Optimizing **Paid App Marketing** campaigns

Christa Chen,
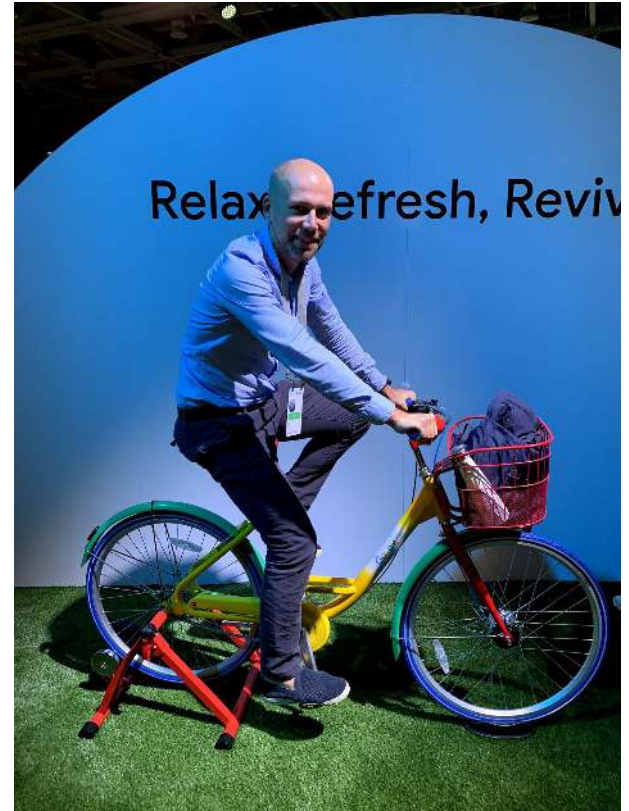**EMEA App Partnerships**
Manager, Google

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


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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

