

Monetize and Promote Your App with iAd

From design to launch

Session 503

Carol Teng
Shashank Phadke

 iAd

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

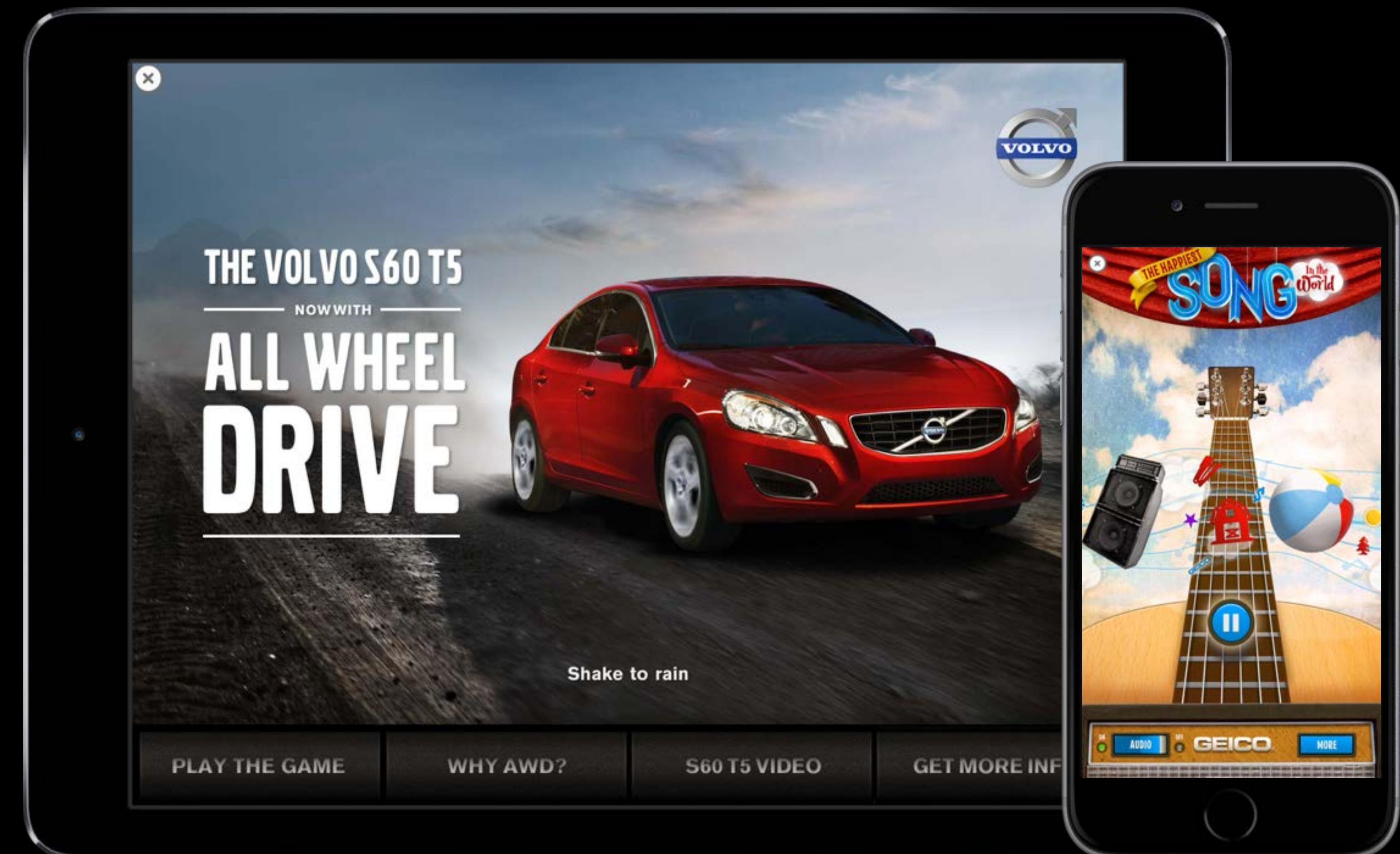


Monetizing My App

Key benefits

70% revenue share

Great user experience



Monetizing My App

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70% revenue share

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Global reach



