

Ad Monetization Optimizer

Gaming, Esports & Digital Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces an ad-monetization plan — ad formats and placement, rewarded-ad design, mediation/waterfall and eCPM optimization, and frequency/UX balance. Use it to grow ad revenue on a free game. For overall model use the Monetization Strategy.

Purpose of this tool & output

Maximise ad revenue without churning players

How the output is used

Use it to maximise ad revenue without churning players — an ad monetization approach across formats, frequency and mediation.

Important cautions

Rewarded ads monetize best without hurting retention; over-frequent interstitials churn players. India eCPMs are low so scale/volume matters. Use mediation to lift fill/eCPM and cap frequency. Follow store and ad-content/age policies.

Companion documents

- Game Monetization Strategy
- In-App Purchase & Offer Design
- In-Game Economy Design
- Battle Pass & Subscription Design
- LTV & Retention Optimization
- Retention-Safe Monetization Audit

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