



Publisher Growth Accelerator

Appconomy

Cơ bản về mô hình kinh doanh trên các nền tảng ứng dụng

April 25, 2024

Hanoi, Vietnam



Welcome



Faraz Azhar

Head of Business Development, SEAS

Top 50 Gaming Companies 6 Vietnam Developers

Adoption of In-Game Advertising
by IAP only platforms

Gen AI in Gaming
From \$1.1B in 2023 to \$7.1B in 2032



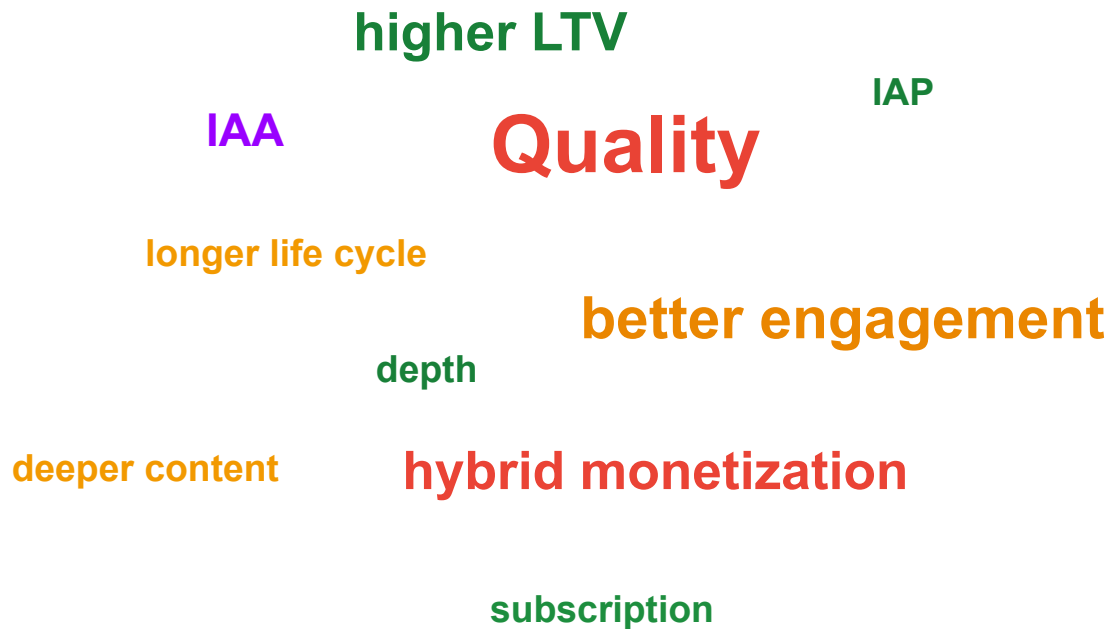
02.00-02.10pm	Opening	Faraz Azhar Head of Business Development
02.10-02.30pm	Strategic Apps Genre and Market Insights	Nam Tran Strategic Partner Manager - AdMob
02.30-02.45pm	A beginner's guide to AdMob	Tracy Phan Strategic Partner Development - AdMob
02.45-03.00pm	Insights into User Acquisition best practices for both apps and games	Bruce Nguyen App Growth and Acquisition - Google Ads
03.00-03.15pm	AI driven optimization for Ad Monetization	Joseph Peng Technical Solutions Consultant
03.15-03:30pm	Tea Break	
03.30-03:40pm	Session 2 Opening	Denis Nichifor Head of Apps

A Beginner's guide to Ad Monetization



Tracy Phan

Strategic Partner Development - AdMob



Ad Monetization

Ability to generate **incremental revenue** from a traffic, which helps improve the business's overall profitability or can be reinvested to **drive further growth** while **respecting user experience** and **maintain brand safety**

Things to consider when choosing a monetization partner

1 Demand Access & Performance | Would this platform gives me good enough demand and eCPM?

2 Respect User Experience | Does this platform have the necessary tools for you to protect your user experience?

3 Ease of Integration | Is it easy to integrate this network's data with analytics platform, including your inhouse's?

4 Optimize Growth | Does the platform help with cross-promotion among your app ecosystem?

Demand Access & Performance

Maximize ads revenue from any demand source

1

Mediation

Maximize fill rate and revenue around the world



2

Bidding

Combine mediation with Google's real time bidding solution to earn even more



3

Google Demand

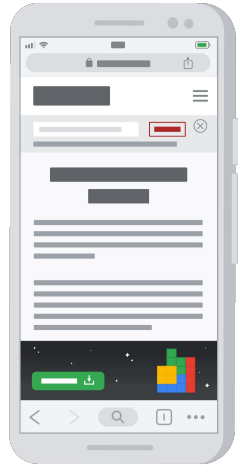
Exclusive access to the largest pool of advertisers competing for your inventory in real time



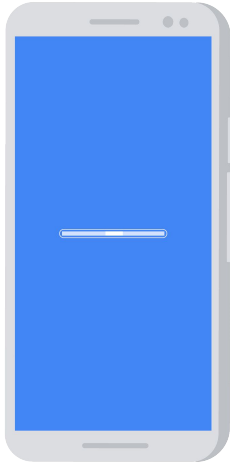
Protect User Experience
& Brand Safety

Protect UX: Google's Ad formats are user first

Use ads to create a sustainable source of revenue



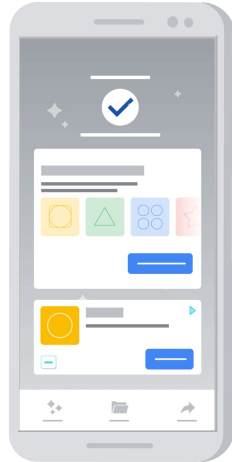
Banner



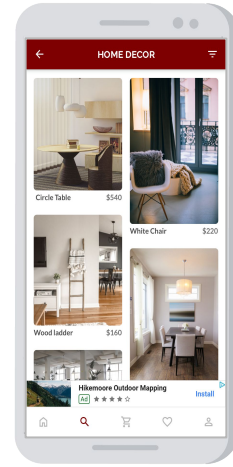
Interstitial



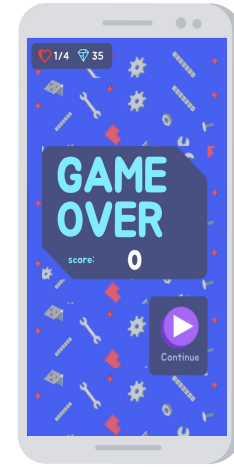
Rewarded



Native



Adaptive banner



Rewarded interstitial



App open

Traditional formats

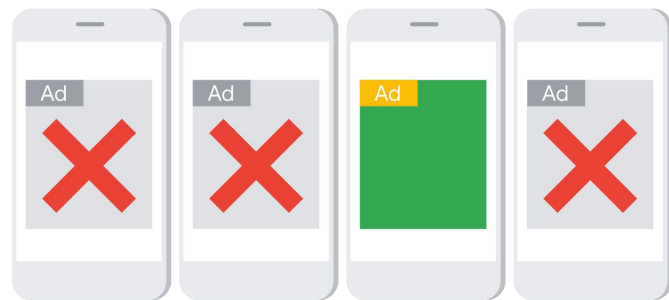
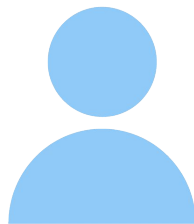
New formats

KEEP USERS HAPPY AND ENGAGED

Protect UX: Flexible control on how often ads are shown

Frequency Capping

- **Improve the user experience** by not overflowing the user with ads
- **Preserve the in-game economy** by limiting the number of rewarded ad opportunities
- Learn more about frequency capping in the [Help Center](#)



DELIVER A WORLD CLASS APP EXPERIENCE MORE
EASILY

Brand Safety: Ad Blocking Controls in AdMob

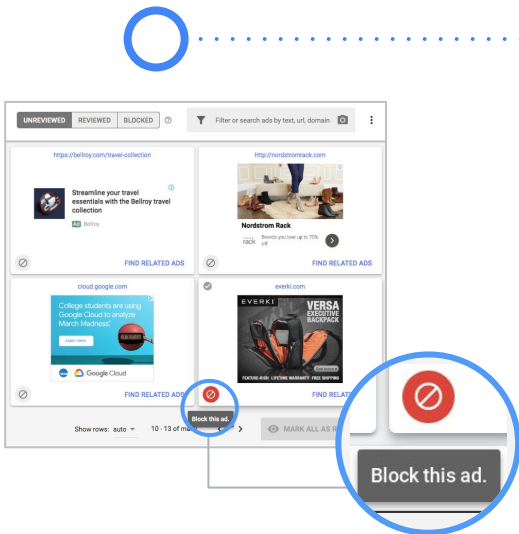
Publishers have the option to block ads across several categories and domains within the **'Blocking Controls'** tab

- General categories
- Sensitive categories
- App install ads
- Advertiser URLs
- Ad Networks
- Ad Review Center
- EU User Consent

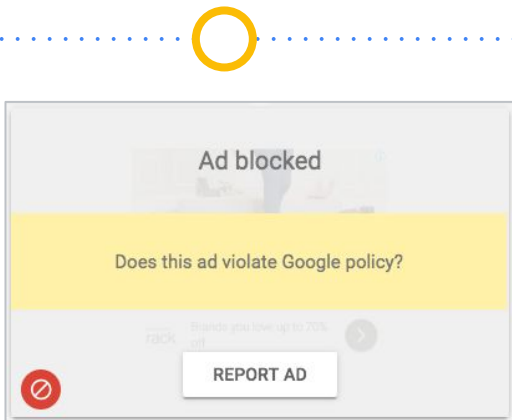
**Block ads across your
entire account or within
individual apps.**

DELIVER A WORLD CLASS APP EXPERIENCE MORE EASILY

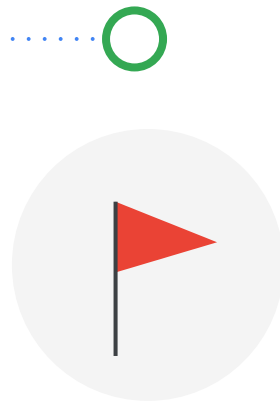
Ad Review Center helps take down bad ads as fast as possible



The screenshot shows the Ad Review Center interface with a grid of ads. A blue circle highlights a red 'no' icon on a specific ad. A callout box with a blue border and a red 'no' icon contains the text "Block this ad." A blue circle is also positioned above the screenshot.



The screenshot shows a dialog box titled "Ad blocked" with a yellow background. It asks "Does this ad violate Google policy?" and features a "REPORT AD" button. A yellow circle is positioned above the dialog box.



Drive Further Growth
with Flexible Data Integration

AdMob+Firebase



Advertising Data

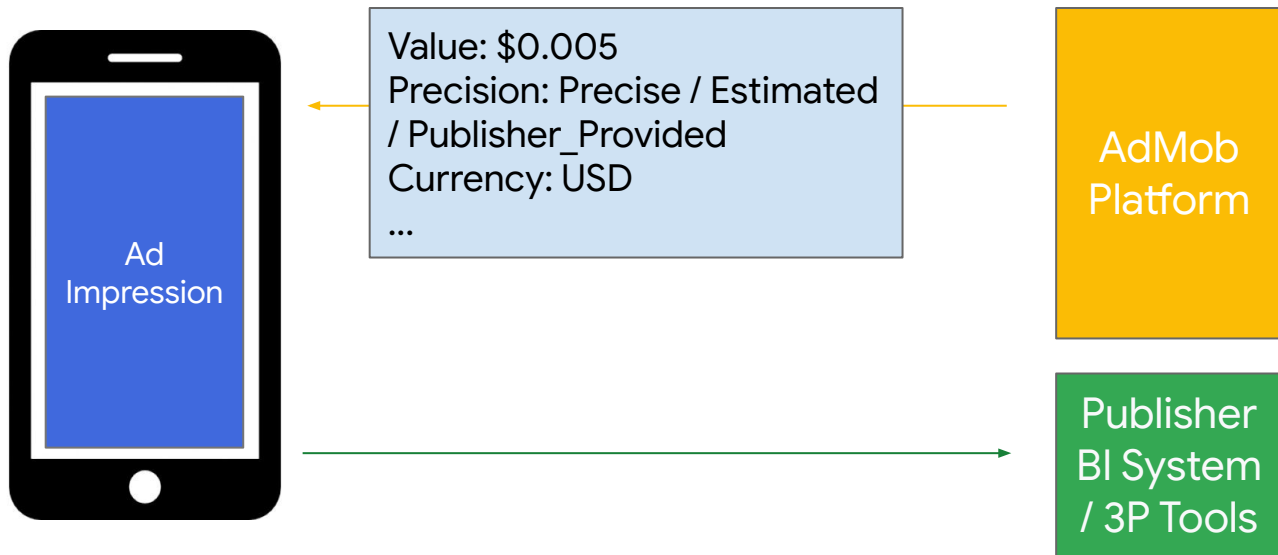
- Advertising Revenue
- Number of Impressions
- Click-through rate
- Advertising units



Application data

- User Engagement
- Screen
- IAP
- Audience Groups

AdMob will provide ad revenue value for each impression via SDK pingback



Cross-promotion between your Products

User acquisition has become more expensive



Regulatory changes

New regulations such as GDPR and CCPA are impacting how data can be retrieved



Privacy Frameworks

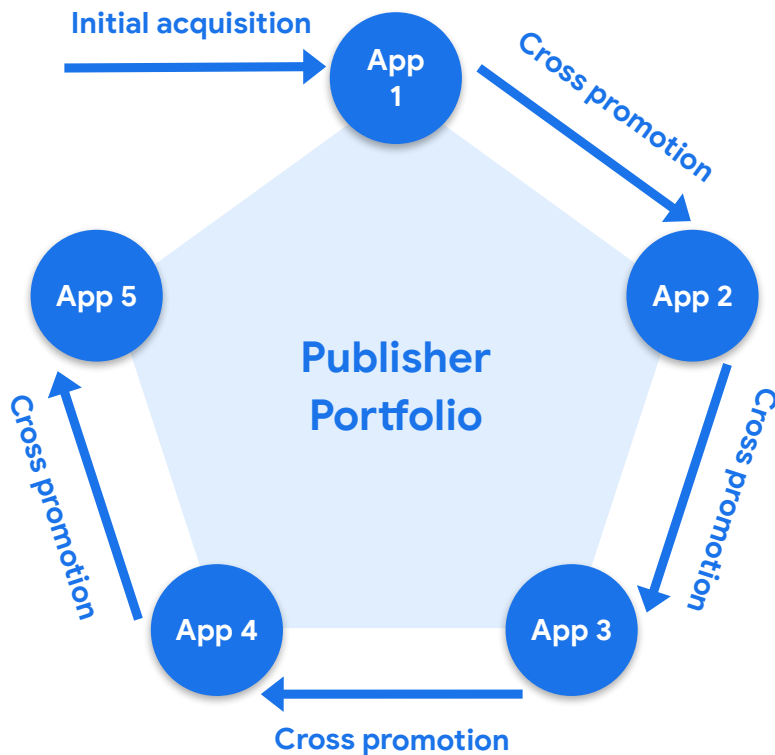
ATT is changing how user identifiers are collected and used by advertisers on iOS. Soon for Android.



Increased Competition

Several apps are trying to capture the attention of users, including big players expanding into new spaces

Cross-promotion represents an opportunity



Publishers with several apps within portfolio can leverage cross-promotion to maintain profitability and extend user LTV by:

- Avoiding *UA network fees*
- Tapping into *high-intent existing user base*

Optimize for returns - Flexible campaign goals

Target users on a CPI or CPM basis:

- **Target cost per install:** Maximize the number of installs at a target CPI, or ad revenue you're willing to *spend* per user (*alpha*)
- **Max cost per install:** Maximize the number of installs under a specific CPI cap
- **Mediated ads (eCPM-based):** Serve cross-promotion ads when paid ads are below a certain eCPM

Campaign goals integrate directly with mediation

The screenshot shows a 'Goal type' selection screen with the following options:

- Target cost per install** ANDROID BETA
You choose the amount you'd like to spend each time someone installs your app and AdMob will optimize toward your target.
- Max cost per install** ANDROID BETA
You can set a budget for app installs by setting a maximum cost per install
- Mediated ads (recommended for backfill)**
Your ads compete in the mediation chain using an eCPM that can be optimized for backfill
- Number of impressions**
Set the number of impressions for your campaign
- Number of clicks**
Set the number of clicks for your campaign
- Percentage of impressions**
Set the percentage of daily impressions to direct to your campaign

An information box at the bottom states: "To make sure your campaign works properly, you must set up conversion tracking for this campaign in the linked Google Ads account." with a link to "Go to Google Ads".

