

# Powerful Game & App Monetization Strategies for 2021 H2



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# Introduction

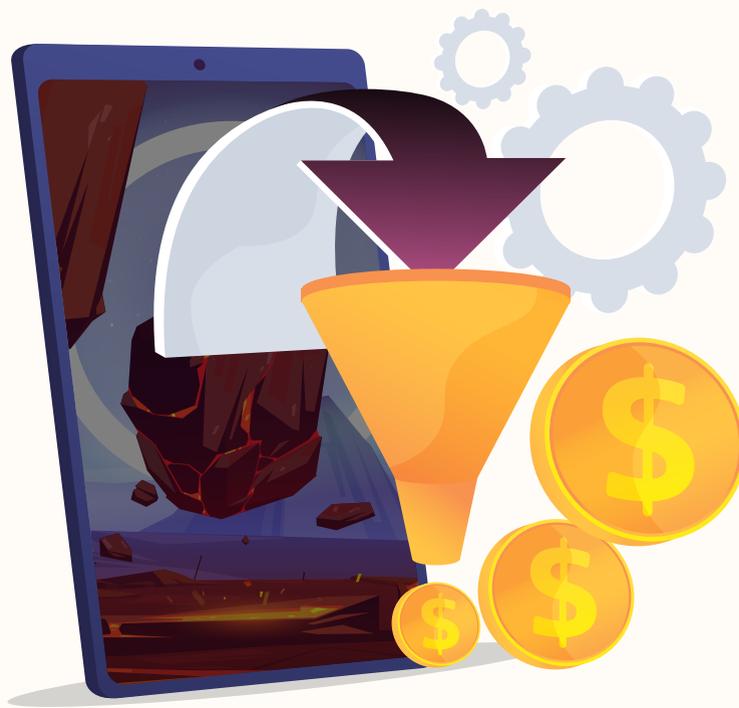
The mobile game and app monetization strategies have been evolving over the time and progressing through. The year 2021 has seen a remarkable boost in apps earning massively well across regions globally. Mobile monetization gives you an exclusive chance to make money through your mobile game and app. The strategies that open up game and app developers to the world of monetization stretch over multiple domains.



This report will take you through the powerful game and app monetization strategies that will exceptionally boost in-app revenue in 2021 H2.

# What is Mobile Game Monetization?

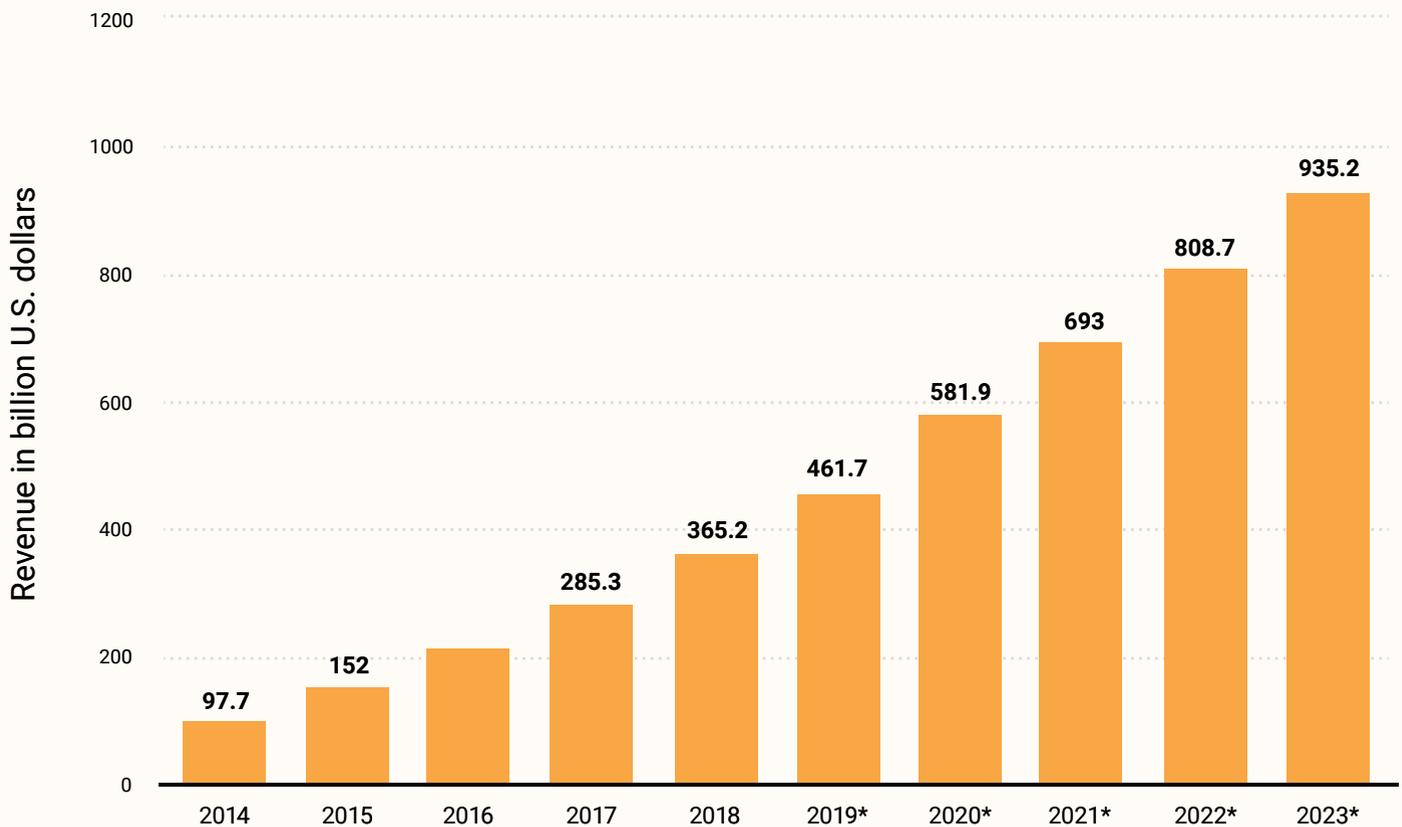
Mobile monetization is the technique and strategy that game and app developers implement and deploy to generate and elevate in-app revenue. This strategy and technique encompasses extensive factors depending on the model of a mobile game and app.



