

SmartApps India uses AdMob's Native Ads to drive revenue



"The native ads from AdMob have been really rewarding. They've been really easy to setup and customize. They have greatly improved our ad revenue, while also delivering a very good user experience."

- Sagar Mutha, Co-founder, SmartApps India

Sagar Mutha is a developer, and co-founder of SmartApps India, who got his start by helping his parents plan their train trip in India. Accustomed to making bookings and buying travel tickets, he had an idea of how the process worked. But when he tried to book his parents' train tickets, he met a complicated system with limited resources for help.

Mutha turned to a travel agent to plan his parents' arrangements, but the experience gave him an idea. He realized other people must face similar issues, and he decided to build a mobile app to overcome them and that's how SmartApps India began.

An easier way to plan railway travels

SmartApps India is a one-stop shop for all Indian Railway and IRCTC travel needs. The mobile app features a simple user interface available on Android and iOS. It provides quick access to travel arrangement status and enables users to stay up-to-date on their plans. Users can see information about train times, coach numbers, ticket purchases, and much more.

With a great mobile experience built and designed to appeal to people, SmartApps India started to grow.

Revenue growth and a seamless experience with Native Ads

The company needed a way to drive revenue. To capitalize on its mass appeal and growing popularity, SmartApps India decided to use AdMob native ads.



GOALS

- Create an app that would simplify complicated travel plans
- Provide a seamless, non-disruptive user experience

APPROACH

- Implemented native ads for a more enjoyable, engaging ad experience
- Strategically placed and positioned Native Ads to drive results

RESULTS

- Saw an increase in CTR with Native Ads compared to banners
- Achieved a 55% increase in ad revenue

With native ads, the app would maintain its seamless experience while earning a steady revenue stream. According to Mutha, "The main reason why we decided to implement Native Ads was that the ads are unobtrusive. They gel well with the other page content and deliver a better user experience."

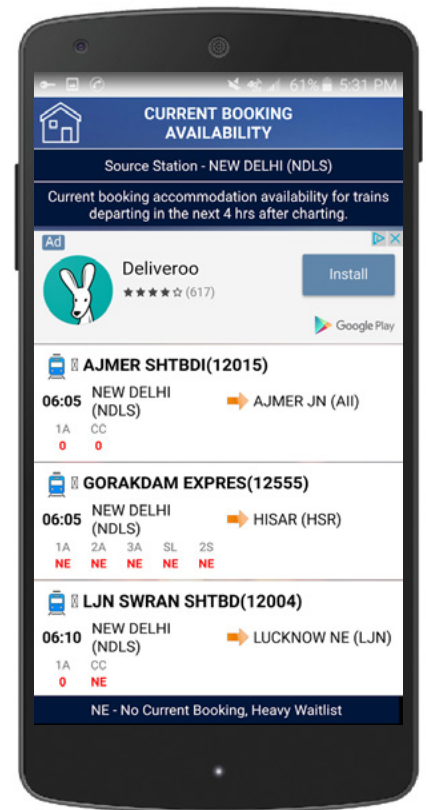
To start implementing native ads, the company used AdMob Native Ads Express. There, they selected an ad template, customized the look and feel to match the app's overall style and then placed them at various positions in the app.

To ensure the ads worked correctly, the company checked functionality across devices and OS versions. "We looked to strategically place the native ads, by iterating and A/B testing until we got the desired results and CTRs," says Mutha.

Positive results for a great mobile app

The app has won big after implementing Native Ads, keeping the user experience remained intact. The company also received positive feedback from users about ad appearance. Since then, CTRs have improved, out-performing banner ads to drive a **55% increase in ad revenue**.

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SmartApps India's native ad implementation

ABOUT ADMOB

AdMob is the leading mobile advertising platform, trusted by more than 1 million apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. By linking their AdMob apps to Firebase, developers can measure app performance and segment users to make smarter decisions about their businesses.

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