

# *Frequently Asked Questions*

## Ads in Windows Phone 7 Apps for Developers

### GENERAL

- Why should I integrate ads into my Windows Phone 7 app?
  - You can maximize your Windows Phone 7 app revenue by leveraging our direct sales force specializing in selling online & mobile ad campaigns, our superior targeting abilities, flexible sales models and an ecosystem of third party ad network reselling partners.
  - You'll receive a competitive share of ad revenues, where 70% goes to the publisher (less any taxes, etc.).
  - It's easy to do using the Microsoft Advertising SDK for Windows Phone 7.
- Can any developer participate?
  - Currently, only U.S.-based developers or international developers with a legal US business entity with a US tax identification number is supported. Additional international support coming soon.
- How much does it cost to use Microsoft Advertising on Windows Phone 7?
  - The Windows Phone 7 tools are free. Microsoft Advertising is also free – actually we pay *you*. 70% goes to the publisher (less any taxes, etc.).
- What markets will be available for the Windows Phone 7 ads in apps solution?
  - The new Windows Phone 7 ad in apps offering is limited to the US market for the initial launch. We expect to provide the details of an international market rollout in early 2011 for some international markets.
- What kinds of apps can have advertising?
  - The Microsoft Advertising SDK for Windows Phone 7 currently supports Windows Phone 7 Silverlight applications of all kinds as long as they meet Microsoft's Windows Phone 7

Marketplace application submission & acceptance policies and are intended for use in the U.S. market. Access these policies at <http://developer.windowsphone.com>

- How do I get started with the Windows Phone 7 and the Microsoft Advertising SDK for Windows Phone 7?
  - The Windows Phone 7 developer portal at <http://developer.windowsphone.com> has many resources that will help you get started with Windows Phone 7 development.
  - Download the Microsoft Advertising SDK for Windows Phone 7 from the [Microsoft Download Center](#) and install it. The Ad Control SDK documentation includes information to get you started that will show you how to get the Ad Control integrated into a Hello World app easily
- Does Microsoft support ads in apps for other mobile platforms?
  - The focus for Microsoft Advertising right now is helping to make developers like you successful on Windows Phone 7.

## PAYMENT

- How do I make money from ads in my application?
  - The process is very straightforward:
    - When building your application, integrate the Ad Control included in the Microsoft Advertising SDK for Windows Phone 7 – this will manage all aspects of retrieving ads and rendering them in your application. You can use Test Mode in the Ad Control to get going quickly and easily.
    - Before submitting your app to the Windows Phone Marketplace, register your application and the locations in your app where you will be showing ads with Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers ([Learn more](#)). For each application and ad unit you will receive a unique ID.

- Set the Application ID and Ad Unit ID properties in the Ad Control in your app to these values. IMPORTANT: Ensure that Test Mode is disabled for the Ad Control in your application.
  - Submit your app to the Windows Phone Marketplace for review. Once your app is published you can return to Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers at any time to review how the ads in your app are performing and how much revenue you've earned.
- How will Microsoft pay me?
  - We will pay you by Check or Electronic Funds Transfer monthly once you've met a \$50 minimum for the month.
- Do I get paid based on impressions or clicks?
  - Windows Phone 7 developers using the Microsoft Advertising SDK for Windows Phone 7 are paid per impression for each ad shown in their app.
- Will Microsoft pay me more than other ad networks? What kinds of eCPM's should I expect?
  - The Microsoft Ad Exchange for Mobile will put adCenter and other mobile ad networks in competition to show ads in your application. This will provide both great coverage and a great selection of relevant ads. In the end, the Microsoft Ad Exchange for Mobile anticipates great monetization and competitive eCPM.
- How does the ad exchange you talk about actually work?
  - When the Ad Control integrated into your Windows Phone 7 application requests an ad, that request is routed to the Microsoft Ad Exchange. This system allows multiple ad networks to bid, in real-time, for the opportunity of showing their ad in your application to your user. These bids are requested and returned in parallel and the network with the highest bid for that ad impression "wins" the right to have their ad returned to the Ad Control and displayed. The targeting information you provide via the Ad Control and during the app registration process is also included so that the ad networks can return the most relevant, and most valuable, ad to the user of your app.
- Microsoft is just launching ads for Windows Phone 7, will you have lots of ads that will show up in apps right away?

- Yes, although our solution for Windows Phone 7 app developers is launching now, Microsoft adCenter already serves as the ad platform for Bing and will soon also power the ads on Yahoo!, as well. Combined, this totals billions of ad impressions a month. To further improve the amount, diversity, and monetization of advertising right at launch, we are partnering with a number of key players in the mobile ad industry as part of the Microsoft Ad Exchange. We anticipate this will mean huge numbers of relevant ads available immediately for every app category.
- How can I maximize my ad revenue?
  - The best way to maximize your revenue is to help us make the ads you show as relevant as possible for your end users. Advertisers are trying to reach certain audiences to promote their products and services and so the more information you're able to provide about your users the better the ad relevance, and your ad revenue, is likely to be. There are four key steps you can take:
    1. If your application is location-aware, you should provide that data to the Ad Control as often as possible.
    2. If your app has a registration process or you know about your users through different means, fill out as many of the demographic targeting properties in the Ad Control as you can.
    3. Set the categories for your ad units in Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers to best match the content in your application.
    4. If you have a set relevant ad keywords, set those in the Ad Control.
- I'm based outside of the U.S. Can I use the Microsoft Advertising SDK for Windows Phone 7?
  - Yes, as long as your company has a legal US business entity with a US tax identification number and your apps are intended for use in the U.S. market.
- How can I see how ads in my apps are performing?
  - Microsoft Advertising's solution includes comprehensive and easy-to-use reporting, including:

- Standard metrics such as revenue, impressions, and CPM
- Predefined date ranges or custom date ranges allow for flexible timeline reporting
- Users can use a table view or graphical view
- What about fraud?
  - Microsoft Advertising takes fraud very seriously. Advertisers or publishers that are not operating in accordance with industry norms and/or our Terms of Service may be removed from participating in our network or publishing Windows Phone 7 applications.

