

Getting started with **Paid App Marketing**



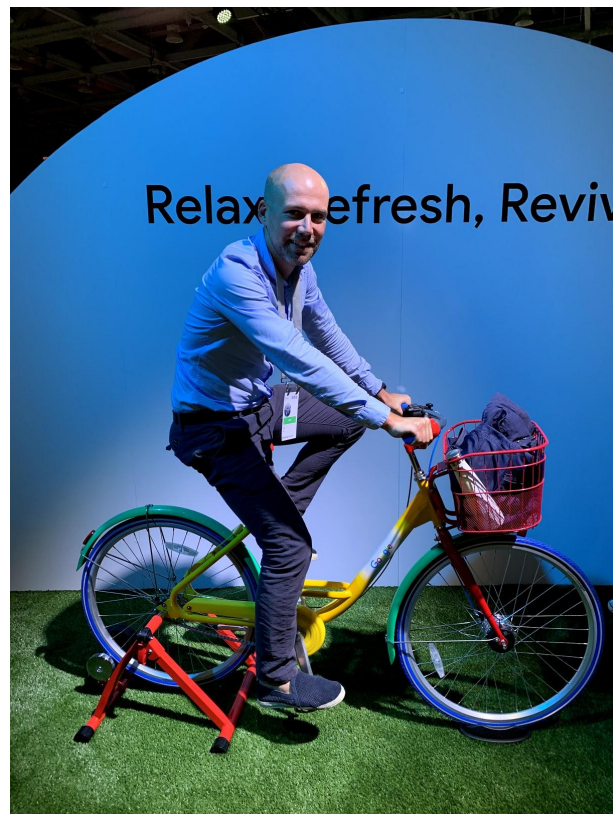
Christa Chen,
EMEA App Partnerships
Manager, Google



Karl Pae,
CEO,
ePPC

Me:

- Head of ePPC
 - Performance marketing agency founded in 2013
 - Google App Partner Agency
 - Google International Expansion Partner
 - Google Premier Partner
- Google Certified Trainer
- Account Manager @ Google EMEA HQ in Dublin (2008-2013)
- Love bikes



About Christa:

- EMEA Apps Partnerships Manager, Google
 - 3 ½ years in Dublin
 - Started off by working with Performance Agencies in Germany
 - Managing app agency partnerships in Central and Northern Europe
- Worked in Shanghai for 3 years for Big 6 network and independent advertising agencies



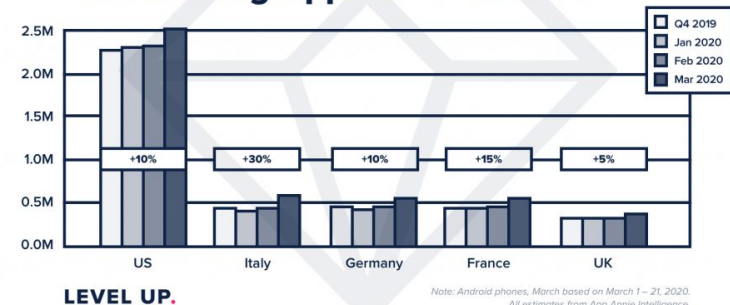
What are people doing currently? Q1 time in apps

- Time in apps is up 20% (Android)
- 30% more in Italy for non-gaming

Avg. Weekly Time Spent in Gaming & Non-Gaming Apps Worldwide



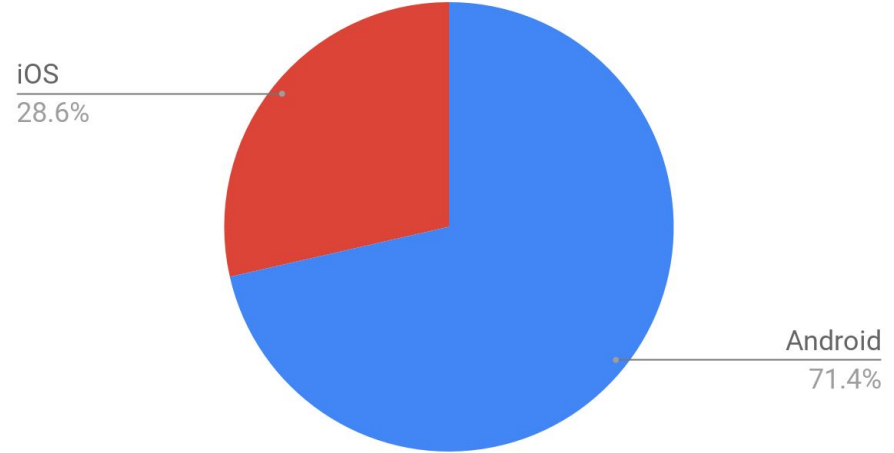
Avg. Weekly Hours Spent in Non-Gaming Apps Q419 vs. Q120



What are people doing currently? Q1 downloads

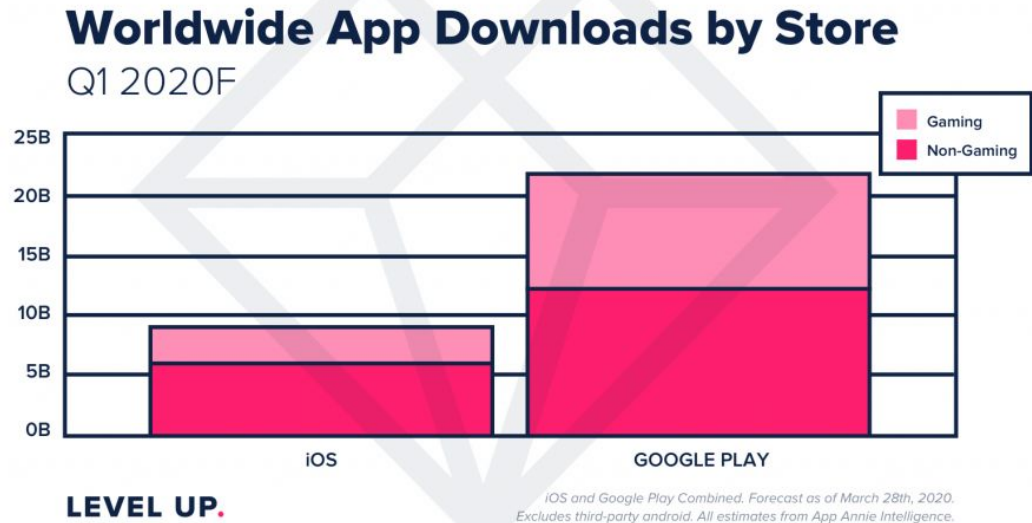
- 31B new app downloads (+15% increase)
 - Google Play +5%
 - iOS +15%
- Health & Fitness: +40%
- Education: +35%
- Business: +30%

31B downloads



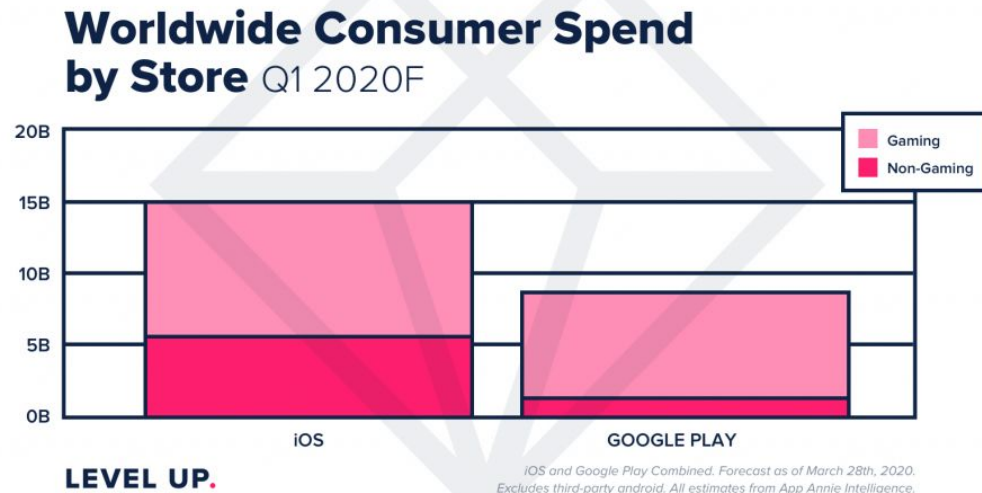
What are people doing currently? Not only gaming!

