

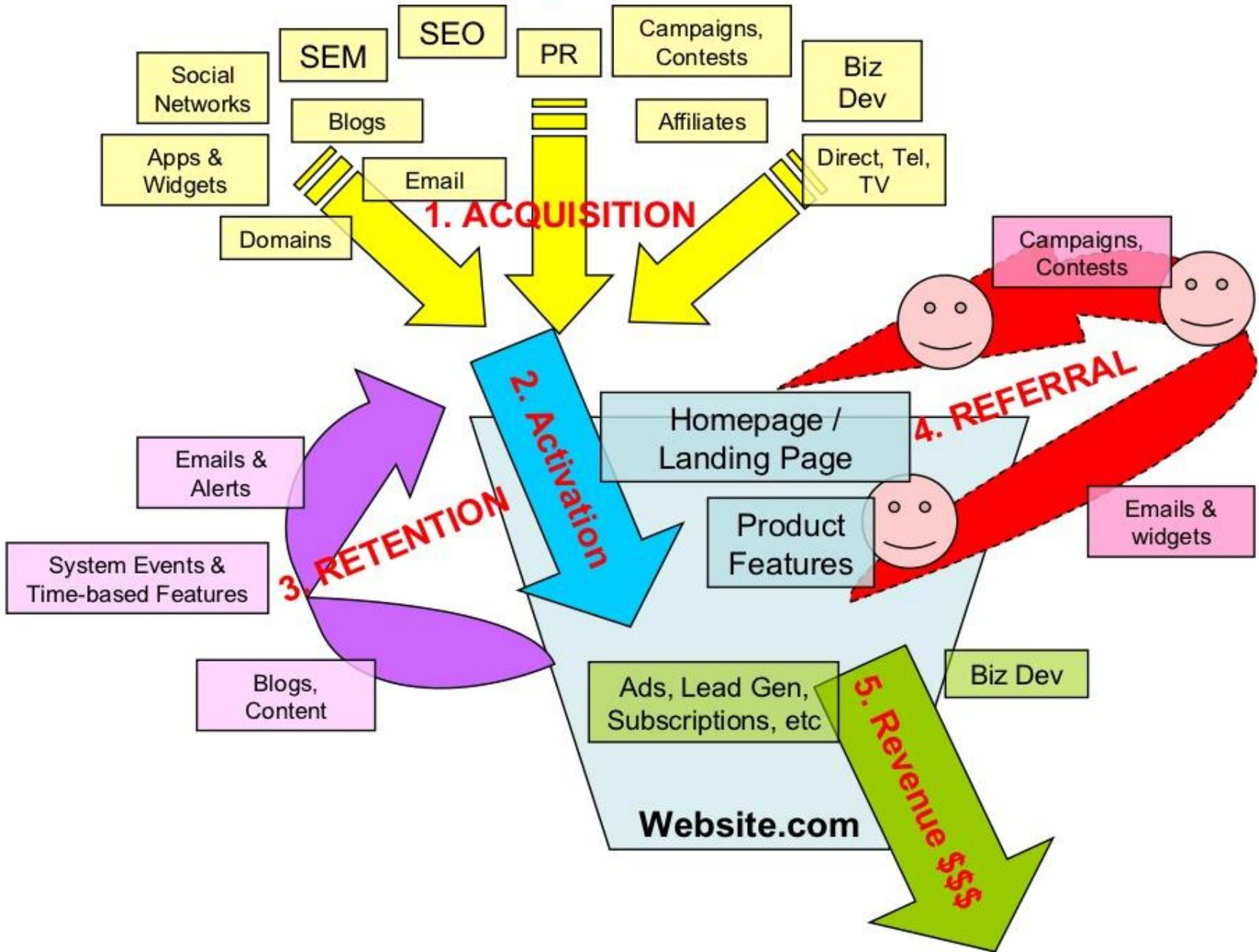
Monetarisierung Teil 2

Märkte der Plattformen
Customer Lifecycle
Einnahmemöglichkeiten

Rückblick

- Customer Lifecycle
 - An neue Nutzer kommen
 - Präsentation
 - Werbung
 - Referrals
 - Nutzer behalten
- Werbung
 - Arten (Banner, Video, ...)
 - Platzierung & Timing

