In App Advertising is the Best Way to Monetize App in 2015

In app Advertising Platform Offers App Promotion and Monetization Service and Gives Vital App Reports on High Exposure,Ads Clinks and Consumption Details.

NEW YORK, USA, August 5, 2015 /EINPresswire.com/ -- Desktop apps are in trend and with a lot of us still depending on the good old desktops for efficient working, apps are launched to bridge the difference between desktops and mobile platforms. Majority of people prefer using desktop for their work, because it is easier to maintain the right posture, do multitasking and also work better. They reserve laptop for days when they are not in the mood, or when work is less, when they are traveling, etc. Since

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desktop is meant for heavy duty, they have kept it that way from the time they started working. Good apps were available for smartphone and desktop apps were sorely lacking, but it is no longer the case now. So, what's the best strategy for app promotion in the digital era?

Developers go to great lengths to create apps that are useful and in-demand. However, with a lot of free stuff available these days, it is difficult to get someone buy stuff that's otherwise available for free. Though apps are great, there's probably something similar that's free. To combat this problem, desktop app developers have to find out other ways to promote apps and earn money.

In app advertising is a strategy where adverts are displayed while a user is using the app and desktop app developer can earn through these adverts. They could either earn for showing ads, or commission from clicks and buys, etc. Basically, instead of having desktop app users pay for the app, they earn it through advertisements. So users get a product for free and the developers get their due through in app advertising, provided they have a good user base.

There are many different ways to promote apps. The most common methods include Pay Per Install, donations, affiliate marketing, revenue sharing model with similar but unrelated services, selling the source code, in app advertising, etc. Different methods work for different individuals and app in question. Pay per Install and affiliate marketing are similar and works on commission from users who do an activity – installing something suggested in the app, etc. Selling the source code means the app developer loses hold on his product and few methods don't work quite well. Donations do work for some products, though not everyone can take up this method. So, the most lucrative method is in app advertising.

Once you are able to promote app and garner enough user base, in-app advertising works wonders for desktop app promotion. The results for any promotional method rely on the marketing efforts. Once app is created and tested, choosing a name and revenue model comes next. Once that's done, marketing the app in the right places and getting real reviews posted can propel your efforts. It is a good idea to request for genuine feedback posted by reputed people for adding weightage to the review. If you can and have contacts, you could get a few testers to test out your app before it going

live. This way, you will know the app works well and in-app advertising can be done once user base is created.

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