- On Google Play non-gaming apps accounted for 55% of all downloads,
- On iOS it was 65%



What are people doing currently? Q1 spend

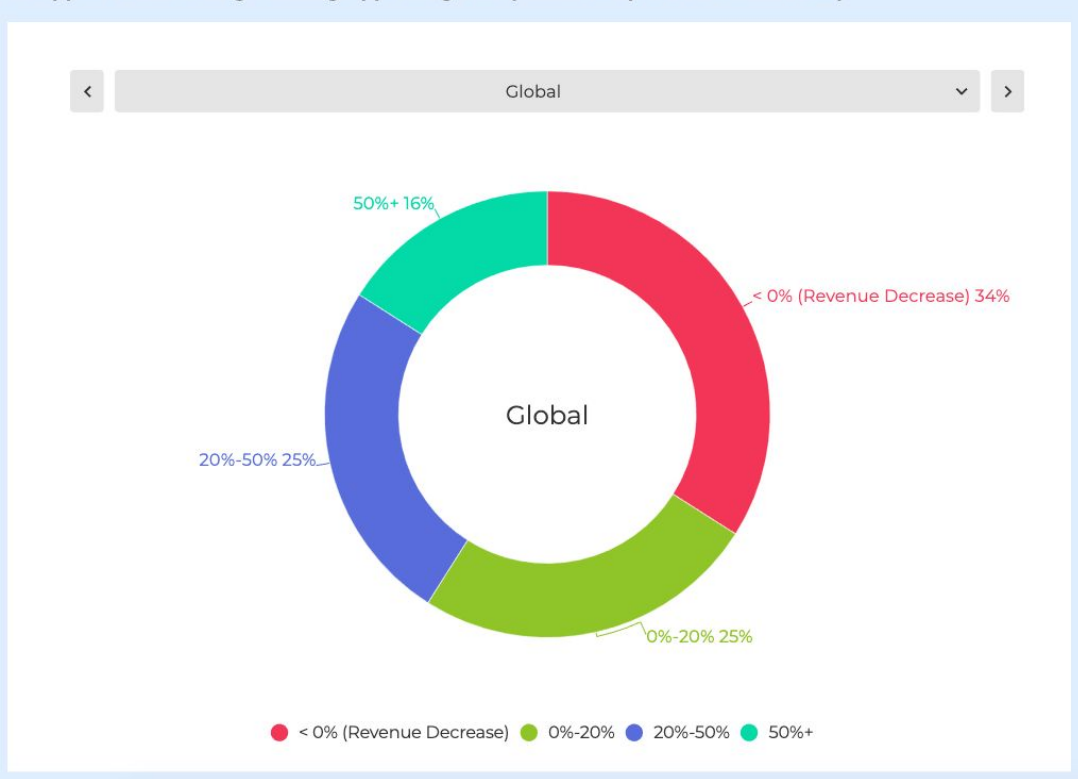
- Consumers spent over \$23.4B through the app stores (+5%)
- Gaming is the main area for spend:
 - iOS: 65%
 - Google Play: 85%



Most apps are winning

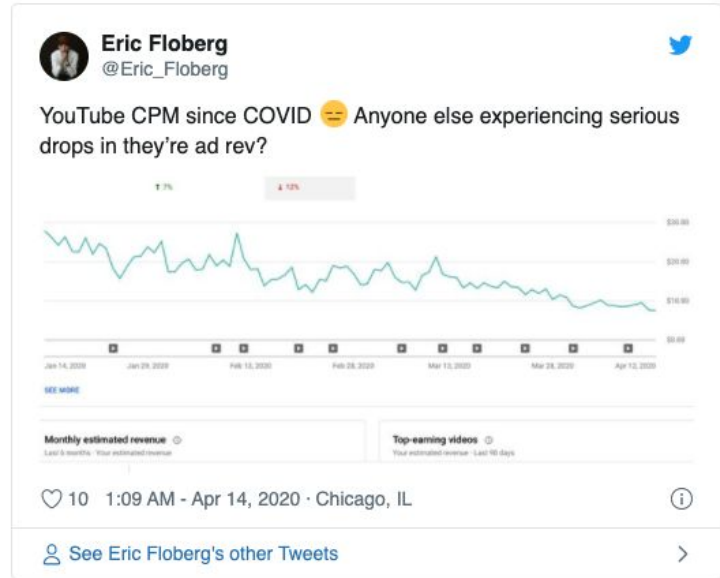
- 66% of app verticals have seen an increase in in-app revenue

In-App Revenue Change Among App Categories (March 31-April 6 vs. March 17-23)



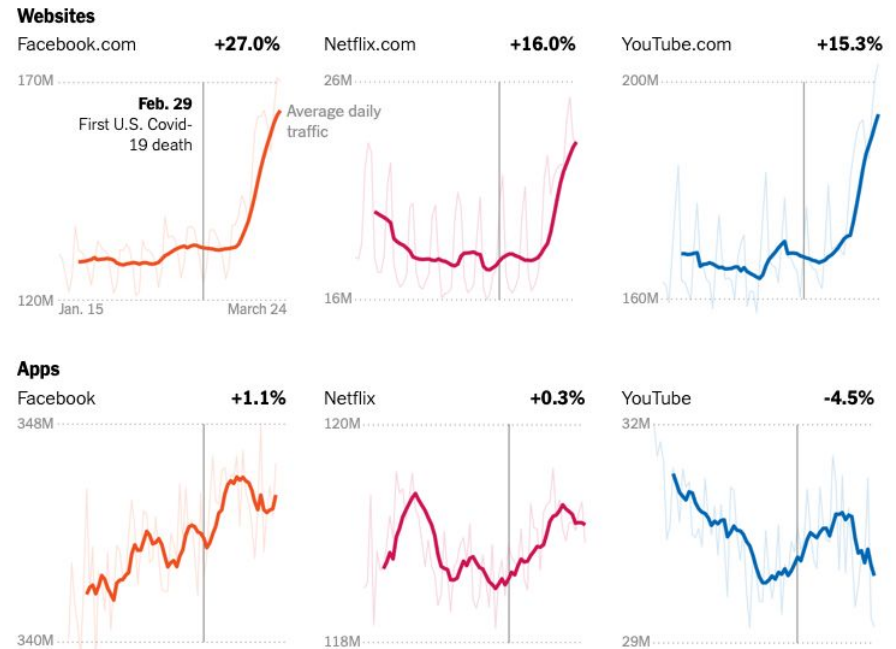
What are people doing currently?

- YouTube traffic is up 15%
- YouTube CPM-s have dropped 15-60%



What are people doing currently?

- YouTube traffic is up 15% (on app -5%)
- YouTube CPM-s have dropped 15-60%
- Facebook traffic is up 27% (+1% on app)

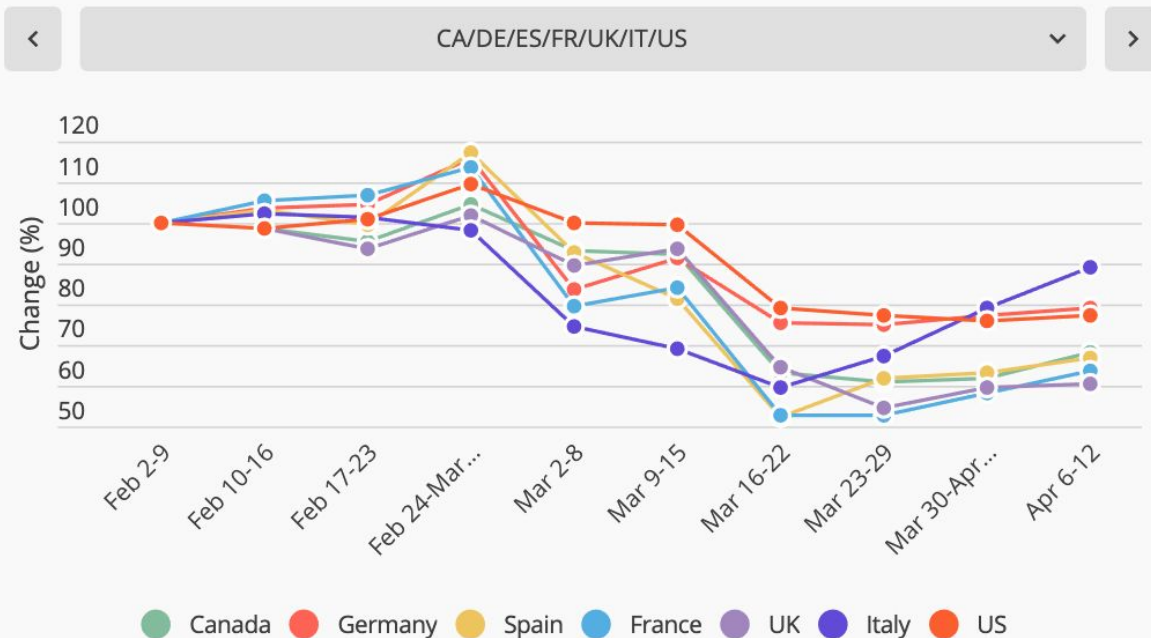


Cost is down everywhere!