Customer Lifecycle / Conversion Behavior

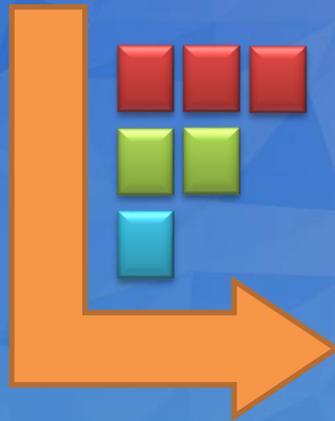


Heute:
Ad Networks
Ad Exchange

Publisher

Publisher

Publisher



Inventory



Ad Network



Inventory bundle

Advertiser



Advertiser



Müssen sich nicht selbst die „blinder“ Kauf im Bündel
Publisher aussuchen

Gutes und schlechtes Inventory
gemischt

Wert der Anzeigen schwierig zu
bewerten

Verschwendete Impressions

Langsamer Optimierungszyklus

Publisher

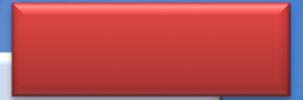


Kleine / Mittlere Publisher:
Können im Paket zusammen
mit anderen gekauft werden
anstatt gar nicht

Schwierig, beste Advertiser zu
identifizieren

„Daisy Chain“: Regelmäßige
Optimierung der Aufteilung
zwischen diversen Ad
Networks

Relativ viel Geld bleibt in
Organisation stecken



Ad Networks



Geringe Eintrittsbarriere

Inventory-Entwicklung
vorherzusehen quasi
unmöglich

→ Over- / Underselling

Intransparent



Alternative: Ad Exchange

Publisher



Ad Exchange



Advertiser

Auktion



Ad Exchange



- Advertiser: Identifikation und Kauf der für sie sinnvollen Impressionen
- Publisher: unabhängige Auktion für jede einzelne Impression
→ höherer Revenue
- höhere Transparenz

User



Publisher

uf

Besucht Webseite /
Lädt App ...



Request mit Werbeformat,
Nutzerdetails, Webseite

Ad
Exchange



Advertiser



Gebote

- Real Time Bidding
- Rule Based Bidding

Werbung des
Meistbietenden



User



Publisher

sieht Webseite

... innerhalb
von ms!

RTB



<https://www.youtube.com/watch?v=-DilsrJUUsRU>

Was bieten Ad Networks?

Monetize your apps intelligently

[Sign up for AdMob](#)

Analyze



Monetize



Promote



AdMob is available for these platforms:



iOS



Was bieten Ad Networks?

- Promotion
 - Cross-Promotion in eigenen Apps
 - Cross-Promotion von fremden Apps aus
 - Anpassung der Werbung an Demografie
- Einnahmen durch Werbung
 - Videos, Banner, Interstitial, ...
- Zusätzliche Statistiken
- Einheitliches SDK für Implementierung

Analyse in AdMob

- Real-Time: Aktueller Traffic
- Audience: Wer benutzt die App?
- Acquisition: Installationshäufigkeit, Erfolg von Marketing-Kampagnen
- Behaviour: Nutzerverhalten
- Conversions

Unterschiede

- Finanzierungsmodelle
- Typen von Werbung
- Zielgruppe
- unterstützte Plattformen, SDK
- Ziele
- ...

Ad Networks vs. Ad Exchanges

- Preis
 - Add Network > statisch
 - Add Exchange > Auktion
- Optimierung
 - Add Network > aufwändige Optimierung (Deals aushandeln)
 - Add Exchange > Optimierung durch Markt (Auktion)
- Transparenz
 - Add Network > intransparent
 - Add Exchange > Transparenz durch Marktnachfrage

Finanzierungsmodelle

- CPM (Cost per impression)
- CPC (Cost per click)
- CPI (Cost per install)
- CPA (Cost per action)
- Flatrate
- ...

Cost per Impression

- Fester Preis je 1000 mal anzeigen
 - Gefahr: Werbung wird nur kurz / unauffällig angezeigt
 - Geeignet um generelles Interesse zu wecken (anstatt Klicks oder Downloads zu erreichen)
 - Gute Übersicht darüber, wer Werbung sieht

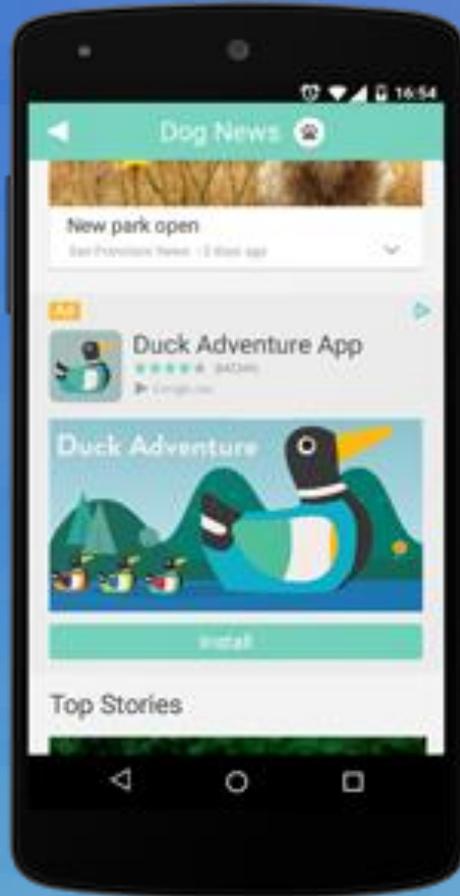
Cost per Click

- Entwickler zahlt für jeden Klick auf Werbung
 - **kann** billiger sein als CPI:
 - Kosten pro Klick < Kosten pro Installation
 - Viel Aufwand für Gestaltung der Werbung → maximiere Conversion Rate
 - Teils bessere Analysemöglichkeiten als CPI

