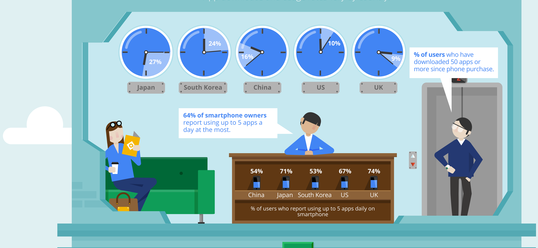
admob by Google

SIX ESSENTIAL TIPS FOR APP DEVELOPERS

AdMob surveyed a thousand daily mobile app consumers in markets with high app downloads. See some highlights below and find more results in The App Developer Business Kit.

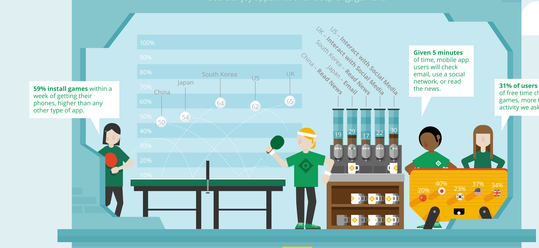
01 REACH USERS IN NEW MARKETS

App downloads and usage rates vary by country.



02 BUILD GAMES WITH DEPTH

Users enjoy apps that offer deep engagement.

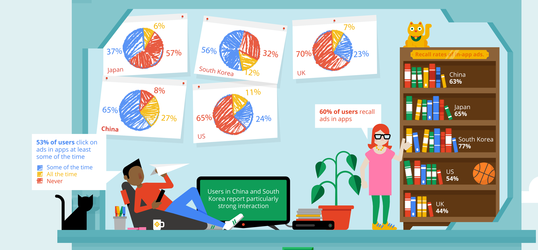


03 CHOOSE AN APPROPRIATE BUSINESS MODEL

Users prefer to download free apps.

04 EARN WITH ADS

Users click on and recall in-app ads.



05 GET DISCOVERED

Users value good app store listings and reviews.

06 KEEP USERS HAPPY

Simplify navigation and localize well.

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