- CPV-s and CPM-s are down by up to 60% both in Google and Facebook

CPM by Country

It's not just that different countries are hit differently. The timing of the response, coupled with its severity is influencing CPM changes week to week.



Main channels:

- Google App Ads
- Facebook ads
- Apple Search ads

You need Tracking before you start!

- Google App Ads: Google Play downloads on Android can be tracked without a tracking provider.
- Apple Search Ads: iOS installs can be tracked without a tracking provider.
- iOS and Android event tracking require a link with Firebase or some other App Analytics provider (MMP or Mobile Measurement Partner).
- Check out **Firebase**, Branch, Appsflyer, Adjust etc.



Google App Ads: You need to lose control

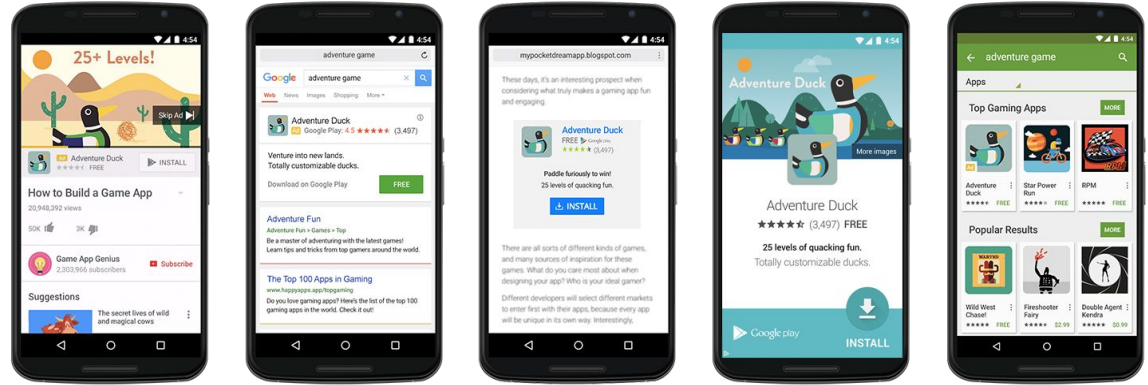
Targeting is **fully automatic**: you only set the language, location, budget, bid and creatives (text, image & video)

- No keywords, no placements, no in-market audiences etc



The Day I Lost Control...

Google App Ads: How it works



Drive people to your Google Play or App Store listing when they are:

- searching for your keywords related to your app on Google Search, Search Partners or Google Play
- Browsing Google Display Network sites
- Using other apps who have ads enabled
- Watching videos on YouTube
- And more

Tip 1: Have in-app events in place.

49%* of apps are uninstalled within 30 days and 47% of these happen within 24h after installing.

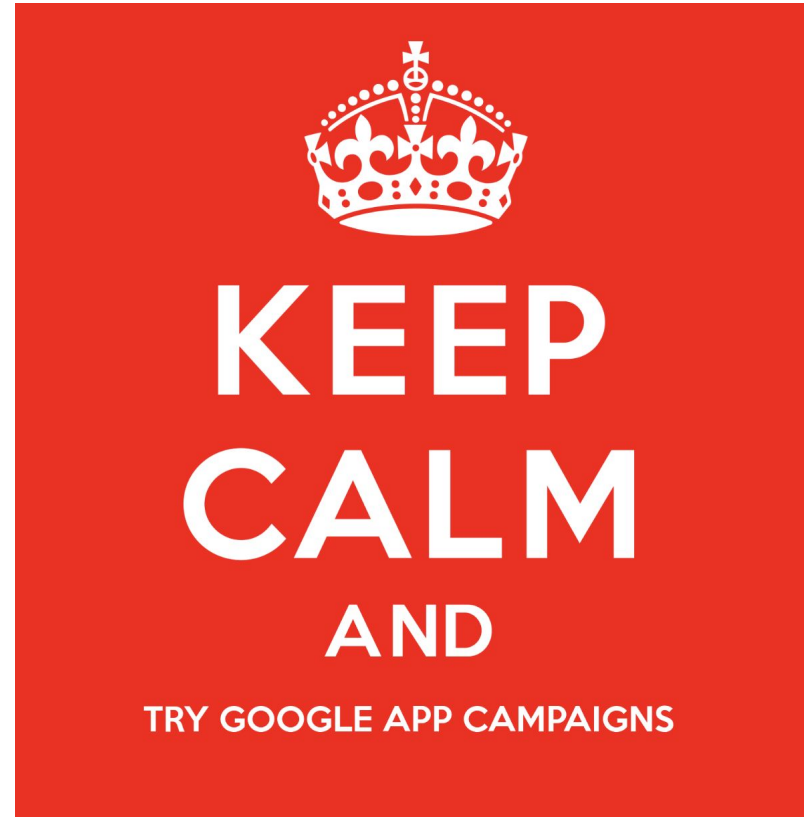
*Android 60% and iOS 30%

<https://www.appsflyer.com/2019-app-uninstall-benchmarks>



Tip 2: Have patience.

Results can be very bad at first as the robots are learning.



Tip 3: Group multiple countries together so you can get more data points

If you have enough data: 10x budget of your CPA, go for in-app actions. Otherwise start with installs.



Tip 4: Target English language and target ads in English across the world.

The competition in non-English speaking countries is lower than in English speaking countries



Facebook ads: How it works

- Show ads in the Facebook news feeds/Stories, Instagram feed/stories and FB audience network sites to drive downloads from Google Play or App Store
- Optimize for installs or in-app events

Optimisation for ad delivery ⓘ

App events ▾

App Installs

We'll deliver your ads to the people who are most likely to install your app.

Link clicks

We'll deliver your ads to the people who are most likely to click on them.

App events

We'll deliver your ads to the people who are most likely to take a specific action at least once.

Value

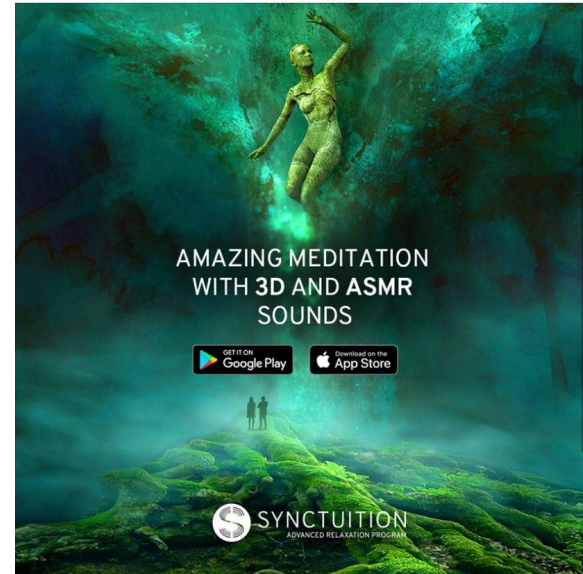


Synctuition Meditation Program

Sponsored · 🌐

What happens when a meditation program takes 10 years to develop, which includes 150 of the world's leading musicians?