## USER-EXPERIENCE

- What will ads in my app look like on a mobile phone?
  - Users will see a standard banner or text ad that can initiate both click-to-web and click-to-call actions.
- What kind of ads are available using the Microsoft Advertising SDK for Windows Phone 7?
  - Both Image (banner) ads and Text ads are supported by the Ad Control in the SDK. Image ads are available in both 300x500 and 480x80 sizes. Even though the 480x80 size is currently not in the pull-down menu, both image ads are supported by the Ad Control SDK.
- What happens in my app when users click on ads?
  - The Microsoft Advertising SDK for Windows Phone 7 supports both click-to-web and click-to-call actions for ads.
    - Click-to-web ads will launch a browser within the context of your app. When the user clicks the Back button the return to where they were in your app.
    - Click-to-call ads launch the phone dialer. After the user completes their call to the advertiser, Windows Phone 7 will return control to your app.
- What should I do to make sure that the ads my end-users see are relevant?
  - As noted above, the most relevant ads will also be the most likely ones to get you the most revenue. So the same advice holds true:

1. If your app is location-aware provide that info to the Ad Control
  2. Set as many of the demographic targeting properties in the Ad Control as you can for each user
  3. Set the right category for the Ad Unit in Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers.
  4. If you have a set of relevant ad keywords, set those in the Ad Control
- Where should I put ads in my app?
    - The documentation provided with the Microsoft Advertising SDK for Windows Phone 7 includes general guidance on ad placement and sizing.
  - Are ads on Windows Phone 7 going to be as cool as iAd on iPhone?
    - Our approach in the initial launch is to enable standard display banner and text ads on Windows Phone 7. We will follow this up with rich media capabilities (similar to iAd) in the future.
  - How do I make sure that ads won't slow down my app or interfere with what the user is trying to do?
    - When developing the Ad Control we focused on making sure it performs well and does its job with the least impact on the resources available to your application. In addition, the Ad Control exposes a number of events you can handle to guide the ad overall experience and how ads interact with the rest of your application.
  - I have already integrated the Microsoft Advertising SDK for Windows Phone 7 with my app. Why am I now seeing house ads?
    - Until Windows Phone 7 is officially released to consumers in the U.S., it is by design that "house ads or test ads" (e.g. Microsoft, Bing, Contoso) will start appearing in your apps. Publishers and developers will not receive revenue from these types of unpaid house ads" or "test ads".

## TECHNICAL

- What tools do I use with the Microsoft Advertising SDK for Windows Phone 7?
  - The Microsoft Advertising SDK for Windows Phone 7 works with Visual Studio 2010 and the Windows Phone 7 Developer tools.
- What comes as part of the Microsoft Advertising SDK for Windows Phone 7?
  - The following is included in the Microsoft Advertising SDK for Windows Phone 7:
    - Ad Control DLL (for inclusion in your app)
    - Documentation and API reference
- Do I need to know C# or XAML to use the Ad Control?
  - The Ad Control is a Silverlight component and is very easy to work with in either XAML or C#. If you can build a Windows Phone 7 app, even Hello World, using the Ad Control should be simple.
- How big is the Ad Control?
  - The Ad Control DLL is approximately 80 KB.
- Do I need to go through a registration process to get started?
  - No, the Ad Control includes a feature we call Test Mode which will allow you to get test ads right away without any need for registration or a sign-up process. Just download the Microsoft Advertising SDK for Windows Phone 7 and go.
  - When your app is nearly finished and you're ready for real ads, registration for using Microsoft Advertising's solution for Windows Phone 7 publishers and app developers (available on September 29<sup>th</sup>, 2010) is easy:
    - Sign-up for Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers Windows Live ID
    - Register your Mobile Application, create one or more Ad Unit(s), then set the ApplicationID and AdUnitID properties in the Ad Control to the IDs you get from Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers.

- A step-by-step on boarding process guide for Microsoft Advertising's solution for Windows Phone 7 Publishers and App Developers will be available at <https://pubcenter.microsoft.com/>.
- Is the Ad Control available for XNA games?
  - At this time the Microsoft Windows Phone 7 Ad Control is only available for Silverlight apps.
- What if I get stuck?
  - If you run into development questions, there are a number of Windows Phone 7 forums and resources from both Microsoft and the rapidly growing community of fellow developers.
  - If you have additional questions about the app registration process using Microsoft Advertising's solution for Windows Phone 7 publishers and app developers, we encourage you to email [ad-pub@microsoft.com](mailto:ad-pub@microsoft.com) or [visit the community and ask questions](#) once you have registered.
  - For support or advertising-related issues, please contact [psupport@microsoft.com](mailto:psupport@microsoft.com).