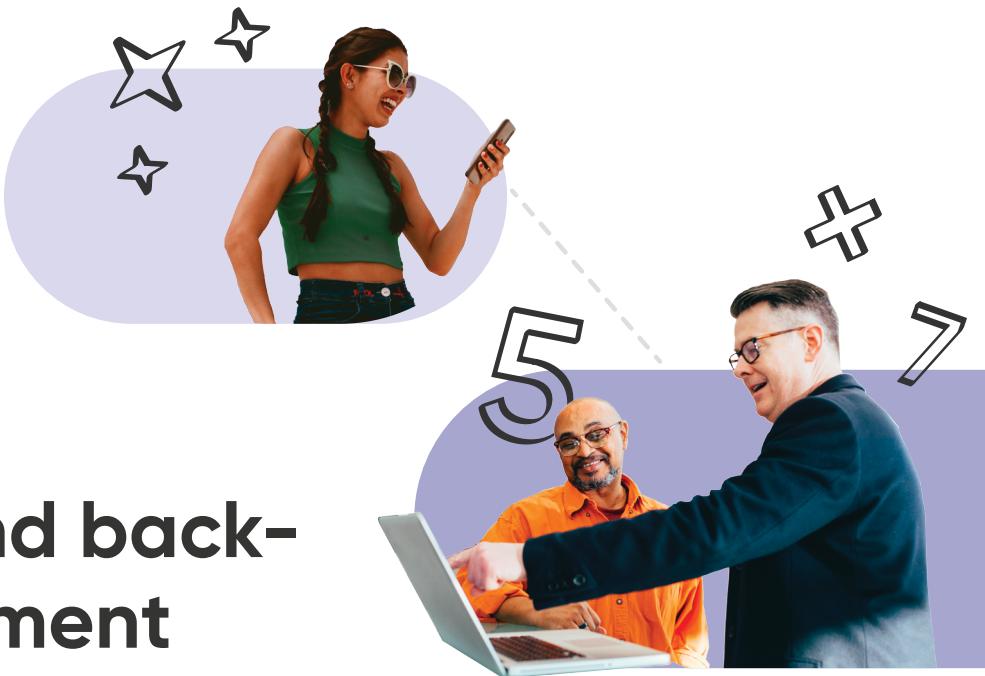


03

# **Understanding the Basics of Mobile App Development**

## **Front-end and back-end development**

Front-end development is all the stuff on the app that communicates with YOU. It covers everything that users see first on their mobile app. The 'front end' of an app includes all the elements and content that a user interacts with, from dropdown menus, to slides, navigation bars, and lists. It's like the interior design of an app, and involves analyzing code, design, and a lot of debugging.



The back-end of a mobile app is what communicates with Internet programs and protocols. It's part of a mobile app that stores, secures, and processes the data needed to run an app. Appropriately named, it runs behind the scenes when you perform a task on an app.



## The basics of front-end development

Typically, a front-end developer creates apps using frameworks that use HTML, CSS, or JavaScript as a programming language. Here's a quick overview of these languages:



### HTML

#### Describes what's on a page

This forms the backbone of the web development process. It stands for HyperText Markup Language. Hypertext is text with links (you can click on it, and it takes you to another page) Markup means text can be converted into images, tables, or links.

## CSS

# Describes how the page looks

CSS stands for Cascading Style Sheets. CSS deals with the presentation of your app or site, meaning it specifies how HTML components should appear on a webpage in terms of style, layout, and changes for different devices and screen sizes.



Think of HTML as the columns and concrete that form a house, and CSS as the painting and interior finishings of the house.

## DOM

# Structures web pages

The structure of a web page is called the Document Object Model (DOM). It's a programming interface that interprets the page so that programs can change the structure, content, and style of a document using JavaScript.

# Describes how web pages behave

JavaScript is a widely used programming language that transforms an HTML page into a dynamic, interactive interface. You can use it to build websites, mobile apps, web apps, games, and web servers.

## The basics of back-end development

To build a cohesive and organized mobile app architecture, you need to pay attention to four key aspects.

### Device type and dimensions

The device type, screen size, and compatibility has an impact on data architecture. Whether it's to be used on a mobile device or a tablet.

### Network bandwidth

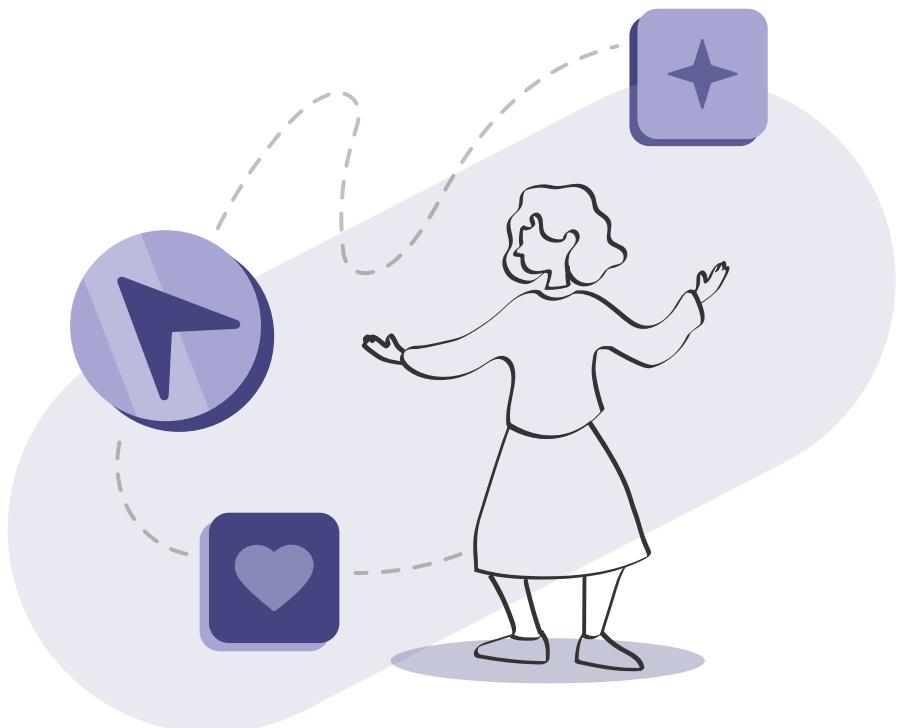
Another thing to consider is the compatibility of your mobile app with different types of Internet connection. Your application architecture will have to be built with various network conditions in mind.

