

# Optimize Your Earning Power with iAd

Revenue and promotion

Session 222

David Wilson

iOS Apps and Frameworks



Apple's Digital Advertising Platform



## Monetize

Generate revenue  
with rich media Ads



## Promote

Drive downloads  
with iAd Workbench



## Monetize

Generate revenue  
with rich media Ads



## Promote

Drive downloads  
with iAd Workbench

# iAd Integration for Monetization

Developer benefits

Core concepts

Improving performance

App integration

Testing



# iAd Integration for Monetization

Developer benefits

Core concepts

Improving performance

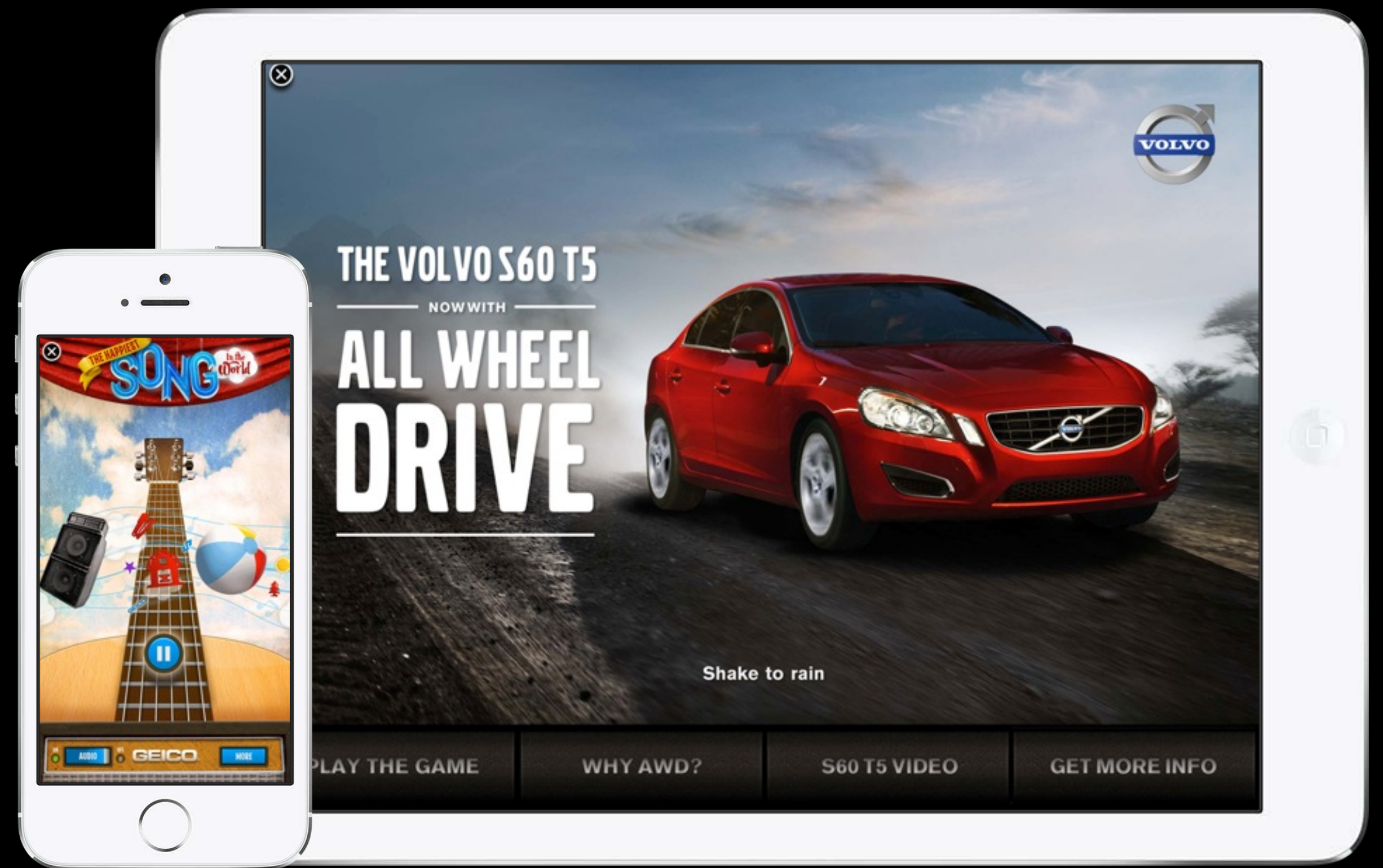
App integration

Testing



# Developer Benefits

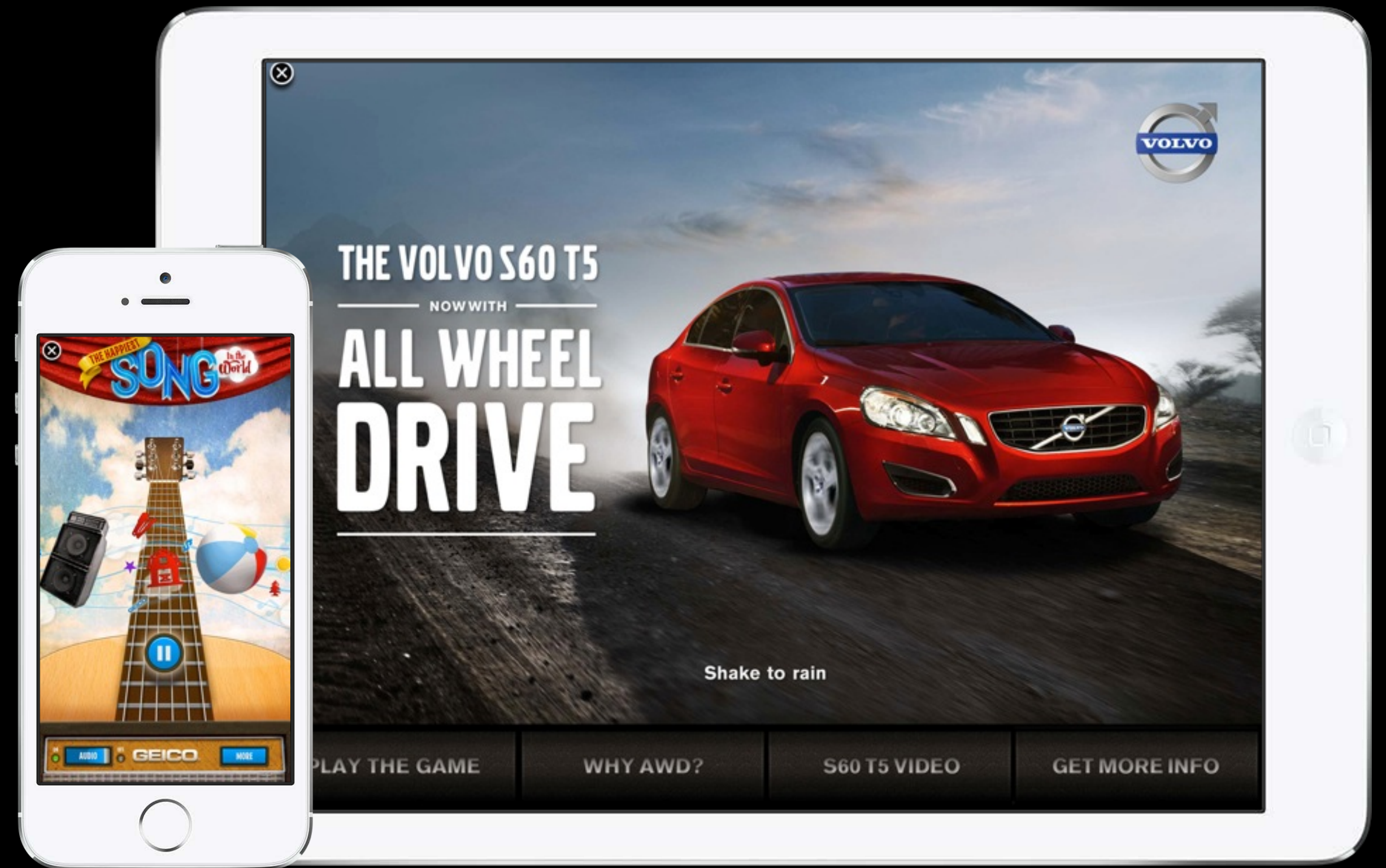
Engaging ads



# Developer Benefits

Engaging ads

High production values



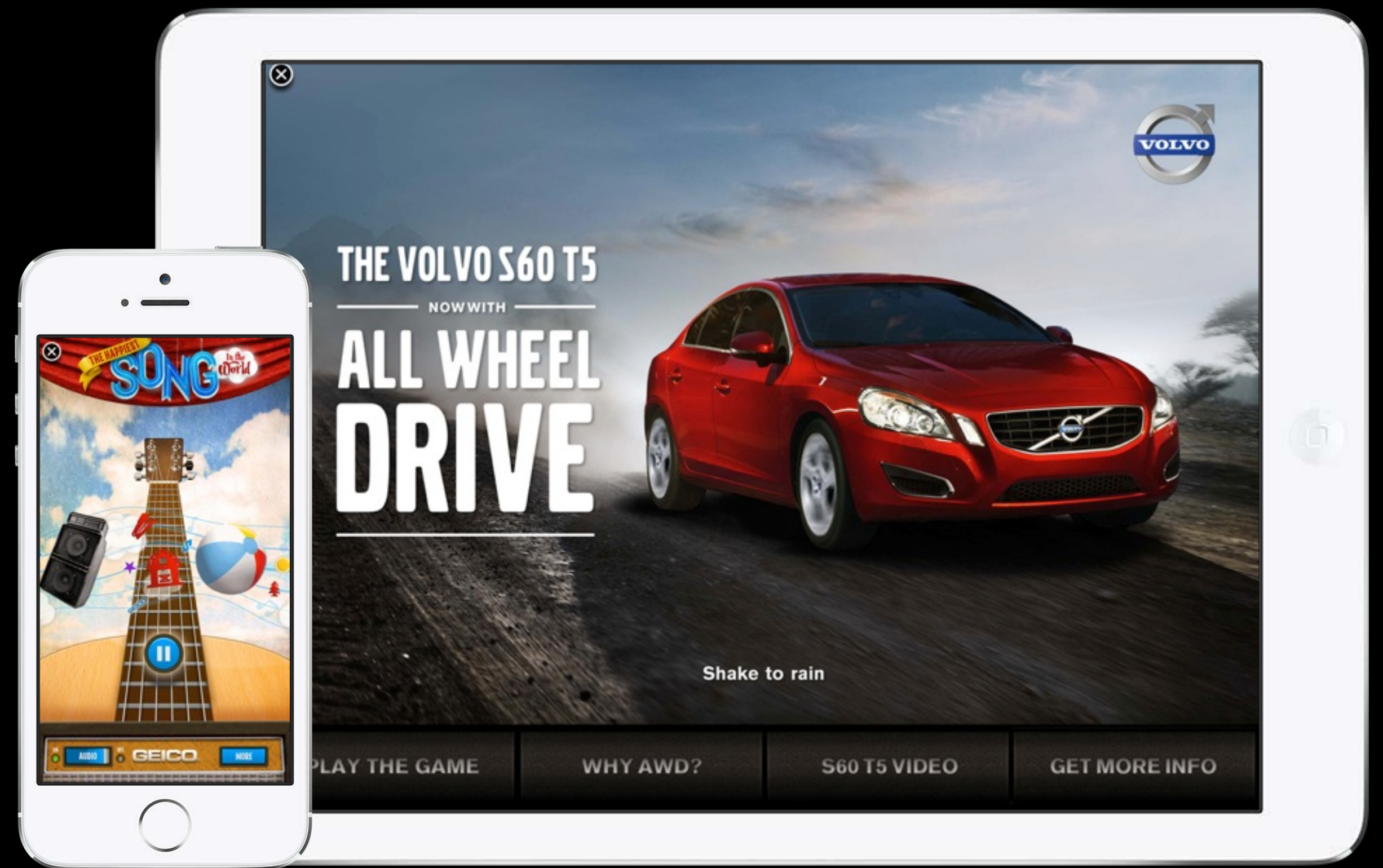


# Developer Benefits

Engaging ads

High production values

Rich media



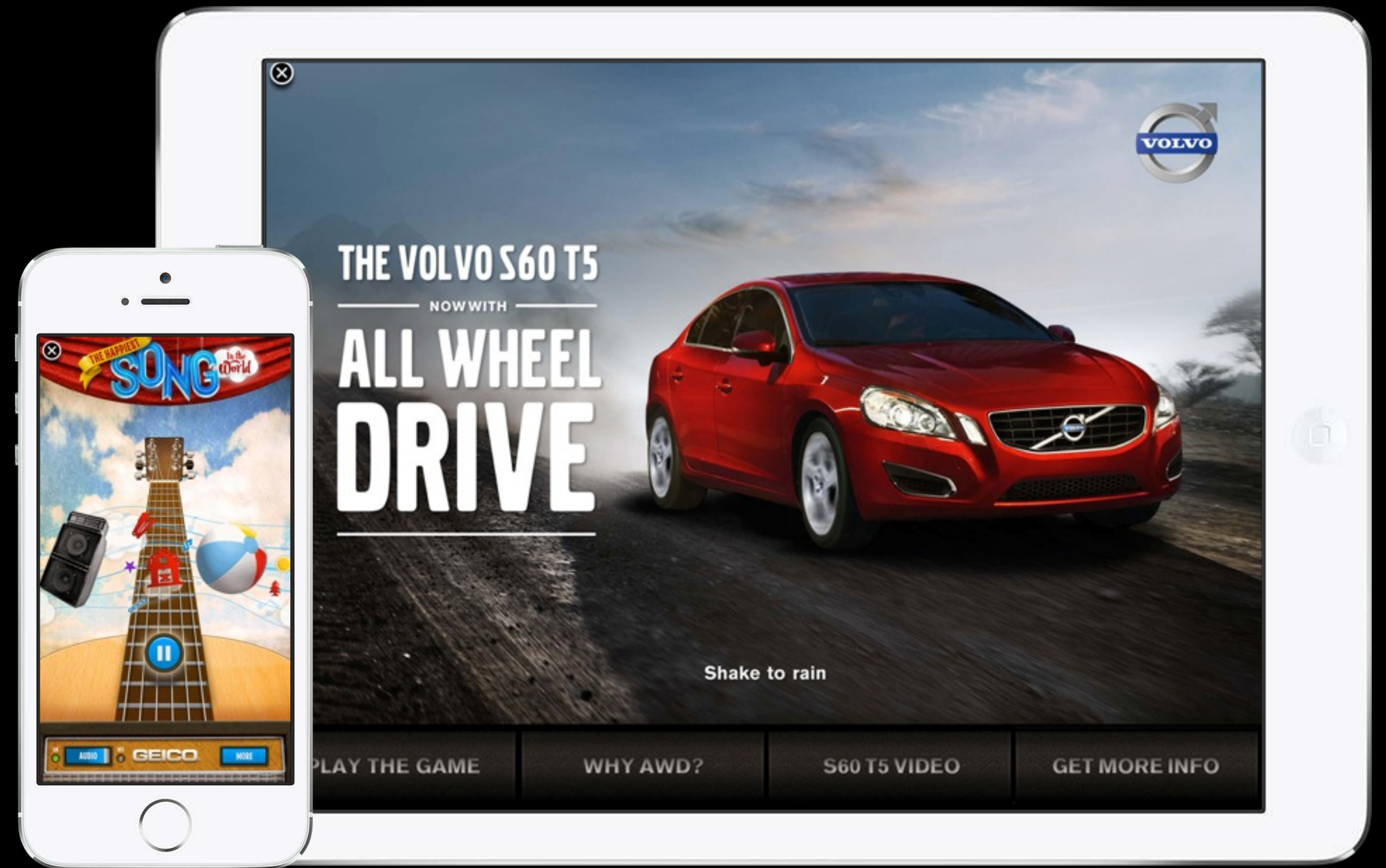
# Developer Benefits

Engaging ads

High production values

Rich media

Immersive



# Developer Benefits

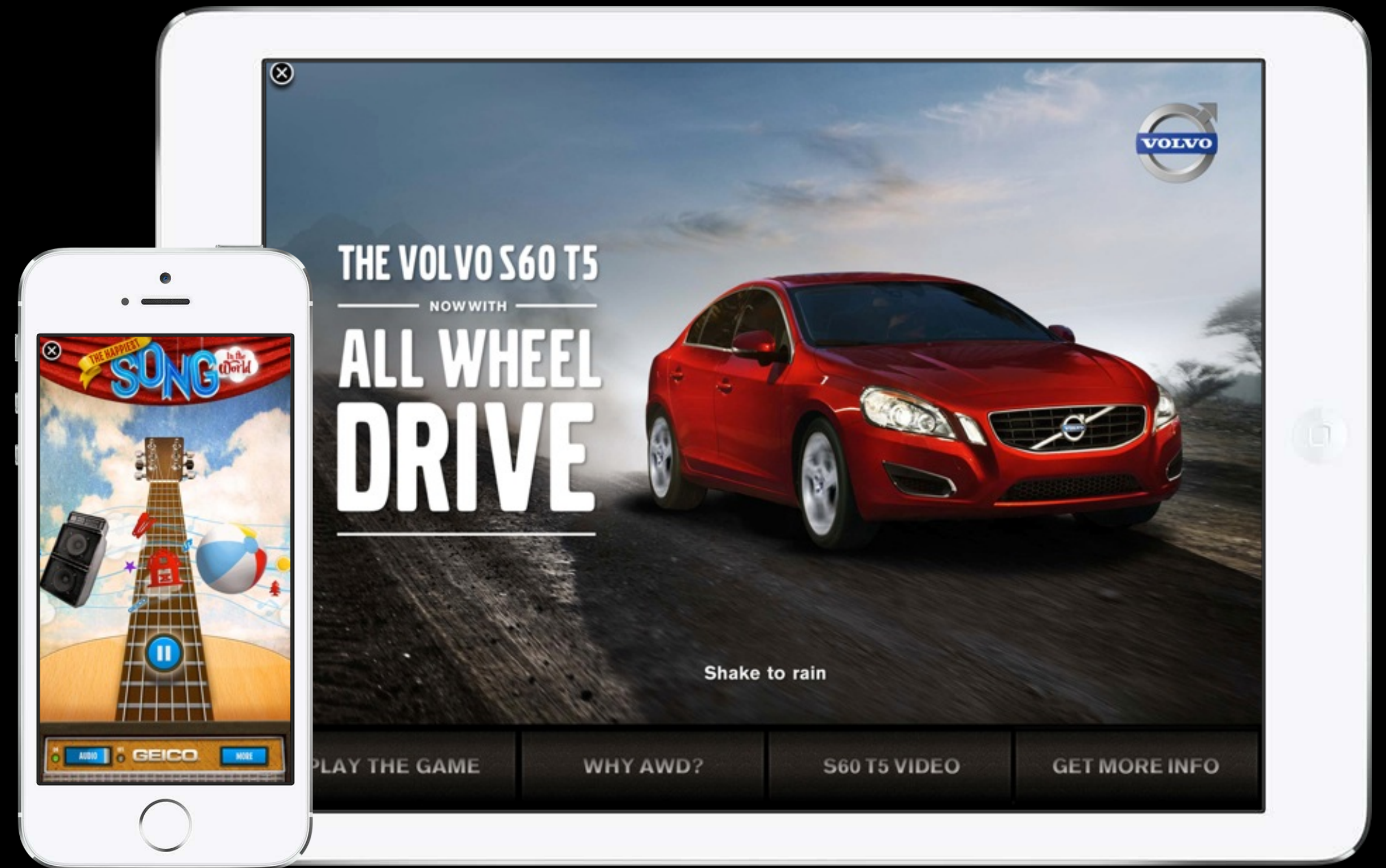
Engaging ads

High production values

Rich media

Immersive

Award winning



# Developer Benefits

Power and privacy conscious

# Developer Benefits

Power and privacy conscious



Privacy-aware



Power efficient

# Developer Benefits

Quick and easy integration



# Developer Benefits

Quick and easy integration

No additional SDKs



# Developer Benefits

Quick and easy integration

No additional SDKs

Up and running with minimal code





# Developer Benefits

Quick and easy integration

No additional SDKs

Up and running with minimal code

Great documentation and sample code



# Developer Benefits

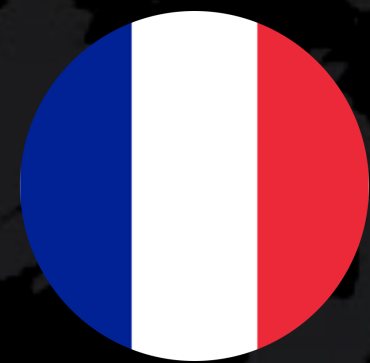
Global reach



US



UK



FR



DE



IT



MX



HK



ES



JP



CA



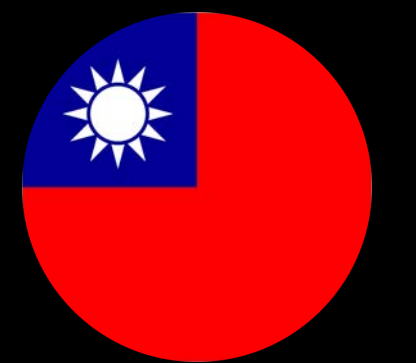
AU



NZ



IE



TW

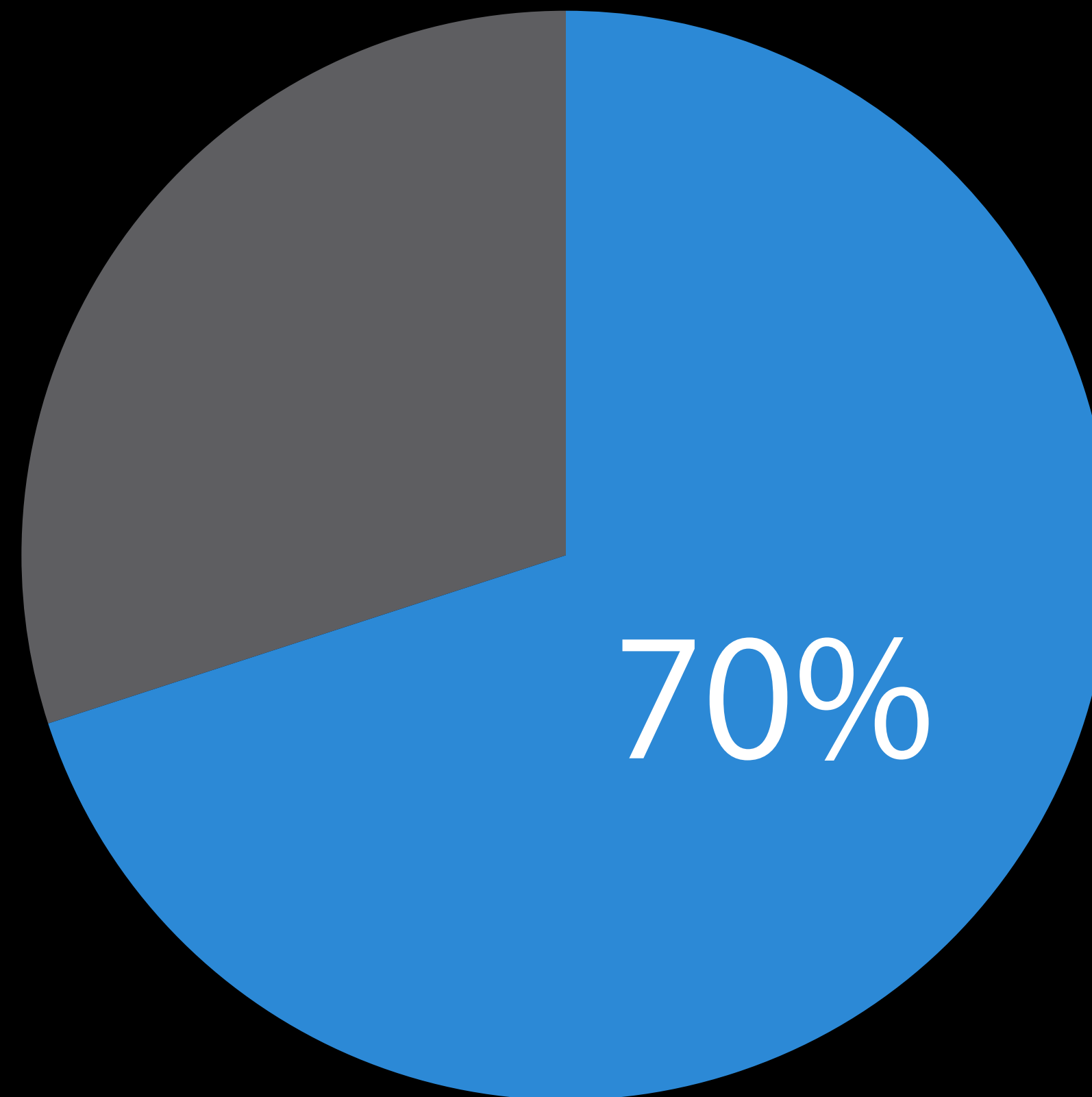
# Developer Benefits

Revenue from your app

# Developer Benefits

Revenue from your app

Your Share



# Developer Benefits

As easy as...

Complete  
iAd contract

Integrate the iAd  
framework

Submit your app  
for review

<http://itunesconnect.apple.com/>

# iAd Integration for Monetization

Developer benefits

Core concepts

Improving performance

App integration

Testing



# Core Concepts

Ad requests

Sent to the iAd Network

Fulfilled based on inventory

# Core Concepts

Ad requests

Sent to the iAd Network

Fulfilled based on inventory



iAd Framework





# Core Concepts

Ad requests

Sent to the iAd Network

Fulfilled based on inventory



iAd Framework



# Core Concepts

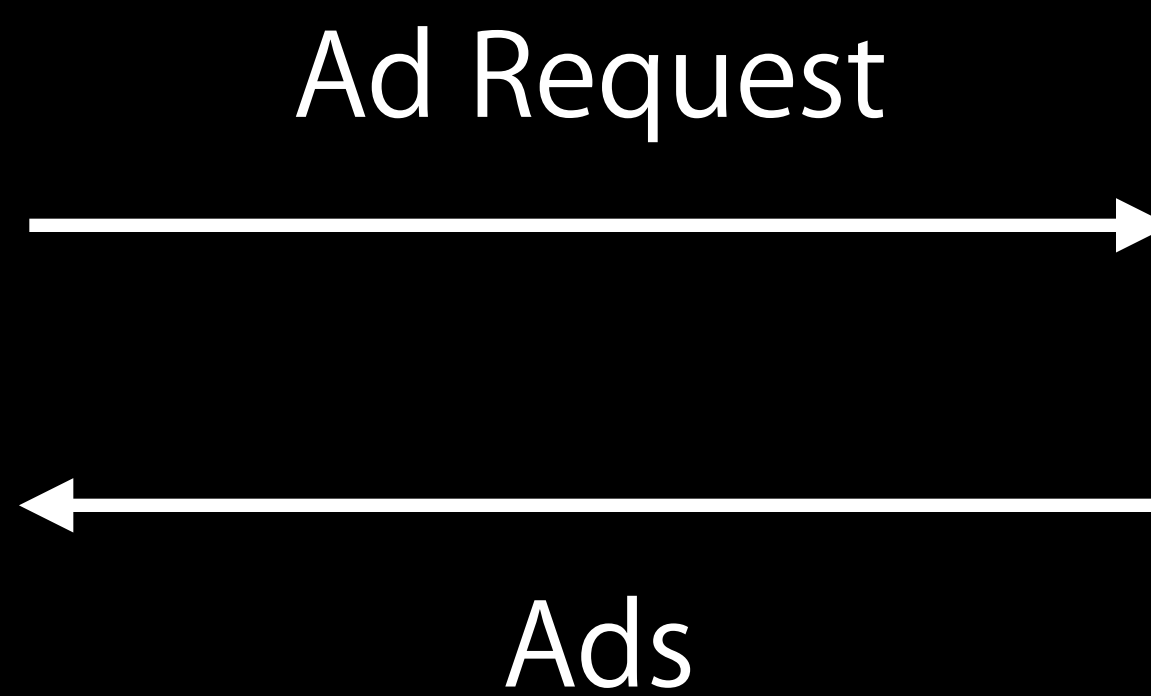
Ad requests

Sent to the iAd Network

Fulfilled based on inventory



iAd Framework



# Core Concepts

Fill rate

$$\frac{\text{Ads Delivered}}{\text{Ad Requests}} = \text{Fill Rate}$$

# Core Concepts

Tap-through rate

$$\frac{\text{Ads Tapped}}{\text{Ads Displayed}} = \text{Tap-through Rate}$$

# Core Concepts

Ad engagement



# Core Concepts

Ad engagement

Display the ad



# Core Concepts

## Ad engagement

Display the ad

Ensure it's visible



# Core Concepts

## Ad engagement

Display the ad

Ensure it's visible

Leave on screen





# Core Concepts

## Ad engagement

Display the ad

Ensure it's visible

Leave on screen

Allow interaction



# iAd Integration for Monetization

Developer benefits

Core concepts

Improving performance

App integration

Testing



# Optimizing Ad Performance

Revenue starts with a great app

# Optimizing Ad Performance

Revenue starts with a great app

App engagement time

# Optimizing Ad Performance

Revenue starts with a great app

App engagement time

Careful ad placement

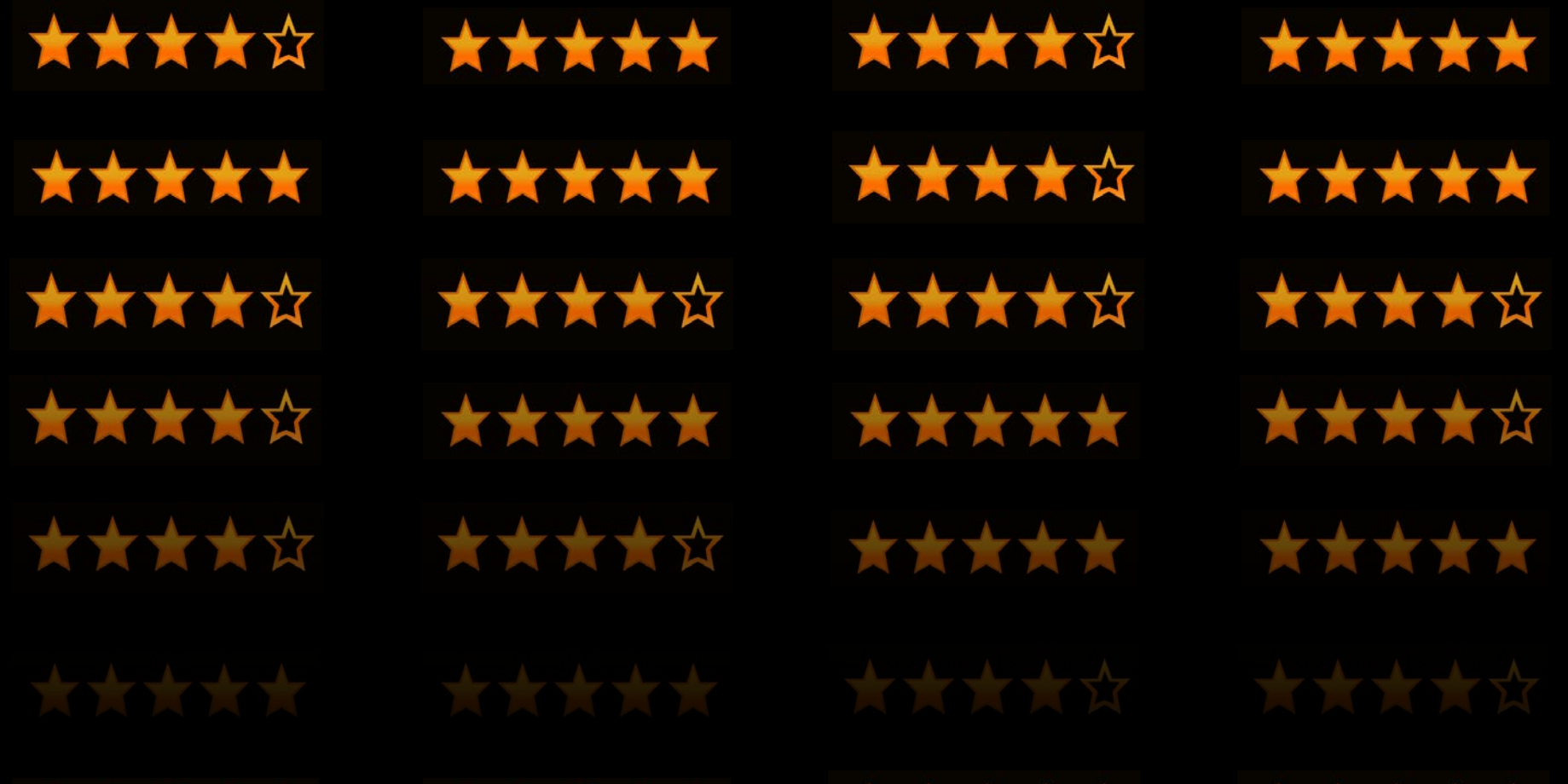
# Optimizing Ad Performance

Revenue starts with a great app

App engagement time

Careful ad placement

User loyalty



# Optimizing Ad Performance

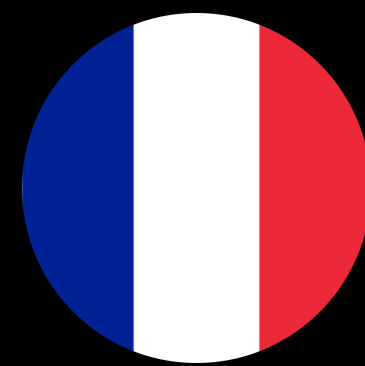
Going global



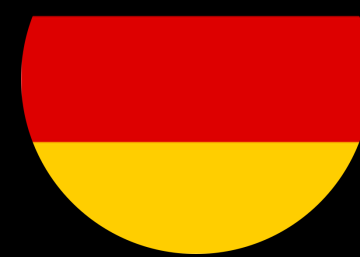
US



UK



FR



DE



IT



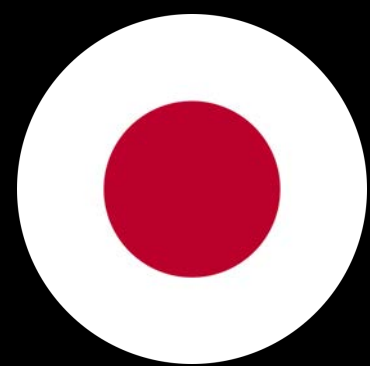
MX



HK



ES



JP



CA



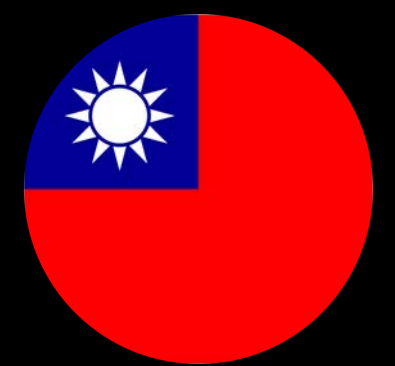
AU



NZ



IE



TW

# Optimizing Ad Performance

Going global

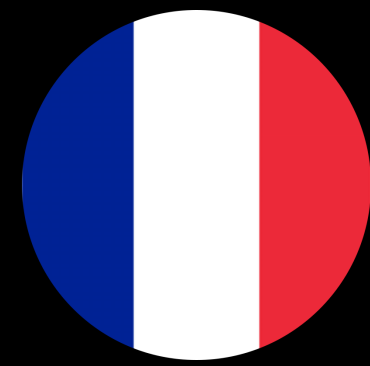
Market to countries where iAd is available



US



UK



FR



DE



IT



MX



HK



ES



JP



CA



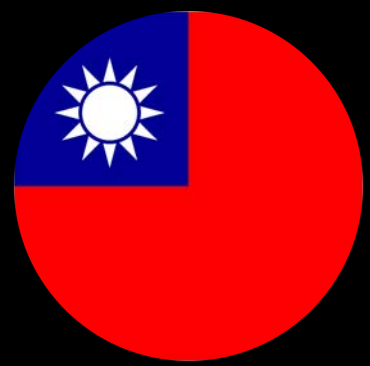
AU



NZ



IE



TW



# Optimizing Ad Performance

Going global

Market to countries where iAd is available

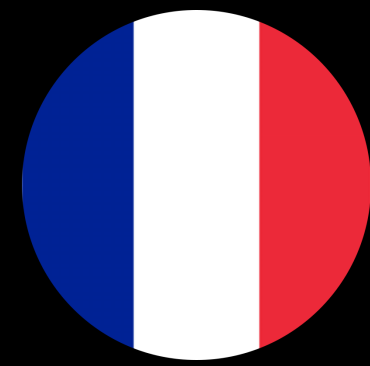
Localize your apps



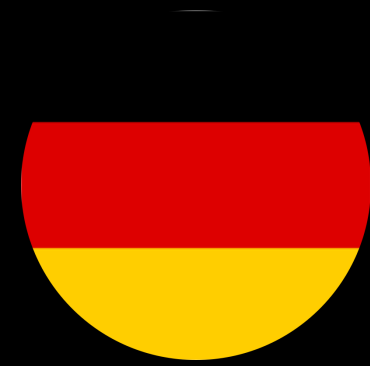
US



UK



FR



DE



IT



MX



HK



ES



JP



CA



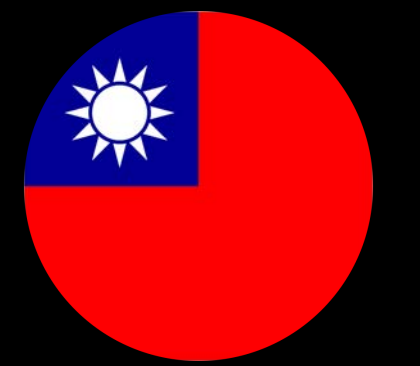
AU



NZ



IE



TW

# Optimizing Ad Performance

Ad placement is important

# Optimizing Ad Performance

Ad placement is important

Recognize high-use areas

# Optimizing Ad Performance

Ad placement is important

Recognize high-use areas

Avoid accidental taps

# Optimizing Ad Performance

Ad placement is important

Recognize high-use areas

Avoid accidental taps

User context is important

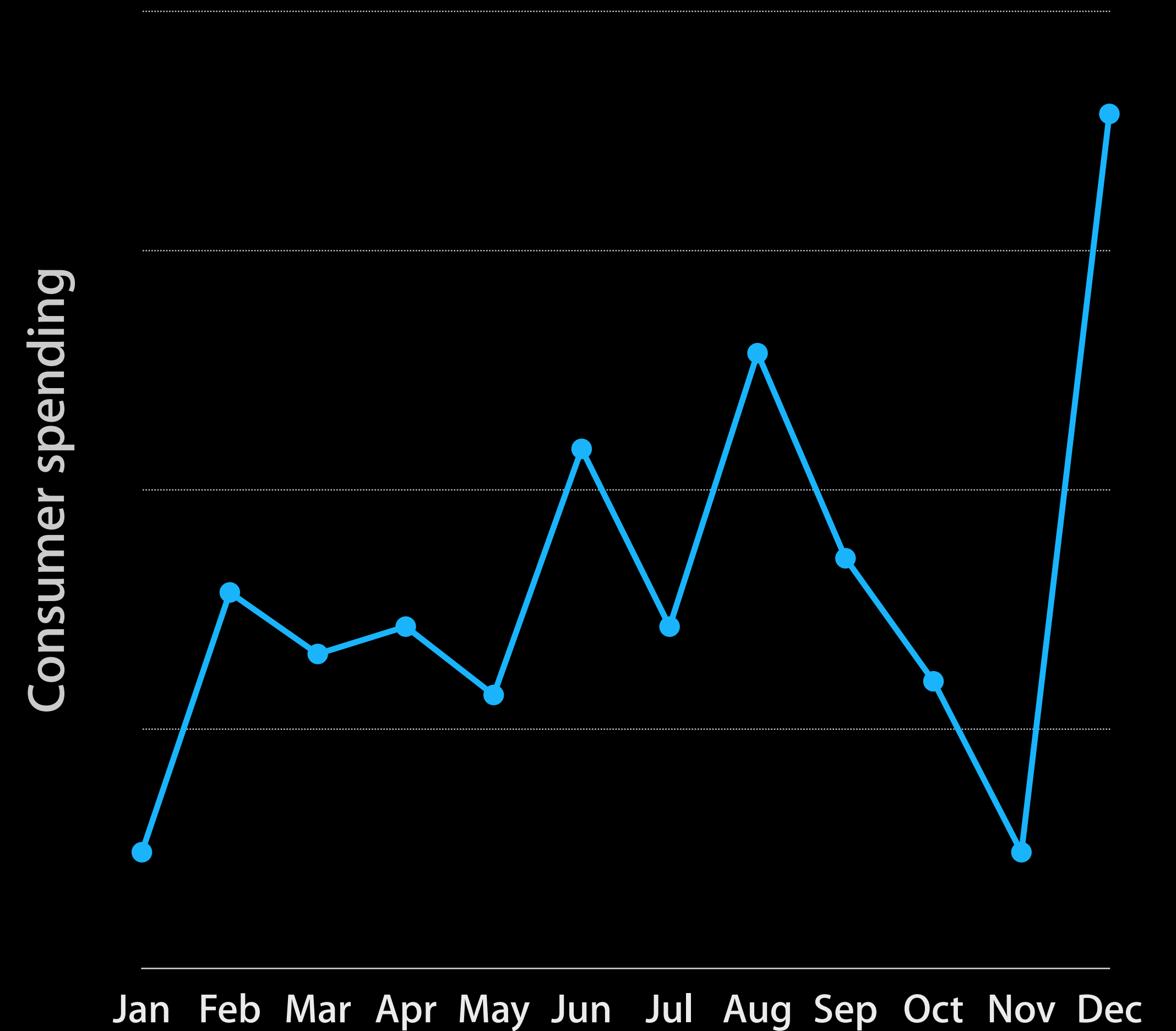
# Optimizing Ad Performance

Why does my revenue fluctuate?

