Google™
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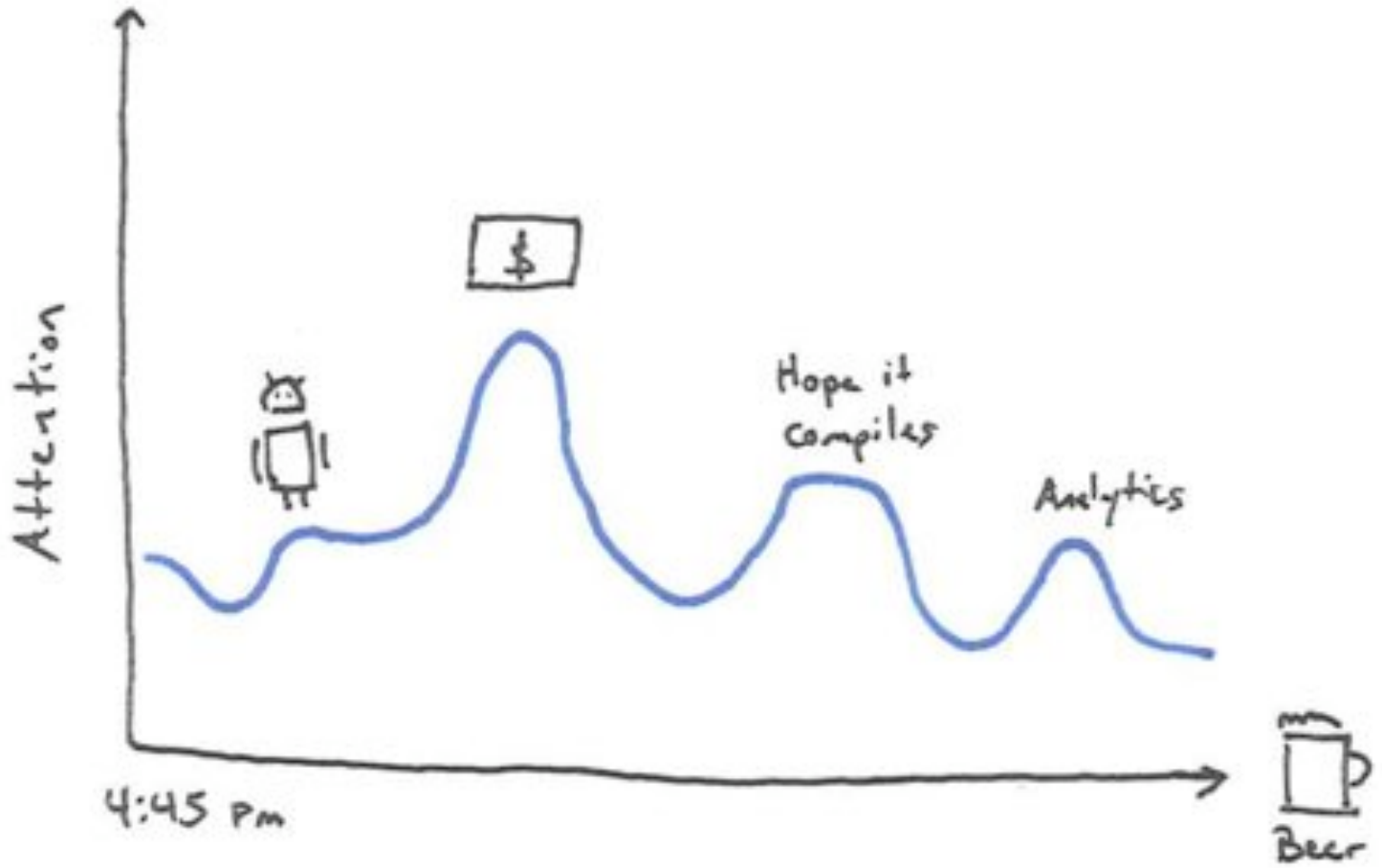
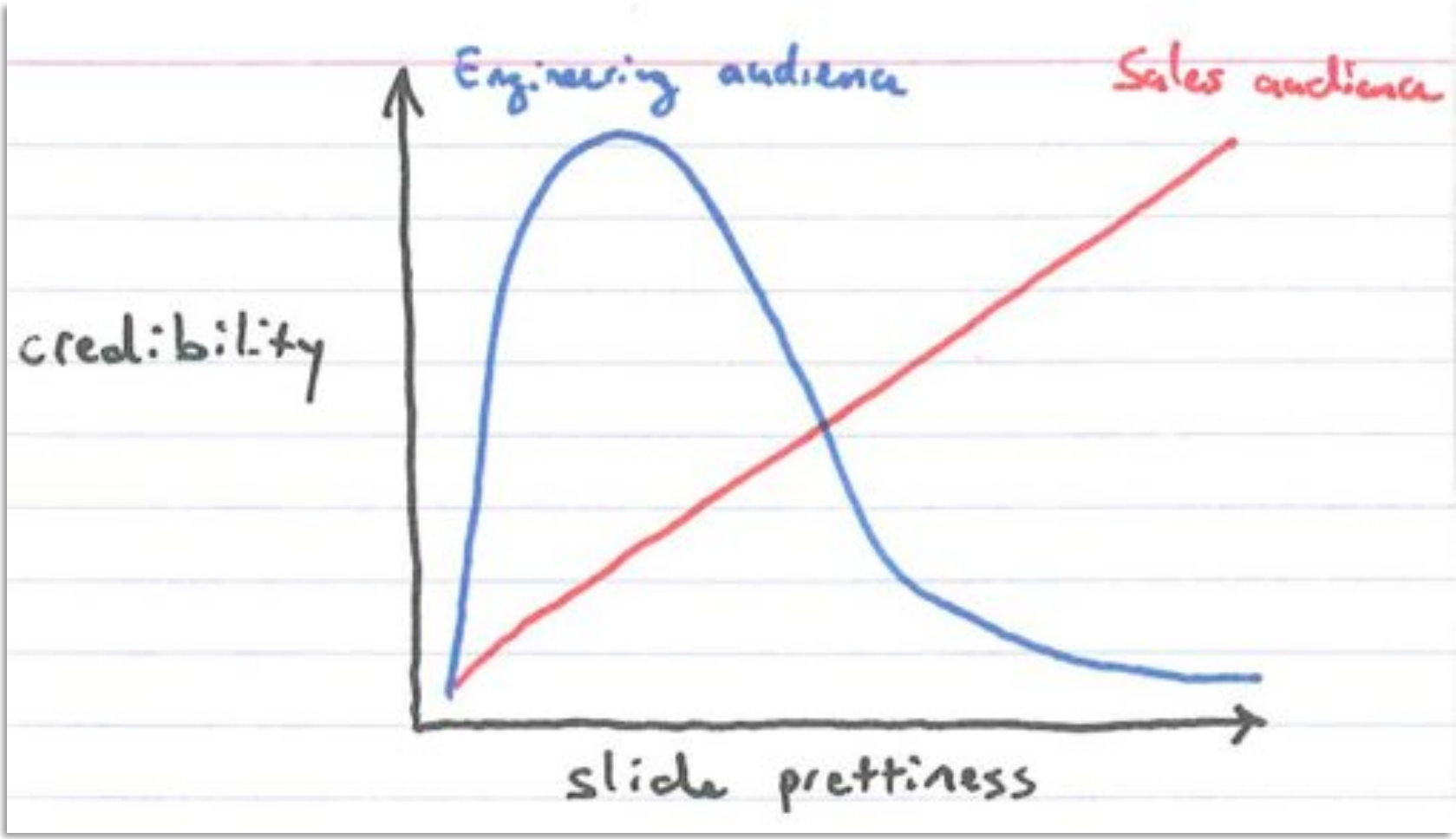
Analyzing and Monetizing your Android & iPhone apps

