

Monetizing your App With Native Advertising



Who is talking today?



A team of business and technology experts



A team of **100+ mobile marketing experts**

Employees from 20+ countries, speaking
25+ languages

Headquartered in **Berlin** with offices in
San Francisco and **Seoul**

Backed by Prime Ventures and HitFox Group
with **20m USD investment**

Monetizing your app with native advertising

- 1 There's only so many ways to monetize game/non-game app
- 2 Don't fool yourselves...analytics is key!
- 3 Native is hot right now but...
- 4 Here's how it can be done
- 5 No SDK

1. There's only so many ways you can monetize games

1



In-App Purchases

Monetizing through virtual goods is hard, only 1.5% of players monetize (Svrve)

2



Rewarded video/actions

Becoming very tricky with Apple's latest crackdowns

3

Advertising



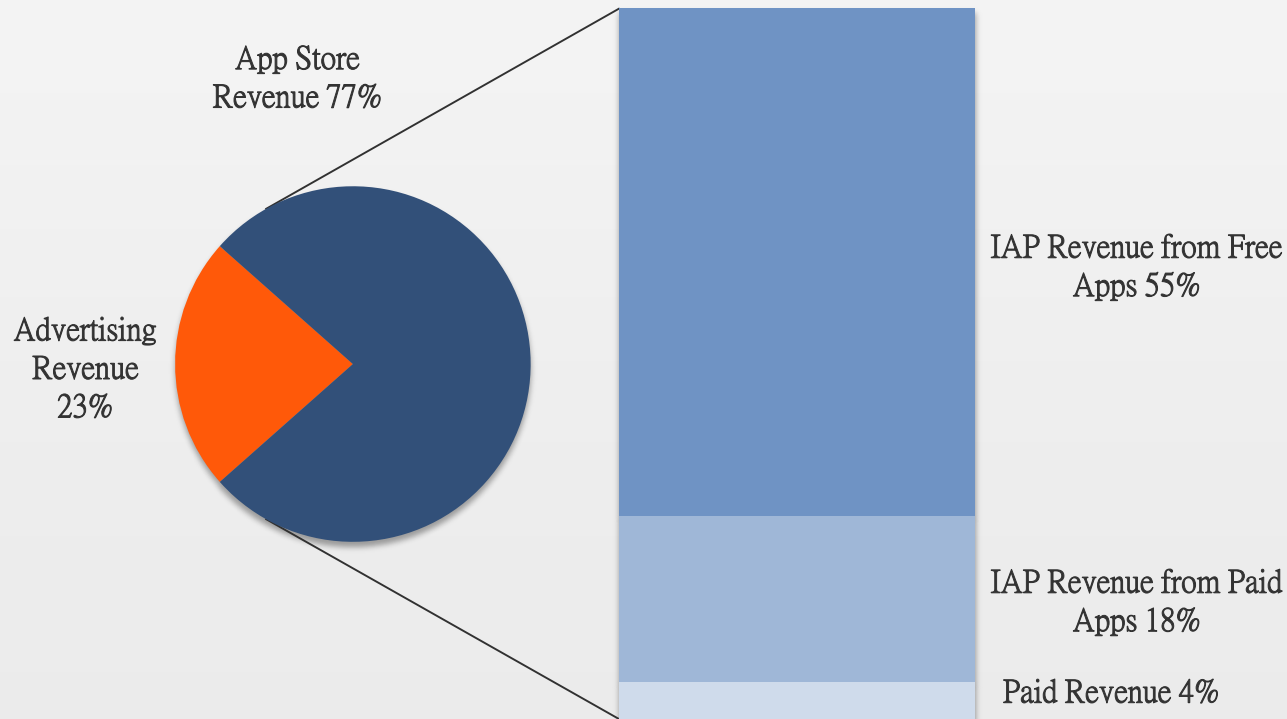
App Install Ads

Branding Campaigns

2. Don't be fooled: analytics is key

IAP still gets the bigger part of the pie in terms of **revenue**, but...

Mobile revenue breakdown



Source: Flurry, Distimo

2. Don't be fooled: analytics is key

... **reality hits**: most of your users won't monetize through IAP



IAP monetization is hard

- On average, 98.5% of users do not monetize through IAP at all.
- Free-to-play mechanics are hard to master and are extremely data-driven.
- Advertising helps you monetize the rest of your user base.
- You need a Player Relationship Management tool to know which users to show ads to, and when.

