

Neurologist Mohan Noone builds top app business from scratch, powered by AdMob



"This experience has been life changing," says Noone, "From a hobbyist, who would have at most written apps used by a few friends, I have now an app used by millions, every day! It is just unbelievable...I am extremely grateful for this opportunity, and it has been the defining story of my life!"

- Mohan Noone

Dr. Mohan Noone, a doctor of neurology, is an ambitious, driven person with a diverse set of skills. He developed a strong interest in programming back in school. Even after becoming a doctor, the urge to code stuck with him. Inspired by the fast-growth of the app industry and the accessibility of the Android platform, he was always looking for app ideas.

In 2011, Noone came across a service that provided live train status updates. As a commuter, he saw the value in this service – and as a developer, he saw even greater opportunity in bringing that information to mobile devices. He envisioned an app that would allow people throughout India to manage their public transportation schedules. With that spark of inspiration, Noone began his app journey with Google and AdMob.

Turning an idea into reality

The train status service Noone first came across provided useful information, but it wasn't optimized for mobile so it loaded slowly and wasn't easy to use. That's when he decided to get to work making a more accessible, functional app: Indian Train Status.

Noone purchased an Android phone and a book about how to develop for Android to get started. After a few weeks of learning and building, his app was ready to use. Now, he faced a new challenge – bringing his app to market and capitalizing on his creation.

Getting the word out with Google Play

Noone made sure that his app provided a unique service to stand



GOALS

- Scale reach to connect with a larger audience and drive downloads
- Deliver a positive and engaging monetization experience

APPROACH

- Made the user experience top priority, focusing on ease of use by keeping the interface simple and functional
- Implemented AdMob banner ads, interstitials and house ads

RESULTS

- Grew app downloads to over 5 million
- Increased revenue by 10x after optimizing banner ad placement and tripled revenue after implementing interstitial ad formats
- Rose to the number one position in the Travel & Local segment in 2015

out among other similar available apps, giving live Indian railways train status updates. He also made the user experience his key focus, asking himself what he would look for in an app offering this type of service. One key component of this was a simple, yet functional, interface. By focusing on ease-of-use, Noone kept the app compact and streamlined at only 390kb.

Since he was a hobbyist and independent developer, he had limited resources to advertise his app. The benefit of Google for developers like Noone is that the tools are free and the platform is open and accessible. Noone listed Indian Train Status in the Google Play store, where he was able to promote his app to a much larger, tailored audience. In just 3 years, Indian Train Status has **grown to over 5 million downloads and is used more than 500k times each day.**

“Google has created this amazing collaborative economy which gives so much opportunity for anyone who is willing to use their platforms – to reach out with their ideas to a global audience,” he says.

Monetizing for success

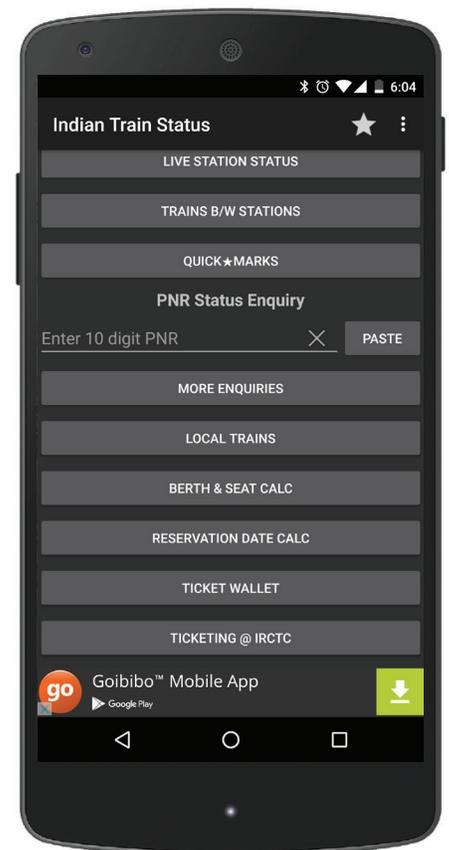
Several months after release, Noone began to look at ways to earn revenue on his popular app. Noone decided that implementing a variety of AdMob ad formats would be a good fit. First, he incorporated banner ads, but wasn't as successful as he had hoped. After he moved the banner ad location to the homepage, his results skyrocketed – **increasing revenue 10X.**

Afterwards, Noone added interstitials to the mix. The results were impressive, **tripling revenue overnight.** Noone believed it was important not to overwhelm users with ads, so he decided not to show interstitials in every session. He randomly triggered the loading instead, which he has found to be more widely accepted and appreciated by users.

Climbing to the #1 spot, thanks to AdMob

Indian Train Status has undergone impressive growth over the years, thanks to Noone's dedication to a positive user experience and his partnership with AdMob. Indian Train Status eventually climbed to the number one position under Google Play's Travel & Local segment in 2015.

Today, Noone has more than five apps on the Google Play Store, Noone uses AdMob's house ads to cross-promote his offerings and has seen continued success.



Indian Train Status

ABOUT ADMOB

AdMob is the leading mobile advertising platform, trusted by more than 650,000 apps worldwide. Since 2006, AdMob has helped developers to grow successful app businesses with rich ad formats, ad mediation and industry-leading fill rates. With Google Analytics built into AdMob directly, developers can measure app performance and segment users to monetize intelligently.

For more information, go to: <http://www.google.com/admob>