# The user interface

A great UI is always a must for a mobile app. By ensuring that your UI is designed intentionally, it can keep users engaged and provide an uncluttered journey.

## Navigation between elements on the app

Navigation on a mobile app is a key part of the user experience. It's the flow between screens, features, buttons, and transactions. Navigation is what determines how easy or confusing your user experience is. Think of walking into an organized grocery store where everything is stacked logically, vs. a department store that feels overwhelming. When choosing a navigation strategy, you should bear in mind both your preferences and the needs of the app.



# Building a Secure Mobile App



04

# Building a Secure Mobile App



## What is mobile app security?

Mobile app security is a measure to secure applications from external threats like malware or any action that puts critical personal and financial information at risk. A breach in mobile security can not only give unauthorized people access to personal or sensitive information, but also data like their current location, banking information, and much more.

# How do you secure your mobile app?



## Make privacy information easy to understand

- ★ Important information like this should be communicated in a way that's easily understood by the reader.
- ★ Rather than an endless flow of small print and paragraphs of technical or legal sounding jargon, make it clear for your user to understand the purpose for collecting data and how it will be stored and maintained.

## Perform a basic risk analysis

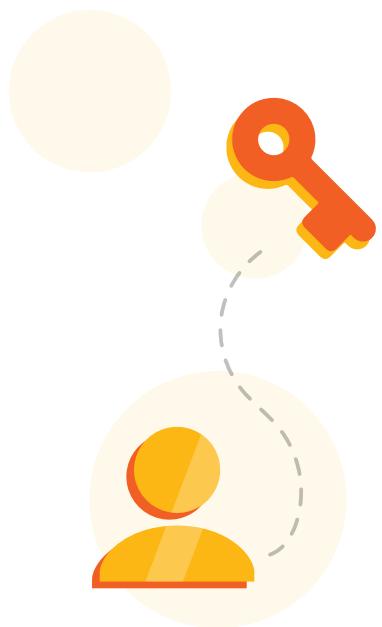
- ★ Data leaks: Applications with insufficient security are at constant risk of being breached, which can result in data like payment credentials, system passwords, and PINs being leaked
- ★ Scams: Any mobile application developed to carry out financial transactions will always be under the radar of fraudulent activity

## Minimal Application Permissions

- Permissions give applications the freedom and power to operate more effectively. But, at the same time, they make apps vulnerable to hackers' attacks. Mobile apps should stay away from seeking permission requests beyond their functional area.

## Enhance Data Security

- Data security policy and guidelines should be established to ensure users can easily avoid getting caught in the trap of hackers.
- This can include having well-implemented data encryption when the information is transferred between devices and using firewalls and security tools whenever necessary.



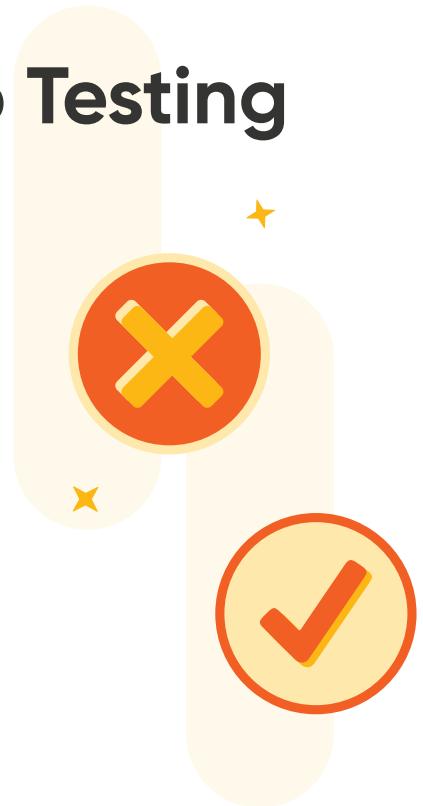
## Test Your App Often

- Securing a mobile app is not a one-time activity. Make sure you prioritize regular testing to keep your app security and data safe for users. This ongoing process will help you identify any potential threats that might emerge.

# Five Common Types Of App Testing

## Functional Testing

This helps make sure that your app functions like it's supposed to, and does what is intended for it to do. Keep a list of all the different functions your app performs, and use that as a checklist to get started with your functional testing.



## Usability Testing

Mobile app usability testing helps make sure your application is easy to use and understandable for your target audience. Surveys, focus groups, and A/B testing are great ways to test usability for your mobile app, but keep in mind that your findings may be quite subjective.

