

# iOS App Monetization

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Barbados  
Rum  
Est. 1703

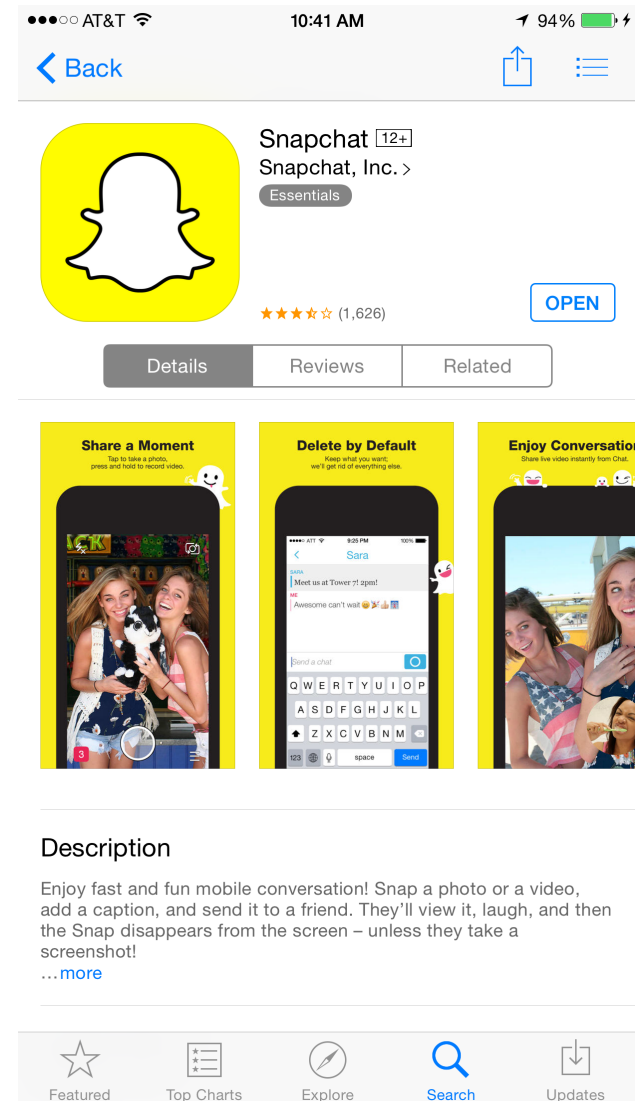
ROSES are RED.  
BEER is COLD.  
POEMS are HARD.  
BEER!

# How to Monetize Your App

- First you need users
- This talk will not help you with that :)
- Then you need to decide on a monetization strategy

# Free

- Build an audience—monetize later
- Good idea to at least plan intended monetization strategy early















# Paid App: 99¢ – ?

- Price can go up depending on specialization
- But..

## Top Paid iPhone Apps

Paid Free Top Grossing













All Categories ▾

											
1. Five Nights at Freddy's Games	2. Minecraft – Pocket Edition Games	3. Afterlight Photo & Video	4. Sleep Cycle alarm clock Health & Fitness	5. Buddyman: Kick 2 (by Kick... Games	6. Heads Up! Games	7. Plague Inc. Games	8. Geometry Dash Games	9. Grand Theft Auto: San... Games	10. Facetune Photo & Video	11. Camera+ Photo & Video	12. LIMBO Games
\$2.99 ▾	\$6.99 ▾	\$0.99 ▾ In-App Purchases	\$0.99 ▾ In-App Purchases	\$0.99 ▾ In-App Purchases	\$0.99 ▾ In-App Purchases	\$0.99 ▾ In-App Purchases	\$1.99 ▾	\$3.99 ▾	\$3.99 ▾	\$2.99 ▾ In-App Purchases	\$1.99 ▾

