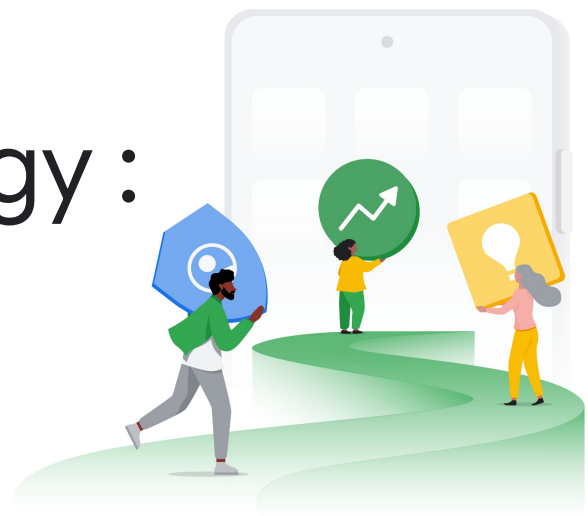# In-app Ad Monetization Platform Selection Strategy :
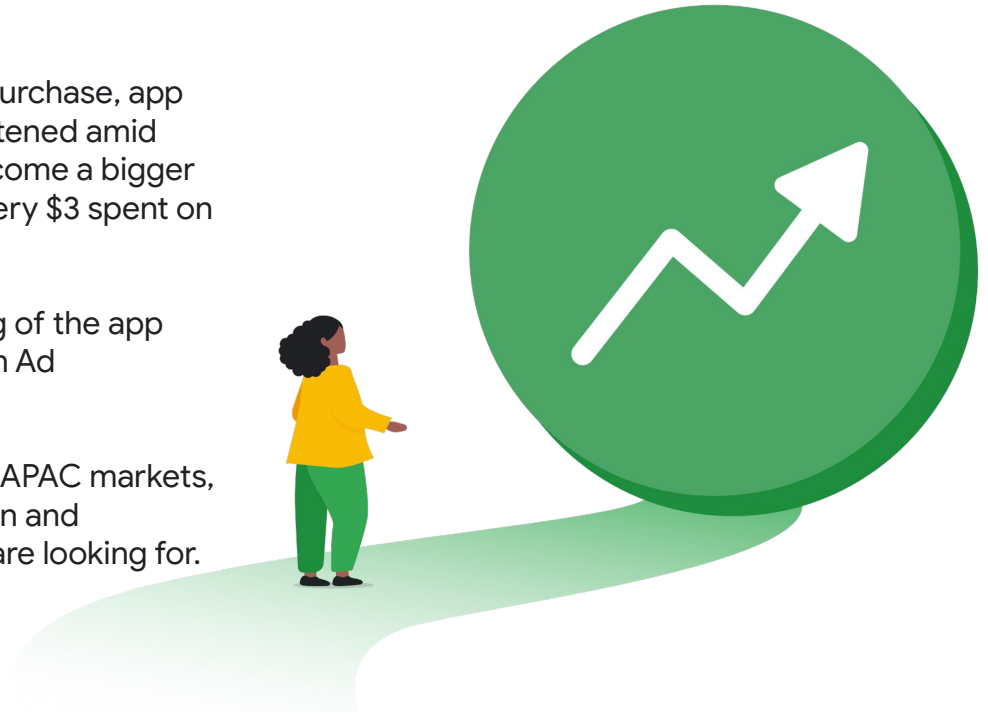
APAC Developer Perspective

Background

As the macroeconomic trends influence on consumers' purchase, app store spending has slightly decreased due to budget tightened amid inflation concerns. In-app ads, on the other hand, has become a bigger chunk of the total app revenue, which drives $2 out of every $3 spent on mobile in 2022 from the recent data.ai report

Therefore, we are looking to refreshing the understanding of the app developers on what are their perspectives on selecting an Ad Monetization to support their business growth.

Google partnered with MTM this year, to deep dive 4 key APAC markets, revealing the truths for Ad Monetization platform selection and identified what are the most critical features developers are looking for.

APAC insights of Ad Monetization Platform Selection

Focus on APAC developers

Understand how developers make their decisions for different platforms

Deep dive on developers' demands for product

Google | mtm

How the objectives were achieved

1

How they choose platforms

Understand how users select Ad Monetization platforms through

■ 16 key decision making factors

with a list of 60 product features associated

2

Features that matters the most

Identify the most important product features based on the

■ Top 3 factors have been chosen

3

How platforms perform

Measure the satisfaction of each platform they have used on specific features

Google | mtm

How the research were conducted

Quantitative

An online survey with 209 professional gaming and/or mobile app developers working in ad monetization in Vietnam (53), South Korea (54), China (50), India (52). Research conducted by MTM and GLG. Key points to note:

1. The developers interviewed play a role in and have decision making responsibility for ad monetization and they use ads to monetize apps with at least 30% of revenue coming from ad monetization.

