



This module is all about strategies for app monetization.

Stick to Your Business Plan

Once you have decided on your business plan, set a timeline, and stick to it.

Pricing

Understand your pricing in order to choose it wisely:

- Consider paid vs. free apps. Compare yours to similar apps, and consider whether they are niche apps that command a higher price in a smaller market. Test your pricing and make changes according to the data.
- Balance the timing and quantity of any in-app advertising or purchases.
- Consider brand sponsorship.

Start familiarizing yourself with app pricing by finding three apps that are making money, and writing down exactly how they're doing it.