Jim Kelm and Chrix Finne
May 20, 2010

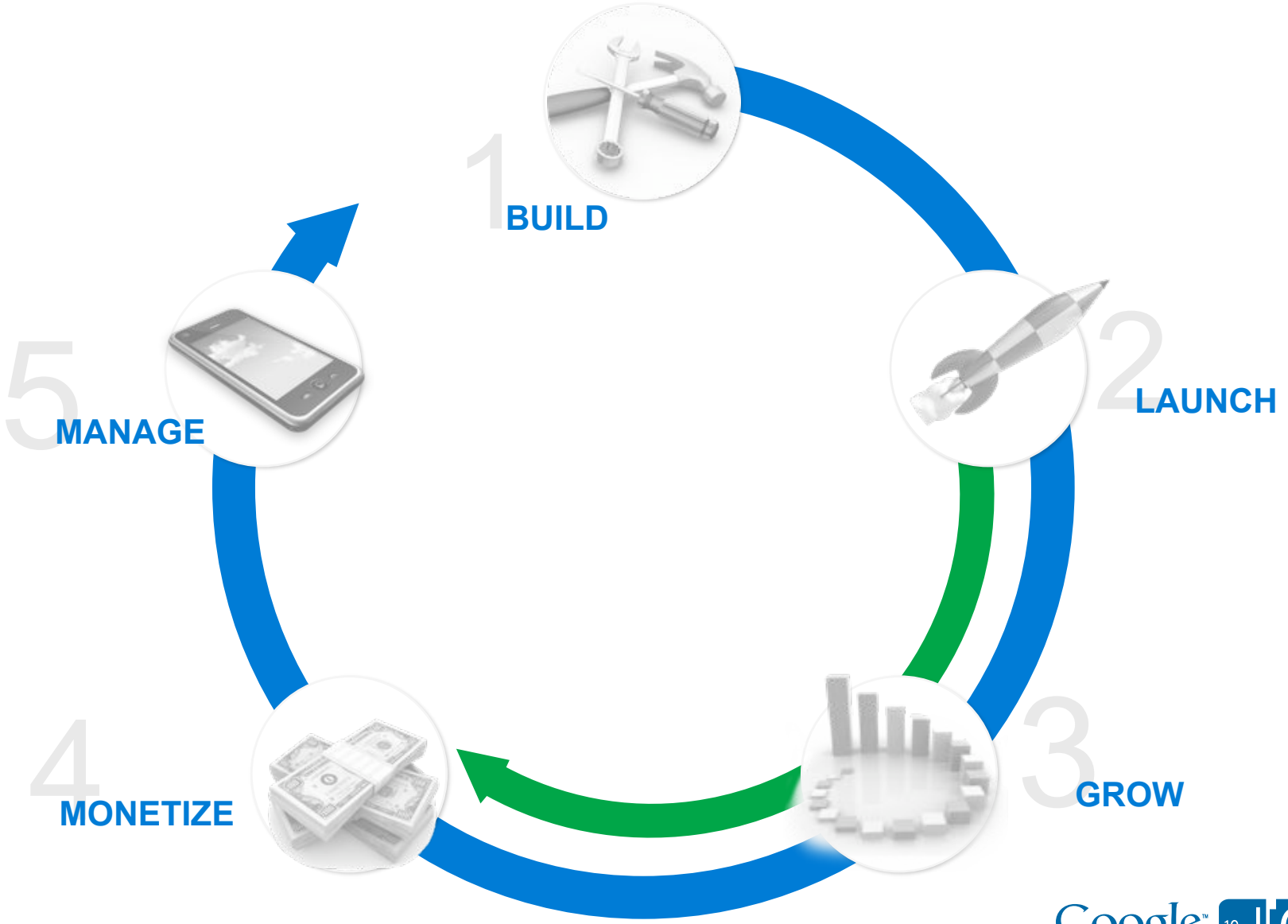
HOWTO: Watch Presentation & Check Email



Disclaimer


Engineering audience
Sales audience
credibility
slide prettiness

Mobile apps development lifecycle



Tools to help you along the way