2. Data is weighted so that each country represents 25% of the APAC total.

3. 26% of developers developed mobile apps only, 38% develop games only and 36% develop both.

4. All respondents had job responsibility related to ad monetization. Responsibilities included: 60% monetization manager, 62% ad operations, 37% data analyst, 28% developer, 44% user acquisition.
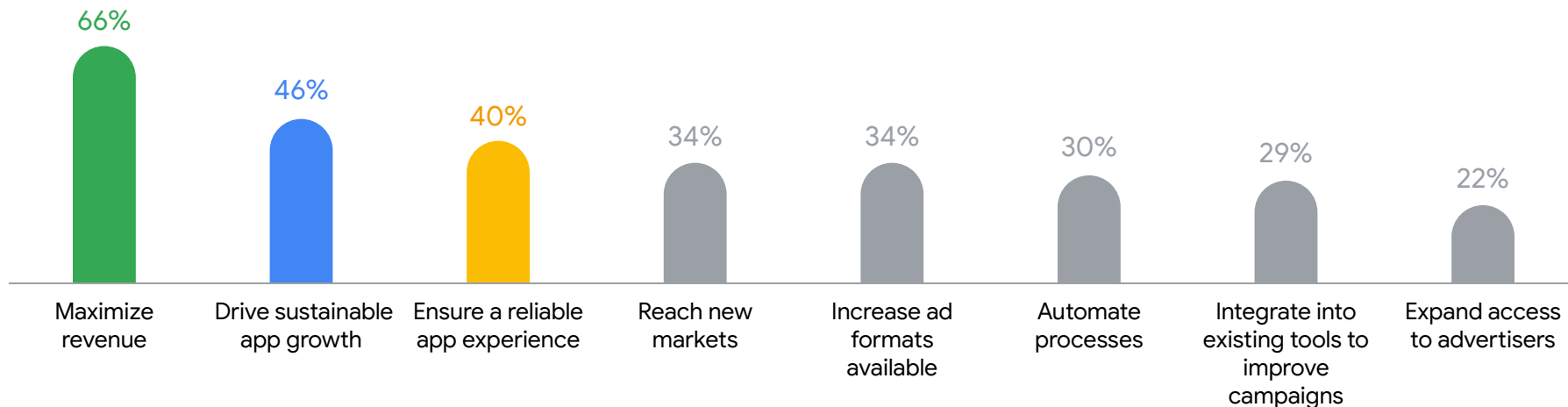
Qualitative

10 x 60 minute online interviews with professional gaming and/or mobile app developers working in ad monetization. 10 interviews covered:
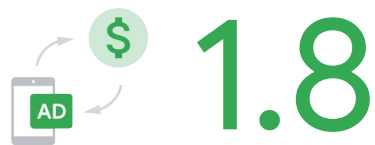- 5 in China
- 2 in India
- 2 in Vietnam
- 1 in South Korea

Given the uncertain macroeconomic outlook, maximizing revenue is undoubtedly the top business priority.

APAC developers' business goals (top 3 goals chosen)

66%	46%	40%	34%	34%	30%	29%	22%
Maximize revenue	Drive sustainable app growth	Ensure a reliable app experience	Reach new markets	Increase ad formats available	Automate processes	Integrate into existing tools to improve campaigns	Expand access to advertisers

Developers are mindful of how platforms can help businesses achieve their goals.

1.8
Average number of Ad Monetization platforms that APAC developers are currently using

27%
Of developers in APAC are likely to switch in the next 12 months

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Revenue performance is the primary motivation for switching, which aligns with the top business goal.

69%

Of developers in APAC claimed
'Poor / unproven revenue performance'
as the top reason to switch Ad Monetization platform

Google | mtm

Generating maximum revenue is the top decision-making factor, echoing the most important business goal.

Top decision making factors (top 3)

#1 Generate the most revenue for my organization

55%

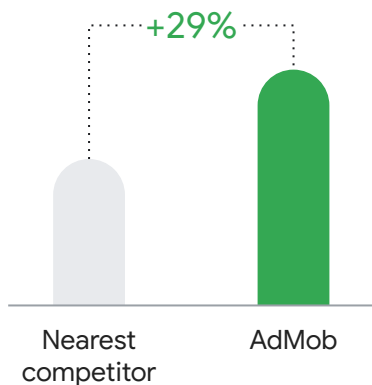**#2** Has the data to optimize overall ad revenue

