



8 App Monetization Strategies

FREEMIUM MODEL

- Basic features free
- Premium features paid

• Example: Spotify

PREMIUM/PAID APPS

- One-time purchase
- Full access to all features

• Example: Procreate

IN-APP PURCHASES

- Buy virtual goods
- Unlock additional content

• Example: Candy Crush

SUBSCRIPTION MODEL

- Recurring payments
- Ongoing access to content/features

• Example: Netflix

ADVERTISING

- Banner ads
- Interstitial ads
- Rewarded video ads

• Example: Weather apps

SPONSORSHIPS & PARTNERSHIPS

- Branded content
- Sponsored features

• Example: Some Fitness apps

AFFILIATE MARKETING

- Commissions from referrals
- Product recommendations

• Example: Shopping apps

DATA MONETIZATION

- Sell anonymized user data
- Market insights

• Example: Some fitness tracking apps

Monetization Explained For Startups 18 853 Blog Monetization For

Jacob Green



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Making Money Online Start to Monetize,2015-04-09 I went through steep learning curves to build and monetize my websites The information is out there it always is but it was scattered and unclear It was about time a guide was written to explain the steps towards making money online and here it is Making money with a blog or website is hard work but really you need to stop hesitating and simply get started It all starts with an idea step 1 and from there on it s all about following a set of clear steps towards your end goal having a successful blog that generates passive income Everything you need getting your startup idea building a blog getting visitors setting up your social media and monetizing your site is inside this guide So what s in it exactly The steps from building a website to successful monetization Info on making a site doing marketing and making money 134 pages of information with over 50 illustrations Bonus material case studies and quotes by experts Startup coaching the author can help you through email support The investments you make once you get started with this guide will start paying off in a matter of weeks It might take longer for you to be able to quit your daytime job but that s just a matter of time if you do things right Stop hesitating start now Brought to you by Start to Monetize <http://www.starttomonetize.com>

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