Monetizing My App

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Privacy controls



Monetizing My App

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Built into the iOS

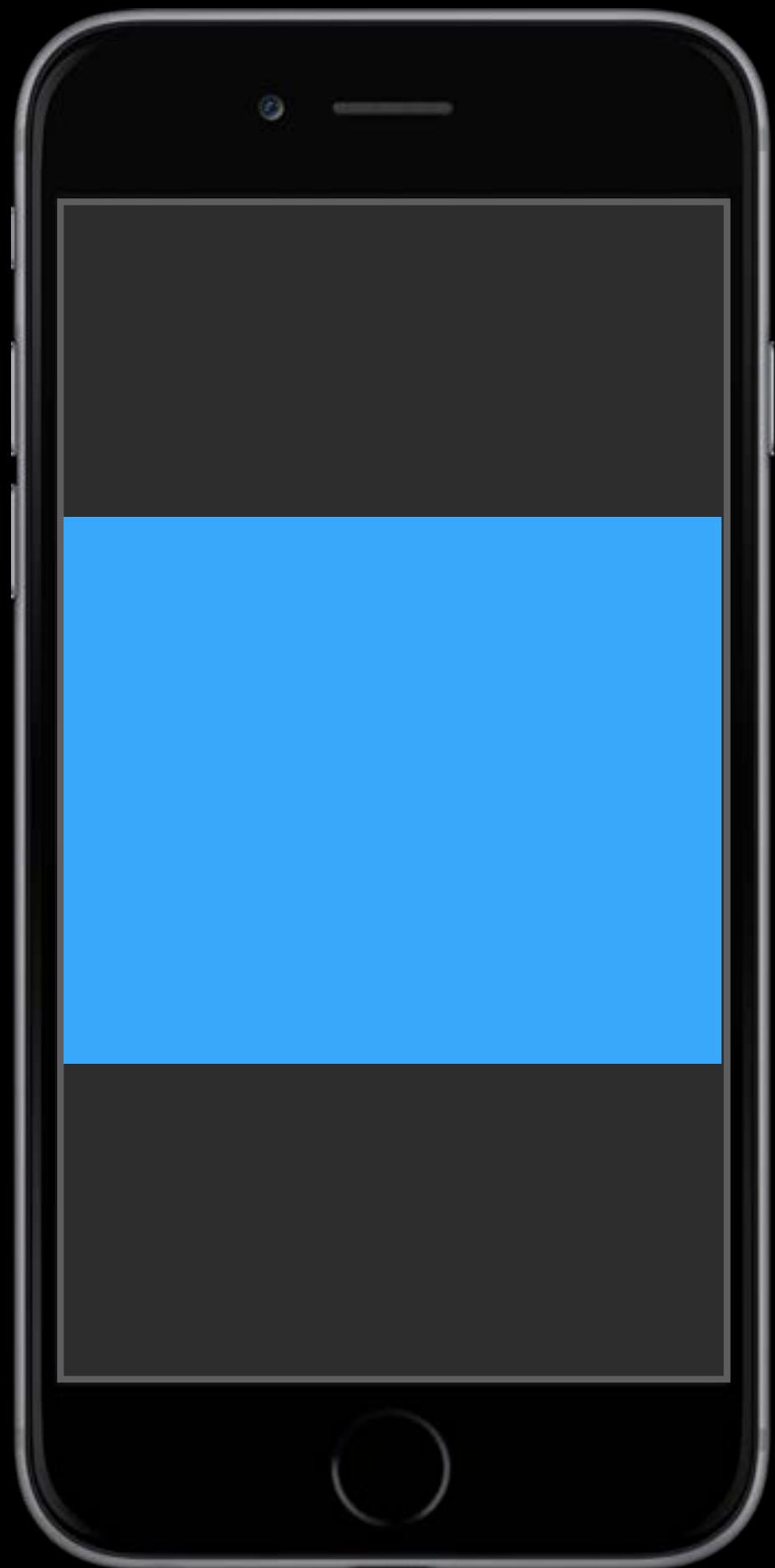


Monetizing My App

Multiple ad formats



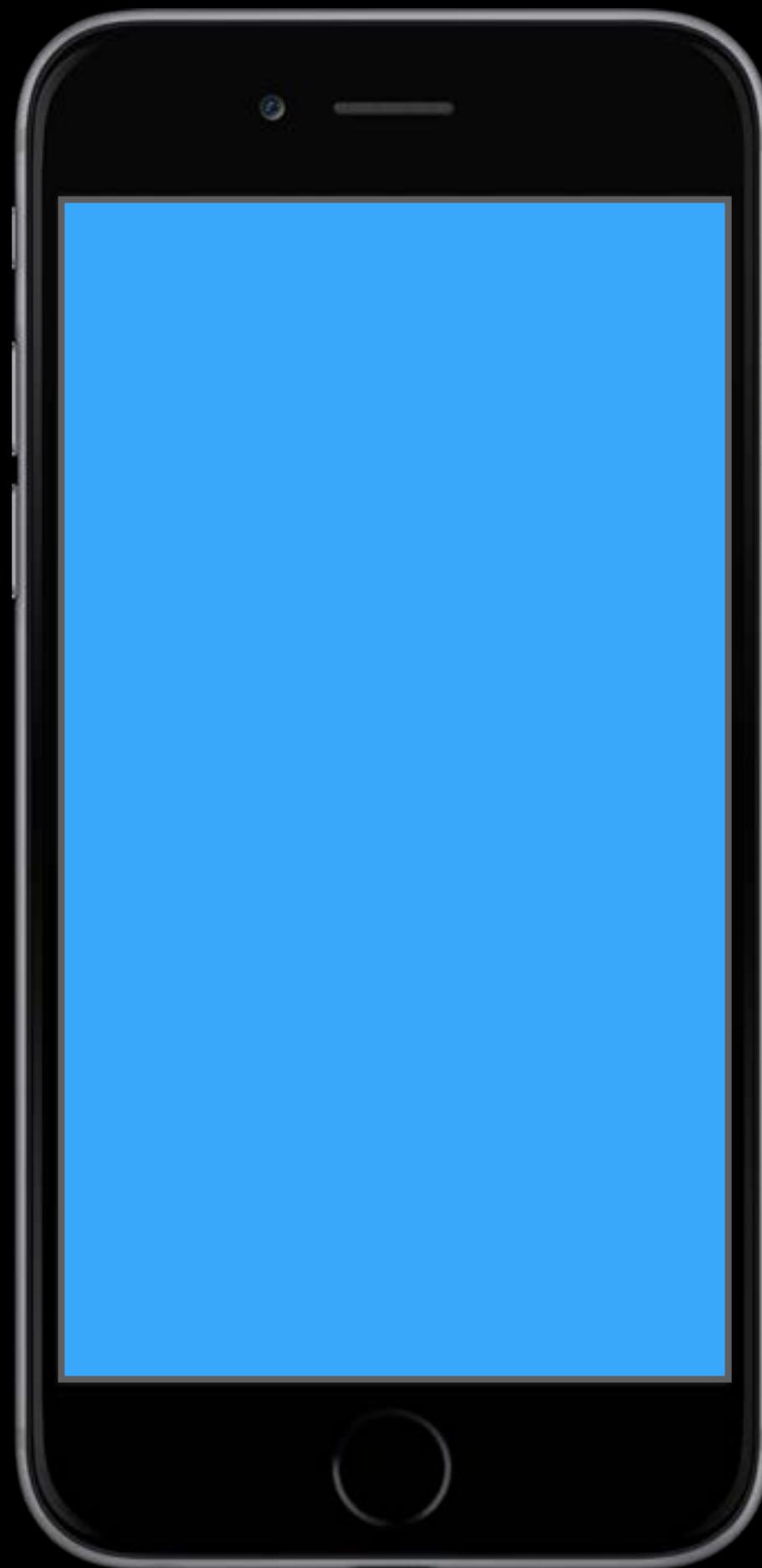
Banner



Medium Rectangle



Pre-Roll



Interstitial

Monetizing My App

Multiple ad formats