Building your app

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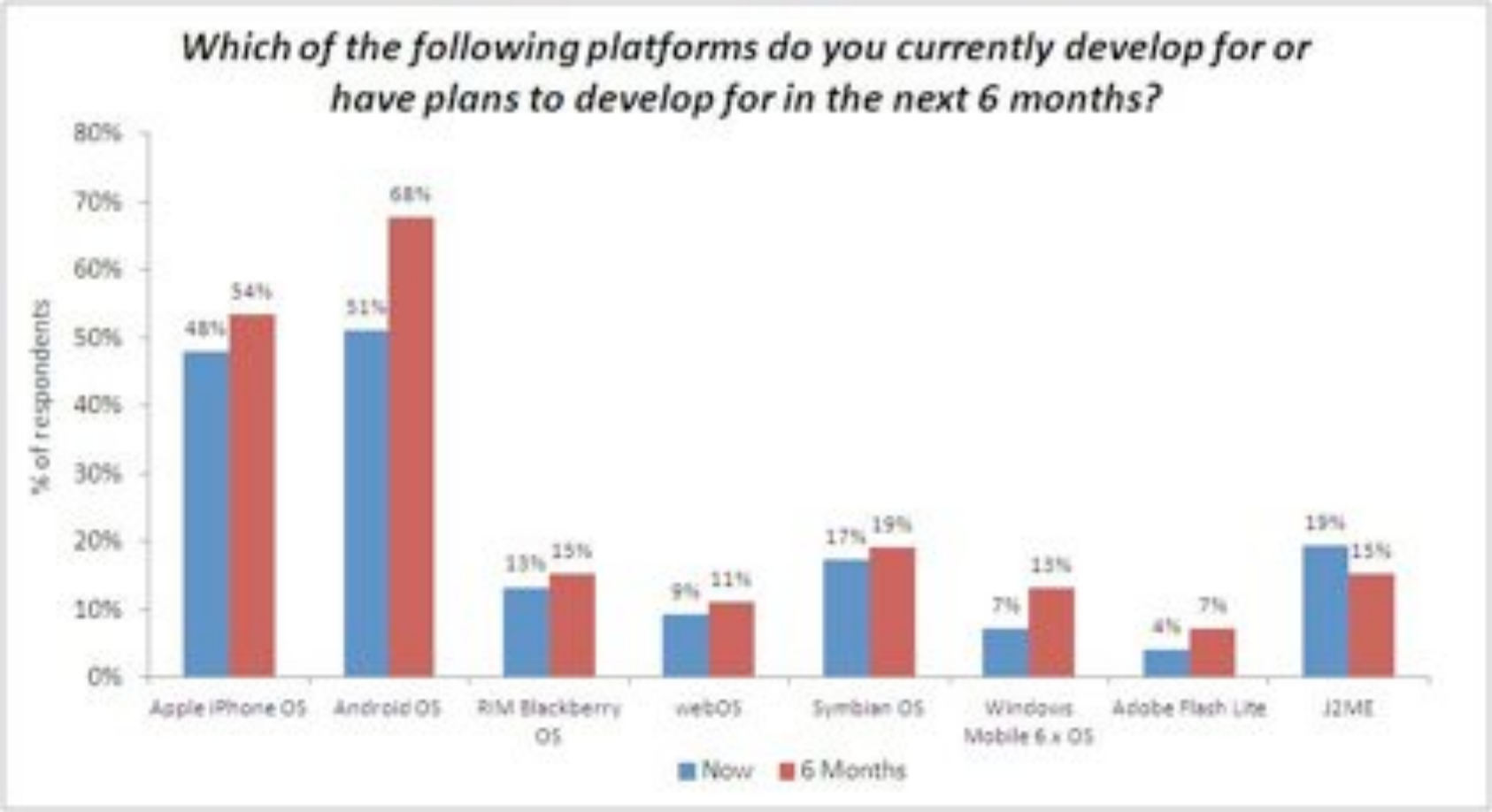
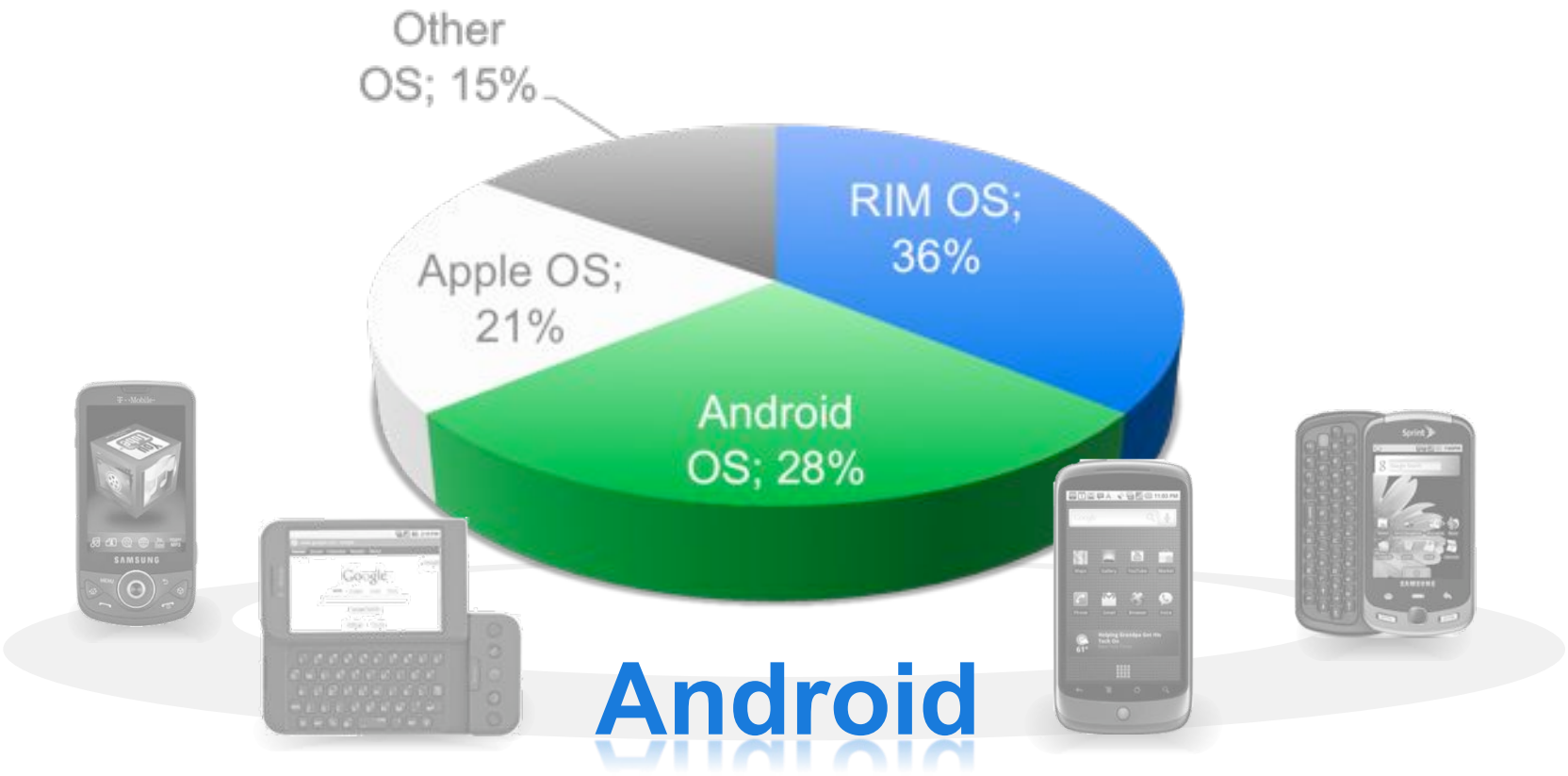
Multiple platforms, many opportunities



Source: AdMob Publisher Survey, March 2010

“Android Shakes Up U.S. Smartphone Market”