## Top Grossing iPhone Apps

Paid Free Top Grossing

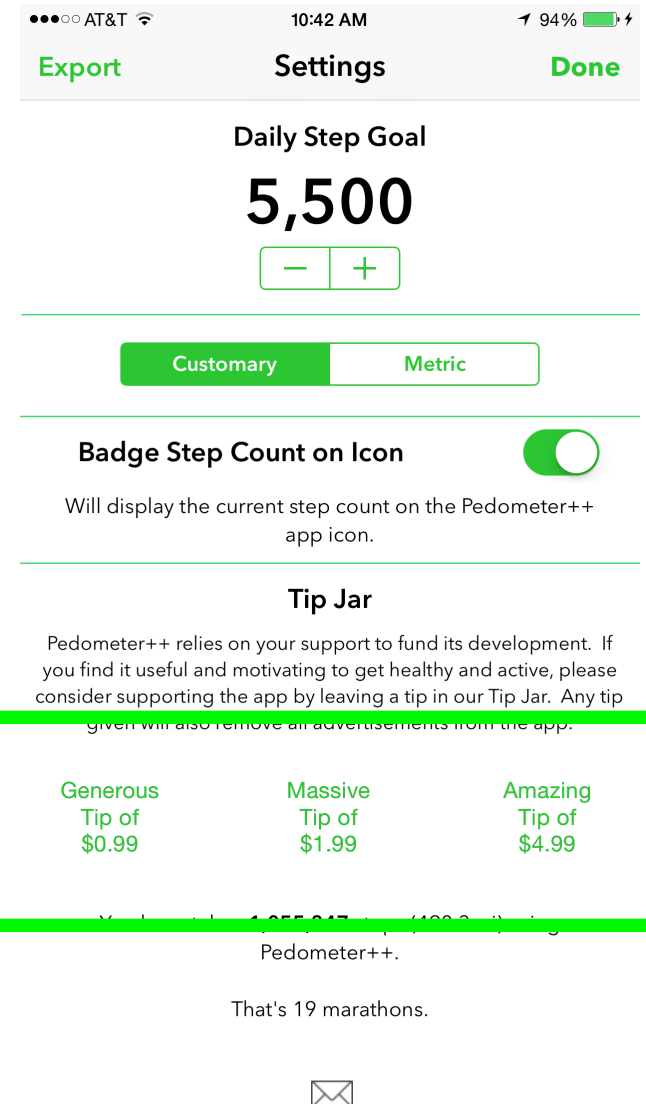
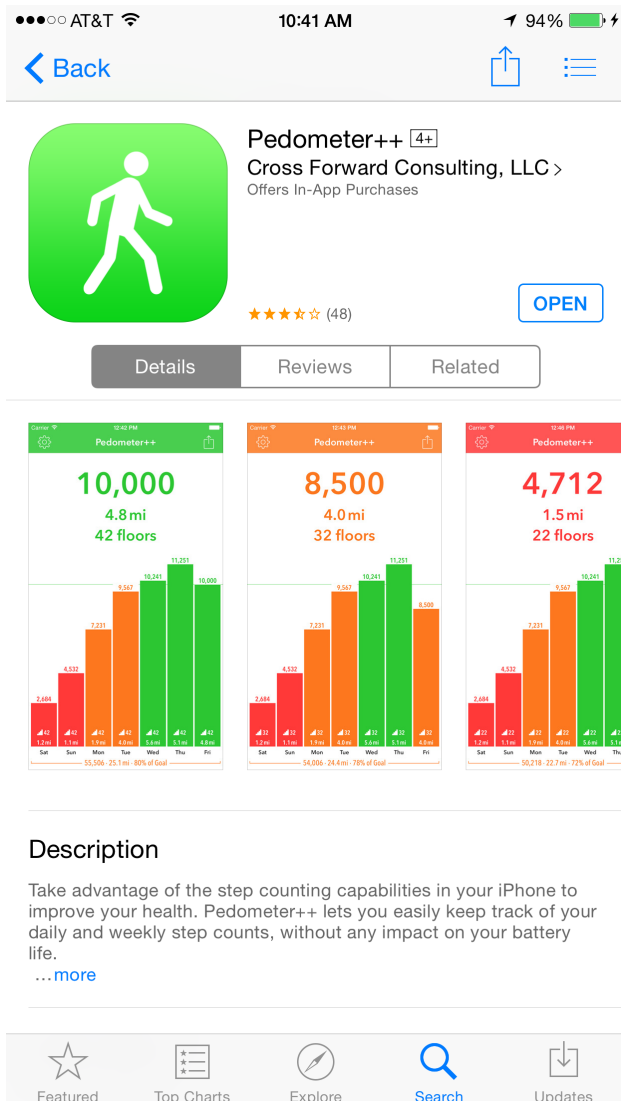
All Categories ▾

											
1. Clash of Clans Games	2. Candy Crush Saga Games	3. Pandora Radio Music	4. Game of War - Fire Age Games	5. Farm Heroes Saga Games	6. Zoosk - #1 Dating App to... Social Networking	7. Big Fish Casino – Free... Games	8. Hay Day Games	9. Spotify Music Music	10. Slotomania - Free Video Slot... Games	11. Boom Beach Games	12. Match™ - Dating App to... Social Networking
Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Update ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases	Free ▾ In-App Purchases

# Freemium

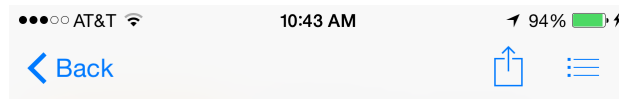
- App is free on the App Store
- \$ comes from in-app purchases
- Currently the “state of the art” for monetization

# Example: Pedometer++





# Example: Overcast



Overcast: Podcast Player <sup>17+</sup>  
Overcast Radio, LLC >  
Offers In-App Purchases