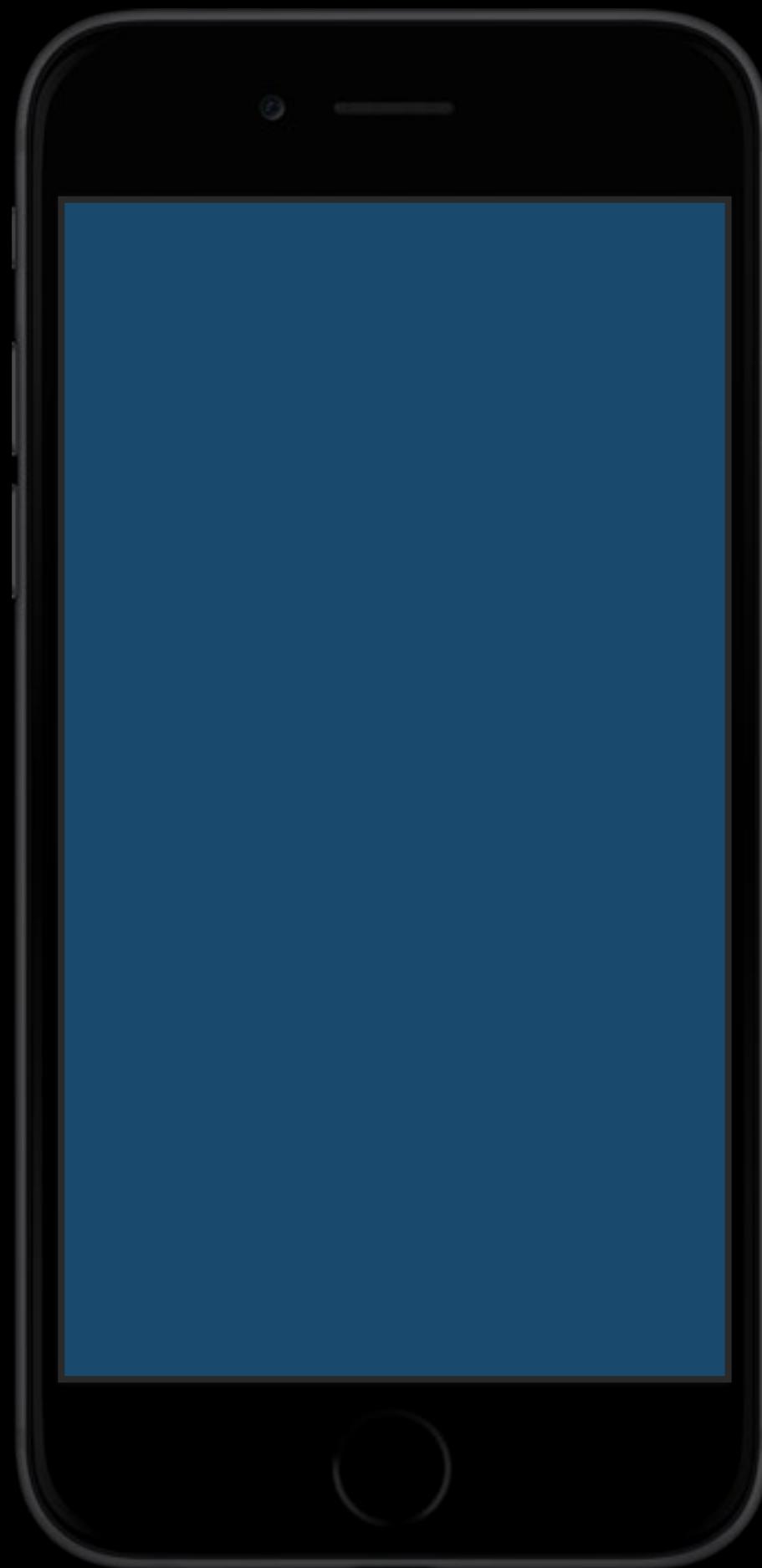
Banner



Medium Rectangle



Pre-Roll



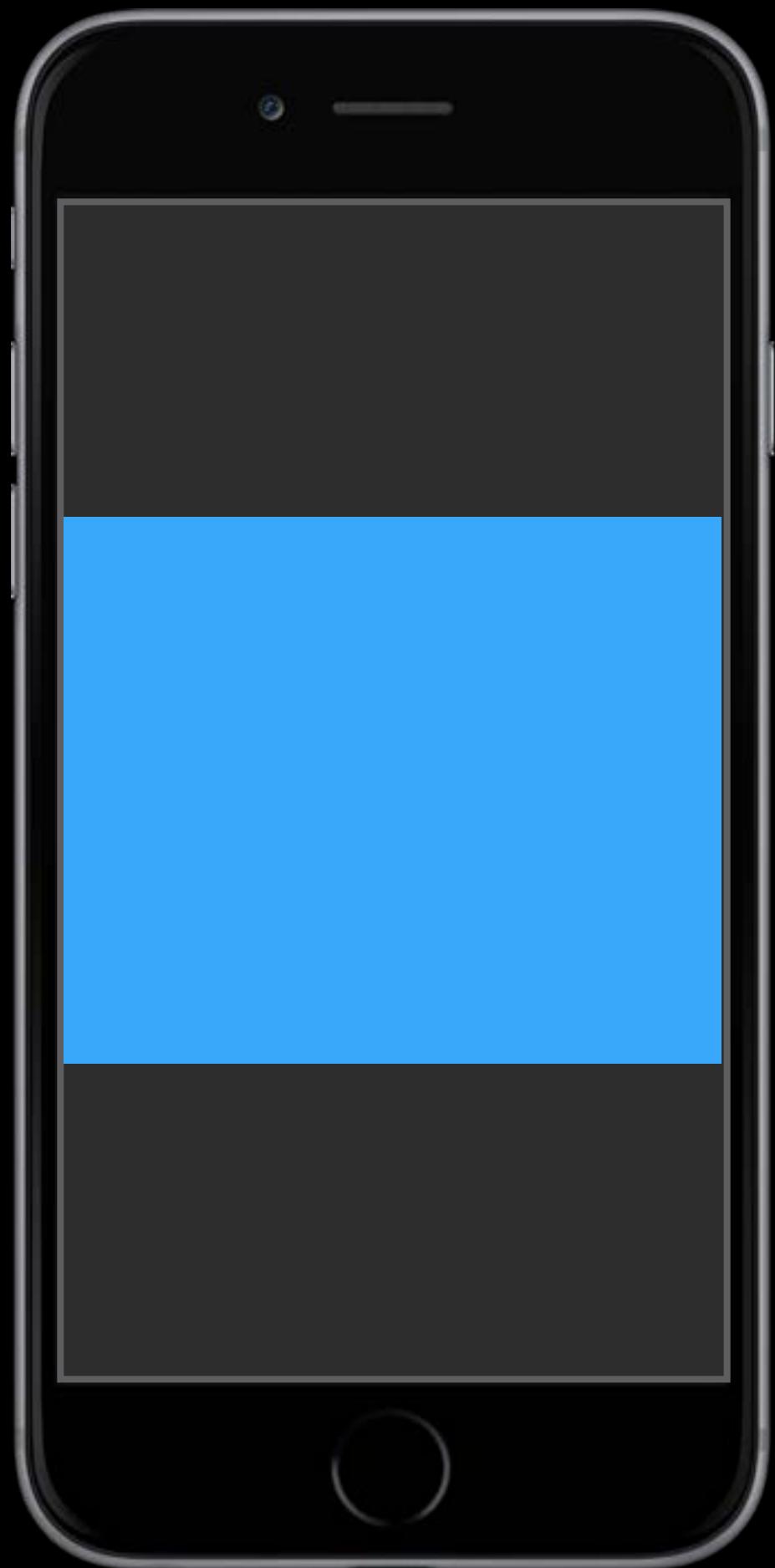
Interstitial

Monetizing My App

Multiple ad formats



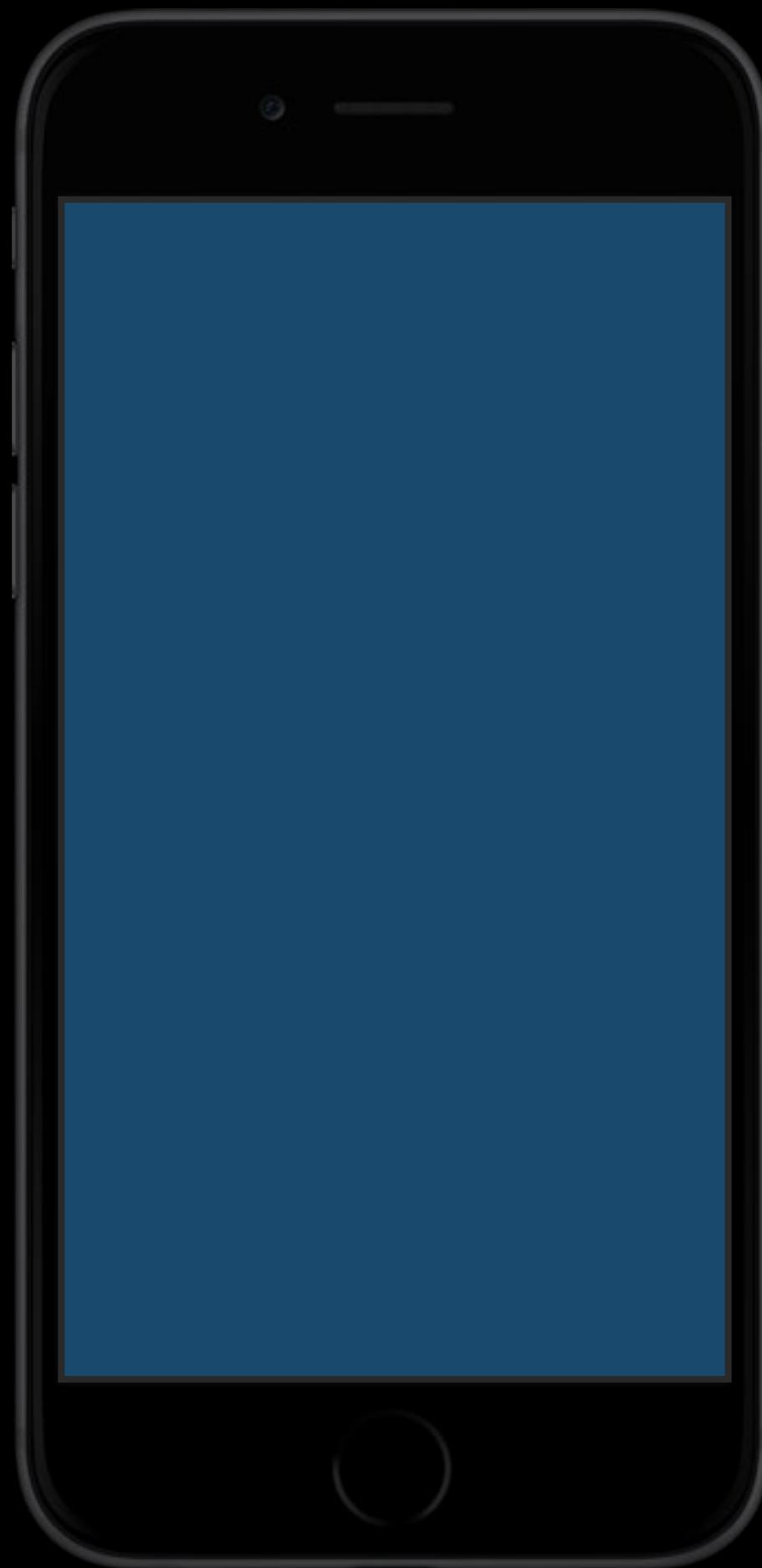
Banner



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Monetizing My App

Multiple ad formats



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Multiple ad formats



