

Google™



Don't Just Build a Mobile App. Build a Business.

Wayne Pan, Software Engineer
May 10, 2011





<http://goo.gl/l6tjC>

Feedback? Scan the QR code and tell us what you think.

Twitter? Use #io2011 and #Android.

Questions? Ask them on Google Moderator @ <http://goo.gl/mod/B8cG>.

**I've built an app.
How do I make money?**



Many ways to earn money



Paid downloads

User pays a fee to download



Freemium

User pays for additional functionality



In-app purchase

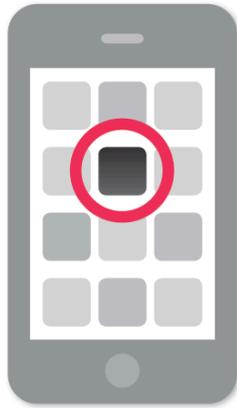
User purchases goods within the app



Advertising

User clicks on ads

Earning money with mobile advertising



User launches your app.



User clicks on ad placed in your app.



You get paid for each click.

Show me the money!



\$0.10 Cost Per Click
(CPC)



120,000
Ad requests



100,000
Impressions



1,500 Clicks



Show me the money!

CPC = \$0.10

Ad requests = 120,000

Impressions = 100,000

Clicks = 1,500

**Click-through rate
(CTR)**

$$\begin{aligned} &= \frac{\text{Clicks}}{\text{Impressions}} \\ &= \frac{1,500}{100,000} \\ &= 1.5\% \end{aligned}$$

Show me the money!

CPC = \$0.10

Ad requests = 120,000

Impressions = 100,000

Clicks = 1,500

CTR = 1.5%

$$\begin{aligned}\text{Revenue} &= \text{Clicks} \times \text{CPC} \\ &= 1,500 \times \$0.10 \\ &= \$150\end{aligned}$$

Show me the money!

CPC = \$0.10

Ad requests = 120,000

Impressions = 100,000

Clicks = 1,500

CTR = 1.5%

Revenue = \$150

$$\begin{aligned} \text{eCPM} &= \frac{\text{Revenue}}{\text{Impressions}} \times 1,000 \\ &= \frac{\$150}{100,000} \times 1,000 \\ &= \$1.50 \end{aligned}$$

Show me the money!

CPC = \$0.10

Ad requests = 120,000

Impressions = 100,000

Clicks = 1,500

CTR = 1.5%

Revenue = \$150

eCPM = \$1.50

$$\begin{aligned}\text{Fill rate} &= \frac{\text{Impressions}}{\text{Ad requests}} \\ &= \frac{100,000}{120,000} \\ &= 83\%\end{aligned}$$

Show me the money!