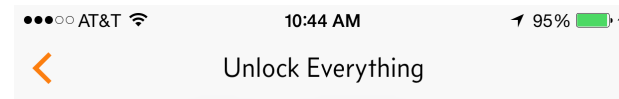
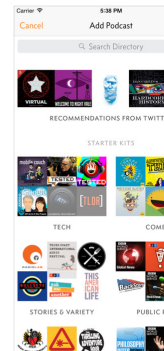
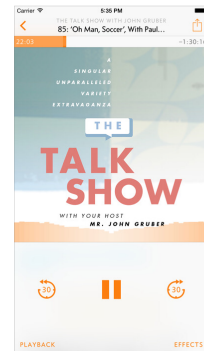
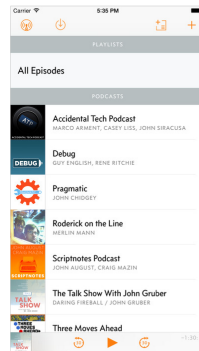
★★★★★ (657)

OPEN

Details

Reviews

Related



Unlock all of Overcast's premium features with one purchase:

- Cellular downloads
- Variable playback speed
- Smart Speed to shorten silences
- Voice Boost to raise and normalize volume
- Per-podcast effects settings
- One-by-one playback option
- Sleep timer
- Unlimited playlists
- Unlimited episodes in playlists

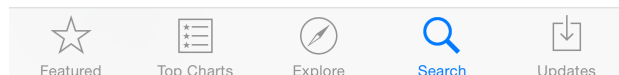
You'll also support Overcast's development and monthly server costs.

UNLOCK EVERYTHING FOR \$4.99

## Description

A powerful yet simple audio podcast player, with features such as Smart Speed, Voice Boost, and Smarter Playlists to help you listen to more podcasts in more places, try new shows, and completely control your experience.

[...more](#)

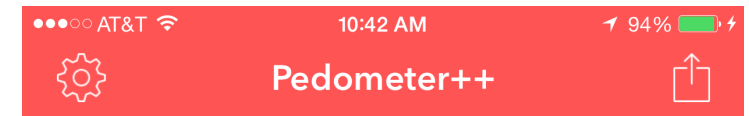


RESTORE PURCHASE



# Ads

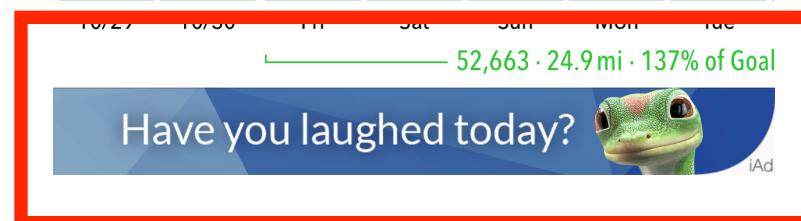
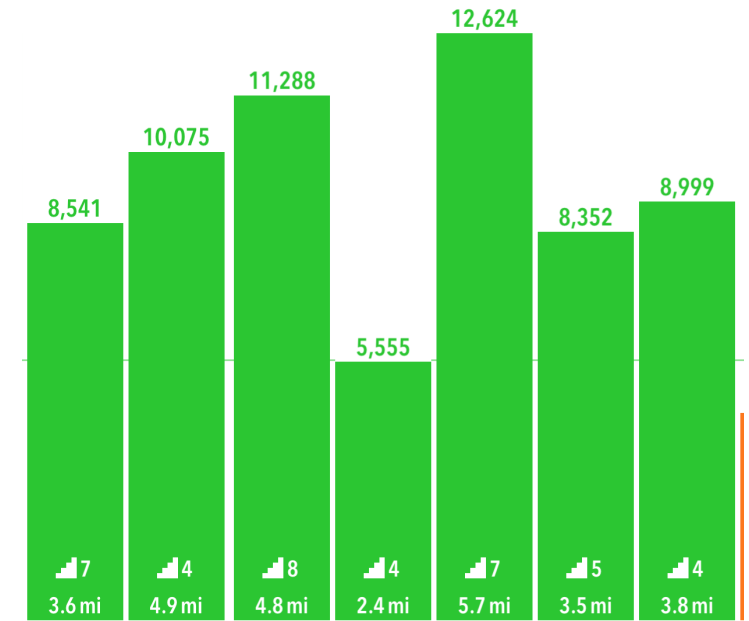
- Placing ads in your app is another potential way to monetize your app
- Many ad networks compete for your app to use their network
- Placeholder in your app for an ad is known as an Ad Unit
- Ads in mobile apps are paid by impression (*i.e.* eCPM)



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# Some Ad Networks



# Ad Types – Important!

- Banner (320x50, 300x250, etc.)
- Interstitial
- Video
- Native
- Pick the type that will maximize revenue
- A-B testing is a great way to figure this out

# Fill Rate

- Some apps sell direct ads, but most need ads to be filled based on programmatic ad buying (*e.g.* real-time auctions)
- The more information you have about your app and your user to send to the ad network, the higher your eCPM is likely to be
- But no single ad network will likely fill all your ads

# Mediation

- Most apps today that monetize with ads use more than one ad network
- Integrate multiple networks into the app, and then create a manual “chain” of networks to call
- First network that returns an ad gets the impression

# Yield Optimization

- Next step after mediation: try to create the “chain” of networks in a way that pushes higher eCPM to the top