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Pre-Roll



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



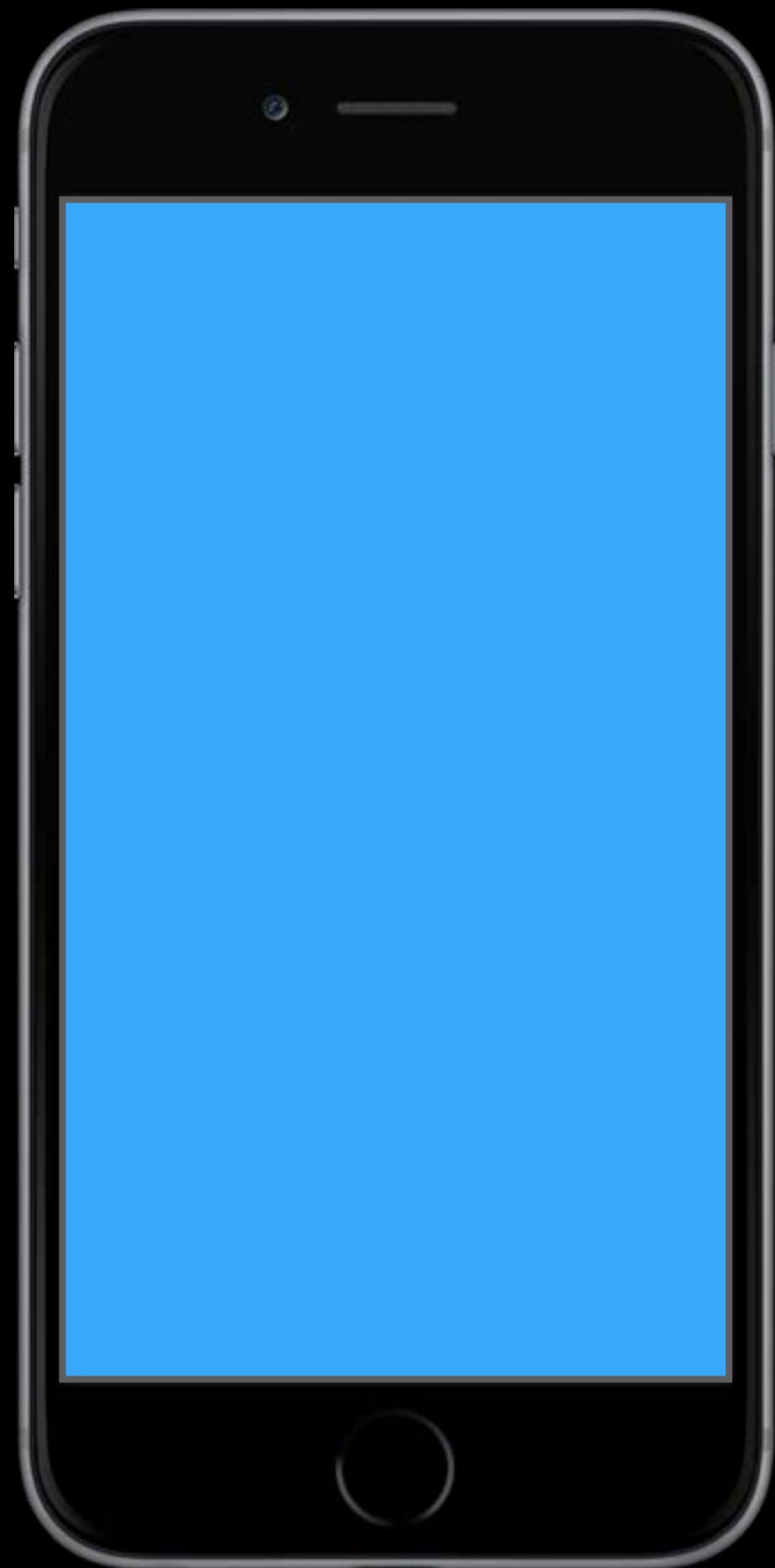
Banner

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

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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

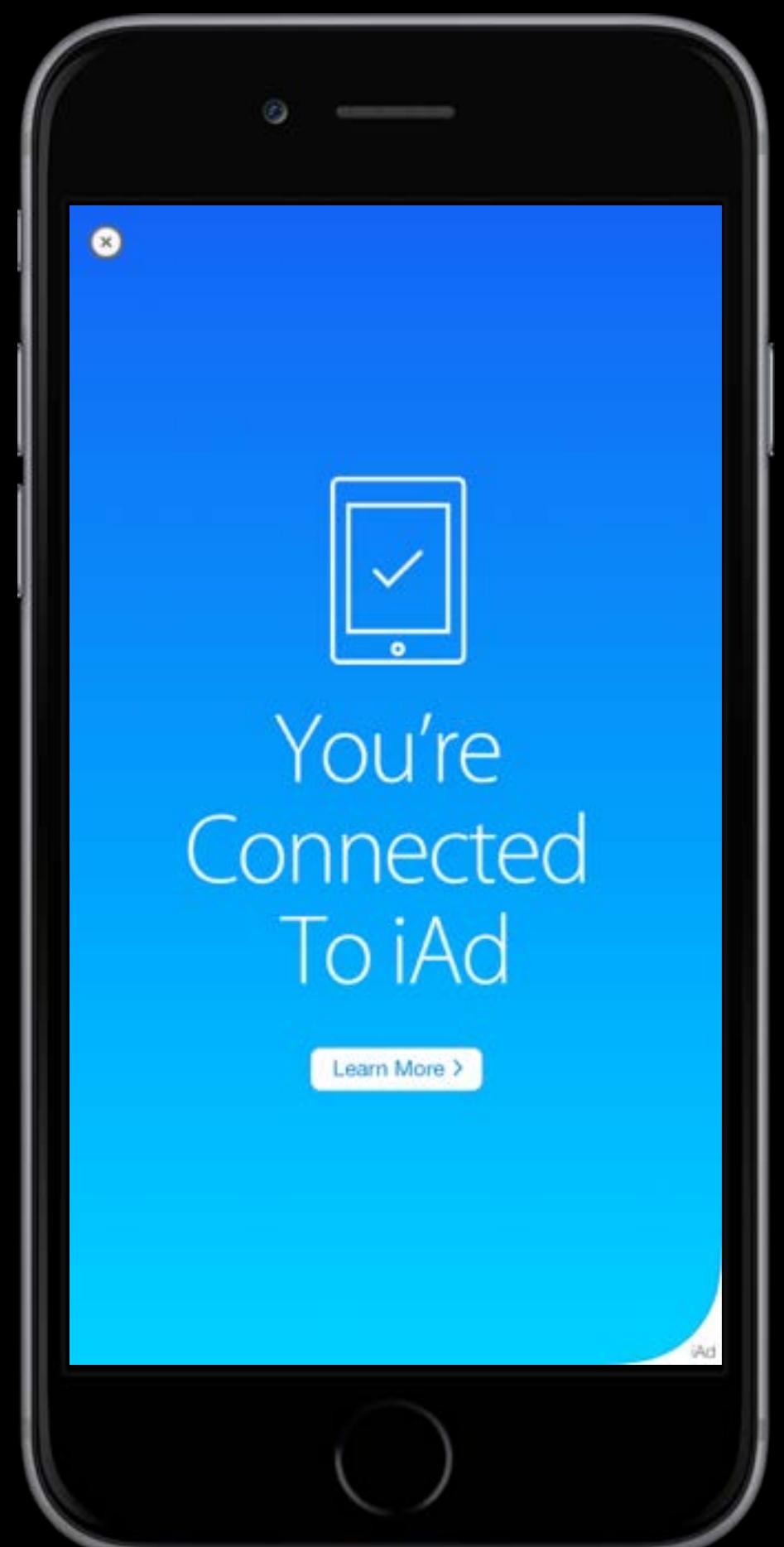
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Easy Integration

