

A Developer's Guide To In-App Advertising



84% of all smart-phone activity is spent in apps..

...which means in-app engagement is increasingly critical for brands, advertisers, marketers, and agencies.

If you're developing an app, you need in-app advertising!

Why Implement In-App Advertising?

For developers: **Quickly gain revenue**



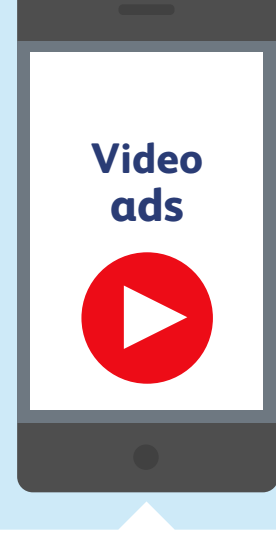
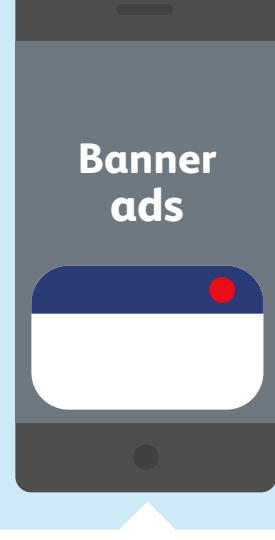
For marketers: **Increase visibility and engagement**



Types of In-App Advertising

Interstitial ads

These cover the app interface with...



Usually appears during a transition point of the app, like between game levels



Mobile video achieves **94% viewer retention** compared to **81% for online video**.



Most popular to get the most impressions and clicks.



Free

Push notifications

Ads appear in device's notifications, usually special offers or deals for in-app purchases.

• Most popular for freemium apps.



Advanced overlays

Ads lock off part of your app until user completes an action, such as a survey or downloading a new app.

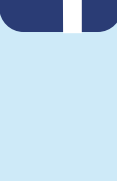
• Most popular for gaming apps



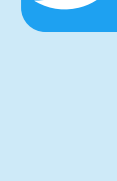
Native ads

Ads match visual design and function with app

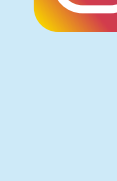
• Most popular with social platforms like



Facebook



Twitter



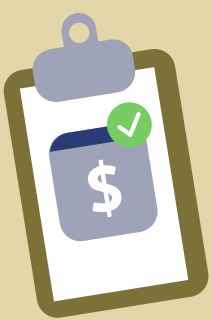
Instagram

How to Choose Which Ads to Install

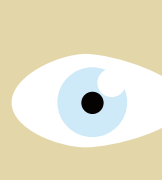
Choose ads that fit your app and your audience



For example, some users may see push notifications as invasive.



Test different monetization services to see which ad types are effective



Look at the cost per thousand impressions, or eCPM, of each format

The average eCPM for interstitial ads...

Banner ads

\$1

Video ads

\$12.50

Full-screen ads

\$3.50

The Best SDKs For In-App Advertising

Google Mobile Ads

Key Features:

- 100% fill rates
- Filter out unwanted ads
- Offers a variety of metrics

InMobi

Key Features:

- Partnered with MoPub mediation
- Compatible with key game engines

Inneractive

Key Features:

- Create audience segments
- Global ad partners
- Programmatic ads

Leadbolt

Key Features:

- Global partners
- Direct Deals Marketplace
- Optimisation
- Fast payments

Microsoft Advertising

Key features:

- Test ads
- Enable ad mediation
- Advertising performance reports

Receptiv

Key Features:

- Video marketing
- Viewable to all devices
- 5% CTR

Smaato

Key Features:

- Reporting
- Targeting capabilities

Unity Ads

Key Features:

- Real-time reporting
- 35 million users in 128 countries

Vungle

Key Features:

- High fill rate
- 196 countries worldwide

YeahMobi

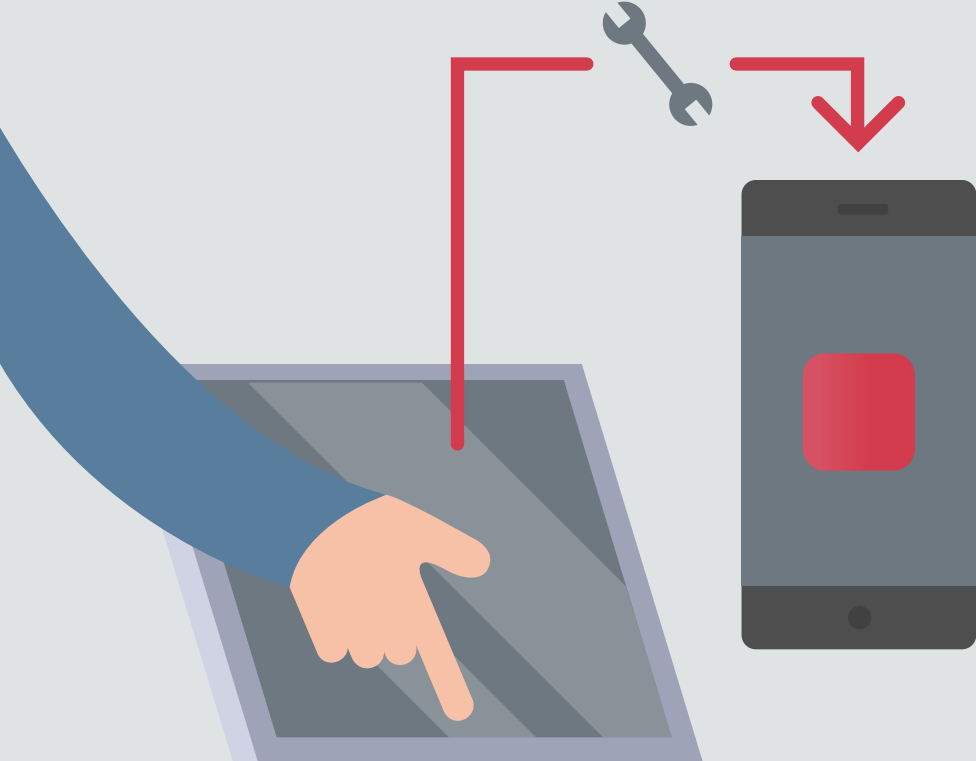
Key features:

- Multiple ad formats

SDK Integration

Many of these apps require multiple SDKs

To avoid SDK Fatigue, use a program like Enhance, which takes only minutes to...



Automatically implement SDKs



Implement and test multiple SDKs



Update installed SDKs

With so many options, it's easier than ever to implement an effective in-app advertising SDK into your app.

Sources:

- <http://www.businessofapps.com/top-app-advertising-sdks-2015/>
- <https://blog.enhance.co/2017/08/24/which-ads-for-android-app-publishers/>
- <https://blog.enhance.co/2017/09/27/how-receptiv-can-enhance-your-video-marketing/>
- <https://www.clickz.com/why-in-app-ads-may-be-the-future-of-mobile-advertising/90711/>