App monetization made easy



So much revenue with little effort

3 Steps to start earning with AdMob



Step 1:
Create an AdMob
account



Step 2:
Verify your
account



Step 3:
Enter your payment
details

Insights into User Acquisition Best Practices



Bruce Nguyen

App Growth and Acquisition - Google Ads



Emerging Market Trends

QUIZ TIME

Tăng trưởng về doanh thu mảng nào cao hơn trong 5 năm trở lại đây?



GAME

APP

CÔNG TY TÔI

A

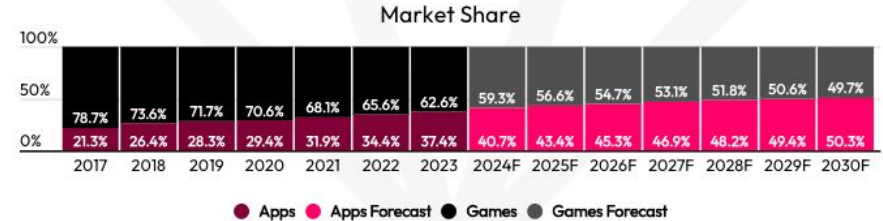
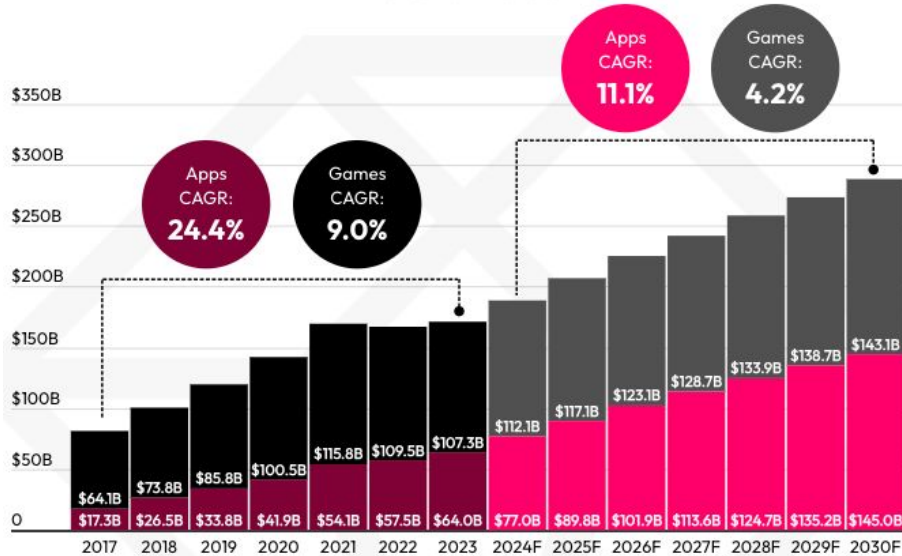
B

C

Notable Trends: Spending Growth on Apps expected to outpace Games in 2024

Consumer Spend by Apps vs. Games

iOS and Android

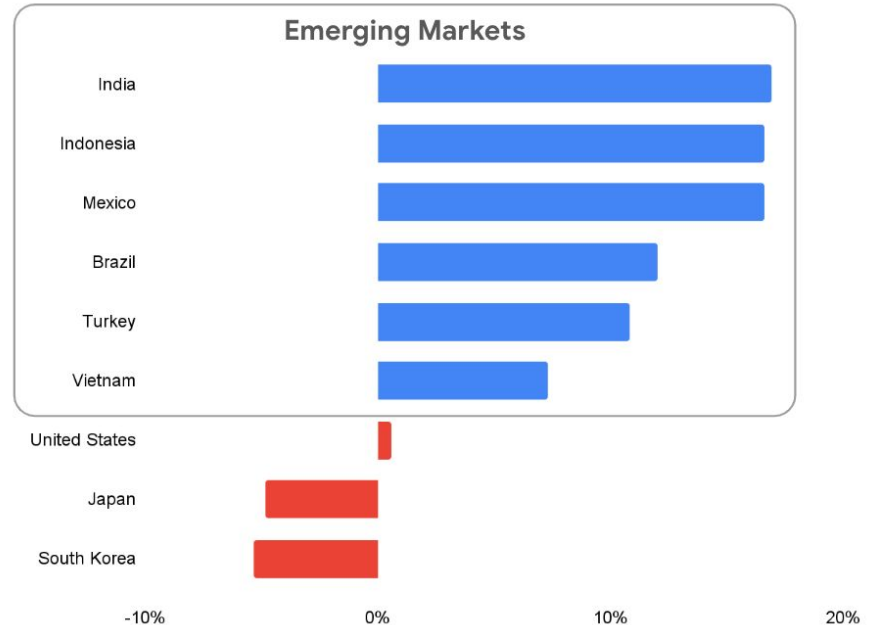


Source: data ai intelligence
Note: Includes iOS, Google Play and third-party Android stores in China.

The Next Growth Opportunity is in Emerging Markets

Trái với tốc độ tăng trưởng có xu hướng giảm ở một số nước Tier 1, các nước đang phát triển giữ vững mức **tăng trưởng mạnh trong 5 năm** vừa qua

Compounded Annual Growth Rate of Gaming Downloads
2018 - 2022



QUIZ TIME

Thị trường nào dùng điện thoại nhiều nhất trong ngày?



Indonesia

A

Mỹ

B

Nhật

C

Time in Apps is Growing, especially in Emerging Markets

Average Daily Hours Spent on Mobile Per User

Emerging
Markets

5

Hours

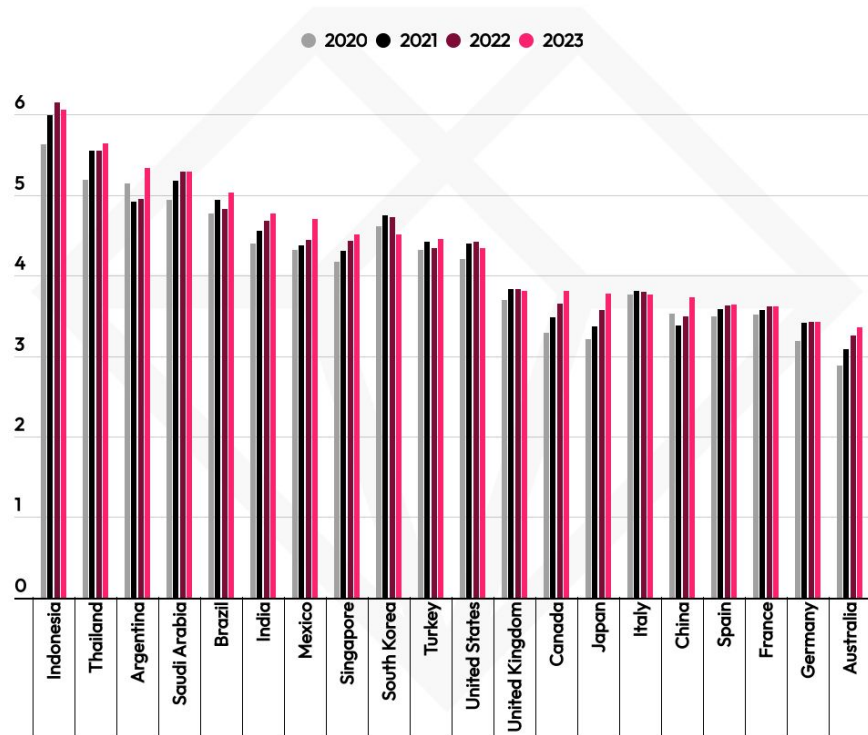
(Time-Spent Per User)

World

3.15

Hours

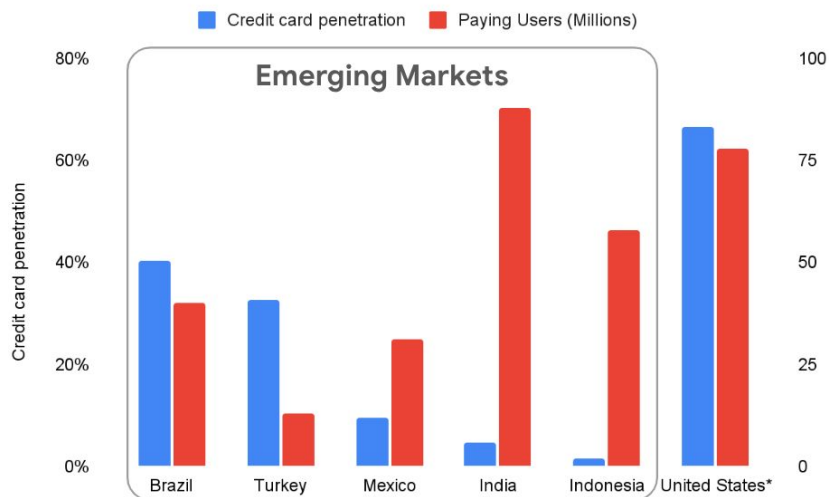
(Time-Spent Per User)



Source: data.ai Intelligence | Note: Android phones.

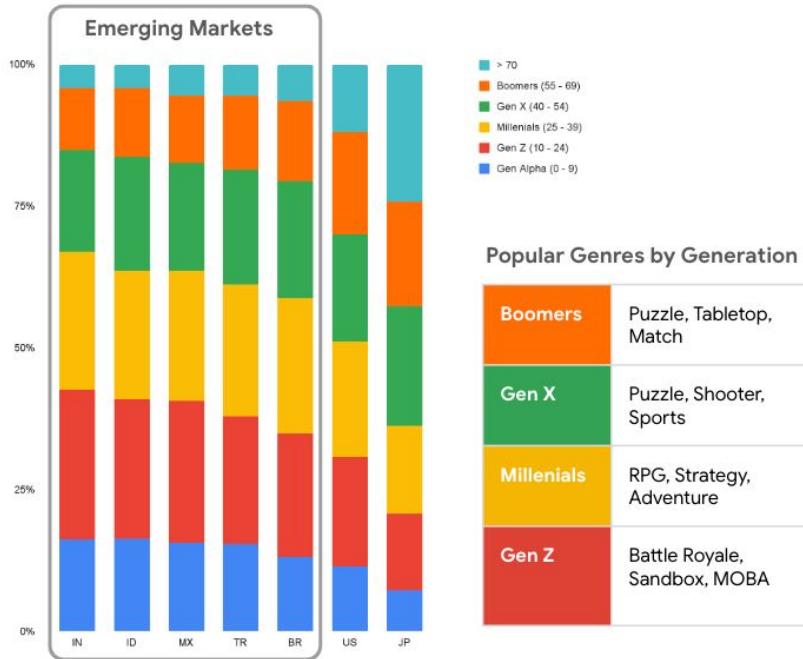
In-App Purchase is also Becoming more Viable with Strong Paying User Growth

Country	Brazil	Turkey	Mexico	India	Indonesia	US
Payer growth CAGR (2017 - 2022)	18.90%	10.60%	10.90%	11.30%	14.00%	6.10%



Ví điện tử và các phương thức thanh toán số dẫn đến sự **tăng trưởng đáng kể về người dùng trả phí ở các thị trường mới nổi.**

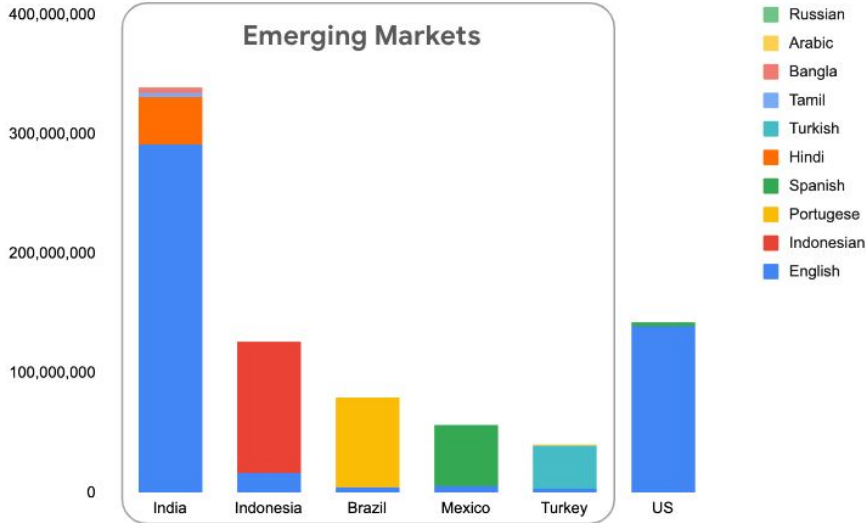
Take note of Demographic Differences



Thị trường mới nổi có dân số trẻ so với các thị trường T1: thiết kế dòng game phù hợp và mang đến trải nghiệm gần gũi bằng cách thấu hiểu ngôn ngữ và văn hoá.

Language Considerations

Estimated Number of Mobile Gamers Reached by Language



Estimated based on language used when searching on Google vs total mobile gamers

Speak the language of your users, literally

Users may understand English in target markets, but are more comfortable with their native languages

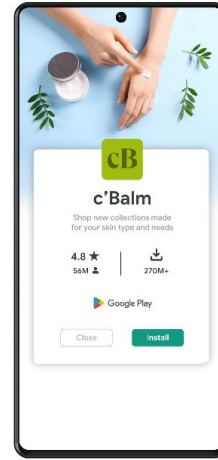
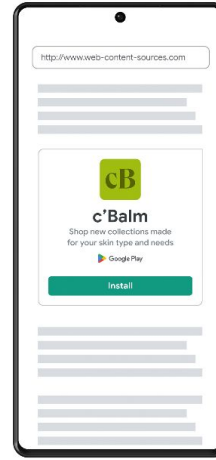
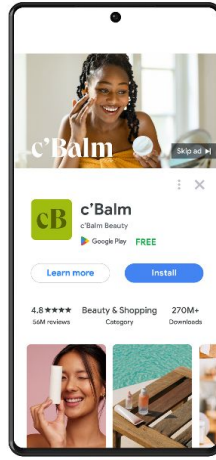
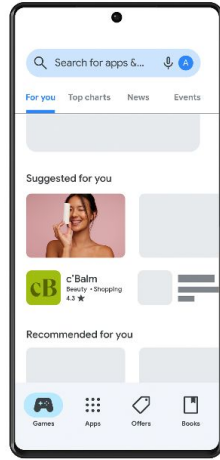
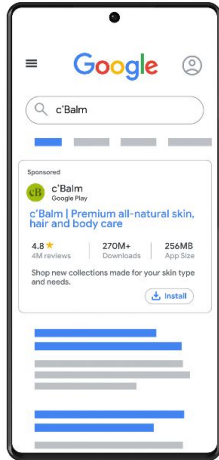
Provide users a seamless experience by translating game into their language

Consider gameplay that does not require translations



UAC Campaign Minimum Practices

Powered by Google AI, App campaigns promote your app across Google's largest properties - all from a single campaign



Configuring your App campaigns to optimize for your goals

Installs



“I need to get as many **installs** under a \$2 CPI as I can.”

Actions



“I don't care about installs -- I need **users to order through the app.**”

ROAS Bidding



“I have strict **user value** goals -- I need a certain **payback.**”

Ad Revenue



“I want to **maximize my income** from selling ads.”