## Performance Testing

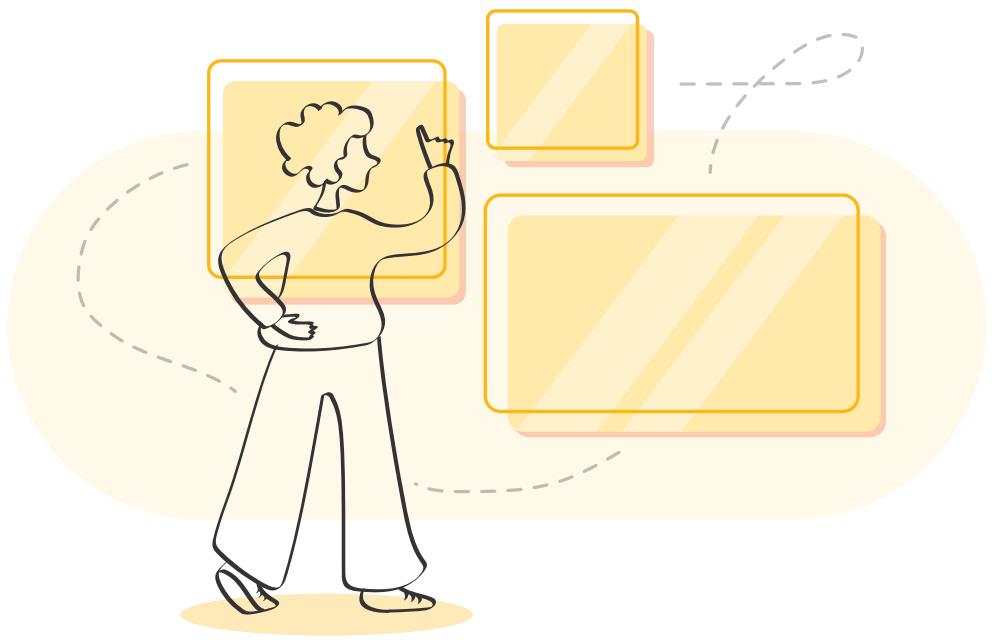
Testing your app's performance allows you to make sure the app is performing well on different devices and under different conditions. Performance testing of mobile applications includes checking your mobile app on different devices, servers, battery levels, and networks.

## Security Testing

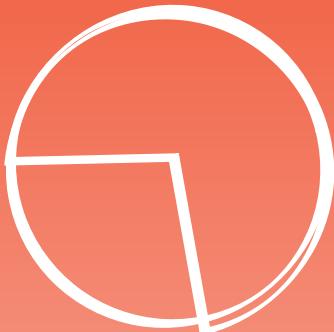
Since almost every mobile app requires some kind of personal data to solve its purpose, it's important to do regular testing to ensure that this data remains secure and confidential. This type of testing is usually performed by security specialists – it helps make sure that sensitive data is kept secure and away from the possibility of fraudulent activity.

## Compatibility Testing

Software compatibility testing allows mobile developers to make sure your app performs well on different platforms and device configurations. The goal of this testing is to assess hardware dimensions on mobile devices – GPS and navigation capabilities, camera (resolution and type), processing speed, screen (size, resolution, or rotation), main memory, etc.



# User Experience and User Research



05



# User Experience and User Research



## What is user research?

User research helps you understand your target audience – their behaviors, needs, and motivations. You can use these insights to build a product that fits their expectations and solves their problem.

# Questions that user research answers

- ◆ Do people need this mobile app?
- ◆ What problem does this app solve?
- ◆ How does it make people's day-to-day lives easier?
- ◆ What are the current solutions to this problem?
- ◆ How will this app solve the problem better than other solutions?

## How do you answer these questions?

### 1 Create user personas

Build a few profiles of your ideal users: What do they do for fun, what are their goals, how do they use their phone. This helps put a name, face, and personality to your users.



### 2 Focus groups

Get a few people that fit your user personas together and ask them what they think of your app, prototype, or app idea. Get detailed feedback on what they like and what they'd like changed.

### 3 Conduct surveys

Set up a simple survey that gets insights from many people at once. You can conduct surveys at different stages of the development cycle to get perspective while building.

### 4 Research your competitors

Learn from your competition, find out what they do well and what you could improve on.

### 5 A/B testing

Compare one feature or idea with another using a simple A/B test that helps you choose features by popular demand.

## Toolkit for User Research

Scheduling	Surveying	Feedback	Transcriptions
Calendly	Typeform	Maze	Rev
Doodle	Google Forms	UserReport	Otter.ai
	SurveyMonkey	Pendo	
		UserPilot	

# User Research Checklist

- What problem does your app help solve?
- How many methods of user research are you conducting?
- If you are creating user personas, how many do you have?
- If you are conducting a survey, how many respondents are you aiming at?
- If you are conducting a focus group discussion, what questions do you want to be answered?
- Are you looking at doing A/B testing? Which features would you like to A/B test?
- Which apps are your competitors? What did they do well, and what do you think you can improve on?