Network A

eCPM = \$1.00

Fill rate = 83%

Revenue per thousand ad requests = $\$1.00 \times 83\% = \0.83

Network B

eCPM = \$3.00

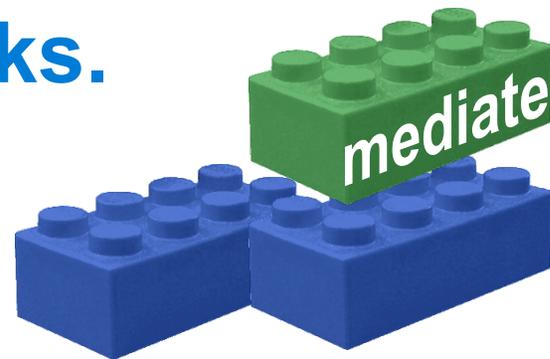
Fill rate = 25%

Revenue per thousand ad requests = $\$3.00 \times 25\% = \0.75

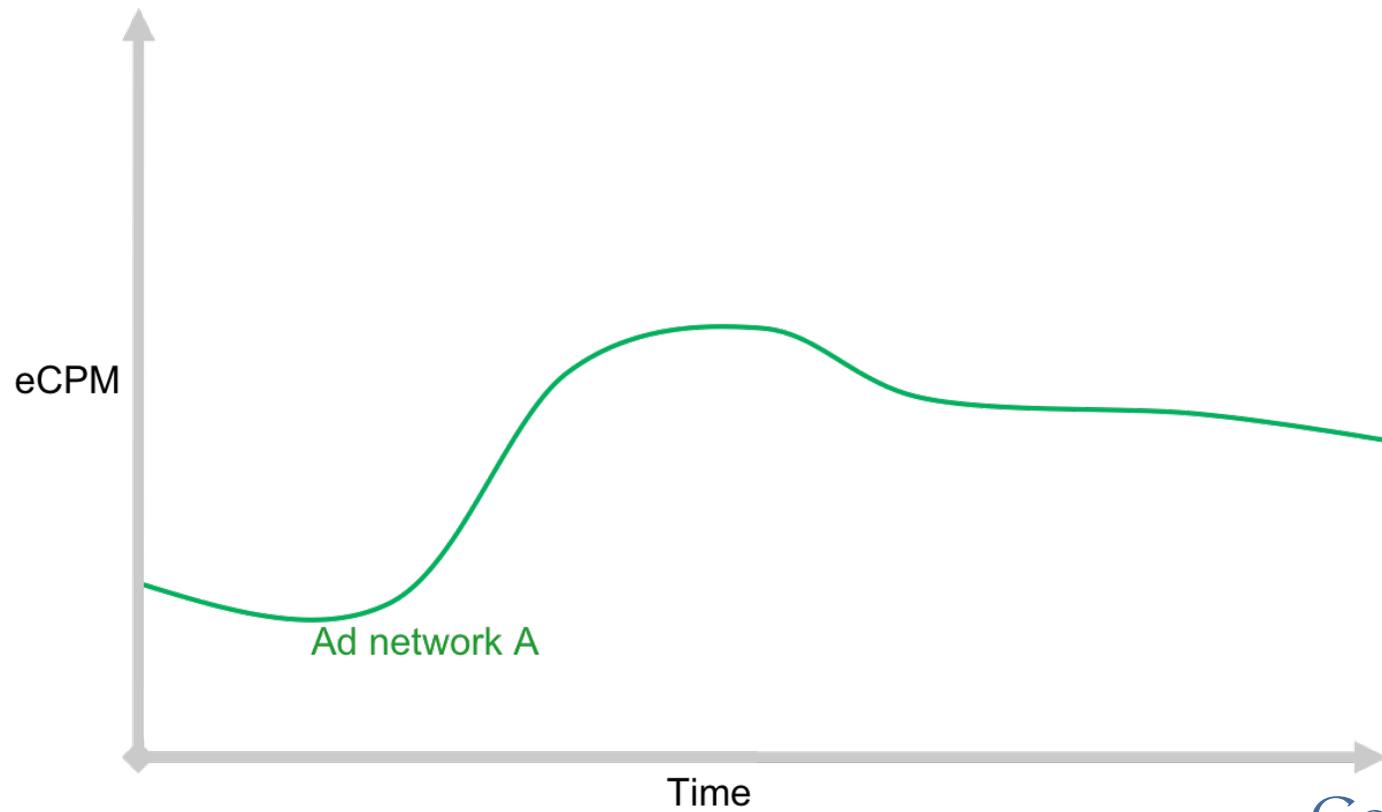
Compare by eCPM: B > A

Compare by revenue: A > B

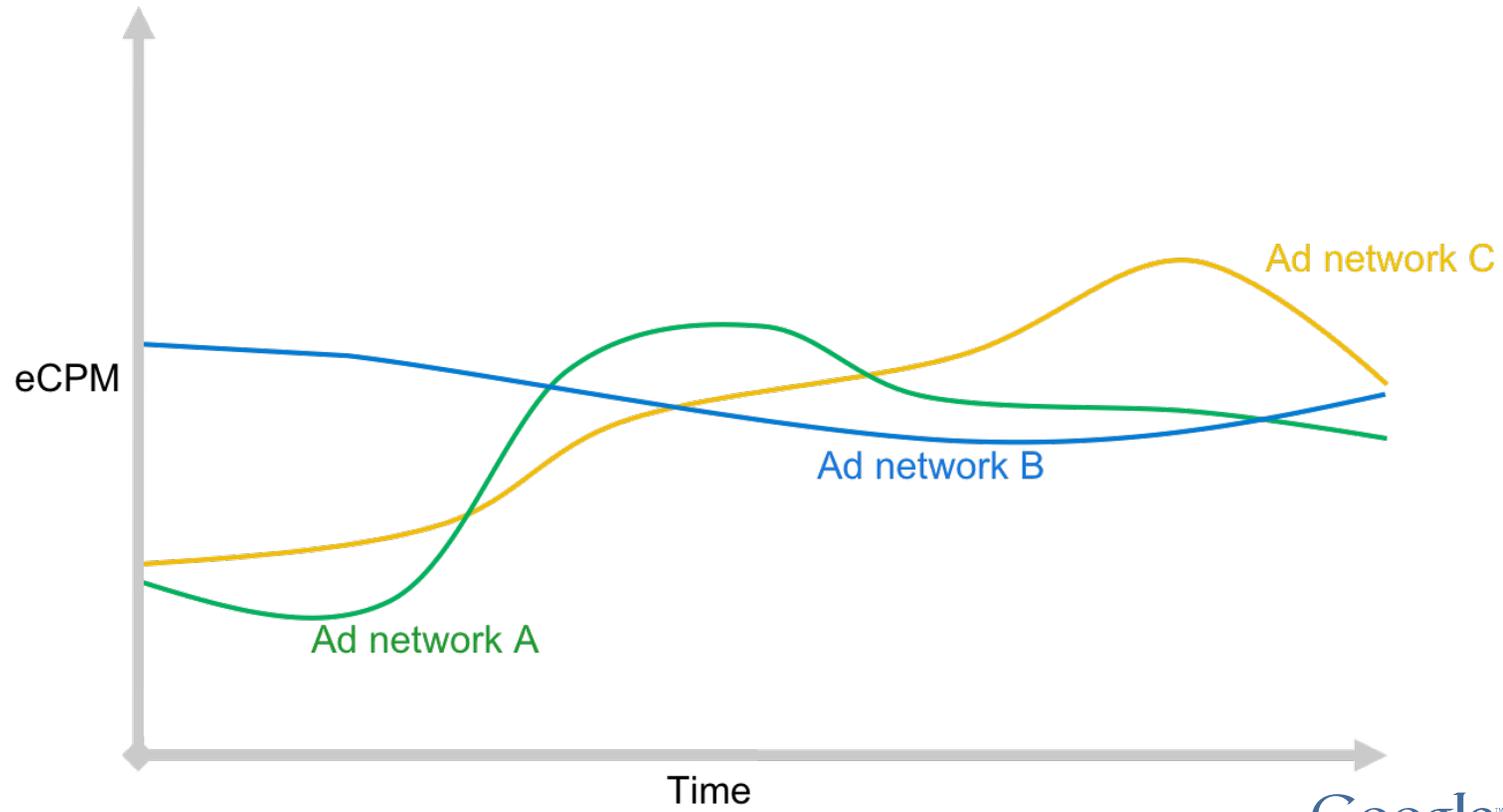
**I want to use
multiple ad networks.**



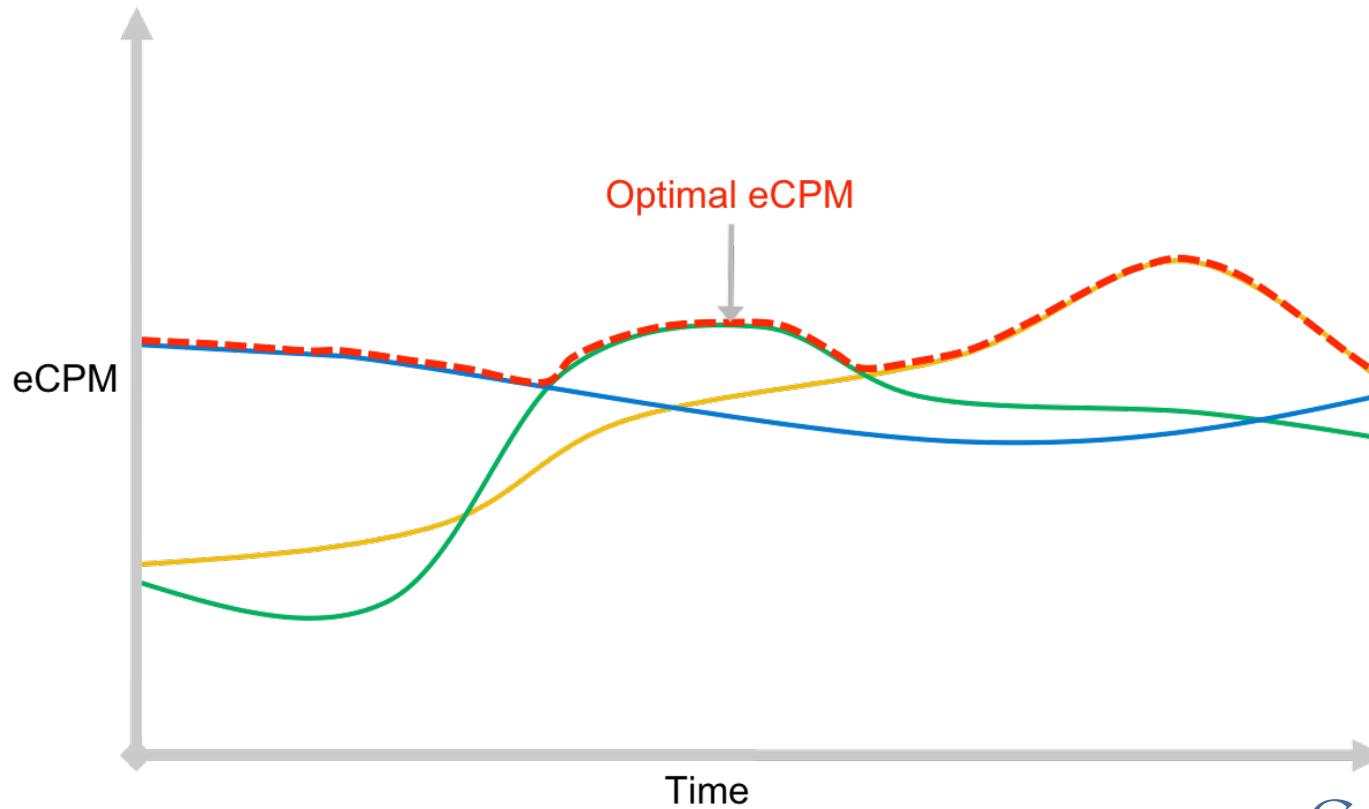
eCPM fluctuations



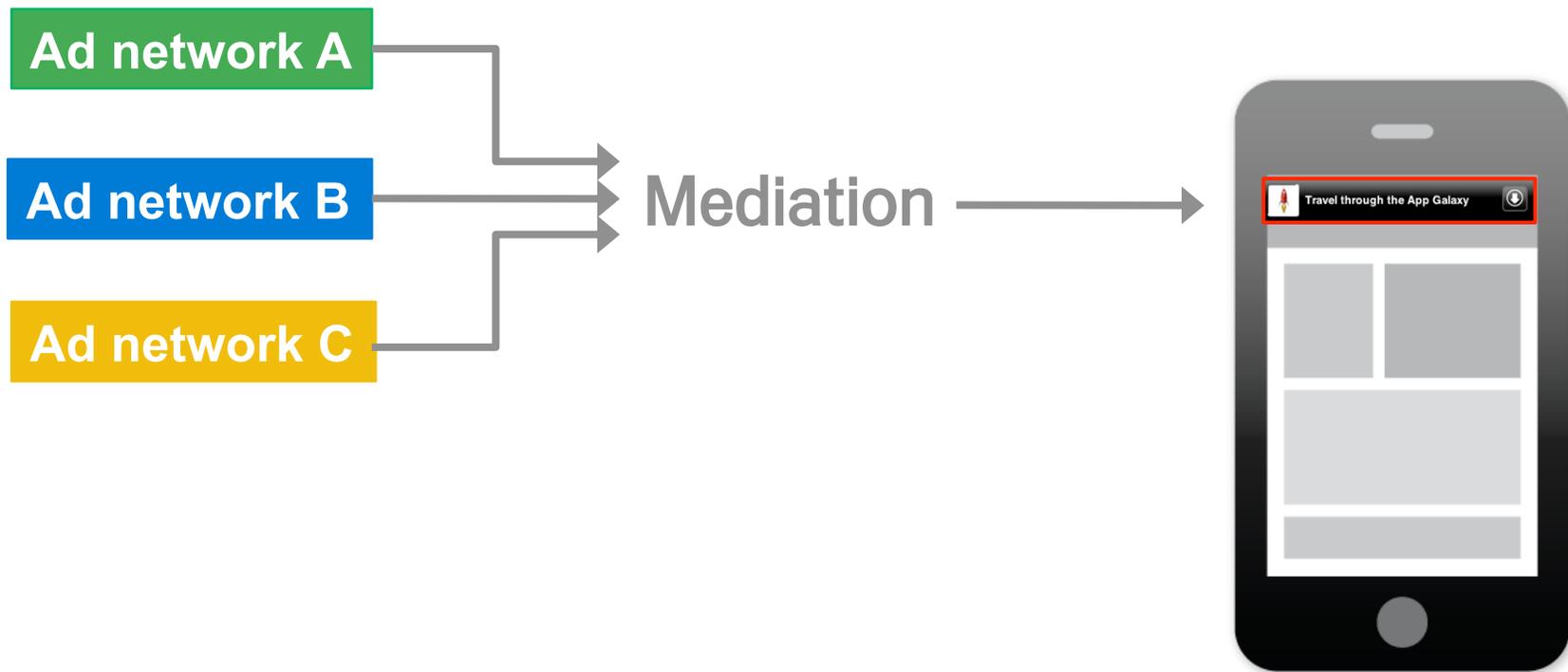