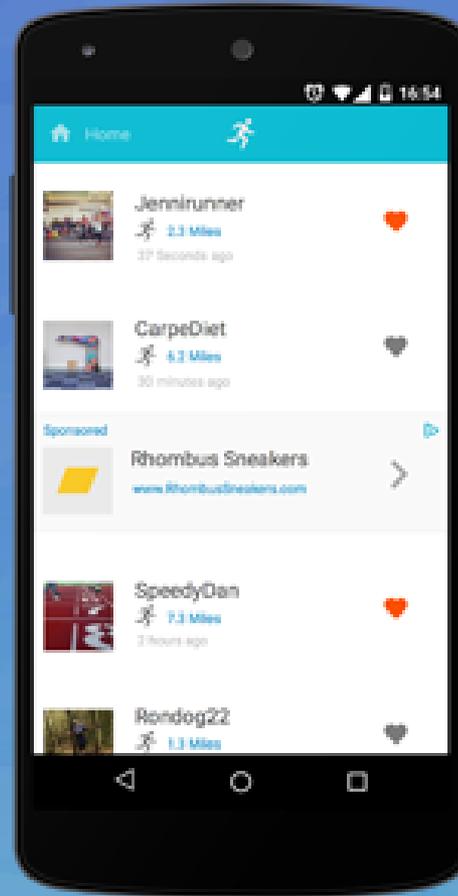
Cost per Install

- Entwickler zahlt nur, wenn App installiert wurde
 - Keine Ausgaben für Werbung ohne Ergebnis
 - Kaum Kontrolle darüber, wer die Werbung sieht
 - Langzeit-Nutzeranalyse erst hinterher möglich

Native Ads



App Install Native Ads

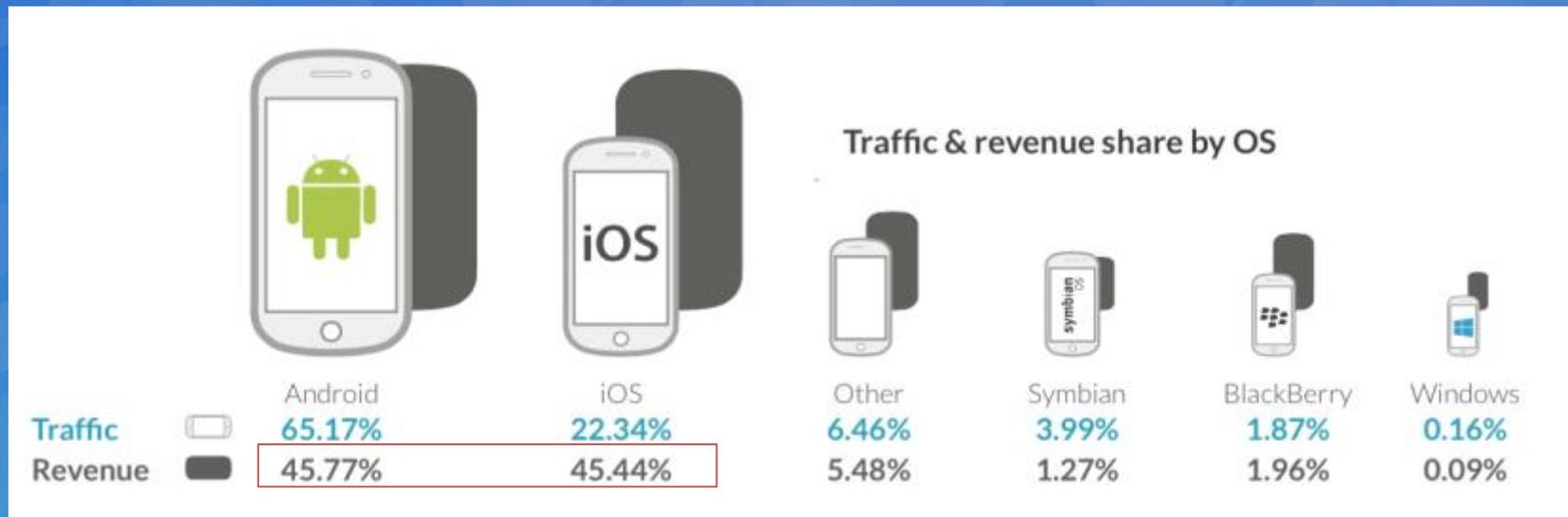


Content Native Ads

Weitere Möglichkeiten

- Ausfiltern unerwünschter Werbung (zB nach Kategorie)
- Werbung für In-App Purchase möglich
- Nutzersegmentierung
- Kostenlose interne Cross-Promotion
- Tools um Werbung zu erstellen
- Ad Exchange integriert
- ...