# Optimizing Ad Performance

Why does my revenue fluctuate?

Consumer spending is seasonal

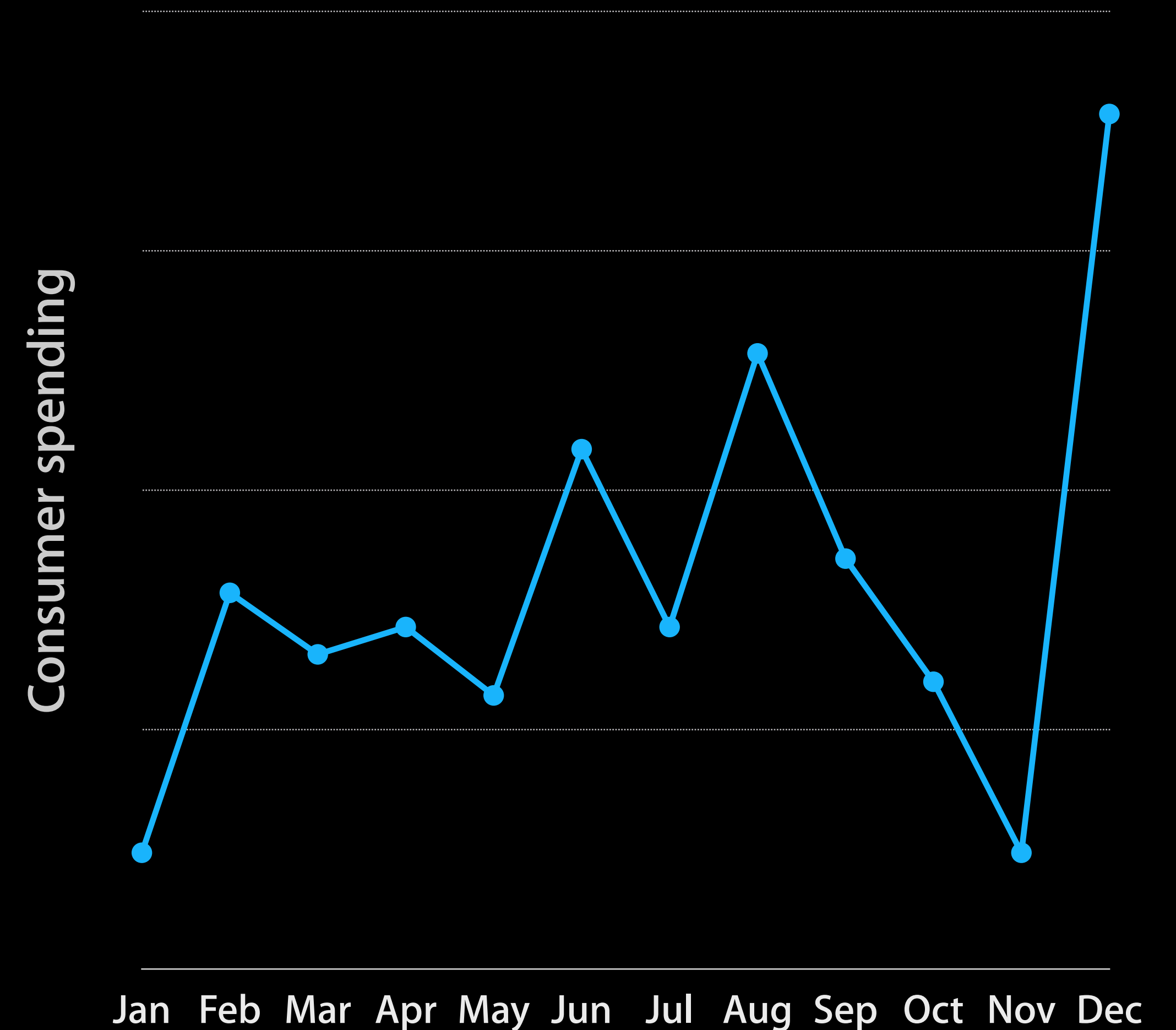


# Optimizing Ad Performance

Why does my revenue fluctuate?

Consumer spending is seasonal

Advertising spending tracks  
consumer spending





# Optimizing Ad Performance

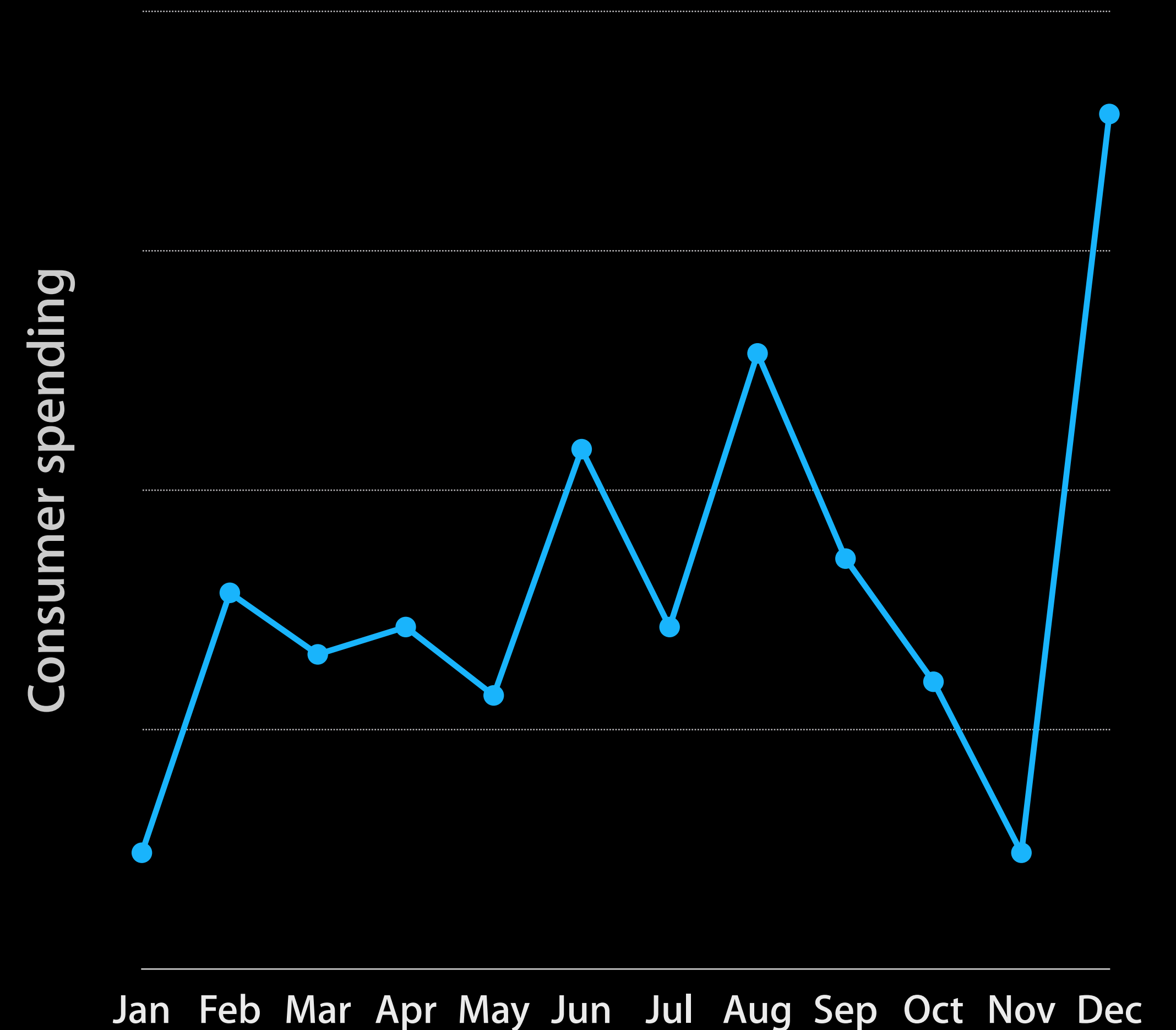
Why does my revenue fluctuate?

Consumer spending is seasonal

Advertising spending tracks  
consumer spending

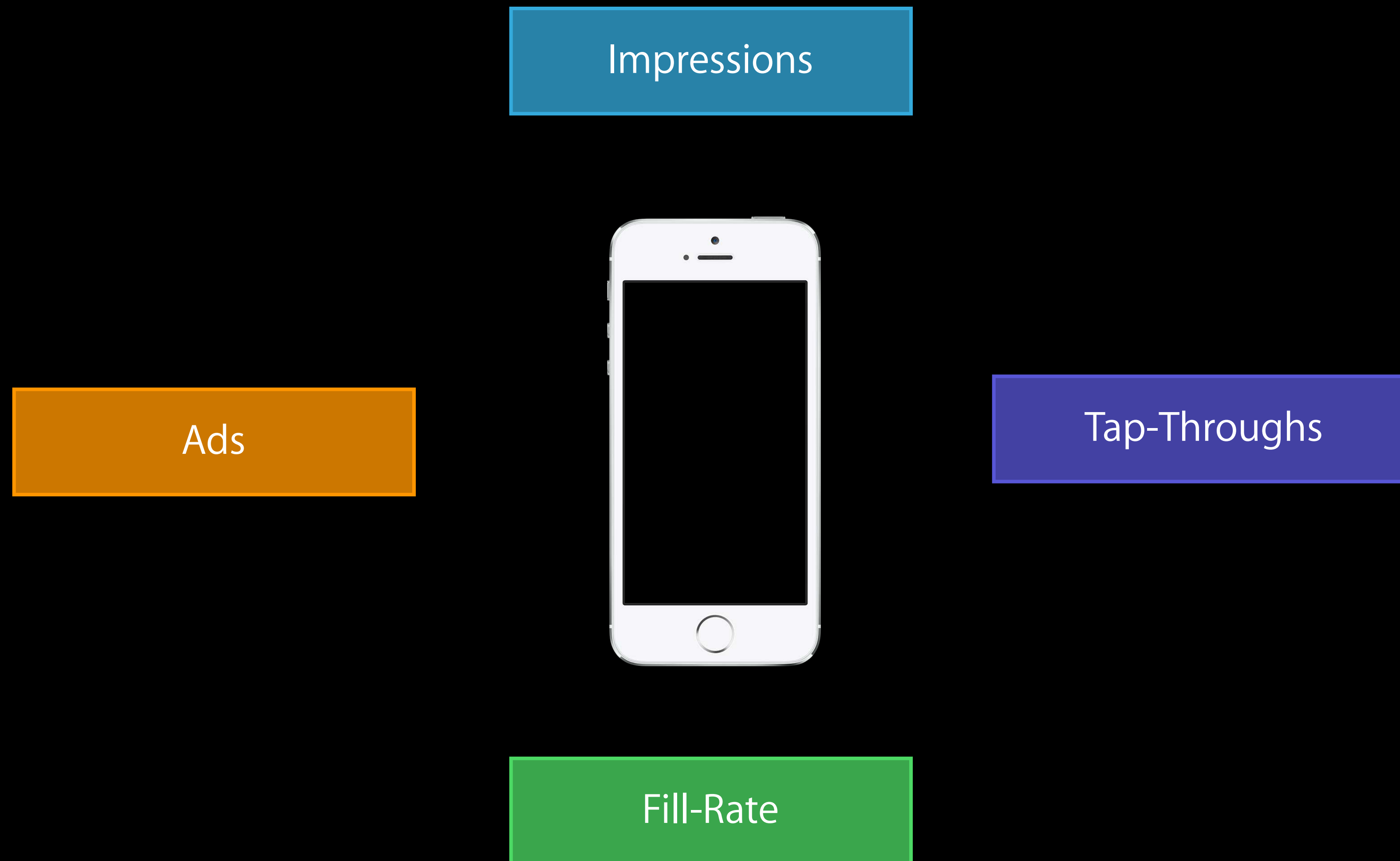
Market accordingly:

- Start of summer
- Back to school
- Holiday seasons



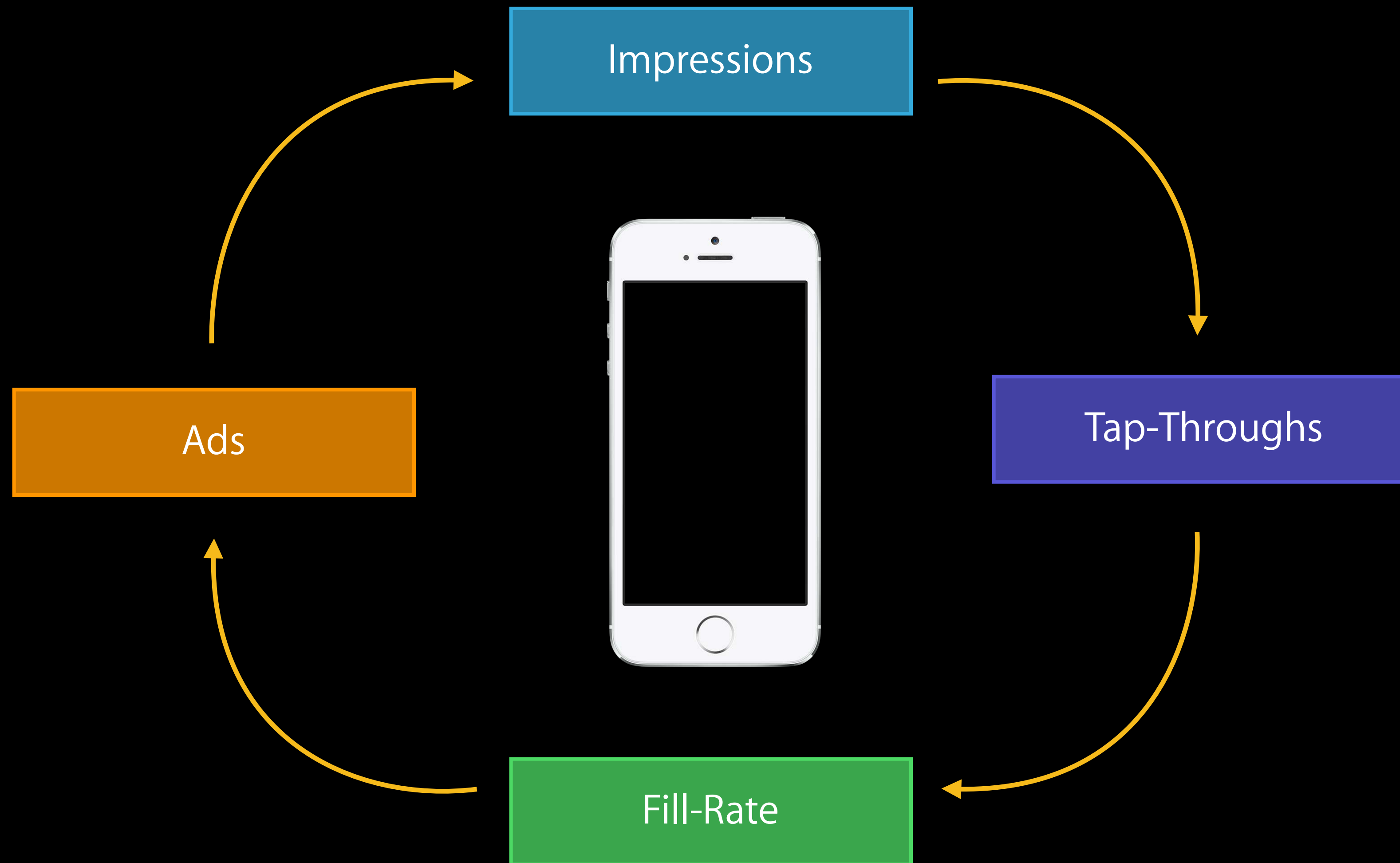
# Optimizing Ad Performance

Virtuous cycle



# Optimizing Ad Performance

Virtuous cycle



# iAd Integration for Monetization

Developer benefits

Core concepts

Improving performance

App integration

Testing



# Ad Formats

Four options for integration



Banner



Interstitial



Medium Rect



Pre-Roll

# Banner



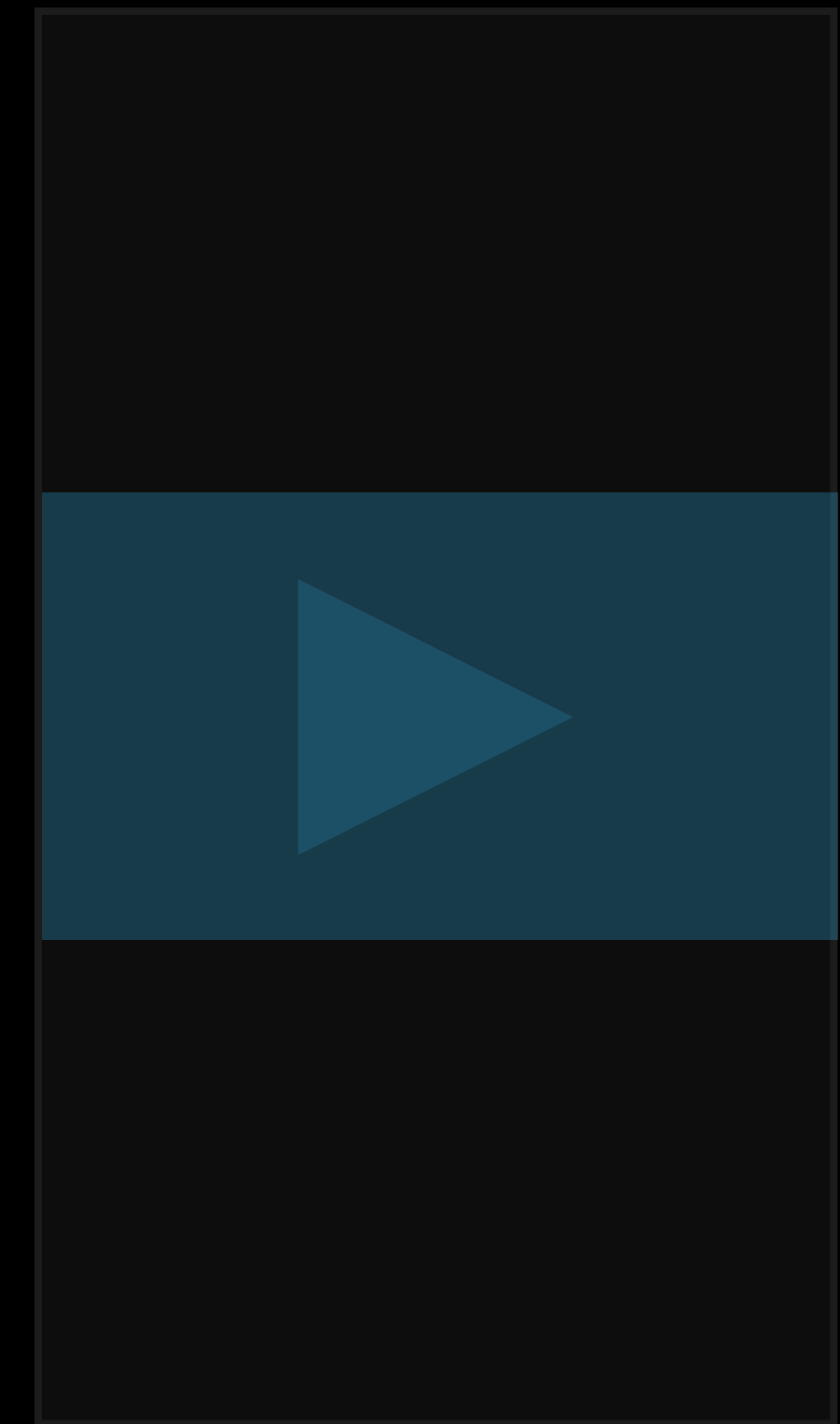
Banner



Interstitial



Medium Rect



Pre-Roll

# Banner



# Banner

Slim device width view





# Banner

Slim device width view

Placed at bottom of content



# Banner

Slim device width view

Placed at bottom of content

Continuous ad loading



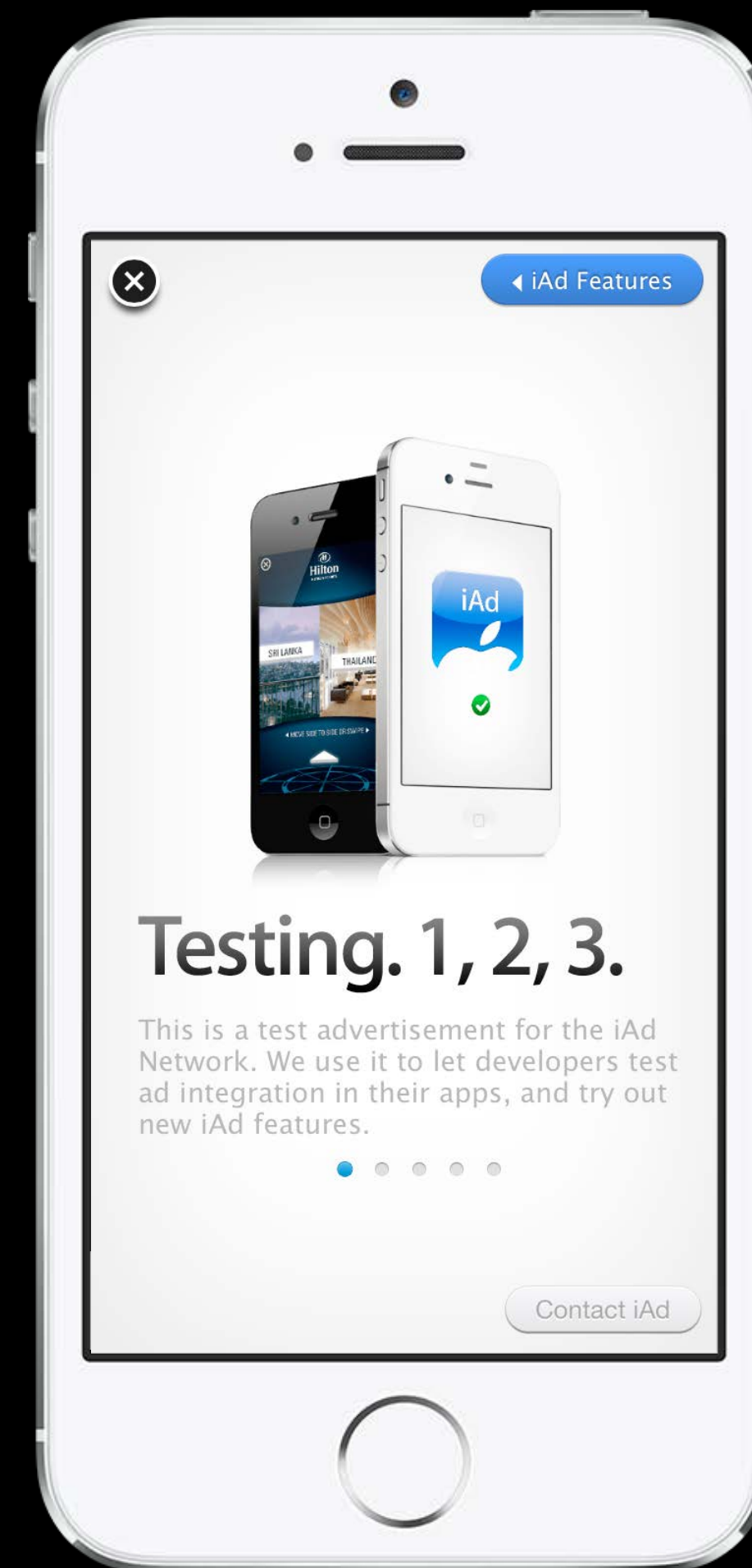
# Banner

Slim device width view

Placed at bottom of content

Continuous ad loading

Fullscreen on tap



# Banner

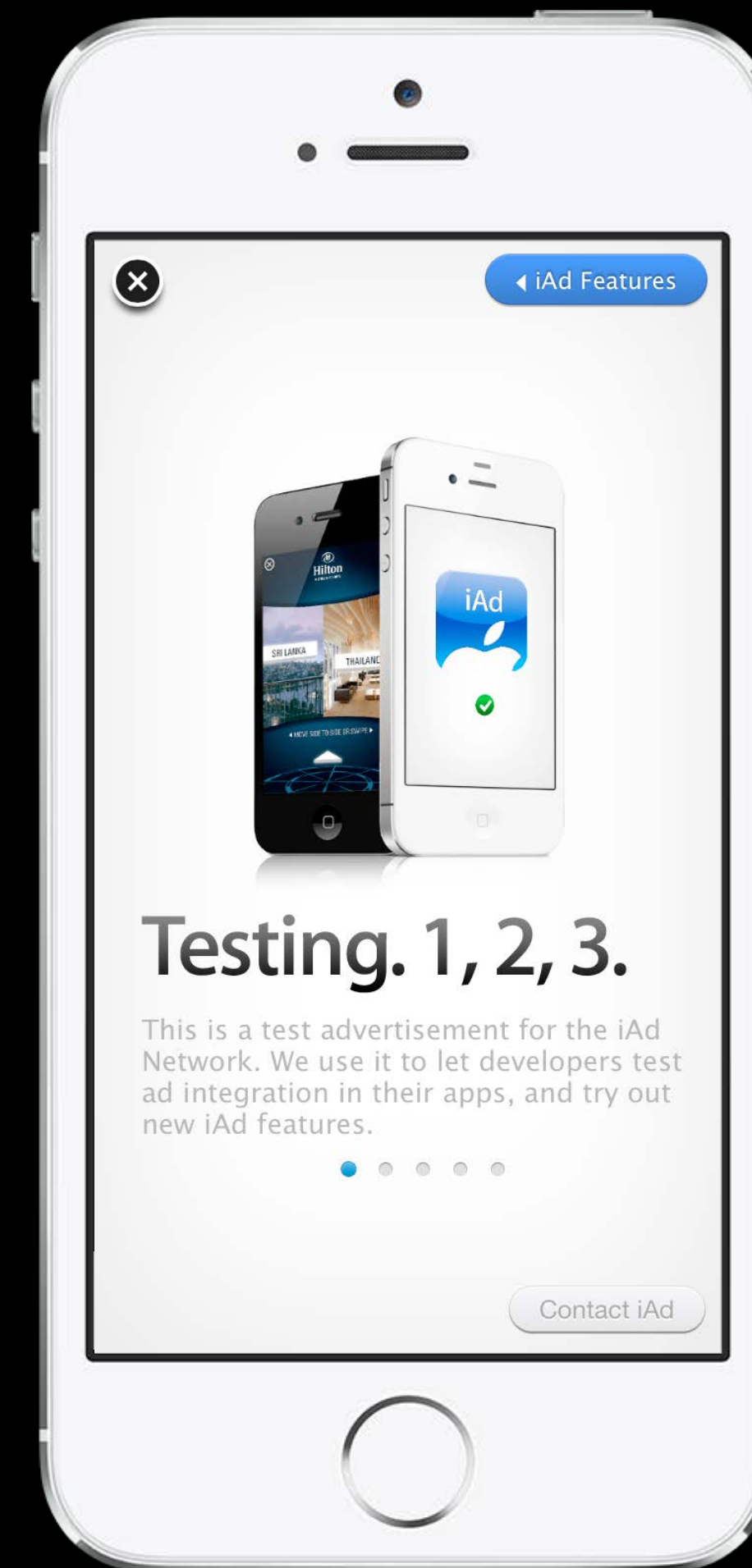
Slim device width view

Placed at bottom of content

Continuous ad loading

Fullscreen on tap

iPhone and iPad support



# Banner

## Basic integration

Link iAd framework

```
#import <iAd/iAd.h>
```

```
MyViewController *myViewController = ...  
myViewController.canDisplayBannerAds = YES;
```

# Banner

## Basic integration

Link iAd framework

Import iAd header

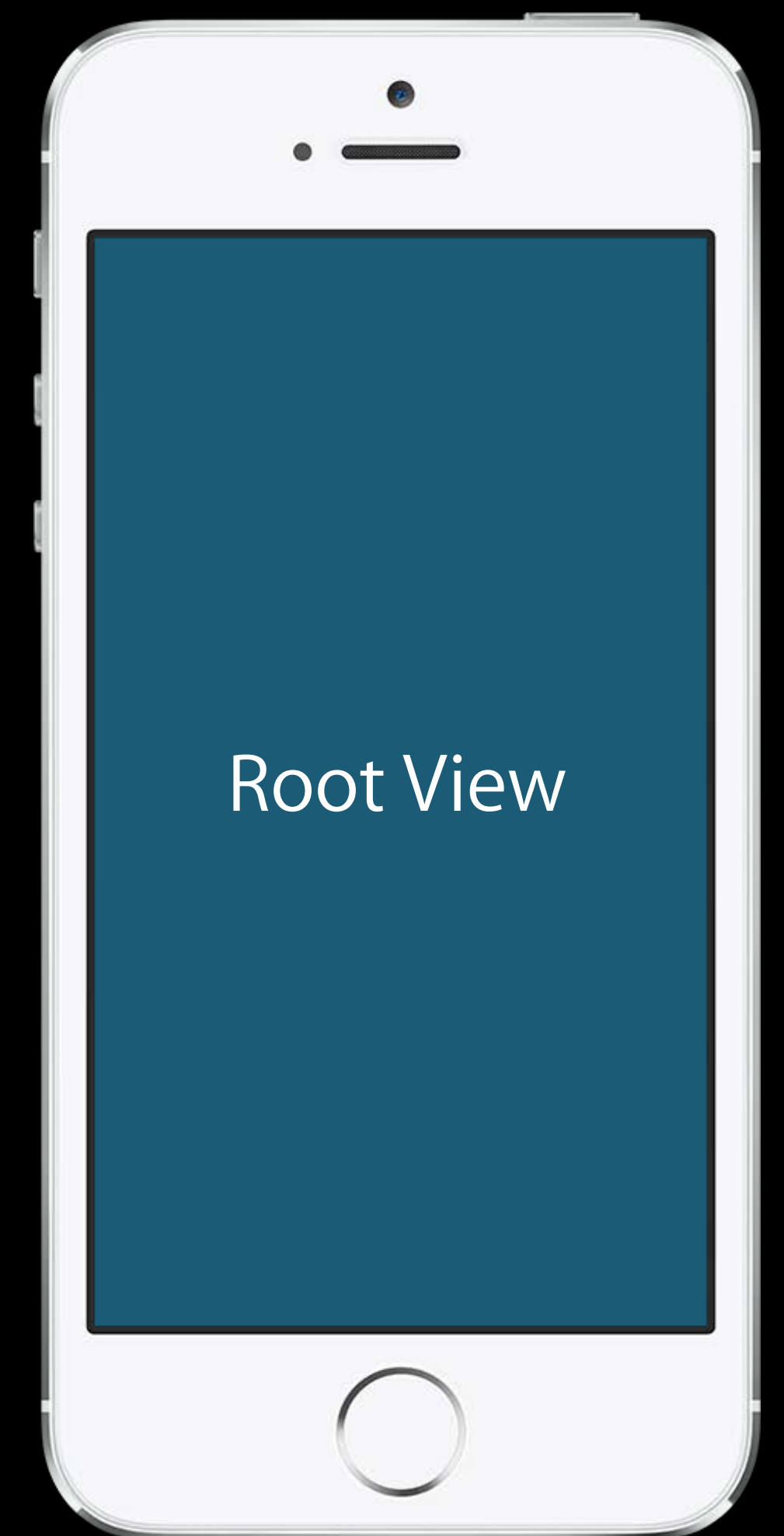
Configure view controllers

```
#import <iAd/iAd.h>
```

```
MyViewController *myViewController = ...  
myViewController.canDisplayBannerAds = YES;
```