Where sound engineers traveled to 2000 exotic locations all over the world to create 80 unbelievable sound journeys, unlike anything... [Continue reading](#)



25min = 4h of deep meditation

[Install Now](#)

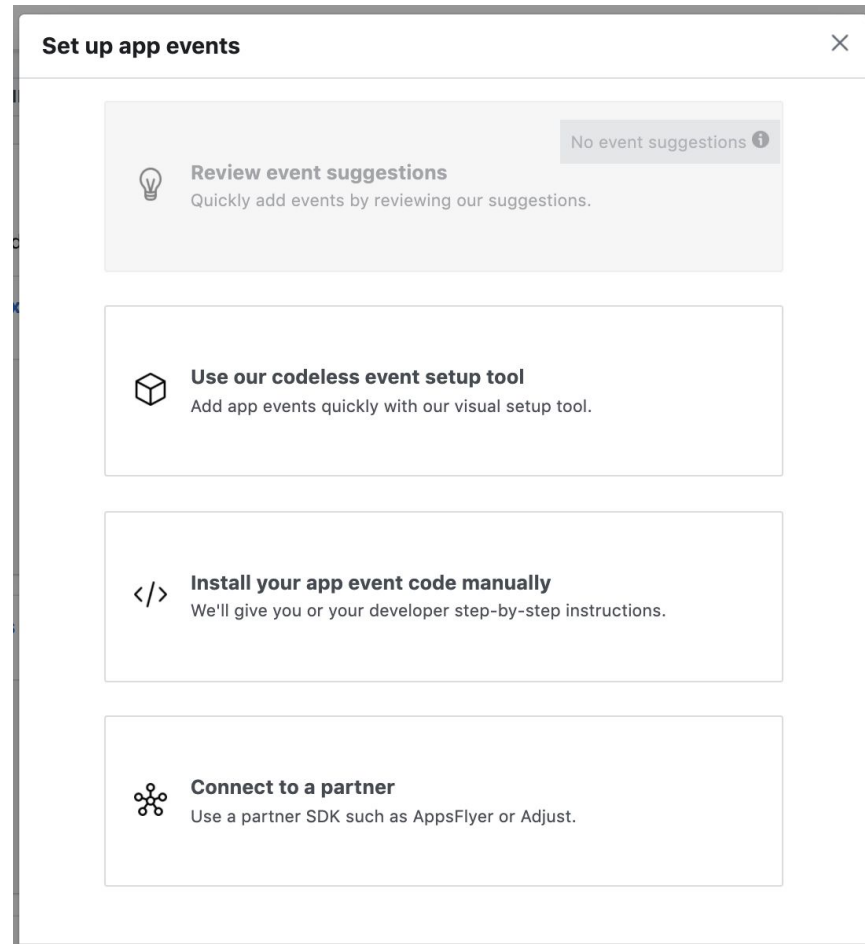
👍❤️ 947

105 comments 155 shares

Facebook ads

Details:

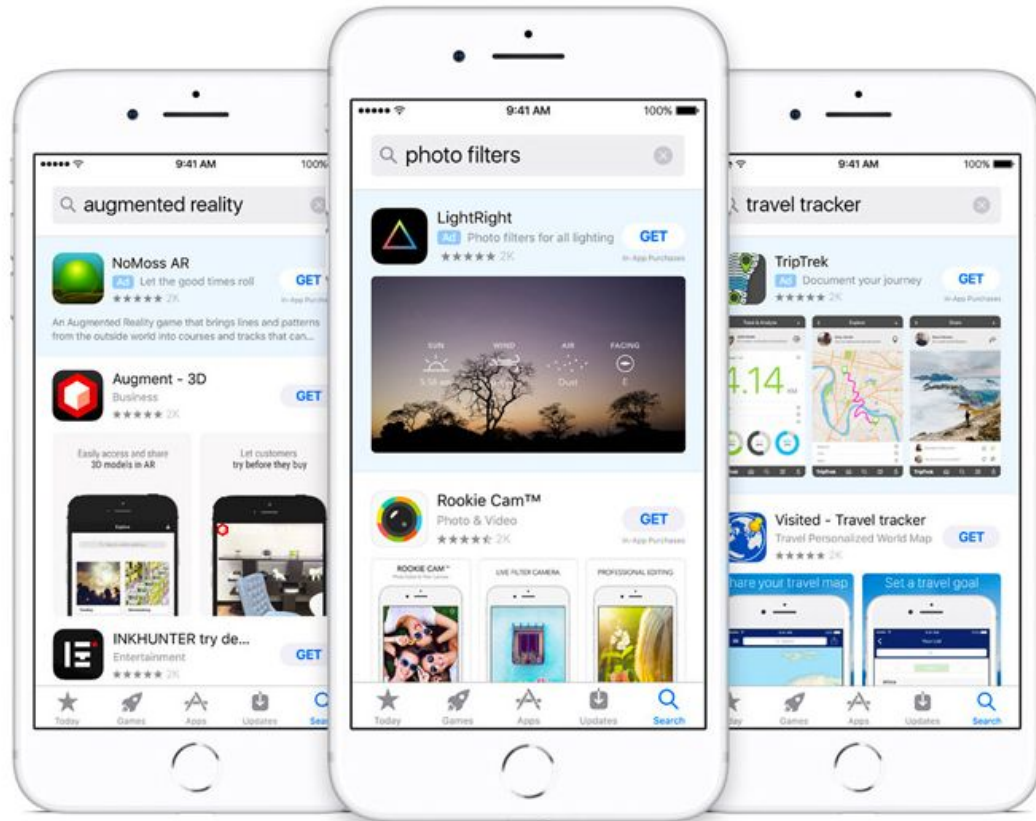
- **Targeting:** same as for normal Facebook campaigns
- **Assets required:** text, image, video
- **Tracking** requires Facebook SDK or link with Adjust, Appsflyer, Branch or others (doesn't work with Firebase!)
- Again make sure to optimize for events!



Apple Search Ads

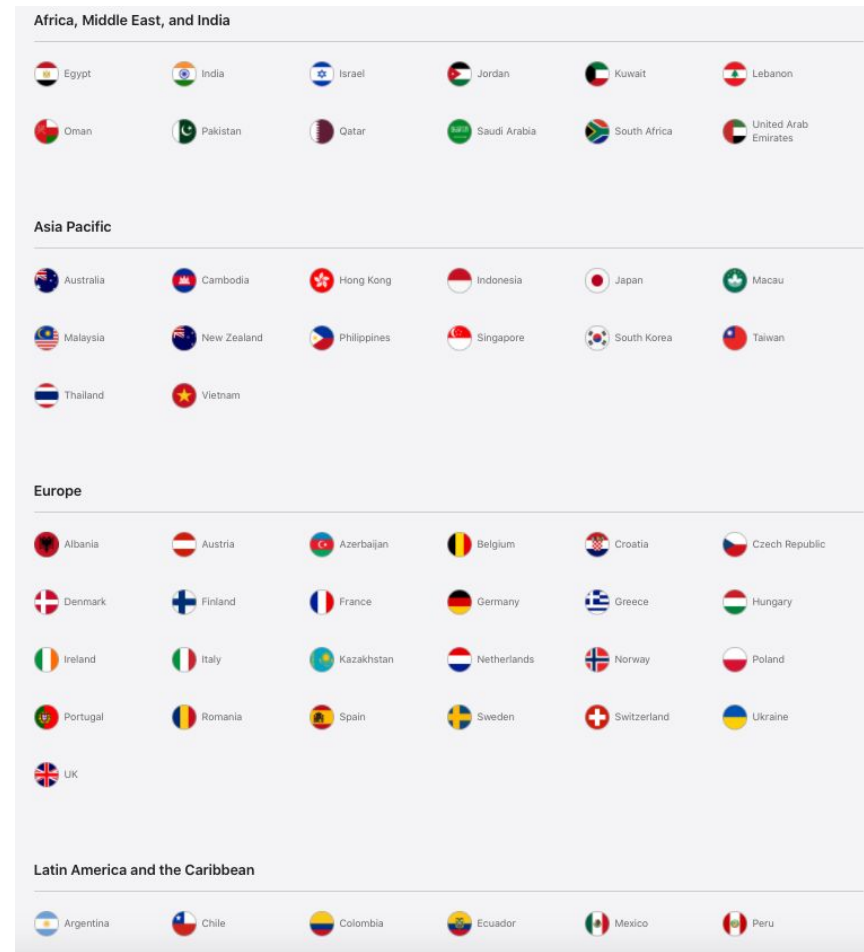
How it works:

- User searches for the keywords you have chosen in the App Store
- They see your ad and click into the App Store listing



Apple Search Ads

- **Targeting:**
 - 1) Keywords
 - 2) Search Match - automatically matches your ad to relevant user searches
- **No need for extra creatives** - your ads are automatically created using the metadata and imagery you crafted for your App Store product page
- **No extra action needed to track installs.**
- In-app activity can only be tracked through a MMP. LAT installs only available in Apple Ads UI.