Interstitial



Easy Integration

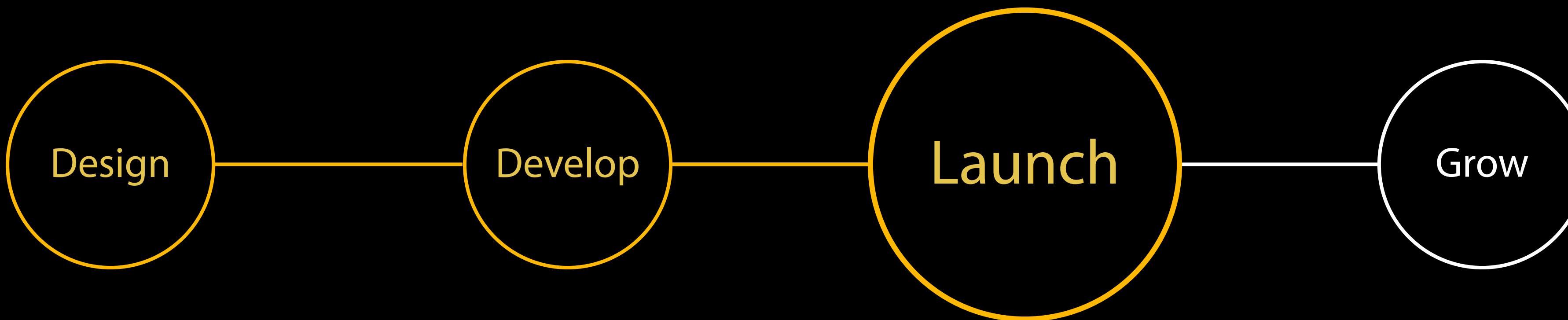
Tools for testing

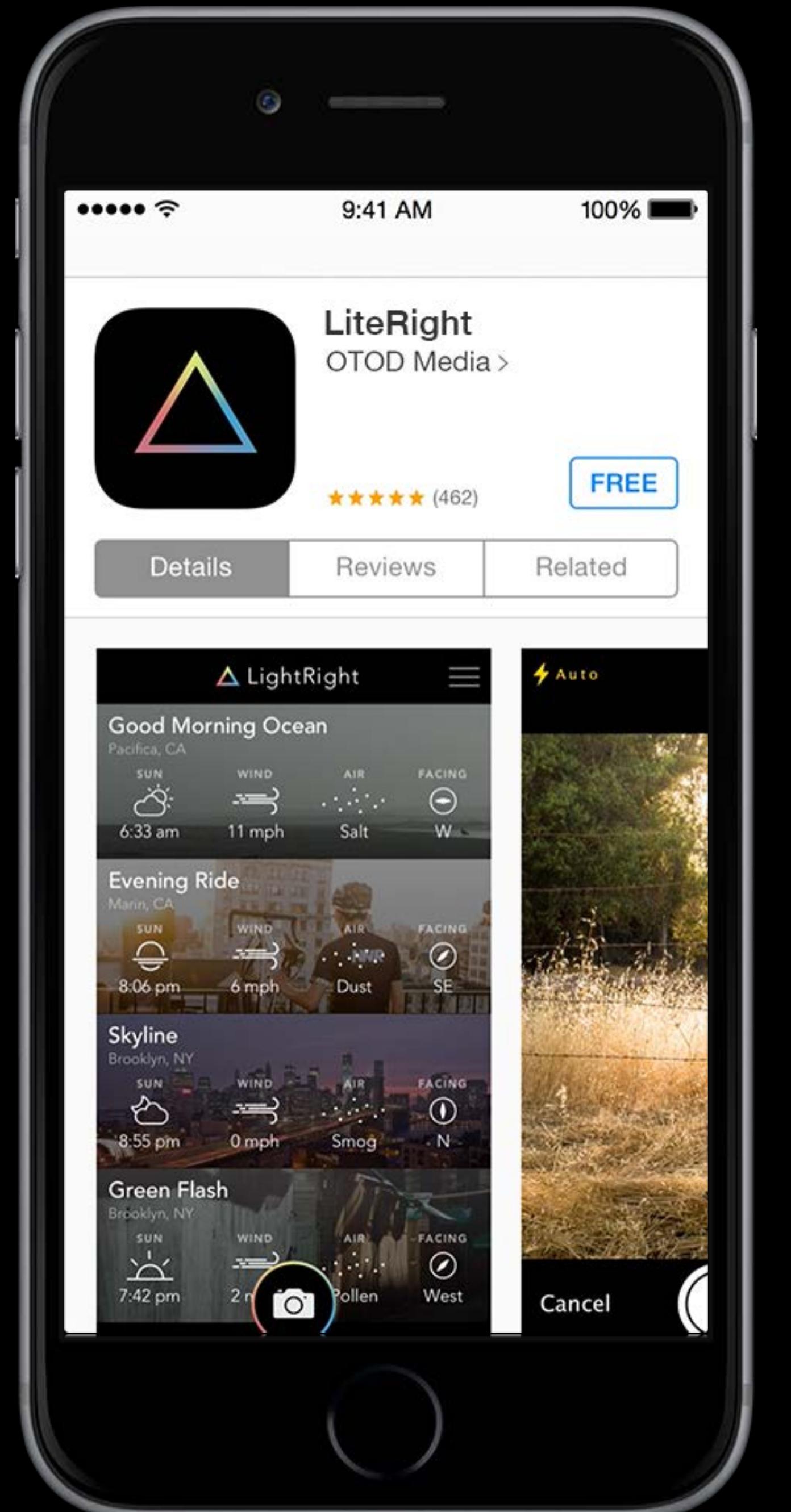


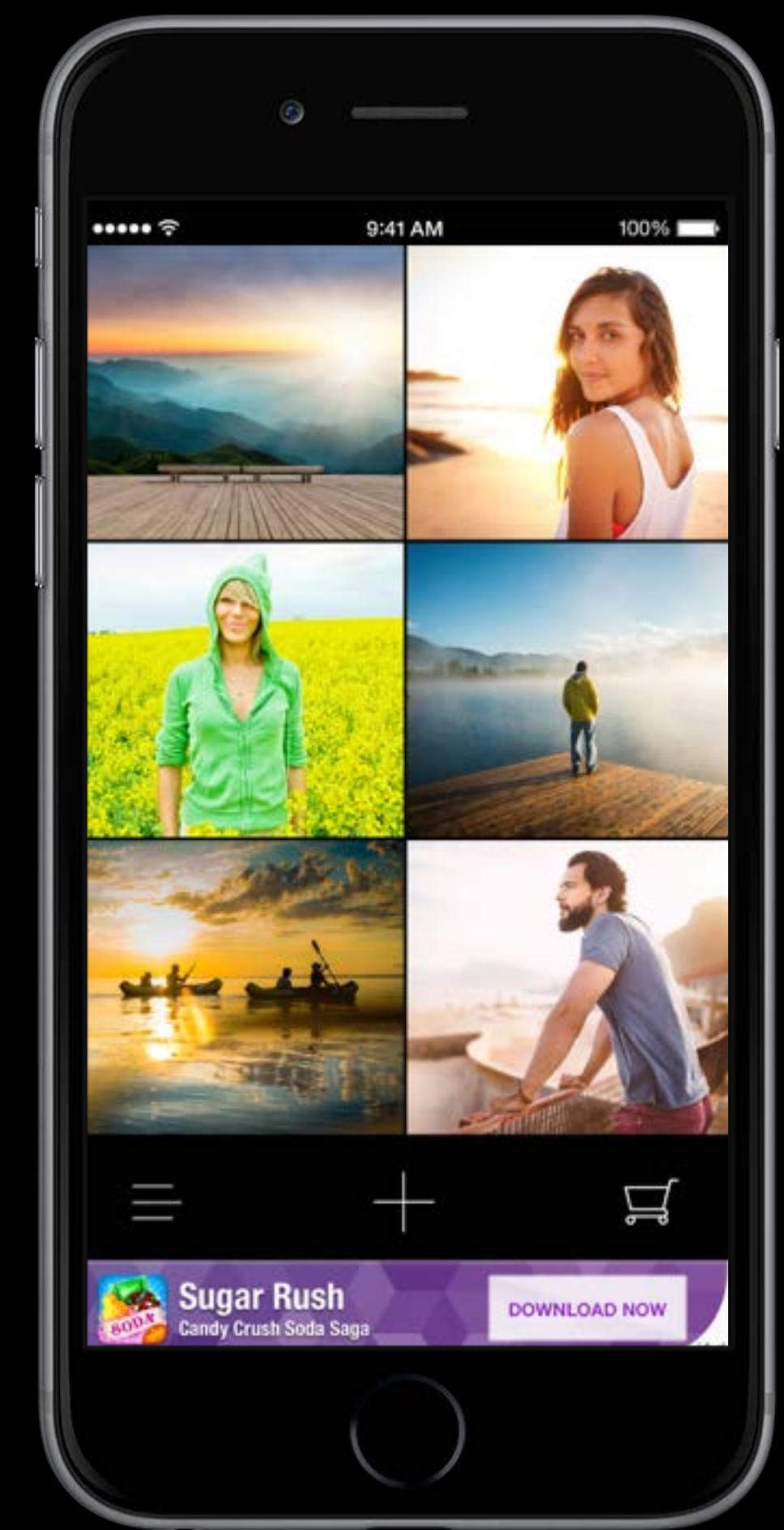
The Road Ahead



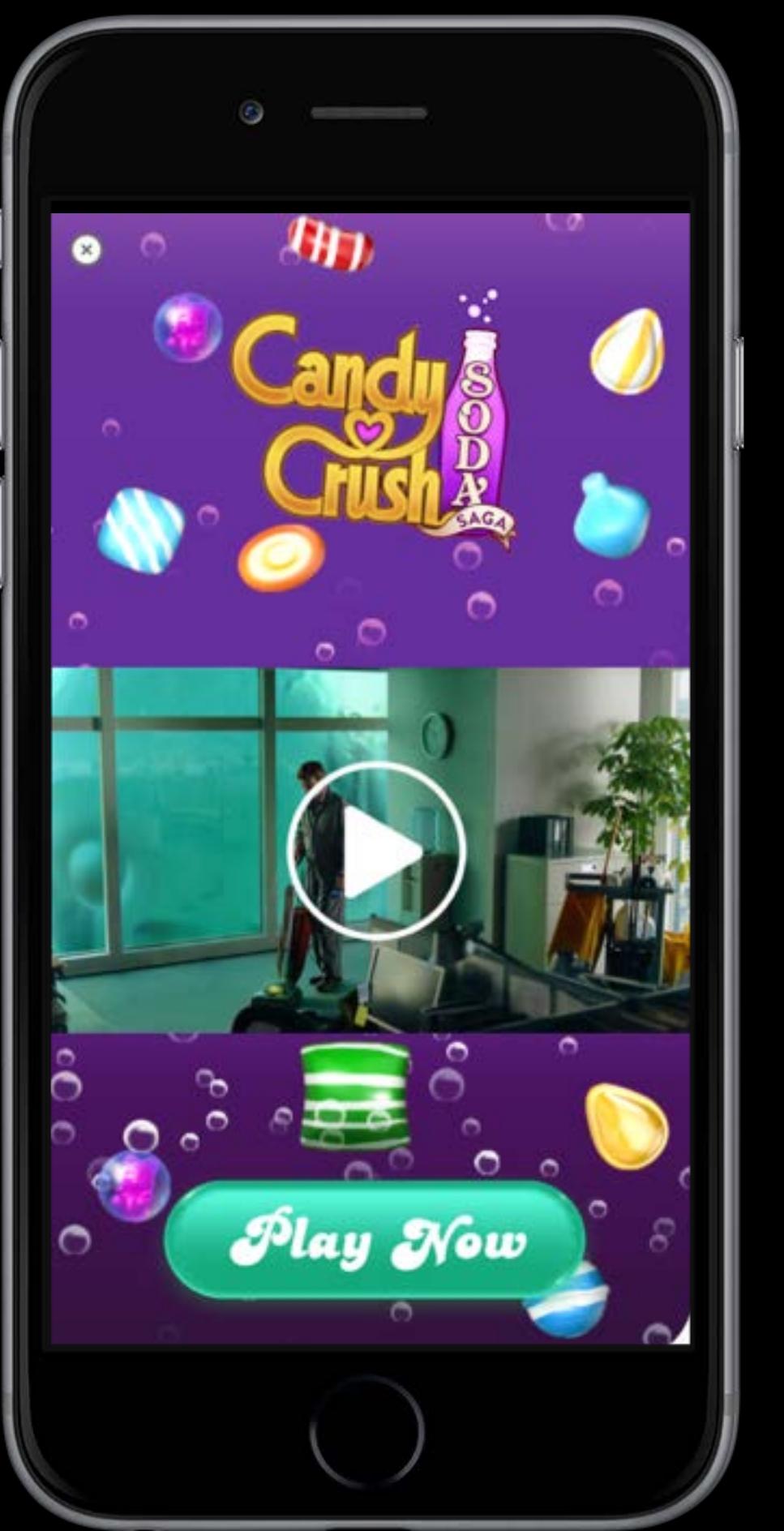
The Road Ahead







Banner



Interstitial

Apple Inc. idmsa.apple.com/IDMSWebAuth/login.html?appIdKey=e185b1ef015df344ece5c... ↗

Live: This app is receiving live ads.

To ensure the best user experience, you can fine tune your preferences by excluding specific advertisers or App IDs. To configure or change these ad preferences, click Edit, above.

Revenue Last 7 Days \$1,952.74	Revenue Today \$196.52	eCPM Average Last 7 Days \$8.02	eCPM Average Today \$8.53
-----------------------------------	---------------------------	------------------------------------	------------------------------

Performance ⓘ

Revenue Impressions Requests eCPM Tap-Through Rate (TTR) Fill Rate iAd Fill Rate Customs Totals

The chart displays daily revenue with a clear weekly pattern. Revenue peaks on Saturday and Sunday, dips on weekdays, and shows a slight increase towards the end of the month. The Y-axis ranges from \$0 to \$700.

Date	Revenue (\$)
12/01	~\$250
12/02	~\$300
12/03	~\$350
12/04	~\$280
12/05	~\$420
12/06	~\$560
12/07	~\$490
12/08	~\$420
12/09	~\$450
12/10	~\$450
12/11	~\$450
12/12	~\$560
12/13	~\$500
12/14	~\$490
12/15	~\$450
12/16	~\$490
12/17	~\$490
12/18	~\$450
12/19	~\$450
12/20	~\$420
12/21	~\$450
12/22	~\$500
12/23	~\$560
12/24	~\$500
12/25	~\$490
12/26	~\$450
12/27	~\$450
12/28	~\$420
12/29	~\$450
12/30	~\$350
12/31	~\$400