iOS vs. Android



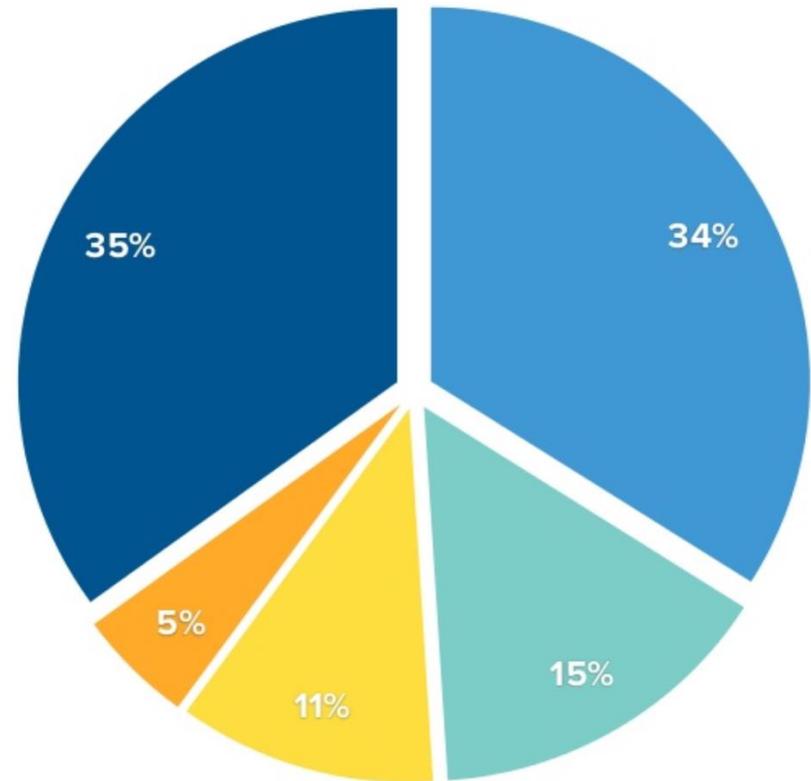
Video Ads

App Install Budget Allocation

What % of your budget do you allocate to each app install channel you currently use?

Social and video ads dominate the majority of app install budget allocation for top grossing publishers.

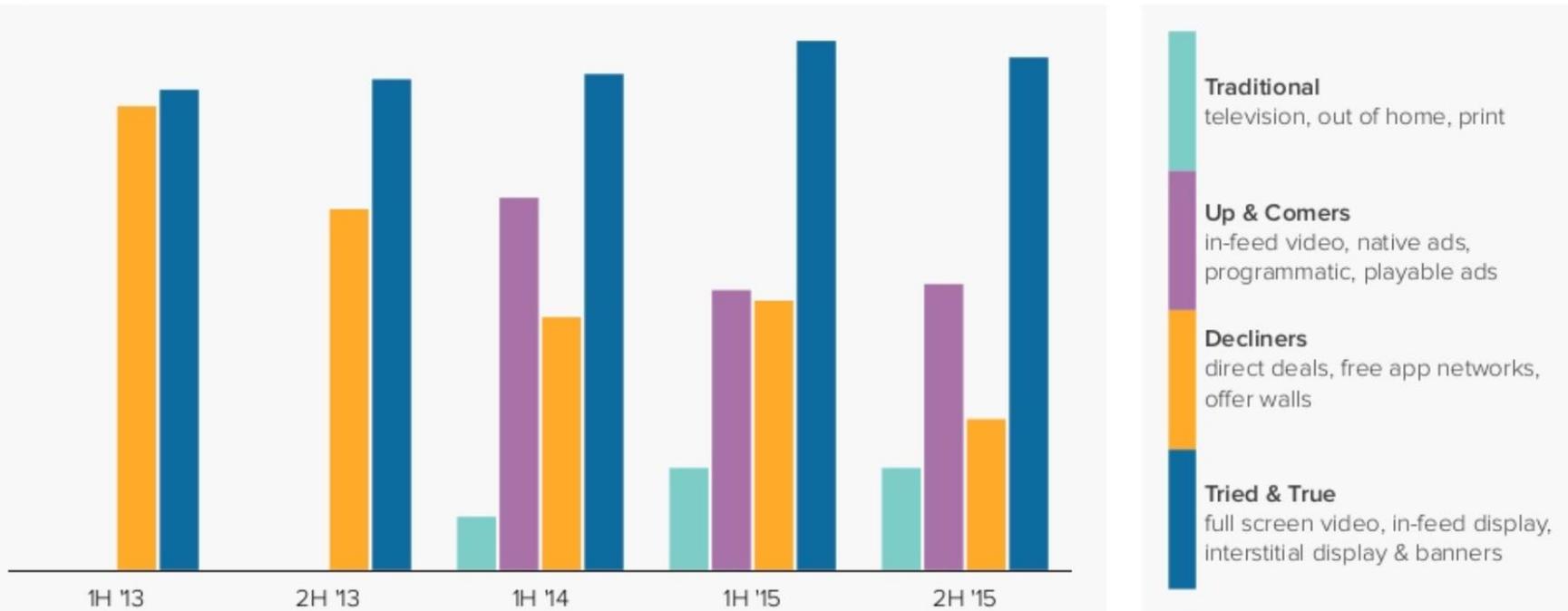
- Social
- Video
- Display
- Interstitial
- Other