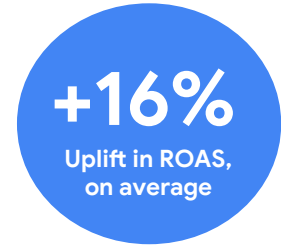
Ad Revenue + IAP Revenue



“I have a presence across **web and app** and want to optimize across.”

tROAS directly optimizes to ROAS (tCPA does not)

The screenshot shows the 'Bidding' configuration interface. At the top, a dropdown menu is set to 'In-app action value', which is highlighted with a red box. Below it, a section titled 'Which actions are most important to you?' shows a list of 32 eligible in-app actions on the left and one selected event, 'Your selected event', on the right. At the bottom, the 'Target return-on-ad-spend' field is highlighted with a red box and contains a percentage sign. A red dashed arrow points from this field to the right. A blue information box at the bottom states: 'This campaign will use the Target ROAS bid strategy to help you get the most conversion value at or above your target return on spend. Learn more'.



If your KPI is ROAS, tROAS campaigns perform, on average, 16% better compared to a tCPA equivalent*

Set a ROAS Target
tROAS is the only bidding type that intakes conversion value signals.

UA Strategy: tROAS account for > 50% of budget

GSpent by Product and Year

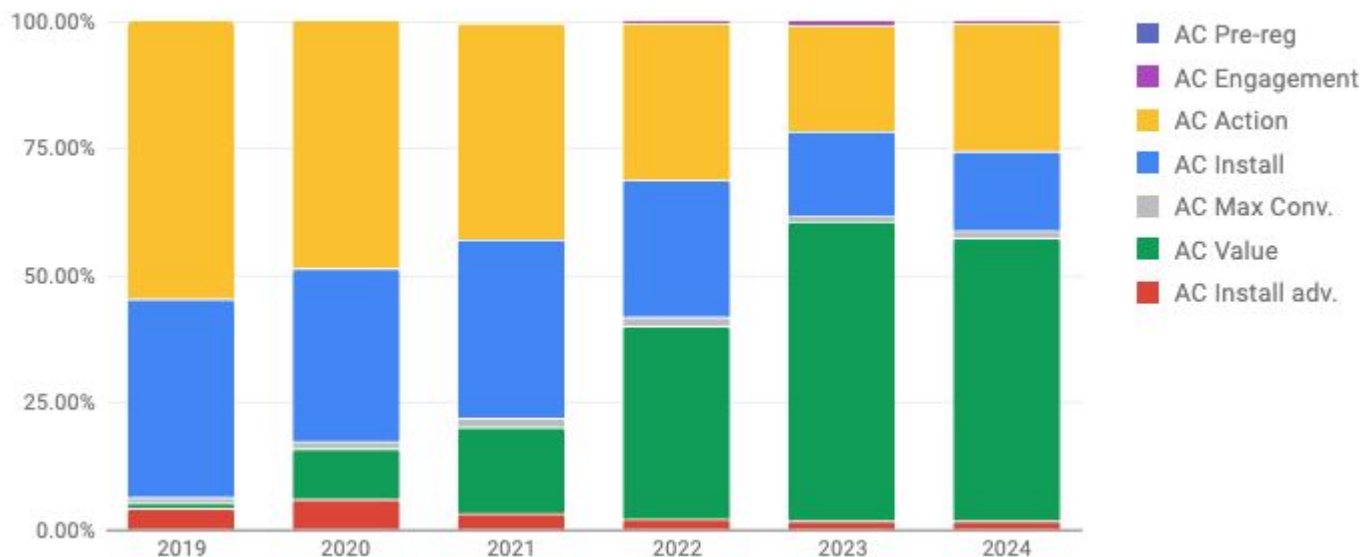
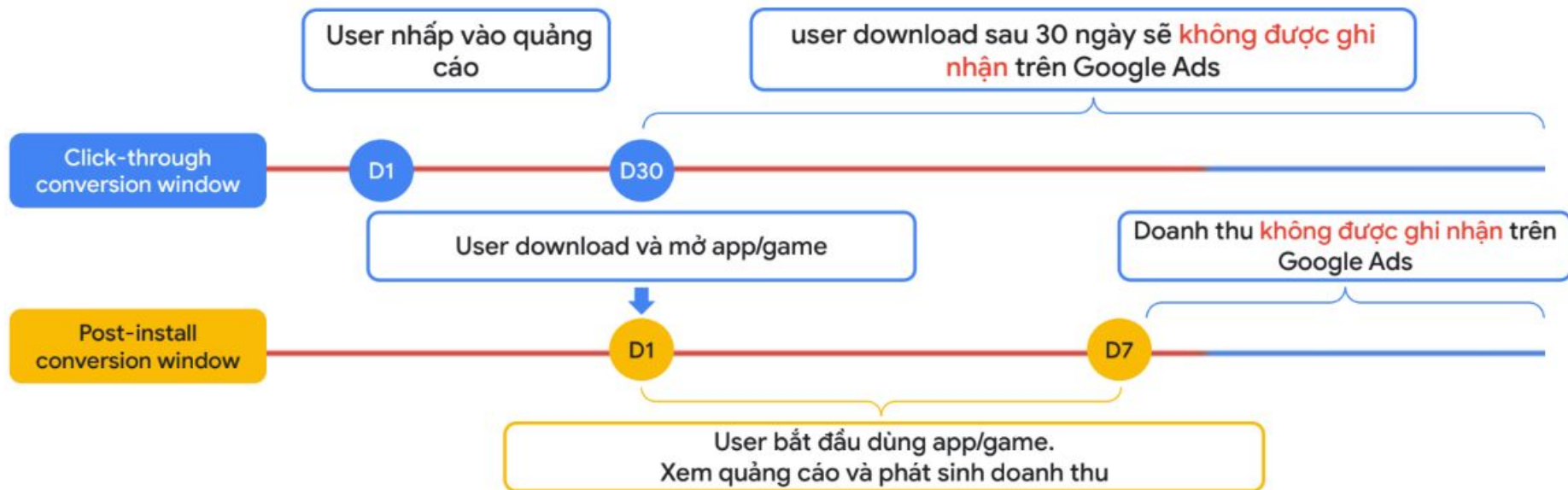


Illustration of Conversion action: **ad_impression**

Click-through conversion window: **30 days**

Post-install conversion window: **7 days**



Conversion Window Analysis

1 Segment

2 Conversions

3 Days to conversion

- Conversion action
- Conversion category
- Conversion source
- Ad event type
- Conversion adjustment
- Days to conversion
- Days to conversion or adjustment
- New vs. returning customers
- Value rule adjustment
- Custom variables



Campaign	Budget	Status	Conv. value
...s in your curren... ?			7,198.94
[blacked out]	SGD500.00/day	Limited b	211.94
<1 day			116.47
1-2 days			34.80
2-3 days			32.47
3-4 days			12.19
4-5 days			16.02
[blacked out]	SGD350.00/day	Eligible	104.87
4 <1 day			65.31
1-2 days			25.93
2-3 days			0.00
3-4 days			0.00
4-5 days			13.64

Ad Group ROI Analysis

Ad group status: All enabled ADD FILTER

Actual ROI

Ad group	Status	Target CPA	Conversion	Cost / conv.	Conv. rate	Cost	Conv. value / cost	Cost / Install	Cost / In-app action
Theme 1	Eligible	€37.00	12,236.00	€4.66	19.75%	€57,033.12	0.08	€5.12	€52.23
Google search			3,215.00	€3.34	29.10%	€10,753.62	0.13	€3.68	€37.21
Search partners			0.00	€0.00	0.00%	€0.21	0.00	-	-
Google Display Network			9,019.00	€5.13	18.05%	€46,238.90	0.07	€5.63	€57.58
YouTube Videos			2.00	€20.20	0.21%	€40.40	0.00	€20.20	-
Theme 2	Eligible	€37.00	6,157.00	€7.49	1.39%	€46,091.06	0.14	€9.13	€41.64
Google search			671.00	€4.16	26.39%	€2,789.16	0.06	€4.42	€69.73
Search partners			7.00	€2.02	10.61%	€14.11	0.00	€2.02	-
Google Display Network			5,477.00	€7.90	1.25%	€43,273.06	0.14	€9.81	€40.56
YouTube Videos			2.00	€7.37	0.68%	€14.73	0.00	€7.37	-
Theme 3	Eligible	€37.00	6,094.00	€6.19	2.30%	€37,706.32	0.11	€7.27	€41.57
Google search			748.00	€4.85	28.45%	€3,629.02	0.11	€5.46	€43.72
Search partners			5.00	€1.36	17.24%	€6.78	0.00	€1.36	-
Google Display Network			5,066.00	€6.15	2.82%	€31,160.99	0.12	€7.23	€41.11
YouTube Videos			275.00	€10.58	0.33%	€2,909.53	0.06	€13.92	€44.08
Total: All enabl...			24,487.00	€5.75	3.18%	€140,830.50	0.11	€6.59	€45.34
Total Campaign			24,487.00	€5.75	3.18%	€140,830.50	0.11	€6.59	€45.34

Segment: None, Time, Conversions, Network (with search partners), Top vs. Other, Brand Lift type, Ad destination



Learnings

- ✔ First, take a look at the overall performance of ad groups. **Theme 2 has the best ROI**
- ❑ Looking at Theme 1, this theme has the lowest ROI, dragging down the overall performance of the campaign. Due to GDN's placements, this ad group can be disabled to help improve the overall ROAS.
- ❑ This is an IAP-focused campaign, so do not look at CPI as an indicator. Observe & analyze CPA & ROI.

Ad Group 3

Asset	Status	Asset type	Performance	Cost	Conv. value / cost	Installs	Orientation
Text 1	Approved	Headline	Good	\$445.74	0.86	542.00	—
Text 2	Approved	Descripti	Low	\$92.35	0.74	97.00	—
Video 1 Length: 0:15	Approved	YouTube video	Best	\$72.15	0.89	74.00	Landscape
Text 3	Approved	Descripti	Low	\$48.85	0.70	42.00	—
Text 4	Approved	Descripti	Low	\$47.23	1.09	54.00	—
Video 2 Length: 0:15	Approved	YouTube video	Good	\$43.71	0.87	52.00	Landscape
Video 3 Length: 0:15	Approved	YouTube video	Learning	\$0.08	0.00	0.00	Landscape
Image 1 1200 × 1200	Approved	Image	Learning	\$0.04	0.00	0.00	Square
Image 2 1200 × 628	Approved	Image	Learning	\$0.04	0.00	0.00	Landscape
Image 3 1200 × 1200	Approved	Image	Learning	\$0.00	—	0.00	Square
Video 4 Length: 0:16	Approved	YouTube video	Learning	\$0.00	—	0.00	Portrait

Learnings

- Several Assets are still learning, which indicates the tROAS is too aggressive.
- Text 1 variation is welcome as they perform well
- Video 1 & 2 are set as Best and Good, indicating they can scale

Market ROI Analysis

Overview

Create

1 Recommendations

Campaigns

Insights and reports

Insights

When and where ads showed

Report editor

Dashboards

Campaigns

Campaigns

Ad groups

Assets

Audiences, keywords, and content

Audiences

Locations

Change history

Geographic report

Last 30 days Jul 28 – Aug 26, 2020

ADD FILTER

COLUMNS DOWNLOAD EXPAN

<input type="checkbox"/>	Location	Bid adj.	Added/Excluded	Location type	Clicks	Impr.	CTR	Avg. CPC	↓ Cost	Conv. value / cost
3 <input type="checkbox"/>	France	–	Added	Physical location	55,709	2,025,830	2.75%	\$0.24	\$13,522.67	0.82
<input type="checkbox"/>	United Kingdom	–	Added	Physical location	23,259	808,704	2.88%	\$0.34	\$7,798.23	0.64
<input type="checkbox"/>	South Korea	–	Added	Physical location	14,527	692,266	2.10%	\$0.43	\$6,239.97	0.55
<input type="checkbox"/>	Austria	–	Added	Physical location	14,911	680,457	2.19%	\$0.28	\$4,214.44	0.72
<input type="checkbox"/>	Canada	–	Added	Physical location	12,013	443,201	2.71%	\$0.34	\$4,075.64	0.61
<input type="checkbox"/>	Belgium	–	Added	Physical location	21,233	1,001,423	2.12%	\$0.18	\$3,719.83	1.18

- ✓ France đang mang lại kết quả tốt -> Tách thị trường này thành chiến dịch mới, bản địa hoá / dịch nội dung quảng cáo sang tiếng Pháp để tìm IPM cao hơn và ROAS tốt hơn
- ✓ South Korea đang có ROI thấp, bạn nên thử chạy chiến dịch bản địa hoá nếu chiến dịch đảm bảo có ít nhất 10 cài đặt 1 ngày

Campaign Set Up

- Select the “**ad_impression**” event for optimization on the campaign level which will pass value. Make sure to import this conversion from GA.

Conversion

- Conversion window: **7 days (lower has also shown success for hyper casual games)**. This is customizable based on the app/game monetization and retention.
-

Bid

- Initial bid should be lower than achieved ROAS in current tCPI/tCPA campaign to boost learning.
-

Budget

- In order to explore we should make sure we have sufficient budget, it will help the campaigns learn quickly, 500\$ daily in the minimum recommended.
-

Creative Pro Tips

Ad Groups

- Successful tROAS for Ad Revenue campaigns with scale (5K+) benefit from having 2-3 Ad Groups. This helps maximize budget utilization.
 - Segmenting Ad Groups based on a theme has shown the best performance.
-

Assets

- Use all asset types to participate in all auctions: Image, Text, Video.
 - Make sure all Ad Groups have diverse asset types and formats.
-

Video

- Videos are important for successful campaigns and potential scale.
- Make sure to include different video types: Portrait, Landscape & Square.
- Experiment with video length (many advertisers only upload 10-30s videos), test 45s, 60s and more to participate in all auctions and identify additional high value users.

Which Apps Are A Good Fit for tROAS for Ad Revenue?

- Android only
- ROAS as a primary marketing KPI
- Experience measuring and setting ROAS targets
- Generating all revenue from in-app advertising
- Integrated with Google Analytics for Firebase



To learn more and sign up for the beta, reach out to your Google account team

Google App Acceleration Program (GAAP)

Proprietary + Confidential

1

Go-to-Market Strategy

- Share vertical and industry **benchmarks**
- Consultation on **App monetisation** strategy
- Curate **joint marketing plans** that aligns with business objectives

2

Access to Google Resources

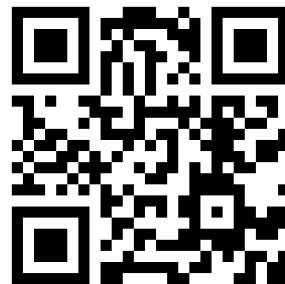
- **App measurement set-up** support incl. Firebase & GA4
- Access to **App beta products** and other exclusive experimentations
- Opportunities to attend **exclusive Google training sessions and events.**

3

Campaign Planning & Management

- **Campaign tactics** recommendations and optimisation analysis
- **Creative asset** analysis and consultation
- **Troubleshooting** services and best practice sharing

Register now



goo.gle/seagaap

Who are you

GAAP helps app companies who are in the process of growth and want to build a long-lasting relationship with Google.
(Program eligibility is subject to Google's assessment)

Duration & Budget Commitment The program runs for a duration of 3-6 months, and will require a marketing budget in line to achieve respective objectives