eCPM varies across networks



Mediation helps reduce eCPM fluctuations



Mediation enables multiple ad networks



Allocating inventory with AdWhirl

adwhirl Free Your Ads
by admob

Apps House Ads Reports Dev Resources

App List > Stockcar Madness 2 > Ad Network Settings

Stockcar Madness 2 SDK Key: 13b1c10c6d274497937b074b7fad4f7d Switch App

Ad Network Settings

Backfill Priority

House Ads

App Settings

How to Activate Networks

- Click on the key and provide the required keys to activate the explicitly supported networks
- Use the "+ Add Custom Events" button at the top of the table to add another network to this app. Be sure to provide a name and function name.

Ad Network	Ad Serving	% of Traffic
AdMob	ON	13 %
Greystripe (additional network)	ON	13 %
House Ads	ON	13 %
Jumtpat	ON	13 %
MdotM	ON	12 %
Millenial	ON	12 %
Mojiva (additional network)	ON	12 %
Quattro	ON	12 %
iAd	Not Configured	-- %

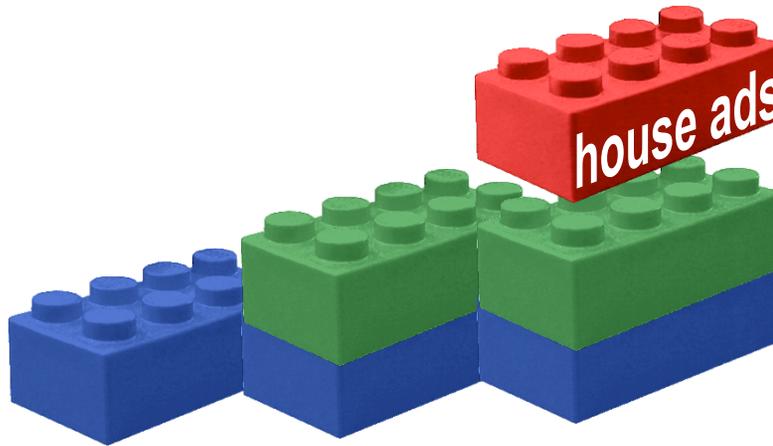
Total Allocation: 100%

Use unlimited ad networks

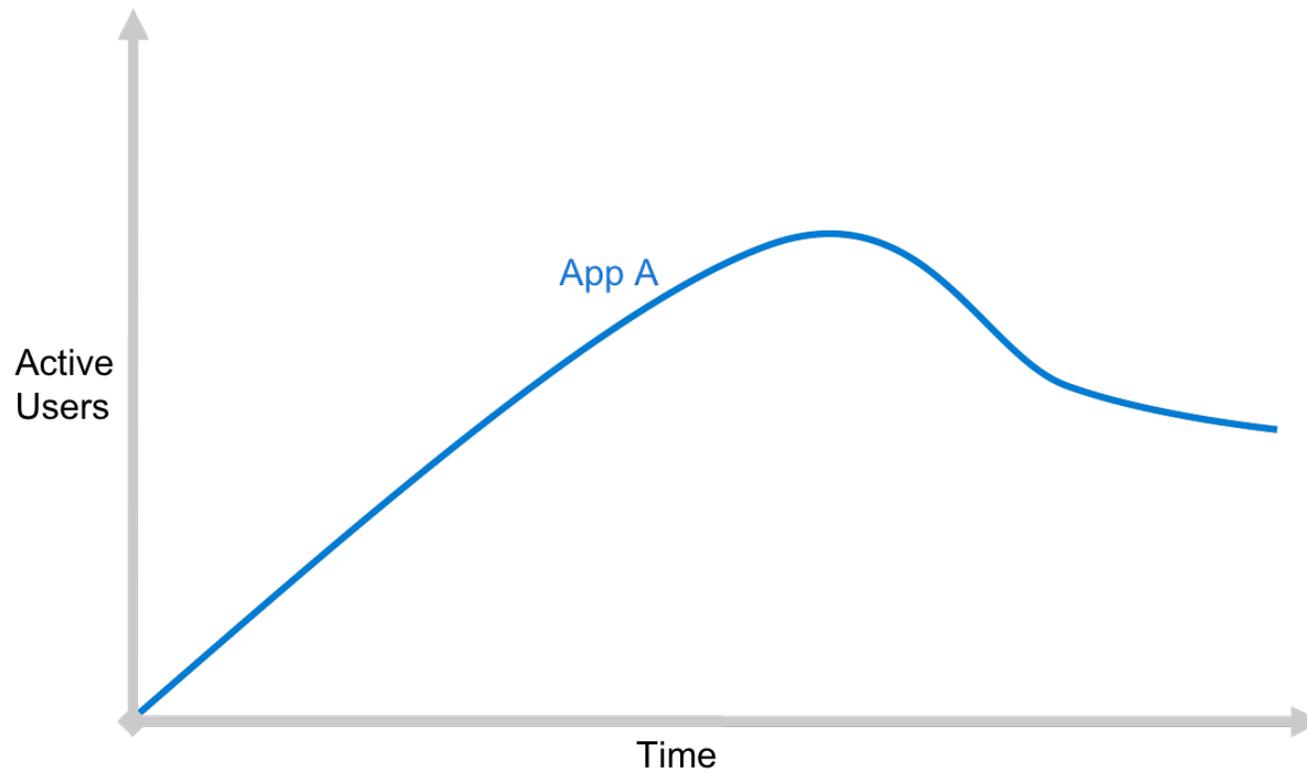
Full control to turn on and off networks