Ad Trends

Format and Channel Usage over Time

Full screen video, in-feed video, television and interstitials lead the way while in-feed, native, programmatic, and playable ads emerge

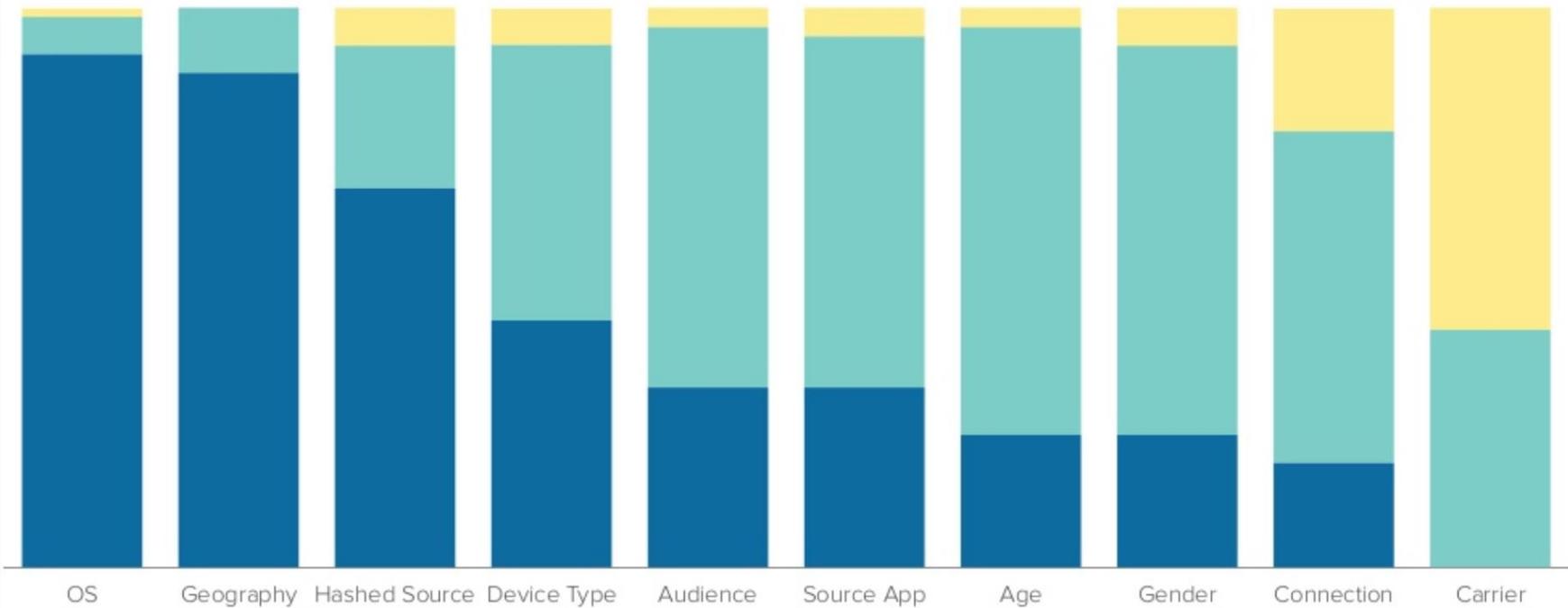