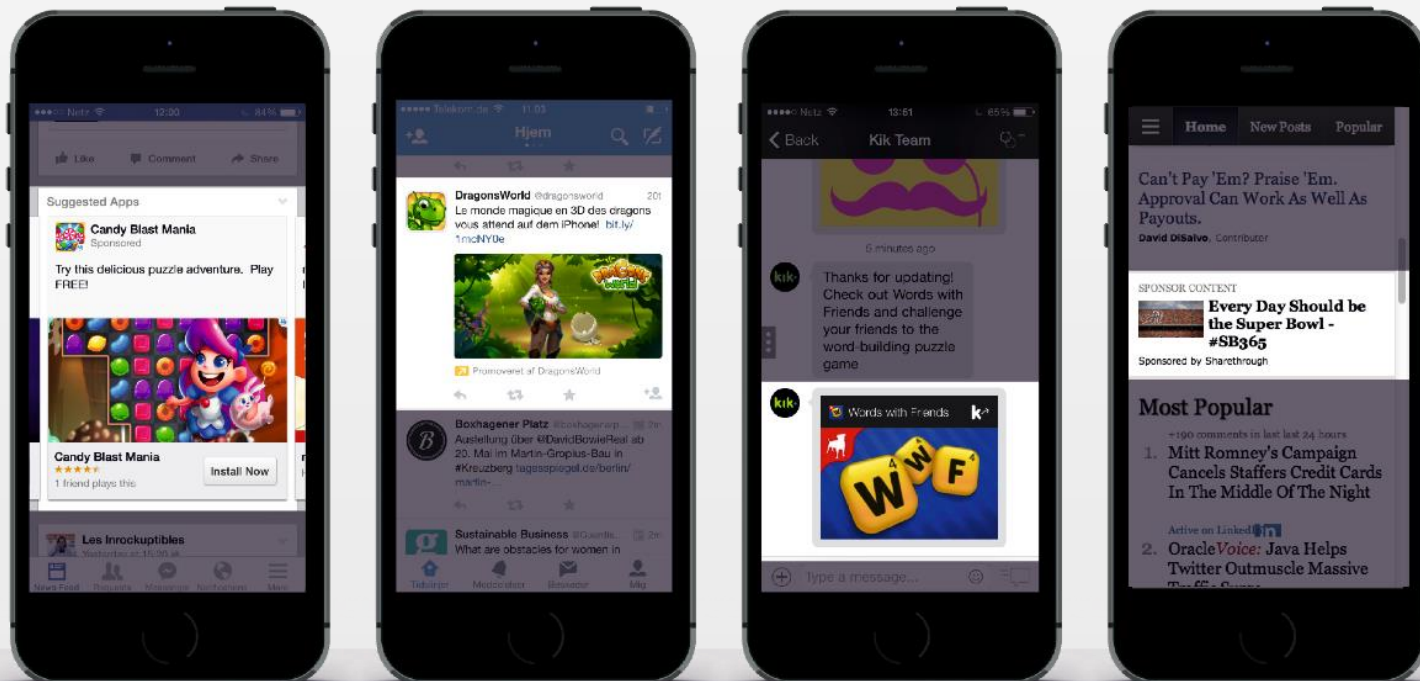
PRMs can help you with non-monetizing users.