# Banner

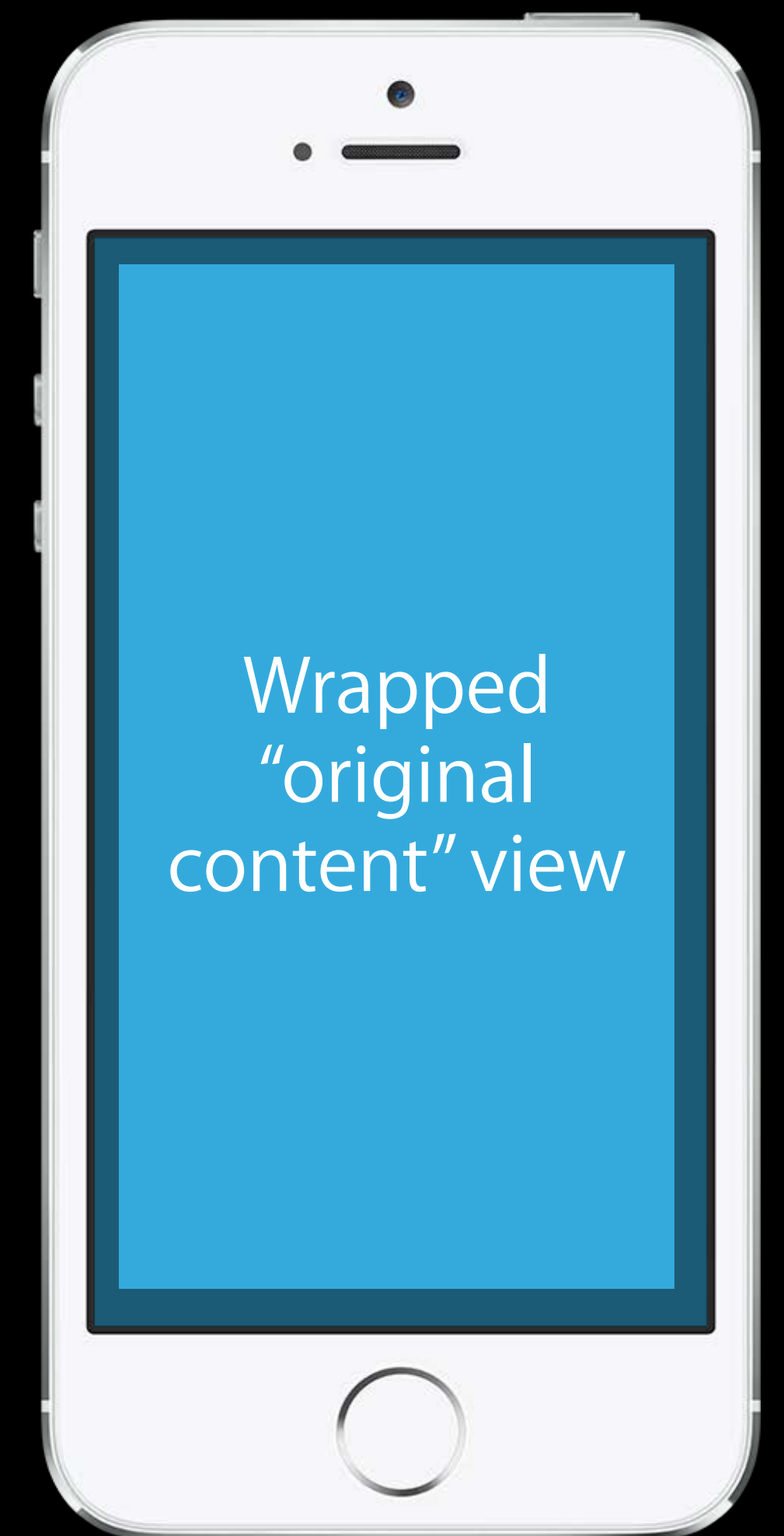
Loading an ad



# Banner

Loading an ad

`.view` becomes `.originalContentView`



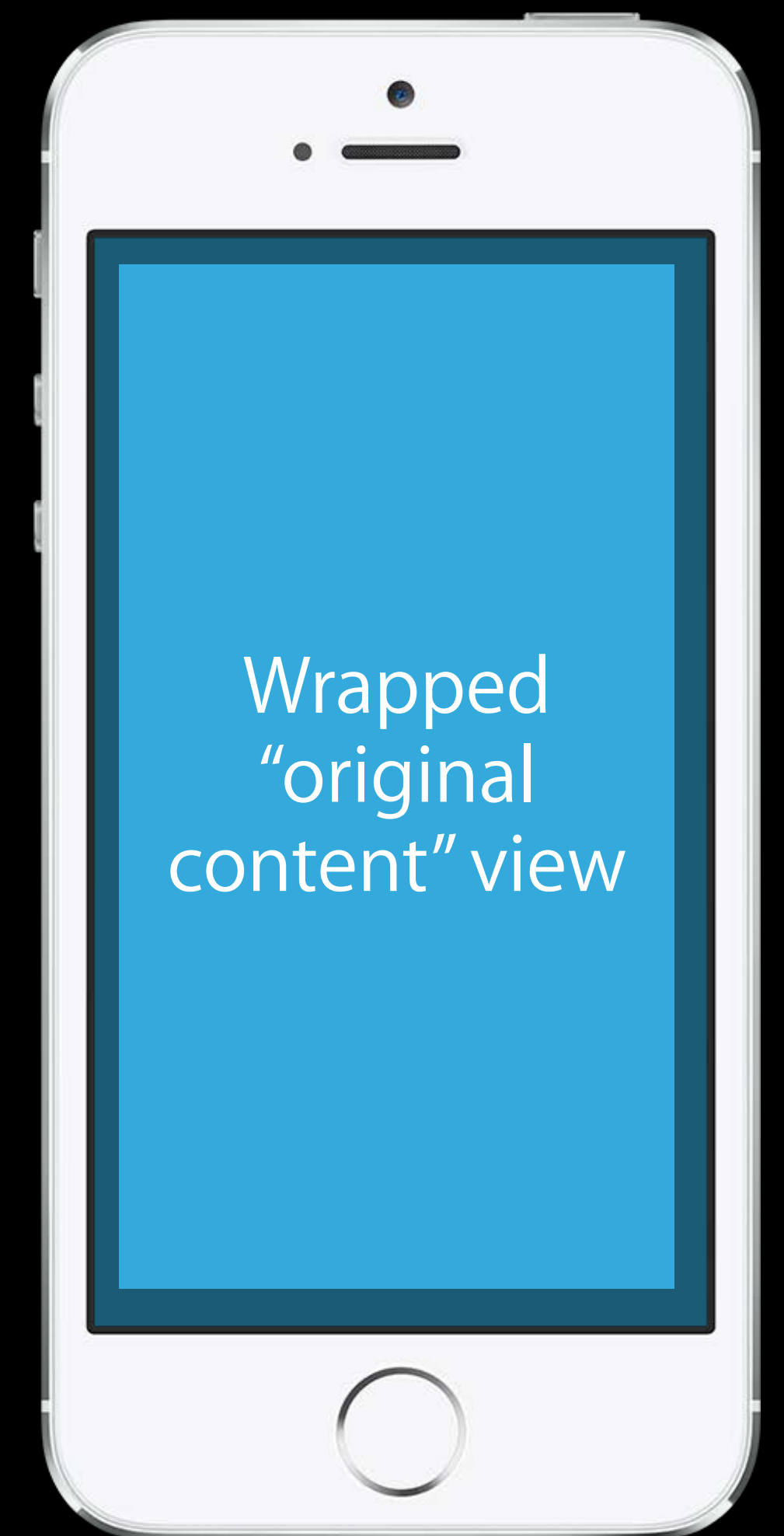
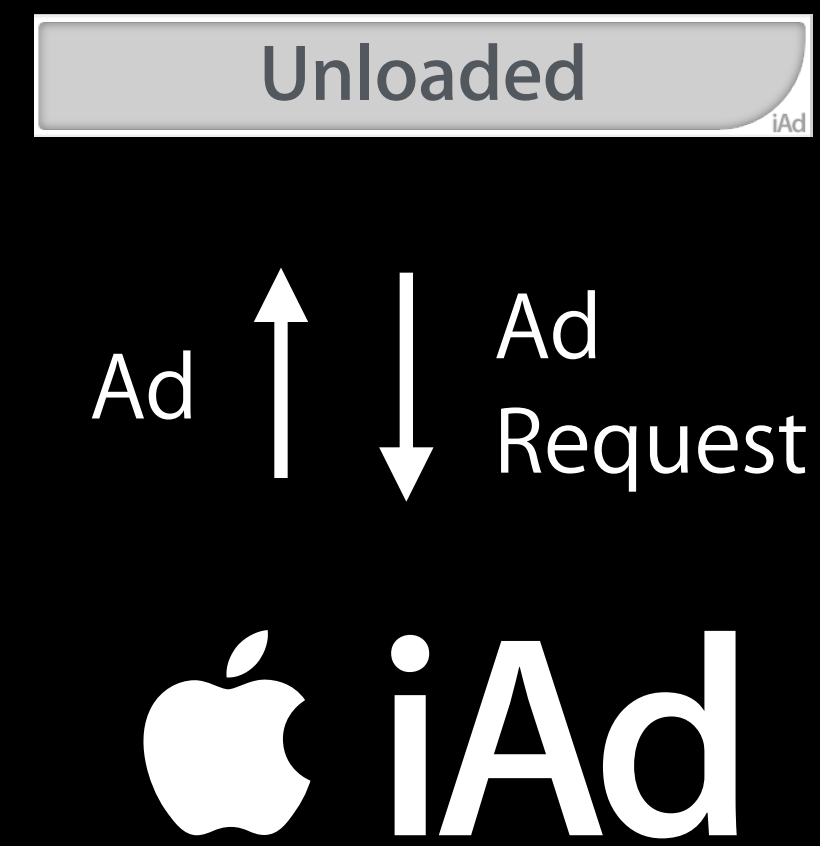


# Banner

Loading an ad

.view becomes .originalContentView

Ad requests sent



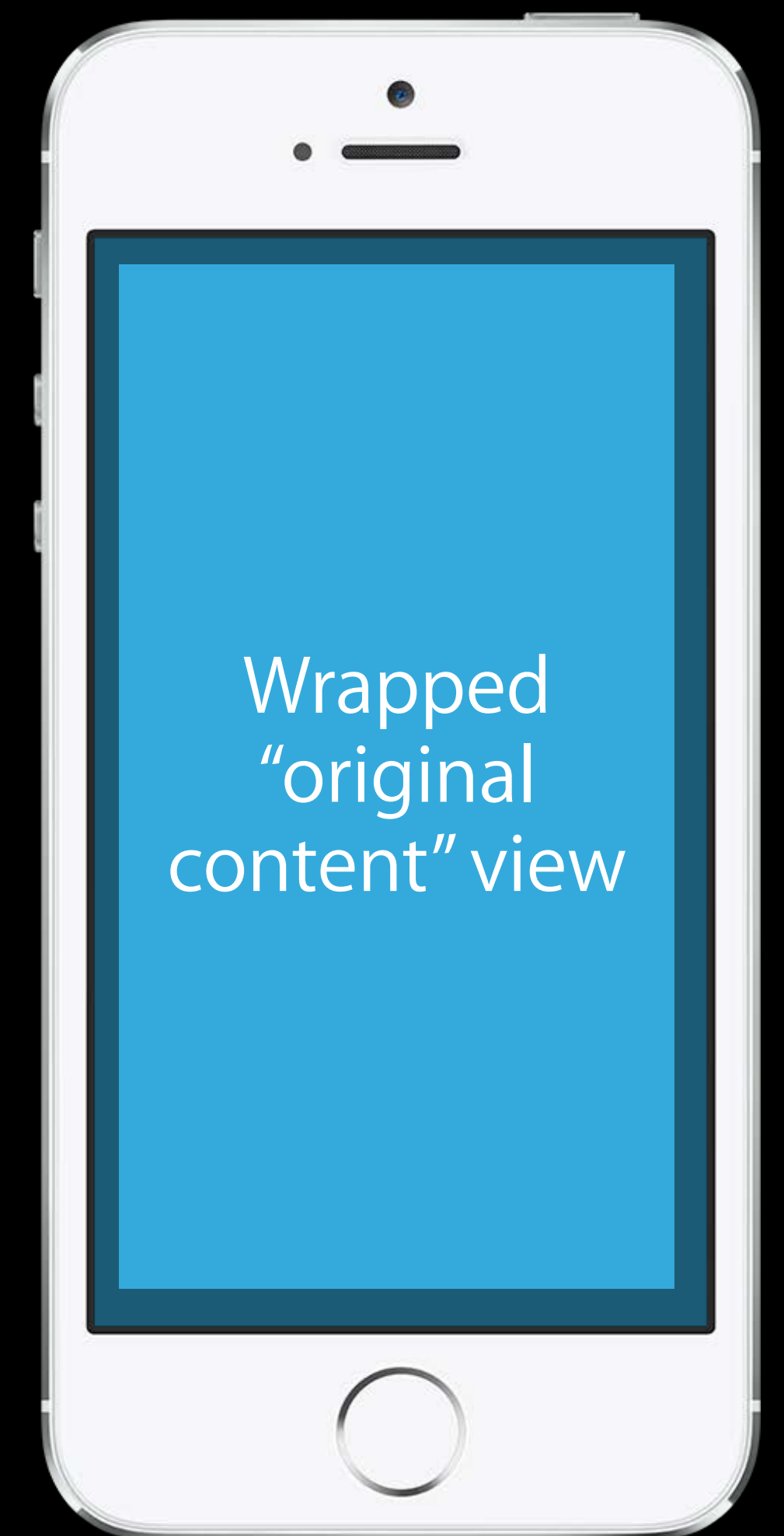
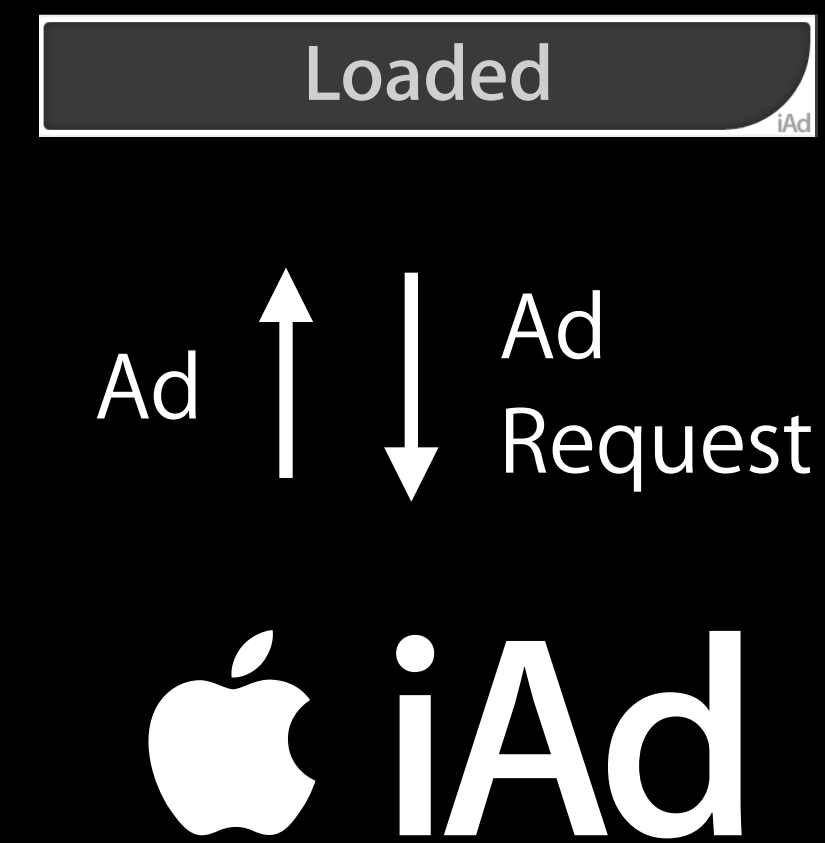
# Banner

Loading an ad

.view becomes .originalContentView

Ad requests sent

Banner loads



# Banner

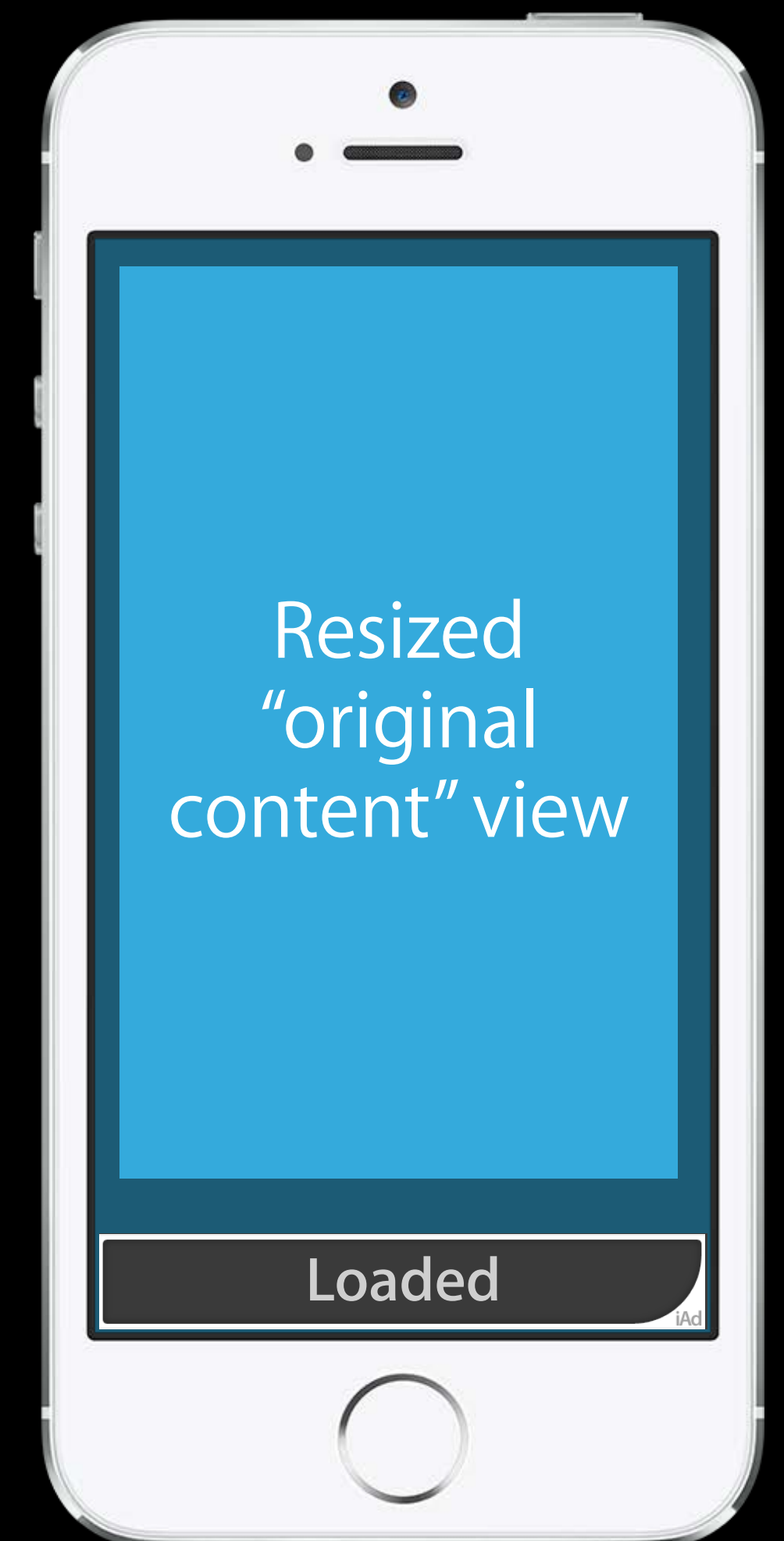
## Loading an ad

.view becomes .originalContentView

Ad requests sent

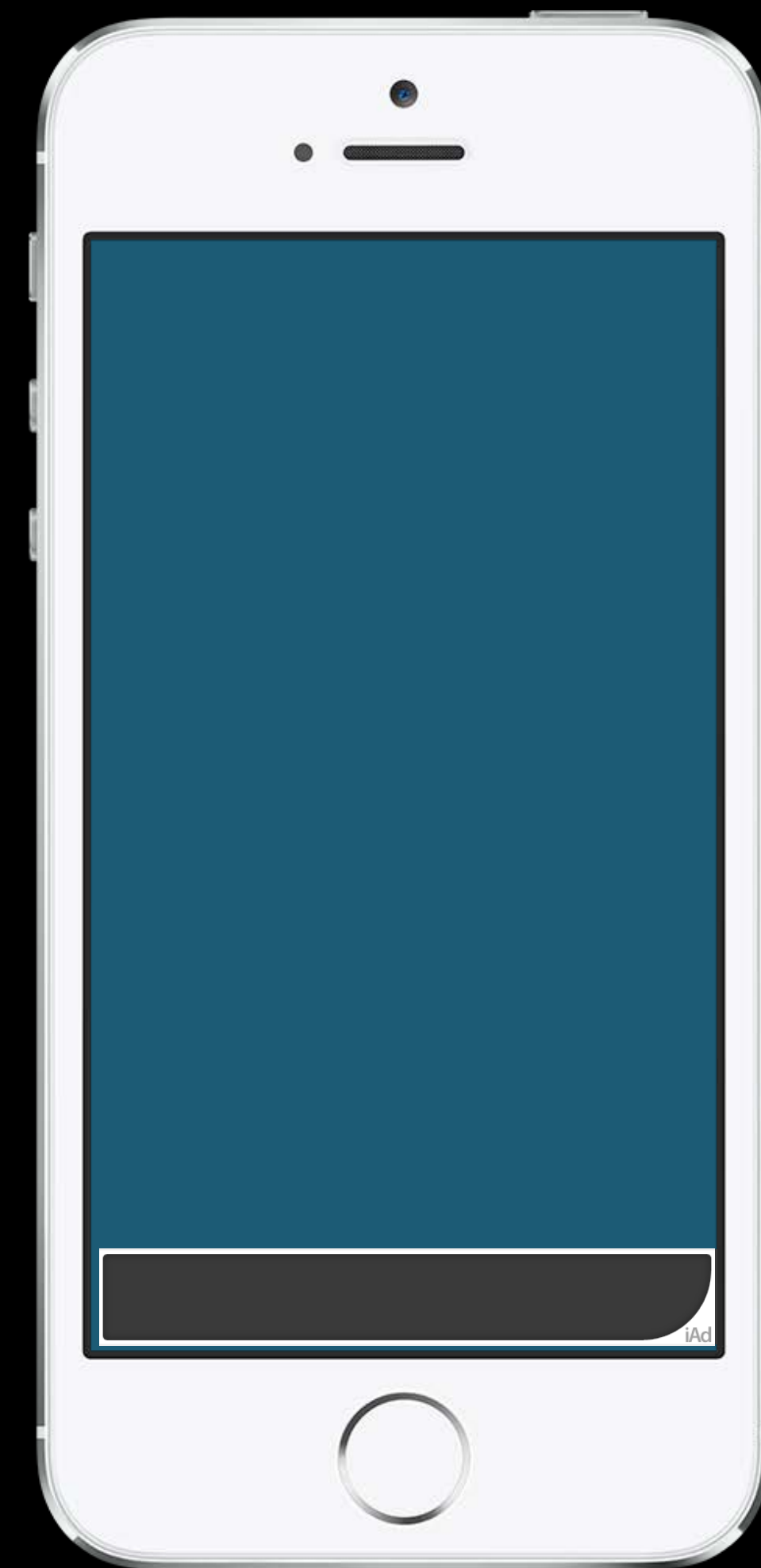
Banner loads

Banner moves on-screen and  
originalContentView resizes



# Banner

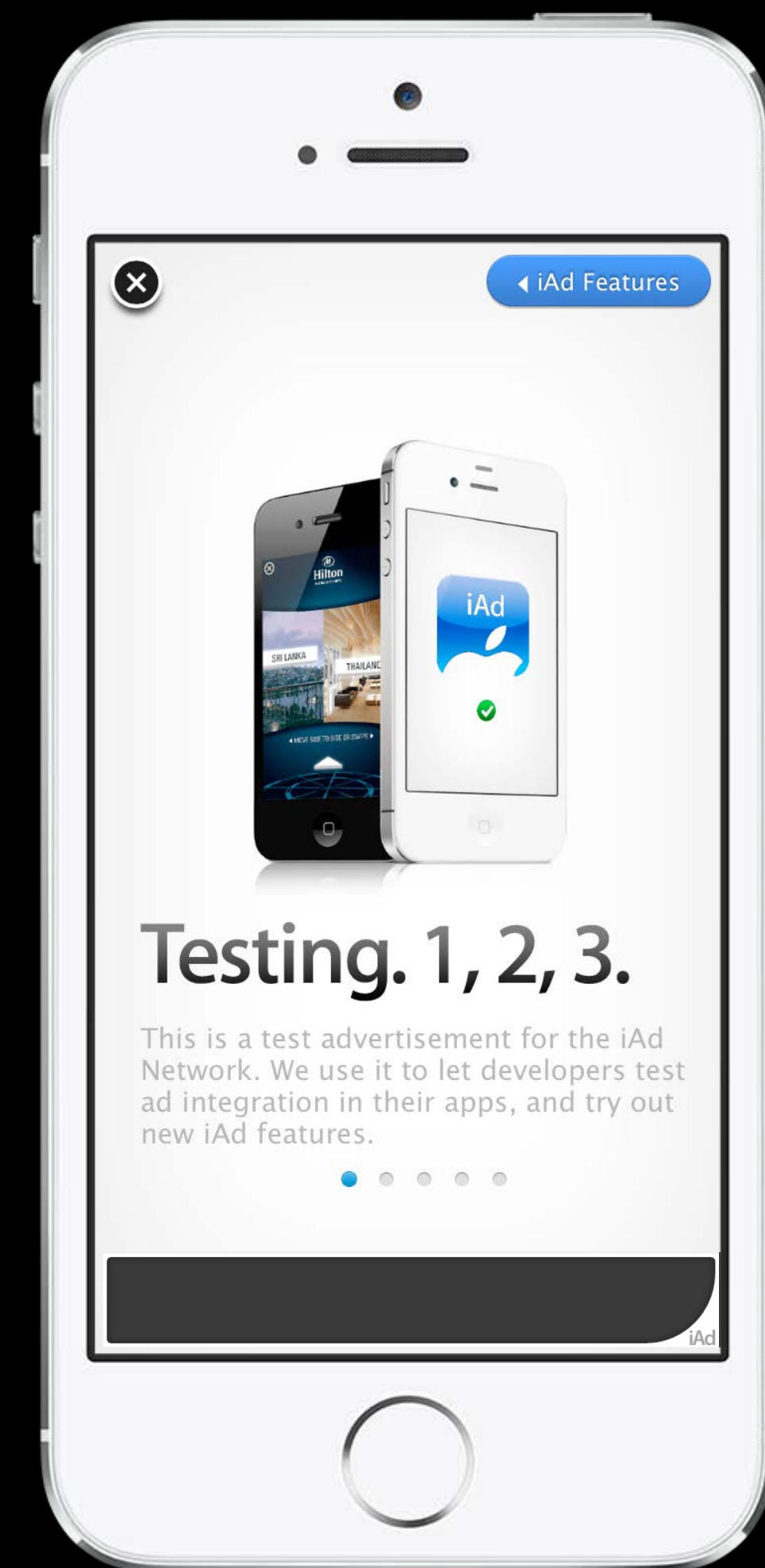
Handling interaction



# Banner

Handling interaction

Fullscreen ad on tap

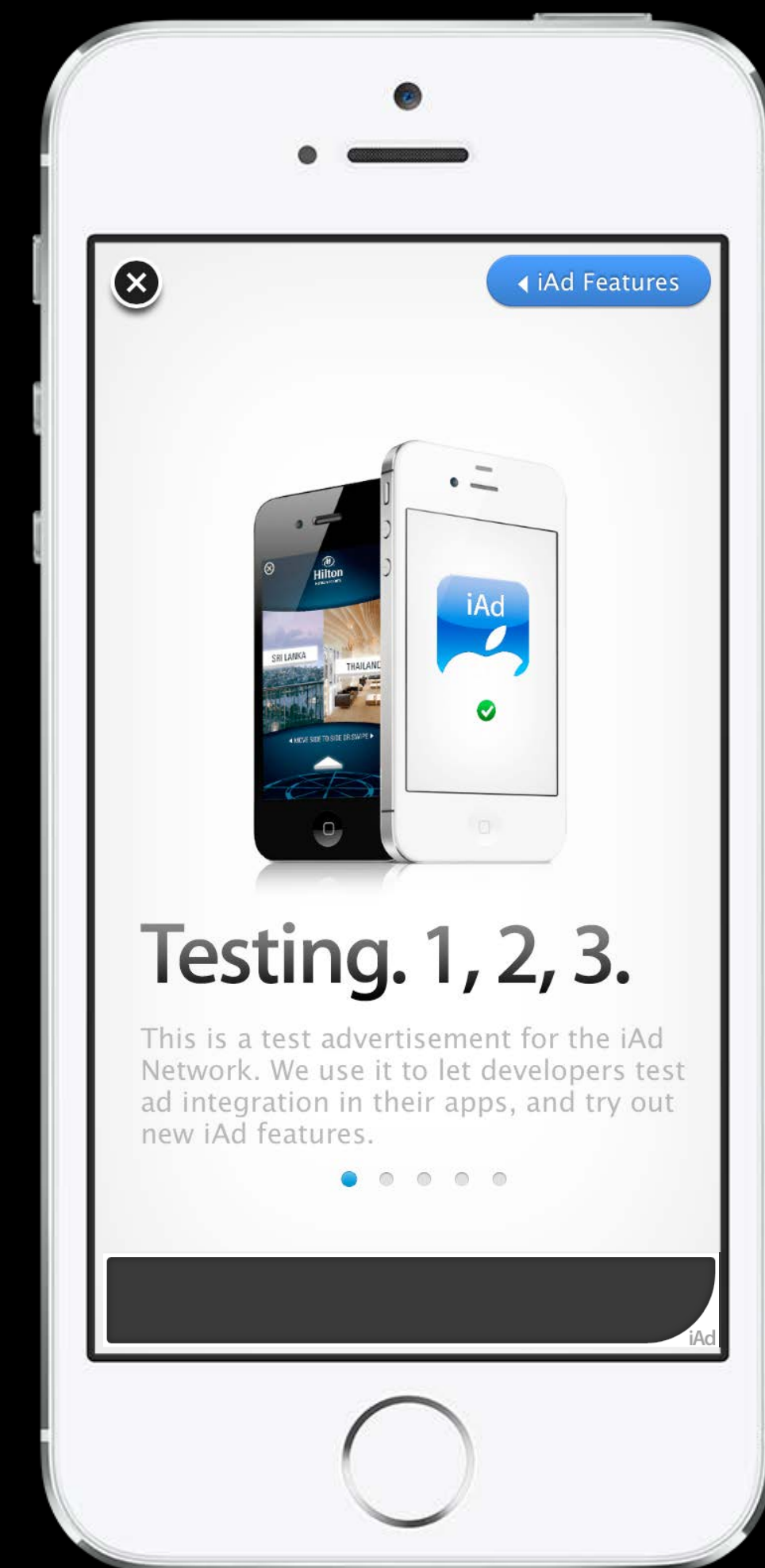


# Banner

## Handling interaction

Fullscreen ad on tap

Pause activity in `-viewWillDisappear:`



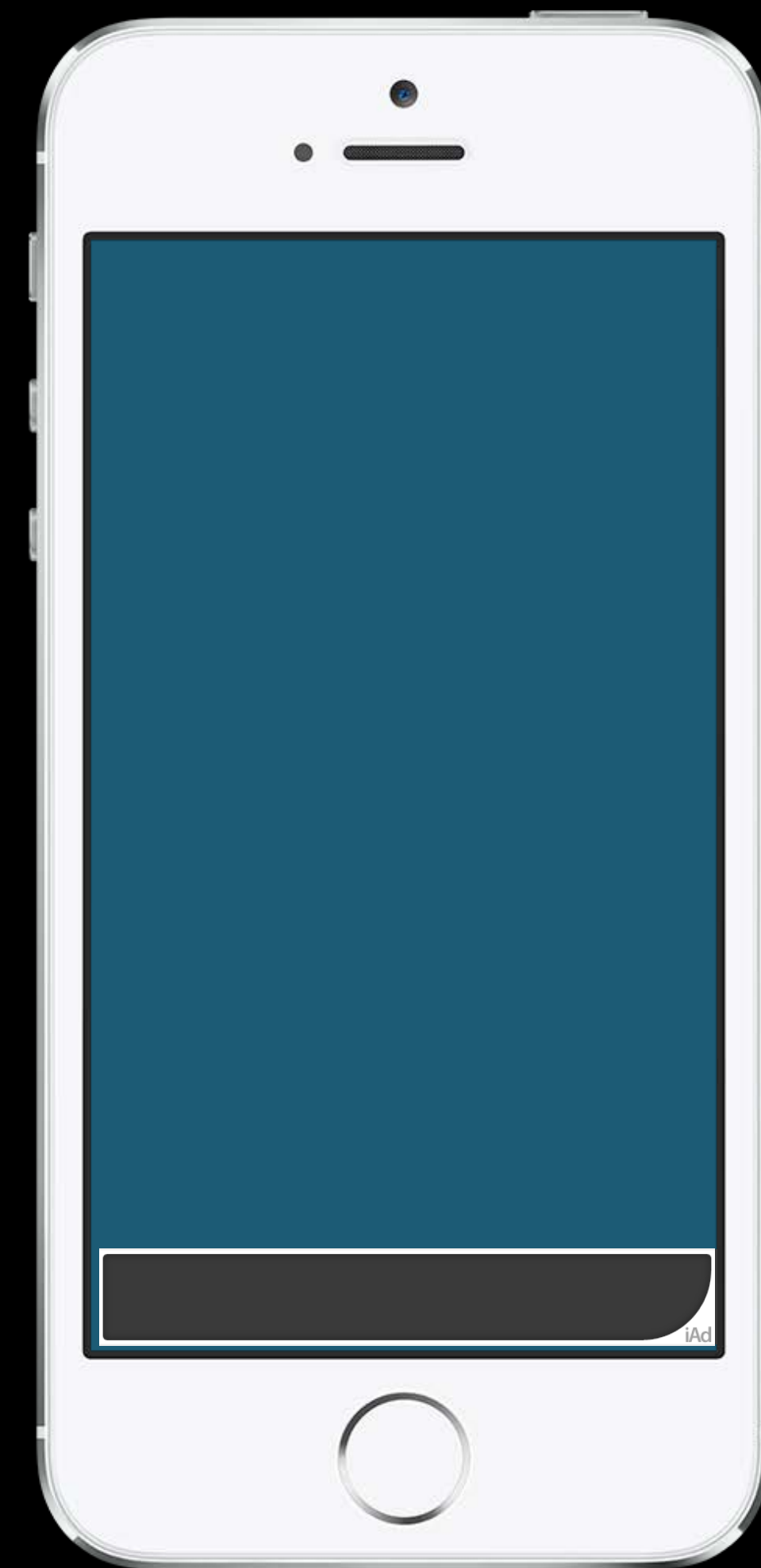
# Banner

## Handling interaction

Fullscreen ad on tap

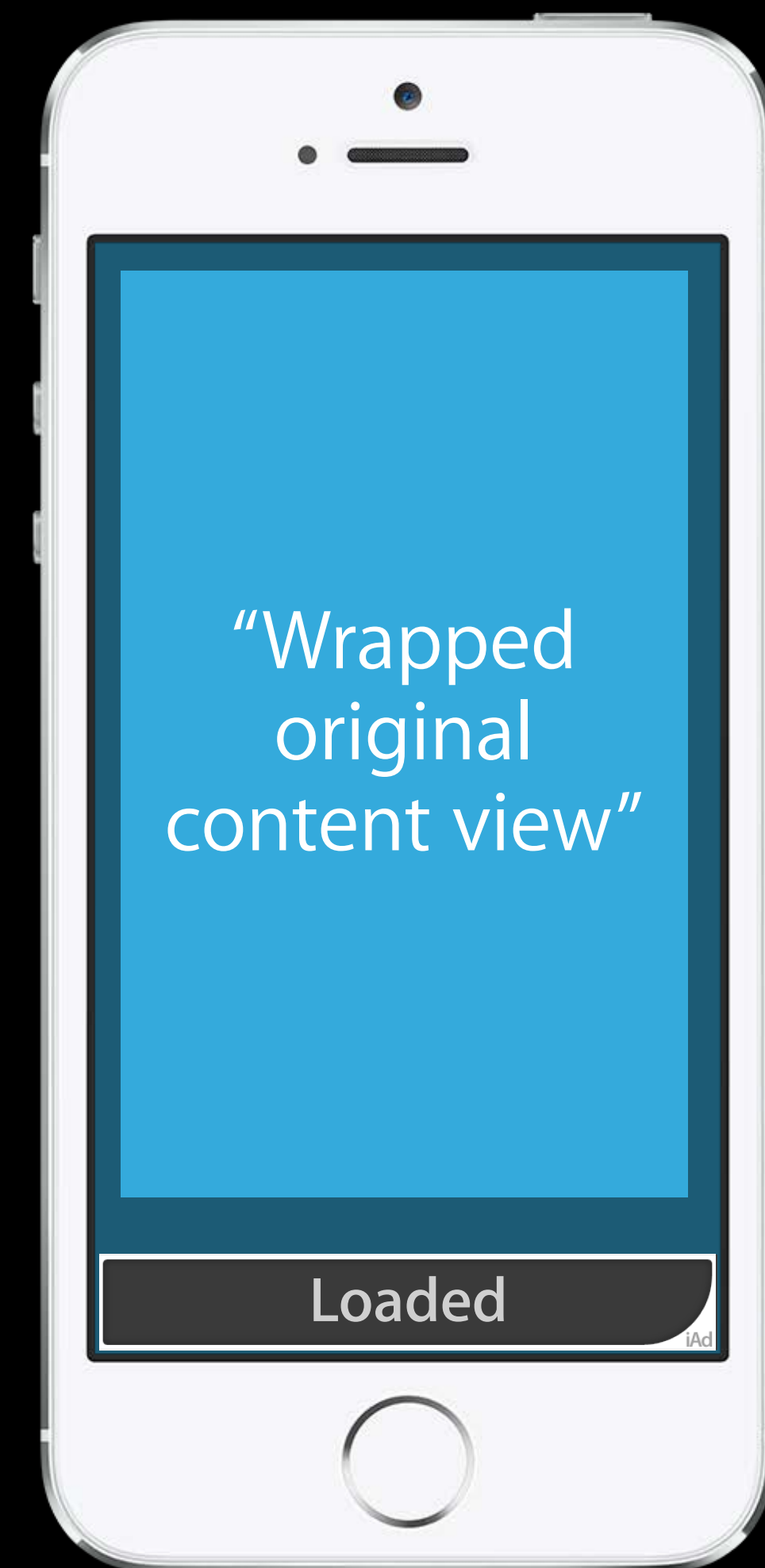
Pause activity in `-viewWillDisappear:`

Resume activity in `-viewDidAppear:`



# Banner

Unloading an ad



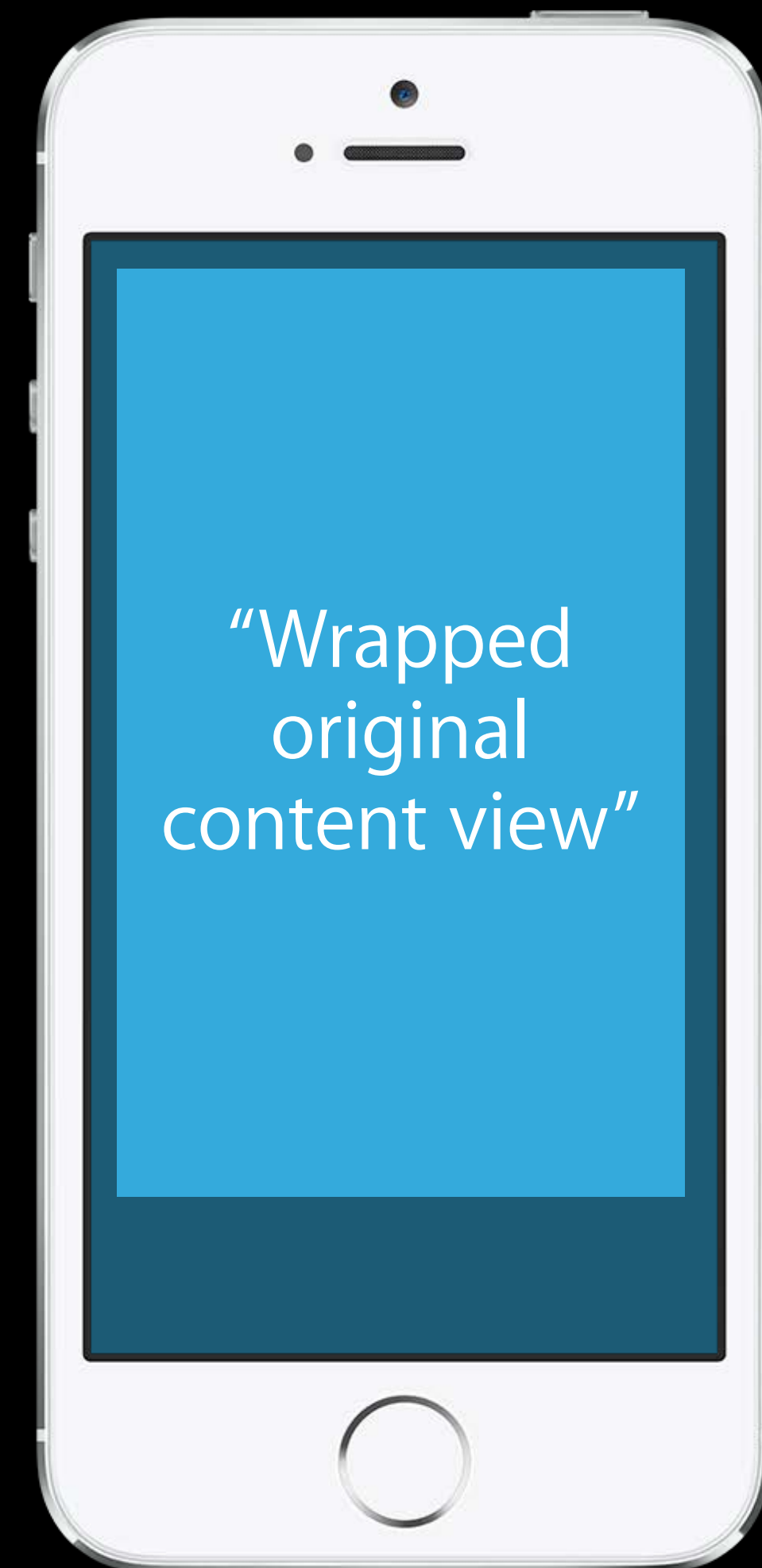


# Banner

Unloading an ad

Banner moves off-screen

Unloaded iAd



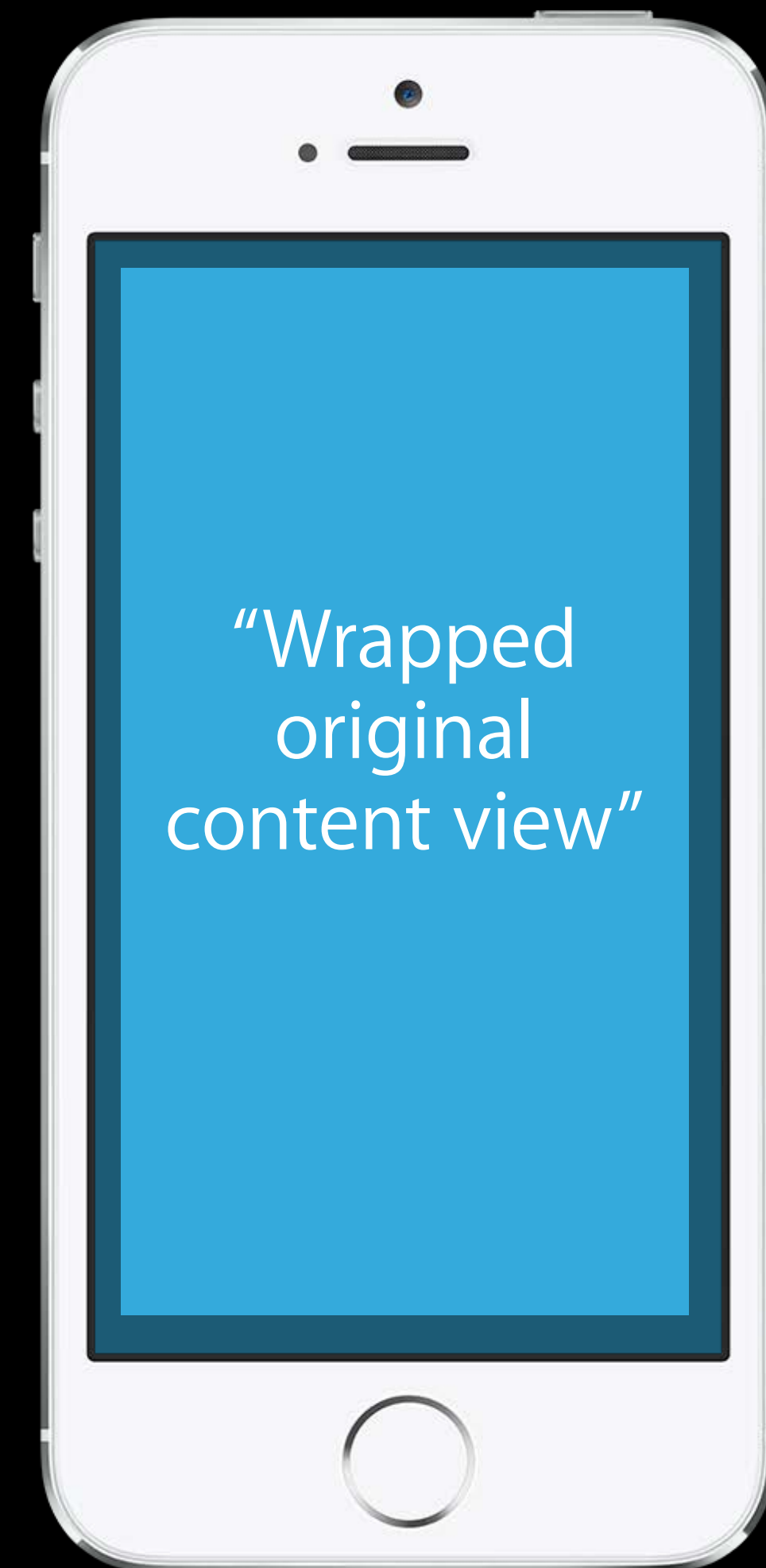
# Banner

Unloading an ad

Banner moves off-screen

`.originalContentView` resized

Unloaded iAd



# Banner

## Controlling display

Control ad visibility based on app state

```
// Game started  
viewController.canDisplayBannerAds = NO;  
  
// Game paused, menu showing  
viewController.canDisplayBannerAds = YES;
```