Ad Targeting

Targeting

■ Key Requirement ■ Nice to Have ■ Not Required

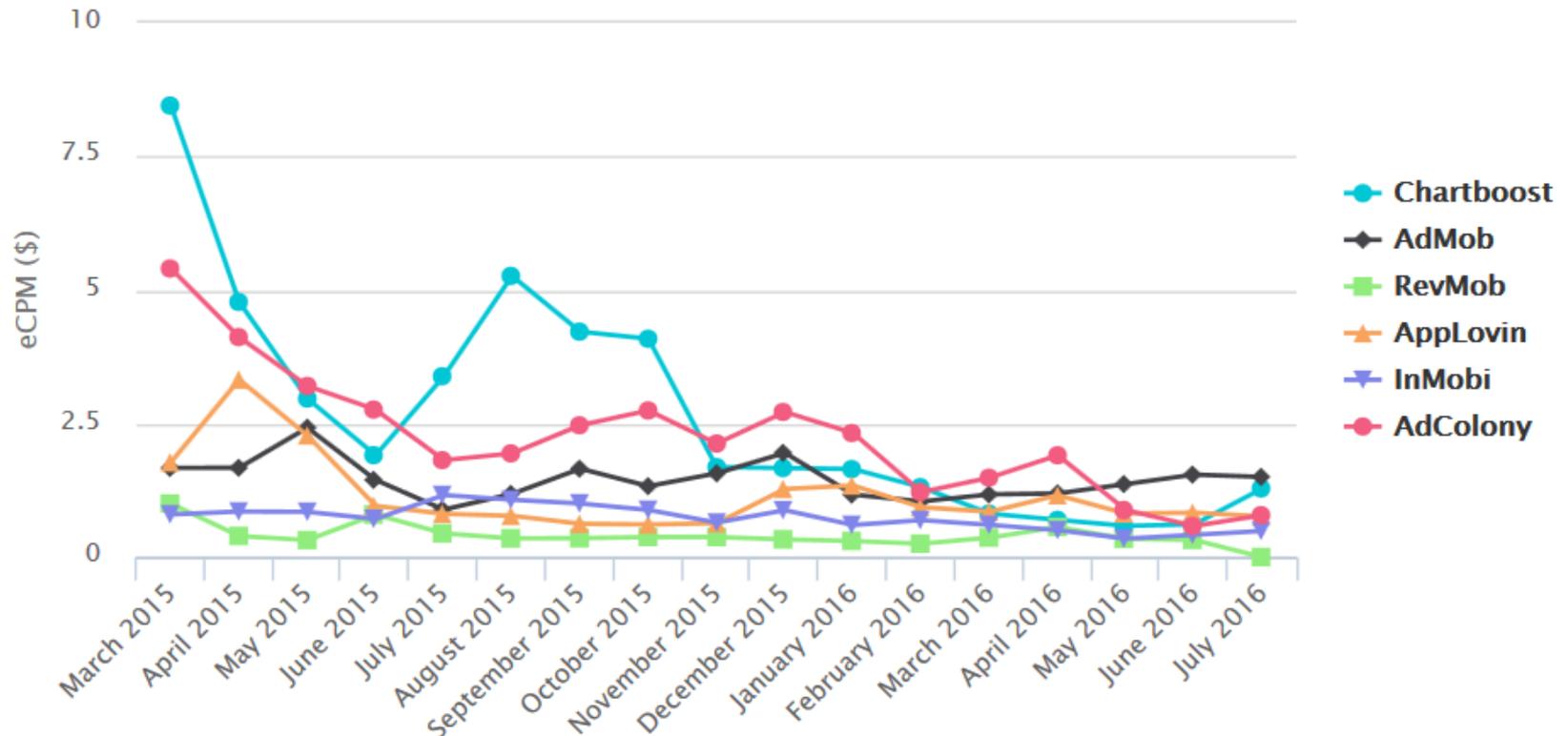
Which targeting parameters are most important & maximize the performance of your app install campaigns?