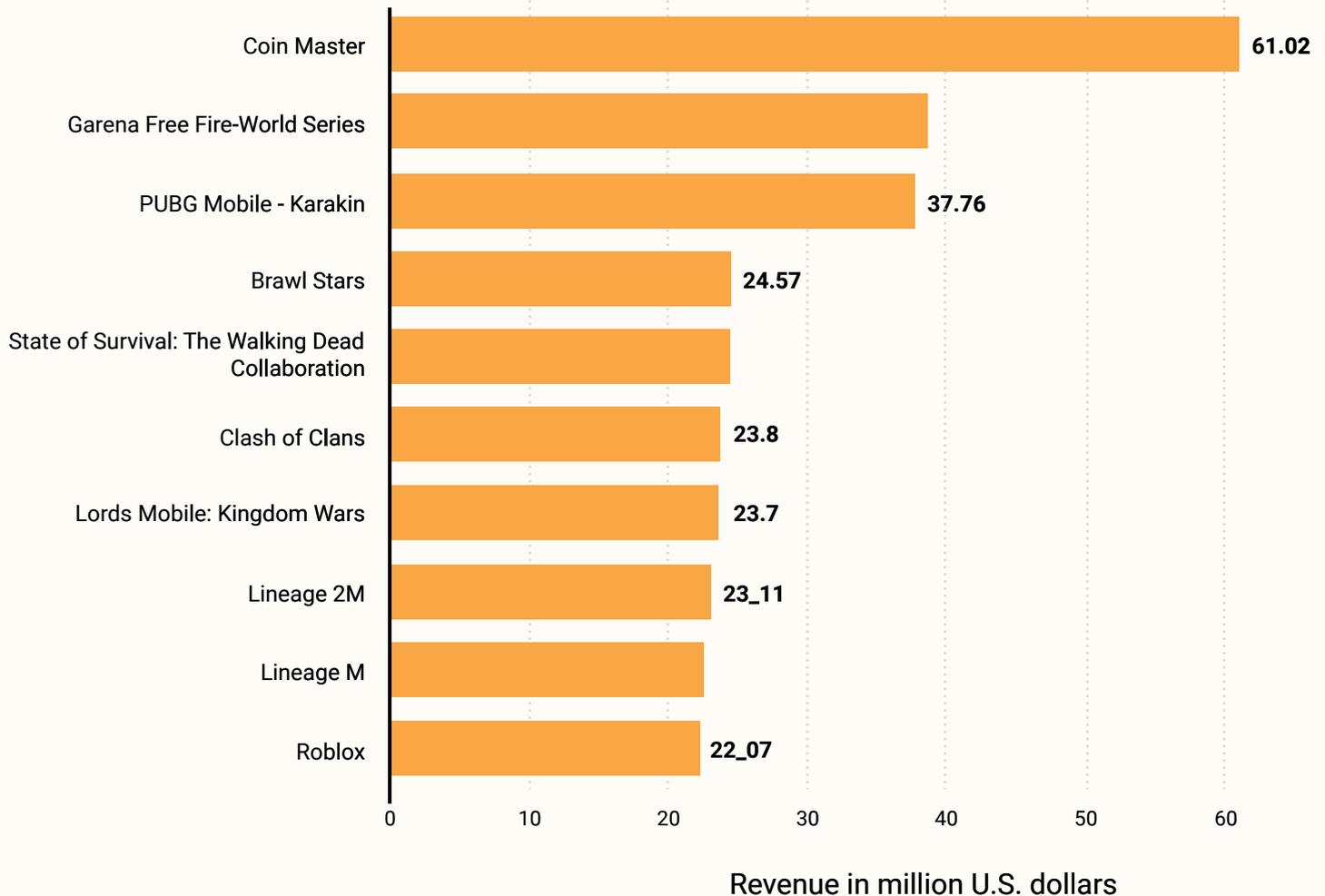
In this age, only developing pitch-perfect mobile games and apps is not what a developer strives for. Monetizing these in the best and effective way is what developers look for now. One of the significant goals include the increase in the in-app revenue generation.