# Banner

## Controlling display

Control ad visibility based on app state

Hide when necessary

```
// Game started  
viewController.canDisplayBannerAds = NO;  
  
// Game paused, menu showing  
viewController.canDisplayBannerAds = YES;
```

# Banner

## Controlling display

Control ad visibility based on app state

Hide when needed

Remember to re-enable!

```
// Game started
```

```
viewController.canDisplayBannerAds = NO;
```

```
// Game paused, menu showing
```

```
viewController.canDisplayBannerAds = YES;
```

# Interstitial



Banner



Interstitial



Medium Rect



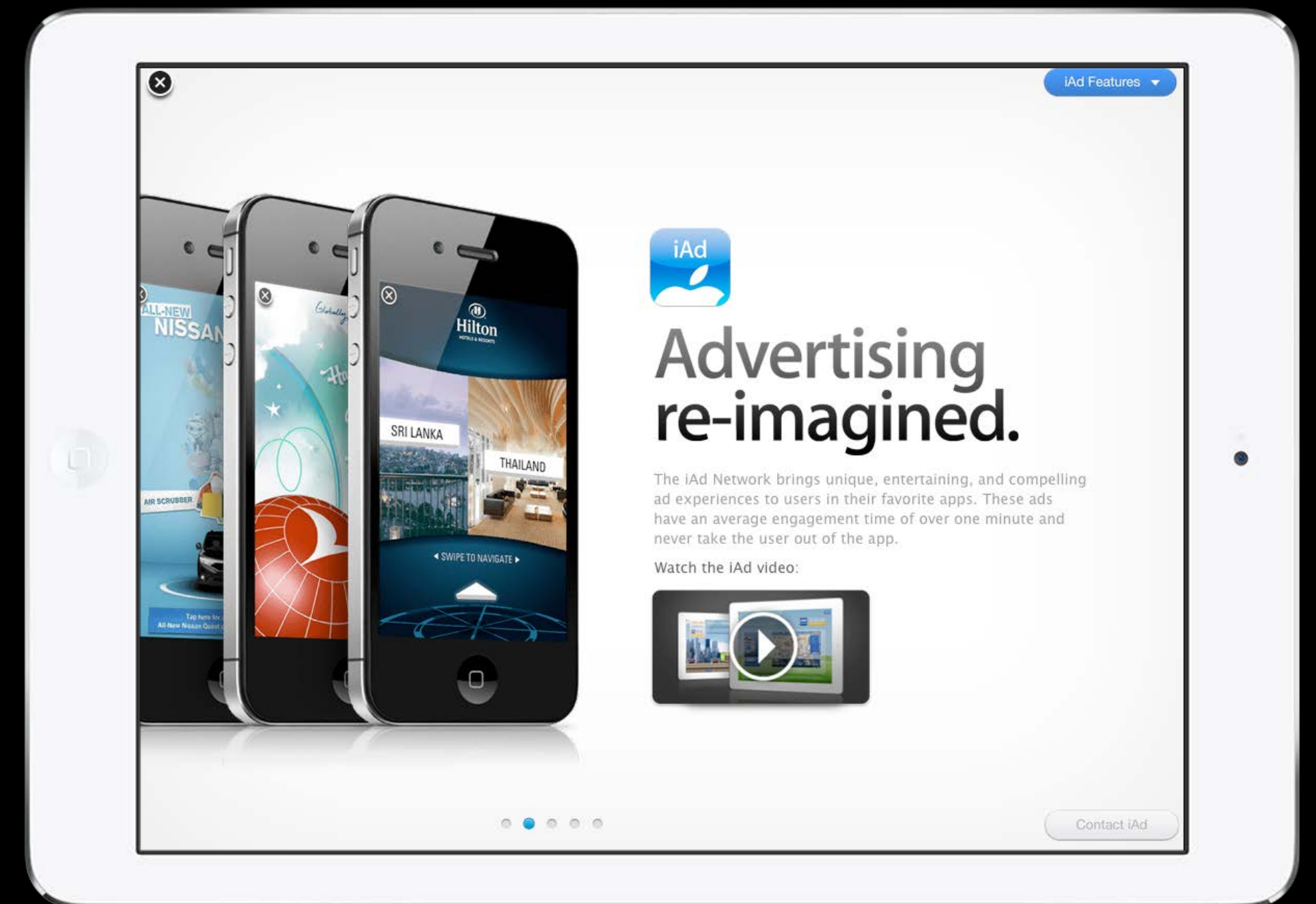
Pre-Roll

# Interstitial



# Interstitial

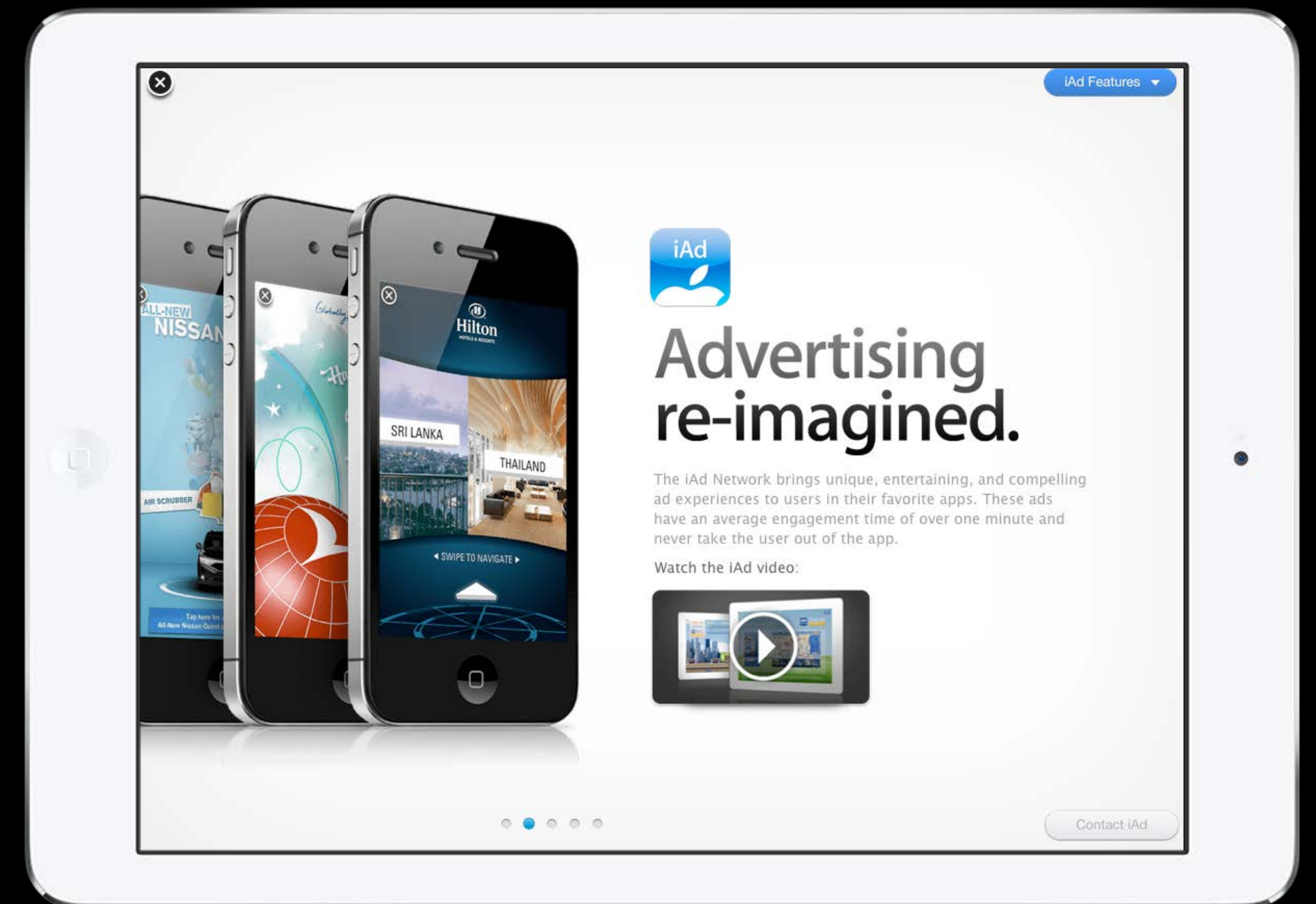
Immediate fullscreen display





# Interstitial

Immediate fullscreen display  
iPad since iOS 4.3

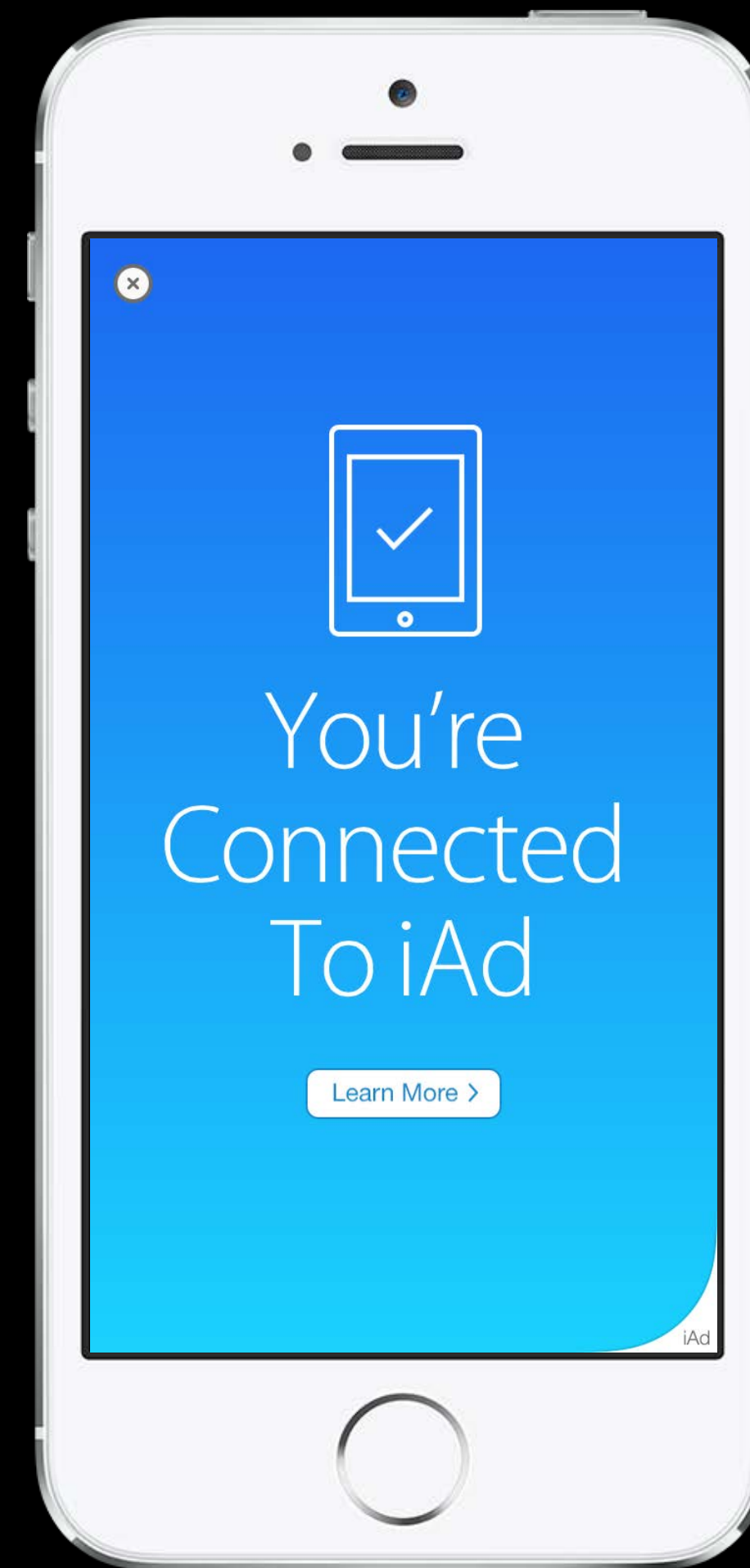


# Interstitial

Immediate fullscreen display

iPad since iOS 4.3

iPhone in iOS 7

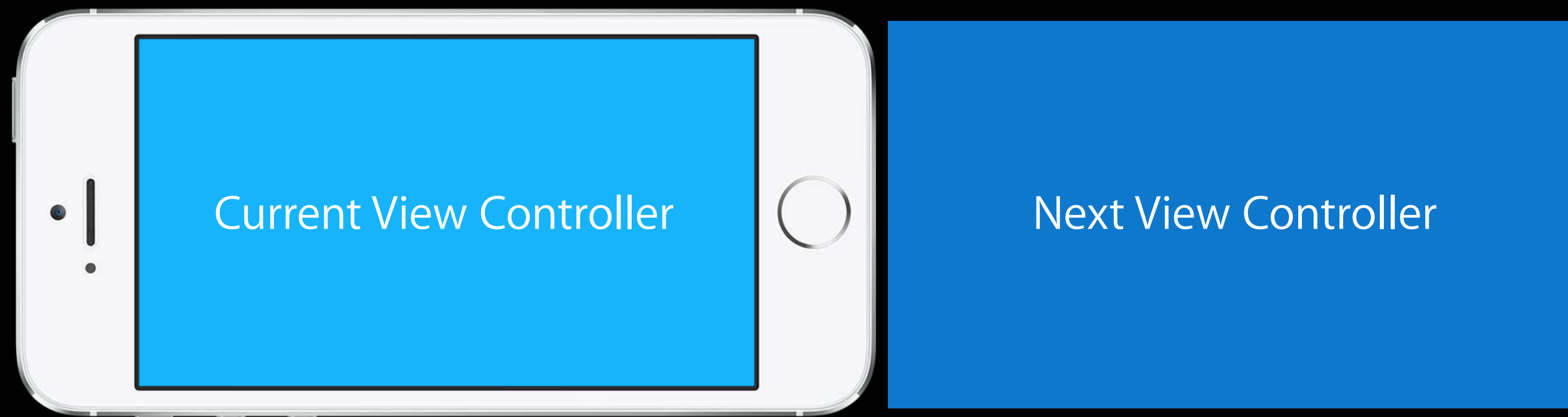


# Interstitial

## Automatic presentation

```
nextController.interstitialPresentationPolicy = ADInterstitialPresentationPolicyAutomatic;
```

```
[navigationController pushViewController:nextController animated:YES];
```

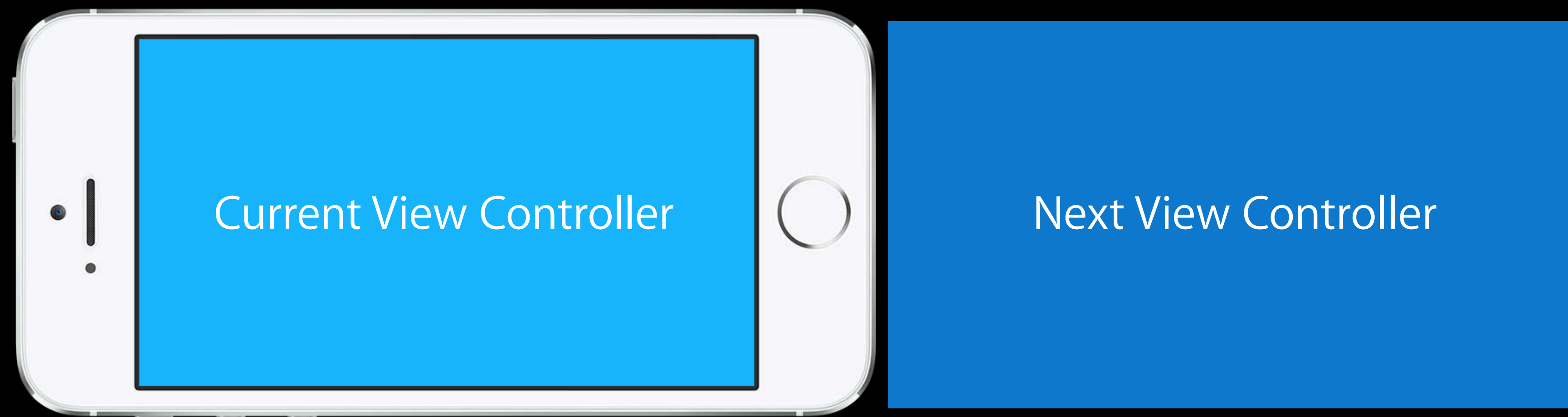


# Interstitial

## Automatic presentation

```
nextController.interstitialPresentationPolicy = ADInterstitialPresentationPolicyAutomatic;
```

```
[navigationController pushViewController:nextController animated:YES];
```

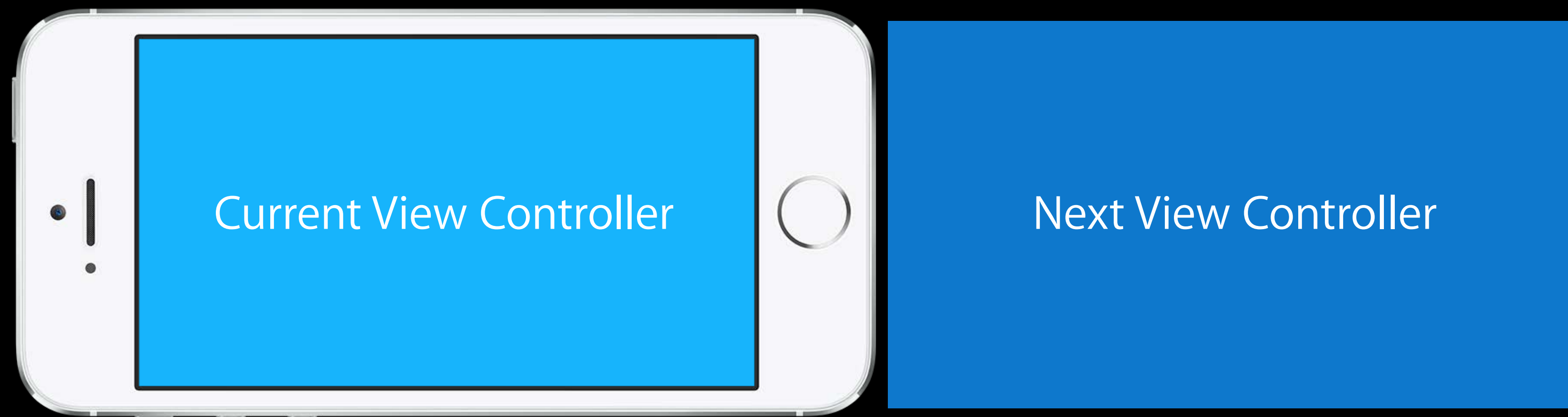


# Interstitial

## Automatic presentation

```
nextController.interstitialPresentationPolicy = ADInterstitialPresentationPolicyAutomatic;
```

```
[navigationController pushViewController:nextController animated:YES];
```

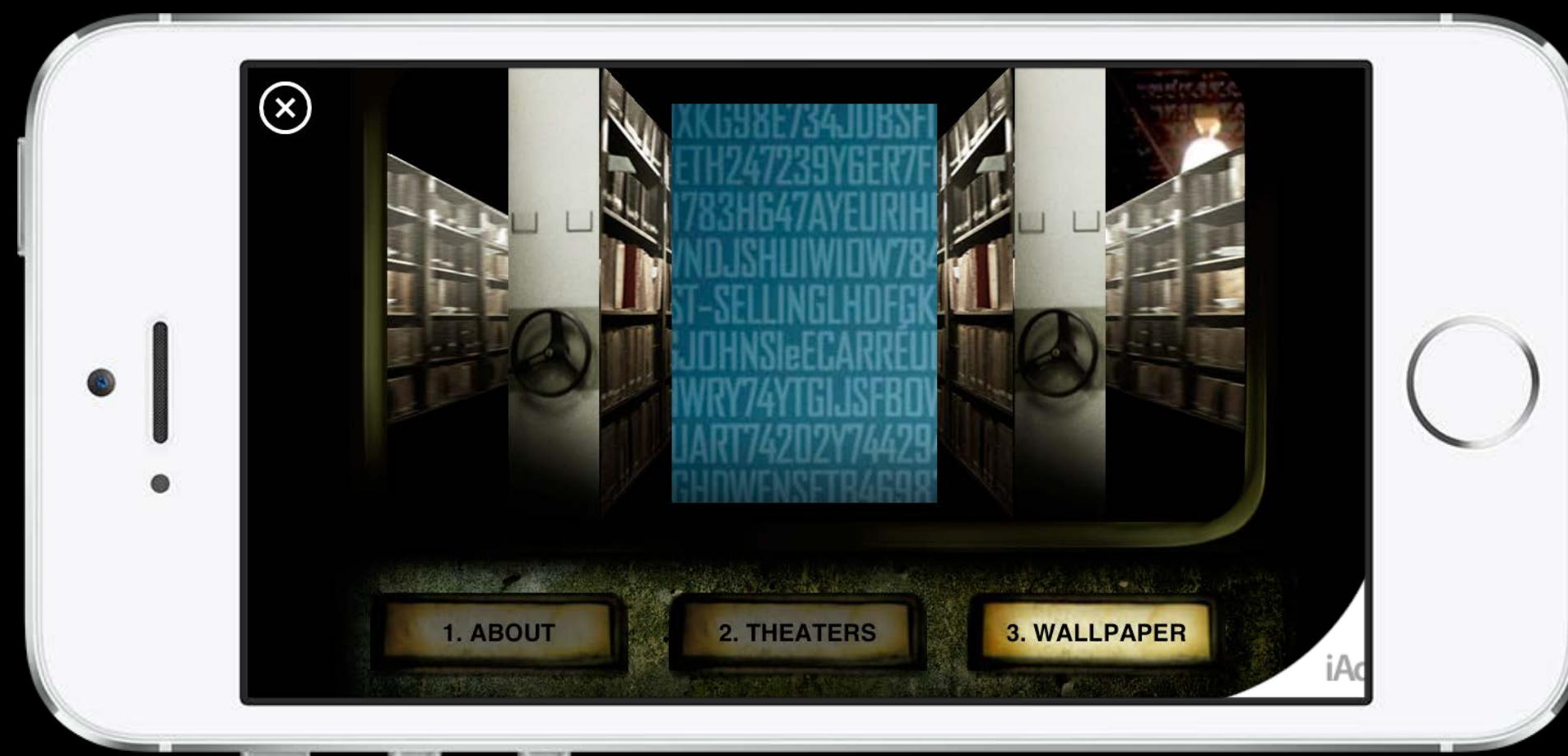


# Interstitial

## Automatic presentation

```
nextController.interstitialPresentationPolicy = ADInterstitialPresentationPolicyAutomatic;
```

```
[navigationController pushViewController:nextController animated:YES];
```



# Interstitial

## Manual presentation

```
controller.interstitialPresentationPolicy = ADInterstitialPresentationPolicyManual;
```

```
[controller requestInterstitialAdPresentation];
```



# Interstitial

## Manual presentation

```
controller.interstitialPresentationPolicy = ADInterstitialPresentationPolicyManual;
```

```
[controller requestInterstitialAdPresentation];
```





# Interstitial

## Manual presentation

```
controller.interstitialPresentationPolicy = ADInterstitialPresentationPolicyManual;
```

```
[controller requestInterstitialAdPresentation];
```

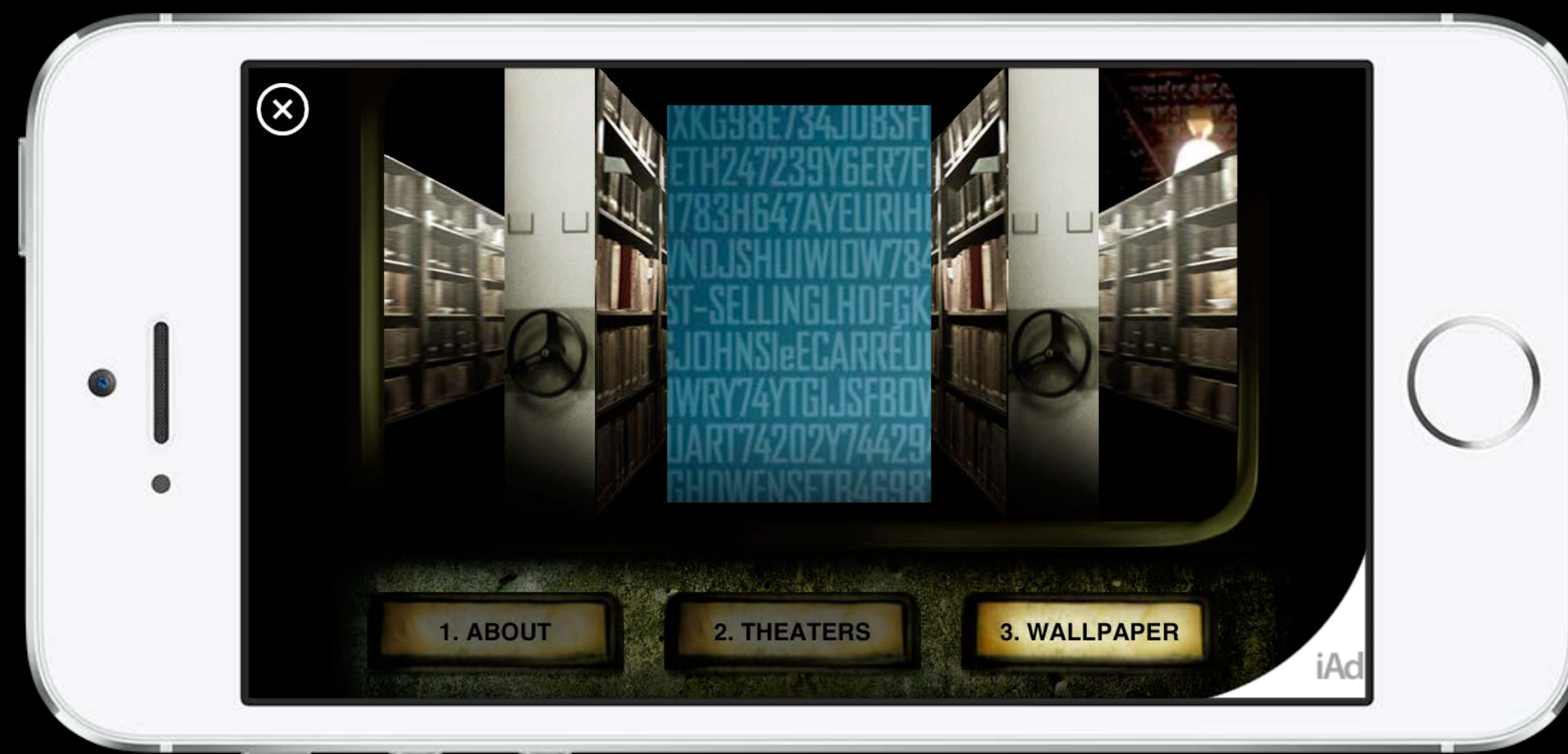


# Interstitial

## Manual presentation

```
controller.interstitialPresentationPolicy = ADInterstitialPresentationPolicyManual;
```

```
[controller requestInterstitialAdPresentation];
```



# Interstitial

Preparing for presentation

# Interstitial

## Preparing for presentation

Don't miss early impressions!

```
- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions
{
    ...
    [UIViewController prepareInterstitialAds];
    ...
}
```

# *Demo*

David Wilson  
iOS Apps and Frameworks

# Best Practices

Banners and interstitials

# Best Practices

## Banners and interstitials

Set `.canDisplayBannerAds` and `.interstitialPresentationPolicy` on your controllers

# Best Practices

## Banners and interstitials

Set `.canDisplayBannerAds` and `.interstitialPresentationPolicy` on your controllers

Remember to use `.originalContentView`



# Best Practices

## Banners and interstitials

Set `.canDisplayBannerAds` and `.interstitialPresentationPolicy` on your controllers

Remember to use `.originalContentView`

Pick the right transitions for Interstitials

# Best Practices

## Banners and interstitials

Set `.canDisplayBannerAds` and `.interstitialPresentationPolicy` on your controllers