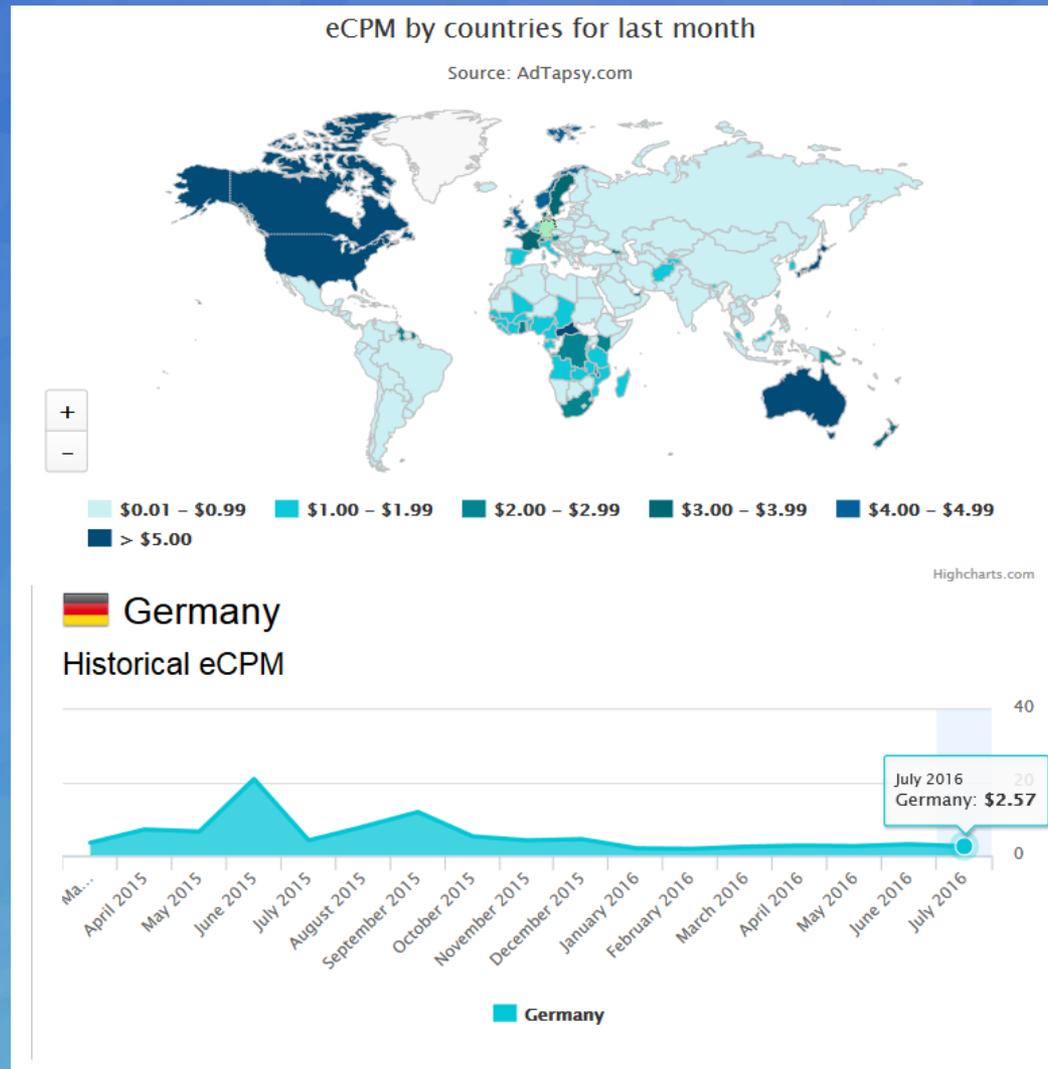
Das Netzwerk entscheidet

Ad Networks eCPM

Source: AdTapsy.com



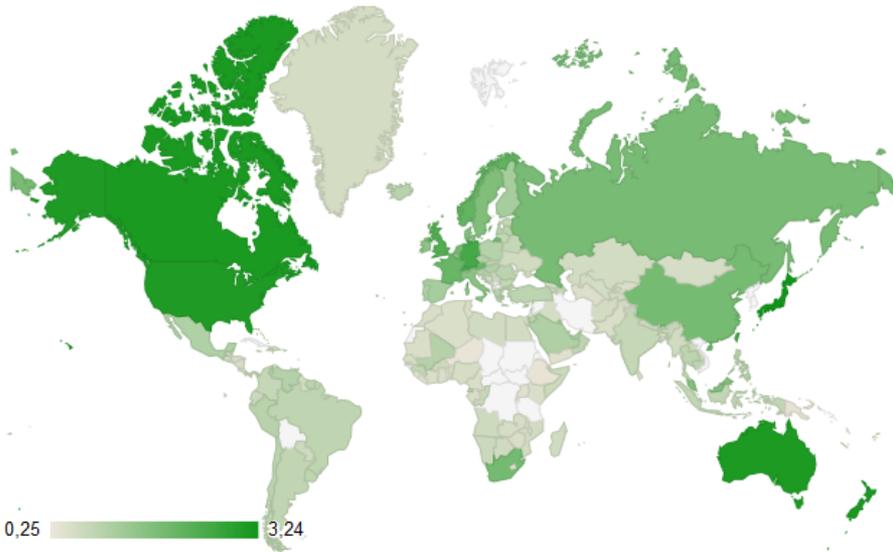
Zielregion entscheidet CPM



Was kostet ein Nutzer?

Ad driven

CPI by Country



Top 10 CPI by Country

Country	iOS
Japan	\$3.24
New Zealand	\$3.11
Canada	\$3.10
Australia	\$3.08
United States	\$3.04
Taiwan, Republic of China	\$2.56
Switzerland	\$2.55
Germany	\$2.53
United Kingdom	\$2.35
Hong Kong	\$2.35

Was kostet ein Nutzer?