Case study: Synctuition

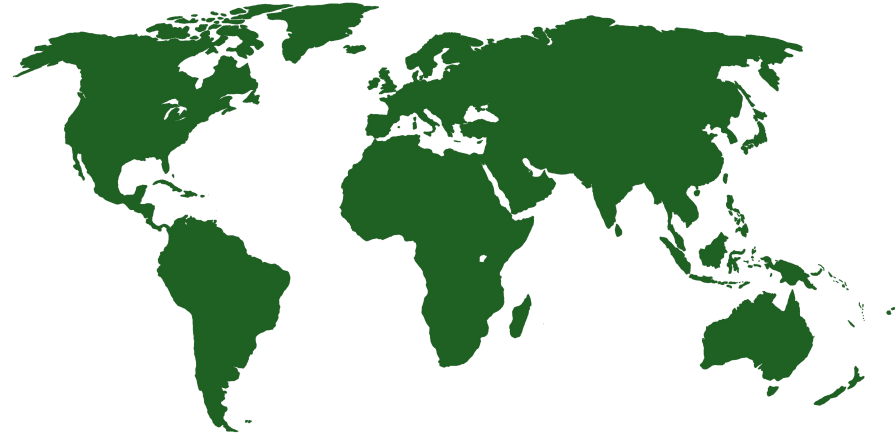
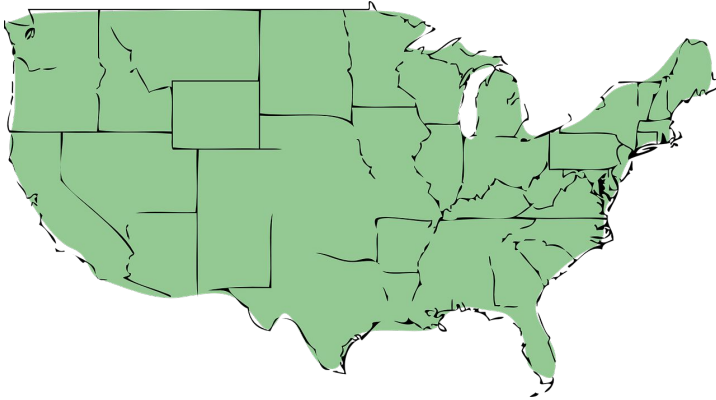
- Meditation app that was developed over 10 years
- Highly competitive vertical. There were more than 1300 meditation apps already in 2017.
- Main competitors Calm & Headspace
- Try it - it's like a spa break for your mind!



Relax your
mind and body



The goal



The goal - grow fast but with a positive ROI

First steps - cheap installs. Soon the focus moved to **cost per free** trial activation

Process

1. We mapped all the different channels
2. Set up the tracking
3. Launched USA campaigns
4. Found the best creative themes that worked
5. Gradually increased budgets for the most profitable campaigns
6. Expanded internationally
7. Remarketing App engagement beta to close the loop
8. Facebook campaigns were up next

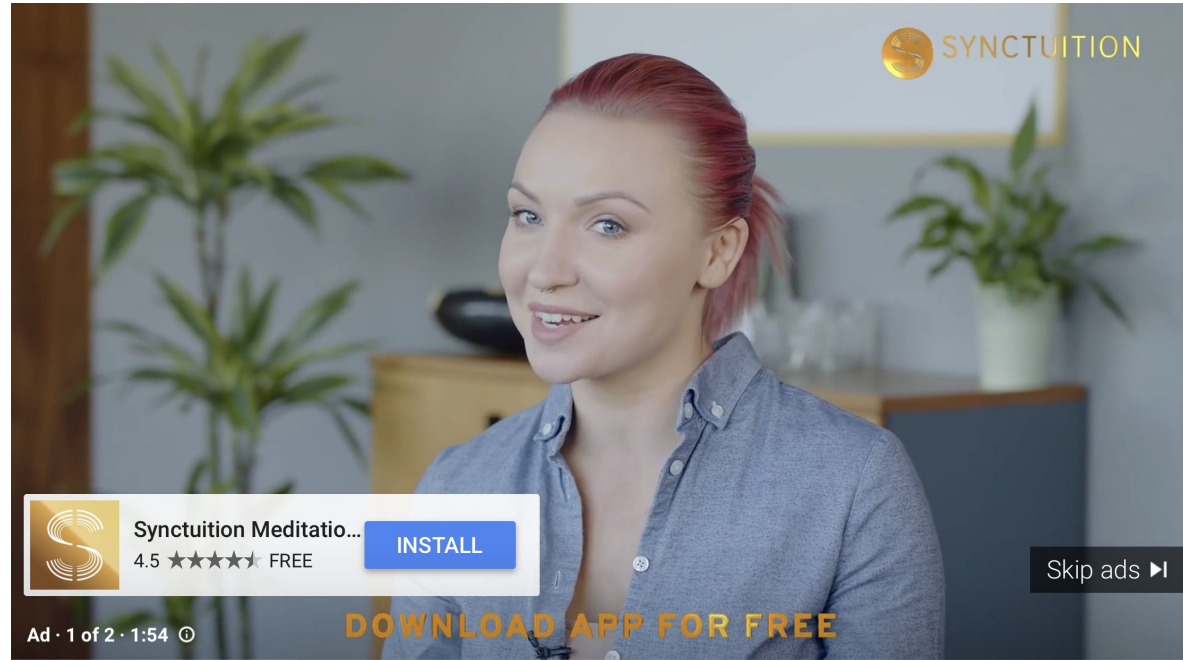


Growth in FB took longer time and we didn't succeed at first:

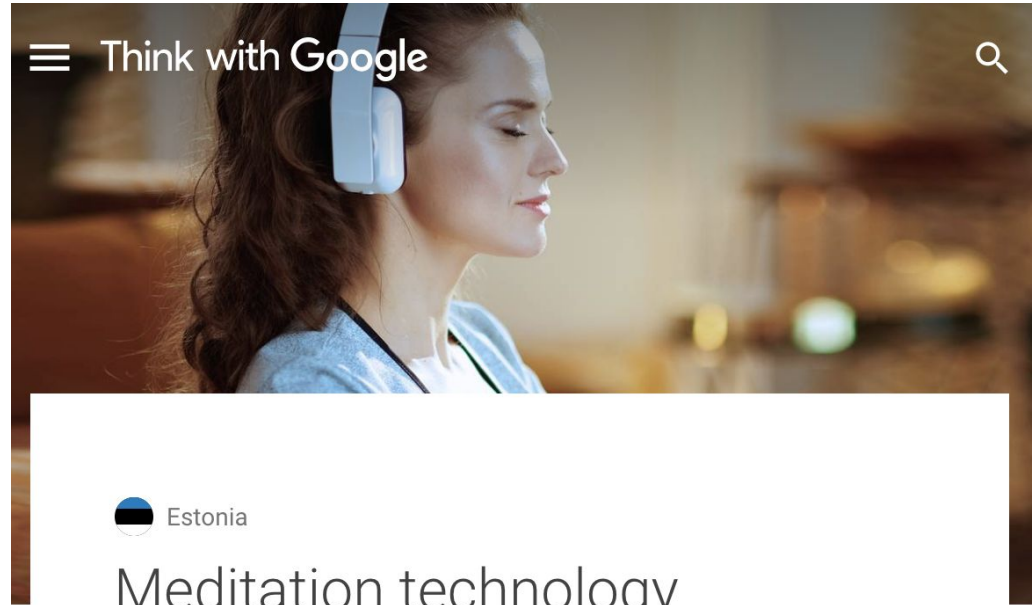
1. Initially, we ran App install campaigns on lower budget, without having proper events being set-up
 - Letting FB optimize for installs got us cheap installs, but not many in-app events (poor quality of users)
 - Every time we increased the budget, the results took a plunge for the worse
 - Made different experiments with the creatives and got some learnings but made a decision to pause until we get SDK implemented with the correct events.
2. Got the SDK implemented and started again.
 - Optimizing for App events made a major difference!
 - We could finally let the powerful FB algorithm do its thing and optimize for the best users
3. Found the best creative combinations that worked
 - What worked the best in Google Ads didn't work in Facebook. (people have a different mindset when watching a video in YT vs in FB)
4. Increased budgets every week, expanded internationally and continued testing

Results:

- 3 million users
- Top 5 in meditation apps in the US
- Investor interest from all around the world
- Still profitable



Read more on
Think with Google.