Remember to use `.originalContentView`

Pick the right transitions for Interstitials

Be consistent throughout your navigation stack

# IAB "Medium Rectangle"



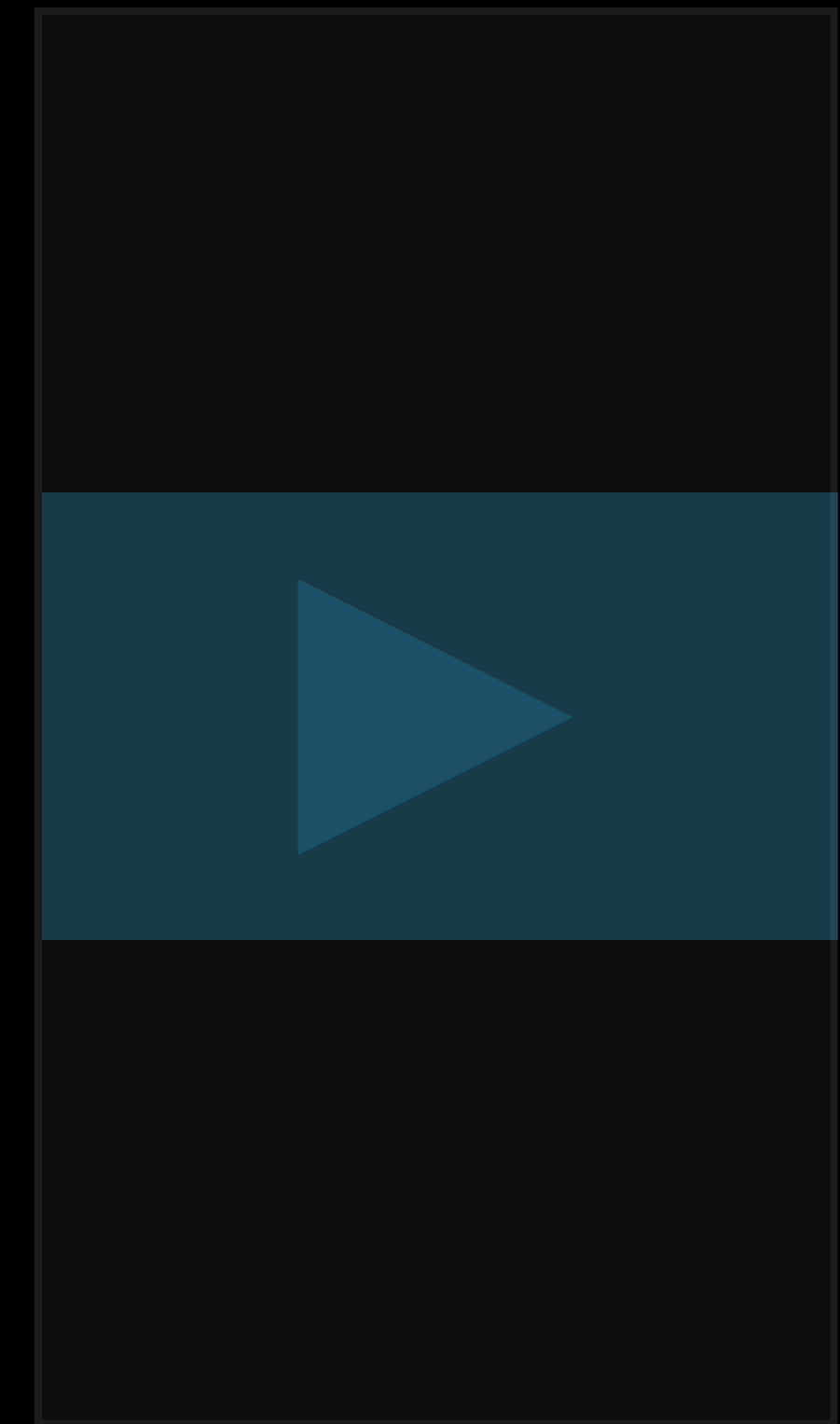
Banner



Interstitial

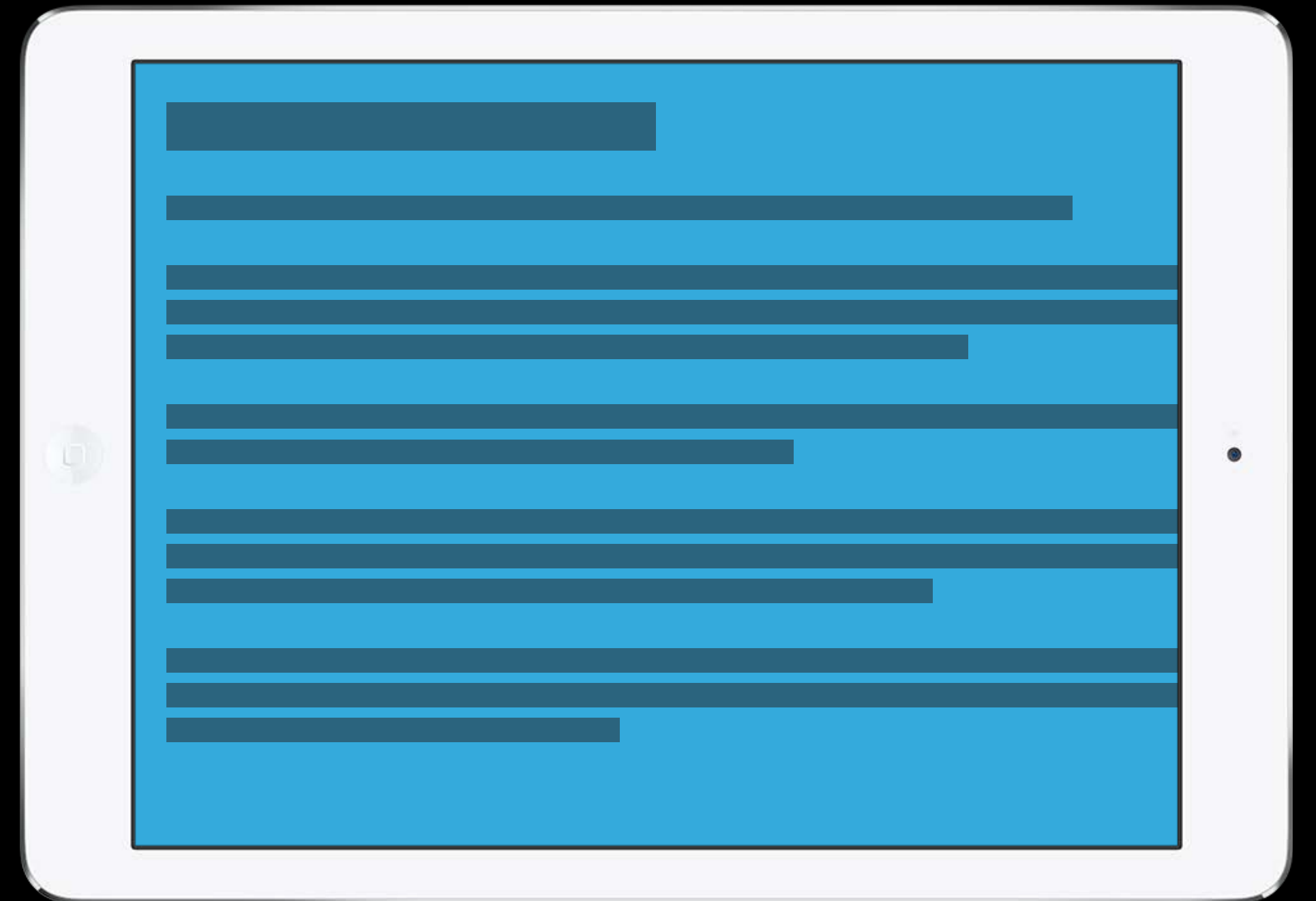


Medium Rect



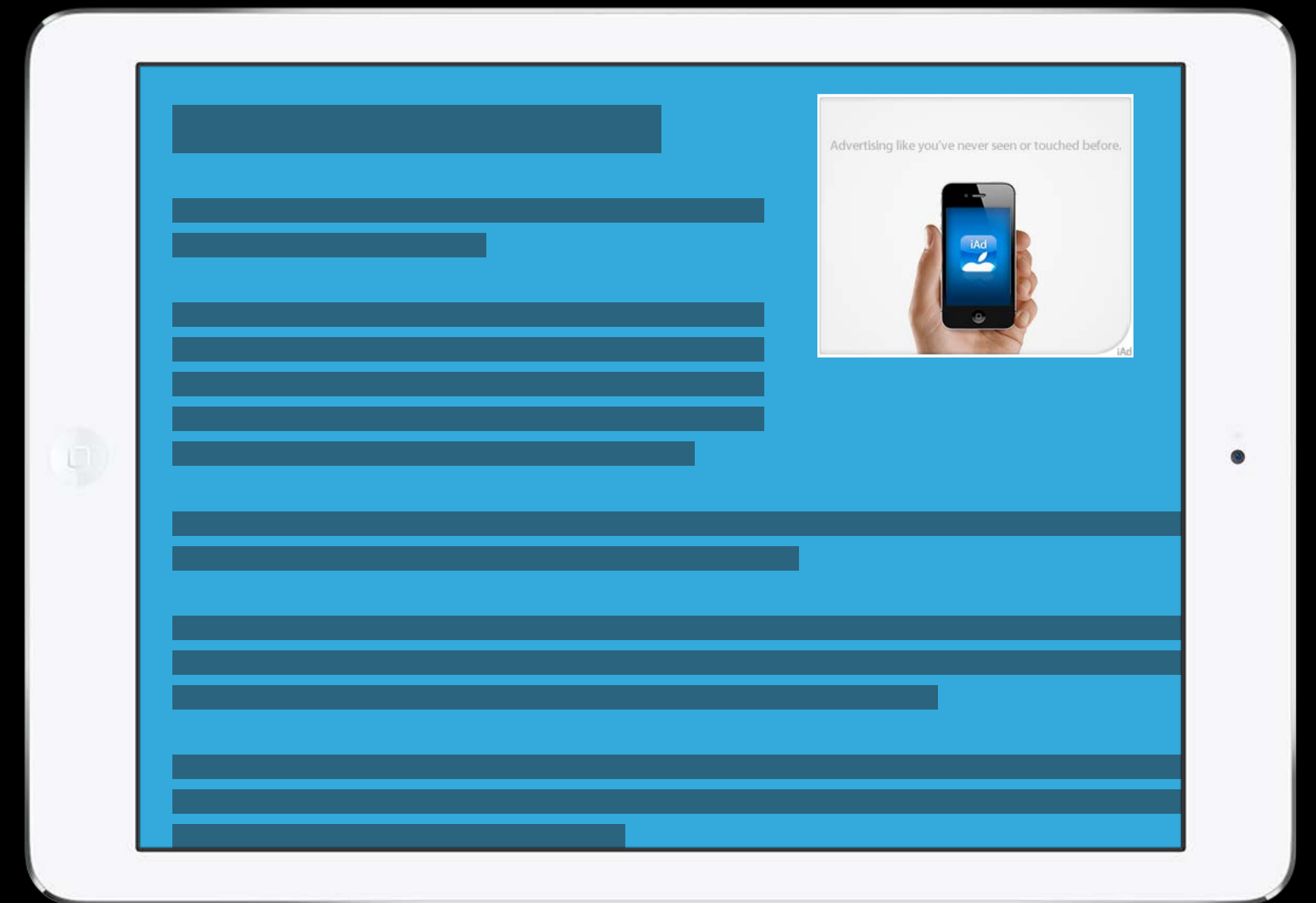
Pre-Roll

# IAB "Medium Rectangle"



# IAB "Medium Rectangle"

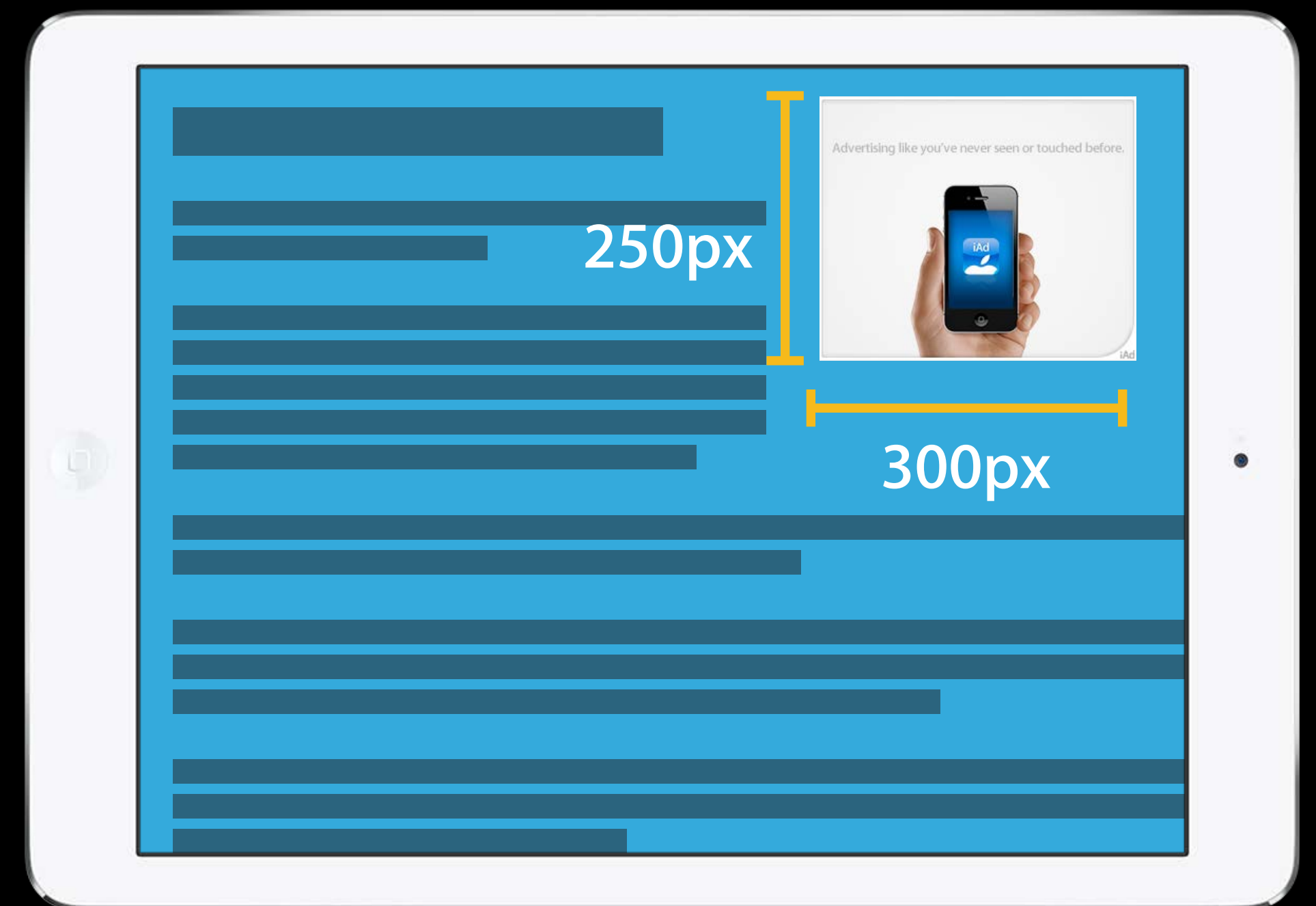
Positioned inline



# IAB "Medium Rectangle"

Positioned inline

Standardized "IAB" size



# IAB “Medium Rectangle”

Positioned inline

Standardized “IAB” size

Automatic cycling



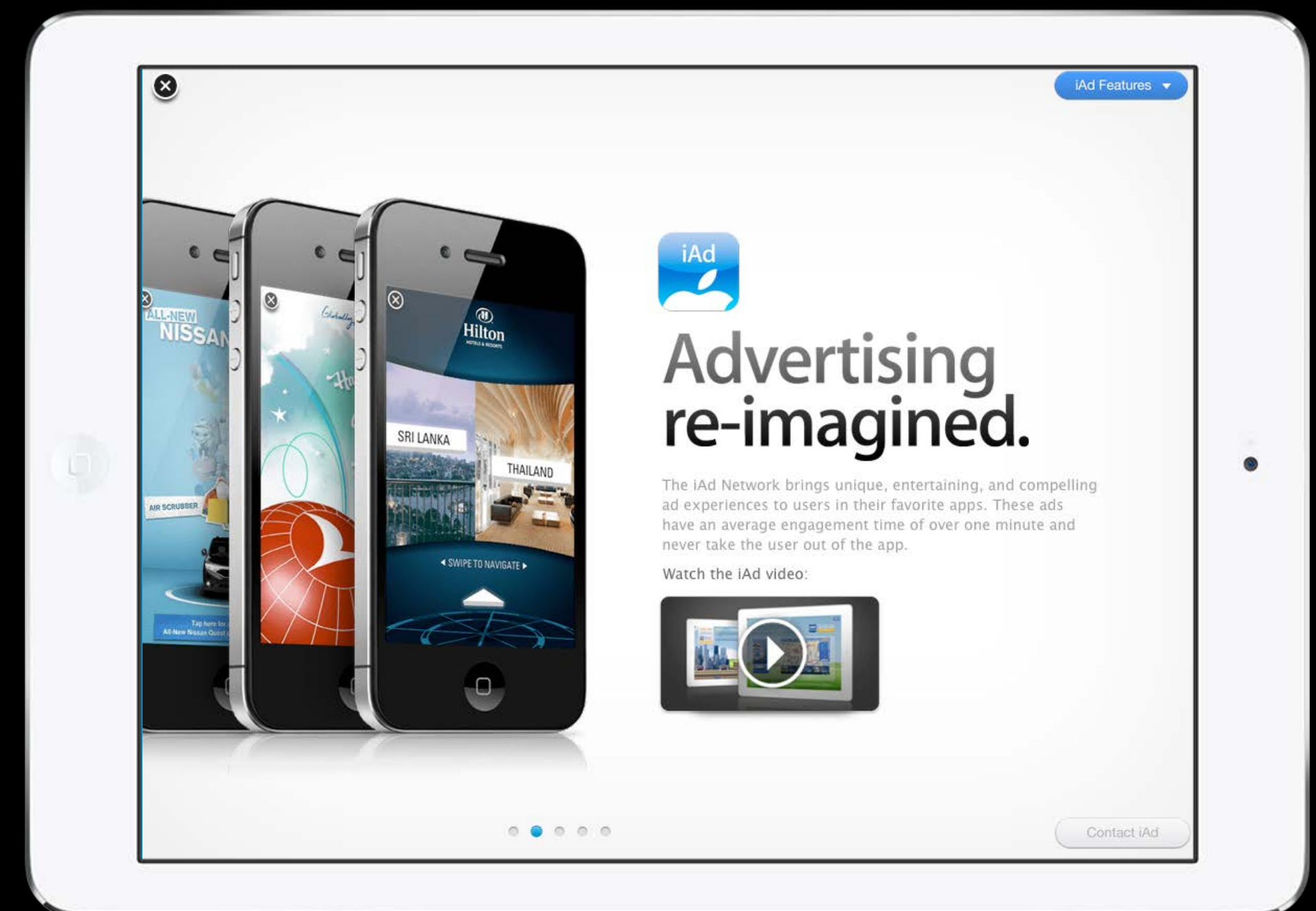
# IAB “Medium Rectangle”

Positioned inline

Standardized “IAB” size

Automatic cycling

Fullscreen ad on tap





# IAB “Medium Rectangle”

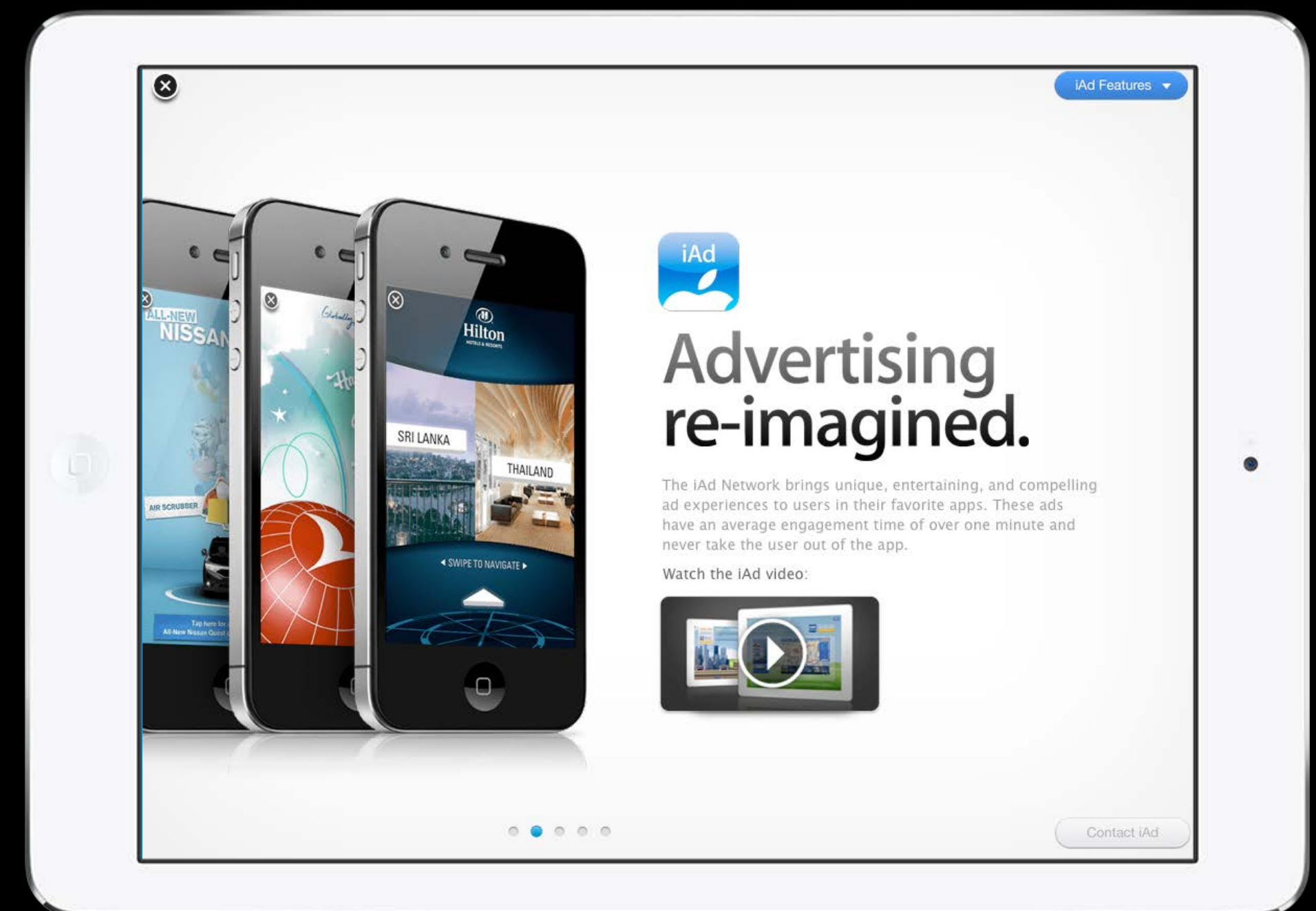
Positioned inline

Standardized “IAB” size

Automatic cycling

Fullscreen ad on tap

Introduced in iOS 6



# IAB “Medium Rectangle”

Positioned inline

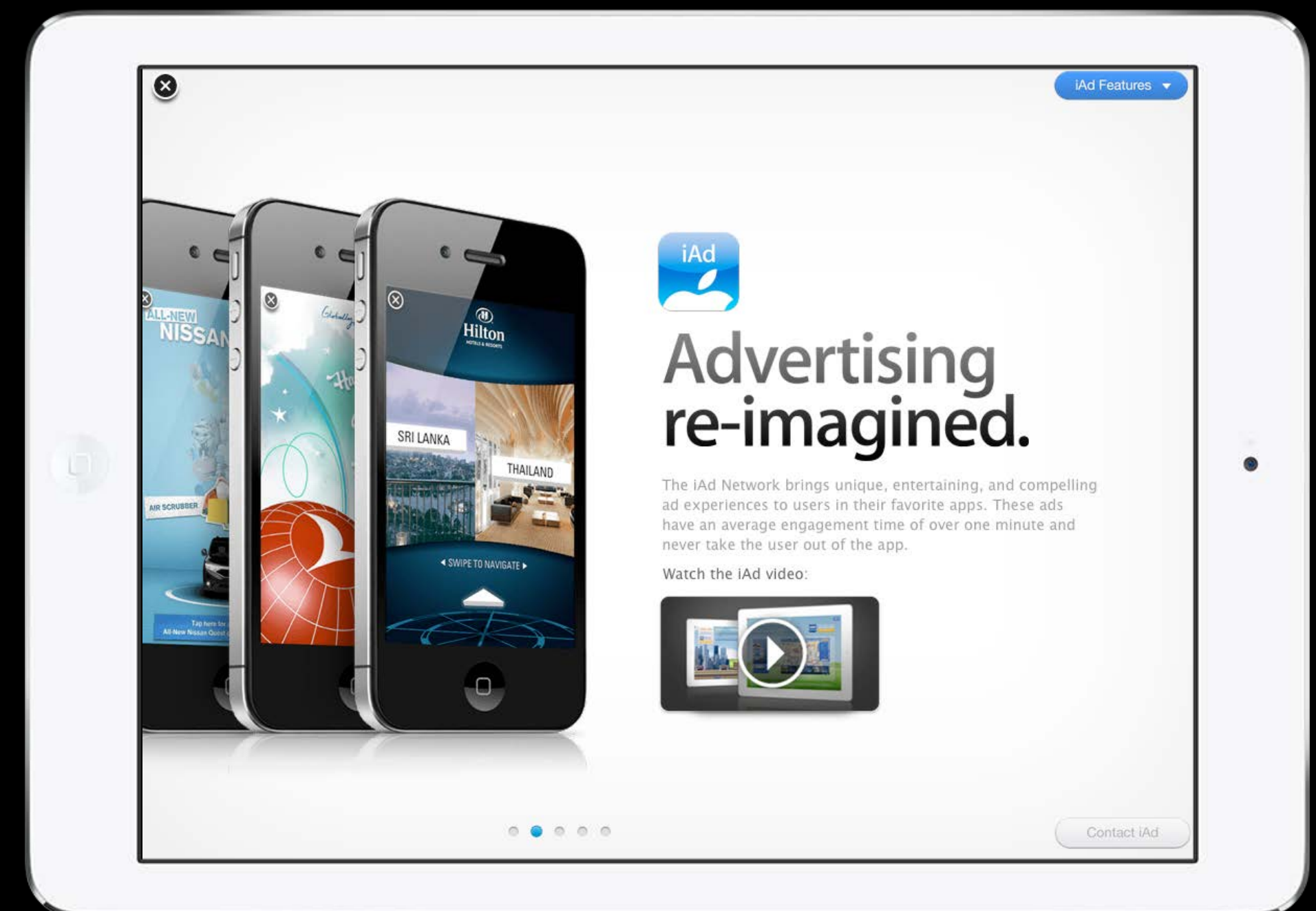
Standardized “IAB” size

Automatic cycling

Fullscreen ad on tap

Introduced in iOS 6

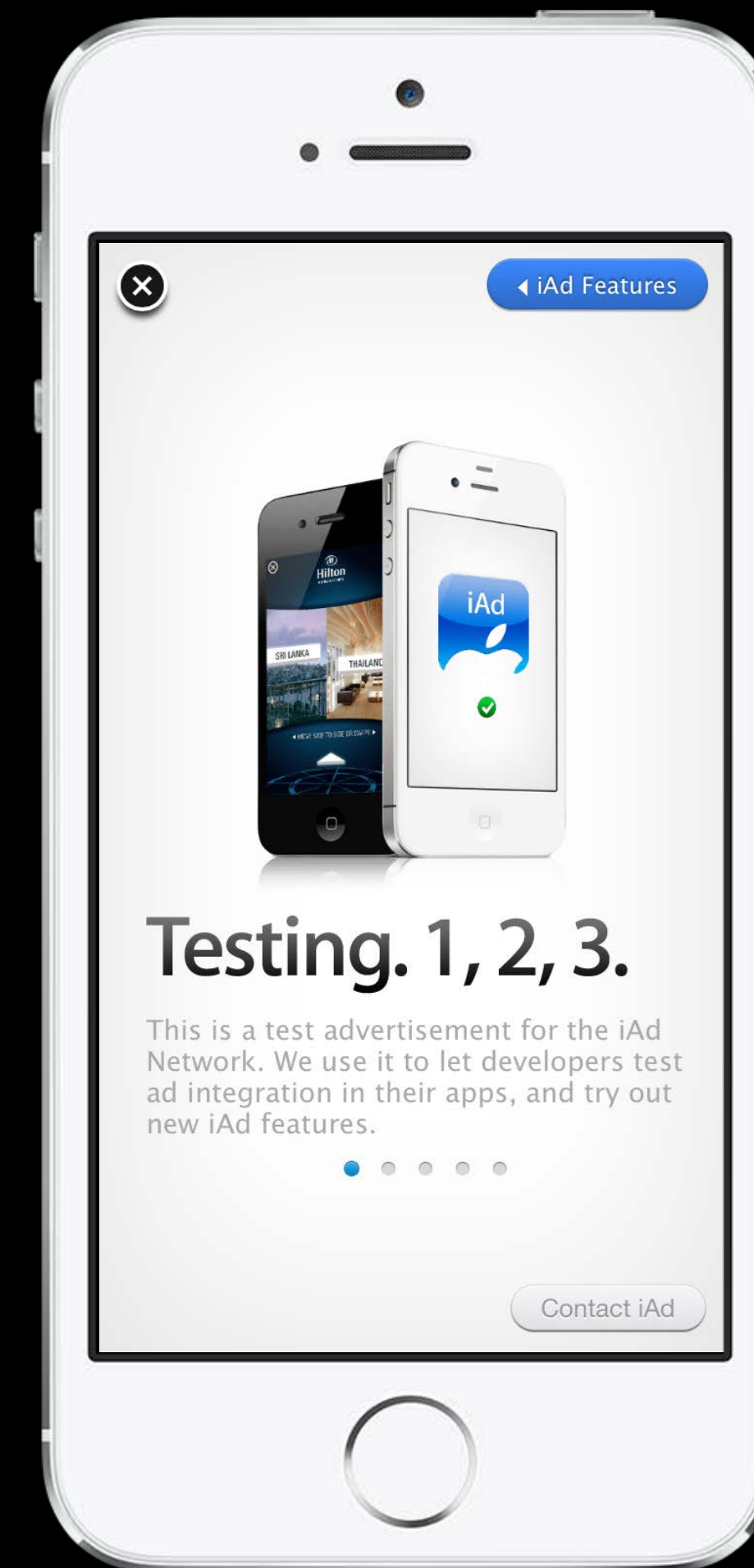
iPhone in iOS 8



# IAB “Medium Rectangle”

NEW

- Positioned inline
- Standardized “IAB” size
- Automatic cycling
- Fullscreen ad on tap
- Introduced in iOS 6
- iPhone in iOS 8



# Medium Rectangle

Lifecycle

# Medium Rectangle

Lifecycle

Create a banner

# Medium Rectangle

Lifecycle

Create a banner

Configure a delegate

# Medium Rectangle

## Lifecycle

Create a banner

Configure a delegate

Implement the delegate protocol

# Medium Rectangle

## Lifecycle

Create a banner

Configure a delegate

Implement the delegate protocol

- Show in `-bannerViewDidLoadAd:`



# Medium Rectangle

## Lifecycle

Create a banner

Configure a delegate

Implement the delegate protocol

- Show in `-bannerViewDidLoadAd:`
- Pause activity in `-bannerViewActionShouldBegin:willLeaveApplication:`

# Medium Rectangle

## Lifecycle

Create a banner

Configure a delegate

Implement the delegate protocol

- Show in `–bannerViewDidLoadAd:`
- Pause activity in `–bannerViewActionShouldBegin:willLeaveApplication:`
- Resume activity in `–bannerViewActionDidFinish:`

# Medium Rectangle

## Lifecycle

Create a banner

Configure a delegate

Implement the delegate protocol

- Show in `–bannerViewDidLoadAd:`
- Pause activity in `–bannerViewActionShouldBegin:willLeaveApplication:`
- Resume activity in `–bannerViewActionDidFinish:`
- Hide in `–bannerView:didFailToReceiveAdWithError:`

# Medium Rectangle

## Creation

```
#import <iAd/iAd.h>

@interface MyViewController : UIViewController <ADBannerViewDelegate>
...
@end

adView = [[ADBannerView alloc] initWithAdType:ADAdTypeMediumRectangle];

adView.delegate = self;
```

# Medium Rectangle

## Creation

```
#import <iAd/iAd.h>

@interface MyViewController : UIViewController <ADBannerViewDelegate>
...
@end

adView = [[ADBannerView alloc] initWithAdType:ADAdTypeMediumRectangle];

adView.delegate = self;
```

# Medium Rectangle

## Creation

```
#import <iAd/iAd.h>

@interface MyViewController : UIViewController <ADBannerViewDelegate>
...
@end

adView = [[ADBannerView alloc] initWithAdType:ADAdTypeMediumRectangle];

adView.delegate = self;
```

# Medium Rectangle

## Creation

```
#import <iAd/iAd.h>

@interface MyViewController : UIViewController <ADBannerViewDelegate>
...
@end

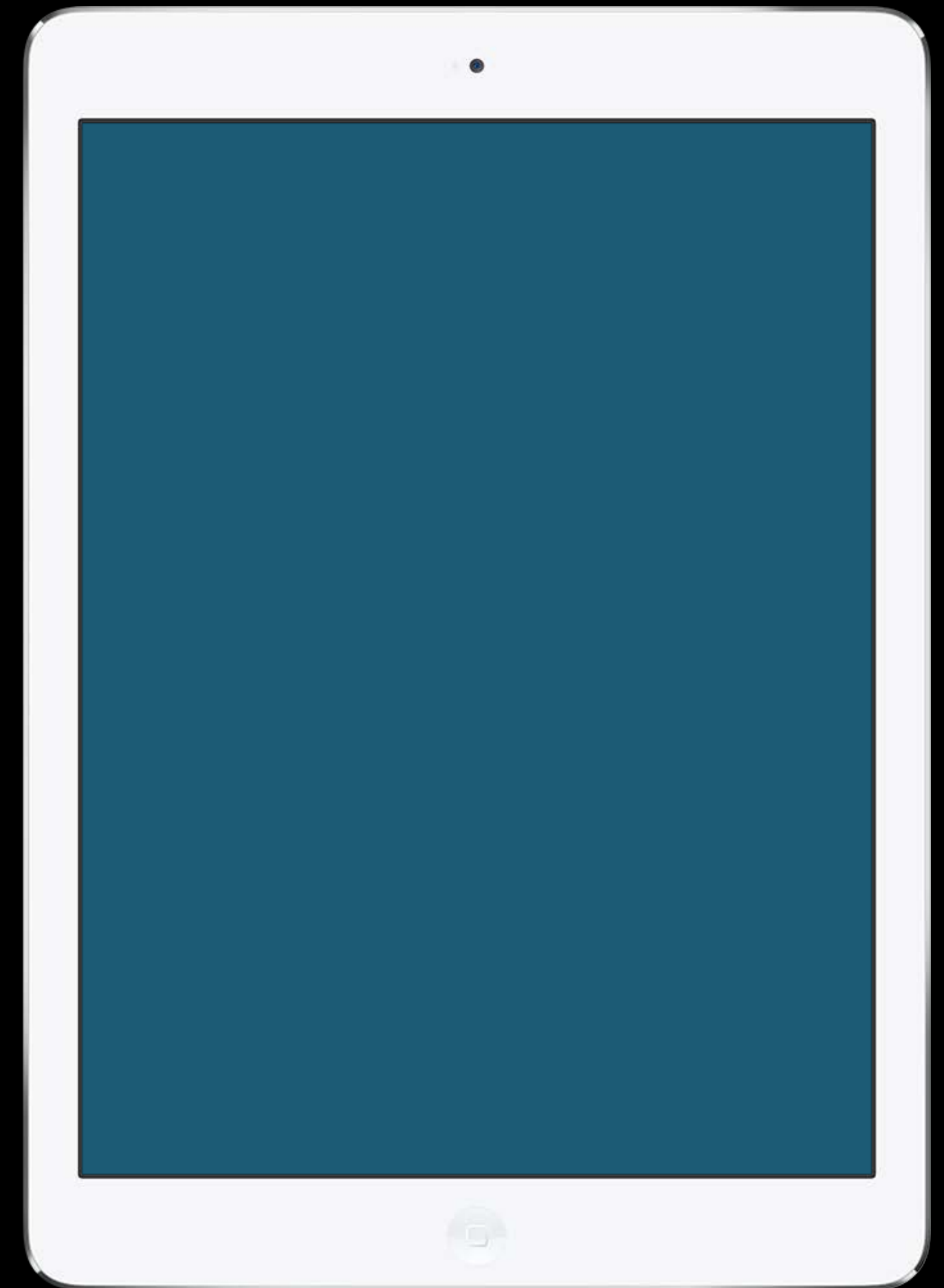
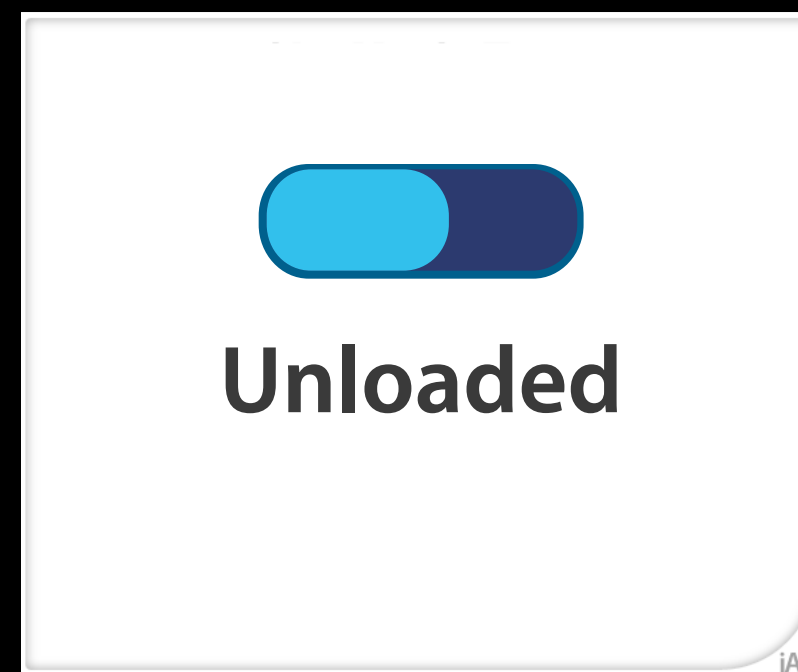
adView = [[ADBannerView alloc] initWithAdType:ADAdTypeMediumRectangle];

adView.delegate = self;
```

# Medium Rectangle

Loading and unloading

Banner starts out unloaded



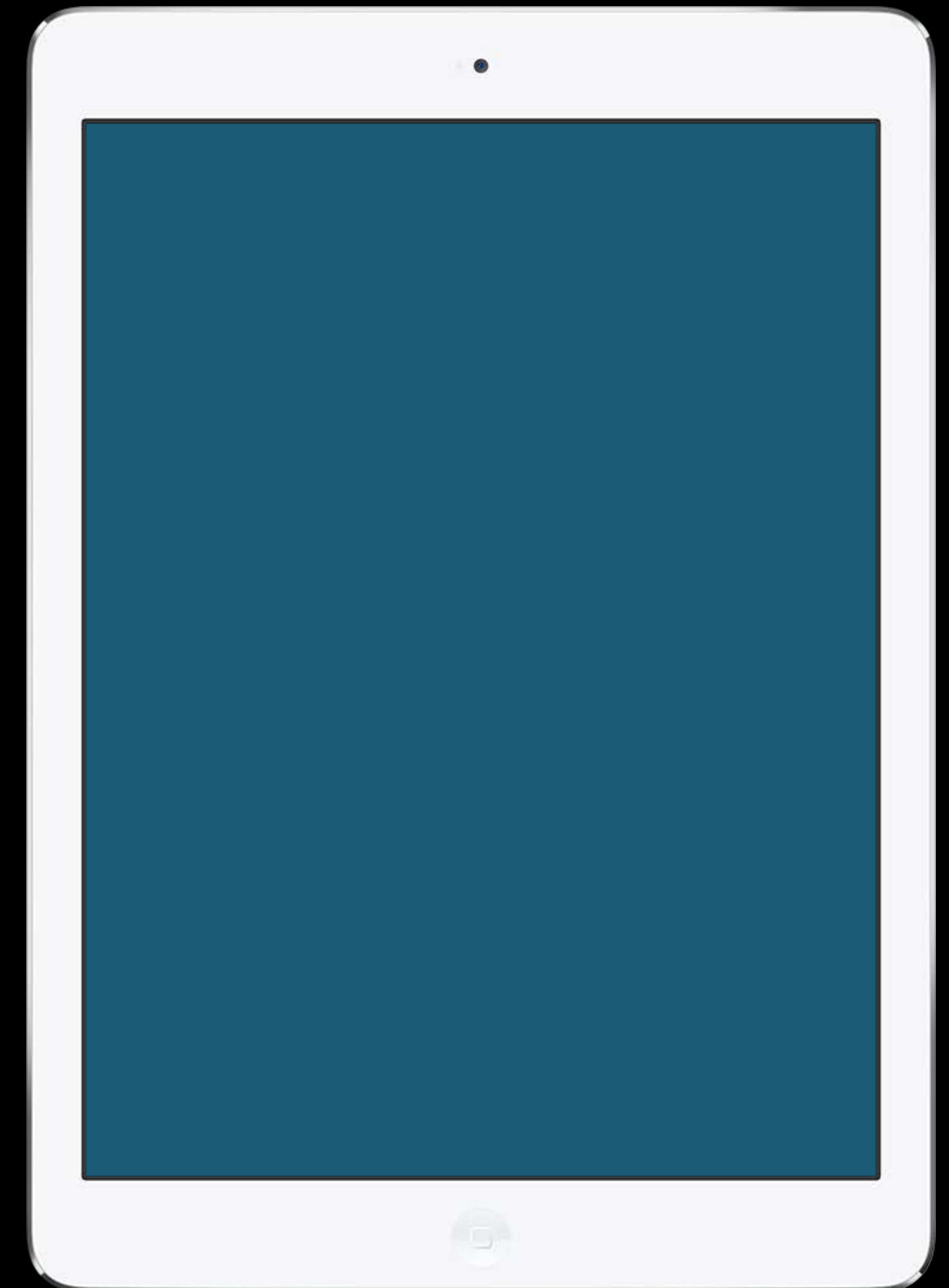
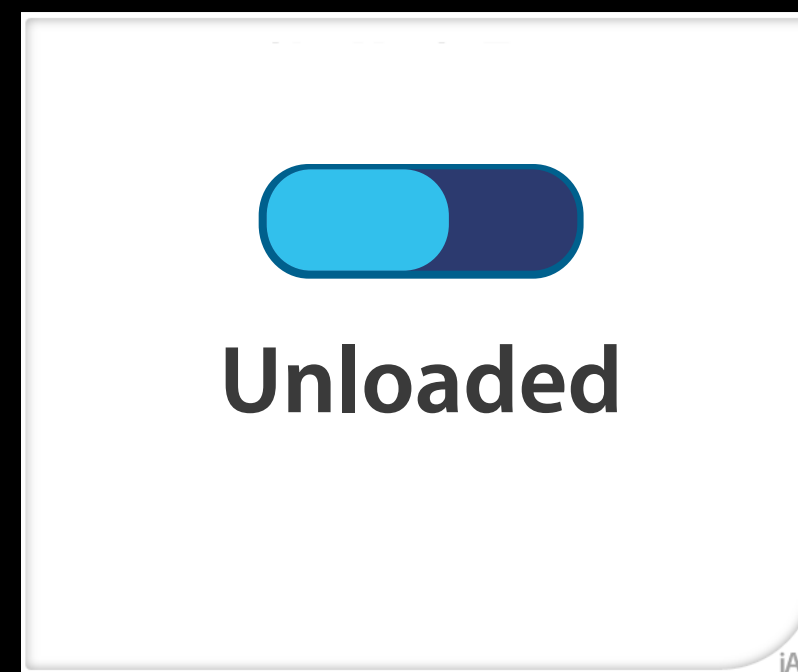