Easily change allocations to maximize revenue

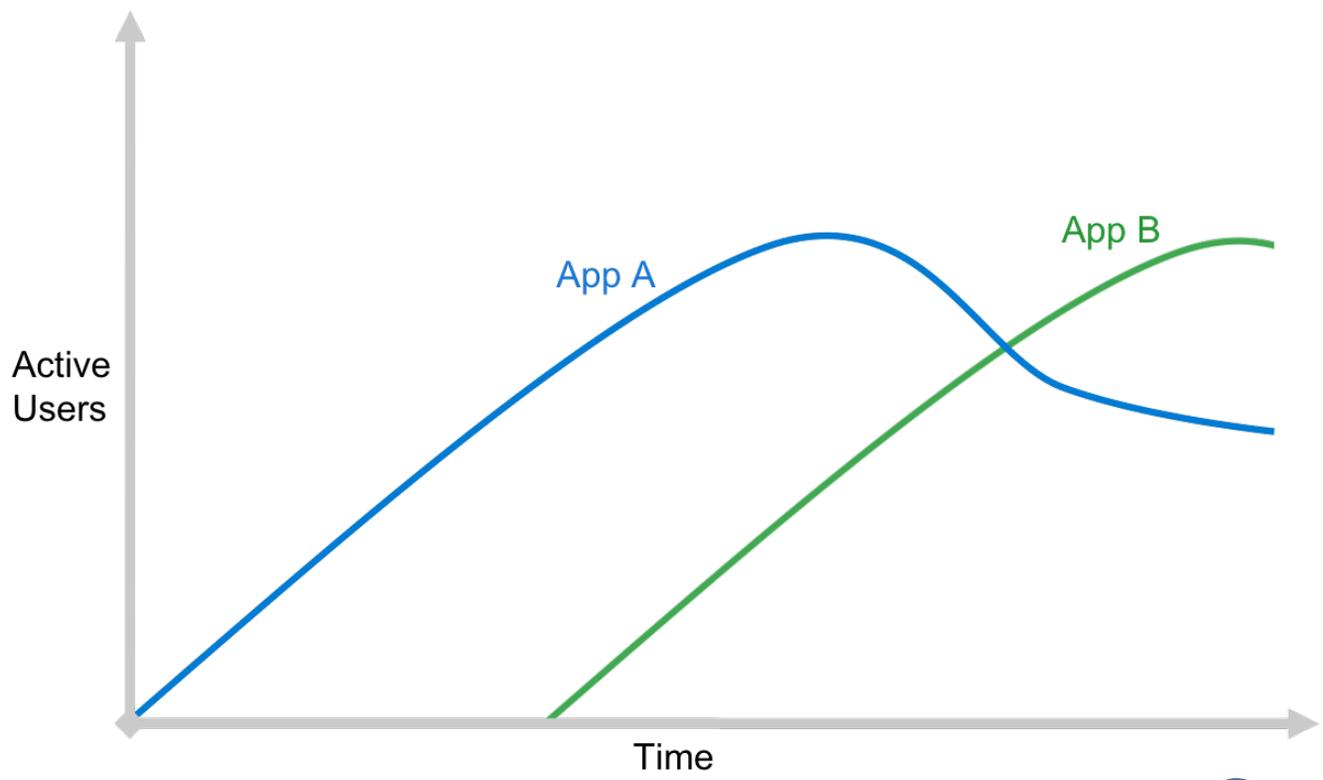
I've built another app.



