



AT A GLANCE

About Mahmud Ahsan

- Originally based in Dhaka, Bangladesh, now in Malaysia
- A leading publisher of educational and entertainment apps
- Over 14 million ad impressions served per month

Goals

- Monetize free users effectively
- Ensure in-app advertising is ethically sound
- Invest increased revenue in expanded app offering

Approach

- Implement AdMob Mediation
- Deploy full-screen interstitial format
- Opt into ad network optimization and Live CPM within AdMob Mediation

Results

- 60% of revenue now comes from AdMob
- +30–35% revenue with AdMob Mediation
- Interstitials deliver 5x CTR and 10x RPM compared with banners
- +20–30% revenue with ad network optimization

GOOGLE ADMOB HELPS INDIE APP DEVELOPER TRANSLATE FREE DOWNLOADS INTO REVENUE

Since starting his app business in Dhaka, Bangladesh in 2010, Mahmud Ahsan has become a leading creator of educational and entertainment apps for Apple iOS devices, with six million downloads to date. His most popular app is Arabic Dictionary.

For Mahmud, high downloads didn't automatically translate to high revenue. Users loved the free apps, but few were paying for upgraded versions. To monetize his products, Mahmud turned to in-app advertising, and specifically the AdMob platform. **"AdMob is definitely key to success in the mobile market,"** he says. **"Compared with competitors, it offers a higher cost per thousand impressions (CPM) and a better fill rate, and it only displays 'appropriate' ads."**



"If we didn't use AdMob, our generated revenue would drop by 30–40% as AdMob's competitors can't offer the same kind of fill rate."

Mahmud Ahsan,
independent app developer

With advertising so central to his business model, Mahmud was always looking for ways to maximize revenue. So when AdMob Mediation launched in 2011, he adopted it immediately. This platform enabled Mahmud to serve ads from multiple sources, prioritizing the one with the highest effective CPM, and **revenue was soon 30–35% higher than with the AdMob network alone.**

In November 2013, he also introduced full-screen interstitial ads to all his free apps. To maintain a high-quality user experience, these typically appear once only, when the app opens. Implementation could not have been easier – downloading the code and incorporating it into his first app took just 20 minutes – but **the effect has been huge. Click-through rate (CTR) is over five times higher compared with banner ads, and CPM is typically 10 times higher.**

ABOUT ADMOB

AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

- For more information, go to:
<http://www.google.com/admob>

ABOUT ADMOB MEDIATION

AdMob Mediation is a feature that lets you serve ads to your apps from multiple sources. This enables you to maximize your fill rate and increase your monetization by sending ad requests to multiple networks to ensure you find the best available network to serve ads.

- For more information, go to:
<https://developers.google.com/mobile-ads-sdk/docs/admob/android/mediation>

And in 2014, when the mediation platform was expanded with ad network optimization and Live CPM, giving publishers real-time access to all Google's demand sources, Mahmud saw a **further jump of 20–30%**. Overall, **revenue has doubled with the adoption of interstitials and mediation features**.

Today, **AdMob generates 60% of Mahmud's total advertising revenue**. These profits mean he can invest in enhancing his iOS products (he is currently incorporating optical character recognition into his dictionary apps), creating Android versions, and developing more complex gaming apps. And because he can run a viable business from home, he is able to spend more time with his wife and baby son.

As he says, "AdMob has the highest fill rate and CPM compared to other ad platforms. I would encourage all developers to use AdMob in their free applications."