40%

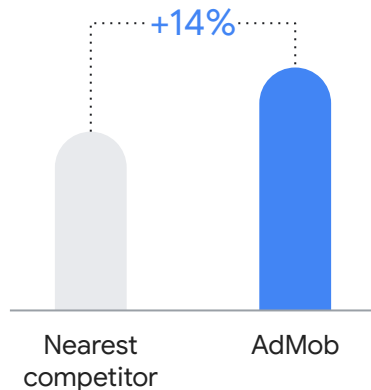**#3** Provide user friendly ad experiences

39%

AdMob leads on key decision making factors

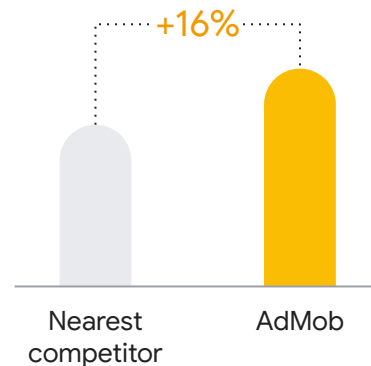Association of decision-making factors with Ad Monetization platform (Top 5 factors)

#1 Generate the most revenue for my organization

+29%

Nearest competitor | AdMob

#2 Has the data to optimize overall ad revenue

+14%

Nearest competitor | AdMob

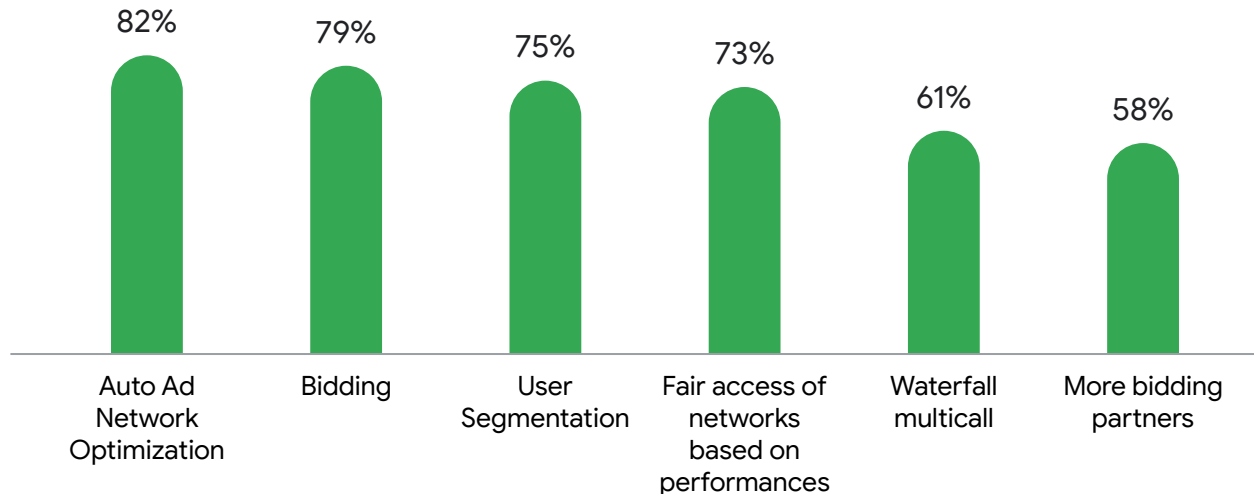**#3** Provide user friendly ad experiences

+16%

Nearest competitor | AdMob

Google | mtm

Features that ensure effective ad monetization can maximize revenue.

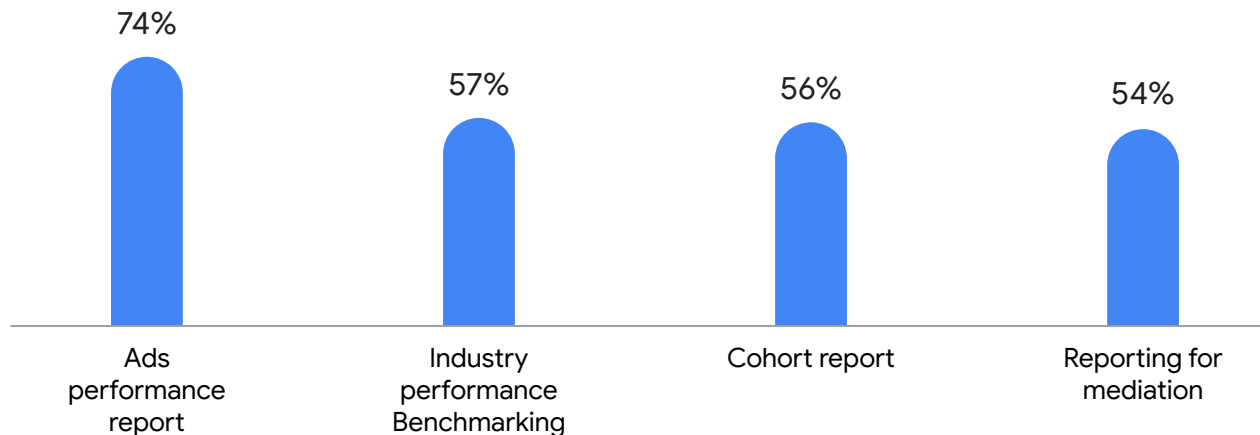Importance of features to **generate the most revenue for my company**

