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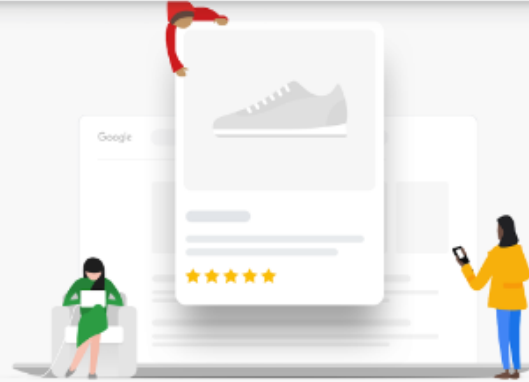rms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app
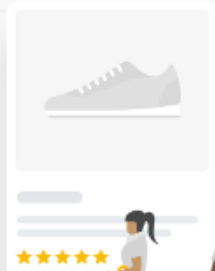
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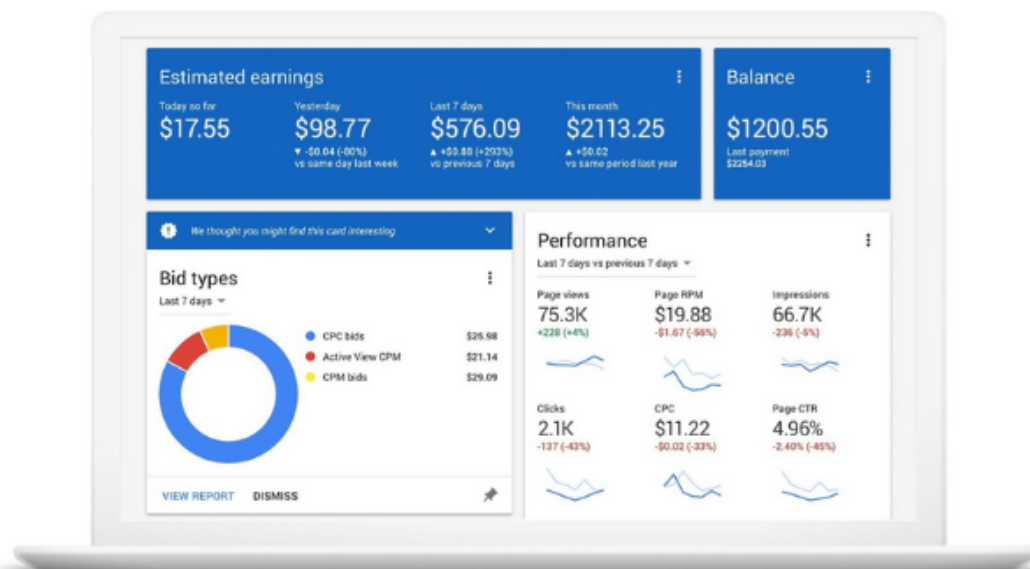Overview   Find a Partner   Become a Partner   Success Stories   **Find a Partner**

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Estimated earnings				Balance
Today so far	Yesterday	Last 7 days	This month	$1200.55
$17.55	$98.77	$576.09	$2113.25	Last payment $2254.03
▼ -$0.04 (-80%) vs same day last week	▲ +$0.88 (+293%) vs previous 7 days	▲ +$0.02 vs same period last year		

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Bid types
Last 7 days ▼

CPC bids — $35.98
Active View CPM — $21.14
CPM bids — $29.09

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Performance
Last 7 days vs previous 7 days ▼

Page views	Page RPM	Impressions
75.3K	$19.88	66.7K
+220 (+4%)	-$1.67 (-56%)	-236 (-5%)

Clicks	CPC	Page CTR
2.1K	$11.22	4.96%
-137 (-43%)	-$0.02 (-33%)	-2.40% (-45%)

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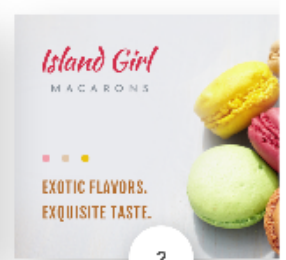To view your potential earnings, select a category for your site and a region for your site's visitors.