Open, free and commercially ready mobile platform

Source: NPD Mobile Phone Track, May 10, 2010

Growing your app

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Get discovered with Google AdWords

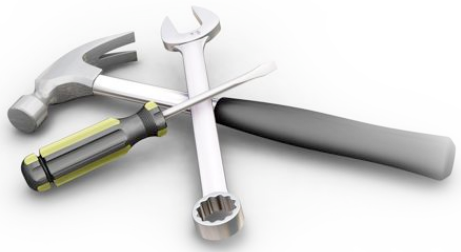
Reach

Access to our extensive app network with millions of daily impressions

Targeting

Wide variety of targeting options to fit your goals and target audience

Tools



Easy performance reporting and detailed conversion tracking

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Reach users when they are engaged in mobile

While they are spending time in apps

Mobile Ads for Apps

While they are engaged with content on the web

Mobile Ads for Content

While they are searching for information on-the-go

Mobile Ads for Search

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Case Study

Driving app downloads with in-app advertising

> CTR with Google Mobile Ads [for Apps] is consistent and often even better that what we currently see [on desktop]…. clicks are great, but even more impressive, is the direct effect on app downloads.

Matthew Shadbolt
Director of Internet Marketing for The Corcoran Group

Results

Improved performance
8 to 10 times higher CTR

Increased downloads
Achieved an estimated 20% of total app downloads

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Start promoting your app, for free

I/O Attendees: receive free advertising with Google AdWords when you monetize your app with Google AdSense for Mobile Applications

You create ads…

Your ads appear on mobile devices…

People click to download your app.

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Earning from your app

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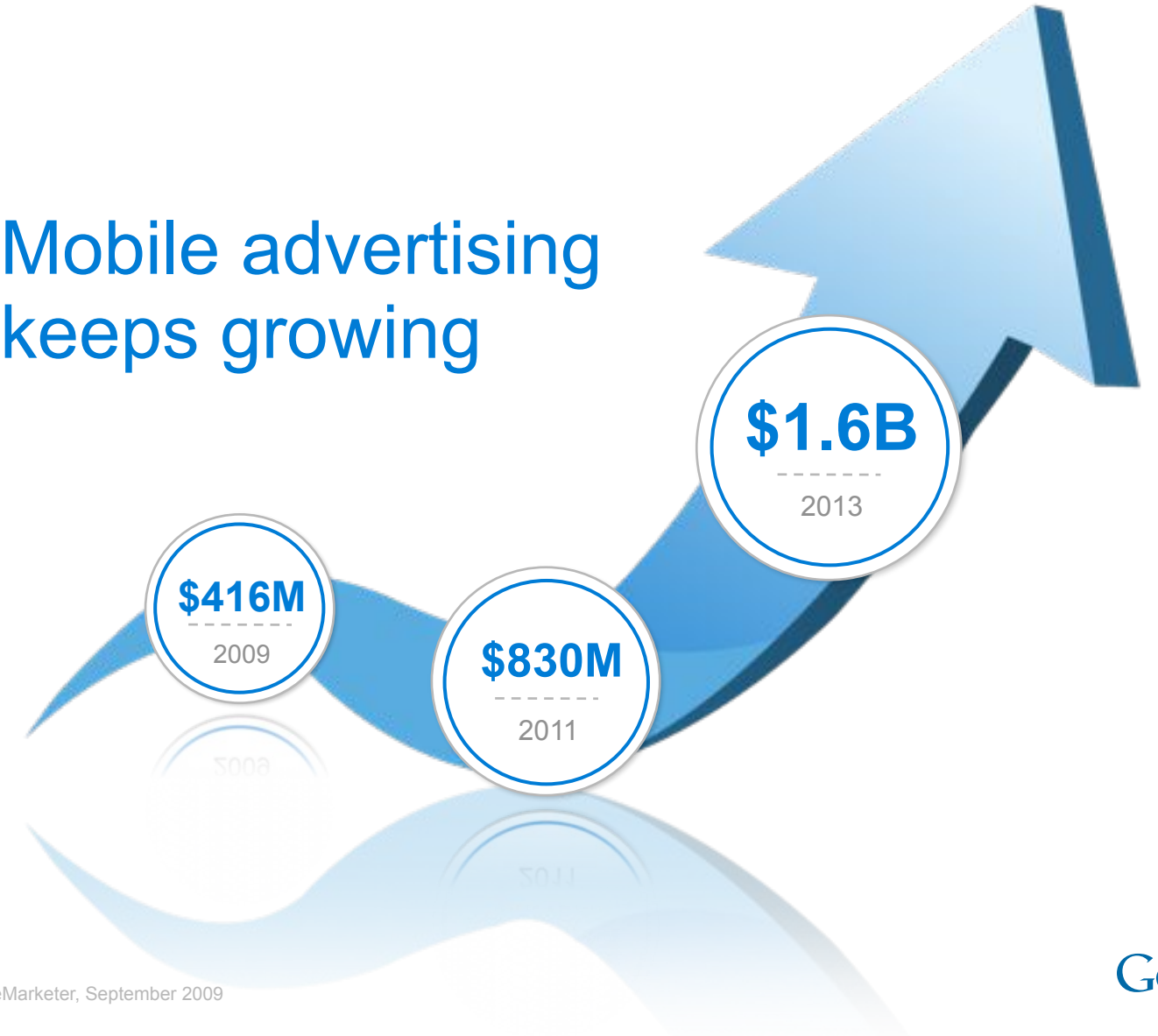
The monetization opportunity

Mobile advertising keeps growing



Source: eMarketer, September 2009

Harness the growing opportunity

AdSense for Mobile Apps

allows you to earn revenue by placing Google ads within your app that are relevant to your users.