# Why Mobile Game and App Monetization is Important?

No matter following what model a mobile app is developed, there is always a significant margin to earn revenue and boost it.



The [Statista Total Global Mobile App Revenues Report 2014-2023](#) predicts how the mobile app revenue may dramatically reach 935.2 billion U.S. Dollars by 2023 elevating from just 461.7 billion U.S. Dollars in 2019.



According to [Statista Leading Android Apps Worldwide Report 2021](#) in January 2021, Coin Master hit approximately 61.02 million U.S. dollars in global revenue list via Google Play Store alone. Besides being a free game, this phenomenal growth was due to the right monetization strategies implemented at the right time.

In recent years mobile monetization has gained much popularity. Thousands of mobile publishers have earned greater revenues at ease.

# How to Plan Mobile Monetization for Boosting Revenue in 2021?

A mobile publisher or developer must consider monetization at an early stage while planning a mobile app. No matter what plan of monetization a publisher plans to execute, it must align with the mobile app's functionality. Whether monetizing a mobile game or an app, the strategy must not affect the app workflow.

A smart developer and publisher can always mix up monetization techniques with the app workflow to enhance user experience and boost revenue. A developer must plan out the app workflow keeping in mind what monetization model is to be implemented in future.



The two basic mobile game and app models are paid and unpaid. A paid app brings in instant revenue for developers but needs something unique to attract a user. In contrast, a free app with multiple users monetized by the best strategy can bring in great revenue.

Let's now dig into the mobile monetization strategies and learn how they work.

# What are the Best Ways to Monetize Mobile Games and Apps in 2021 H2?

Mobile developers and publishers often opt for multiple monetization strategies to earn from various ends regardless. 2021 has been the year for mobile publishers to spot the right strategy and monetize their mobile apps before it's too late. Here are all the powerful monetization strategies that you cannot miss to implement in the second half of 2021.