Source: Swrve

3. Native is hot but...

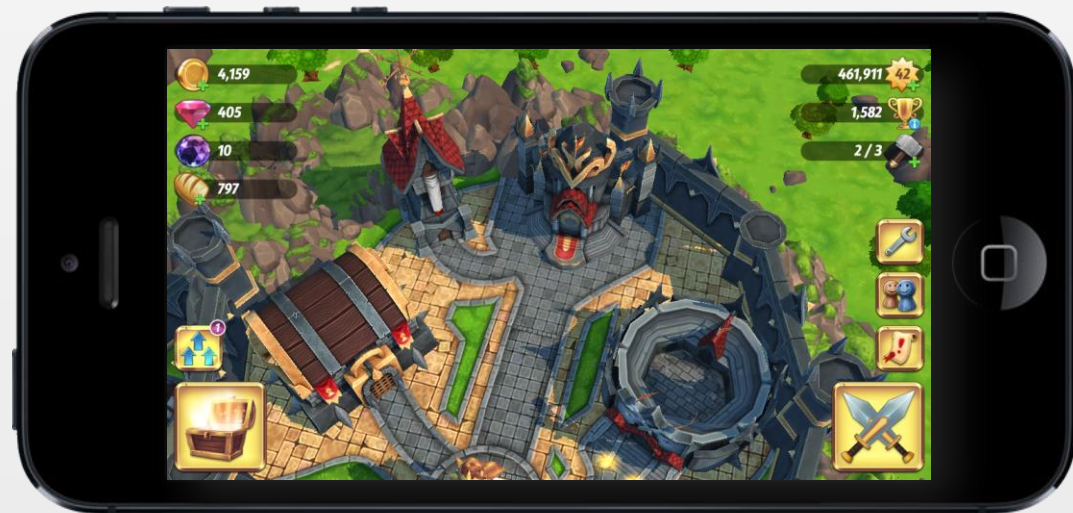
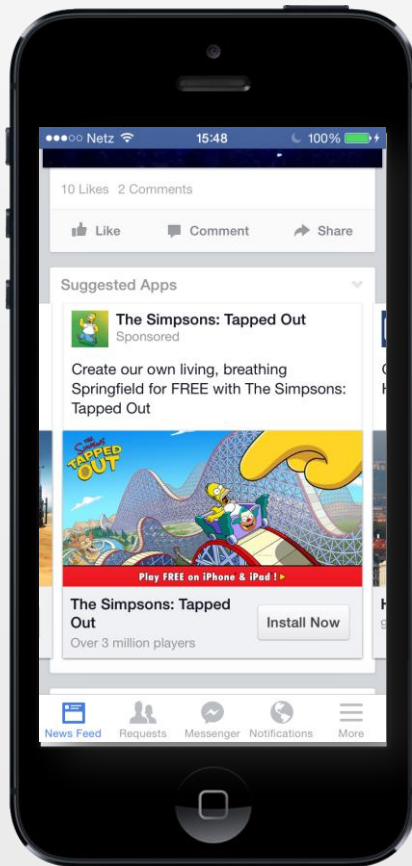
... “native advertising” is nowadays mostly used to describe **specific** and **existing** ad formats!

(mainly, in-feed or in-stream ads)



3. Native is hot but...

These “Facebook style” ad formats are served through templates which very seldom fit the user experience of mobile games.



3. Native is hot but...

Native advertising is not just a different type of ad format, it is a **framework**.



In-stream ads are **seldom a good fit** for games. (unless they have a feed)



For mobile games specifically, native advertising means **adapting** and **customizing** the ad unit to the user experience and user interface of **each specific game**, so as to make it unique and seamless for the user.



Native advertising is a framework:

- For instance, in-feed ads are *per se* an **ad format**. Whether they are native or not depends on the context of **their integration** within the app.
- Conversely, a banner can be native **if it has the right integration** (stay tuned...)

4. How it **can** be done (Game)

Sweets Mania by Webelinx



4. How it **can** be done (Game)



1. Click Image
banner



2. Display Native Ad format



Result

CTR 4 ~5% (vs. banner ad 0.6%)