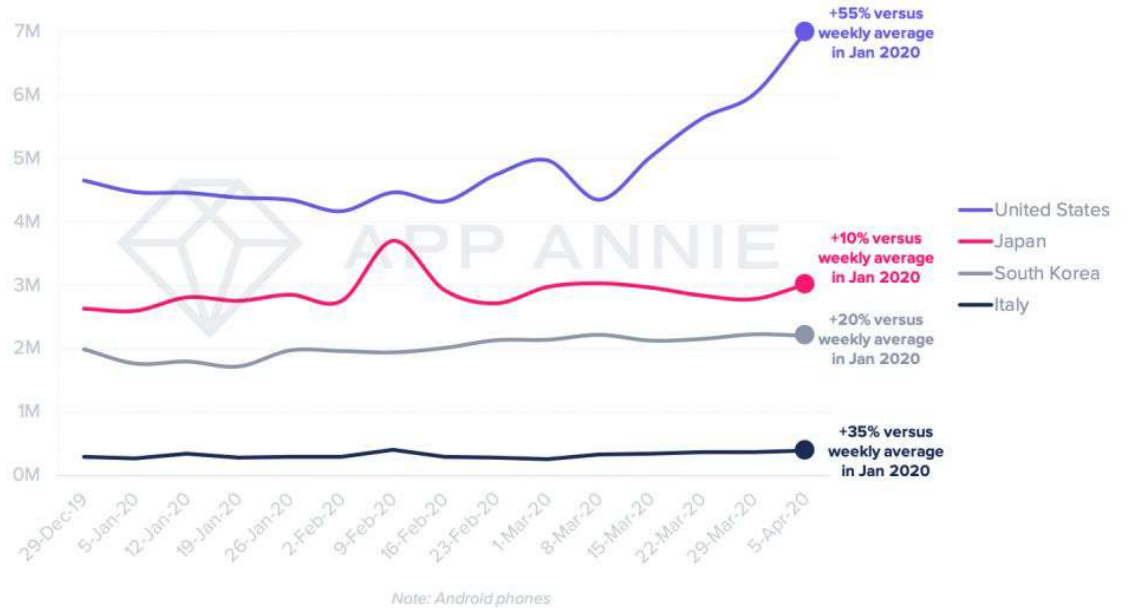ePPC

App revenue still growing but installs declining a bit

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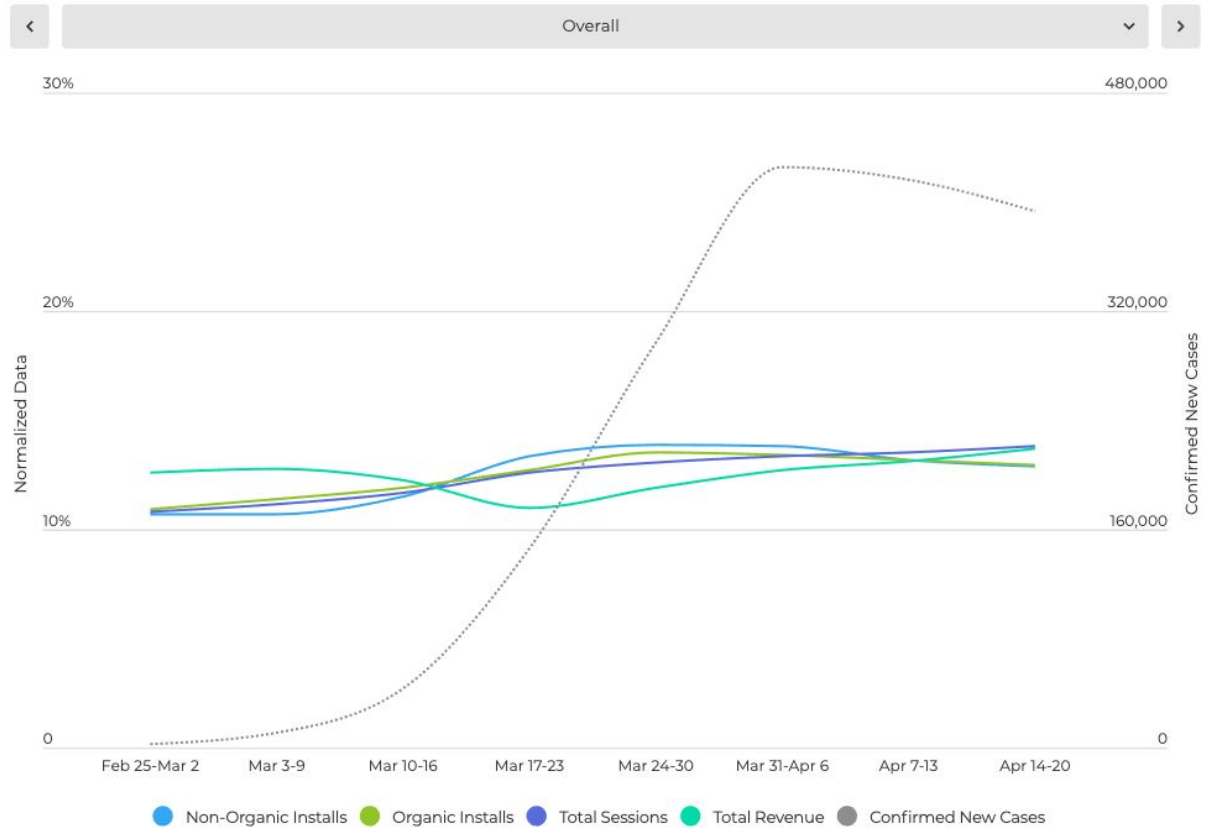
App revenue in USA seeing a spike after stimulus checks going out on 14/04
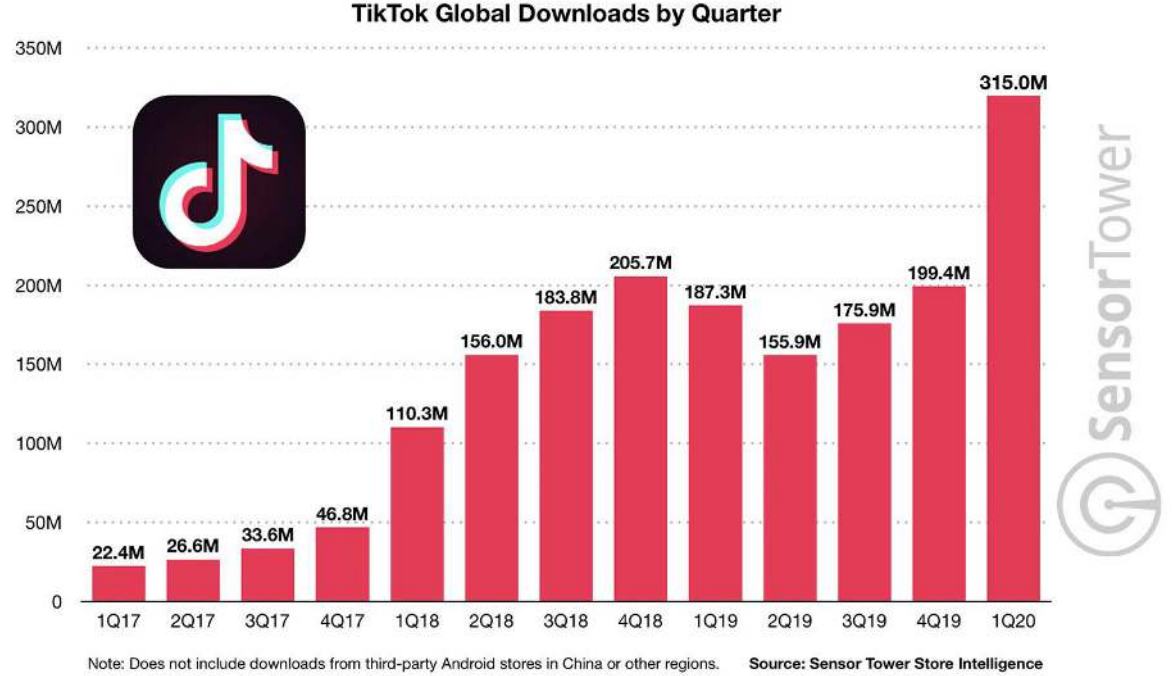