AI for Ad Monetization



Joseph Peng

Technical Solutions Consultant - AdMob

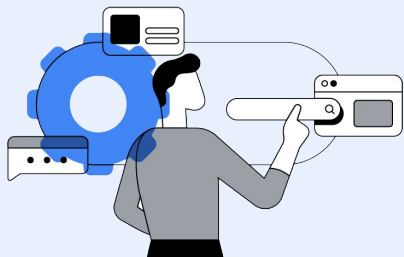
01

Internet

AI is the next big shift

02

Mobile



Companies are
moving quickly
to adapt

AI adoption is **2.5X higher**
in 2022 than 2017

70% of AI adopters see
revenue increase

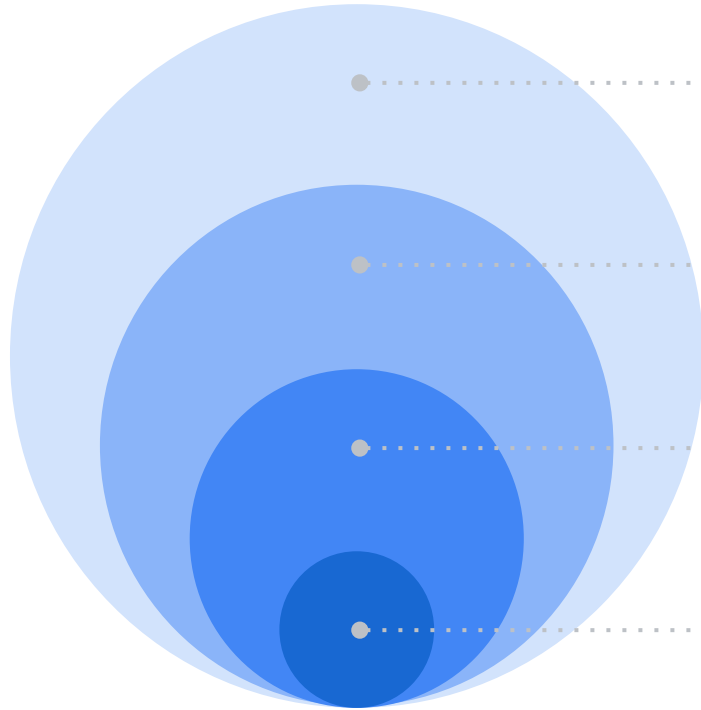
28% of AI adopters
see **cost reductions**

At Google we have been pioneering AI advances
for a decade

Tens

2015

“AI” is an umbrella term that has multiple meanings



Artificial Intelligence

Ability for a machine to **imitate human behavior**

Machine Learning

Subset of AI that allows a system to **automatically learn from data** and improve from experience

Deep Learning

A method of AI that **processes data** in a way that is **inspired by the human brain** and learns from vast amounts of data

Generative AI

AI system capable of **generating text, code, images, audio, video** in response to prompts

Machine Learning Options for Every Level of Expertise



Firebase



Personalization
for Remote Config



Machine Learning



Google Cloud



BigQuery
ML



AutoML



AI
Platform



Simple

Complex

Machine Learning Options for Every Level of Expertise



Firebase



Personalization
for Remote Config



Machine Learning



Google Cloud



BigQuery
ML



AutoML



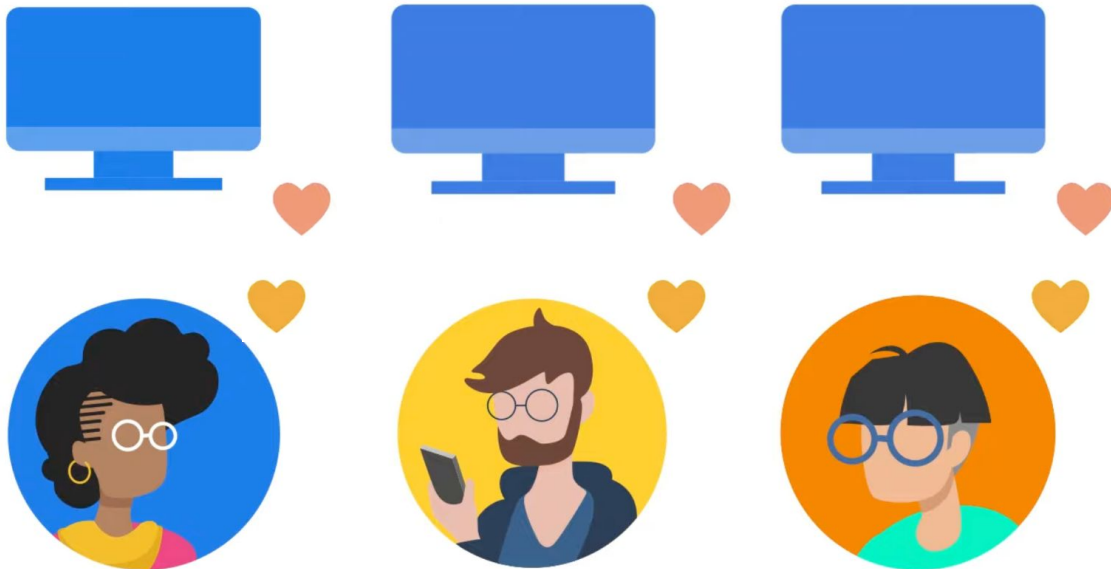
AI
Platform



Firestore Personalization

What is Personalization

- As Developers we want to give best experience for all users
- It very difficult because what works well for one user might not work for another user.
- Using Personalization in remote config developers are able to provide **several user experiences alternatives** and **automatically** provide the best one for each user based on the **metric which you chose** to maximise.



Firebase Personalization

How Personalization works

- Behind the scenes Personalization uses ML & AI to determine best experience for different types of users and to maximise defined objectives.
- Personalization results are automatically compared to a group of users who receives base configuration of Remote Config. This comparison shows the value generated by Personalization



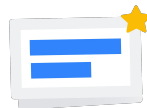
AI use cases powered by Firebase Personalization

Adaptive Game Difficulty



Personalized game level difficulty to maximize player engagement time.

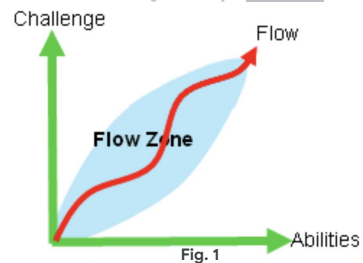
Personalized Ad Placement



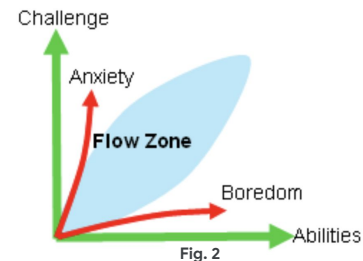
Deliver the most optimal ads user experience to users to balance ads revenue and user retention rate.

Adaptive Game Difficulty - Why?

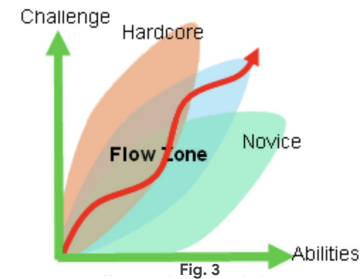
In game design, the [flow](#) is an important factor to take in consideration if you want to create player engagement. It is very much about how to keep the player in the flow and eventually be able to finish the game. Therefore, the game system needs to maintain different players' experiences inside the Flow zones. (Fig. 1)



If the actual experience gets too far away from the Flow zones, the negative psychic entropy like anxiety and boredom will break player's Flow experience, as a result, less user engagement or even churning. (Fig. 2)



Different people have different skills and Flow zones (Fig.3) . A well-designed game might keep normal players in flow, but will not be as effective for hardcore or novice players. In order to design a game for broader audiences, the in-game experience can't be linear and static. Instead, it needs to offer a wide coverage of potential experiences to fit in different players' flow zones. [To achieve this you need a system to dynamically adapts the game difficulty to each player.](#)



Adaptive Game Difficulty - Set Up

Step 1: Create a Remote Config parameter for game difficulty, define up to 5 alternative values for the parameter.



Step 2: Choose **User engagement time** as the objective to optimize for. You are also able to limit the optimization to a subset of users with conditions.

Choose objective

The algorithm finds which alternate value is best to serve to each user to maximize your selected objective. E.g. The algorithm learns which ad frequencies is best for user xyz.

Objective 1

User engagement time 

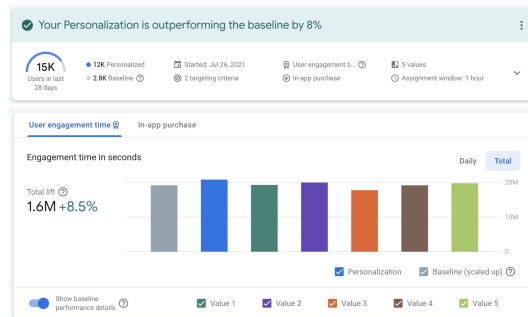
Add objective 

Additional metrics

Additional metrics to track (2 max). These have no effect on the algorithm.

Add metric 

Step 3: Fetch and apply the Remote Config parameter to the game and monitor the optimization result.



Personalized Ad Placement

Different users may respond in different ways when presented with certain ad form factors or location. You can use personalization to deliver different locational values, and optimize for ad clicks.

Personalization Component Potential and recommended values	
Remote Config parameter	ad_placement
Alternative values	top-left, bottom, middle-panel, full-screen
Objective	ad_clicks
Additional metrics	user_engagement

Rome wasn't built
in a day





Tea Break

10 min

Welcome back !!!



Denis Nichifor
Head of Apps - SEAS

- **Quality**
- **Profitability**
- **Sustainability**


03.30-03:40pm	Welcome Back	Denis Nichifor Head of Apps
03.40-03.55pm	Optimize your revenue with AdMob Mediation	Cassie Nguyen Strategic Partner Manager - AdMob
04.05-04.20pm	A Deep Dive into AdMob Mediation Mechanism	Hung Pham AdTech Sales Engineer - AdMob
04.20-04.35pm	New Games Success through Data-driven Testing	Duc Le CGO - Bravestars
04.35-05.00pm	Panel Discussion: How to Build a Successful Monetization Team	Moderator: Trang Pham , Strategic Partner Manager - AdMob Panelist: Toan Doan , CEO - Braly Cuong Vu , CEO - HiGame Vuong Luong , CEO - Volio Hieu Nguyen , CEO - Wayfu
05.00~	Networking	

Maximize App Revenue with a Better, Smarter Ad Platform

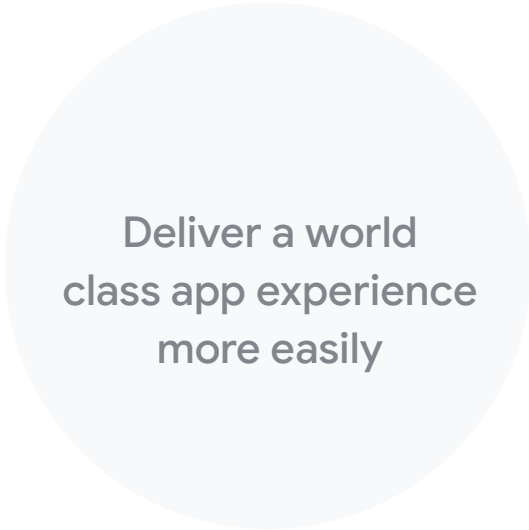


Cassie Nguyen

Strategic Partner Manager - AdMob



**Maximize ads
revenue from any
demand source**



**Deliver a world
class app experience
more easily**



**Grow your overall
business**

MAXIMIZE SUSTAINABLE APP REVENUE

Maximize ads revenue from any demand source

1

Mediation



Maximize fill rate and revenue around the world

2

Open Bidding



Combine mediation with Google's real time bidding solution to earn even more

3

Google Demand





Exclusive access to the largest pool of advertisers competing for your inventory in real time

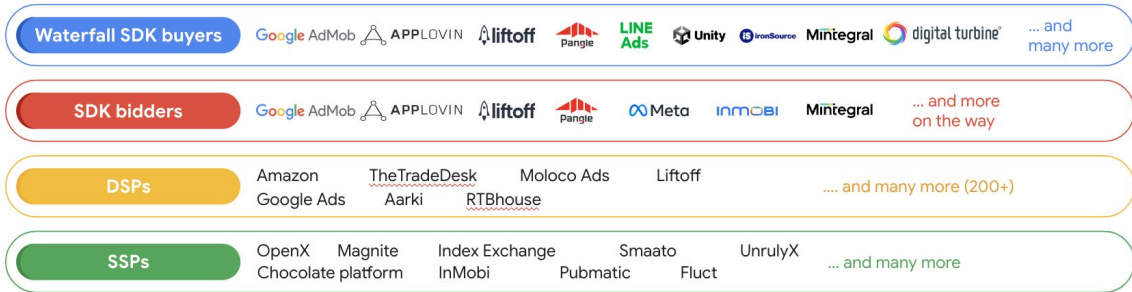
MAXIMIZE SUSTAINABLE APP REVENUE

AdMob mediation

Integrated with growing number of demand partners to compete for your impressions

AdMob network (200+ DSPs & Google Ads)	Major ad exchanges	More ad networks
Google Ads	OpenX	APPLOVIN
Display & Video 360	Index Exchange	Meta
Moloco Ads	PubMatic	Pangle
TheTradeDesk	Magnite	liftoff
Amazon	Smaato	inMOBI
... more partners coming

- Waterfall in Alpha, and bidding integration WIP 
- Bidding in Alpha testing 



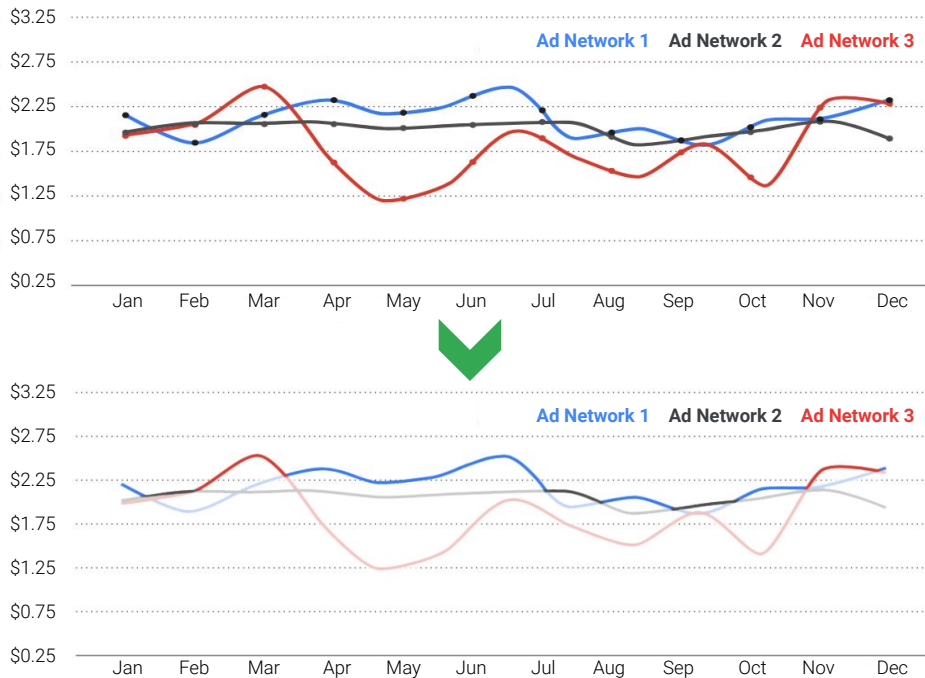
MAXIMIZE SUSTAINABLE APP REVENUE

AdMob mediation

Optimal network performance

Network performance varies over time.

AdMob can automatically optimize your CPMs for every impression.

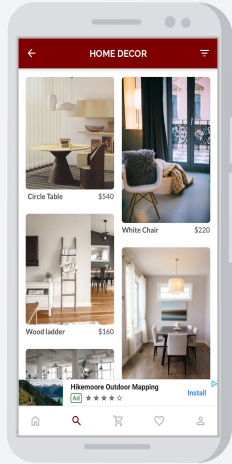


MAXIMIZE SUSTAINABLE APP REVENUE

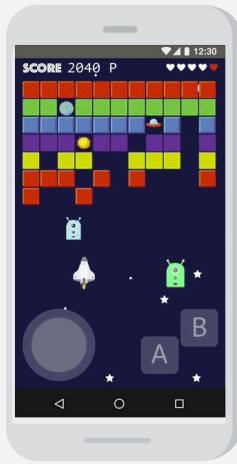
Support for all major ad formats

AdMob mediation

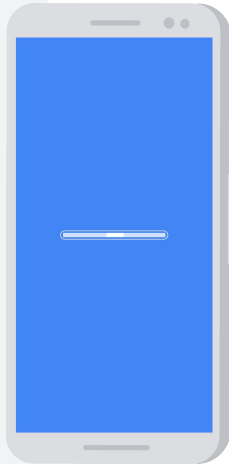
Build beautiful ad experiences that keep users engaged.