4. How it **can** be done (Game)

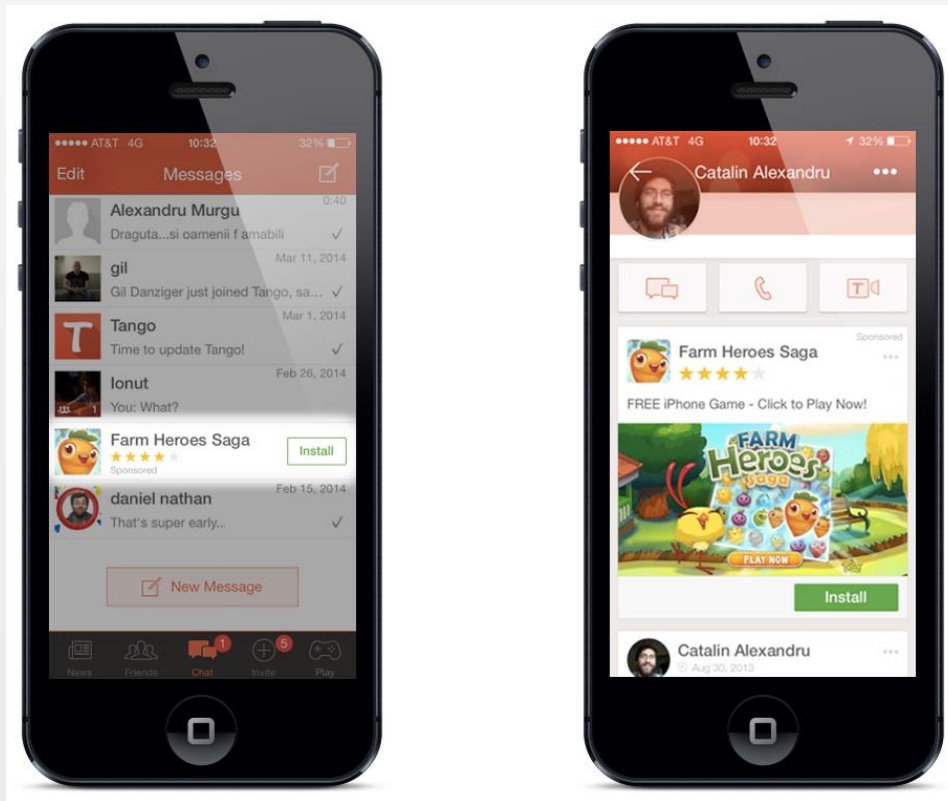


4. How it **can** be done (Game)

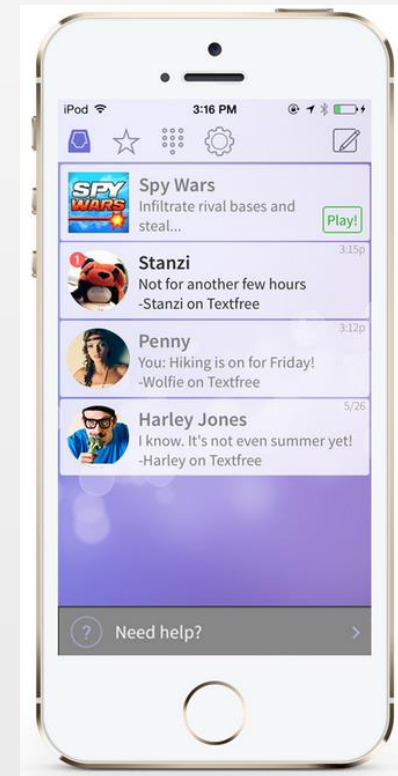


4. How it **can** be done (Messaging)

Tango

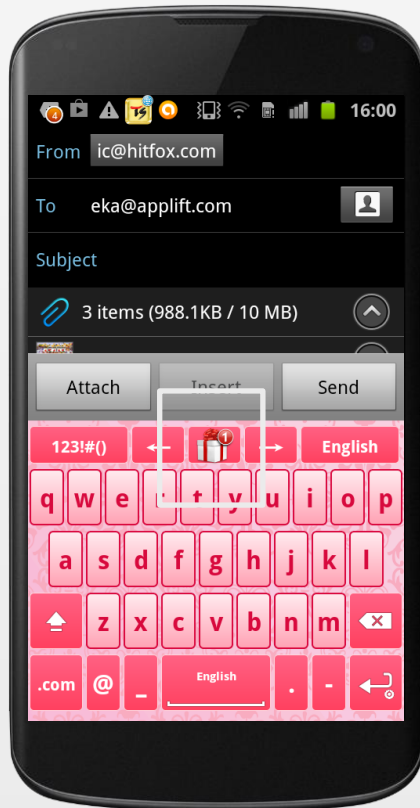


Pinger

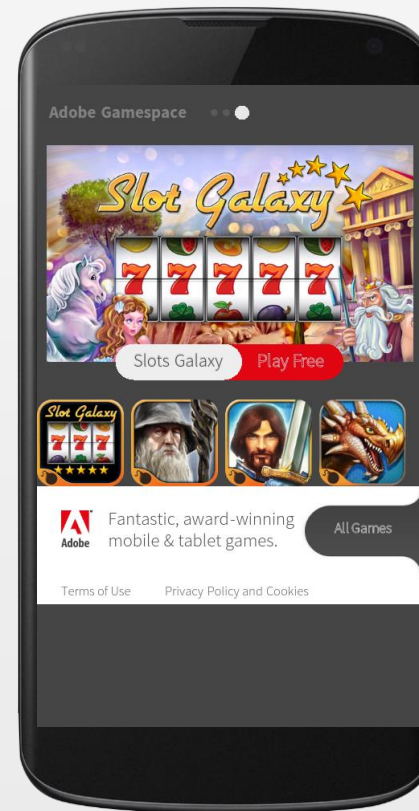


4. How it **can** be done (Others)

My Pink Keyboard









Adobe Air



4. How it can be done (Results)

Overall **native performance**
for the main countries

	CTR	CR	eCPM
 Canada	3.56 %	6.16 %	\$ 4.65
 France	5.66 %	3.06 %	\$ 4.88
 Germany	4.32 %	4.96 %	\$ 3.73
 Russia	11.27 %	2.06 %	\$ 2.81
 UK	4.49 %	10.21 %	\$ 8.12
 US	3.67 %	8.47 %	\$ 5.60
R.O.W average	4.56 %	5.49 %	\$ 1.77

VS

Average performance
for traditional formats

	CTR	CR	eCPM
Banner	0.23 %	0.17 %	\$0.13
Interstitial	1.20 %	2.34 %	\$ 0.90
Offer Wall	1.32 %	1.98 %	\$ 0.88
Video	2.42 %	3.79 %	\$ 2.98
Other Rich media	2.13 %	3.14 %	\$ 2.25

5. No SDK

Native advertising does not require the integration of a **third-party SDK**...
...as a matter of fact, it goes against it!