## Don't forget about market research



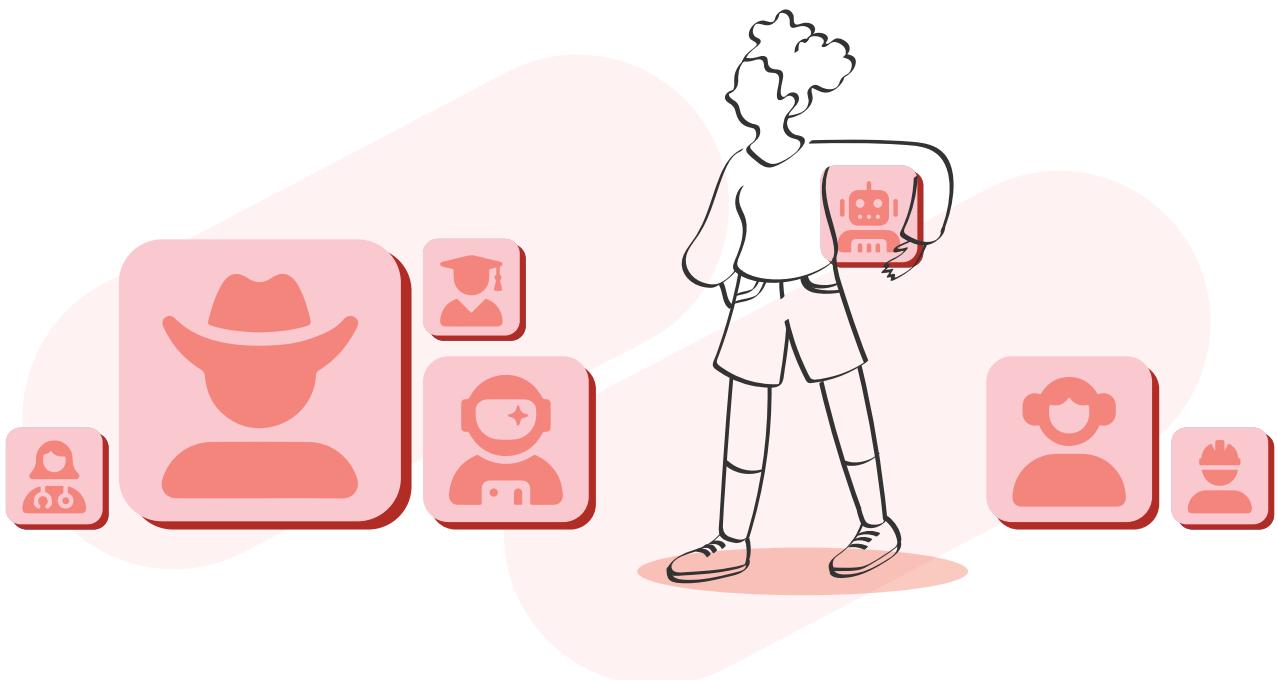
When you launch your app, you'll want to promote and market it effectively to get new users. By doing even a little bit of market research, you'll have a more focused promotion strategy.

# User interface (UI)

The look and layout of a product or the aesthetic elements that you see when using the product is called the user interface. Typography, colors, designing of elements, using icons and graphics, background images, the hierarchy of information on the screen – all of that makes up your user interface.

# User experience (UX)

The journey or experience of a user as they go through a product to achieve their goal is the user experience. This focuses on the structure of the app and the ease of finding solutions. Things like the order of screens, text, prompts, options for actions you can take – all of these things make it possible to do what you need to on an app.



## Skim-friendly Content

People don't often 'read' content. If you want to improve readability, the best way to do it is to keep the content brief, concise, and clear!

## Easy Tap Targets

Make interface elements large and well-spaced so that people don't accidentally hit the wrong target. Apple's iPhone Guidelines recommend a minimum target size of 44 pixels wide x 44 pixels tall.

## Prioritize Accessibility

By making designs 'accessible', we can create the same experience for everyone, regardless of any visual, speech, auditory, or physical differences.

## Writing UX Copy

### What is UX copy?

The pieces of text on buttons, headings, prompts, and app screens to guide users through your app.

- ★ It lets your users know what to do next
- ★ It explains errors
- ★ It sets expectations
- ★ It makes people smile

## Tips to write good copy

- ★ Keep instructions brief and simple
- ★ Avoid jargon or technical terms
- ★ Pair your visuals with words
- ★ Be consistent with title case and sentence case



# Designing Your Mobile App

06



# Designing Your Mobile App



## Choosing Brand Colors

### What are they?

A palette or a set of colors used on your logo, creatives, social media, business cards, or app design. A consistent and thought-through use of brand colors can help improve brand awareness and recognition.



a signature color boosts brand recognition by up to 80%



95% of all purchasing decisions are made subconsciously, and color plays a big role in this response

## How to pick out brand colors?

### Pick brand personality traits

What do you want your app to be associated with?  
Is it a particular mood, feeling, or expression?

### Choose colors to communicate

**Red** Indulgence, love, passion

**Orange** Bold, playful, fun

**Yellow** Cheerful, bright, uplifting

**Green** Freshness, peace, abundance

**Blue** Calm, stability, trust

**Purple** Power, wealth, mystery

**White** Light, purity, modernness

**Black** Elegance, power, sophistication

## Color Schemes on the Color Wheel



Analogous



Monochromatic



Triadic



Complementary



Compound

## App Color Toolkit

- ★ Colr.org
- ★ Check My Colors
- ★ Designspiration
- ★ Coolors
- ★ Canva's color blog
- ★ Adobe Color
- ★ Colormind
- ★ Colordot

# Rules for Choosing App Fonts

## 1 Limit app design to no more than 2 fonts

In fact, even one font is fine! Lots of apps just have one and they use different weights to create hierarchy.

## 2 Maintain legibility while styling

Header fonts can be decorative, serif or sans serif. Make body copy, buttons, and overline a sans serif with low contrast. Keep it clean, accessible, and simple.