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Monetize quickly and reliably with Google

1

High fill rates for inventory, from Day 1

2

Targeted ads ensure **quality user experience**

3

Large advertiser base & **mobile sales** force

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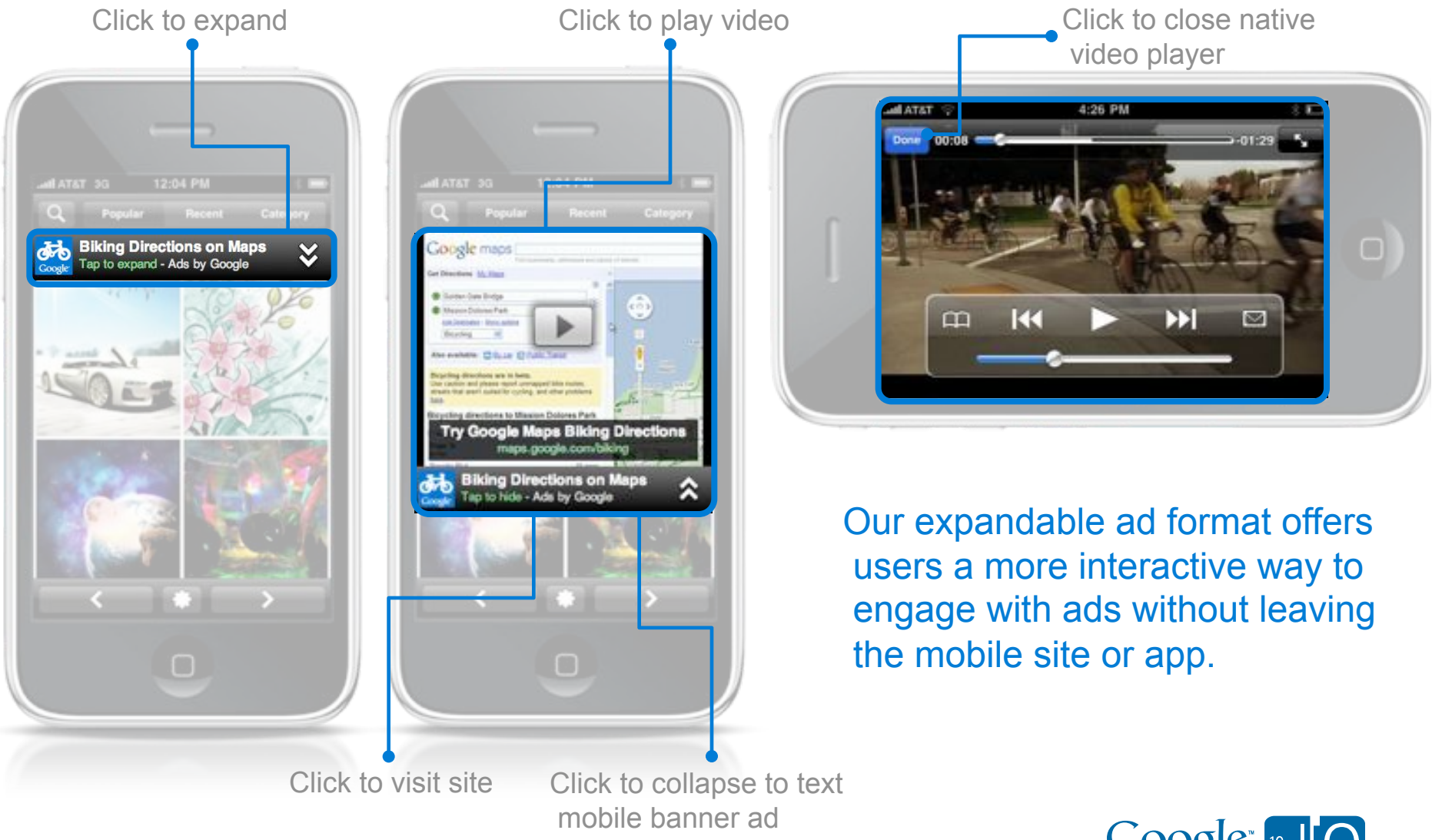
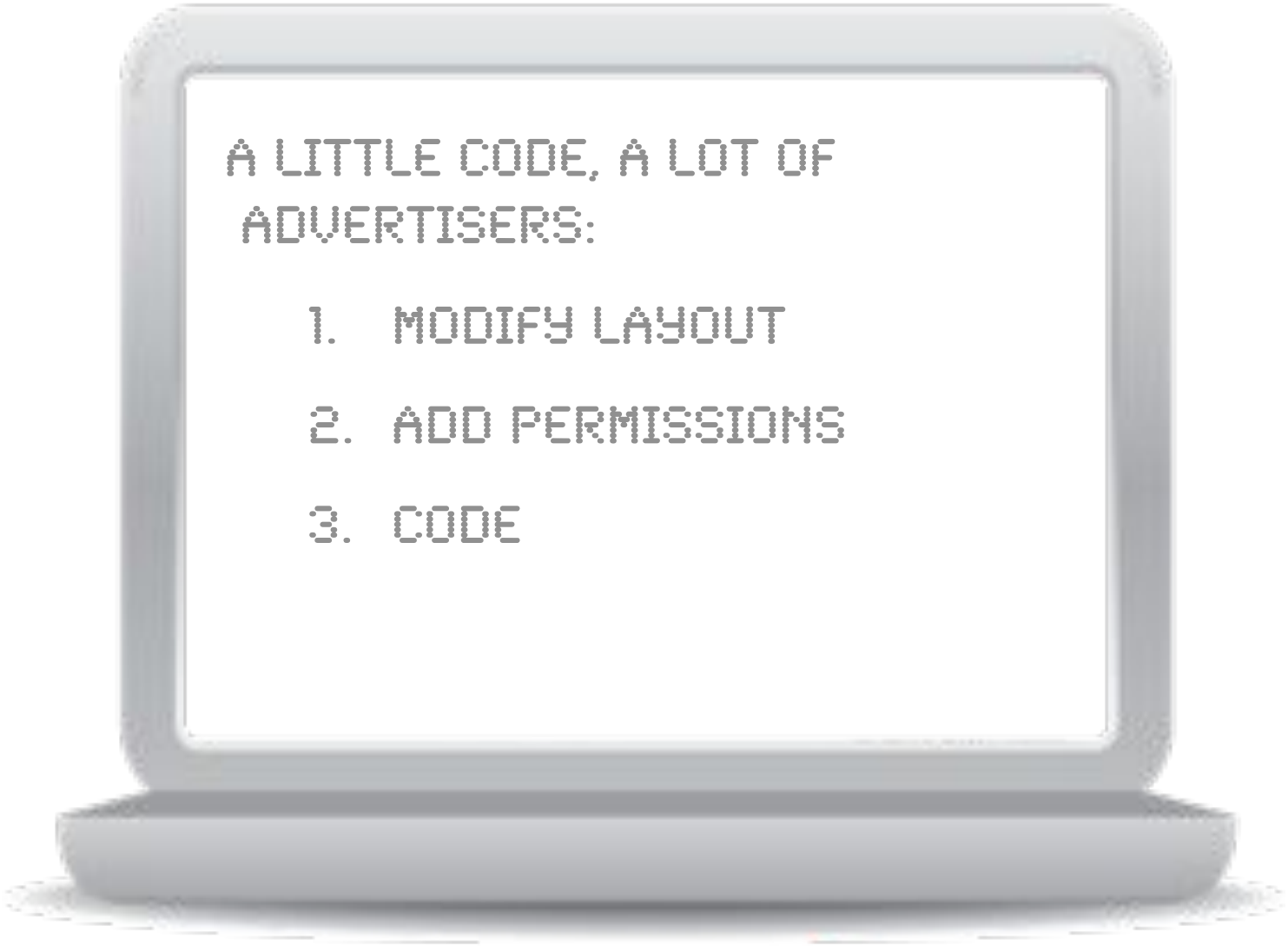
Innovative ad formats



Our expandable ad format offers users a more interactive way to engage with ads without leaving the mobile site or app.