The Road Ahead



The Road Ahead



Enabling Growth

Continuous cycle

Monetize



Enabling Growth

Continuous cycle

Monetize



Promote



Enabling Growth

Continuous cycle

Monetize

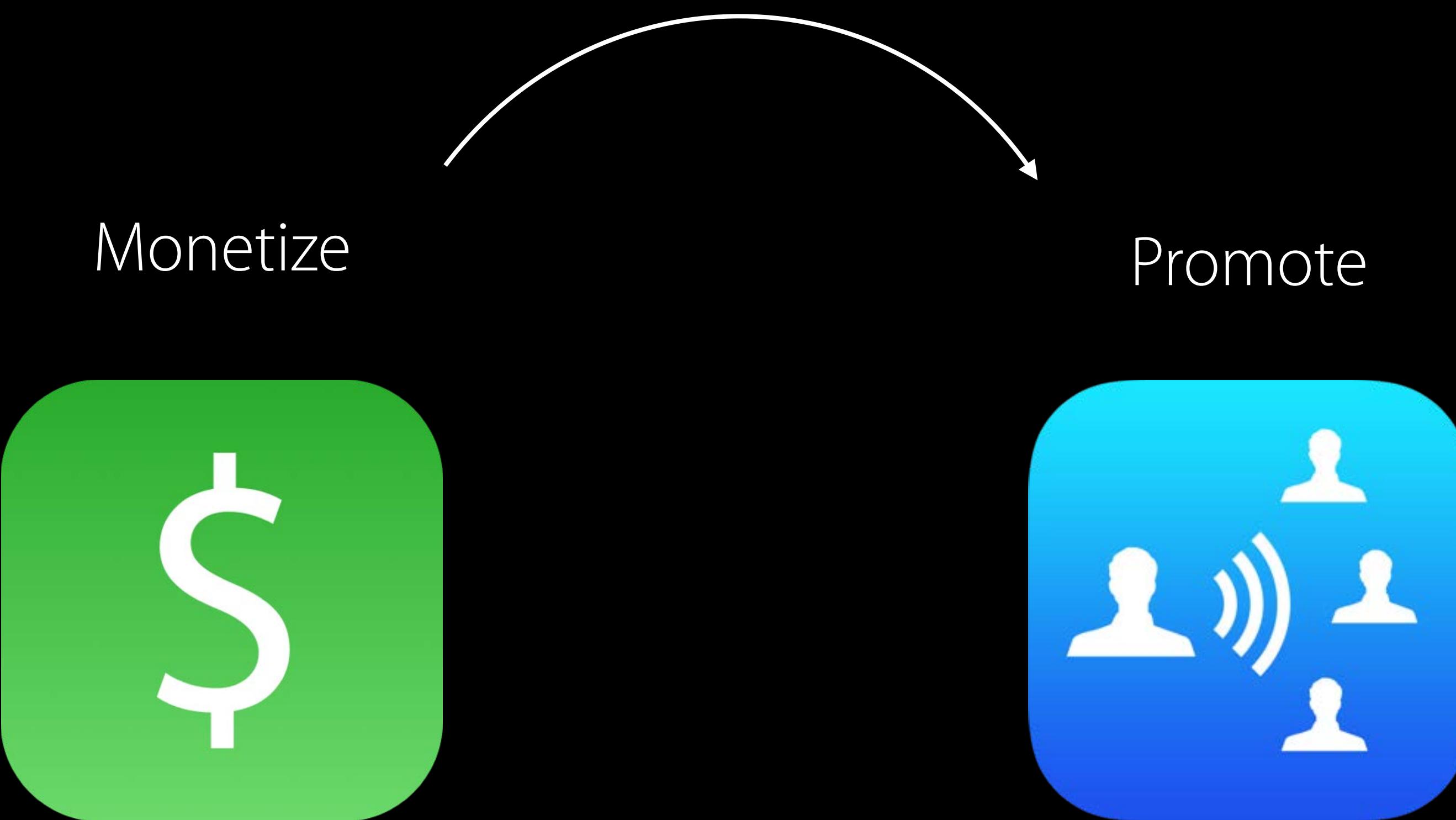


Promote



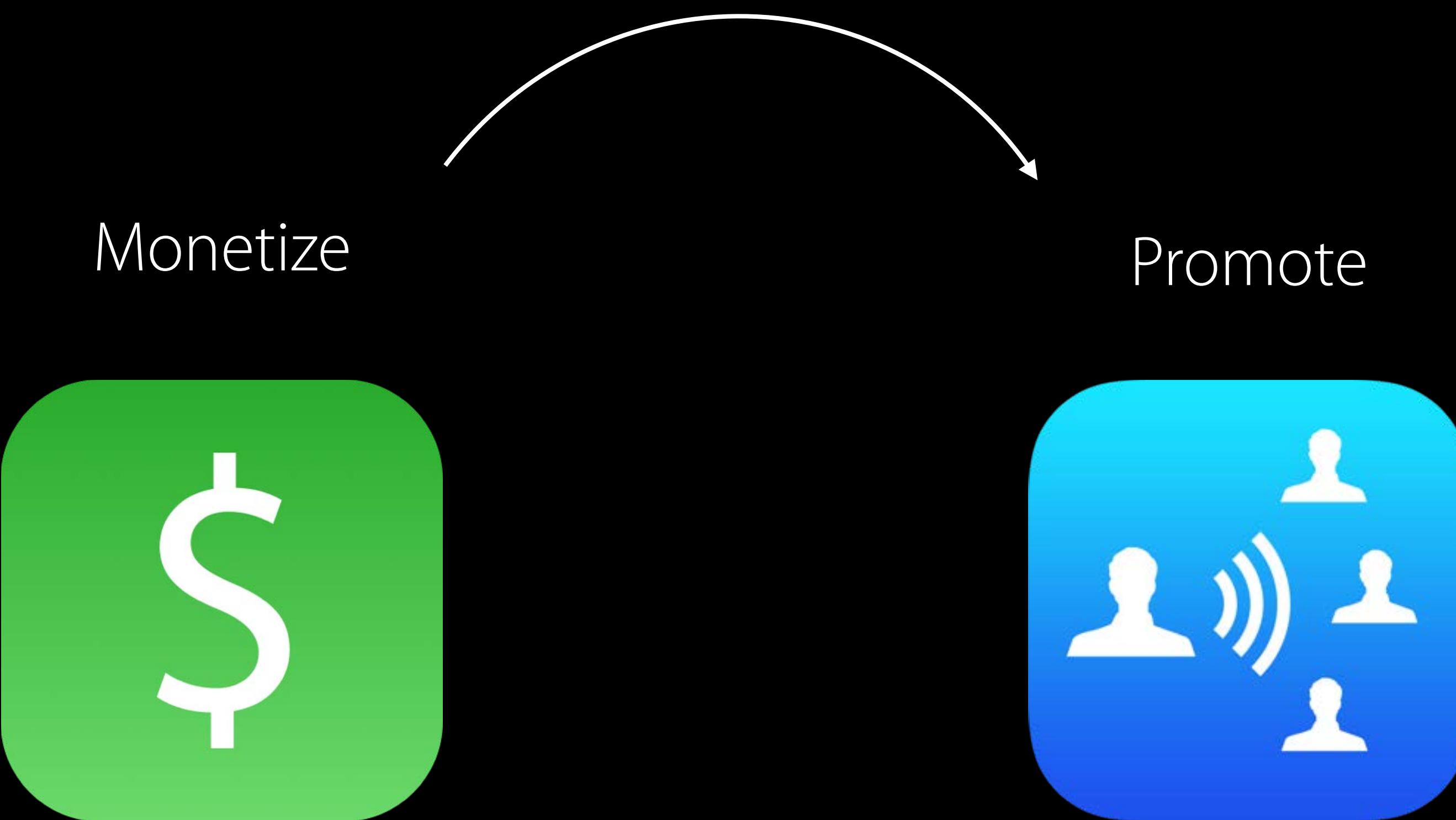
Enabling Growth

Continuous cycle



Enabling Growth

Continuous cycle



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 {  
  
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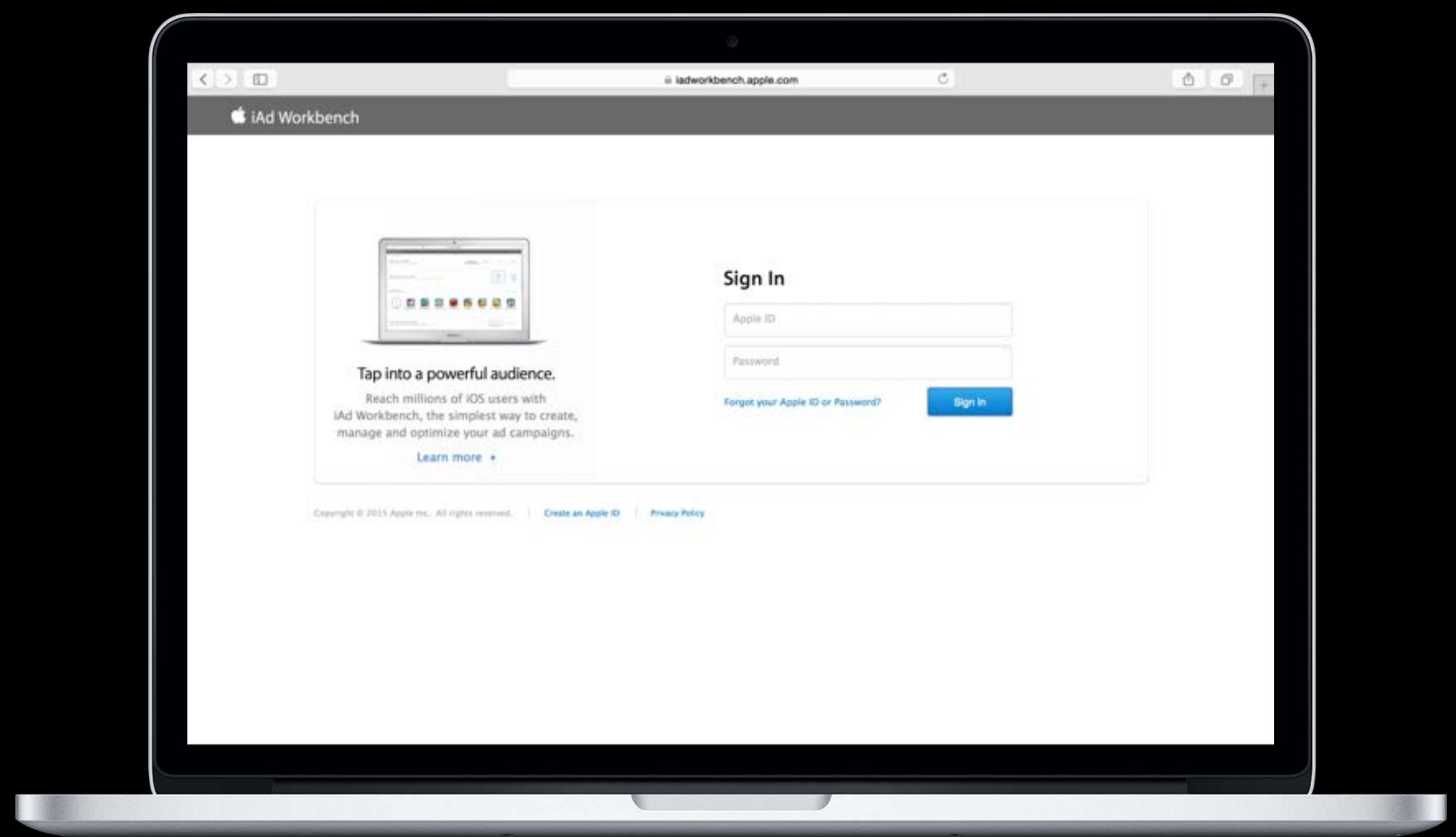
Audience Segmentation

Implementation

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if purchasedStarterPack == true {  
  
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}
```

iAd Workbench



iadworkbench.apple.com/app/#dashboard

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 usd 255,338.44 of 363,700.00

Completed Retarget Dormant Users 0 days left Spend of Budget usd 94,444.10 of 100,000.00

New Brooklyn Byline Summer Your campaign is incomplete Finish Setup

Paused Klara 2015 Promotion 30 days left Spend of Budget usd 0.00 of 31,500.00

Showing 4 of 4 Export Data

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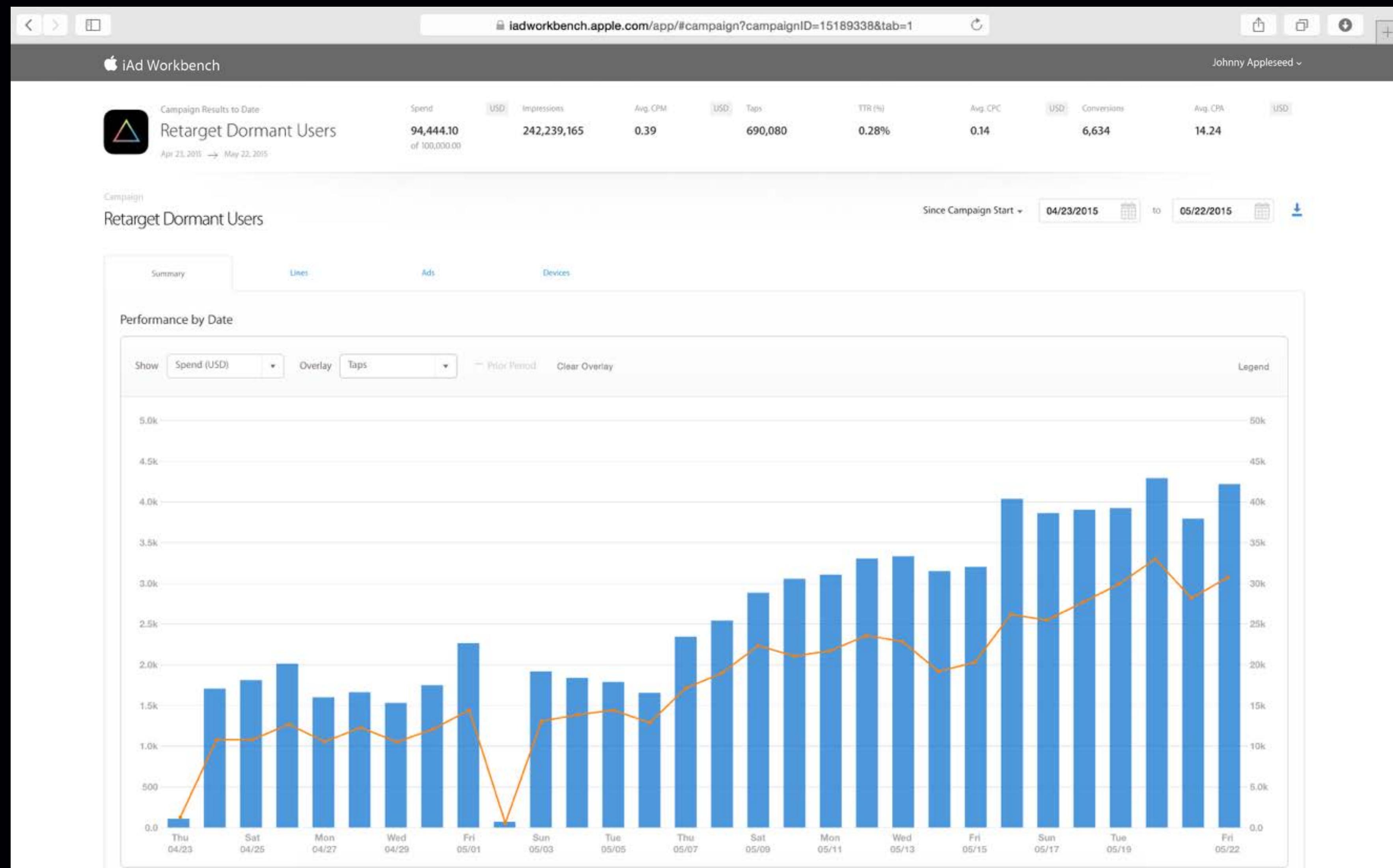
Home | Sign out | Help | Contact Us

The screenshot displays the iAd Workbench dashboard on a computer screen. At the top, the URL is iadworkbench.apple.com/app/#dashboard and the user is Johnny Appleseed. The main heading is "Dashboard ?" with a question mark icon. Below it, a sub-instruction reads "Create, edit and monitor your campaigns." A navigation bar shows sections: OTOD Media ▾, Running (0), Not Running (2), Completed (2), All (4), and an "Expand All" button. A search bar labeled "Search for campaign" is also present. The dashboard features four campaign cards arranged horizontally. The first two are "Completed": "Acquire New Users" (0 days left, budget spent: 255,338.44 of 363,700.00) and "Retarget Dormant Users" (0 days left, budget spent: 94,444.10 of 100,000.00). The third is "New": "Brooklyn Byline Summer" (Your campaign is incomplete, "Finish Setup" button). The fourth is "Paused": "Klara 2015 Promotion" (30 days left, budget spent: 0.00 of 31,500.00). At the bottom, it says "Showing 4 of 4" and has an "Export Data" button. The footer contains copyright information and links to Home, Sign out, Help, and 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

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Measure Performance

Attribution API

Method of ADClient class

`lookupAdConversionDetails`

- App download date

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ADClient.sharedClient().lookupAdConversionDetails  
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Measure Performance

Attribution API

Method of ADClient class

`lookupAdConversionDetails`

- App download date
- Last click date

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Monetize



Promote



Monetize



Promote



 iAd

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

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