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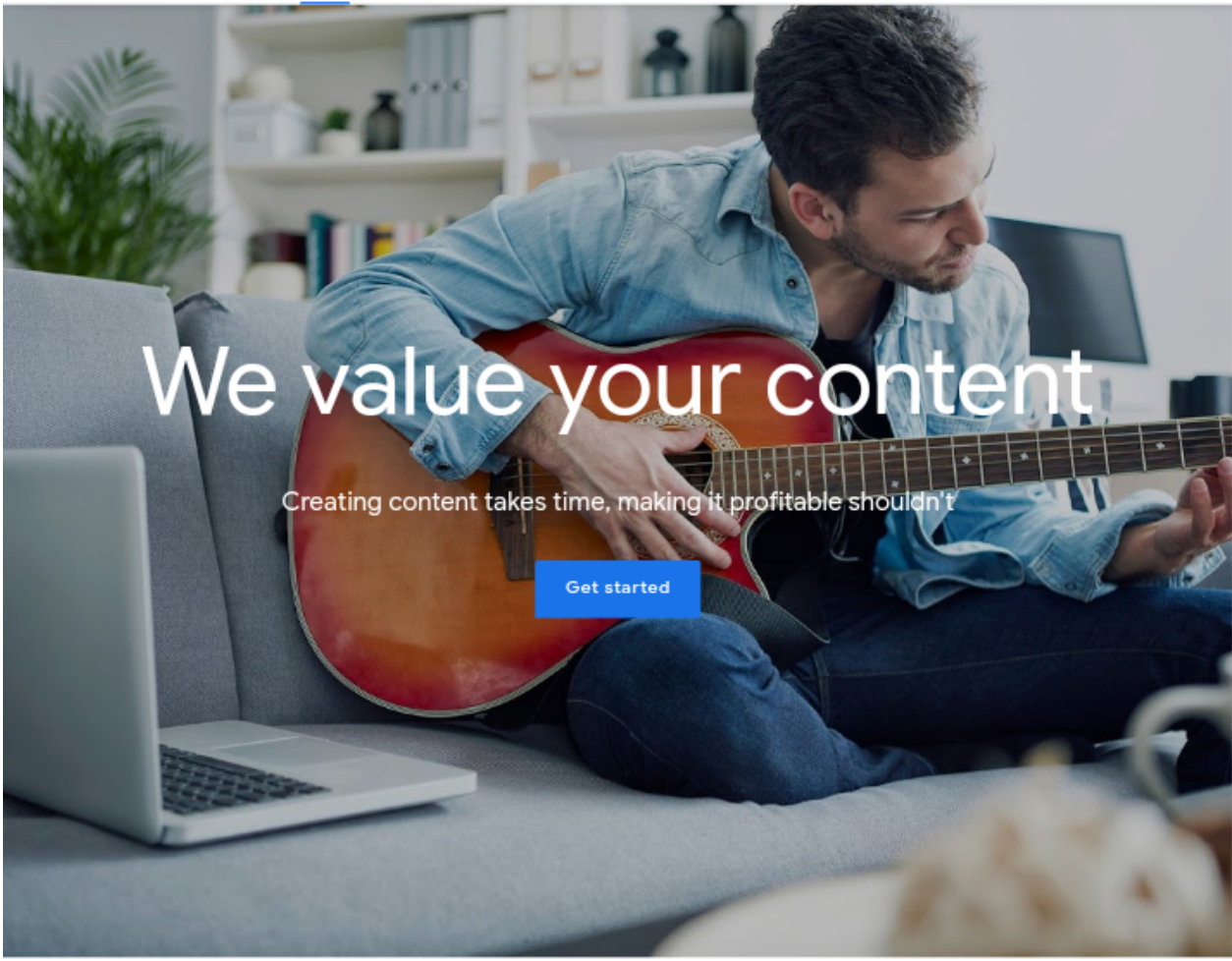
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Every category ⌃

We know one size doesn't fit all. That's why we cater to every app category, from Games to Utilities, with ad formats to fit your unique needs. Talk to an expert for your personal consultation.

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Smarter tech, more revenue

As one of the largest global ad networks, AdMob can fill your ad requests from anywhere in the world. Maximize the value of every impression across all your networks with the most advanced monetization technology.

High-performing ad formats

Engage and retain your users with our innovative ad formats. Customize the user experience and earn more revenue by integrating native, rewarded, banner, video, and interstitial ads seamlessly into your app.

Actionable analytics

Make smarter decisions to grow mobile app earnings and improve customer experience. AdMob's robust reporting and measurement features deliver deeper insights into how your users are interacting with your mobile app and ads. Gain even richer insights by directly integrating Google Analytics for Firebase with AdMob.

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Resources

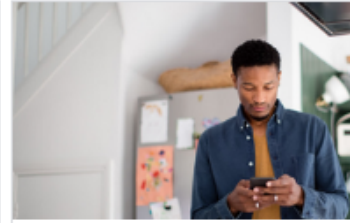### INFOGRAPHIC

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