# Medium Rectangle

Loading and unloading

Banner starts out unloaded

Move banner onscreen in `-bannerViewDidLoadAd:`

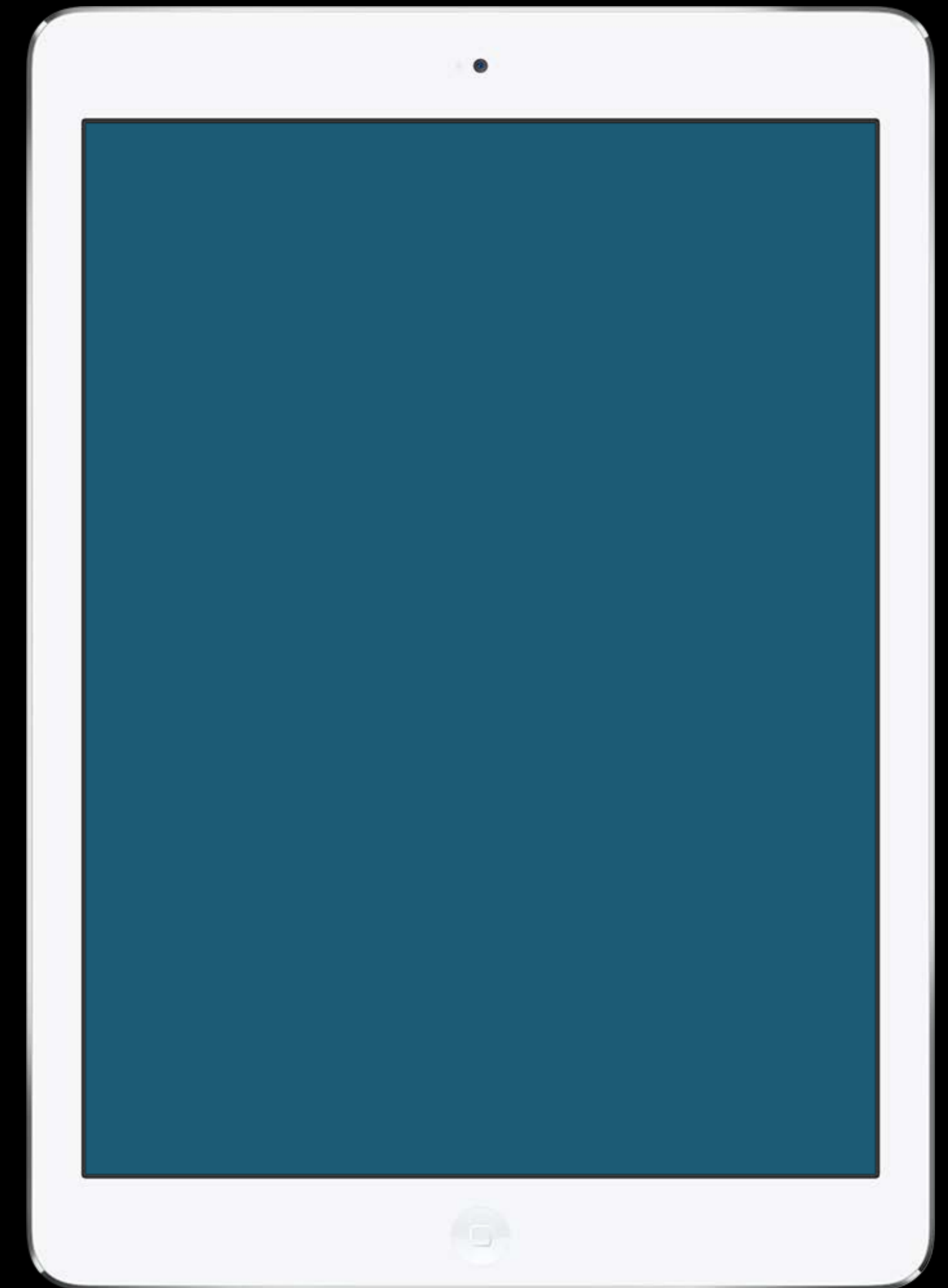
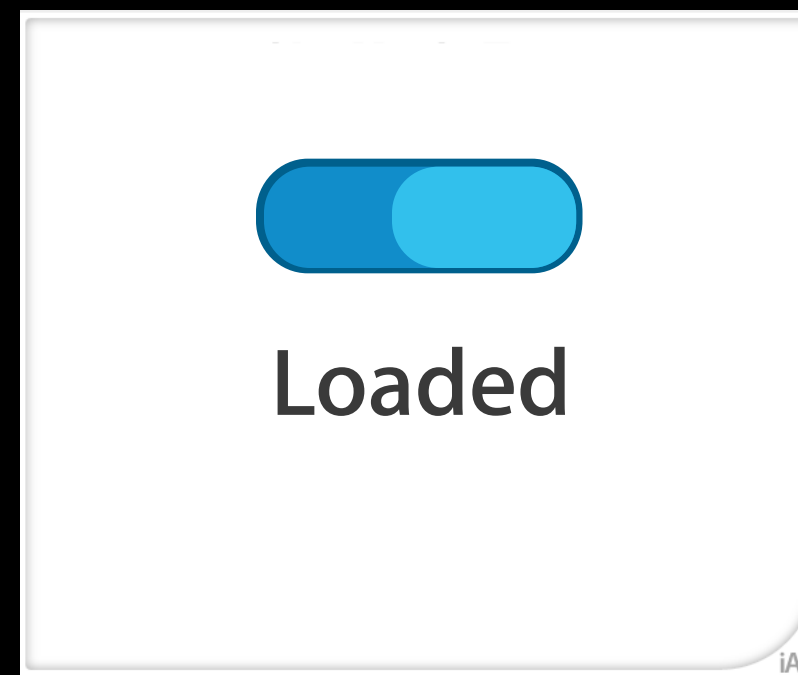


# Medium Rectangle

Loading and unloading

Banner starts out unloaded

Move banner onscreen in `-bannerViewDidLoadAd:`

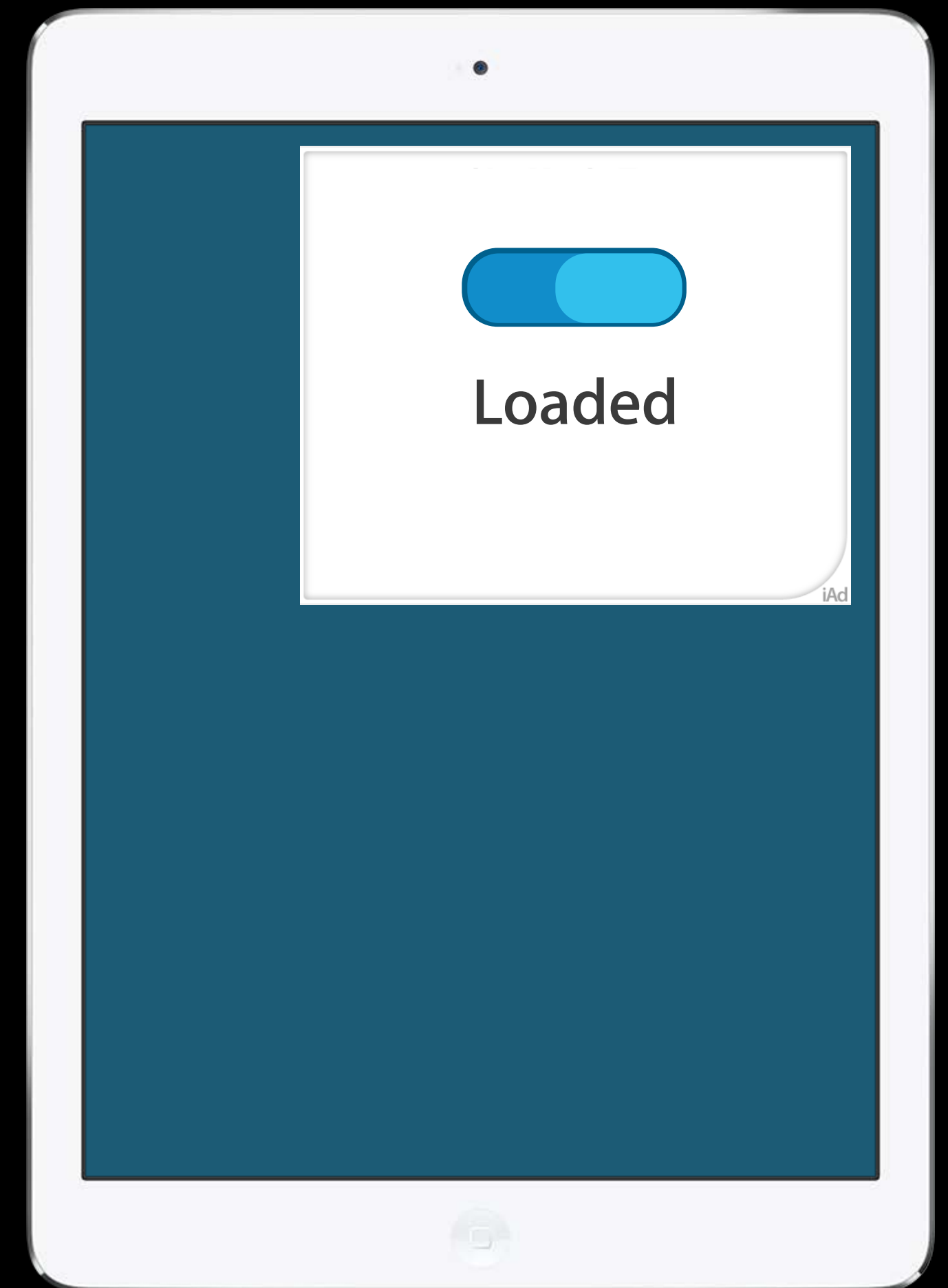


# Medium Rectangle

Loading and unloading

Banner starts out unloaded

Move banner onscreen in `-bannerViewDidLoadAd:`



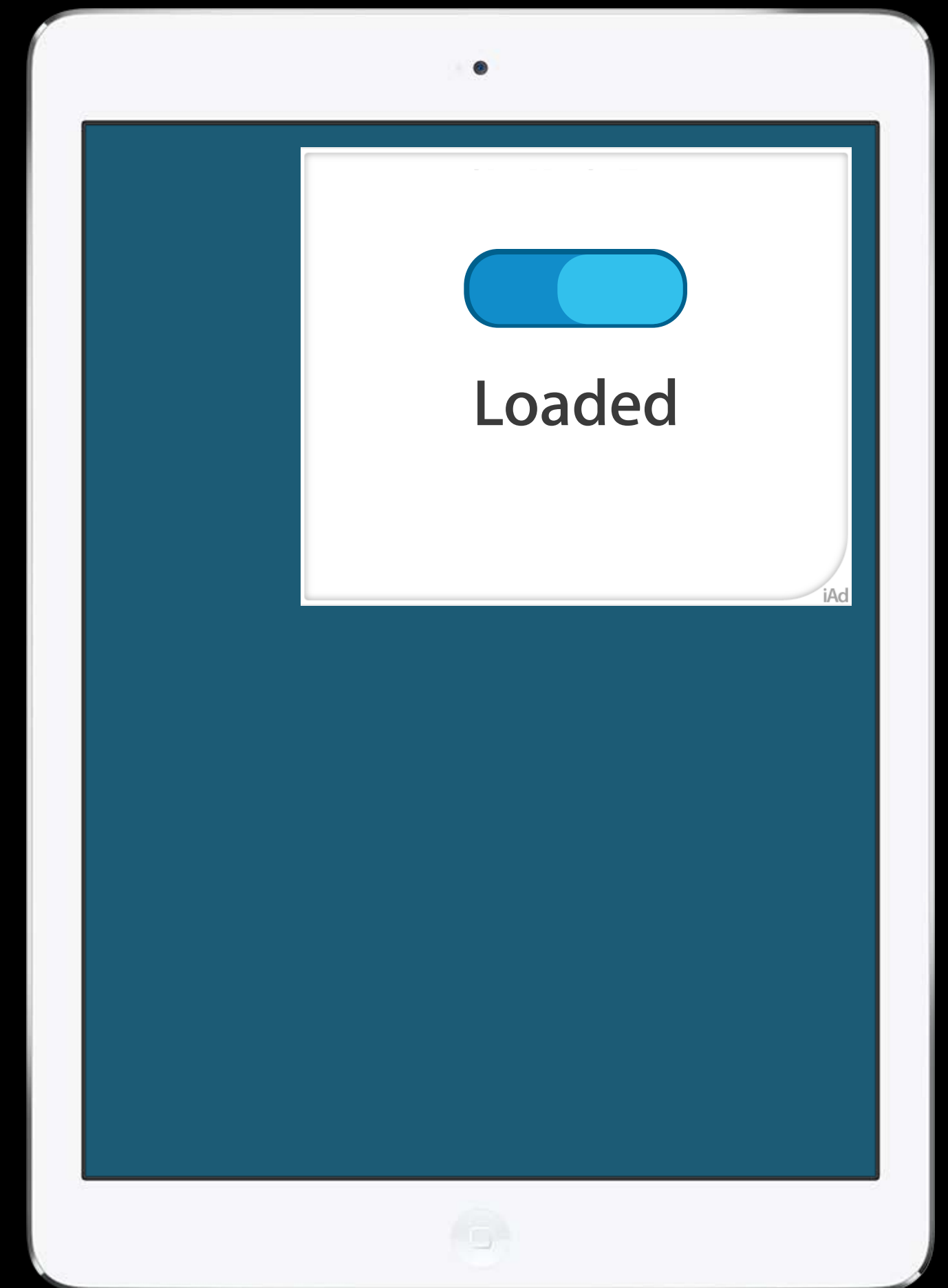
# Medium Rectangle

## Loading and unloading

Banner starts out unloaded

Move banner onscreen in `-bannerViewDidLoadAd:`

Leave banner onscreen as long as it has an ad



# Medium Rectangle

## Loading and unloading

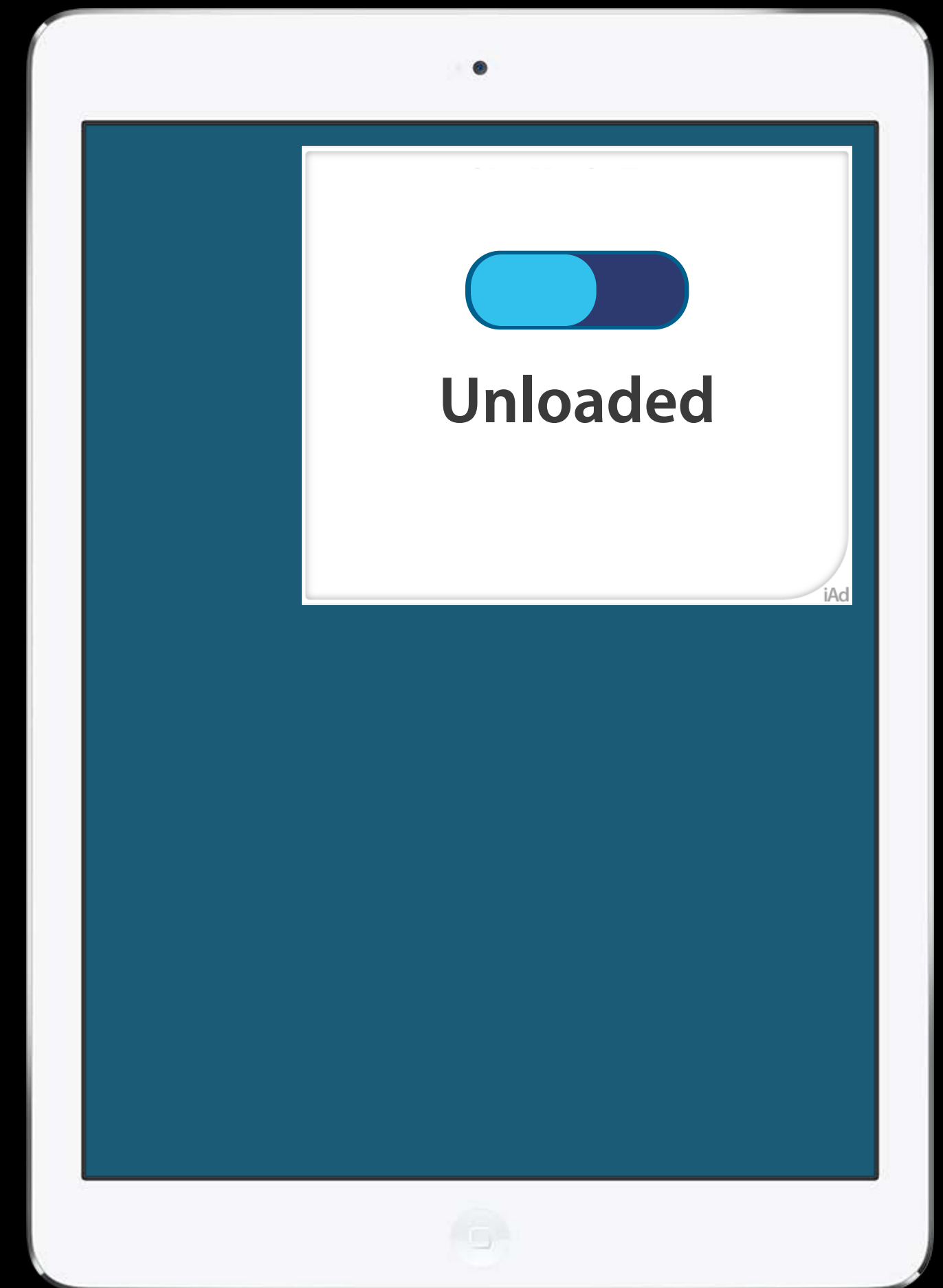
Banner starts out unloaded

Move banner onscreen in `-bannerViewDidLoadAd:`

Leave banner onscreen as long as it has an ad

Move banner offscreen in `-`

`bannerView:didFailToReceiveAdWithError:`



# Medium Rectangle

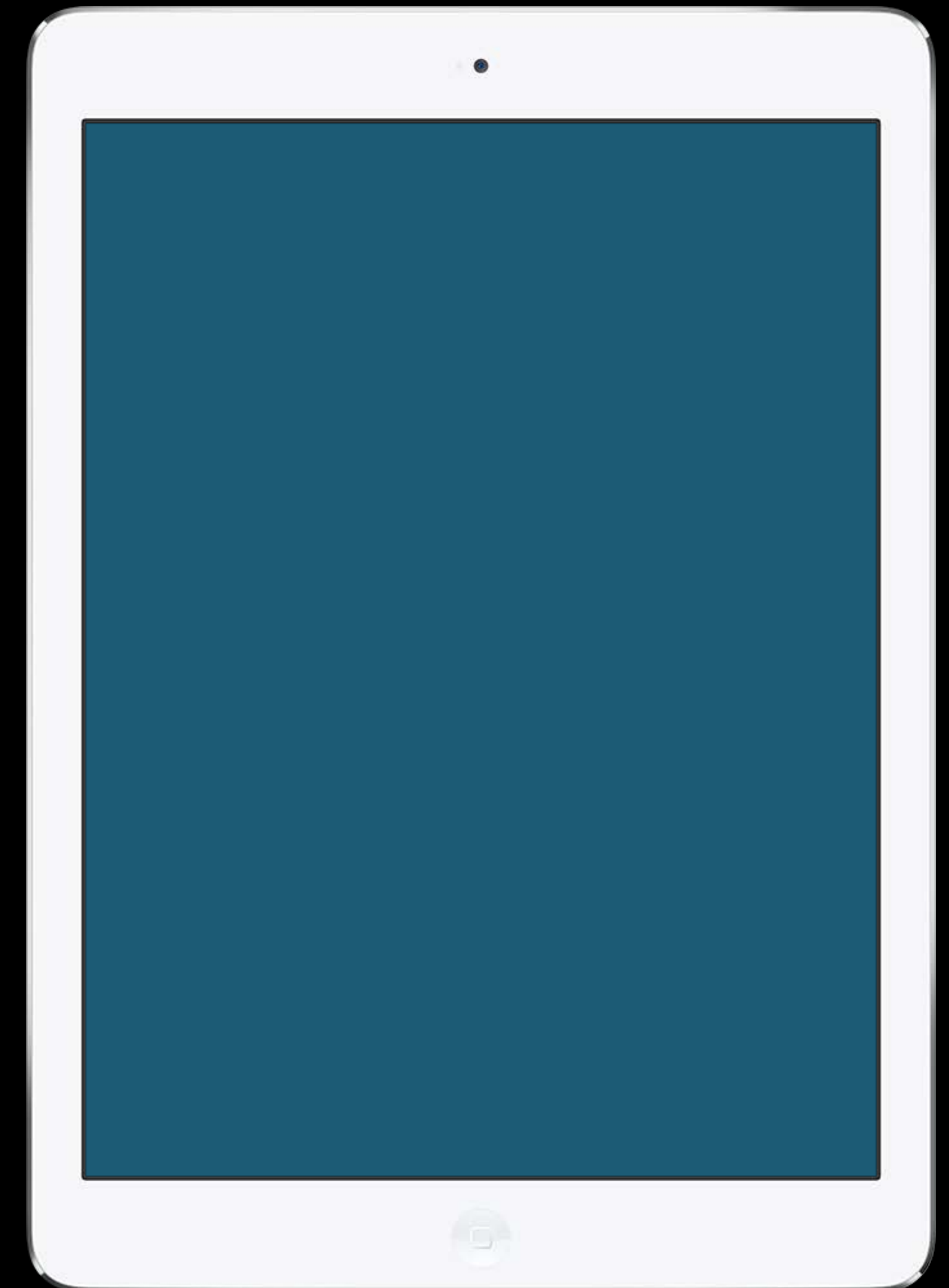
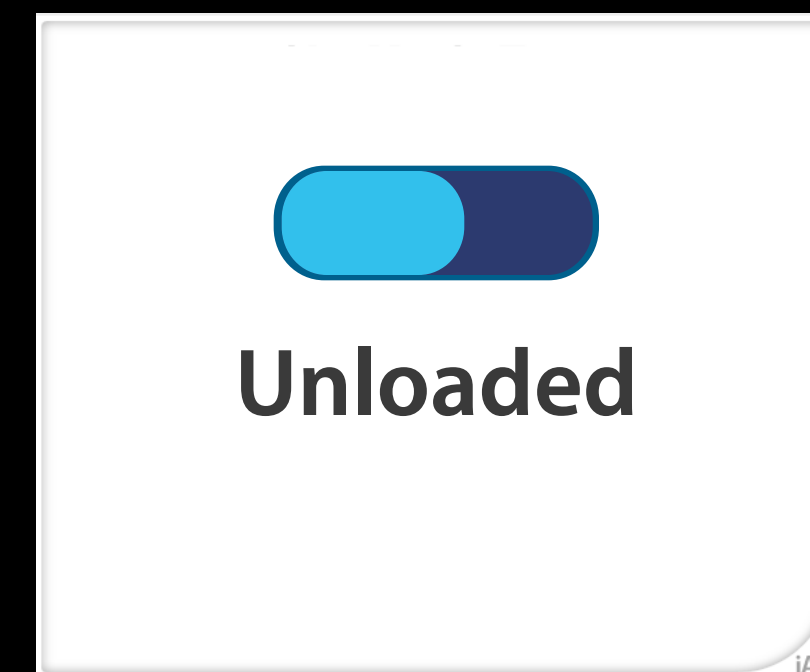
## Loading and unloading

Banner starts out unloaded

Move banner onscreen in `-bannerViewDidLoadAd:`

Leave banner onscreen as long as it has an ad

Move banner offscreen in `-bannerView:didFailToReceiveAdWithError:`



# Medium Rectangle

## Loading and unloading

```
- (void)bannerViewDidLoadAd:(ADBannerView *)banner
{
    [self.view addSubview:banner];
    [self.view layoutIfNeeded];
}

- (void)bannerView:(ADBannerView *)banner
    didFailToReceiveAdWithError:(NSError *)error
{
    [banner removeFromSuperview];
    [self.view layoutIfNeeded];
}
```