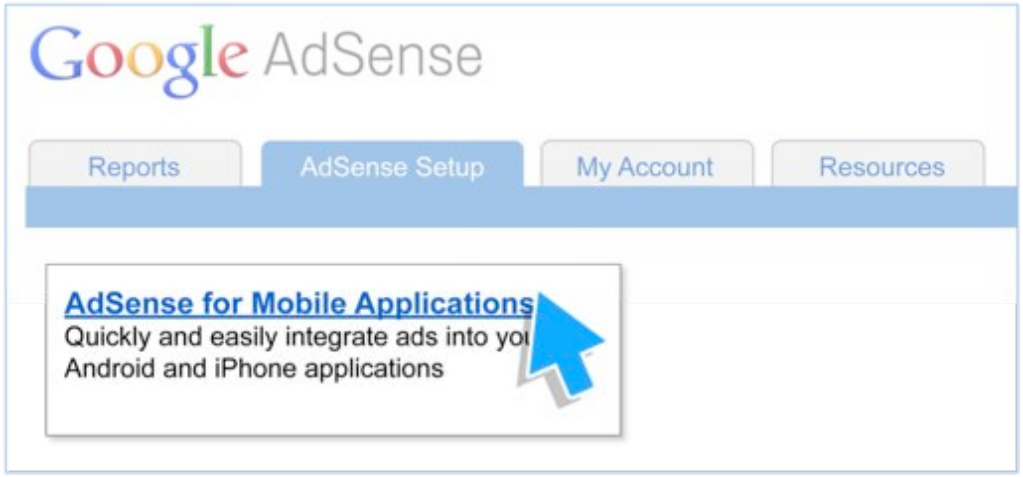
SDK implementation demo



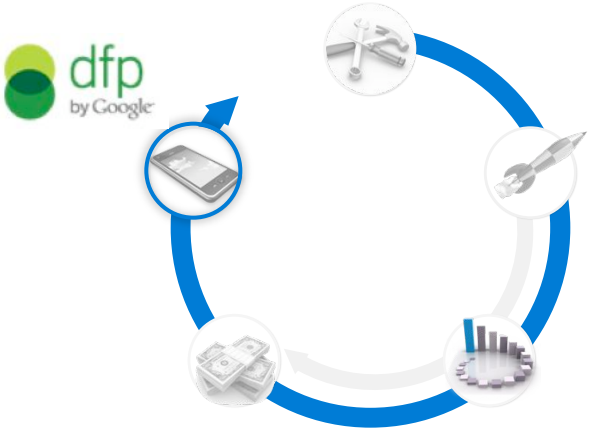
How do I get started?

Apply for the AdSense for Mobile Applications beta

1. Sign up for Google AdSense, or log in to your existing account.
2. Select AdSense for Mobile Applications product to apply.



3. Once your application is received and approved, you'll get an email with instructions to your developer toolkit.



Managing your ad inventory

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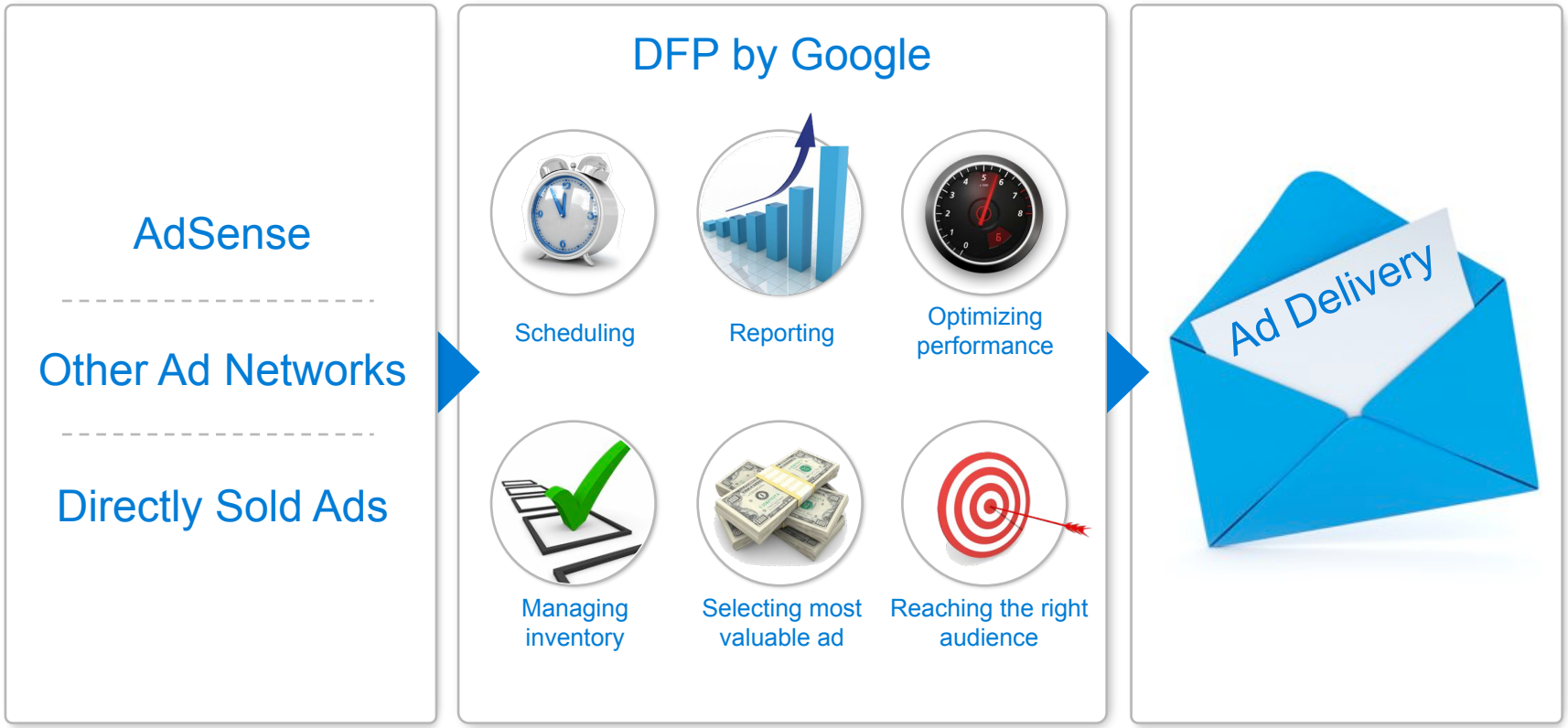
Grow with Google