Source: Appsflyer

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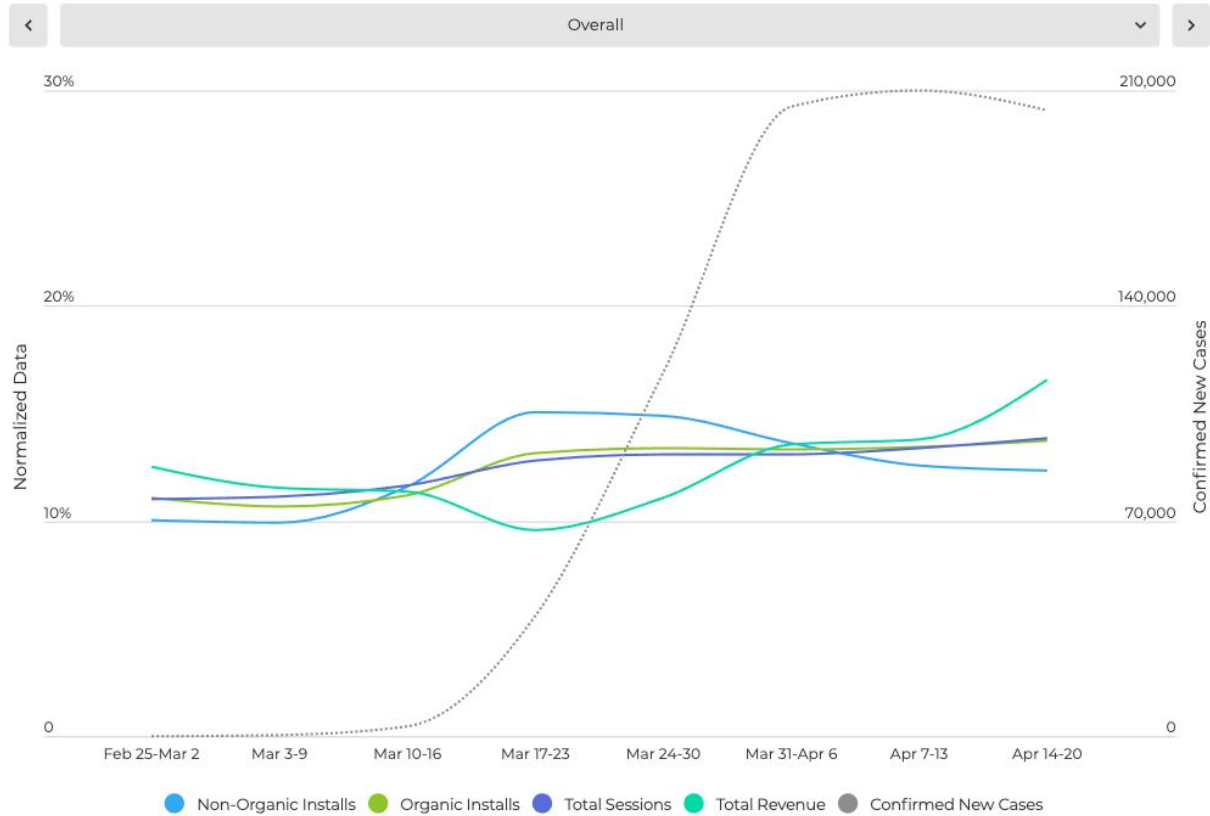
USA is also seeing a spike in food and drink app usage