# Best Practice for Medium Rectangle



# Best Practice for Medium Rectangle

Great for reflowable content

# Best Practice for Medium Rectangle

Great for reflowable content

Fullscreen ad on tap

# Best Practice for Medium Rectangle

Great for reflowable content

Fullscreen ad on tap

Pause activity in `-bannerViewActionShouldBegin:willLeaveApplication:`

# Best Practice for Medium Rectangle

Great for reflowable content

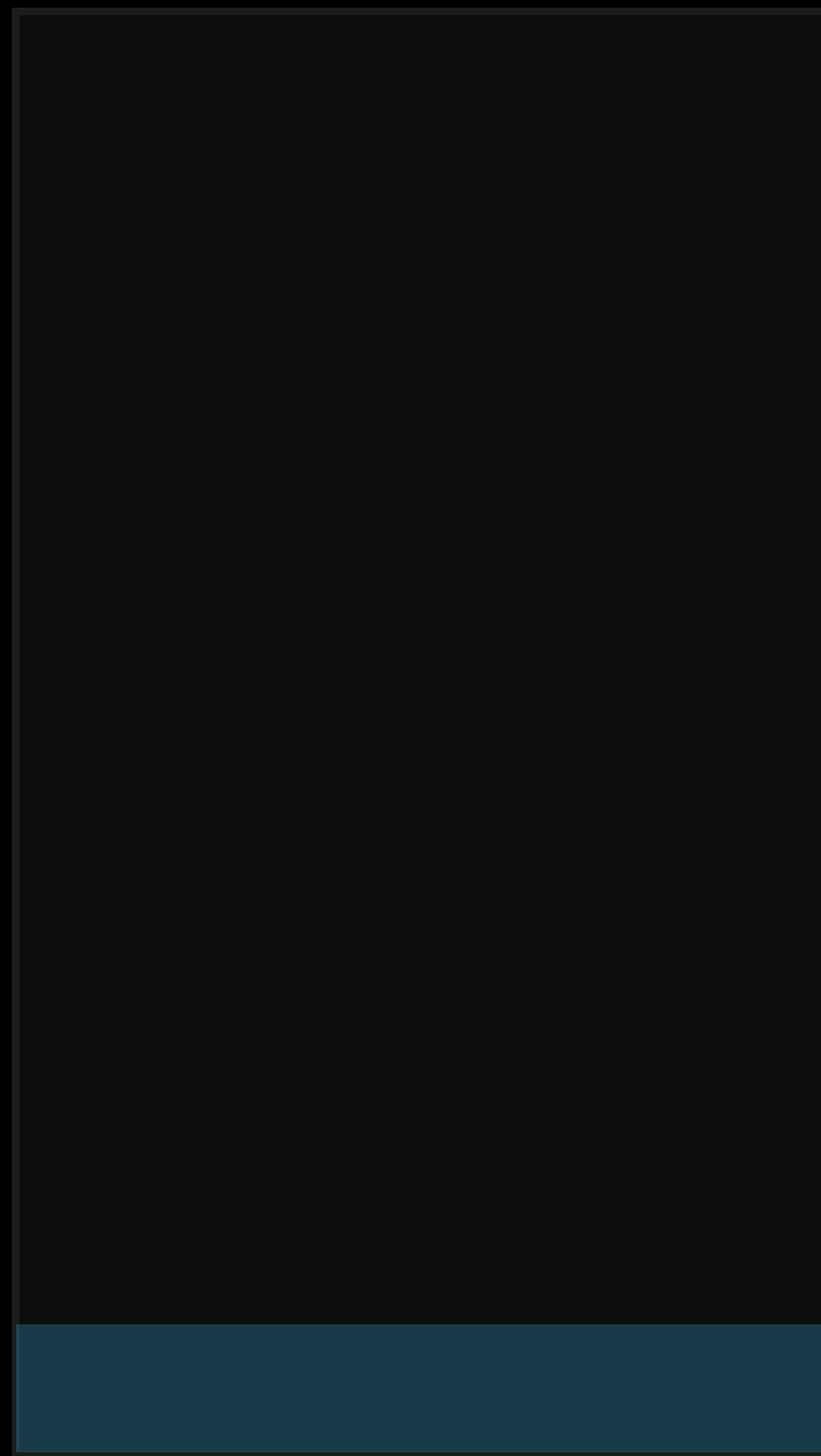
Fullscreen ad on tap

Pause activity in `-bannerViewActionShouldBegin:willLeaveApplication:`

Resume activity in `-bannerViewActionDidFinish:`

# Video Pre-Roll

Subtitle



Banner



Interstitial

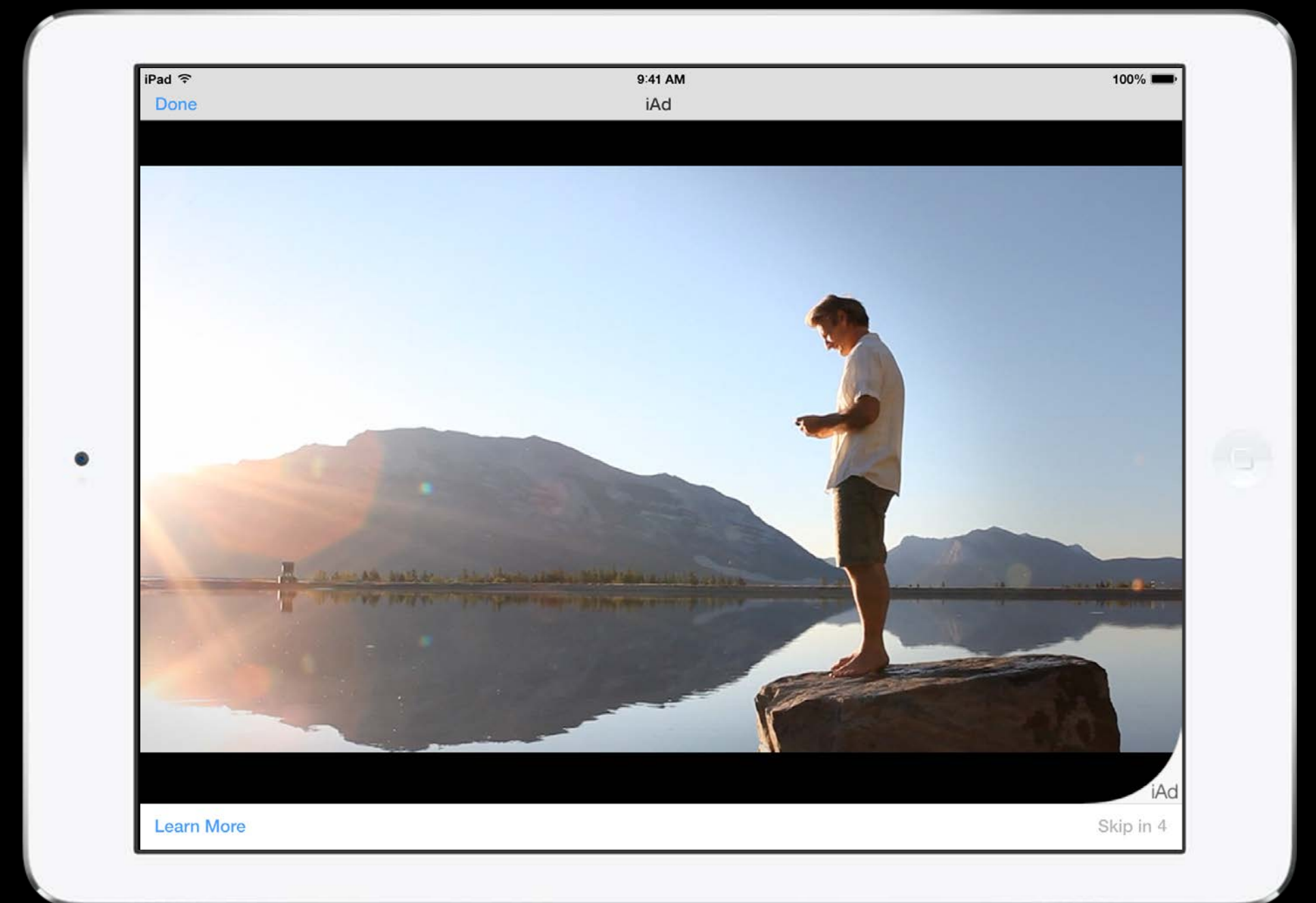


Medium Rect



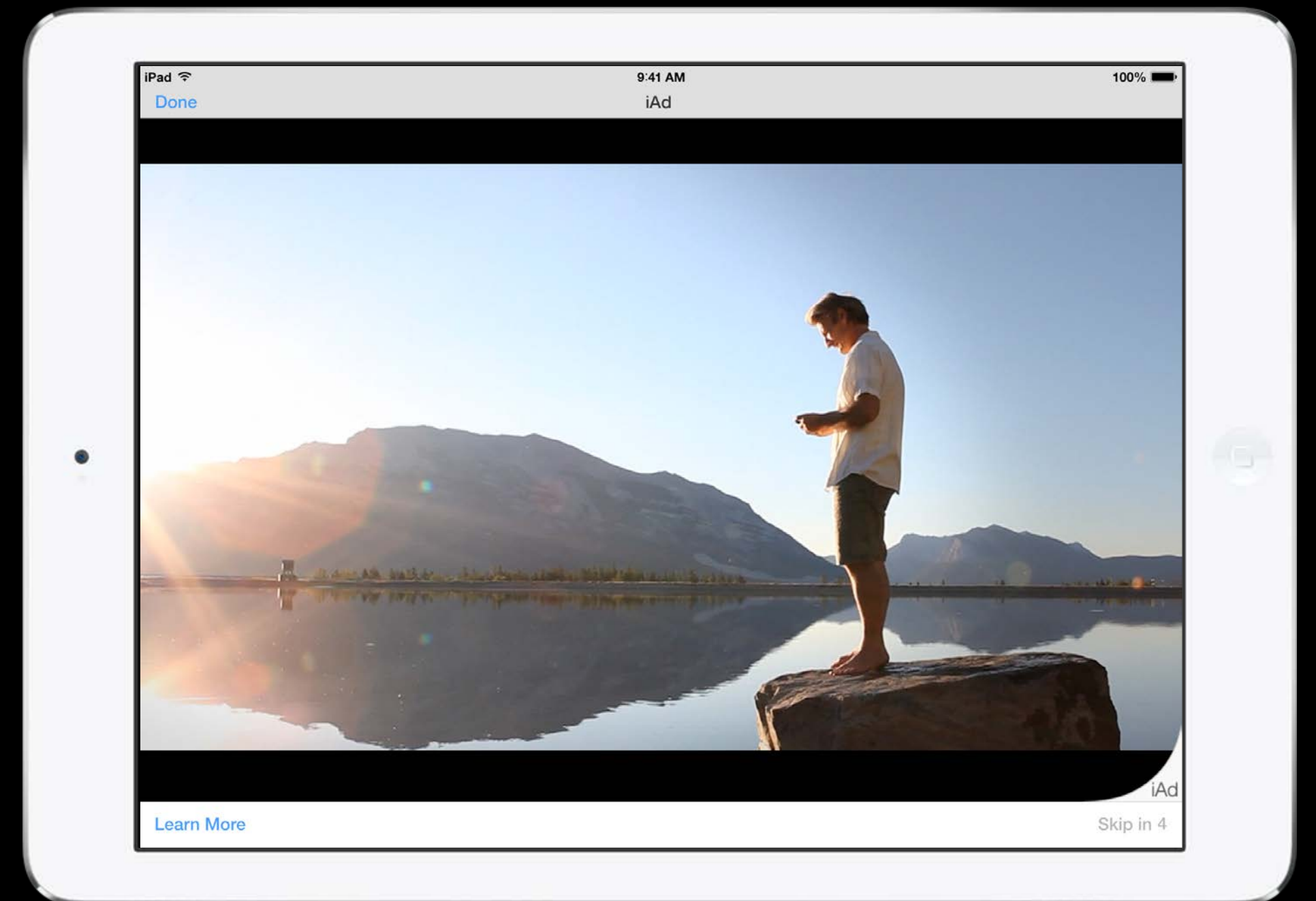
Pre-Roll

# Video Pre-Roll



# Video Pre-Roll

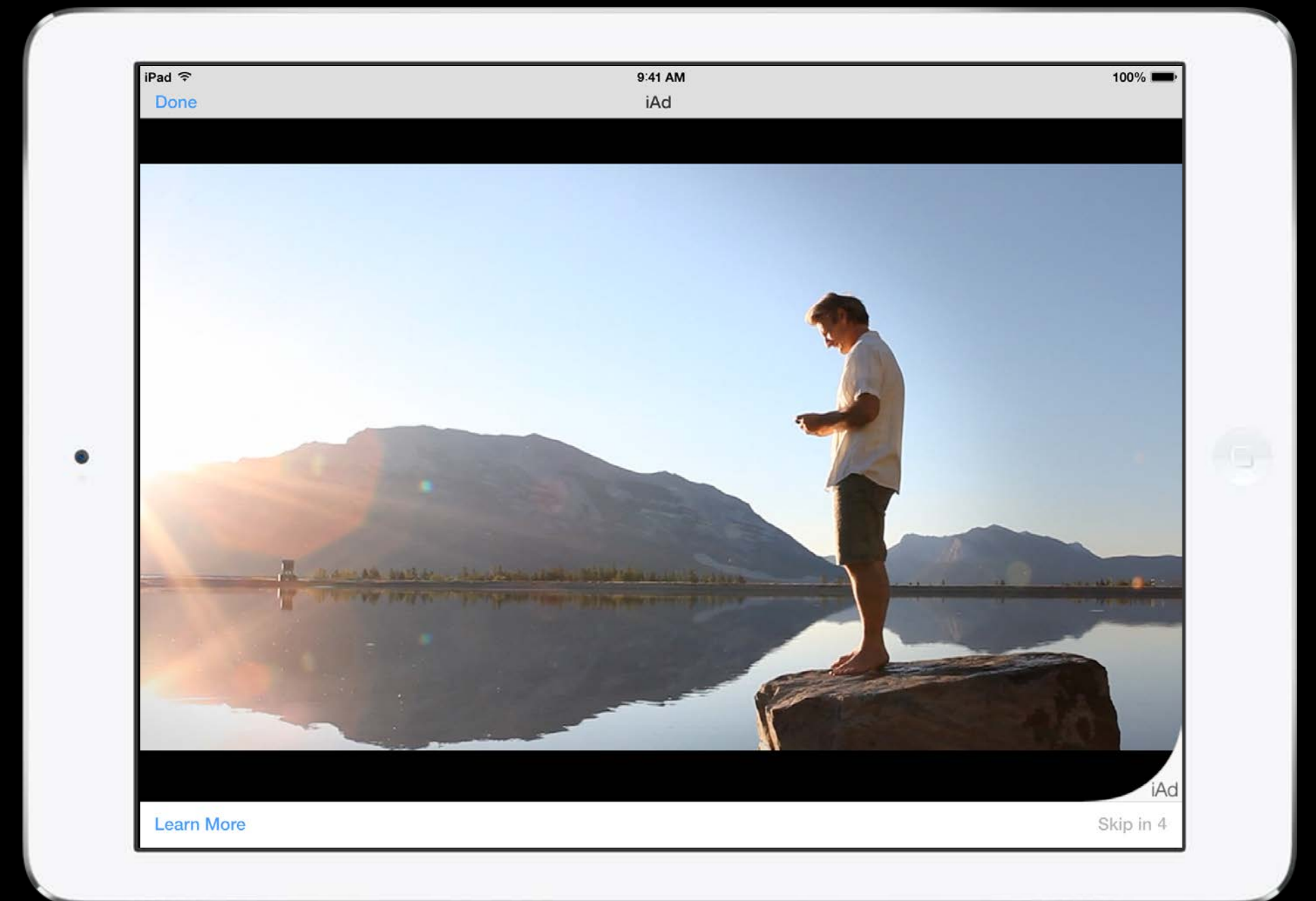
Short video plays before content



# Video Pre-Roll

Short video plays before content

Fullscreen ad on tap



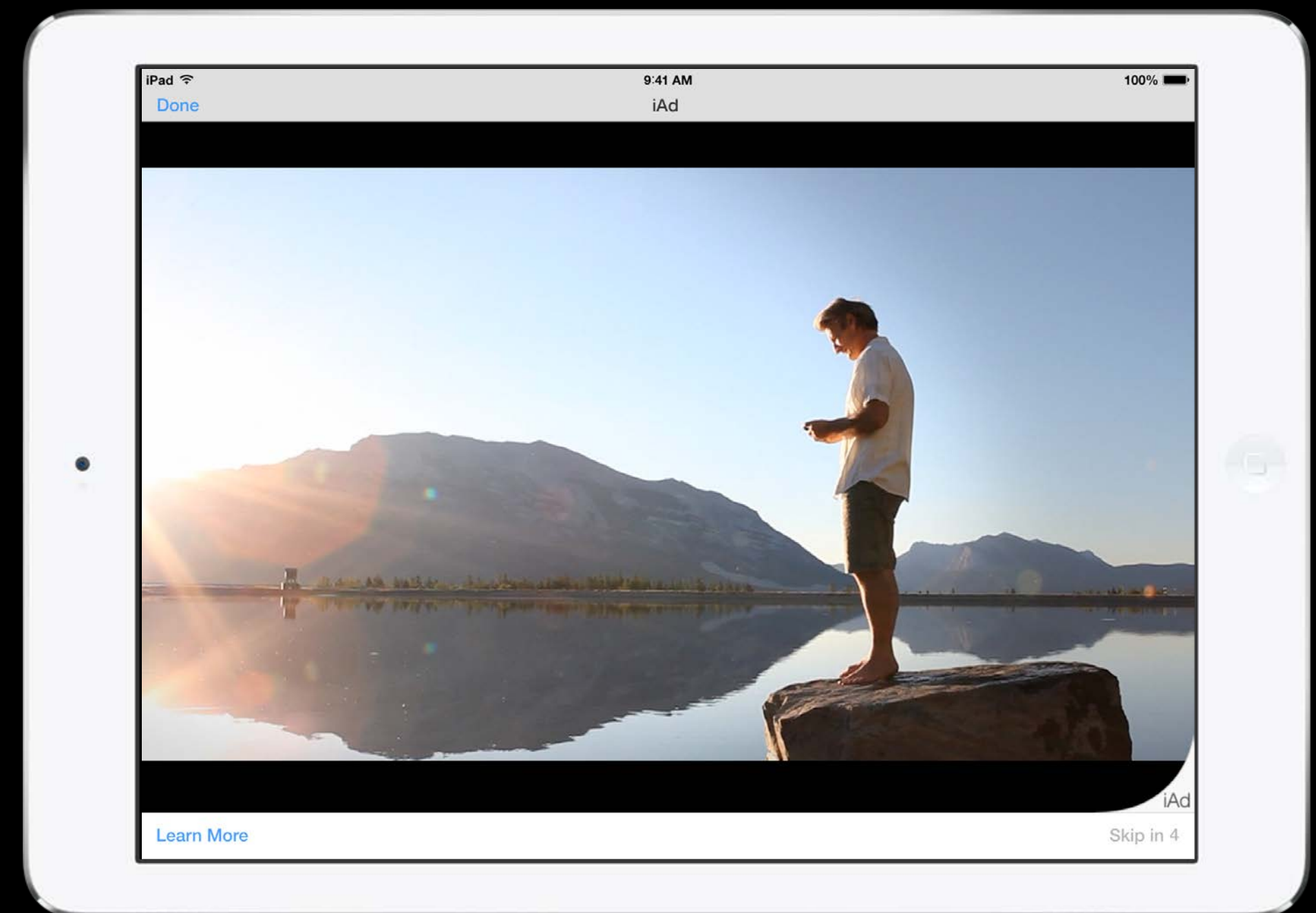


# Video Pre-Roll

Short video plays before content

Fullscreen ad on tap

Added in iOS 7



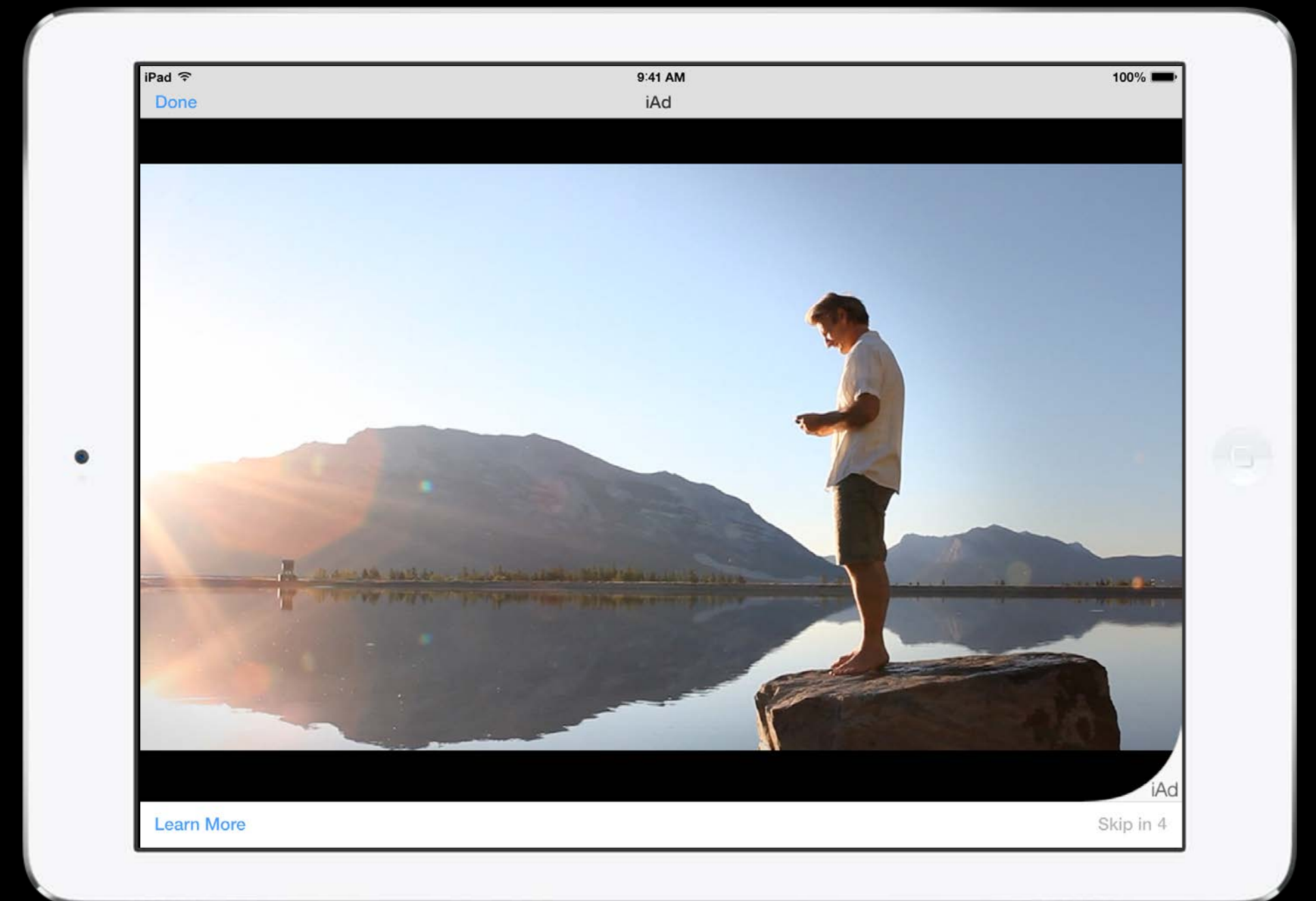
# Video Pre-Roll

Short video plays before content

Fullscreen ad on tap

Added in iOS 7

iOS 7: MPMoviePlayerController



# Video Pre-Roll

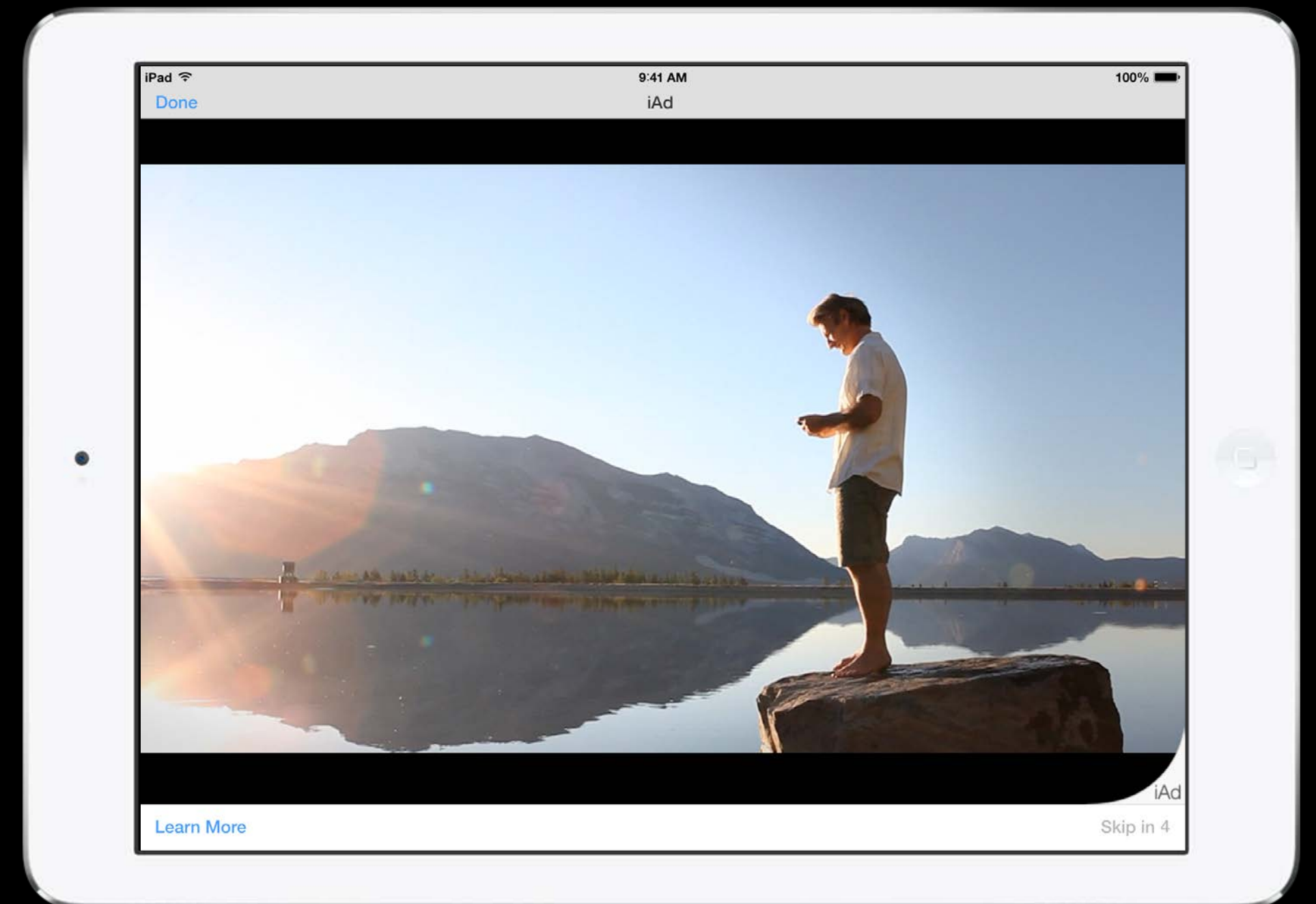
Short video plays before content

Fullscreen ad on tap

Added in iOS 7

iOS 7: MPMoviePlayerController

iOS 8: AVPlayerViewController



# Video Pre-Roll

Short video plays before content

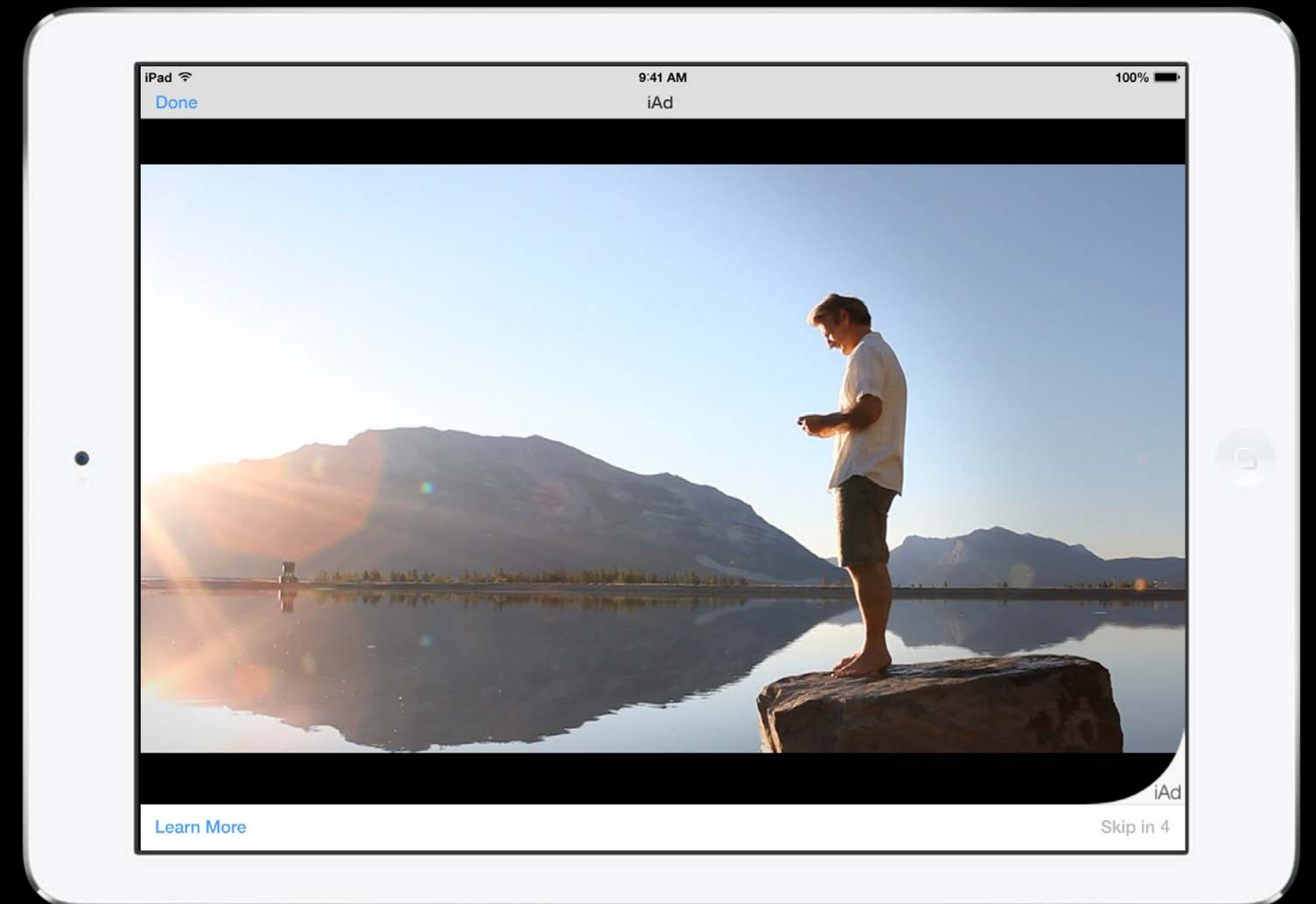
Fullscreen ad on tap

Added in iOS 7

iOS 7: MPMoviePlayerController

iOS 8: AVPlayerViewController

iPhone and iPad



# Video Pre-Roll

## Setup and playback

Link MediaPlayer and iAd frameworks

Import MediaPlayer and iAd headers

Create a player

Play pre-roll video

Play content video

# Video Pre-Roll

## Setup and playback

```
#import <MediaPlayer/MediaPlayer.h>  
#import <iAd/iAd.h>
```

# Video Pre-Roll

## Setup and playback

```
#import <MediaPlayer/MediaPlayer.h>  
#import <iAd/iAd.h>
```

```
moviePlayer = [MPMoviePlayerController initWithContentURL:contentURL];
```

```
[self.view addSubview:moviePlayer.view];  
[self.view layoutIfNeeded];
```

# Video Pre-Roll

## Setup and playback

```
#import <MediaPlayer/MediaPlayer.h>
#import <iAd/iAd.h>

moviePlayer = [MPMoviePlayerController initWithContentURL:contentURL];

[self.view addSubview:moviePlayer.view];
[self.view layoutIfNeeded];

[moviePlayer playPrerollAdWithCompletionHandler:^(NSError *error) {
    // Check if error is non-nil during development
    [moviePlayer play];
}];
```



# Video Pre-Roll

AVKit



```
#import <AVKit/AVKit>
#import <iAd/iAd.h>

movieController = [AVPlayerViewController new];
[movieController setPlayer:player];
[self addChildViewController:movieController];
[self.view addSubview:movieController.view];
[self.view layoutIfNeeded];

[movieController playPrerollAdWithCompletionHandler:^(NSError *error) {
    // Check if error is non-nil during development
    [player play];
}];
```

# Video Pre-Roll

Preparing for playback

# Video Pre-Roll

Preparing for playback

Don't miss early impressions!

# Video Pre-Roll

## Preparing for playback

Don't miss early impressions!

Start ad requests early

```
- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions
{
    ...
    [MPMoviePlayerController preparePrerollAds];
    ...
}
```

# Video Pre-Roll

## Preparing for playback

Don't miss early impressions!

Start ad requests early

```
- (BOOL)application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions
{
    ...
    [AVPlayerViewController preparePrerollAds];
    ...
}
```

# Video Pre-Roll

Best practices

# Video Pre-Roll

Best practices

Don't play content video until ad completes

# Video Pre-Roll

## Best practices

Don't play content video until ad completes

Defer notification handling

- `MPMoviePlayerReadyForDisplayDidChangeNotification`
- `MPMoviePlayerLoadStateDidChangeNotification`



# Video Pre-Roll

## Best practices

Don't play content video until ad completes

Defer notification handling

- `MPMoviePlayerReadyForDisplayDidChangeNotification`
- `MPMoviePlayerLoadStateDidChangeNotification`

Defer UI customization

*Demo*

Video Pre-roll

# iAd Integration for Monetization

Developer benefits

Core concepts

Improving performance

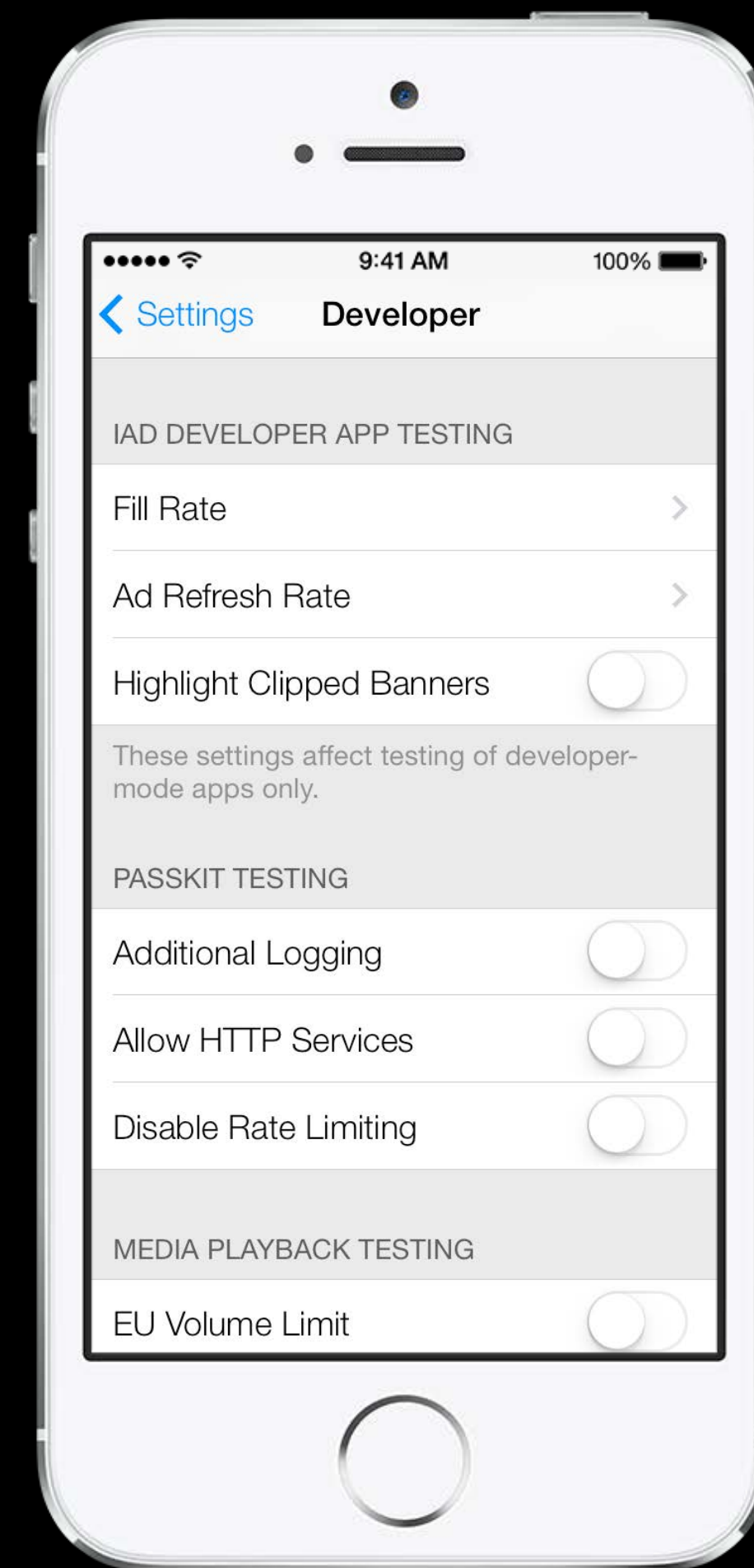
App integration

Testing



# Testing

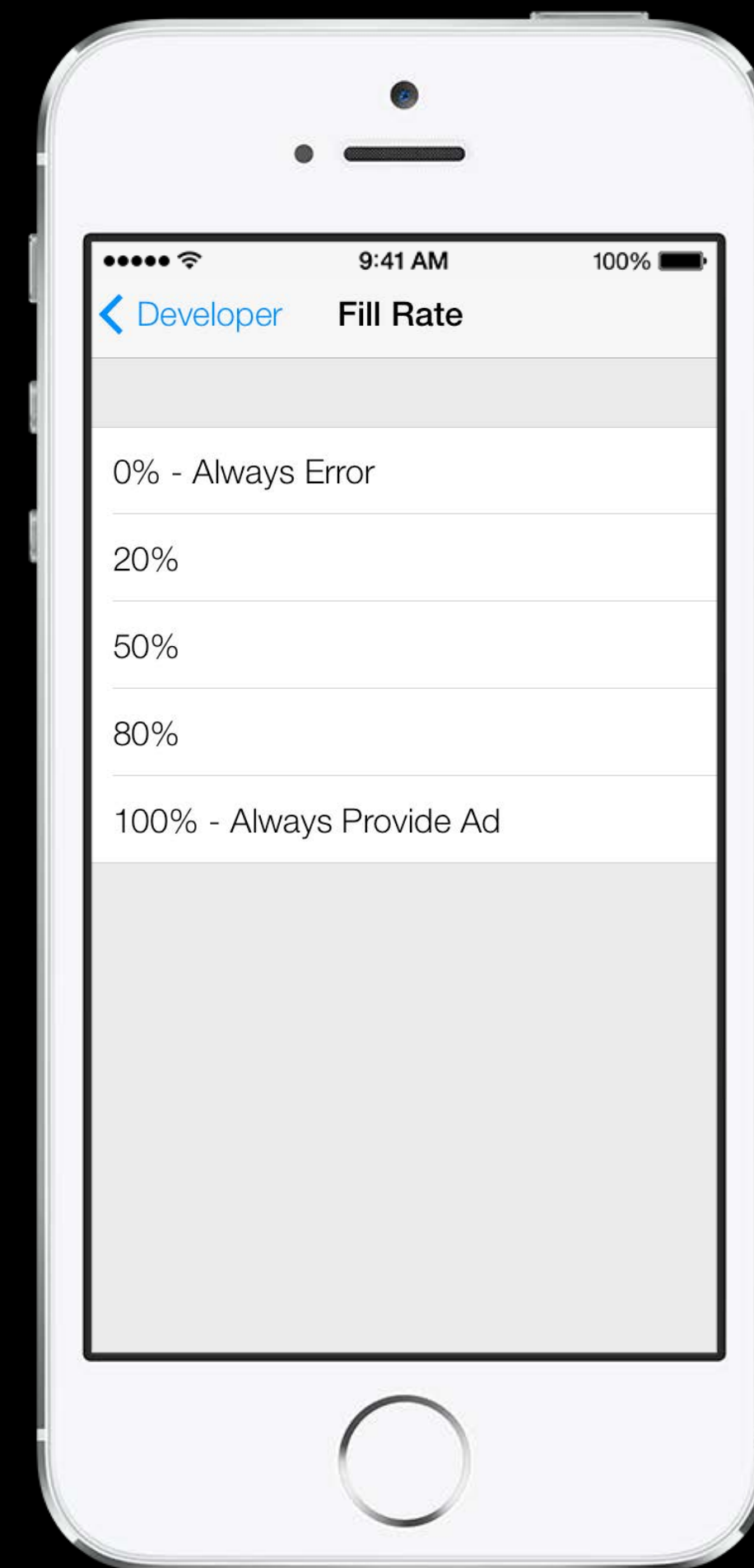
Loading and unloading



# Testing

Loading and unloading

Adjust fill rate

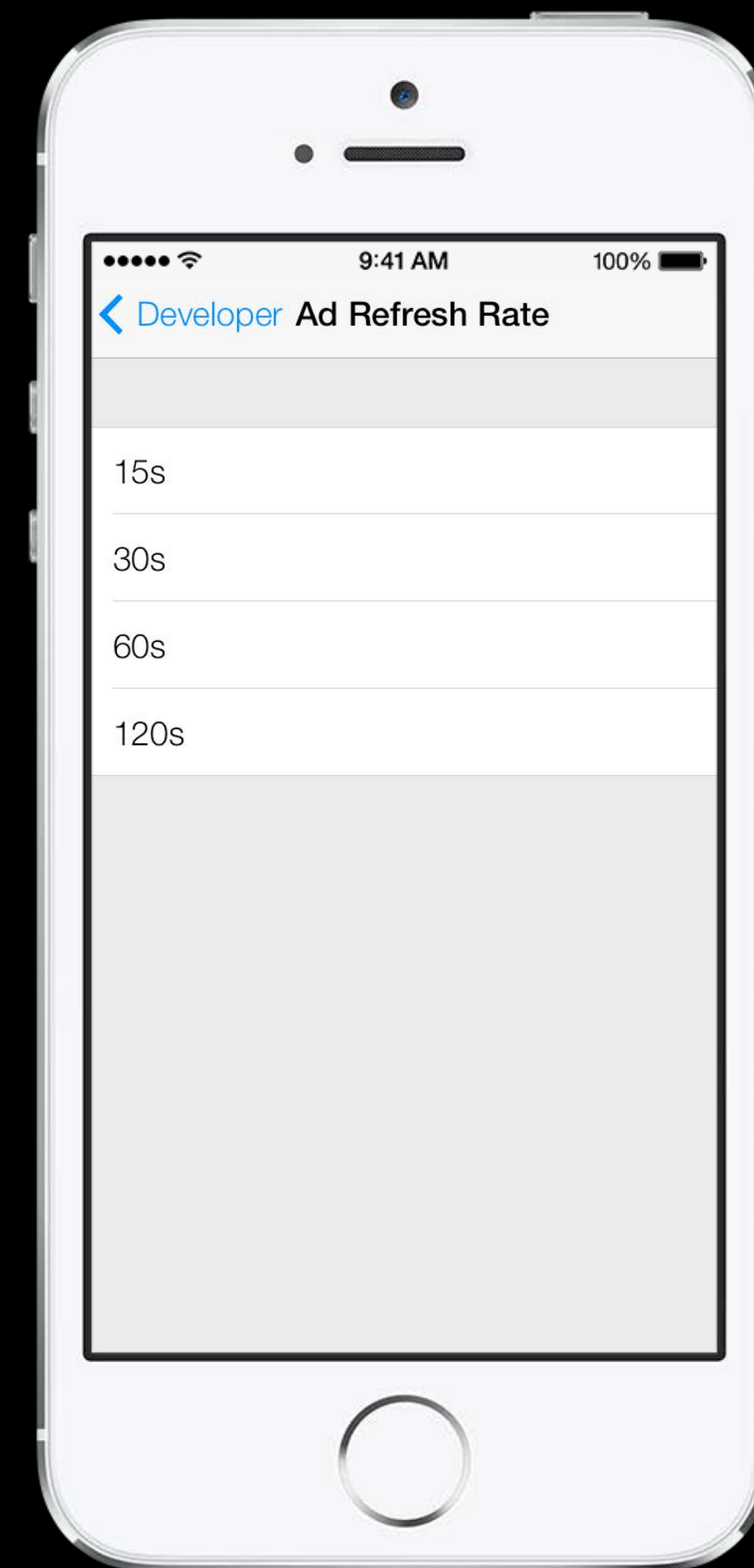


# Testing

Loading and unloading

Adjust fill rate

Adjust ad refresh rate



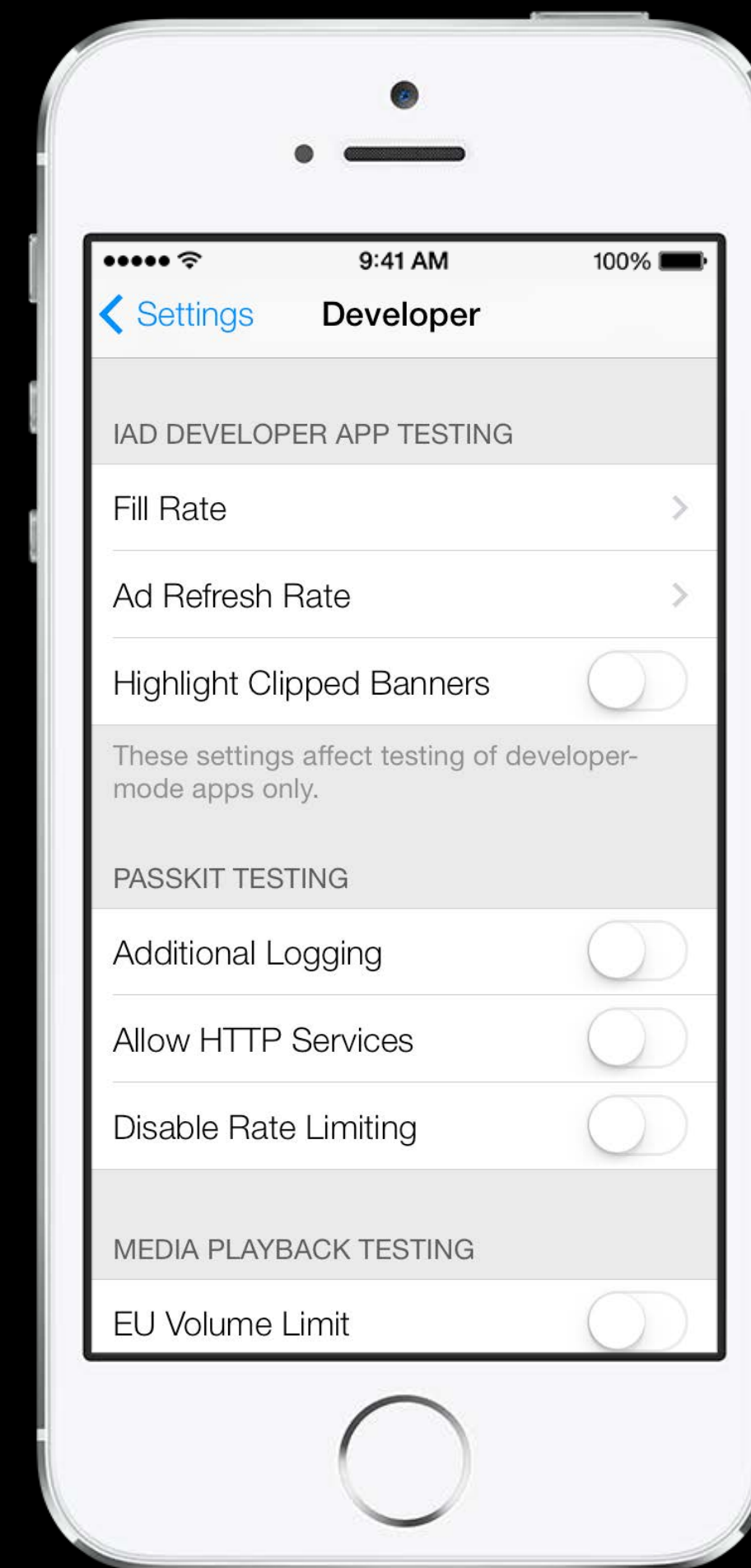
# Testing

## Banner clipping

Adjust fill rate

Adjust ad refresh rate

Ensure there's no clipping



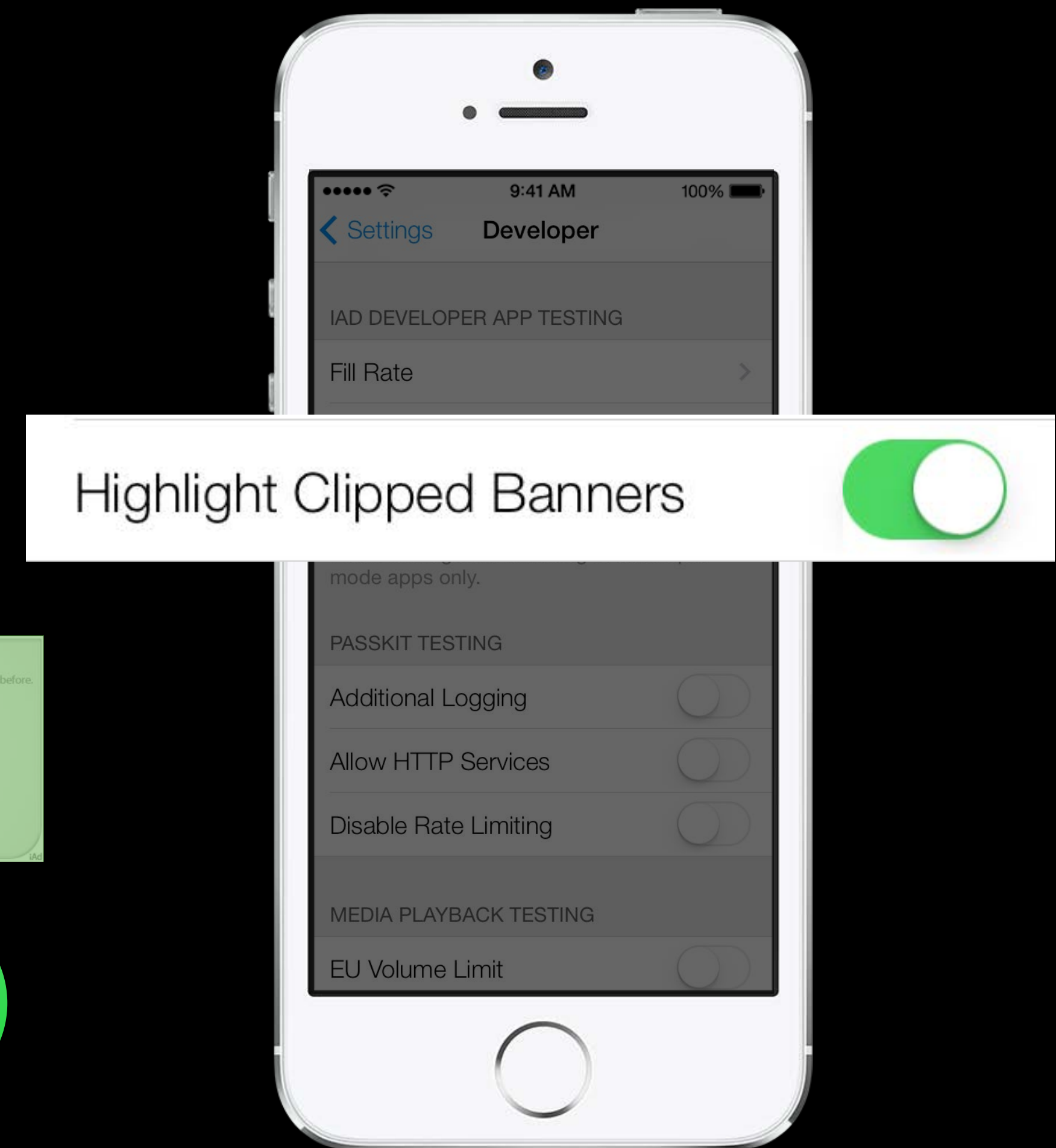
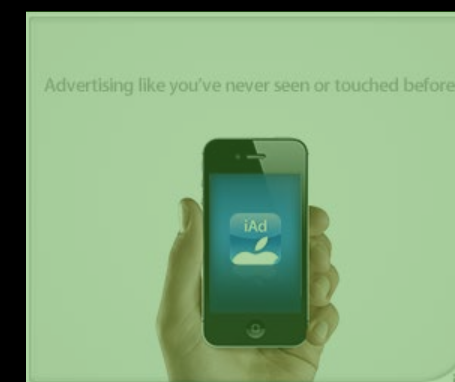
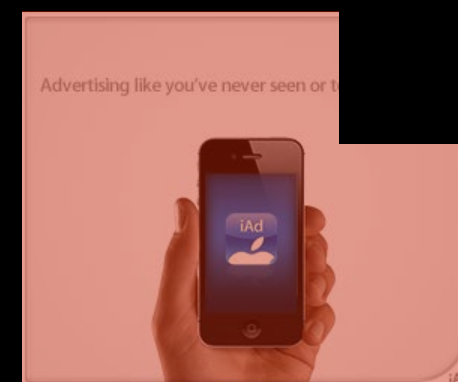
# Testing