- Go ahead and sell your own ads as your app grows
- Easy tools to manage your sales, backfill with AdSense



Measuring and improving your app

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Understanding your users

Overview »

Mobile Devices

Apr 17,

Visits

These mobile devices sent 7,094 visits via 15 operating systems

Site Usage | Goal Set 1

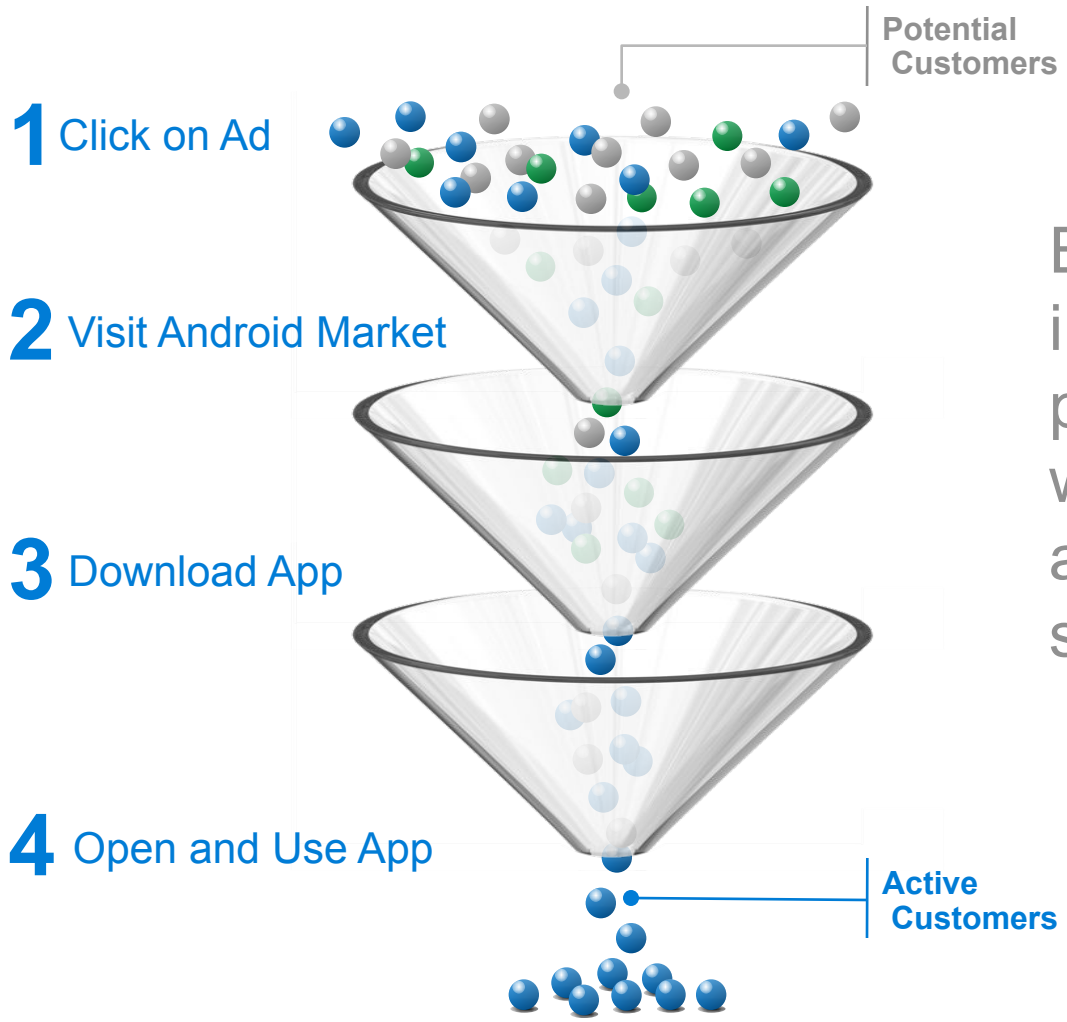
Visits	Pages/Visit	Avg. Time on Site	% New Visits
7,094	2.33	00:01:20	88.14%
% of Site Total: 2.04%	Site Avg: 2.89 (-19.63%)	Site Avg: 00:01:25 (-5.41%)	Site Avg: 89.64% (-1.67%)

	Operating System	None	Visits ↓	Pages/Visit	Avg. Time on Site
1.	Android		2,999	2.27	00:01:27
2.	iPhone		1,400	2.13	00:00:51
3.	iPod		826	2.14	00:00:45
4.	SymbianOS		781	1.91	00:01:55
5.	iPad		359	5.23	00:01:40
6.	BlackBerry		261	2.12	00:01:30