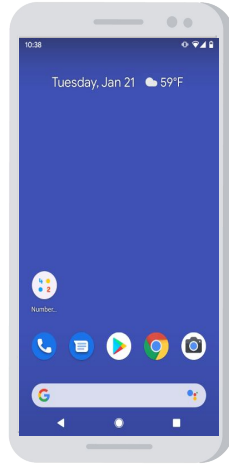
Adaptive banner



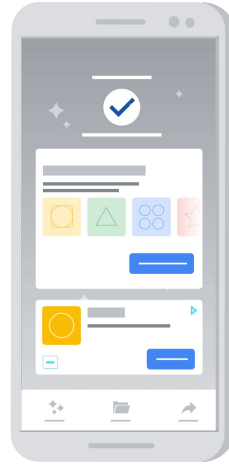
Rewarded



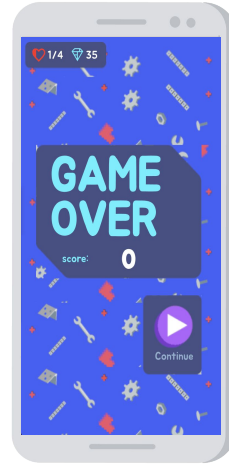
Interstitial



App open



Native



Rewarded interstitial



Banner

MAXIMIZE SUSTAINABLE APP REVENUE

AdMob mediation

Open-source and versioned adapters: integrate with two lines of code



Open-source

Google and supported ad networks can update the adapter code as needed. Developers can even debug issues themselves.



Versioned

Supports the latest SDK updates from supported ad networks.
Weekly review and recertification by Google.



Fast and flexible integration

Include these adapters in your app with just one line of code.



Onboarding made easy

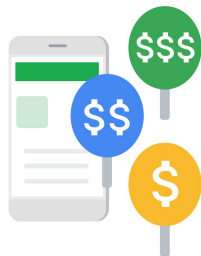
Step-by-step documentation on how to use each network with AdMob mediation.

2

Maximize ads revenue from any demand source

Open Bidding

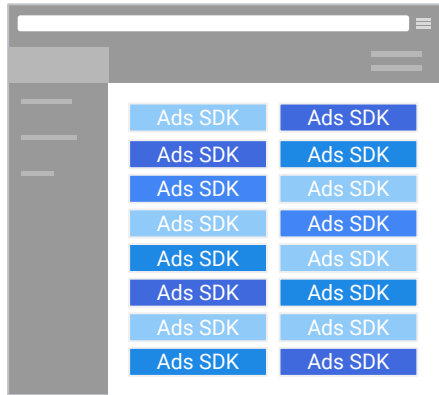
Earn even more with AdMob's real time bidding solution, the **only** place where demand from Google, Facebook, and third party networks can compete for your ad inventory in real time.



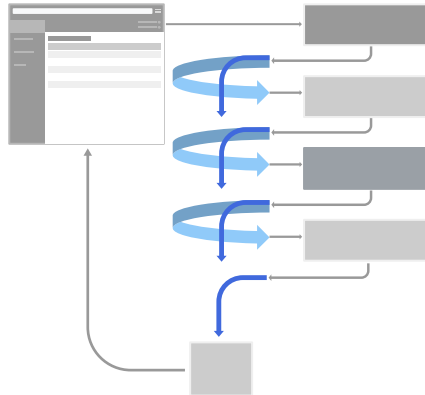
MAXIMIZE SUSTAINABLE APP REVENUE

Open Bidding

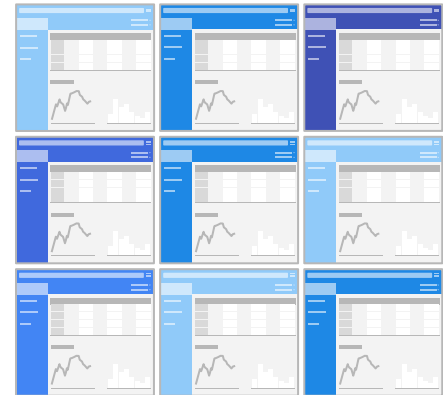
Traditional waterfall mediation could be better



Many SDKs to integrate and manage



Waterfall management and latency for every ad



Reporting and billing across several apps

MAXIMIZE SUSTAINABLE APP REVENUE

Open Bidding

A simpler path forward

- Real-time auction with **per impression** prices
- Simpler reporting and payments
- Fewer SDKs

Mediation



Network A?

Network B?

Network C?

MAXIMIZE SUSTAINABLE APP REVENUE

Open Bidding

Benefits

- Unified auction, payments, and analytics
- Real time pricing for Open Bidding networks
- Works seamlessly with waterfall mediation
- No-SDK rendering option available

Supported partners



rubicon
PROJECT



audience
network
by Facebook



APPLOVIN



ADCOLONY



OpenX



smaato



Tapjoy



INDEX
EXCHANGE



facebook
audience
network



PubMatic



triplelift



index



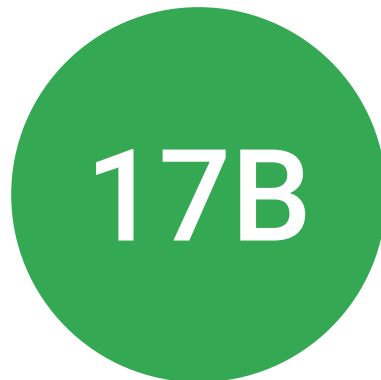
INMOBI

3

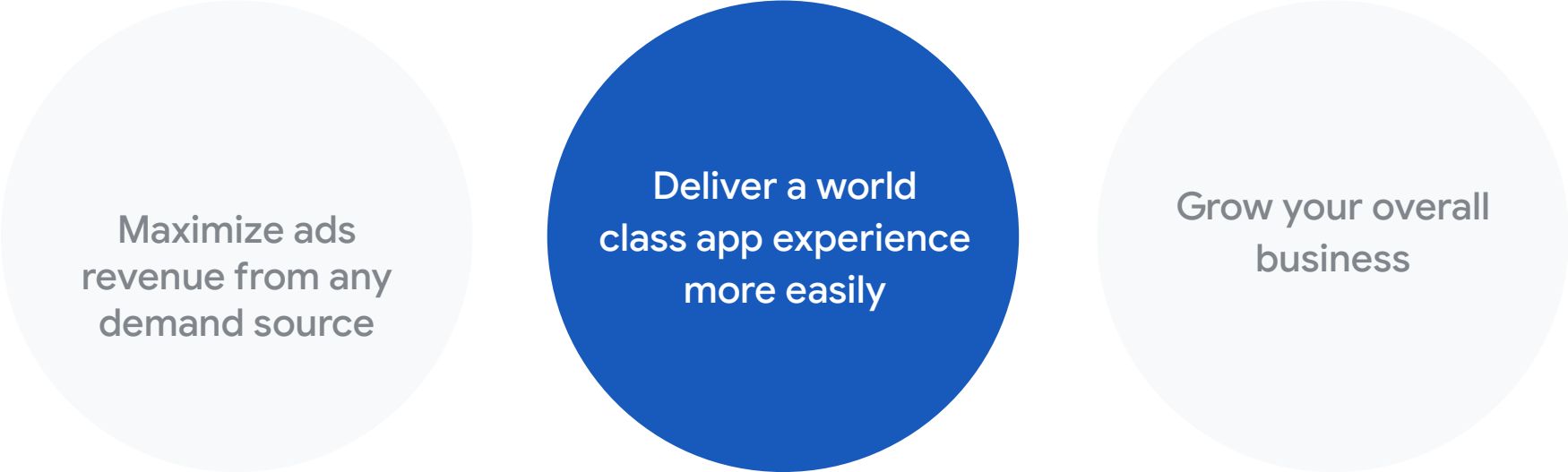
Google Demand

One of the largest pool of
advertisers competing for your
ad inventory in real time

Exclusive access



app installs
from 2015 to Feb 2019



Maximize ads
revenue from any
demand source

Deliver a world
class app experience
more easily

Grow your overall
business

DELIVER A WORLD CLASS APP EXPERIENCE
MORE EASILY

Deliver a world class app experience

Ads quality



Protect your app from bad content along with malware, tracking, and spoofing

Lighter workload



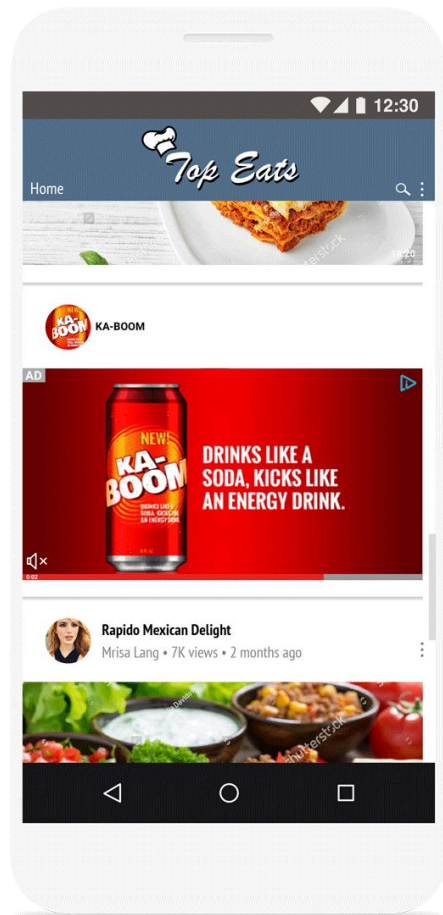
Let us do the heavy lifting so you can focus on building great apps

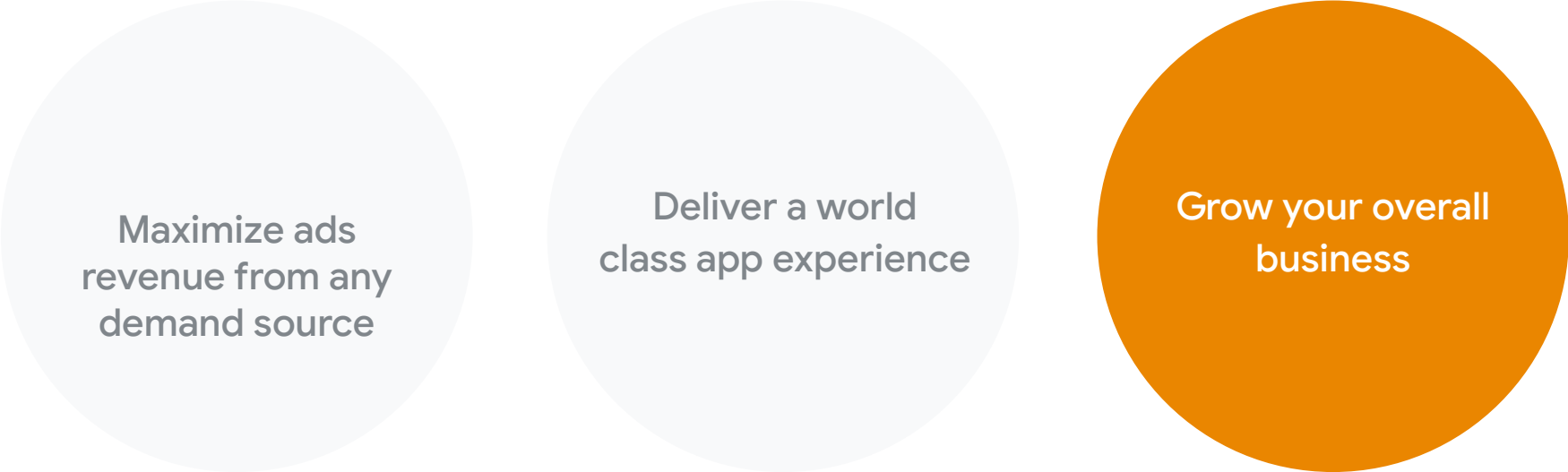
DELIVER A WORLD CLASS APP EXPERIENCE
MORE EASILY

Ads quality

A safe and enhanced app experience for every user and developer

- App-ads.txt: Protect your app from inventory spoofing
- Ad review center: Review, monitor, and block ads that have served in your app
- Ads content filtering: Serve relevant, compliant ads to children using your apps.
- Mediation policy: Keep inventory compliant without worry about interrupted ad serving.





Maximize ads
revenue from any
demand source

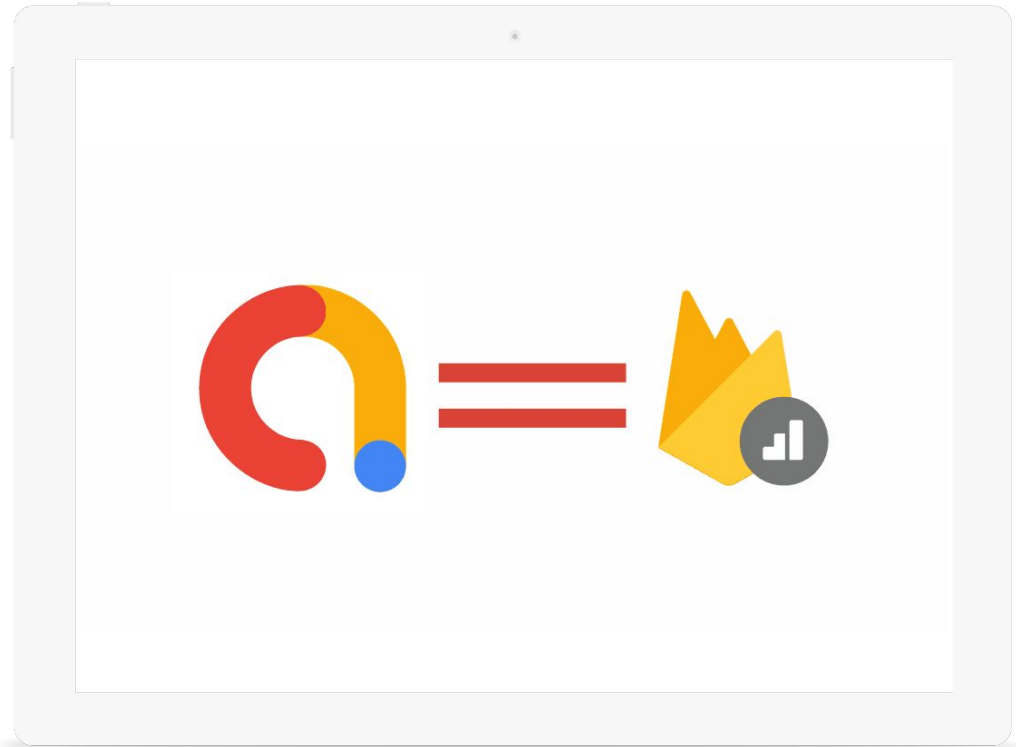
Deliver a world
class app experience

Grow your overall
business

GET THE ANSWERS YOU NEED TO GROW YOUR BUSINESS

Firebase

And measure
AdMob
performance!



CASE STUDY

Sonat boosts user experience & eCPM with AdMob Mediation



Founded in 2017, Sonat is one of the leading mobile game studios in Vietnam. Their classic puzzle games are particularly popular, and have helped Sonat grow to over 5 million daily active users (DAU).

The challenge

Sonat wanted to find a mediation platform that could maximize their revenue while maintaining an excellent experience for their loyal users.

The approach

To determine the best mediation platform for their business goals and users, Sonat tested two mediation platforms on one of their most popular puzzle titles. After 2 months of testing, AdMob mediation outperformed the other mediation platform with superior results across eCPM, ARPDAU, and retention metrics.

The results

+44%

Higher eCPM for banner ads

+10%

Higher overall eCPM

+2%

Increase in day-30 retention



“”

With the aim of creating sustainable, user-friendly puzzle product lines, Sonat consistently trusts and opts for AdMob Mediation as the exclusive platform throughout its six-year developmental journey.