82% — Auto Ad Network Optimization

79% — Bidding

75% — User Segmentation

73% — Fair access of networks based on performances

61% — Waterfall multicall

58% — More bidding partners

Features that associated with the easy access to all dimensions of data can support optimization

Importance of features that has the data to optimize overall ad revenue
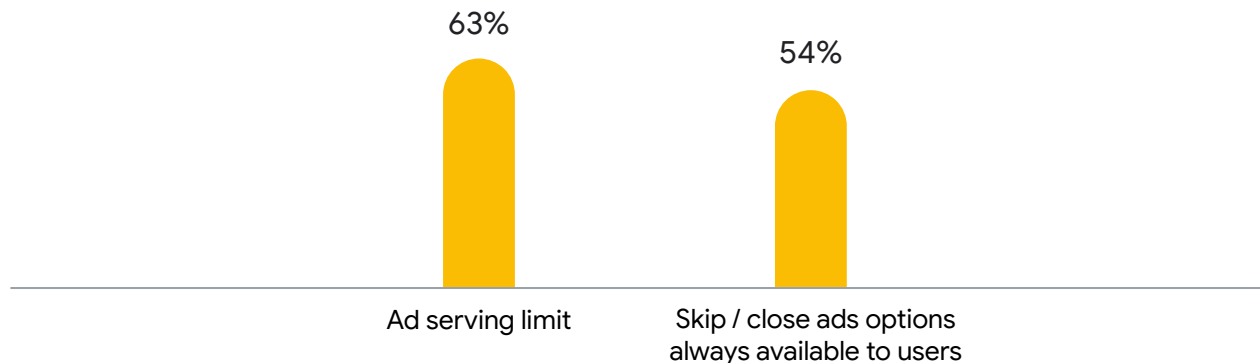
74%

57%

56%

54%

Ads performance report

Industry performance Benchmarking

Cohort report

Reporting for mediation

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A reserved ad strategy can help developers balance user retention and revenue.

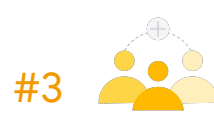Importance of features to provide user friendly ad experience

63%

54%

Ad serving limit

Skip / close ads options always available to users

Google | mtm

AdMob outperform on most important features, particularly in sustaining developer long-term growth.

	#1 Generate the most revenue for my organization	#2 Has the data to optimize overall ad revenue	#3 Provide user friendly ad experiences
AdMob features	62%	59%	56%
Other platforms' features	59%	51%	47%

Average Satisfaction

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Final thoughts

To grow sustainably in an uncertain macroeconomic environment, **developers are mindfully considering their options for ad monetization platforms** in order to achieve business goals.

Top consideration factors for choosing platforms in APAC include **maximizing revenue**, **data-driven optimization**, and **user friendly experience**.

In this competitive market, **AdMob is recognized as the trusted platform for sustainable growth** which outperforms on top consideration factors and related features
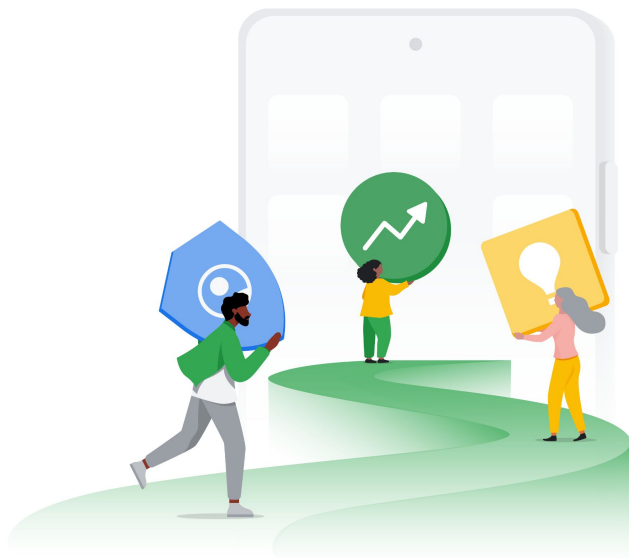
Check out [AdMob](#) official website to learn more

Thank you!