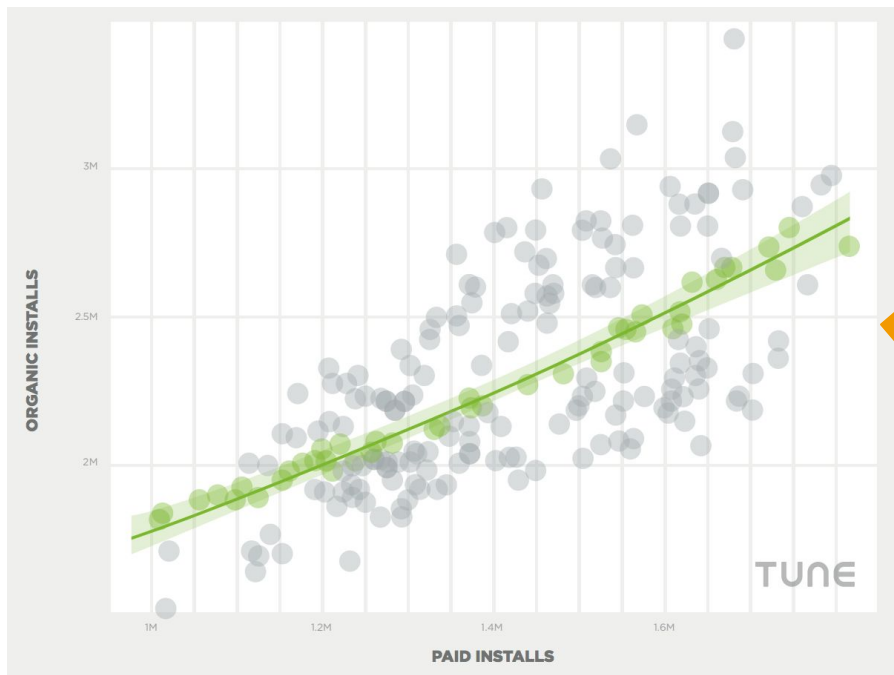
 Estonia

Meditation technology
Synctuition breaks through
borders with App campaigns

October 2019 / [Local Case Studies](#)

Google App Campaigns – How to get started

How do paid app installs impact organic downloads?



1.5x

additional
organic installs
per paid install

App Store		Android	
CATEGORY	ORGANIC MULTIPLIER	CATEGORY	ORGANIC MULTIPLIER
Entertainment	0.9	Adventure	3.6
Games	5.4	Arcade	1.5
Lifestyle	5.2	Business	1.6
Social Networking	4.8	Card	1.4
Sports	1.5	Casino	2.1
Utilities	3.9	Casual	5.4
		Music & Audio	6.1
		Personalization	0.2
		Racing	13.3
		Shopping	1.0
		Strategy	0.6
		Tools	0.3
		Transportation	16.6
		Travel and Local	1.6
		Word	7.2

Why should web businesses promote their app?

Positive impact on bottom line

More frequent visits

Lower service costs

Longer session times

...

Higher customer lifetime value

Higher cust. loyalty

Sustainable CPAs

Competitive CPIs

...

Stronger position vs. competition

Assure awareness

Capture market share

Reach cust. directly

...

Beneficial in light of organic uplift

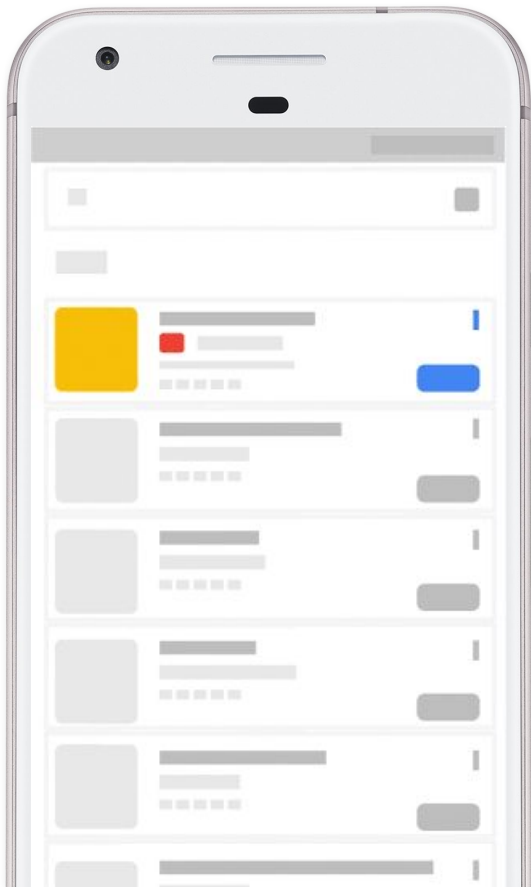
Search incrementality

Better app rankings

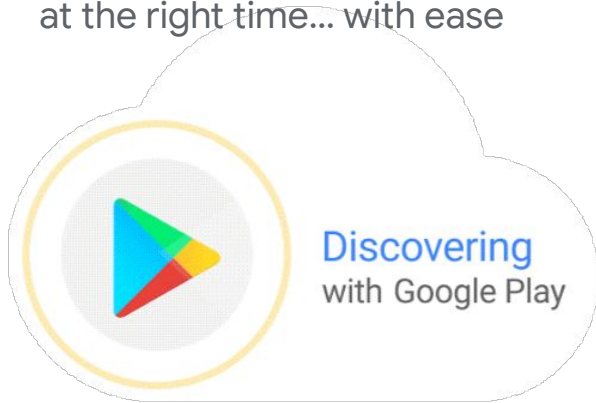
Higher organic installs

...

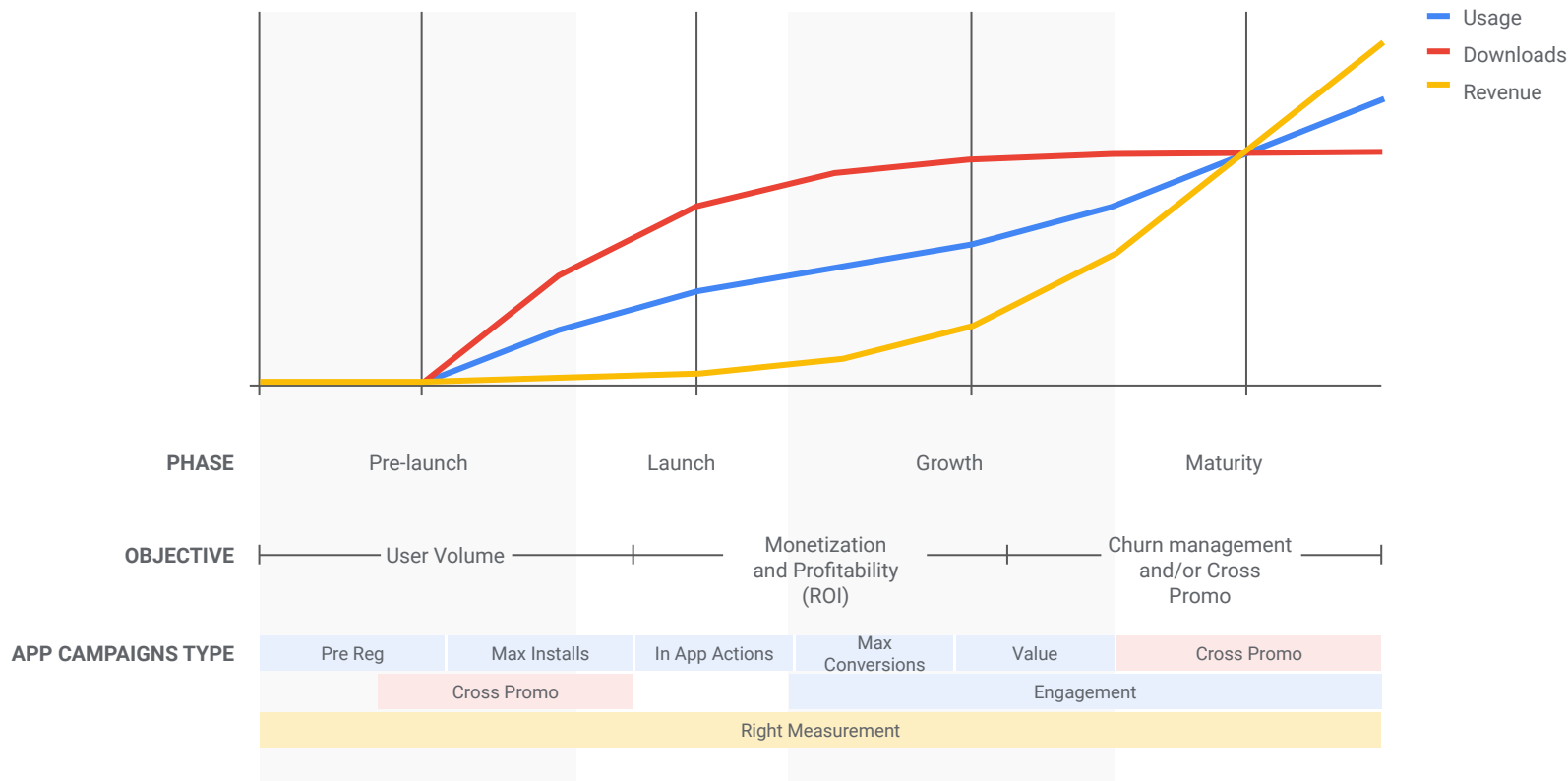
Why Google App Campaigns?