— Tran Tho, CEO of Sonat

Deep Dive into AdMob Mediation Mechanism



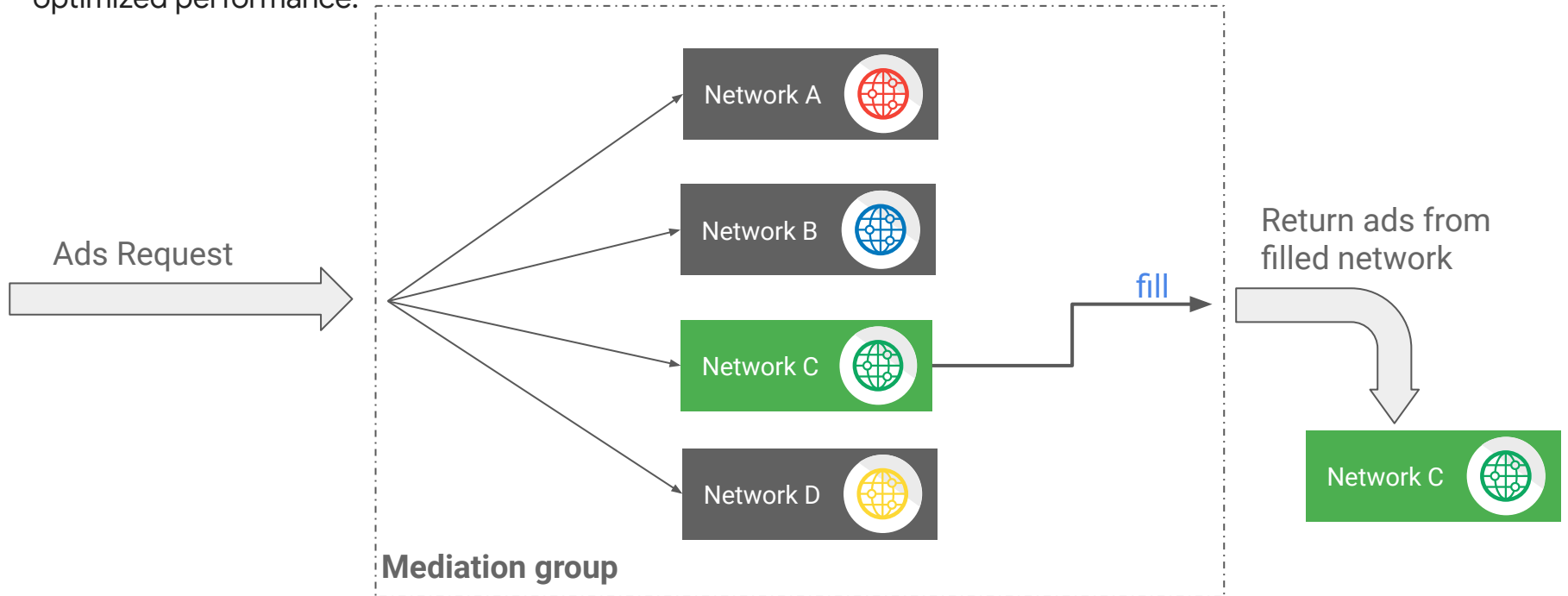
Hung Pham

AdTech Sales Engineer - AdMob

How does a Mediation work?

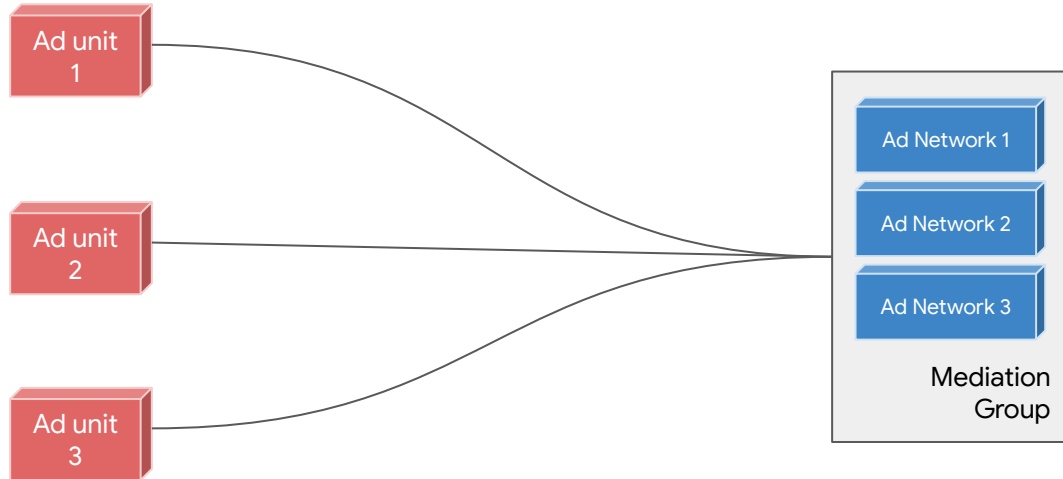
Mediation sends ad requests to multiple ad sources to help ensure you find the best available ad sources to fill the requests.

Mediation will use mediation groups to help maximize your revenue by ranking all the ad sources based on optimized performance.



Mediation Group

Mediation groups are combinations of targeting settings that help optimize the revenue generated by your ad units. Instead of setting mediation options for each ad unit repeatedly, you can just set them once for your mediation groups, then add your ad units to the groups you want.



Create mediation group

× Edit mediation group

Name 20 / 120

Mediation group ID 5234443186


Ad unit format Interstitial

Platform Android

Location Select locations to target
 All countries and territories
 Include countries and territories
 Exclude countries and territories

Status Enabled

Ad units
[Add ad units](#) [Remove](#)

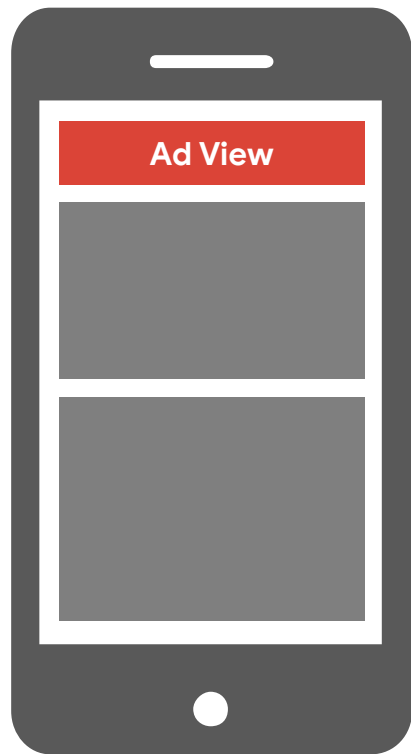
<input type="checkbox"/>	Ad unit	App
<input type="checkbox"/>	Test Interstitial	 Flood-It! Free Android

Show rows: 15 1 - 1 of 1

Select multiple ad units

Target geos

How do Mediation Groups work?



Ad Request

- Format : Banner
- OS : Android
- Location : Japan



Ad Response

Served from one of ad sources in Banner ads for Japan Android Users group

AdMob will check if the Ad Request matches at least one of the mediation group

Mediation Group List

- Banner ads for Vietnam Android Users
- Banner ads for Vietnam iOS Users
- Banner ads for Japan Android Users
- Banner ads for Japan iOS Users
- Banner ads for India Android Users
- Banner ads for India iOS Users
- AdMob (Default)

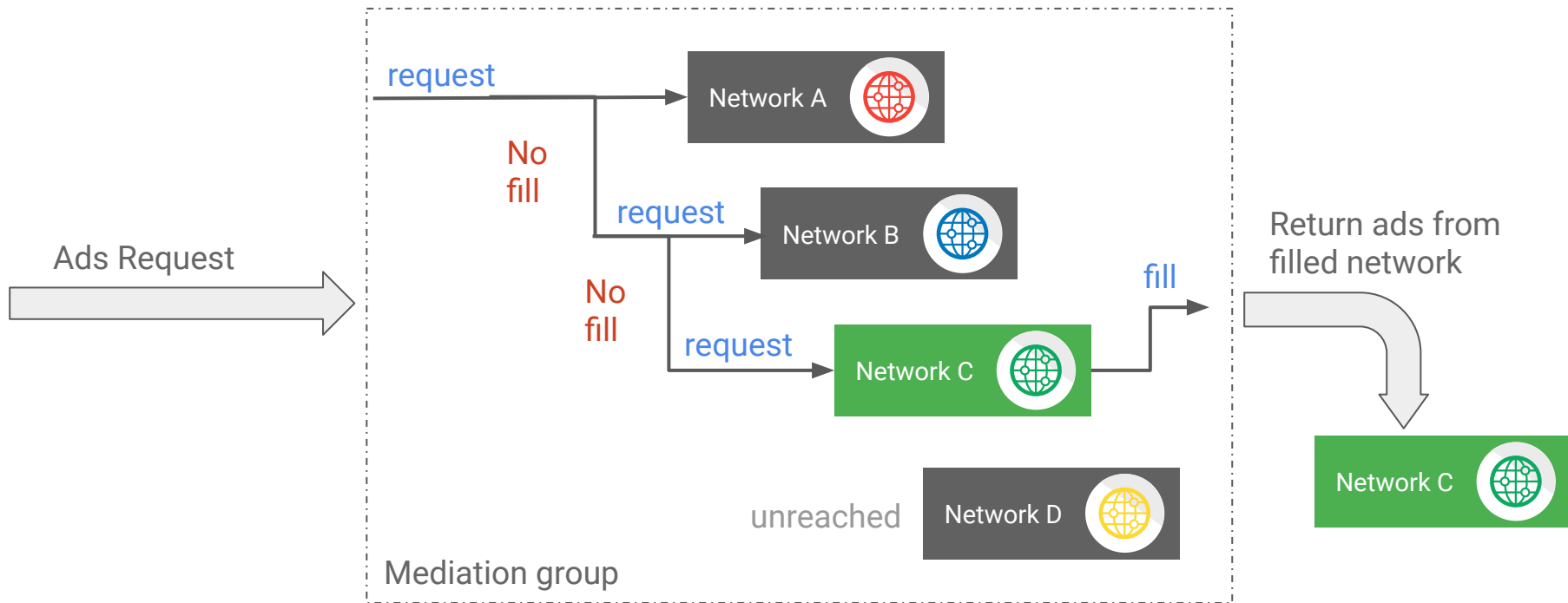
Note: AdMob Network will be selected as default if there are no Mediation Groups that matches the Ad Request



Waterfall

How does Waterfall work?

AdMob Mediation will request ads from all network from the top to bottom of the waterfall until it returns ads



How does the priority determined in AdMob waterfall?

Currently there are three ways AdMob Mediation determine the priority:

1. Manual eCPM
2. AdMob Network Optimization (ANO)
3. Real-time eCPM

Waterfall ⓘ

[Add ad source](#) [Add custom event](#) [Change status](#) ▾

<input type="checkbox"/>	Status	Ad source	Order (by eCPM) ⓘ	Ad unit mapping ⓘ	Optimization status ⓘ
<input type="checkbox"/>	✔	Network A	\$10.00	Edit	Not supported
<input type="checkbox"/>	✔	Network B	\$5.00	Edit	Not optimized
<input type="checkbox"/>	✔	Network C	\$1.00	Edit	Not supported
<input type="checkbox"/>	✔	AdMob Network	\$0.01	Not required	

Show rows: 1 - 4 of 4 [|<](#) [<](#) [>](#) [>|](#)

Manual eCPM

eCPM indicates priority, not actual eCPM floor from 3rd network

Waterfall ⓘ

[Add ad source](#) [Add custom event](#) [Change status](#) ▾

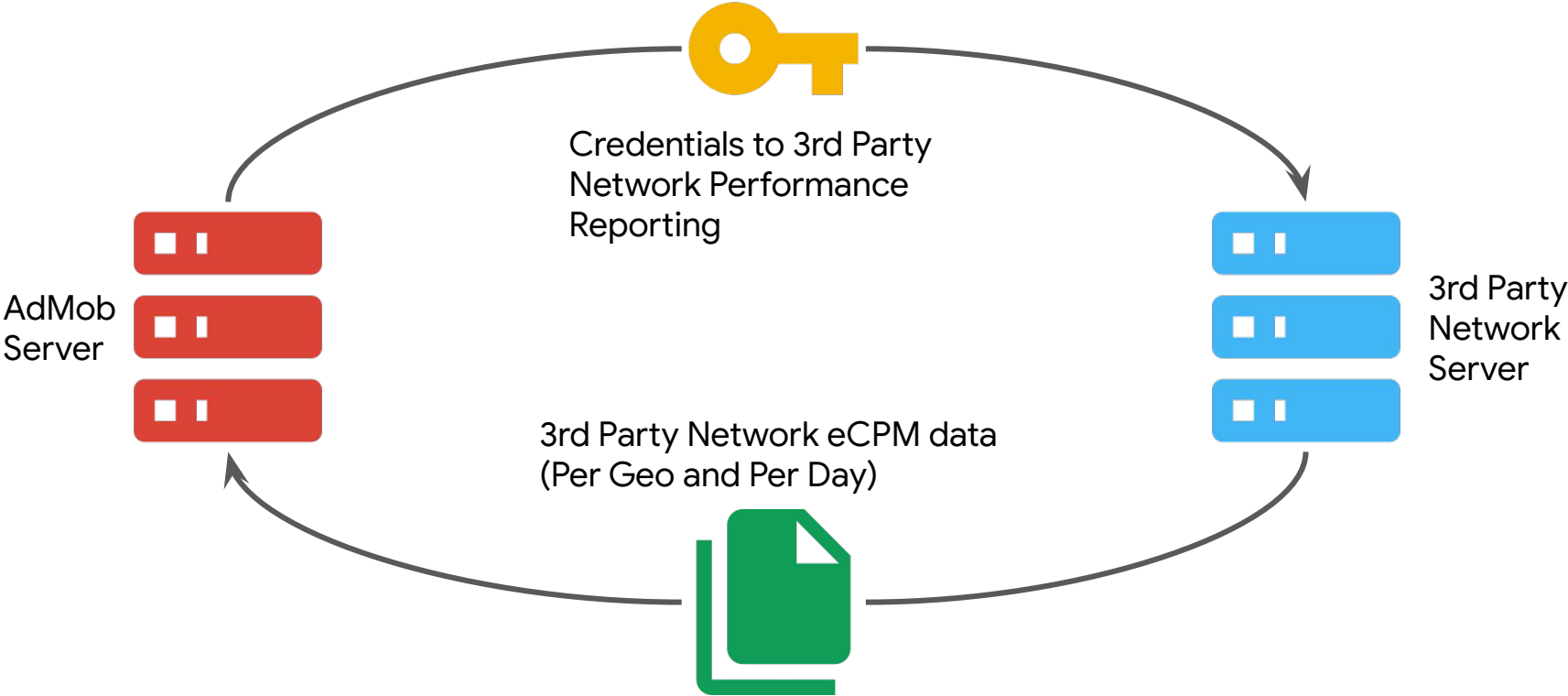
<input type="checkbox"/>	Status	Ad source		Order (by eCPM) ⓘ	Ad unit mapping ⓘ	0
<input type="checkbox"/>	✓	AdMob Network	1	\$20.00	Not required	
<input type="checkbox"/>	✓	Network A	2	\$10.00	Edit	Not supported
<input type="checkbox"/>	✓	Network B	3	\$5.00	Edit	Not optimized
<input type="checkbox"/>	✓	Network C	4	\$1.00	Edit	Not supported

Show rows: 50 ▾ 1 - 4 of 4 |< < > >|

Ad Request will be sent in the order based on the highest eCPM that was set in AdMob Front End

Note: If all networks have the same eCPM, the order will be defined by coin flip

AdMob Network Optimization (ANO)



AdMob Network Optimization (ANO)