**Paid Strategy**



**Freemium**



**Paid Subscription**



**In-App Purchasing**



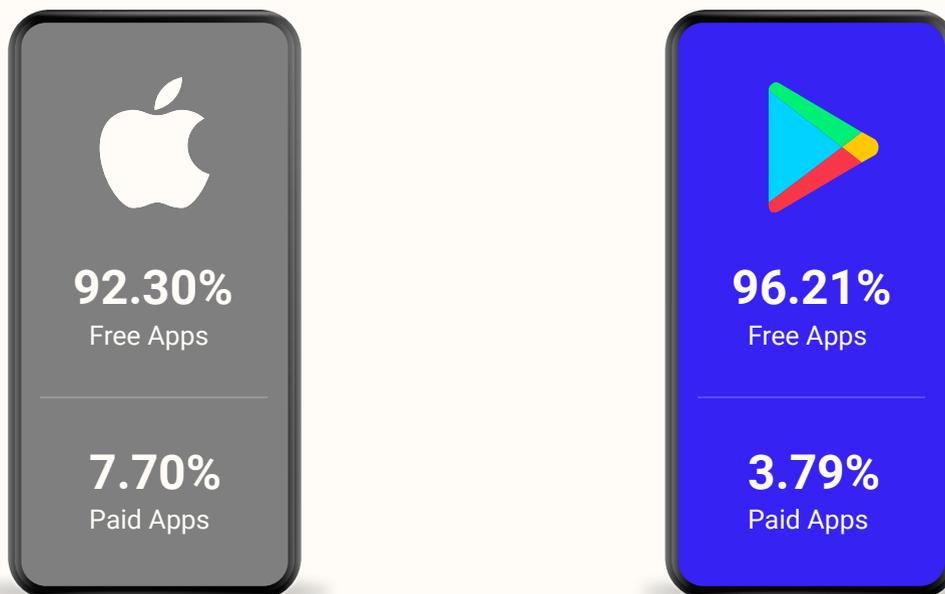
**In-App Advertising**



**Hybrid Monetization**

# Paid Strategy for Monetization

The model brings in instant revenue for the developer or publisher, however, a major chunk of users tend to prefer free apps instead of paid ones. According to App Store Data 2021, Apple App Store has 92.30% free apps and only 7.70% paid ones, while Google Play Store has 96.21% free apps and just 3.79% paid ones. With this data, the popularity of free mobile apps is evident.



A paid model only entices a user if the mobile app is spectacular in terms of experience. Thus, one needs to understand the app workflow dynamics before choosing the monetization strategy that works perfectly. By putting your mobile game and app for sale on the available stores, you as a publisher can earn instant revenue.

# Freemium Strategy

The freemium strategy for monetization of apps acts as a baseline for app publishers to further choose between other monetization models and strategies. A user will not have to pay while downloading the game/app. But who guarantees that there won't be any in-app purchases or ads leading to revenue generation? This is exactly the plan!



By choosing a freemium model you get unlimited options to monetize your mobile game and app. This can be done by engaging thousands of users that get attracted to your free app. A free app might take longer to generate revenue but once the chosen strategies start working, there is no stopping.

Let's now talk money and dig deeper into the strategies beyond the freemium model.

# Paid Subscription for Monetization

Ever heard about an ad-free subscription while listening to music on your favourite app? This is where the revenue game begins. You as an app publisher let people download the app and use it for free until you start showing them ads.

In 2009, Google launched a play pass subscription service where users had to pay just \$5 to enjoy an ad-free and in-app purchase free gaming experience every month. These games include Star Wars: Knights of the Old Republic, Stardew Valley, and other 350+ applications



The subscription strategy is all about letting the user download games and apps for free but later locking certain features, levels to be unlocked later via paid subscription. Not just this, ads are often intrusive in nature, especially when a user is highly involved in a mobile game or app. This is a great opportunity to offer ad-free subscriptions by motivating the user to elevate the user experience.

# In-App Purchases to Uplift Revenue

In-app purchases within the apps are a brilliant way to entice the user without making it obvious. A great way to monetize games is to add advertisements that are game-relevant. A considerable example of this can be essential tools, costumes, or weapons for sale that add to the gaming experience. Adding to this, besides just virtual purchases other items such as gaming merchandise on sale is also a popular catch.



In 2021, mobile games are making much big in the market with in-app purchases in comparison to apps. A popular way of implementing an in-app purchasing strategy into the game is by asking users to pay to enter tournaments that lead to greater rewards. This way the users don't feel a burden while paying but rather look forward to the greater reward instead.

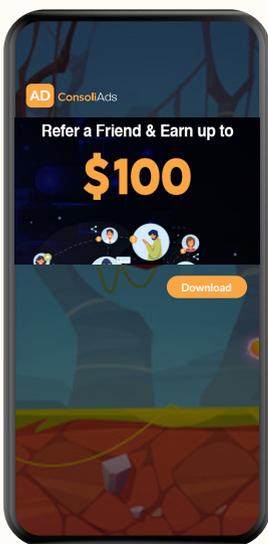
PUBG has hit a massive growth of 832.12 million US dollars in June 2021. A huge sum of PUBG's revenues comes from in-app purchasing followed by promotions and affiliate marketing.