Connect with the right user,
at the right time... with ease



App Campaigns helps you across the App marketing lifecycle



Best practices to follow in App Campaigns

App Measurement & Tracking

Recommend implementing Firebase or 3P (Adjust, Appsflyer, Tune, Kochava, Branch etc.) for event and conversion tracking in app campaigns. Track all events along the user funnel

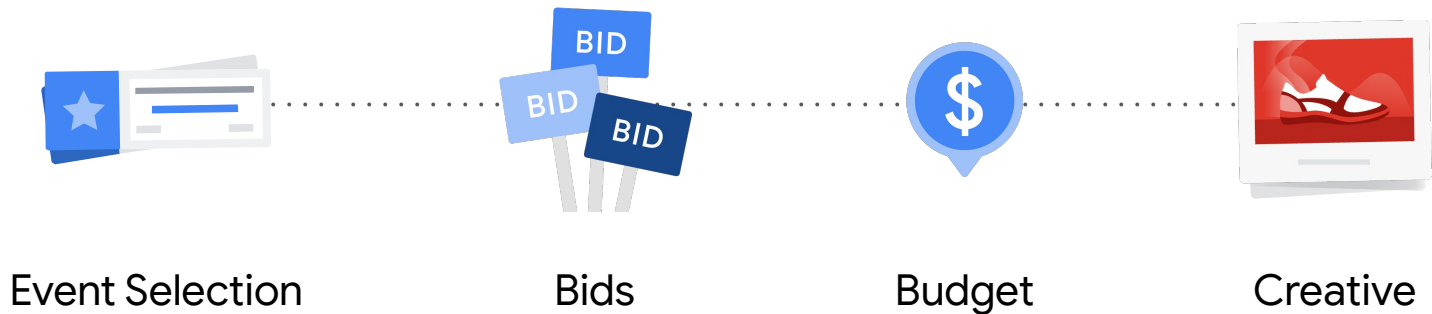
Creative Strategy

Recommend maximizing the asset inventory to ensure user reach and efficient tCPA performance in app campaigns, utilising ad groups feature for creative theming

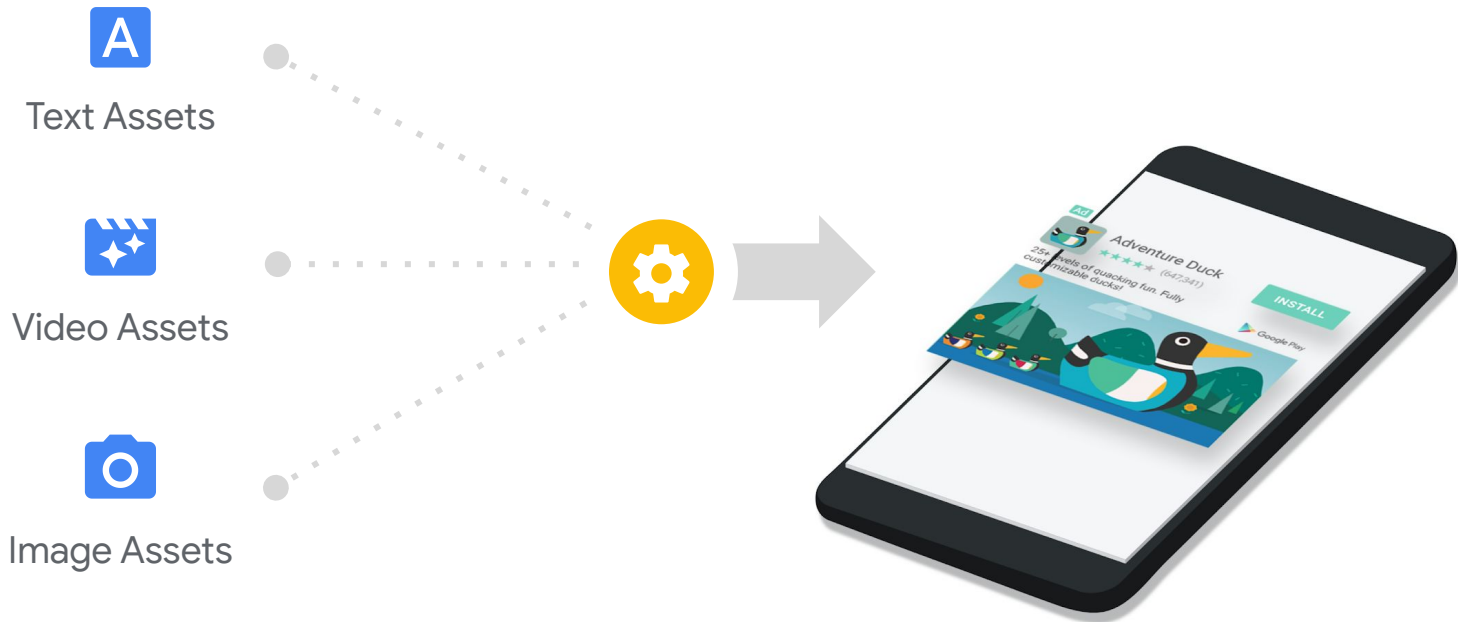
Sufficient Data & Time

Providing sufficient events data to app campaigns to ensure scalability; minimum 100 installs / day or 10 events / day in app campaigns should be the performance target

Creatives play an **integral part** in succeeding with App Campaigns







Assets are the new building blocks for ad creatives

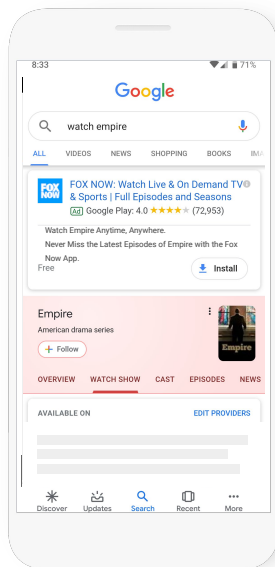


Shifting to an Asset Mindset in Google App Campaigns

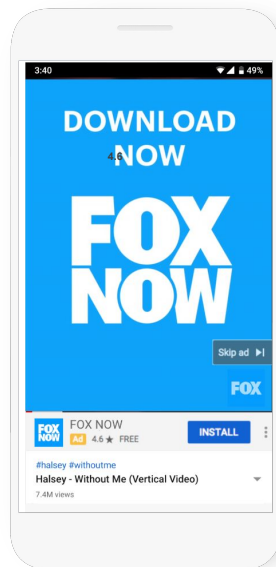
Serve via ad formats depending on network and inventory across all Google properties

Input (Asset)	Text	Video	Image	HTML5
Output (Ad Format)	 Play Homepage Play Browse Play Search Search Ads YouTube Native Gmail App Install AdMob (all sizes)	 YouTube TrueView AdMob Rewarded AdMob Native AdMob Portrait AdMob Square AdMob Landscape Mobile Web	 YouTube Native Mobile Web AdMob (all sizes) AdMob GIF	 AdMob Interstitial AdMob Square AdMob Banner