What you can learn from Google Analytics for mobile

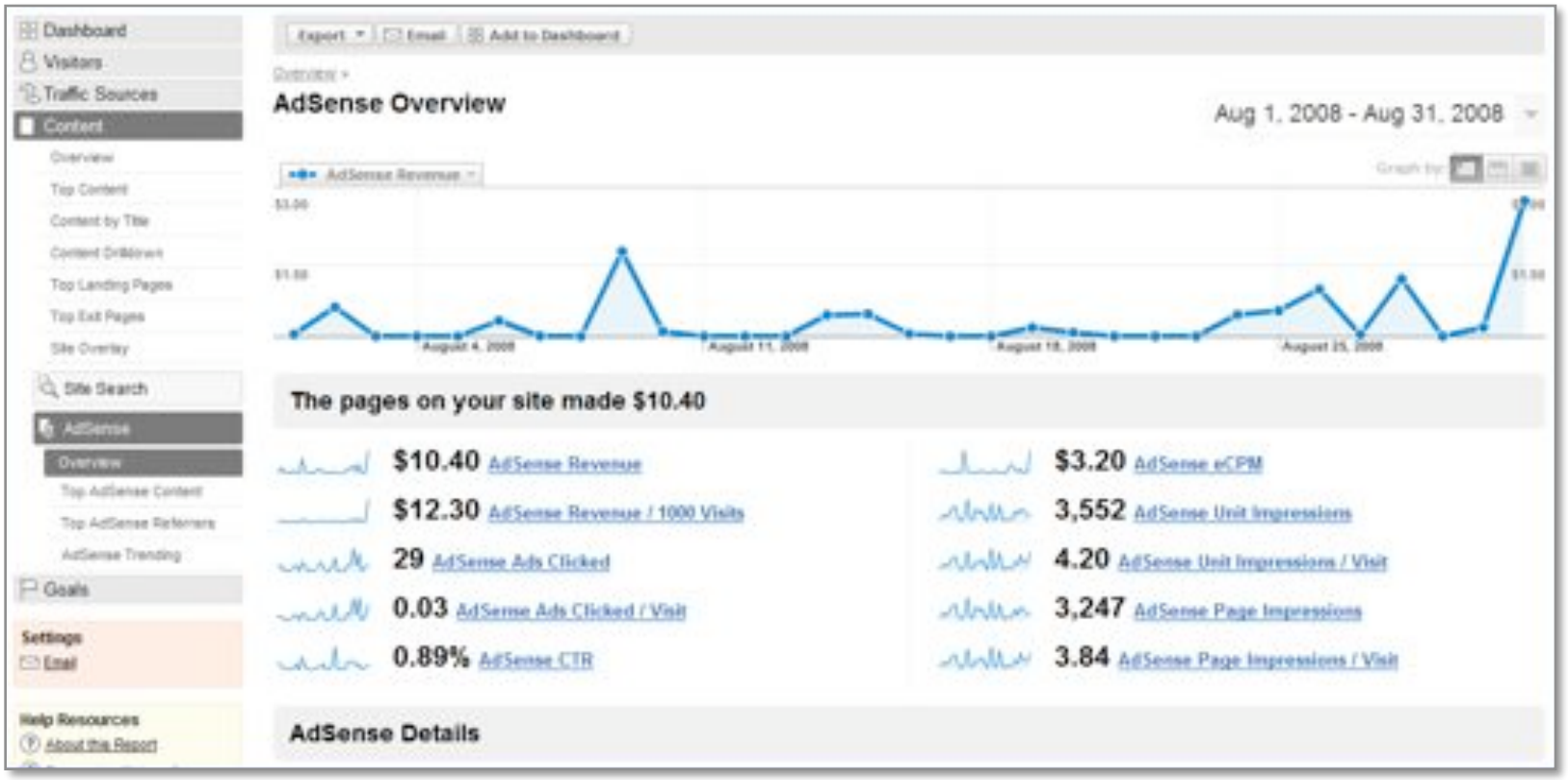
- Aggregate usage tracking
- User engagement (visits, session length)
- Devices / Carriers / etc
- Flexible events
- Intelligent SDK

Measuring referrals from ads



Eliminate bottlenecks in your conversion process by identifying where you lose visitors and reinforcing successful paths.

Optimize your earnings



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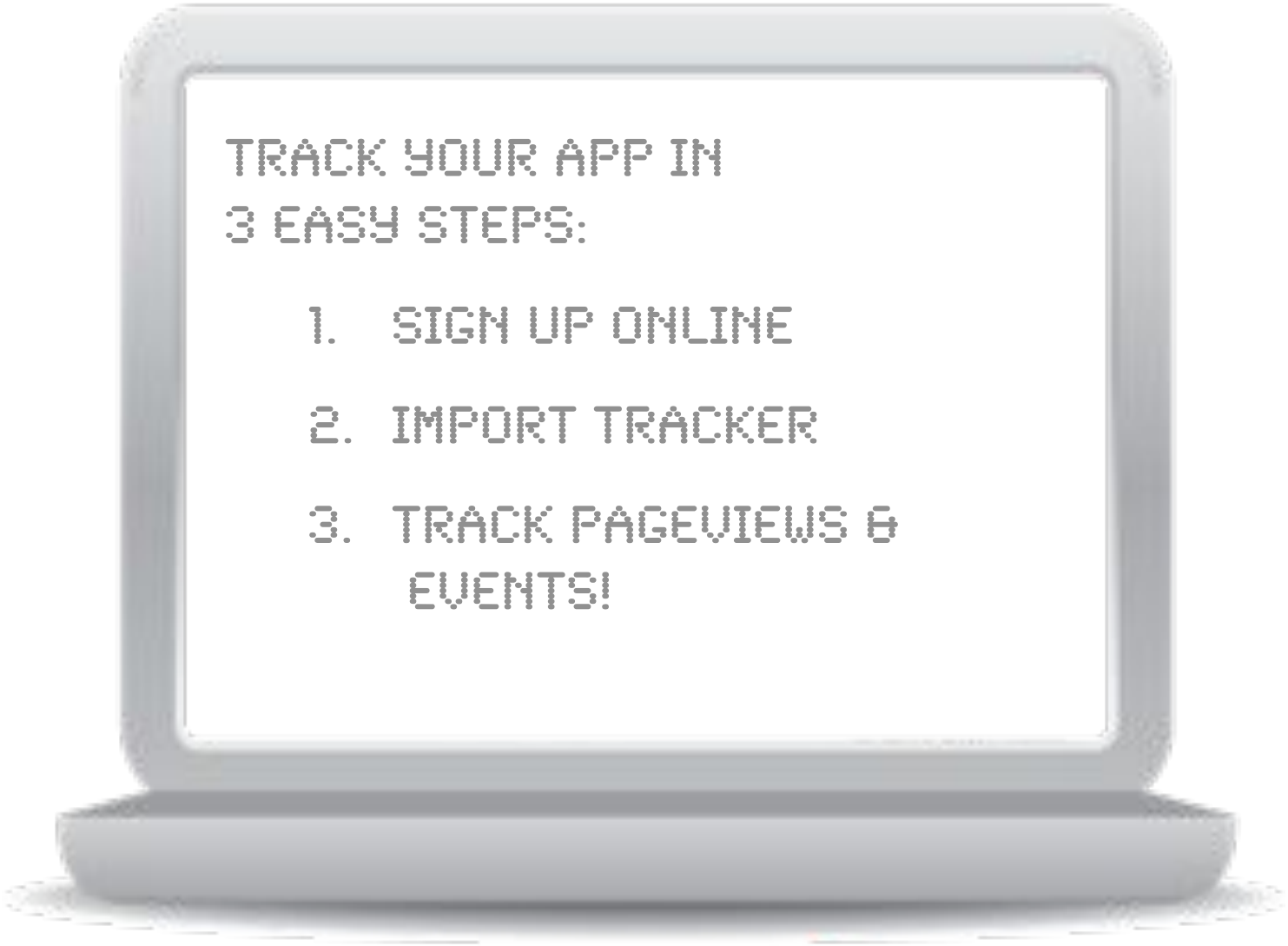
Analytics implementation demo



google.com/mobileads

code.google.com/apis/mobileanalytics

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