Weekly Hours Spent in Food and Drink Apps
During COVID-19 Pandemic in Select Markets

+55% versus weekly average in Jan 2020

+10% versus weekly average in Jan 2020

+20% versus weekly average in Jan 2020

+35% versus weekly average in Jan 2020

- United States
- Japan
- South Korea
- Italy

Note: Android phones

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TikTok - best quarter for ANY app ever and reaches 2B installs

TikTok Global Downloads by Quarter

Quarter	Downloads
1Q17	22.4M
2Q17	26.6M
3Q17	33.6M
4Q17	46.8M
1Q18	110.3M
2Q18	156.0M
3Q18	183.8M
4Q18	205.7M
1Q19	187.3M
2Q19	155.9M
3Q19	175.9M
4Q19	199.4M
1Q20	315.0M

Note: Does not include downloads from third-party Android stores in China or other regions.

Source: Sensor Tower Store Intelligence

SensorTower   Data That Drives App Growth

sensortower.com

Source: https://sensortower.com/blog/tiktok-downloads-2-billion

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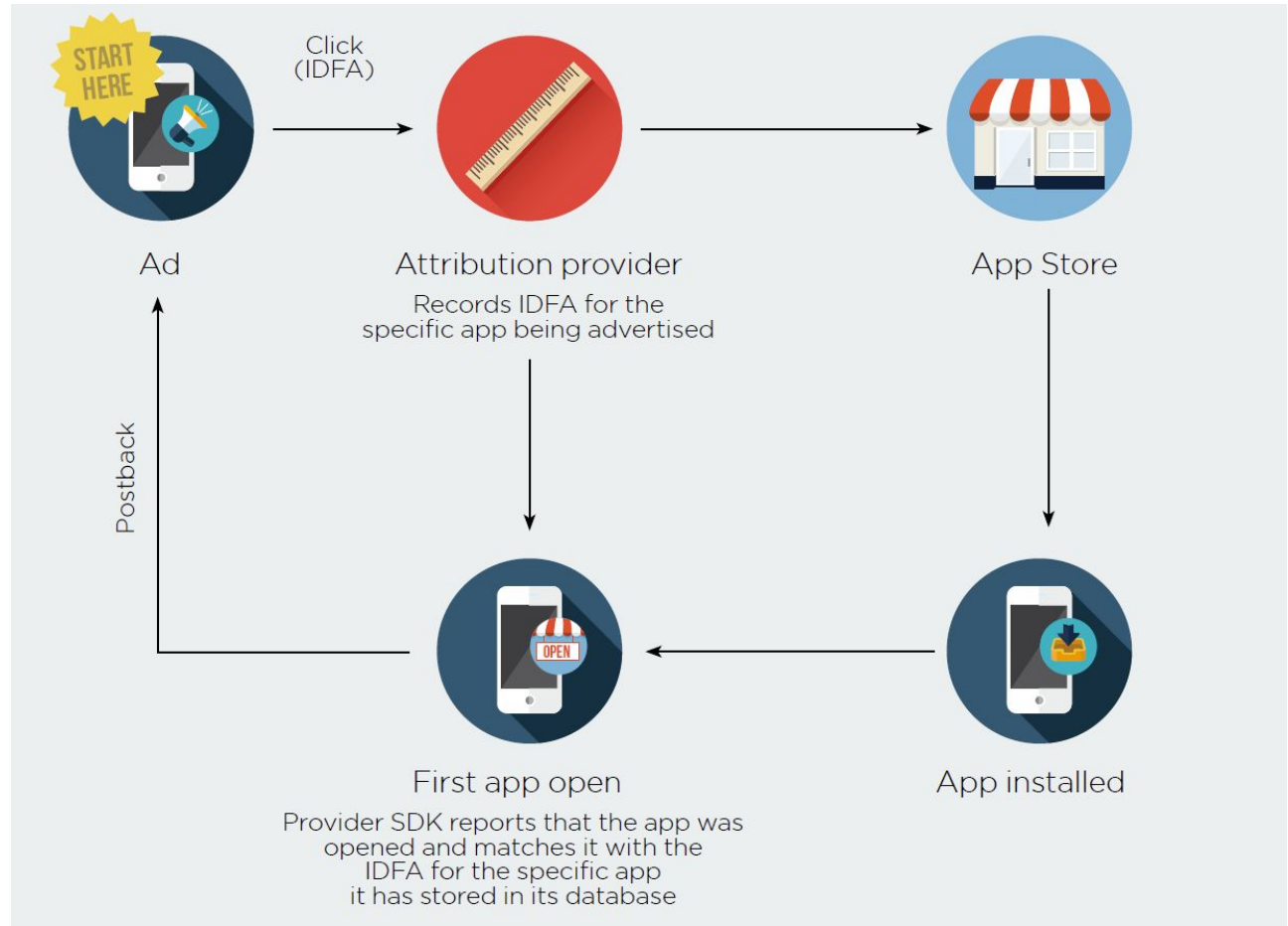**Let's get started**