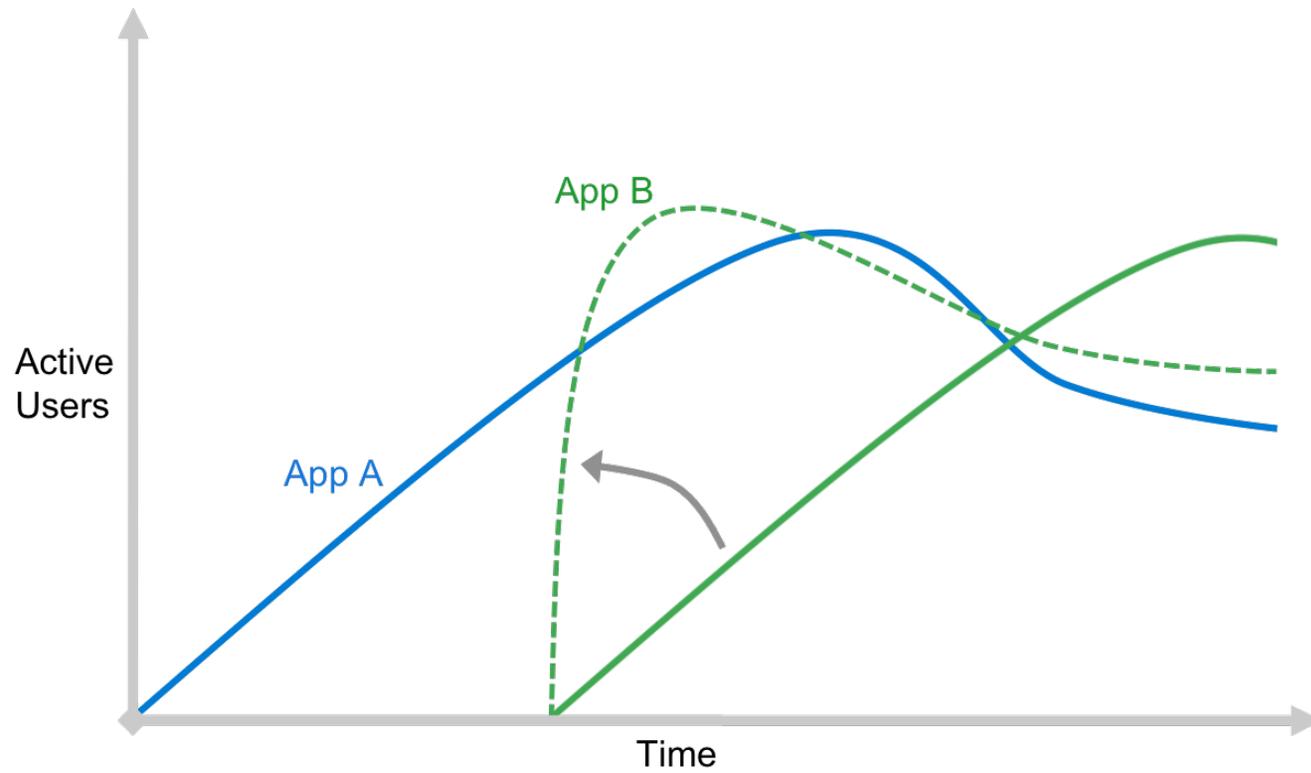
App user engagement over time



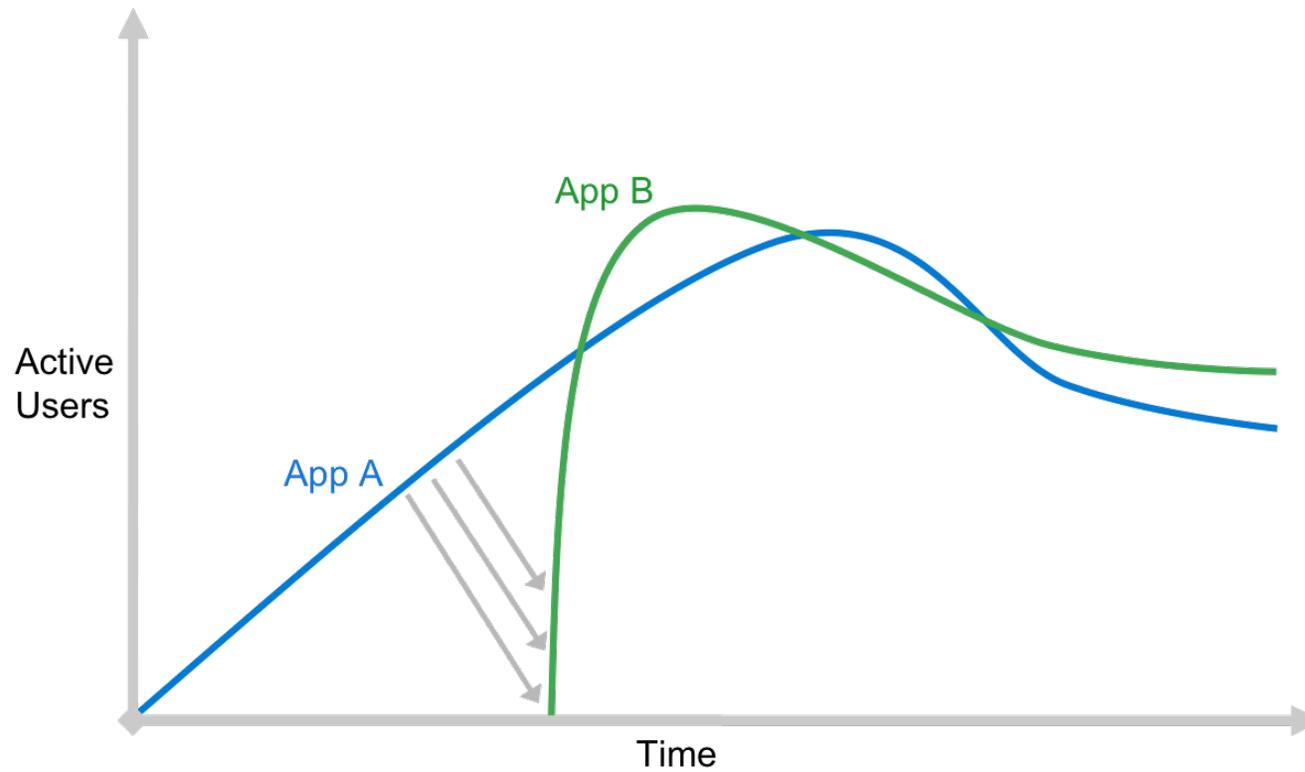
App user engagement over time



Build your audience faster



Leveraging your audience with house ads



Cross-promote your apps with house ads



> ADMOB HOUSE ADS

admob
by Google

Campaigns Sites & Apps Reporting Tools Account

Sites & Apps House Ads

✓ Your house ad has been saved.

💡 The ad you just saved is targeted to a site that does not have House Ads enabled. To enable House Ads for these sites, please click on the links below:

- [Test](#)

Manage House Ads

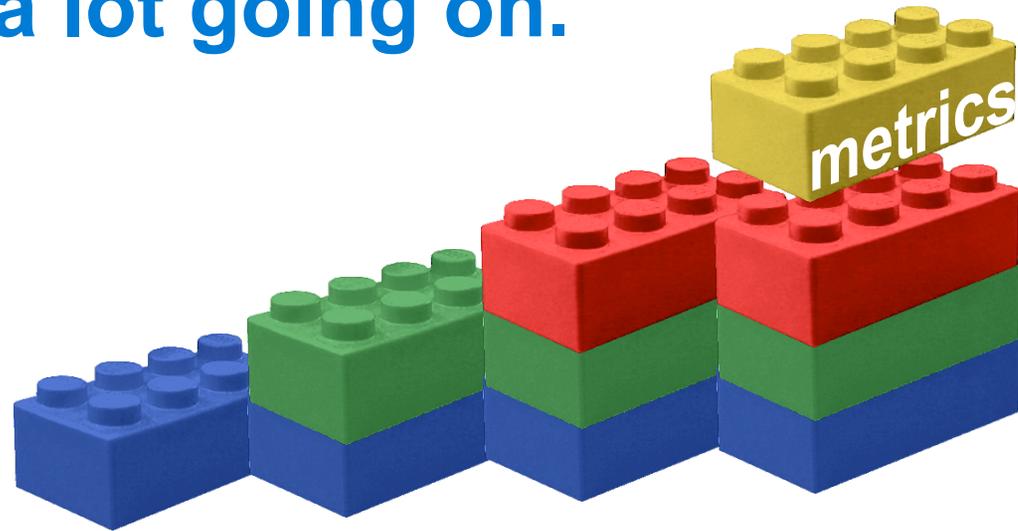
Pause Run Delete + Create new house ad

Choose a date range:

