

AdMob

AdMob is Google's advertising platform for promoting and monetizing mobile applications. It enables app owners to make money without having to look for advertisers personally; this is all done and optimized by Google [1]. App advertising makes applications cheaper [2].

AdMob has a built-in mechanism that lets developers show 'house ads' to cross-promote their portfolio of other apps for free. AdMob can also power your direct deals, which lets you run your own directly-negotiated ad deals with advertisers [3].

It also allows to promote your app free across similar apps and improves in-app purchases by promoting the app to users most likely to purchase the app [4].

Electronic Documents

Article in Online Web journal

[1] Martin Zhel, "How AdMob works"
<https://support.google.com/admob/answer/7356092?hl=en>. [Accessed Mar. 7, 2018]

Article in Online Web journal

[2], [3] Sreeraman Thiagarajan, "Understanding App Monetization with Google AdMob"

<https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/understanding-app-monetization-with-google-admob/articleshow/57217761.cms> [Accessed Mar. 7, 2018]

Article in Online Web journal

[4] How to Use AdMob to Promote Your Mobile App

<https://mofluid.com/blog/how-to-use-admob-to-promote-your-mobile-app/>
[Accessed Mar. 7, 2018]