## 3 Consider hierarchy of information

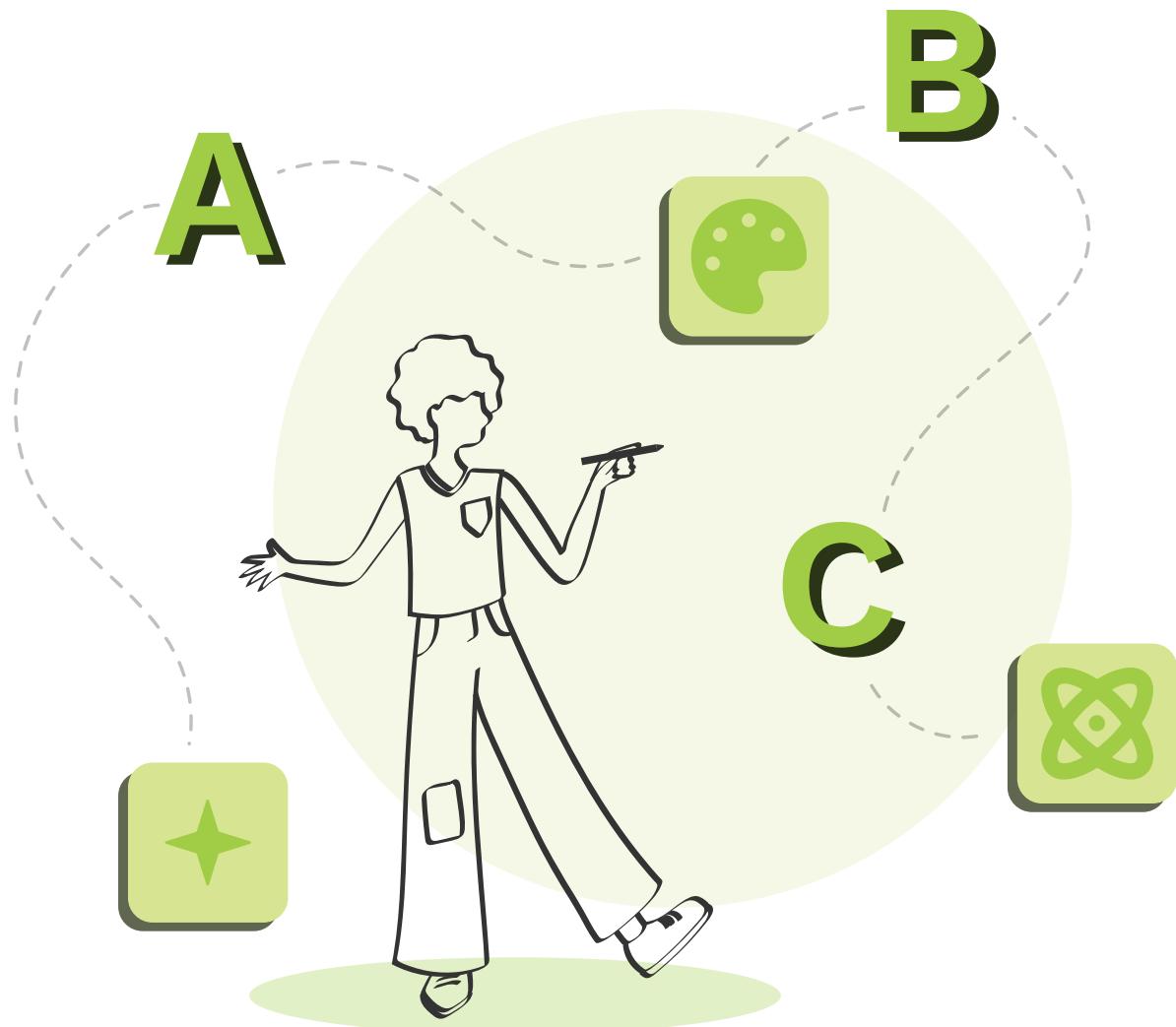
List headings should usually be bold and larger than the body font. Experiment with capitalization to distinguish hierarchy between headings, subheadings, body copy, and captions.

## 4 Keep font sizes consistent

Body copy font size should be 14-18pt, with 5-9 words per line of body copy. Headlines should be 3-4 lines max with 1-2 words per line.

# App Design Toolkit

- ★ Undraw Illustrations
- ★ Humaans
- ★ Canva
- ★ Subtle Patterns By Toptal
- ★ Lottiefiles
- ★ The Noun Project



# Getting People to Use Your App



07

# Getting People to Use Your App



Your mobile app isn't going to sell itself regardless of how well designed and creative it is. This is why mobile app marketing is key to your app's success.

Mobile app marketing helps get people to install your app, keep using it, and engage with the key offerings – e.g. content subscriptions, eCommerce, premium features, etc.

You need to market your app when you launch to get your first users, but you also need to keep marketing so that you get new users, and can keep your current users active and engaged.

## **Step 1**

# **Find Your Target Audience**

It's likely that your mobile app will suit a specific group of people, and not the general population. Getting to know your target audience, where to find them, and how to appeal to them is the first stop in the mobile marketing journey.

## **Step 2**

# **Assess Your App's Existing Market**

While you're in the process of building an app, research the app landscape by reading about your competitors and the industry. You can also subscribe to blogs that talk about the problem your app is aiming to solve.

## **Step 3**

# **Create A Landing Page Or A Website**

To help build some excitement before your app launch, and to make your app stand out, you should have a dynamic, well-designed website that drives people to the app store. There are plenty of no-code tools to build a landing page or a website in just an hour or two; check out Carrd, Webflow, or Wix.