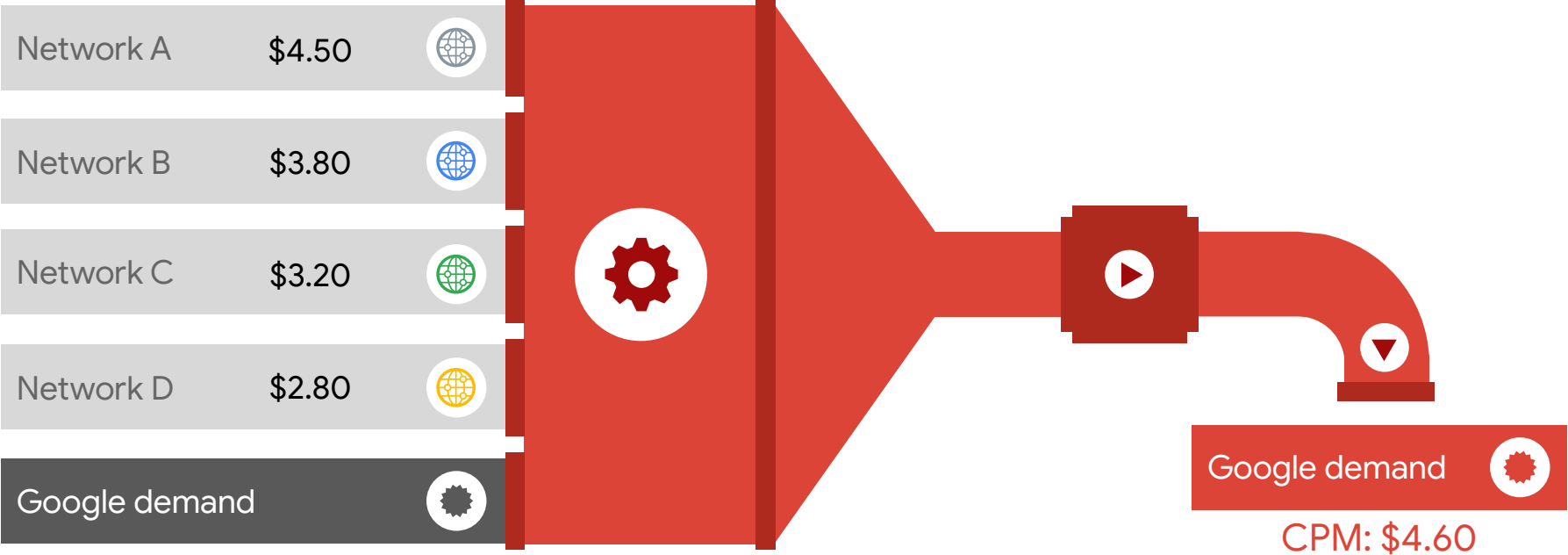
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AdMob	1	\$15.00	Edit	Not supported
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Network C	2	\$14.99 Optimized avg	Edit	Optimized
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Network A	3	\$12.58 Optimized avg	Edit	Optimized
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Network B	4	\$11.04 Optimized avg	Edit	Optimized
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Network D	5	\$10.37 Optimized avg	Edit	Optimized

eCPM will be set based on the data that have been fetched from 3rd Party Network Server

Note: if all networks have the same eCPM, the order will be defined by coin flip

Real-time eCPM

Mediation Configuration



Real-time eCPM

eCPM in AdMob Front End

Network A	\$5
Network B	\$2
AdMob	Real-time eCPM

eCPM after AdMob Auction

Network A	\$5
AdMob	\$3.5
Network B	\$2

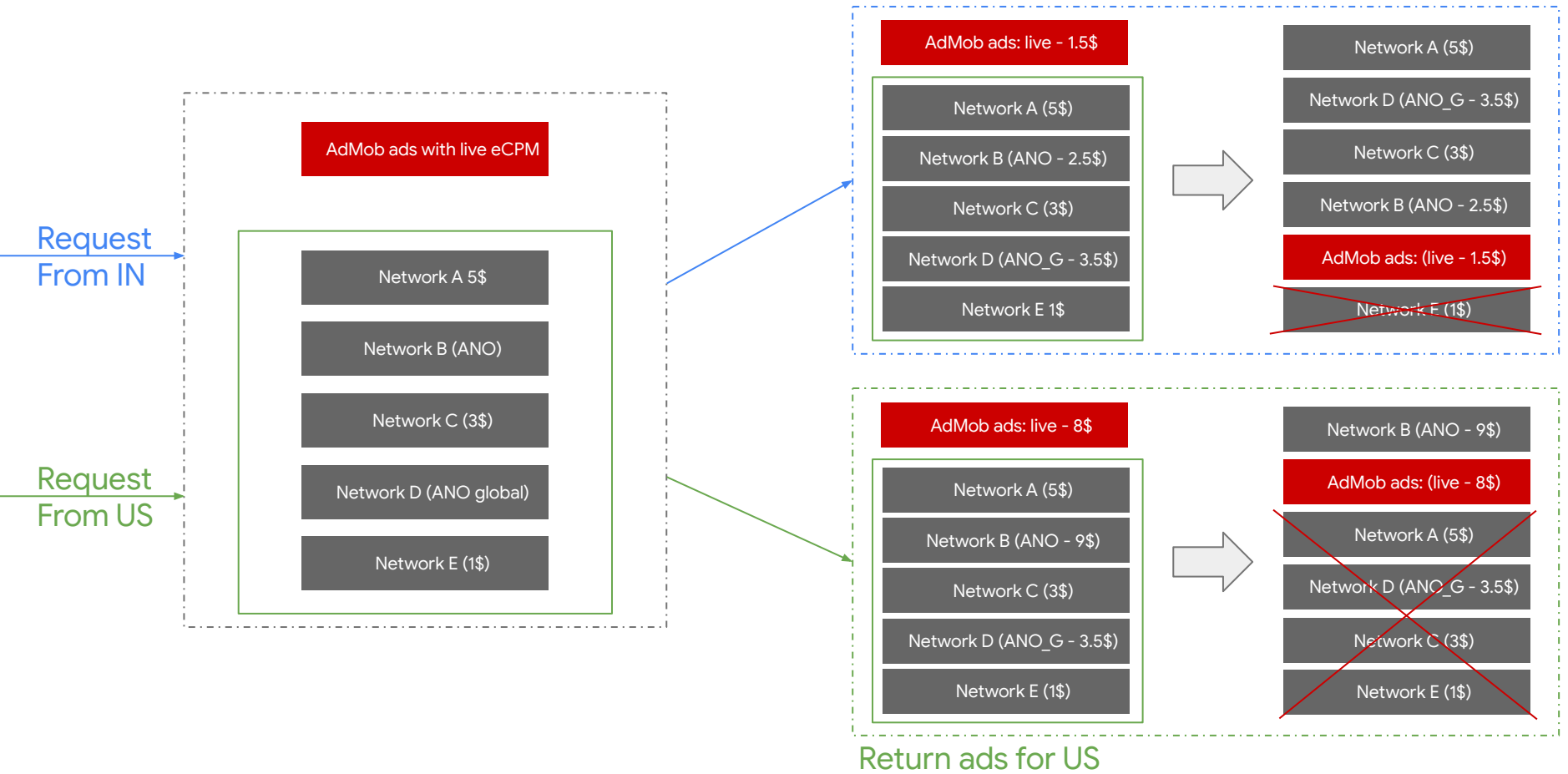
AdMob auction
resulted in a
\$3.5-eCPM

Result

Network A
AdMob
Network B

Network B line item is
removed before
waterfall is rendered
to ad response -
because it will be
never reached

How a Waterfall works

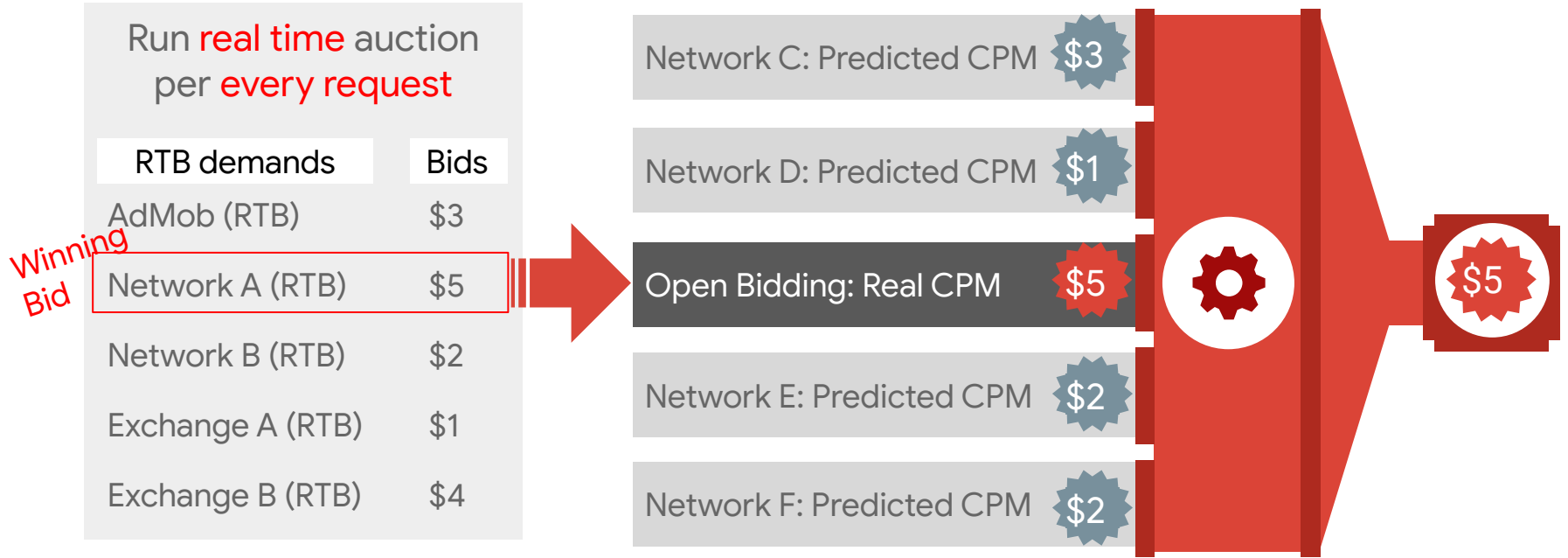




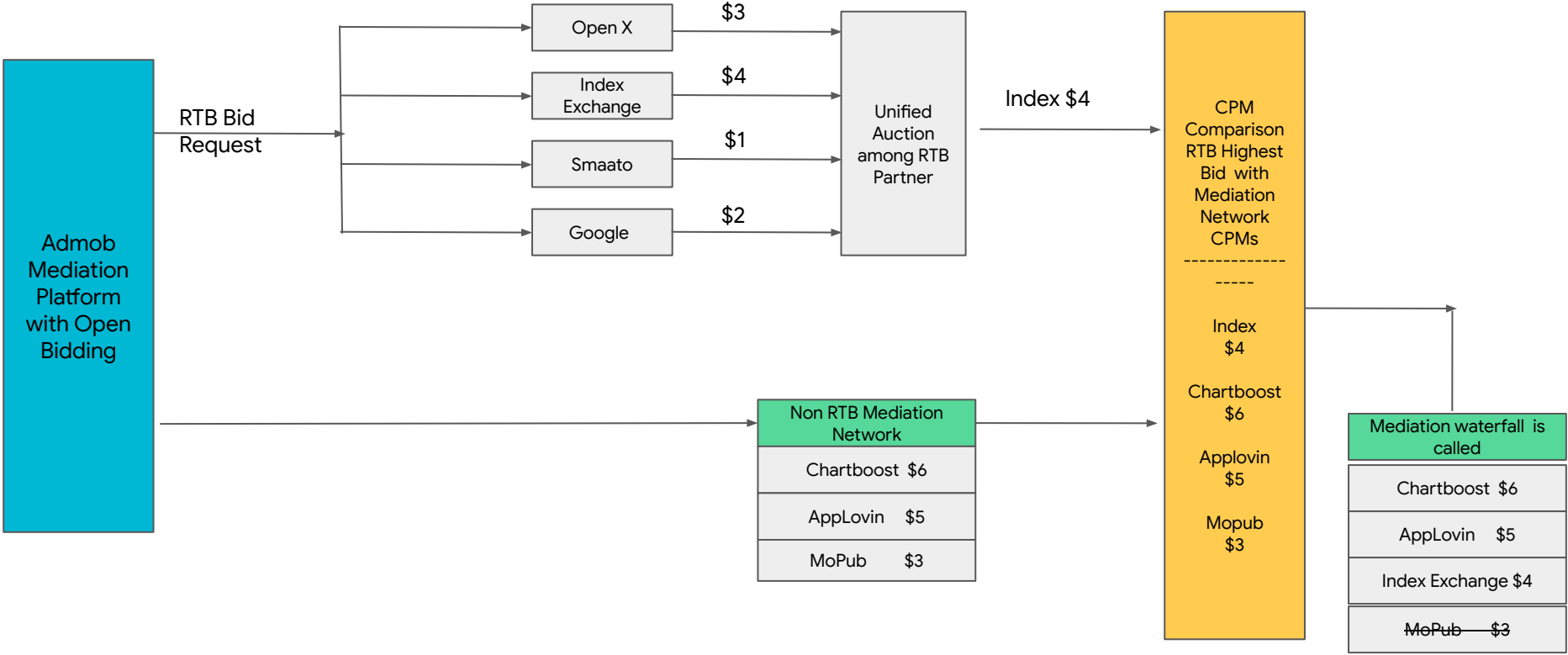
AdMob Bidding

AdMob Bidding

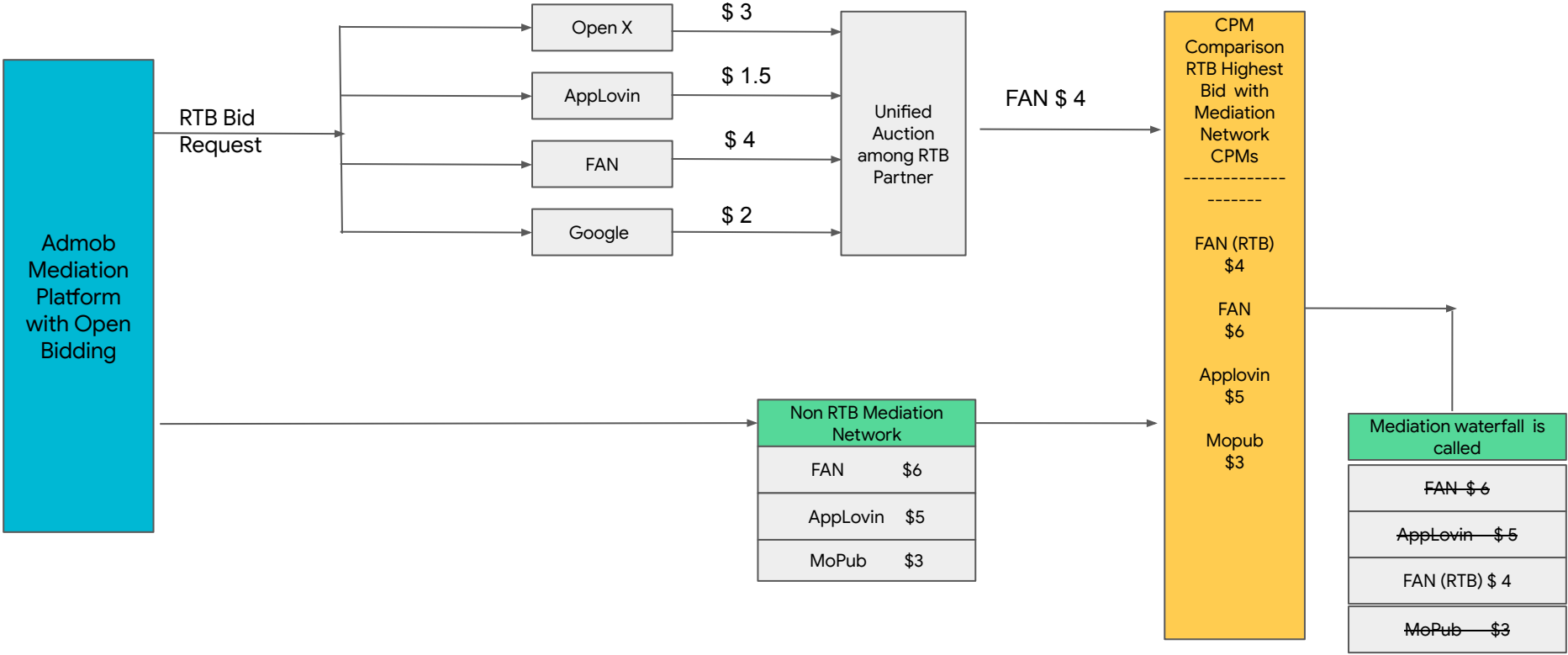
Bidding maximizes yield and improves user experience by allowing multiple third party demand partners to compete in real-time for publisher inventory alongside Google Demand