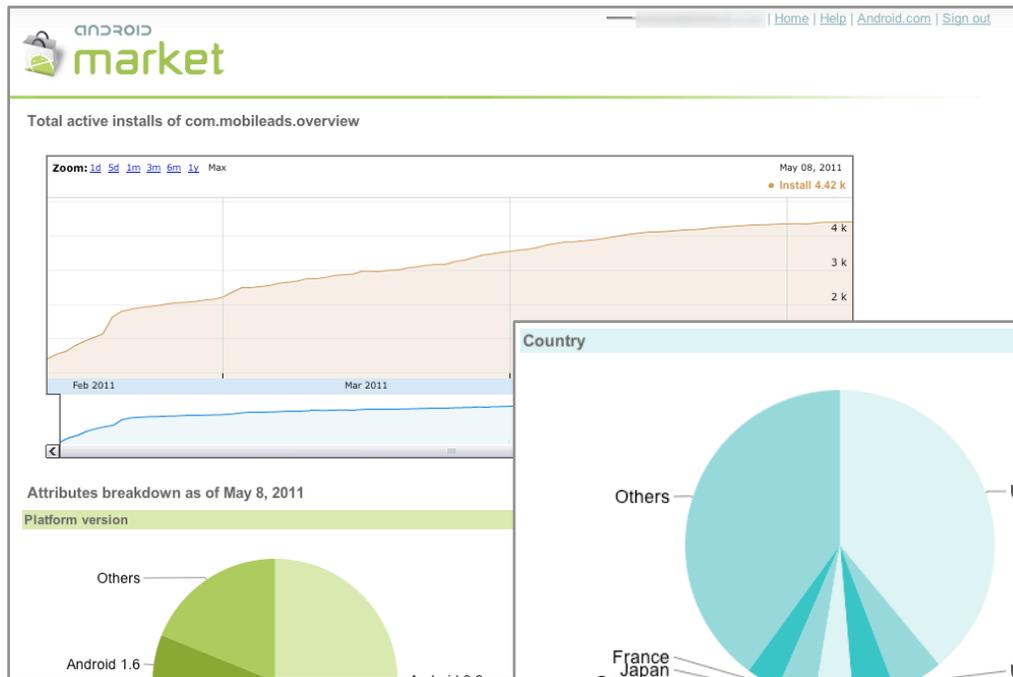
2011/04/14 - 2011/04/21

Ad Name	Ad Details	Targeted Apps/Sites	Status	Impressions	Clicks	CTR
<input type="checkbox"/> App Galaxy by Google	 Travel through the App Galaxy http://www.guidetotheappgal...	1	●	0	0	0.00%
	Edit Reporting					

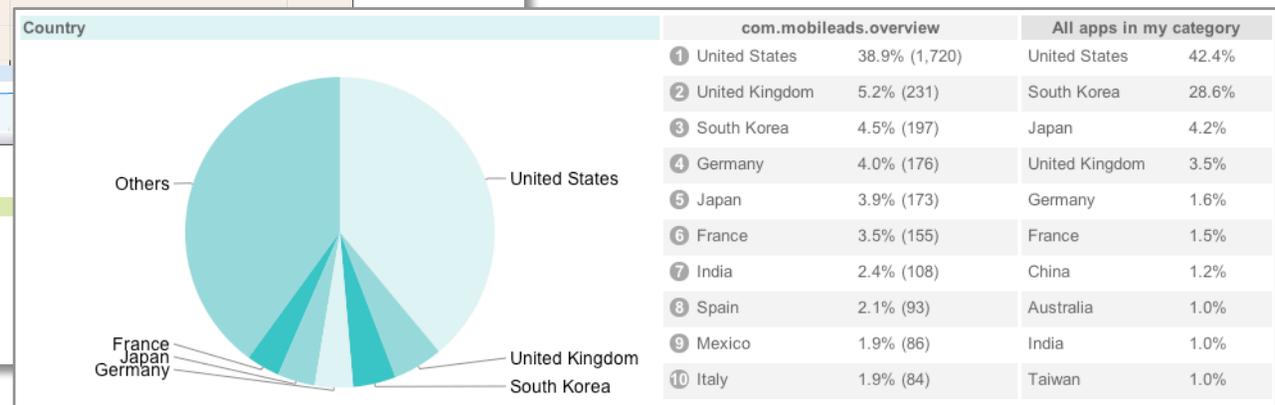
There a lot going on.