Direct buy

Installs

Go higher, get Google Play tops

\$0.10

Per install

- Up to 10k installs per day
- Installs from 20+ countries
- 100% safe for gp account

SIGN UP

Stars

Good way to keep your rating in shape

\$0.20

Per 5-star Rating

- Up to 10k stars per day
- Minimal order - 1 star
- 100% safe for gp account

SIGN UP

Reviews

Best reviews for your awesome app

\$0.25

Per 5-star Review

- Up to 10k reviews per day
- Minimal order - 1 review
- 100% safe for gp account

SIGN UP

Anbieter

Anbieter

- Plattformen selbst
 - Google AdMob (für Android, iOS, Unity, Cocos)
 - iOS: iAd (nur für iOS)
- Eigenstehende Networks
 - Nicht unbedingt auf eine Plattform beschränkt
 - Unterschiedliche Zielgruppen, Werbe- und Bezahlmodelle

Monetize your apps intelligently

[Sign up for AdMob](#)

Analyze



Monetize



Promote



AdMob is available for these platforms:

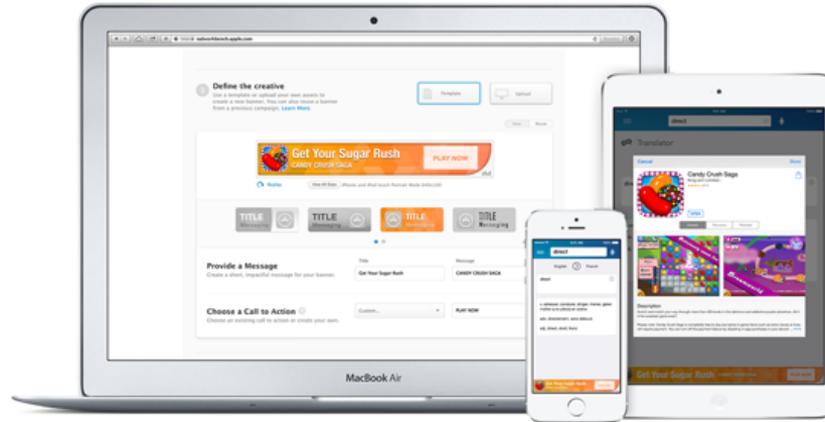


iOS



Grow your business with iAd.

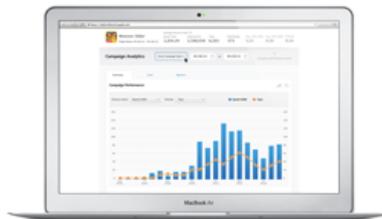
With iAd Workbench, you can create campaigns to promote your apps and reach the right audience in just a few simple steps.



Promote Your Apps

Get your app noticed and drive downloads with iAd Workbench, the do-it-yourself campaign creation and management tool.

[Learn more about iAd Workbench >](#)



New

Optimize Your Earning Power

In a few easy steps you can join thousands of developers who are generating revenue and delivering the best ad experience for iOS users.

[Learn more about the iAd App Network >](#)



Create Rich Media Ads

iAd Producer makes it simple to design and assemble high-impact, interactive content for iAd.

[Learn more about iAd Producer >](#)
[Learn more about iAd Creative Toolkit >](#)



Learn what Chartboost can do for you



Largest and games-only

The most popular games in the world use Chartboost. We work with 90% of developers in the top 10 grossing games! And we only support mobile games, fostering an ecosystem of high quality players that you won't find anywhere else — at mind-blowing scale.



One SDK

Only Chartboost offers mobile game developers the ability to deliver the same interstitial and mobile video ads across cross promotion, direct deals and the mobile ad network with just one SDK. Set up once and run campaigns across multiple channels.



Native Experience

Spammy ads suck, so why put them in your game? Chartboost has a seamless, native experience where the interstitial and mobile video ad feels like part of the mobile game, meaning higher install rates and more money.



100% Transparency and Control

Complete transparency over exactly who is advertising in your mobile games, where your mobile ads are appearing, and how they're performing — down to the actual app name. 100% control over where, when, and how often you show promotions inside your games.

[Get started](#) in 5 minutes with 10 lines of code.



android



ADOBE™ AIR™



Weiterführende Links

- Ad Networks zu Ad Exchange:
https://www.youtube.com/watch?v=1C0n_9DOlwE
- Clickthrough rate (und weitere Tutorials):
<https://www.youtube.com/watch?v=eve2stg2Vbo>
- Statistiken zu AdNetworks
<http://ecpm.adtapsy.com/mobile-ad-networks-ecpm-rates/>
<https://www.appannie.com>