Adsense, Admob, Ad Exchange (Adx), & Ad Manager!

Scratching your head over all these different monetization options from Google?

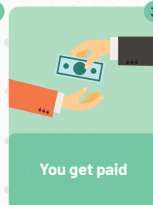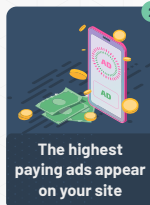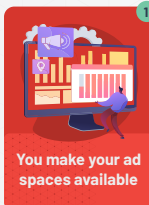**Let's decode their meanings with**

AdSparc⚡

Google Adsense

Adsense is a self-managed ad platform from Google designed to help small to medium publishers monetize their websites in an easy to use format

- Easy to Integrate
- No Minimum Ad Impressions or Page Views
- Direct Payment to your Bank Account
- Easy to Customize
- Ad Inventory Optimized by Google
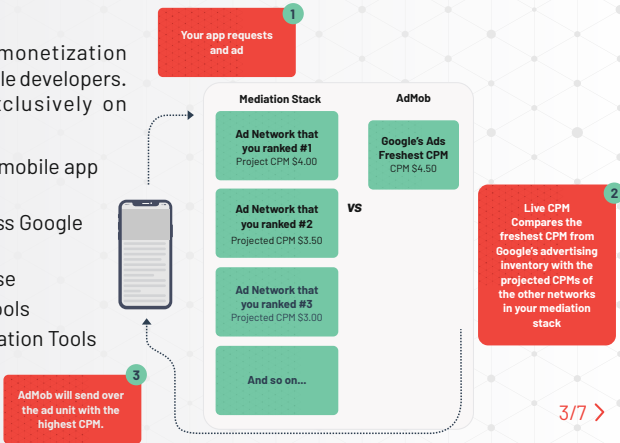- Accessible Performance Reports

AdSense in 3 Steps

1. You make your ad spaces available

2. The highest paying ads appear on your site

3. You get paid

Google Admob

A mobile ad network and monetization platform from Google for mobile developers. Google AdMob focuses exclusively on mobile.

- ⚡ Access to high-performing mobile app ad formats
- ⚡ Maximizes ad revenue across Google and third-party networks
- ⚡ Google Analytics for Firebase
- ⚡ Ad Network Optimization Tools
- ⚡ Access to Revenue Optimization Tools

AdMob Mediation with Live CPM

Your app requests and ad ①

Mediation Stack	AdMob
Ad Network that you ranked #1 Project CPM $4.00	**Google's Ads Freshest CPM** CPM $4.50
Ad Network that you ranked #2 Projected CPM $3.50	
Ad Network that you ranked #3 Projected CPM $3.00	
And so on...	

vs

② Live CPM Compares the freshest CPM from Google's advertising inventory with the projected CPMs of the other networks in your mediation stack
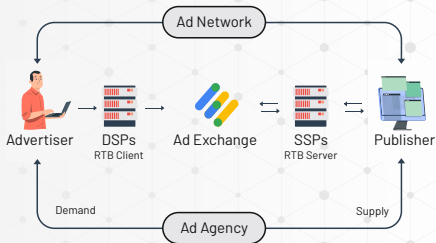
③ AdMob will send over the ad unit with the highest CPM.

Google Ad Exchange (Adx)

Adx is Google's premium ad monetization platform connecting thousands of publishers and advertisers

- Real-Time Bidding (RTB) at the Core
- Private Auctions
- Preferred Deals
- Increased Competition, Higher Revenue
- Preferable for Publishers with high number of Page Views

Google Ad Manager
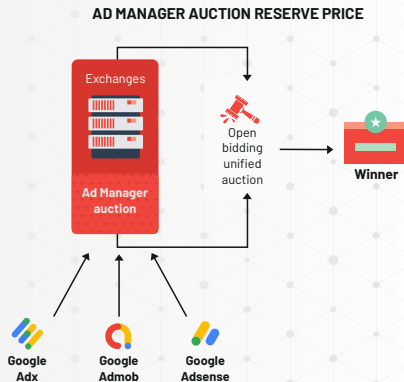
Google Ad Manager is an ad server / ad management platform for large publishers who have significant direct sales

- ⚡ Easy to Monetize all Inventory Types under One Roof
- ⚡ Open Bidding: Allowing third-party networks to compete for ad inventory
- ⚡ Simple Setup & User Interface
- ⚡ Granular Ad Targeting
- ⚡ Extremely Detailed Reporting Tools

AD MANAGER AUCTION RESERVE PRICE

Exchanges

Ad Manager auction

Open bidding unified auction

Winner

Google Adx

Google Admob

Google Adsense

AdSparc⚡

Comparison between Adsense, Admob, Ad Exchange (Adx), & Ad Manager

	Google Ad Manager	Google AdSense	Google AdX	Google AdMob
Inventory Types	Web + App	Web	Web + App	App
Access To Other Ad Networks	✅	❌	✅	✅
Just Tag Pages To See Ads	Yes, if AdSense is allowed to show ads through Ad Manager	✅	N/A	N/A
Reporting Across All Ad Serving Activities	✅	N/A	✅	✅
Google Manages Payments And Billing	Yes for Open Bidding, Programmatic Direct, and Authorized Buyers. No for traditionally negotiated campaigns.	✅	✅	Yes for AdMob Ad Network. No for AdMob Ad Platform.

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