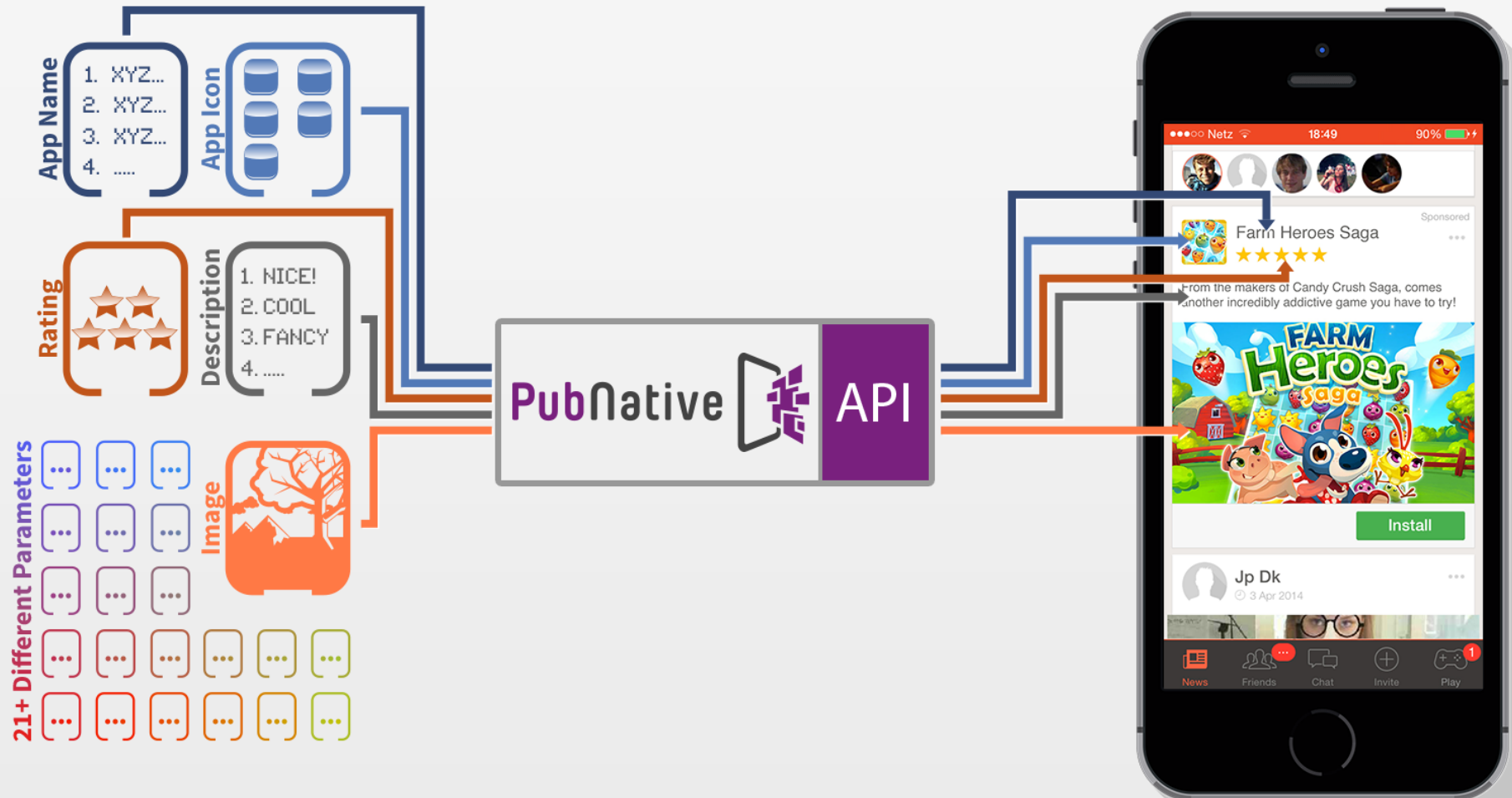
Most “native” solutions usually offer a limited amount of templates (e.g. interstitials or in-stream ads to integrate within your app) **through an SDK**.

Even though templates can be customized to the app's look and feel, they remain fixed **templates**.

Because each game is different, the only way to offer **truly native** ad formats is to create them **yourself**!



5. No SDK



21+ building blocks

∞ combinations

6. Some of our Partners



Questions?

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