## **Step 4**

# **App Store Optimization (ASO)**

With so many apps on the market, it can be hard to get the right visibility for your app. But just like maximizing your SEO efforts to improve organic traffic to your app's website, you can do the same for your app.

## **Step 5**

# **Work Out A Content Marketing Strategy**

Content should exist to create awareness and engagement around your app. It can be as simple as discussing related subjects to what your app's focus is, or figuring out what problems your target users may have, and attempting to solve it for them.

Here are some content types to choose from: Social media content, blogs, demo videos, influencer posts, reviews and testimonials, interviews, talks, promotions and contests, giveaways, quizzes etc.



## **Step 6**

# **Paid Campaigns**

### **In-app ads**

Promote your app with ads that appear on other apps. It's one of the most popular forms of mobile advertising, likely due to the ability to target people that already use mobile apps rather than the mobile internet.

### **Ads on social media**

Social media platforms like Facebook, Twitter, and LinkedIn provide pretty advanced targeting options for sponsored or paid ads.

### **Search ads**

You can have your app listed at the top of search engine results pages by paying for advertising on search engines. For niche markets, it can be a very efficient way to get your app on the front page.

## **Step 7**

# **Post Your App To Product Hunt**

The Product Hunt community is an exciting bunch of product developers, founders, makers, and tech enthusiasts, who vote everyday on the best new apps and websites. A high ranking on Product Hunt usually

gets you plenty of attention, feedback, and lots of traffic – either in the form of website visits or app downloads.

## Step 8

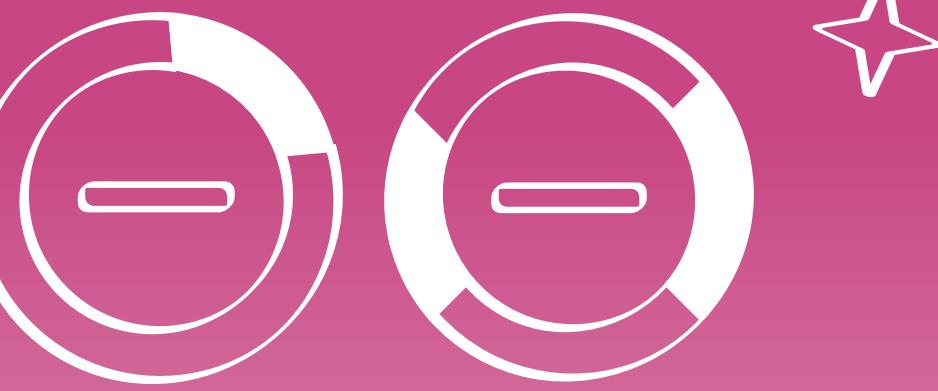
# Use Slack, Discord, Or Reddit To Join Relevant Conversations

Forums, subreddits, and other groups give people the ability to talk about a shared interest. It may seem like a lot of work, but these are actually a great place to find new tools and apps (which means it's a great place to promote your app too!)





# Understanding Mobile App Analytics



08



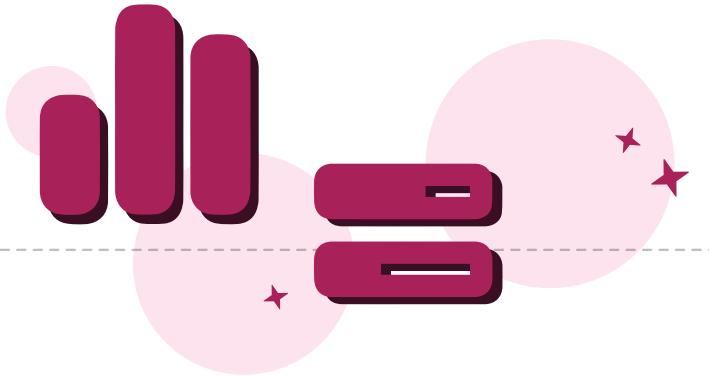
# Understanding Mobile App Analytics



Mobile app analytics are your best friend – it tells you whether your app is performing well, what your users like about it, and what you need to improve or optimize. You can transform this data into valuable insights that help you build a better product.

Mobile app analytics answer two important questions! WHO is using your app? And HOW are they using it?

# Key Performance Indicators to Track



## Downloads

the number of times that an app gets downloaded to a device is the easiest and most obvious way to track its uptake.

## Installs

Actual app installations may differ from the number of downloads, so this is another way to track the popularity of your app.

## Uninstalls

While you may not know the reason why someone uninstalled an app, you can corroborate the information with an event like an update or a feature change.

## Registrations

Deciding whether or not to register (and enter your personal data) is an indication of whether users are committed to buying into your app idea.

# Subscriptions

The number of subscribers that your app has can be especially helpful, especially to track how long it takes people to subscribe once they have installed the app and the average length of subscription.

# Retention Rate

This is the number of returning users after a fixed time period. Retaining users is generally an indicator of creating a "sticky" app, because it tells you how many people consistently use your app. Many businesses commonly analyze 7-day, 30-day, 60-day, and 90-day retention.

$$\text{Retention Rate} = (\# \text{ Users on day } z / \# \text{ Users on day } a) \times 100$$

('z' and 'a' are the time periods of your choice)

# Active Users

This is the number of engaged users, usually tracked in terms of daily or monthly numbers.

## Daily Active Users (DAU)

The number of active users who use the app daily.

## **Monthly Active Users (MAU)**

The number of active users of the app monthly.