It's easy to measure downloads



Download data and statistics are readily available in most marketplaces



Understanding engagement with Google Analytics

Visitor Loyalty
Apr 8, 2011 - May 8, 2011

Most visits repeated: 15-25 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	2,465.00	4.87%
2 times	2,373.00	4.69%
3 times	2,327.00	4.59%
4 times	2,185.00	4.31%
5 times	1,977.00	3.90%
6 times	1,867.00	3.69%
7 times	1,797.00	3.55%
8 times	1,672.00	3.30%
9-14 times	8,069.00	15.93%
15-25 times	8,850.00	17.47%
26-50 times	8,756.00	17.29%
51-100 times	4,807.00	9.49%
101-200 times	2,146.00	4.24%

Content Performance

Pageviews: **107,377** (100.00% of Site Total)
Unique Pageviews: **79,645** (100.00% of Site Total)

11 pages were viewed

Page	None
1. /Main_Menu_Screen	
2. /Term_Of_Service_Screen	
3. /Ad_Formats_FullScreen	
4. /Ad_FormatsScreen	
5. /StartupVideo_Volvo_Video	
6. /About_Google_Mobile_Ads	
7. /RightNowVideo	
8. /CaseStudiesScreen	
9. /WebView	
10. /BannerScreenFull	

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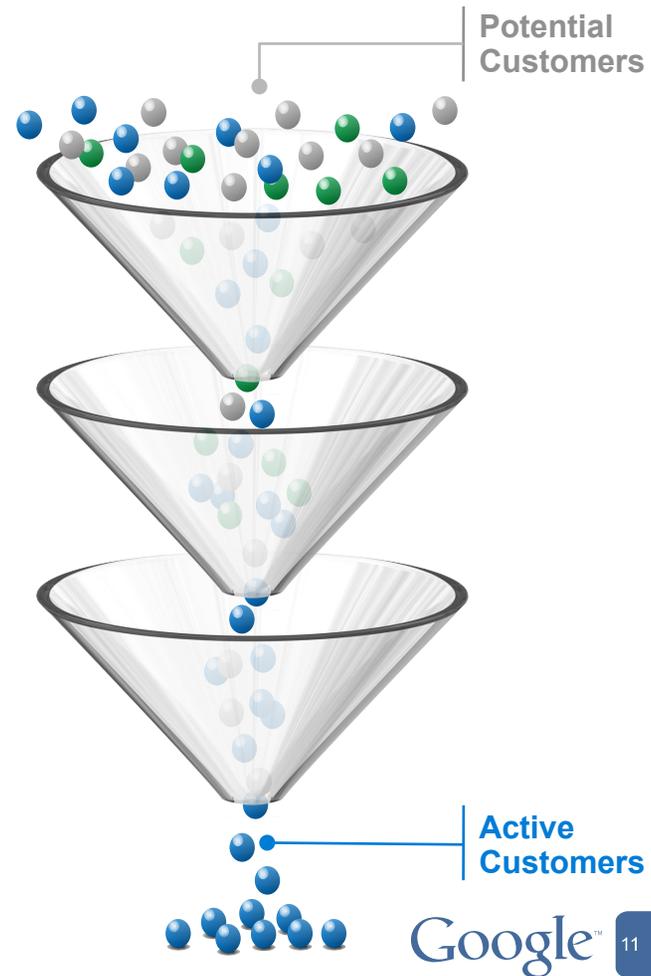
Getting started with Google Analytics

1. Download and integrate the Google Analytics SDK for iOS and Android:
code.google.com/mobile/analytics
2. Setup a Google Analytics account:
google.com/analytics
3. Create a new profile for your app,
UA-XXXXXXX-X



Tracking app engagement

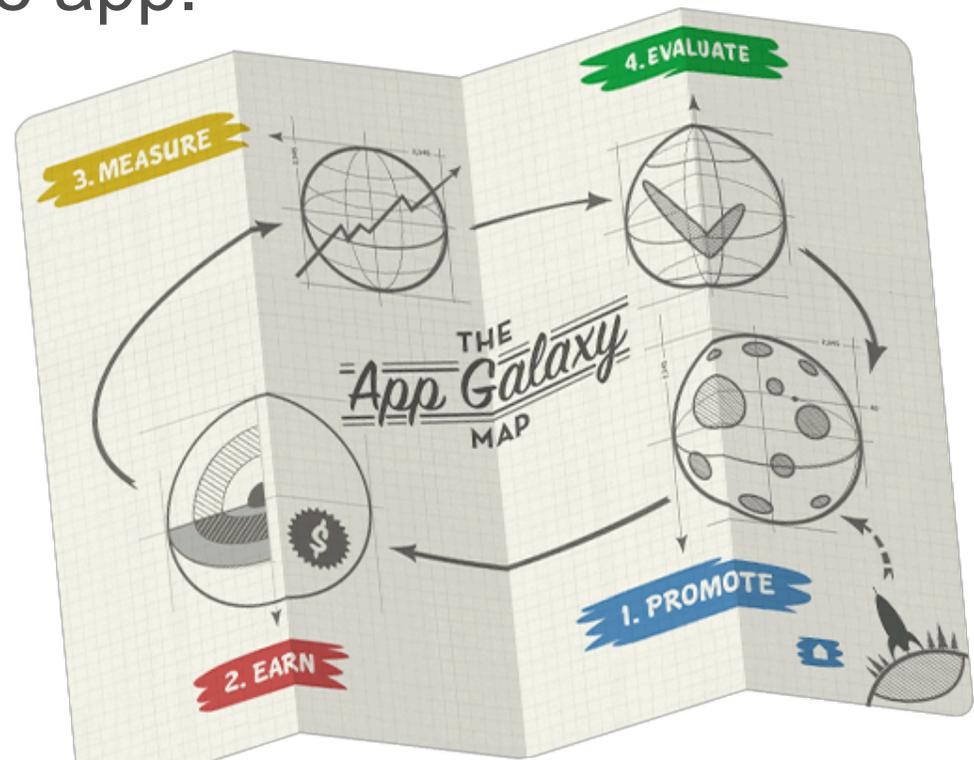
- Ecommerce tracking
- Android referral tracking
 - Referrals from your advertising campaigns
 - Referrals from cross-promotion, including house ads



Don't just build a mobile app.
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For more information on our
mobile advertising,
monetization and
measurement solutions visit:

www.guidetotheappgalaxy.com





<http://goo.gl/l6tjC>

Feedback? Scan the QR code and tell us what you think.

Twitter? Use #io2011 and #Android.

Questions? Ask them on Google Moderator @ <http://goo.gl/mod/B8cG>.

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