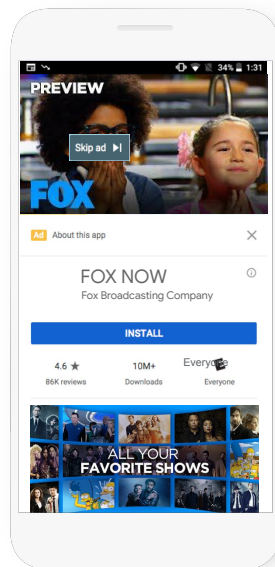
Diverse assets power better ads



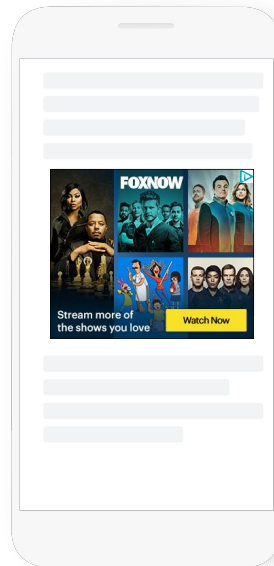
Text



Portrait Video



Landscape Video



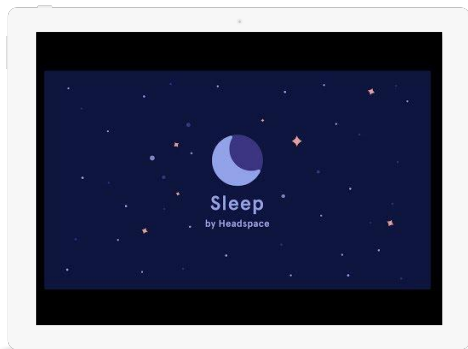
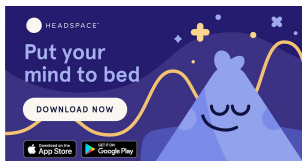
Landscape Image

Create different ad groups for different audiences

App Campaign #1 | Bid: A | Budget: B

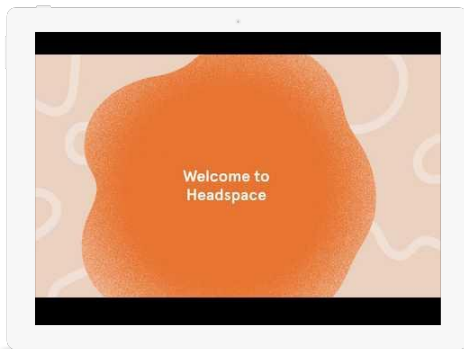
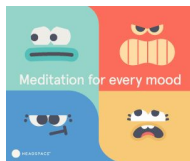
Ad group theme #1

Meditation for sleep



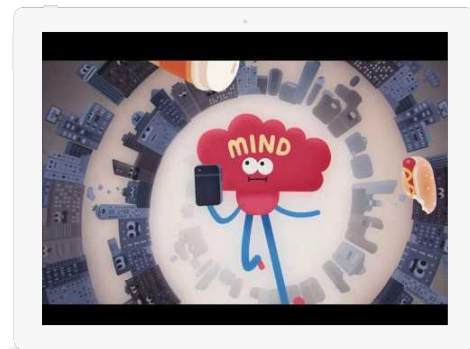
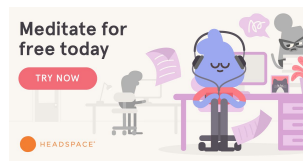
Ad group theme #2

Meditation for stress



Ad group theme #3

Generic



Asset Coverage #ProTips

Priority Image Dimensions

320x480 (Portrait Interstitial)

480x320 (Landscape Interstitial)

300x250 (Square)

1024x768 (Tablet)

768x1024 (Tablet)

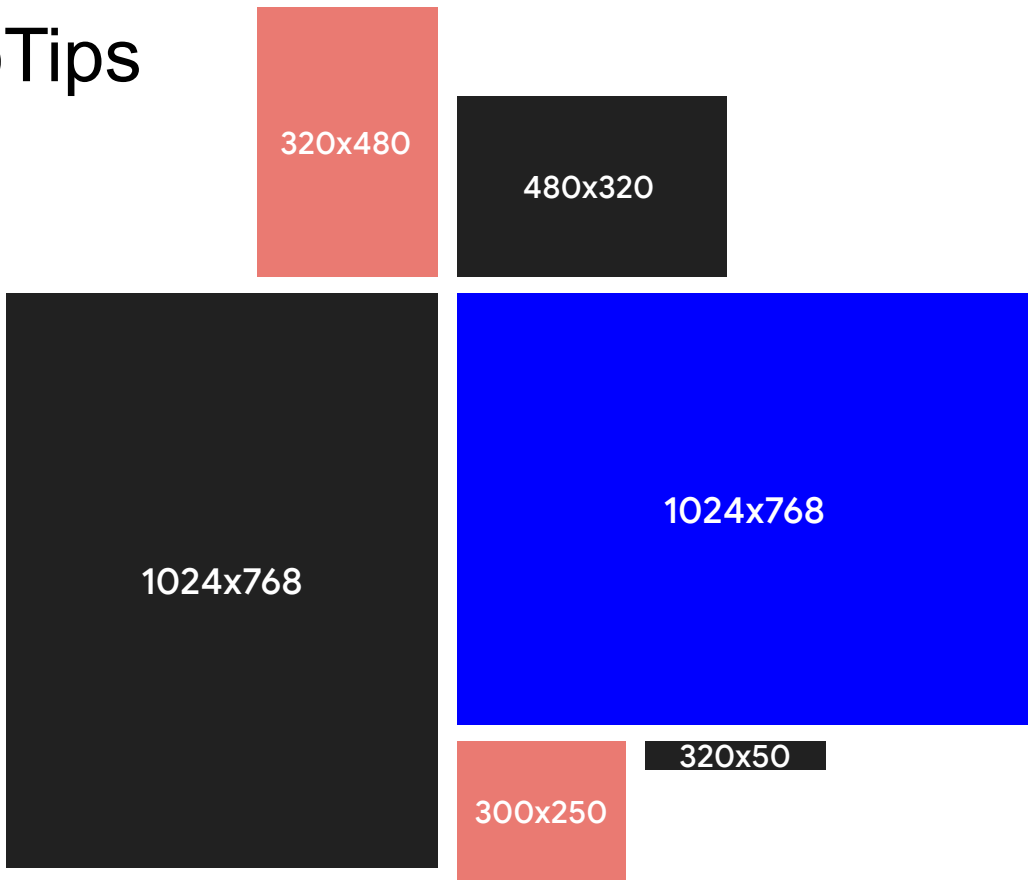
320x50 (Banner)

1200x628 (Landscape Image)

728x90 (Leaderboard)

300x50 (Banner)

320x100 (Banner)



Rebellion Pay fully utilizes image & video assets, sees 8x increase in daily registrations

Rebellion

Rebellion Pay
Madrid, Spain • rebellionpay.com



The challenge

Rebellion Pay is a Spanish fintech company, with an international character that was born with the aim of changing the status quo. Rebellion Pay offers people (mainly between 16 and 25 years old) financial services with language and tone that is very different from what traditional banks tend to offer.

Rebellion Pay's challenge was to increase awareness of its app, and increase the number of registrations while maintaining a stable CPA.

The approach

Rebellion Pay's goal was to target 16-24 years old users. The Google team guided the client through a creative workshop to help get more out of their tCPA campaigns. During the workshop, Google discussed the importance of using the correct assets to attract the right audience. As a result, Rebellion Pay updated their image and video assets to portray people, activities, and benefits that resonated better with their younger target audience.

The results

As a result of updating their creative assets, Rebellion Pay saw a 57% decrease in CPA for Android. Daily registrations increased 8x. The registration rate saw an 18% boost.

“We have seen great results since we started to use AC, thanks to a combination of the Creative Workshop & the bidding strategy based on in-app actions. We not only impacted the correct audience, but we also drove high volumes of installs, and kept the cost per in app conversion under control.”

—Miguel Rovira, Mobile Marketing Manager, Rebellion Pay

57%

Decrease in
Android CPA

8x

Increase in
daily
registrations

18%

Boost in
registration
rate

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

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Some questions to ask yourselves:

- What are the goals you want to achieve with app promotion?
- Who are your target customers that you attract to the app and what actions will those users take?
- Do you have an estimate of how many downloads per month you need to reach, how many actions from those downloads do you expect?
- What is the total monthly budget you have available to tackle this challenge?
- What tools (tracking provider) are you using (Firebase, Adjust, AppsFlyer, Tune, Branch etc.)?
- What is *your* biggest challenge in reaching these consumers?

**Next webinar on Paid App
marketing optimization:
May 5 at 16.00 CET**

Questions?

karl@ppc.ee

eppcdigital.com/app-marketing