## **Sessions**

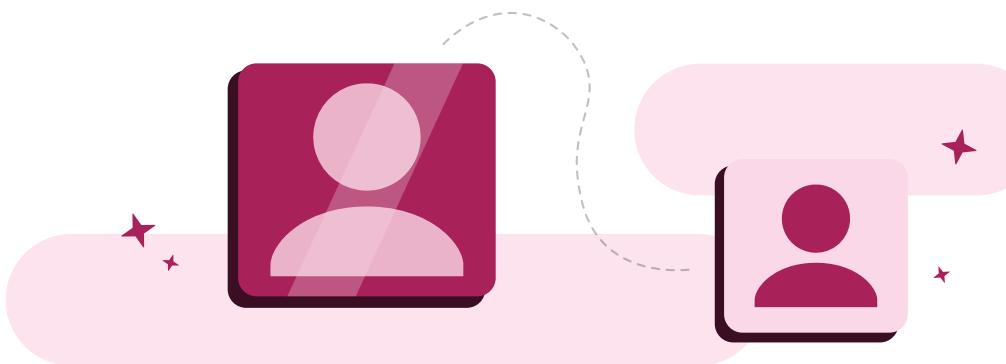
The number of times a user opens the app is the number of sessions. Like retention, this is also an indicator of 'stickiness' or popularity.

## **Stickiness**

Stickiness is a metric used to determine engagement by figuring out how often people return to open your app. It's calculated by dividing your daily active users (DAU) by your monthly active users (MAU) to get a percentage.

## **Churn Rate**

The rate at which active users unsubscribe from or uninstall your app. Ideally, you want to target a low churn rate. A high churn is usually indicative of functionality or performance issues, or a lack of new content on the app.



# Running Ads for Your Mobile App

Sponsored ads let you promote your app so that it's displayed higher on the search page in the app store and promoted in other apps.

In the US, it costs roughly \$2 per install on the iOS app store, and \$1.72 per install on Google Play Store. It's important to factor these costs in before you begin spending!

Ads for mobile apps are similar to any other type of ad, the marketing content principles remain the same!

- ★ Write a powerful headline that grabs attention.
- ★ Make sure you're keeping your audience in mind!
- ★ Craft a compelling headline. Use this free headline analyzer to get some tips!
- ★ Draft a clear, engaging summary of your app and its key benefits.
- ★ Use easy-to-understand, conversational, and welcoming language.
- ★ Include keywords and ONE clear call to action.
- ★ Select an image that fits your brand and would stand out to your target audience.



# How Much Does it Cost to Build a Mobile App & How Do You Monetize?





# How Much Does it Cost to Build a Mobile App & How Do You Monetize?

Budget can be a big constraint when it comes to mobile app development, and can vary drastically based on the type of app you're building, how long it takes, where you're building it, and how you're building it.

# Factors That Influence Your App Building Costs



## Cost of App Developers

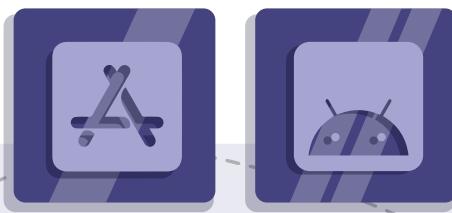
App development cost is dependent on the location and development agency that you choose. You can choose to work with dev shops, freelancers, large agencies, or build an app yourself without code.

## Features and Complexity

The number of features and complexity of the app will drive up its cost. Basic features such as login and subscription take less time to build; more advanced functionalities, like payment, location tracking, etc. have a higher cost associated and take more time to develop.

## Mobile Platforms

The cost of development usually varies based on if your app is developed for iOS, Android, or both.



# Complexity of UI/UX

User interface, design, and visual objects of the app can influence the cost, especially if your app has custom elements, buttons, icons, illustrations, and fonts.

# Mobile App Maintenance

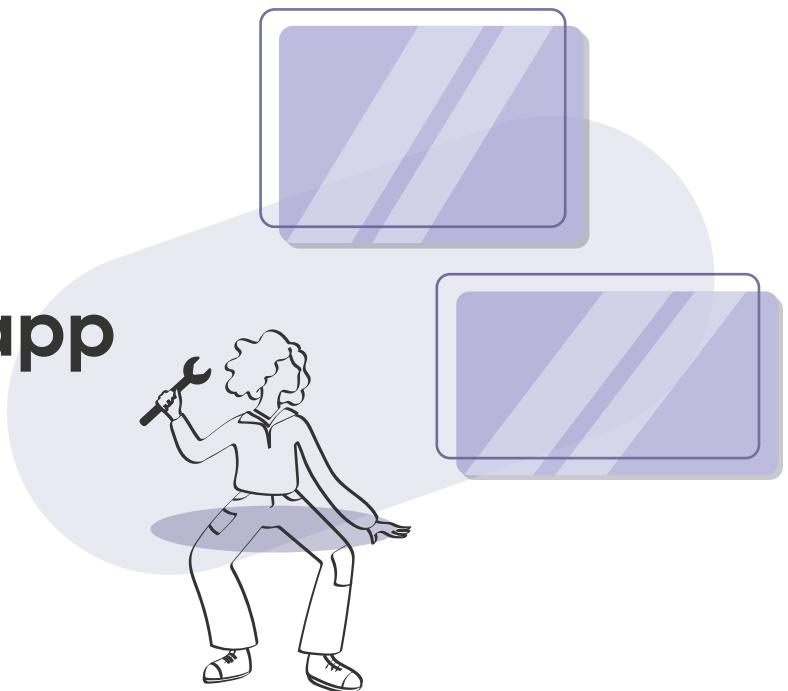
Mobile apps need regular monitoring, testing, and maintenance. Without this regular maintenance, updates, bug fixes, and new features, your app may run the risk of becoming outdated soon, causing you to lose users. The average cost of app maintenance is usually around 15% to 20% of the entire project app development budget.