How does Open Bidding work? (Example 1)



How does Open Bidding work? (Example 2)



Google AdMob



Bravestars:

New Games Success through Data-Driven Testing



Duc Le
CGO

Company History

Mission

Bringing fun, challenges and social connections through high-quality games

Vision

World's Top 100 Game Studios by Revenue

1B+

downloads

20+

publishing
partners

350+

game
launched



Product Category



In-house

- Mid core
- Casual
- Hyper Casual
- Hybrid Casual



Publishing

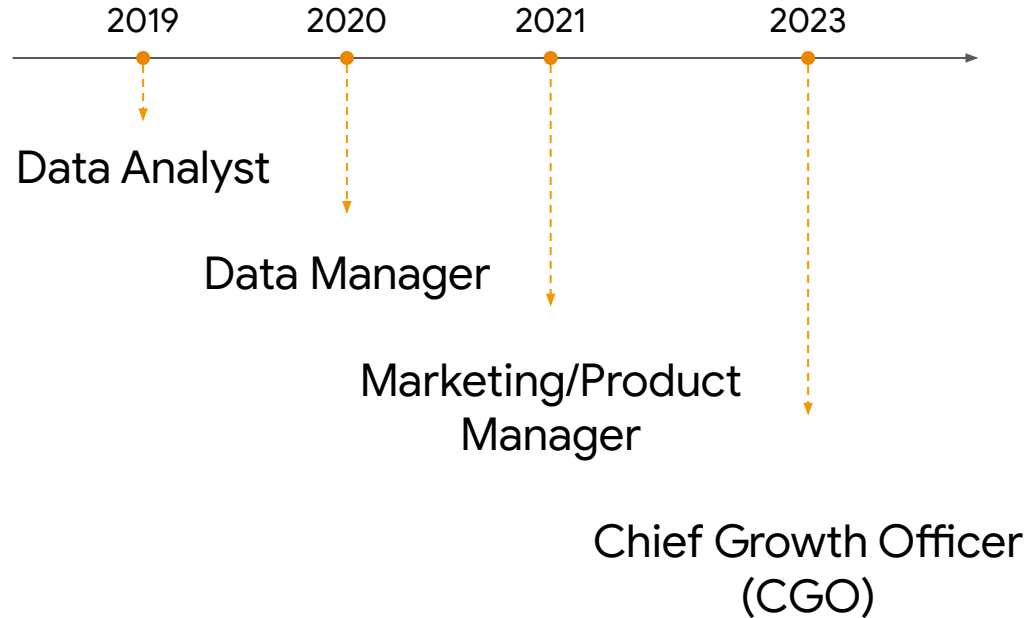
- Game: All categories
- App: All categories

About Me

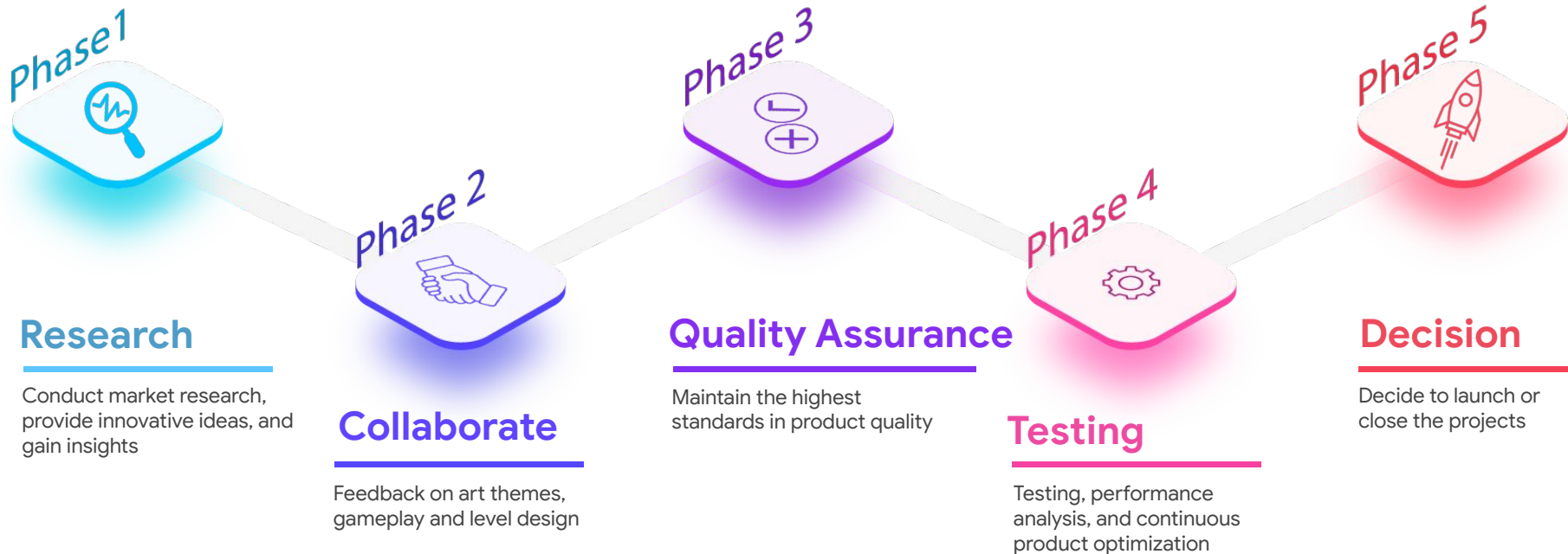


Duc Le

Joined Bravestars



Publishing Process



Game Launching Process

Metrics to Evaluate

General metrics

- Spend
- Volume
- Revenue
- Country

Marketability metrics

- CPI
- ROAS

Engagement metrics

- D0 Sessions per User
- Avg. Time Spent per Day (min)
- D1-3-7 Retention Rate
- Interstitial impression / User D0
- Rewarded impression / User D0

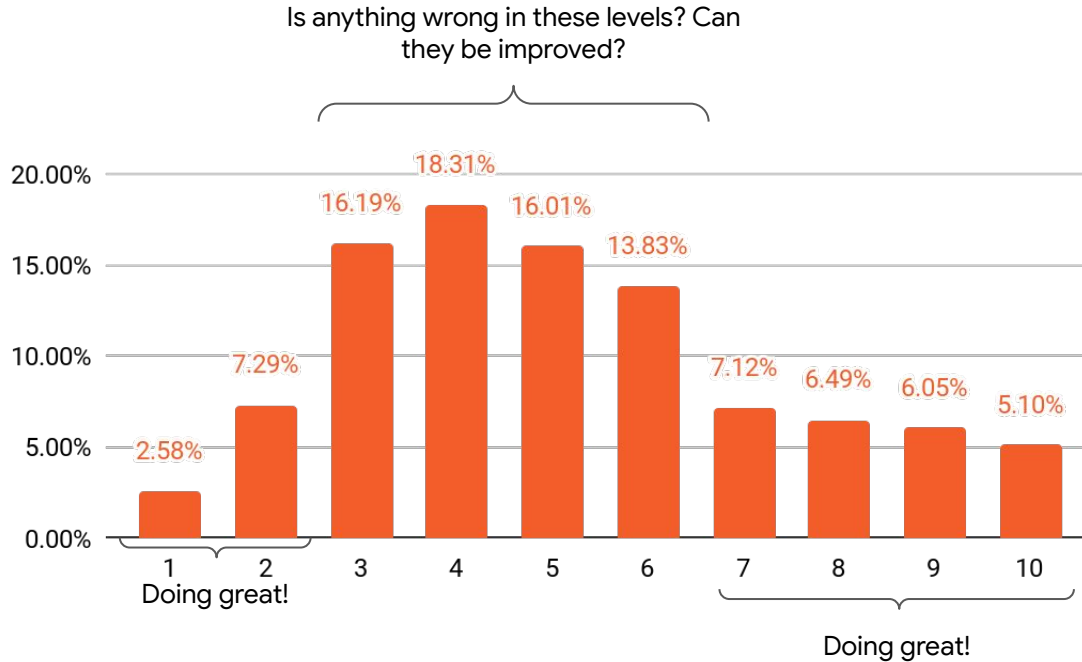
Android vitals

- User-perceived ANR rate
- User-perceived crash rate



Progression Analysis

Drop Rate by Level

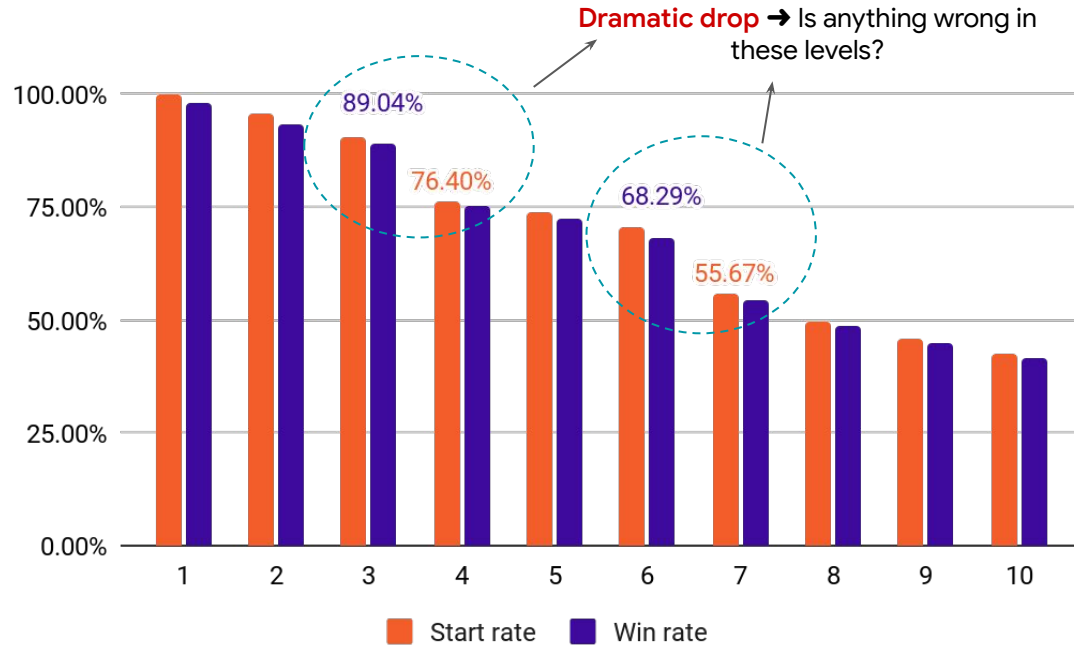


A lot of users **dropped the game** from level 3 to level 6. Meanwhile, other levels are still doing good. What is the problem?

- Are those levels too easy, too hard or too boring?
- Are there too many annoying ads?
- Did the game crash?

Progression Analysis

Start/Win Rate by Level



A lot of users **won** in level 3 and 6 but **dropped the game** right after that without starting the next one.

- Is level 3 and 6 (and the previous ones) too boring?
- Did they see an ad after those levels?

High/Low Value User Profile



Engagement



Game Modes



Character Purchasing



Special Events

High Value Users

Log in daily in 7 days, spend 20 mins/day

Tend to choose **PvP mode** at level 5

Max, Luna

Actively engage in seasonal events (Christmas, Halloween...)

Low Value Users

Drop the game quickly after downloading

Tend to choose **Tower mode** at level 5

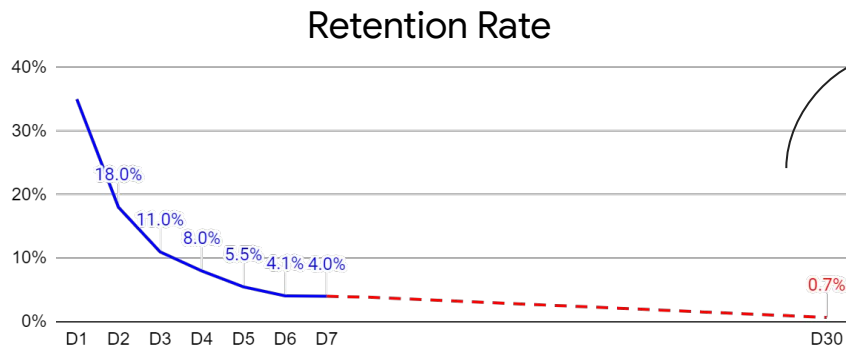
Mount
→ Is this character good enough comparing to others?

Seasonal events do not have big impact on these users

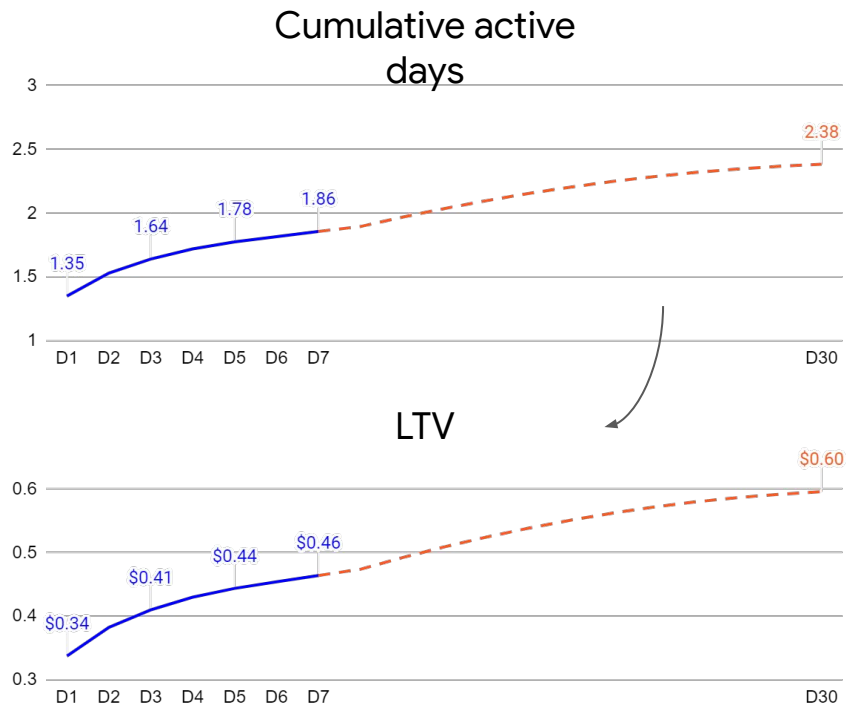
Forecasting LTV D30

$$\text{LTV(D30)} = \text{Cumulative active days} \times \text{ARPPDAU}$$

(calculate from retention) (from reports)



Researches show that hyper-casual games have **retention rate drop down to 1% or less** in 30 days after installing. Let's assume it is 0.7%.



Forecasting LTV D30

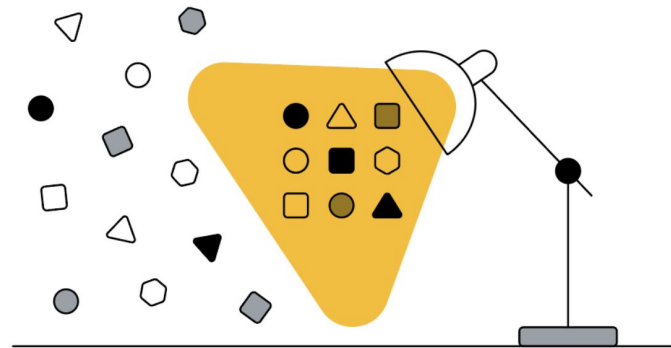
Why should we do that?

Marketing

- Define the **CPI** for each Network, Campaign
- Evaluate campaign's **long-term ROAS** earlier
- Forecast **cash flow** when scaling, maintenance

Product Development

- Improve long-term user **retention**
- Invest the effort in Liveops suitably





Panel Discussion: **How To Build A Successful Monetization Team**

Wayfu



Hiếu Nguyễn
CEO

HiGame



Cường Nguyễn
CEO

Braly



Toàn Doãn
CEO

Volio



Vương Lương
CEO

Google



Trang Phạm
Partner Manager

Survey and Lucky Draw

30 *swags* prepared for the survey responders