## Banner clipping

Adjust fill rate

Adjust ad refresh rate

Ensure there's no clipping





# Testing

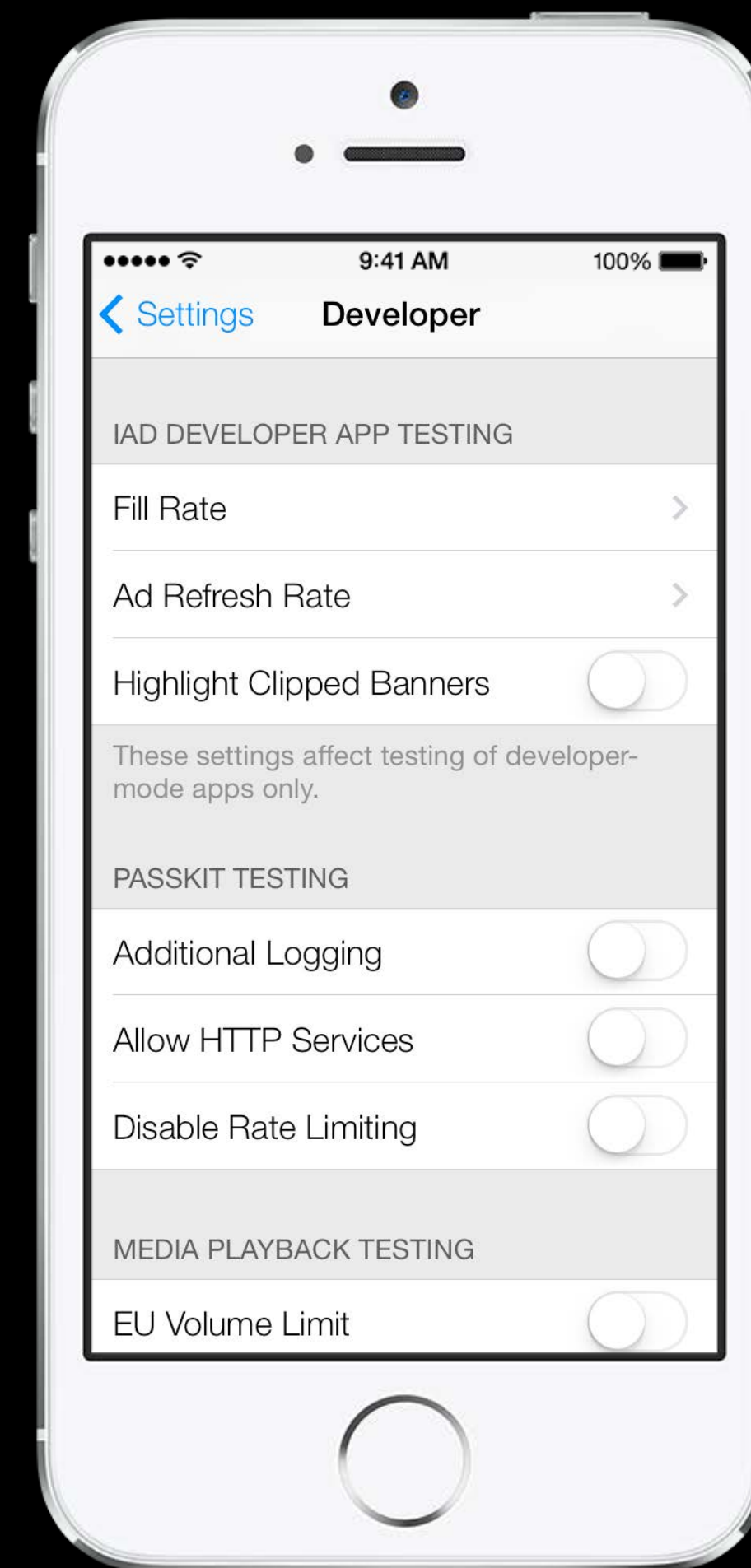
Developer apps only

Adjust fill rate

Adjust ad refresh rate

Ensure there's no clipping

Only affects your apps



# Testing

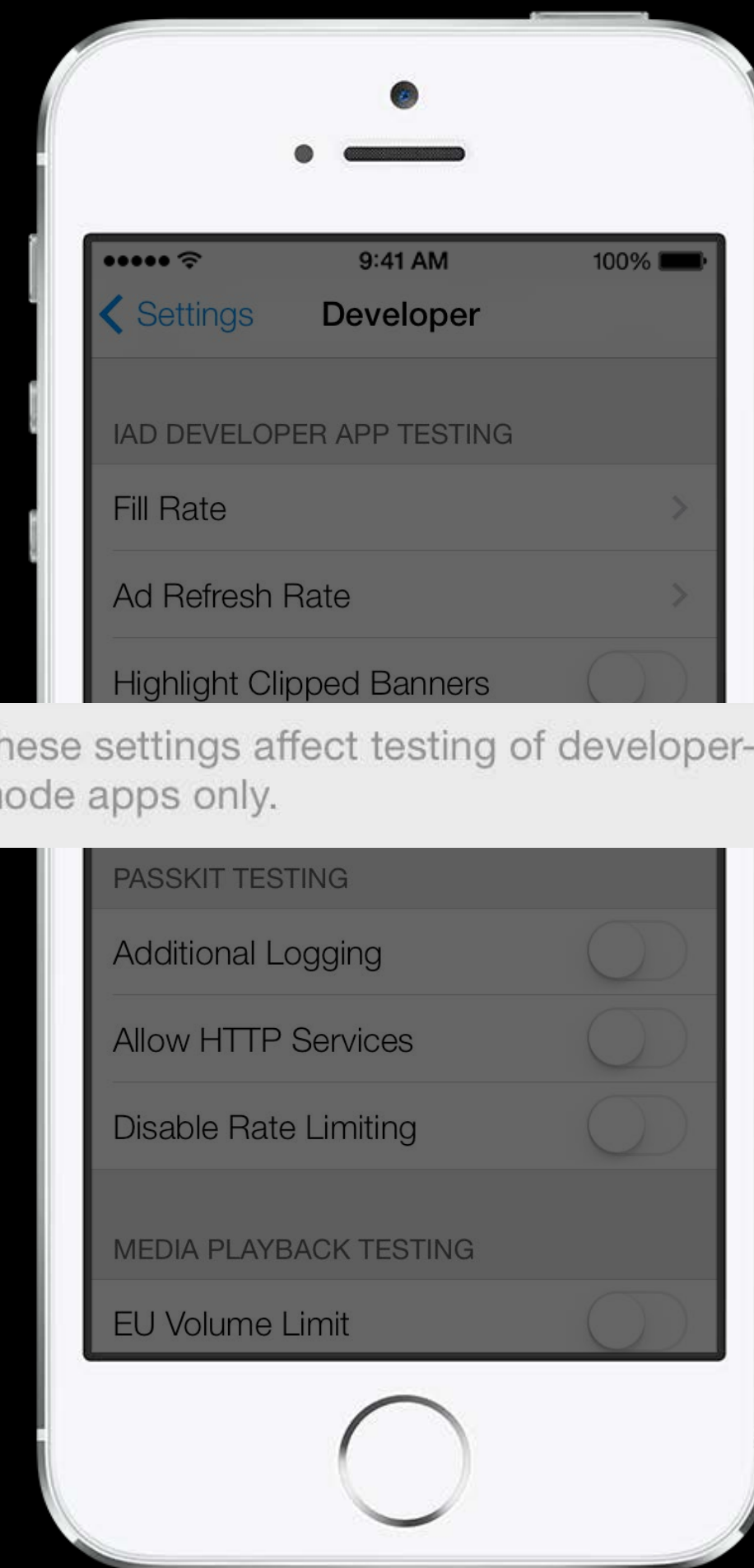
Developer apps only

Adjust fill rate

Adjust ad refresh rate

Ensure there's no clipping

Only affects your apps



These settings affect testing of developer-mode apps only.



## Monetize

Generate revenue  
with rich media Ads



## Promote

Drive downloads  
with iAd Workbench



## Monetize

Generate revenue  
with rich media Ads



## Promote

Drive downloads  
with iAd Workbench

# iAd Integration for Monetization

iAd Workbench

App Attribution

App Audience Retargeting



# iAd Integration for Monetization

iAd Workbench

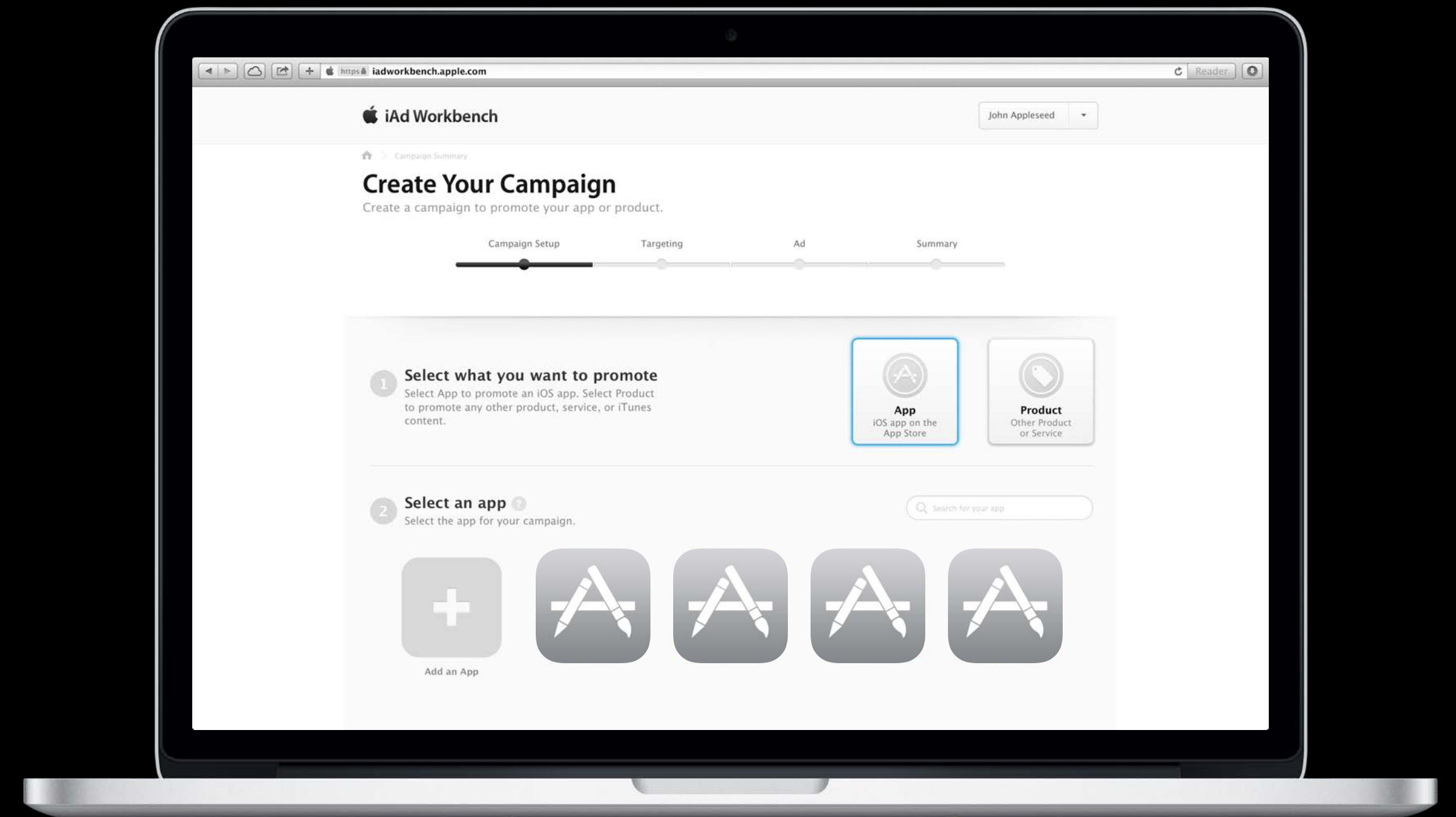
App Attribution

App Audience Retargeting



# Quick Intro to iAd Workbench

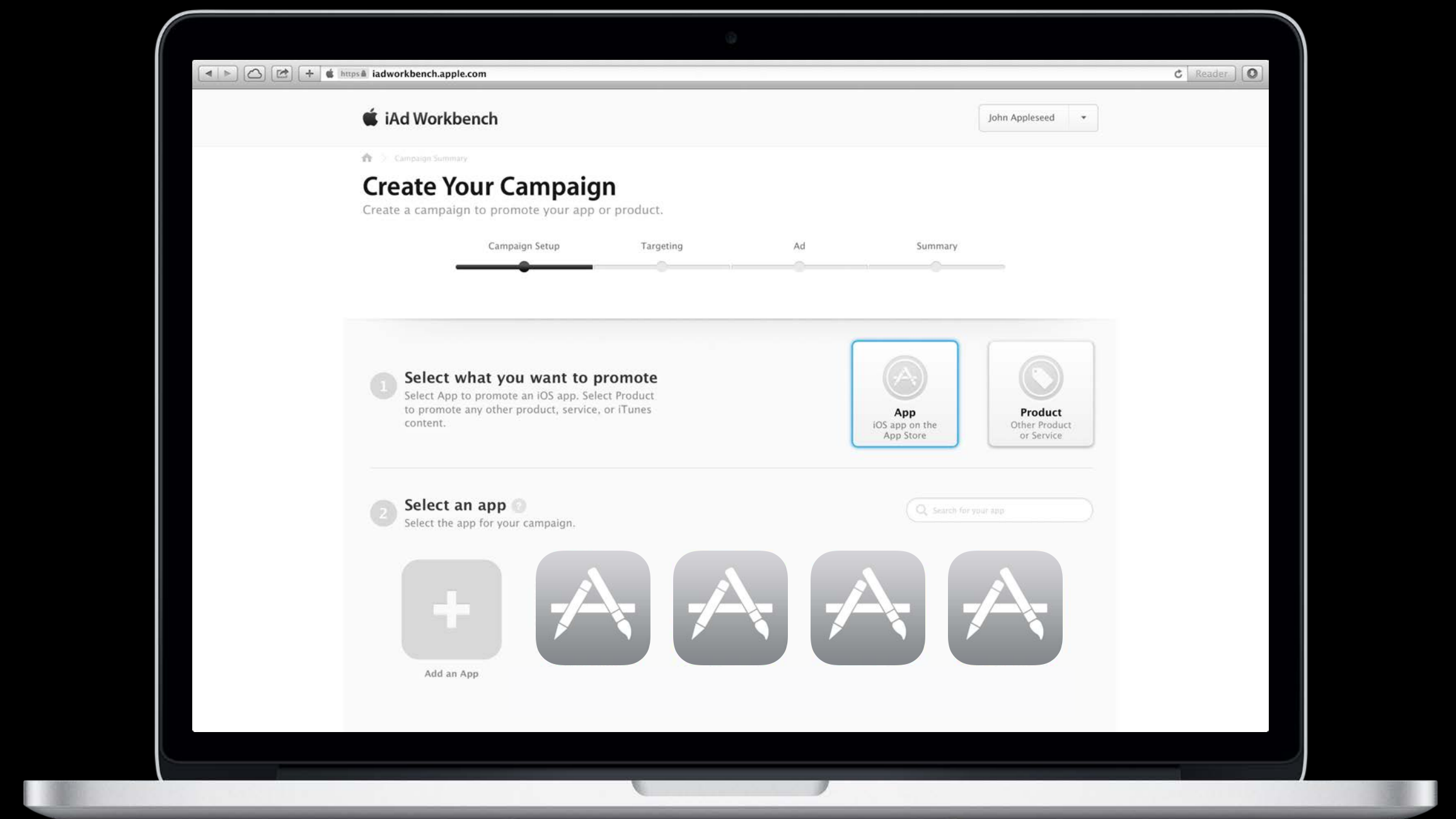
iAd's self-service advertising platform



# Quick Intro to iAd Workbench

iAd's self-service advertising platform

<http://iadworkbench.apple.com>



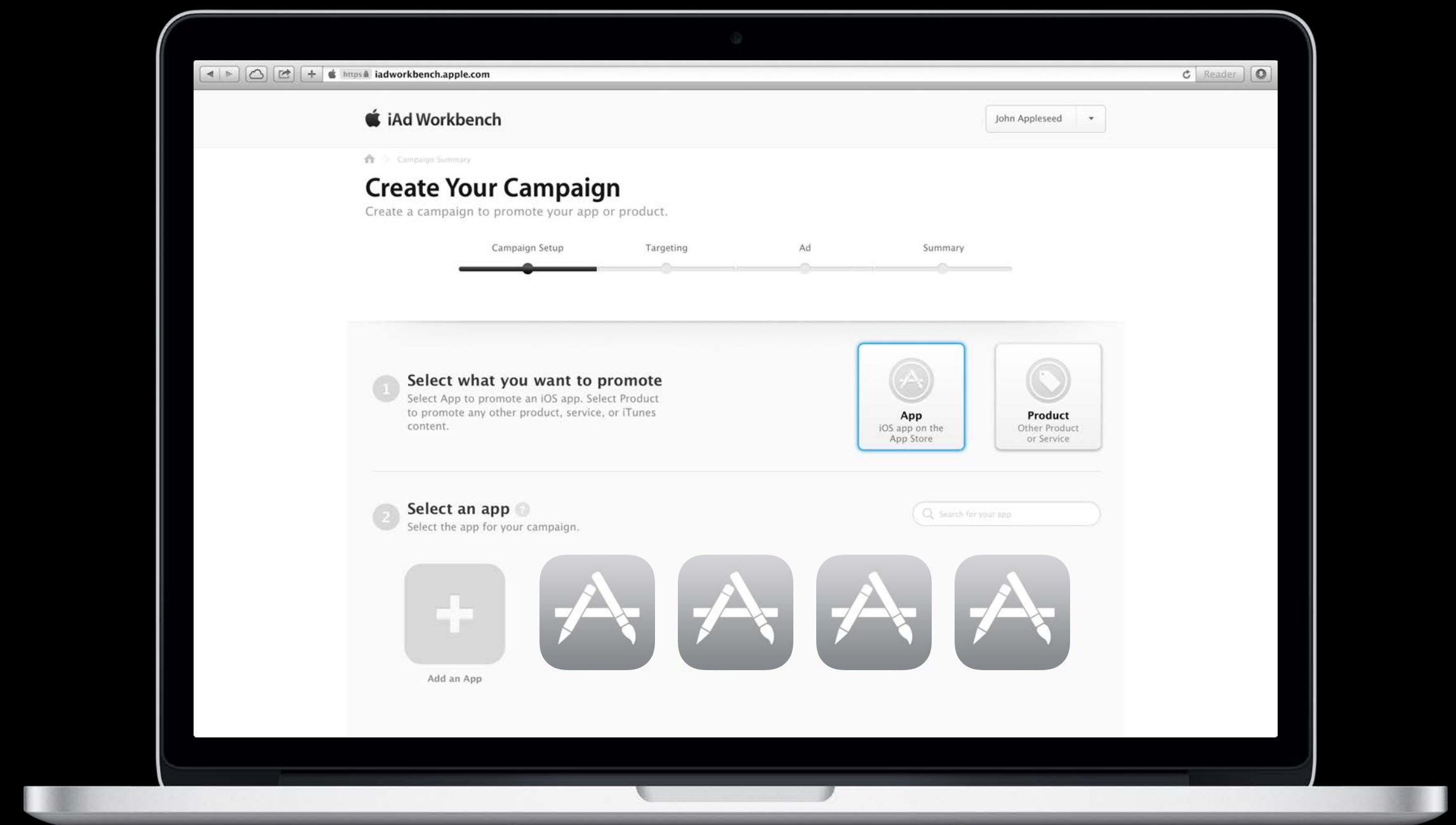


# Quick Intro to iAd Workbench

iAd's self-service advertising platform

<http://iadworkbench.apple.com>

Create mobile ads by uploading your own banners or using built-in templates



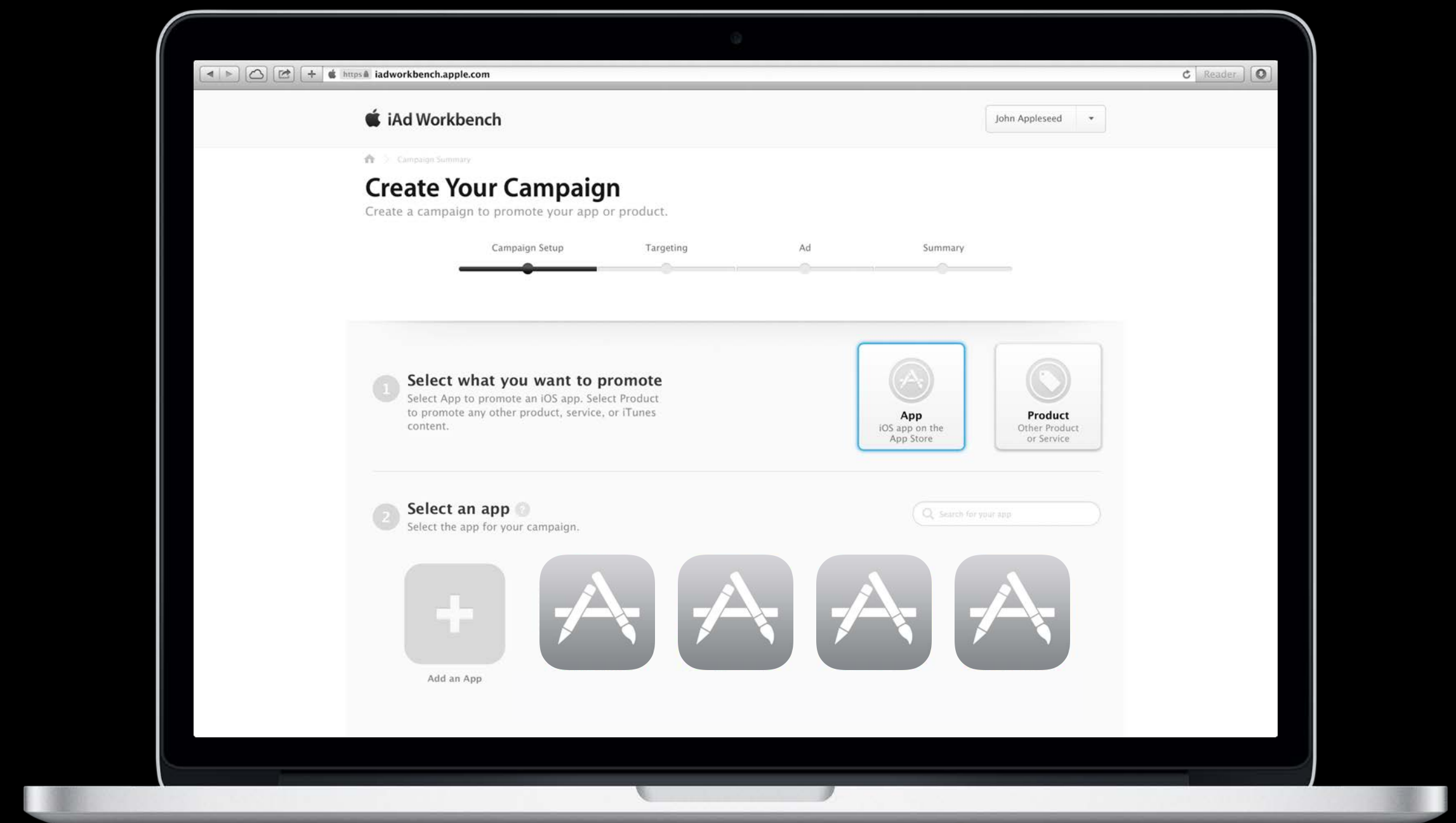
# Quick Intro to iAd Workbench

iAd's self-service advertising platform

<http://iadworkbench.apple.com>

Create mobile ads by uploading your own banners or using built-in templates

Reach users who are most likely to download your app



# Quick Intro to iAd Workbench

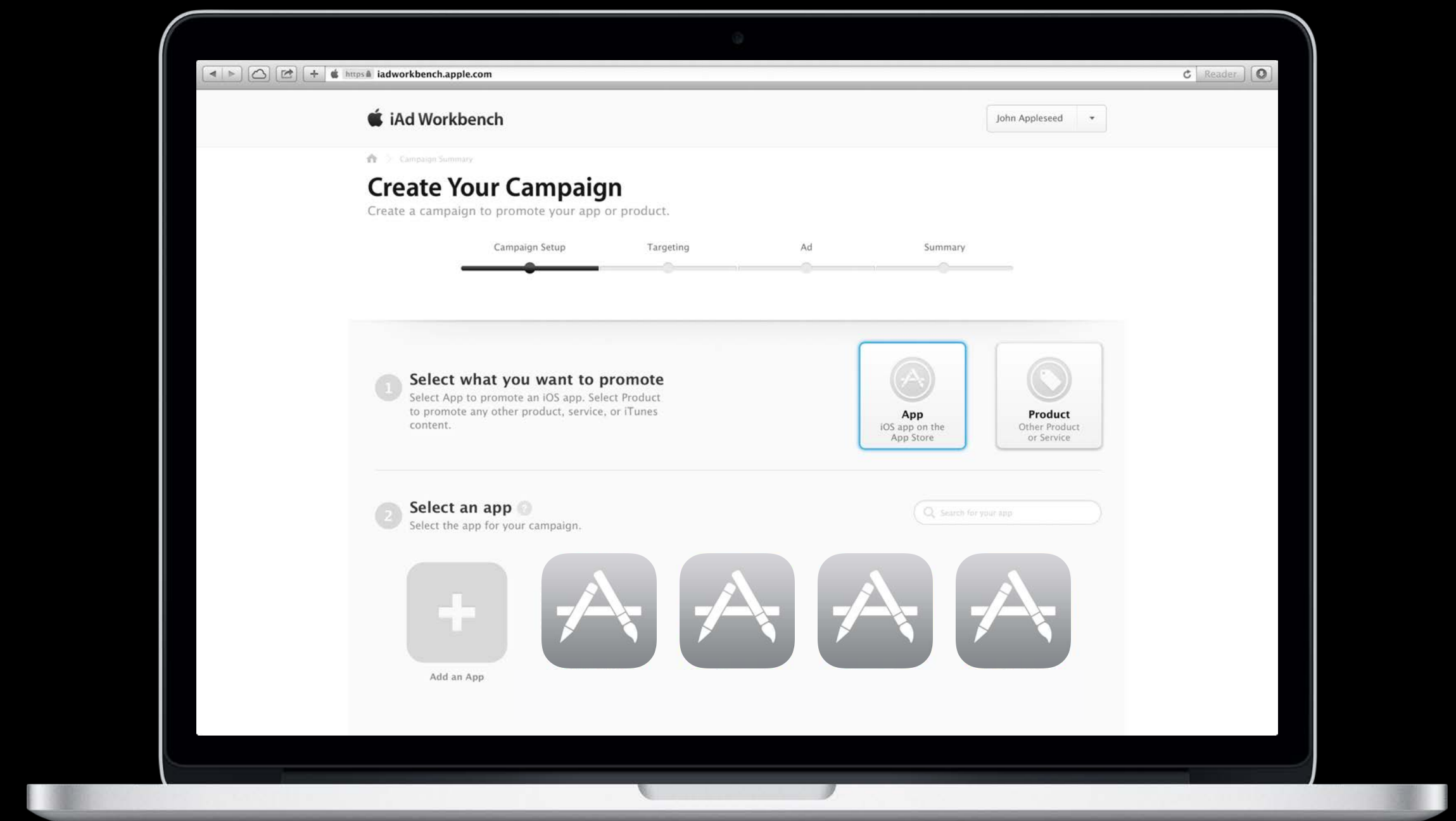
iAd's self-service advertising platform

<http://iadworkbench.apple.com>

Create mobile ads by uploading your own banners or using built-in templates

Reach users who are most likely to download your app

Manage campaign performance



# iAd Integration for Monetization

iAd Workbench

App Attribution

App Audience Retargeting



# iAd App Attribution

## Overview



# iAd App Attribution

## Overview

Track app downloads that originate from iAd



# iAd App Attribution

## Overview

Track app downloads that originate from iAd

Measure effectiveness of campaigns



# iAd App Attribution

## Overview

Track app downloads that originate from iAd

Measure effectiveness of campaigns

Available with iOS 7.1





# iAd App Attribution

## Overview

Track app downloads that originate from iAd

Measure effectiveness of campaigns

Available with iOS 7.1

Enhanced in iOS 8



# iAd App Attribution

```
#include <iAd/iAd.h>
```

```
[[ADClient sharedClient] lookupAdConversionDetails:  
    ^(NSDate *appPurchaseDate, NSDate *iAdImpressionDate) {  
    BOOL iAdOriginatedInstallation = (iAdImpressionDate != nil);  
}];
```

# iAd App Attribution

```
#include <iAd/iAd.h>

[[ADClient sharedClient] lookupAdConversionDetails:
    ^(NSDate *appPurchaseDate, NSDate *iAdImpressionDate) {

    BOOL iAdOriginatedInstallation = (iAdImpressionDate != nil);
}];
```

# iAd App Attribution

```
#include <iAd/iAd.h>

[[ADClient sharedClient] lookupAdConversionDetails:
    ^(NSDate *appPurchaseDate, NSDate *iAdImpressionDate) {
    BOOL iAdOriginatedInstallation = (iAdImpressionDate != nil);
}];
```

# iAd App Attribution

# iAd App Attribution

Dates will be nil when not attributed to iAd or Limit Ad Tracking is enabled

# iAd App Attribution

Dates will be nil when not attributed to iAd or Limit Ad Tracking is enabled

Avoid lookups on every launch

# iAd Integration for Monetization

iAd Workbench

App Attribution

App Audience Retargeting





# App Audience Retargeting

## Overview



# App Audience Retargeting

## Overview

Group your users according to their activity



# App Audience Retargeting

## Overview

Group your users according to their activity

- Frequent in-app purchases



# App Audience Retargeting

## Overview

Group your users according to their activity

- Frequent in-app purchases
- High usage rate



# App Audience Retargeting

## Overview

Group your users according to their activity

- Frequent in-app purchases
- High usage rate
- Dormant users



# App Audience Retargeting

## Overview

Group your users according to their activity

- Frequent in-app purchases
- High usage rate
- Dormant users

Target users with new ads based on these groups



# App Audience Retargeting

## Overview

Group your users according to their activity

- Frequent in-app purchases
- High usage rate
- Dormant users

Target users with new ads based on these groups

Each group describes a specific segment of users



# App Audience Retargeting

Game app developer examples





# App Audience Retargeting

Game app developer examples

Promote the new iPad version of your app  
to all iPhone users



# App Audience Retargeting

## Game app developer examples

Promote the new iPad version of your app to all iPhone users

Inform users of new features based on levels they've reached



# App Audience Retargeting

## Game app developer examples

Promote the new iPad version of your app to all iPhone users

Inform users of new features based on levels they've reached

Re-engage "dormant" users based on when they last opened your app



# App Audience Retargeting

Retail app developer examples



# App Audience Retargeting

Retail app developer examples

Remind users who have abandoned their shopping cart in your app



# App Audience Retargeting

## Retail app developer examples

Remind users who have abandoned their shopping cart in your app

Send an offer to your loyal, most valuable customers



# App Audience Retargeting

## Retail app developer examples

Remind users who have abandoned their shopping cart in your app

Send an offer to your loyal, most valuable customers

Promote sales based on previous purchases



# App Audience Retargeting

How does it work?



# App Audience Retargeting

How does it work?



## Create Segments

Identify and create segments  
on iAd Workbench

# App Audience Retargeting

How does it work?



## Create Segments

Identify and create segments  
on iAd Workbench



## Update App

Tag users in your app based  
on behavior

# App Audience Retargeting

How does it work?



## Create Segments

Identify and create segments  
on iAd Workbench



## Update App

Tag users in your app based  
on behavior



## Retarget Customers

Deliver customized  
ad messages

# App Audience Retargeting

```
#include <iAd/iAd.h>
```

# App Audience Retargeting

```
#include <iAd/iAd.h>
```

```
NSArray *segmentArray = @[ loyalUserSegment, frequentPurchasesSegment ];
```

# App Audience Retargeting

```
#include <iAd/iAd.h>
```

```
NSArray *segmentArray = @[ loyalUserSegment, frequentPurchasesSegment ];
```

```
[[ADClient sharedClient] addClientToSegments:segmentArray replaceExisting:NO];
```

# App Audience Retargeting

```
#include <iAd/iAd.h>
```

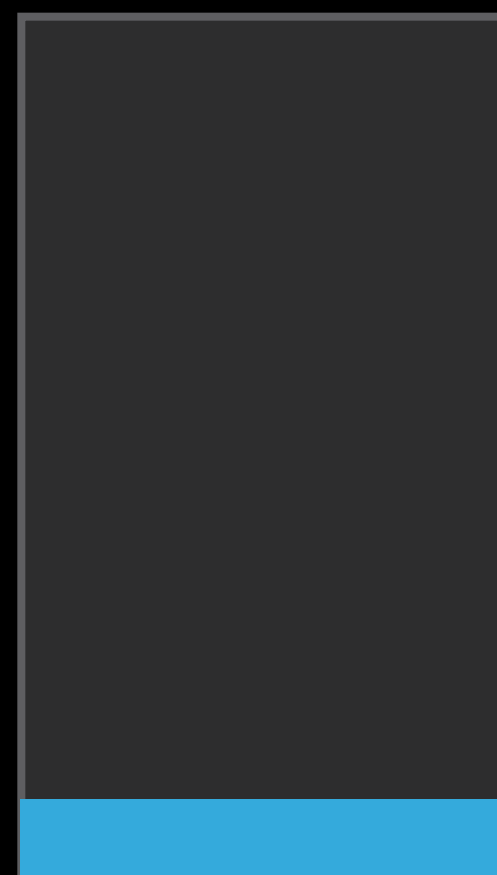
```
NSArray *segmentArray = @[ loyalUserSegment, frequentPurchasesSegment ];
```

```
[[ADClient sharedClient] addClientToSegments:segmentArray replaceExisting:YES];
```

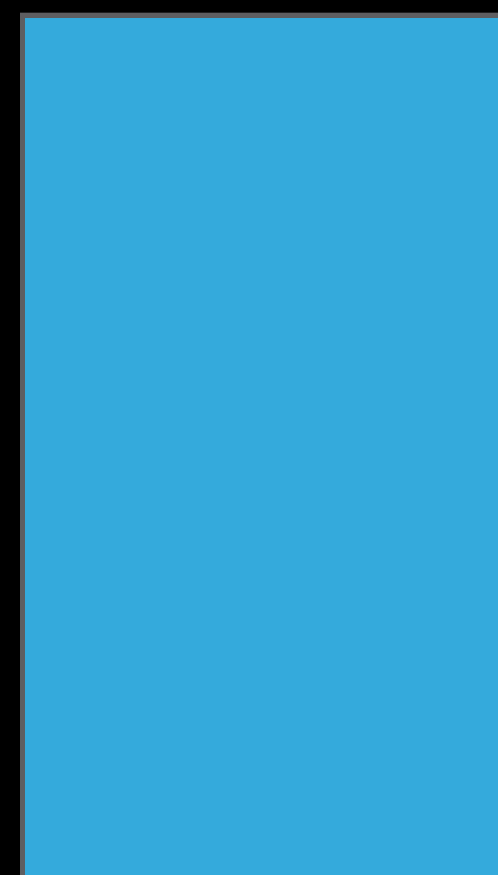
# Summary



# Best Practices



Banner



Interstitial



Medium Rect



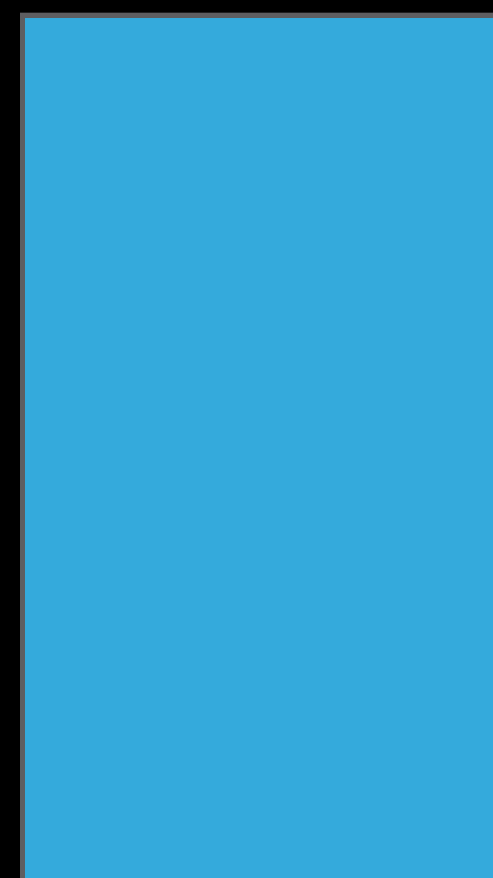
Pre-Roll

# Best Practices

Take advantage of the different ad formats



Banner



Interstitial



Medium Rect



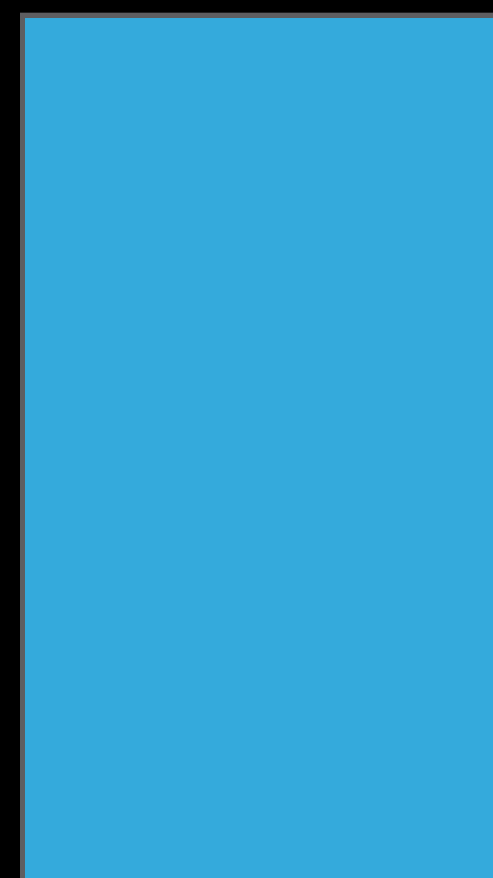
Pre-Roll

# Best Practices

Take advantage of the different ad formats  
Consider the user when placing ads



Banner



Interstitial



Medium Rect



Pre-Roll

# Best Practices



# Best Practices

Optimize your app's ad performance



# Best Practices

Optimize your app's ad performance  
Take advantage of iAd Workbench



# Best Practices

Optimize your app's ad performance  
Take advantage of iAd Workbench



# More Information

Mark Malone

iAd Technologies Evangelist

[mgm@apple.com](mailto:mgm@apple.com)

Documentation

iAd Programming Guide

<https://developer.apple.com/library/ios/documentation/>

Apple Developer Forums

Integrating iAd Banners

<https://devforums.apple.com/community/ios/connected/iadint>



# Related Sessions

- 
- The New iTunes Connect Presidio Wednesday 10:15AM
  - What's New in iAd Workbench Nob Hill Thursday 9:00AM
-

# Labs

- 
- |                        |               |                  |
|------------------------|---------------|------------------|
| ● iAd Technologies Lab | Media Lab A   | Wednesday 4:30PM |
| ● iAd Technologies Lab | Media Lab B   | Thursday 10:15AM |
| ● iTunes Connect Lab   | Service Lab A | Thursday 3:15PM  |
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