## Cost estimates for building an app

### Simple Apps

**Development cost: \$10,000 – \$50,000**

Examples: Calculator apps, clocks, simple games, to-do applications, weather applications



These types of apps are the easiest to develop and take the least amount of time, which means they are also the cheapest to develop.

## Medium Complexity Apps

**Development cost: \$60,000 – \$120,000**

Examples: Social network apps

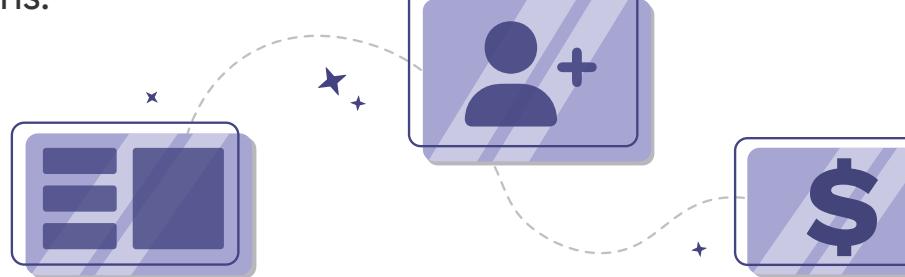
Apps like these have to handle thousands, in fact, millions of interactions, they usually contain chat functionality, and let users share information. This requires a solid backend infrastructure and comes with a larger price tag.

## Complex Apps

**Development cost: \$100,000+**

Examples: Marketplaces, eCommerce, on-demand service apps

eCommerce apps like Amazon, Alibaba, and other marketplaces require a long list of features like user registration, location, catalogs, product pages and descriptions, and payment options.



# Tips to Build a Mobile App on a Budget

## 1 Do Your Homework!

By conducting thorough user research, market research, and carefully choosing the features and level of complexity that you'll need, you can make sure that you build only what you absolutely need, while avoiding potential expensive mistakes.

## 2 Choose the Right Vendor

Picking the right vendor is crucial to staying within budget. Make sure you look them up, check their reviews, visit their websites, and evaluate their previous work.

## 3 Build an MVP

Start by building an app with the basic, functional features only – your MVP. By starting with the essential features that are necessary to solve the users' needs, you'll be able to slowly add on to the features that you need.

## 4 Keep Your Design Simple

Like with features, it helps to keep the first draft simple, and stick with basic functional design elements. Once you've got a successful

launch, you can then move on to something more complex.

## 5 Try No-Code to Build Your App

No-code tools like Adalo let you build an app at a minimal cost, while housing your database on their servers. You can use one of many templates on Adalo to build apps with varying complexity, and use components to add in the features you need. Check out some templates here.

# How Do You Mobilize Your Mobile App?



App monetization is the path to converting your app users into revenue. It's what turns your app idea into a business model.

Here's how you can do it!

## Make Your App A Paid App

Paid apps form only 5-7% of apps on the app store. These usually have some unique offering that's hard to find elsewhere. Make sure that the apps you create provide enough value or unique functionality that meets your target users' needs.

## Free With In-App Purchases

To use this approach, you can restrict certain features in the free version of the app with a goal to "encourage" the free app users to upgrade to the paid version. This in-app purchases model is one of the most popular app monetization strategies. Tread carefully so that you aren't giving away too many options for free or offering too few features.

## Free With A Subscription Model

Similar to the previous model, you can create a free app, with a paid subscription model. With this strategy, the app is made free to download with limited access to gated content or services. For premium services or content, you will need to purchase a subscription plan. This strategy is more commonly used for service-oriented apps (many calendar apps, fitness apps, and meditation apps follow this model).



## User Marketplace

This is the model that many eCommerce or service-linked apps choose. You can charge a small fee on each transaction made on your app marketplace. Apps like Uber and AirBnb charge a commission on each transaction, with the goal to provide maximum value to both the buyer and seller on the platform.

# In-App Ads

As the name suggests, these are advertisements that are displayed on an app. However, a big road-block to hitting success with in-app ads is the fact that although 90% of consumers are influenced by advertising, many users consider in-app ads spammy, distracting, and intrusive.

The work-around is simple – pick the type of in-app ad you think your users would be most comfortable with. Here are a few options:



## Banner Ads

While banner ads were initially popular, they are becoming less frequently used. Banner ads tend to affect your app UX quite significantly, and rather than driving people towards purchasing, it drives them to uninstall.

## Interstitial Ads

A good workaround for banner ads is interstitial ads. These ads show up in full screen at the end of a certain task flow – this way it doesn't interfere with completing a task, making it somewhat less intrusive.

## Native Ads

Native ads integrate seamlessly into the look, feel, and experience of the app they're in. Think of

Instagram or a Twitter feed, where an ad shows up somewhere on the feed or timeline. These ads have a higher engagement rate and don't interfere with the user experience.

## Affiliate Ads

Affiliate advertising is a monetization model that generates commission from other products and services by advertising them through your app. You can monetize your app by partnering with companies to sell their products. Many companies have affiliate programs that allow you to insert special links or codes in your content or ads.

## Reward ads

App reward ads are popular for games, particularly if users spend a lot of time in the app. For example, you may be offered extra coins if you watch a 10-second advertisement. Make sure that the reward is worth the effort that your user will take to watch the ad.