# In-App Advertising for In-App Revenue Boost

In addition, the trends reveal how a major chunk of app developers prefer in-app advertising for monetizing their games and apps. The App Annie report: Ad monetization in mobile games the untapped potential suggests that over 89% of top games globally had an advertising platform SDK integrated by December 2019. This significantly increased the total global mobile app revenue in the year 2019.

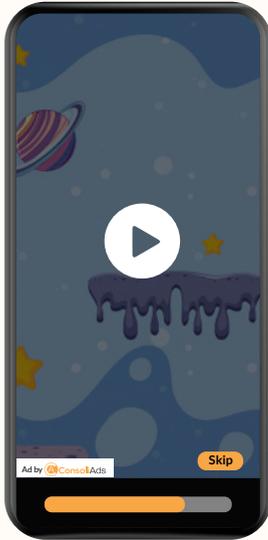
In-app advertising has evolved over time but in 2021 not all ad formats are expected to generate ideal revenue. In the second half of 2021 following ad formats are expected to perform well.

## Native Ads



Native ads are the types of ads that do not bother a user due to their non-intrusive nature. These ads are designed to merge well within your app's interface without affecting user retention. An ad format that is trending, is engaging, and brings you revenue, what else do you need? With such ads, you retain your user, elevate his/her user experience and most importantly earn money. It is a win-win situation for you!

## Rewarded Video



Ever played a game that puts you in a situation where you have to watch a video to gain rewards or get a new life? Once? Twice? Or maybe multiple times. But this trend of using rewarded video ads is growing much faster in the year 2021 to monetize games. Rewarded video ads have brought in great in-apps profits especially in the case of game addicts. Where one video view gives them a new life in their game, it gives revenue to the mobile game publisher.

## Playable Ads



These ads are a chunk of playable game modules that pop up within a gaming mobile application. Users get a chance to try it out before choosing to download it or not. On the same side, at times these ads are auto-run, this means that one gets to see a video of a running game to gain the user's interest. Playable ads are readily gaining popularity in 2021 due to their interactive nature.

Keeping in mind the latest iOS and Android updates, the publishers are encouraged to look around for monetization strategies beyond in-app purchase. To overcome the effects of new privacy regulations, publishers in 2021 need to get creative!

# The World is ready for Hybrid Monetization in 2021

Hybrid monetization is rapidly gaining popularity among mobile publishers and developers. The hybrid monetization strategy acts no less than a magnet while attracting revenue and growing it.

Hybrid monetization means mixing two or more mobile app monetization strategies and making a fine mix that attracts revenue. Today, the majority of game publishers, especially the ones offering freemium apps, tend to choose hybrid monetization. A free game can attract millions of users which consequently means more chances to gain impressions, can rightly motivate them to make in-app-purchases without them even realizing. The combination for monetizing your game might be different as per its model but can never fail to bring in revenue.

By advertising in-app offers, publishers can make in-app purchases ever effective and generate revenue efficiently. Few common examples of highest grossing games and their hybrid monetization strategies include:



# Conclusion

By now you must be aware of what mobile game and app monetization is, why it is important and the best strategies to monetize in 2021 H2.

The trends reveal that the world is now witnessing a shift towards hybrid monetization. Publishers are now playing tactfully by combining in-app purchase with in-app advertising to monetize. A broader definition of hybrid monetization, however, depicts the combination of any monetization strategy with another one.



In 2021, all it takes is smart planning and execution of a robust and sturdy monetization model. In this case in-app advertising is evolving and thriving to give publishers opportunities to earn. Besides, with the evolution, advertisers are enjoying exceptional marketing campaigns due to dynamic targeting.

# About ConsoliAds

ConsoliAds Pte Ltd. is a leading Singapore-based mobile ads management platform that enables publishers to boost in-app revenue through mobile advertising. Having an acclaimed footmark across all regions globally, the platform is acknowledged for providing robust ads monetization and mediation services.



We are envisioned towards growing in-app revenue for mobile publishers and upgrading advertising opportunities for advertisers. Our feature-packed platform mediates revenue generation via a partnered fleet of top Ad Networks.

ConsoliAds Pte Ltd., besides in-app advertising and cross promotion, also offers in-app purchase campaigns that help publishers accelerate their revenue by advertising in-game offers. The platform is designed to monetize apps and games with convenience and transparency. Accelerate your in-app revenue with quality ads and useful insights, [Sign Up now!](#)

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you

