

## Recommended Actions

Action Recommended	Rationale for the action
Increase the prices for ads shown to frequent ad clickers.	Generally speaking, frequent ad clickers make more in-app purchases and therefore generate more revenue. Frequent ad clickers are more valuable to in-app retailers, so the price of the ads should reflect that value.
Charge higher fees for hosting the in-app purchase items shown to the higher revenue generating buyers.	Similarly, higher revenue generating buyers are more valuable to in-app retailers, so the hosting fees should reflect that value.
Focus ads and in-app purchase items that are more appealing to players in the 39-40 age group.	Overall, players in the 39-40 age group are the highest revenue generating buyers, so it would make sense to cater to this age group.