



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

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Christian G. Meyer



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