



AT A GLANCE

About Megabit

- www.MegaBitApps.com

Goals

- Become a globally recognized name in the mobile app industry
- Acquire users at scale
- Engage and retain users

Approach

- Uses Google Analytics to track active users and optimize to increase engagement
- Relies solely on AdMob for monetization
- Promotes apps through Google Play
- Uses Google Cloud Messaging to send push notifications to users and keep them returning to their apps

Results

- Acquired half a million new app users in a month, 4.2 million in 3 months
- Has had 100% fill rate in-app since September 2013
- Grown revenue by 5X since Q3 of 2013

Megabit builds a mega-successful app business with Google

Living in Jordan, Ahmad Jarrar grew up with Google. He was inspired by the company and their mission, how they helped bring information to everyone – all around the world. Even at the early age of 9 years old, Jarrar knew that he wanted to work with them one day.

Now the founder and CEO of his own development company, Megabit, Jarrar credits much of his success to Google and its products. But the road to success wasn't an easy one.



"I believe that mobile apps is a huge industry. I believe in giving users quality apps to satisfy their wants and needs."

*Ahmad Jarrar,
Megabit Founder and CEO*

Building a Dream, on Android

An experienced coder and designer with a college degree in technology, Jarrar was working for a company as a developer. But he was ultimately uninspired by his job. He found himself spending his free time learning the ins and outs of Google's mobile solutions, specifically Android and AdMob, hoping to one day fulfill his dream of developing his own profitable apps for his own company. Jarrar decided to follow his passions and start developing mobile apps on his own. Firmly believing in Google's mission to support developers, Jarrar left his job and started creating Android apps – looking to Google to help him build his dream.

After leaving his job, he faced criticism from those around him – people doubting that his apps would grow into a profitable business that could afford him a comfortable living. But Jarrar believed not only in himself, but also in Google.

Starting out, Jarrar saw some success with his apps, but not enough to live on. He didn't give up though – in 2014 he went on to found Megabit. His tenacity paid off – Megabit is now an internationally successful development company with their app Wallpapers for Chat reaching 4.2 million downloads in just 3 months. Developing mobile apps and games solely for Android, the company was founded on inspiration and experimentation – whatever idea that they dreamed up was turned into a reality and built. He teamed up with his brother, Amjad Jarrar, who lends a hand throughout the development process – including designing the user interfaces for all of the apps. Jarrar found that Android gave him the tools he needed, with features such as Google Cloud Messaging (GCM) and Google App Engine, and he felt confident to be building on a platform supported by Google.

Reaching a Global Audience

To secure its place in the mobile app industry, Megabit needed to grow its user base. Megabit was faced with the challenge of expanding beyond its home base of Jordan to the rest of the world. Solely relying on Google tools, Megabit was able to achieve global success.



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>

Relying solely on AdMob for monetization, Megabit saw amazing results, acquiring **more than a half a million users each month**, with 4K users in one minute using its app. In fact, using AdMob, Megabit has had a 100% fill rate for the past year and a half, helping the company to **grow its revenue by 5X**.

With the help of translation tools in the Google Developer Console, Megabit was able to quickly and easily localize their apps into more than 14 languages. They are now used in nearly every country in the world.

Optimizing Apps for User Engagement

Having successfully gone global and connected with a large user base, Megabit was focused on how to continually engage those users – and retain them.

In 2014, Jarrar attended a Google Mobile Apps Summit, where he learned about the rich features available in Google Analytics to foster user engagement. After talking directly with the team, Jarrar decided to find out more and give it a try.

Megabit was surprised to discover all of the valuable mobile-specific insights they gained through implementing Google Analytics in their apps. Being able to see the total number of downloads, how many users are using an app at a given time, user behavior, screen flow, where users start within the app and where they quit, along with a live feed of real-time stats about users, Megabit was able to better understand exactly how to optimize their apps for even higher returns.

With people spending more and more time in apps each day, Jarrar saw endless possibilities in developing for mobile and monetizing those apps. “I believe that mobile apps is a huge industry,” Jarrar said, “I believe in giving users quality apps to satisfy their wants and needs.”

Making money around the world with AdMob

In the beginning, Megabit used a premium model for app distribution – apps that users have to pay to download. Seeing limited success, the company switched to a free model, relying on ads being shown within the apps instead. Megabit saw amazing results – acquiring more than a half a million users each month, with 4K users in one minute using its app. Relying solely on AdMob for monetization, Megabit used a combination of text, image, and video interstitials. Using AdMob, Megabit has had a 100% fill rate for the past year and a half, helping the company to grow its revenue by 5X.

With this increased growth and revenue, Jarrar is over the moon with the success Megabit has seen with AdMob, saying, “At Megabit, we care about quality and we believe that Google AdMob will pay you back according to the quality. If it’s a good app, you’ll make good money. What you earn today is the minimum, it’s only going to go up from here.”

Growing with Google

When asked his thoughts about the company’s growth and whether Megabit sees Google contributing to its success in the future, Jarrar said, “I don’t consider Google to be a vendor that simply [provides me with tools]. Google is a partner, with many people working on its offerings to improve. Other vendors only care about making money, but with Google, there’s always a new solution and they truly care about improving the quality of people’s lives.”