

## ALL HEART: STAYING HEALTHY, HELPING PEOPLE, EARNING INCOME



### AT A GLANCE

#### Who they are:

- Szymon Klimaszewski
- Poland

#### Goals:

- Help people monitor and manage hypertension
- Transform a hobby into a career
- Earn income without disrupting the user experience
- Continuously improve the user experience

#### Approach:

- Created “Blood Pressure” and other health-oriented apps
- Displayed unobtrusive banner ads on app
- Used Google Analytics to continuously improve the user experience

#### Results:

- Earned US\$700–850 a month
- Gained average fill-rates with AdMob of 99%
- eCPM stays at ~\$1
- CTRs hover at 2%

When Szymon Klimaszewski learned he had hypertension, he wanted to find an efficient and smart way to keep it under control, one he could hold in the palm of his hand.

He needed an easier way to track blood pressure and other key indicators to help keep his hypertension in check, and he thought others might want to do that too. His insomnia and coding skills worked in his favor, and he began creating an app in the wee hours of the night.

Klimaszewski thought there should be a better way to save blood pressure measurements than in a notebook or spreadsheet, as most people do. He created an Android app, “[Blood Pressure](#),” to solve this problem. The app allows people to easily track, edit, describe, analyze, filter, and view their hypertension issues through interactive graphs. Users can even send data electronically right to their doctors.

#### Riding the Android wave

Klimaszewski wanted the app to be extremely intuitive because most users are elderly and many are not as facile as some with technology. He also wanted to make the app free—though earning some income as a reward for late nights staying up creating “Blood Pressure” was a welcome prospect.

The first decision point was whether to develop for iOS or Android. Klimaszewski chose Android because it is the fastest growing mobile market, and he could see clearly that Android was where the future is headed.

To monetize his creation, he turned to AdMob, Google’s platform for app developers to earn revenue and advertise their apps. “The ‘Blood Pressure’ app has been designed from the very beginning to be a free app with banner ads. From the many choices out there, AdMob appeared to be the most reliable, stable, and profitable, and that’s proven true,” Klimaszewski says.





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### Great fill rates, great results

His hunch was right on. Over the past year, the average fill-rate using AdMob has been higher than 99%. Cost per thousand impressions (eCPM) hovers at around \$1 and click-through-rates stay at roughly 2%. Stable and predictable revenue is a great help in planning and designing a sustainable business model for an app, and AdMob has gotten Klimaszewski there.

He brings in \$700–850 (USD) a month from AdMob, a respectable living for his home country of Poland. Being an app developer is not yet his full-time job, but he hopes it will be in the near future and is confident he’s on the right path.

Klimaszewski also has created two more Android apps: “Diabetes – Glucose Diary,” and “Leg Workout.” And he’s started using Google Analytics to improve the user experience and understand how other hypertension sufferers are navigating across his apps so he can continuously improve their experiences.

Recently, he also has started experimenting with interstitial ads, which are currently being used in the newest version of “Leg Workout” and “Blood Pressure.” To make interstitials as unintrusive as possible in “Leg Workout,” for example, he shows them once per app session, when the user finishes doing all the exercises, or pushes the pause button. With “Blood Pressure,” ads are shown once per app session with seven days’ delay after installation. The end result is that Klimaszewski is able to earn more revenue, while still providing an enjoyable user experience.

“Revenue from AdMob is growing constantly and users are not annoyed by intrusive ads—two things that make a developer a happy developer,” says Klimaszewski. “The other thing that makes a developer like me happy is that AdMob is so simple to use. It takes almost no time to maintain.”