Introduction to Tracking

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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.

How does tracking even work on mobile?

Ad — **Click (IDFA)** → Attribution provider — Records IDFA for the specific app being advertised → App Store → App installed → First app open — Provider SDK reports that the app was opened and matches it with the IDFA for the specific app it has stored in its database → **Postback** → Ad

Image: https://www.appsflyer.com/mobile-attribution-glossary/idfa/

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Important terms

- Deterministic matching:
    - Google Play Referrer
    - Android: Google Advertiser ID
    - iOS: Identifier for Advertising (IDFA)
- Probabilistic matching:
    - Fingerprinting (device name, type, OS, platform, IP address, carrier etc)
- Attribution window (conversion window)

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Attribution:

May 1	May 2	May 7
User clicks on an ad	User installs the app	Users opens an account

Google Ads and Facebook:

- May 1 - click
- May 1 - install
- May 1 - event

Firebase, Adjust and other Analytics platforms:

- May 1 - click
- May 2 - install
- May 7 - event (open account)

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Attribution:

May 1	May 2	May 3
User clicks on an Facebook ad	User clicks on Google Ad	Users installs & opens an account

Facebook Ads :

- May 1 - click
- May 1 - install
- May 1 - open
  account event

Google Ads:

- May 2 - click
- May 2 - install
- May 2 - open
  account event

Analytics platforms:

- May 1 - click on FB ad
- May 2 - click on Google ad
- May 3 - install & event
  (open account) attributed to
  Google

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Attribution questions to drive you mental:

- What if the user installs the app but doesn't open?
  - So you can track this with Firebase for Android?
- What happens if the user installs the app, uninstalls then installs again?
- How quickly does the user have to open the app for probabilistic tracking to work?
- Does a download equal first open?
- Why do my install/conversion numbers not match in Google/Facebook/Analytics tool?
- Different platforms have different attribution windows?
- What if a user clicks on a Google ad, then a Facebook ad and then some other channel?

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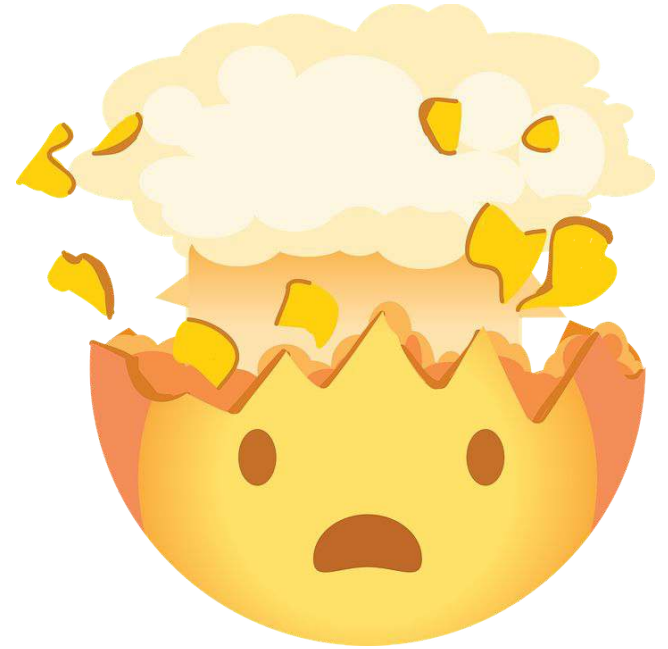
LAT - around 20% on iOS and 3% on Android
LAT users are not tracked after install

Google Ads and Facebook:

- Facebook doesn't show app install ads to LAT users!
- Apple Search - you can opt out of targeting LAT users but these can be 30% cheaper (check your MMP or Apple search UI)
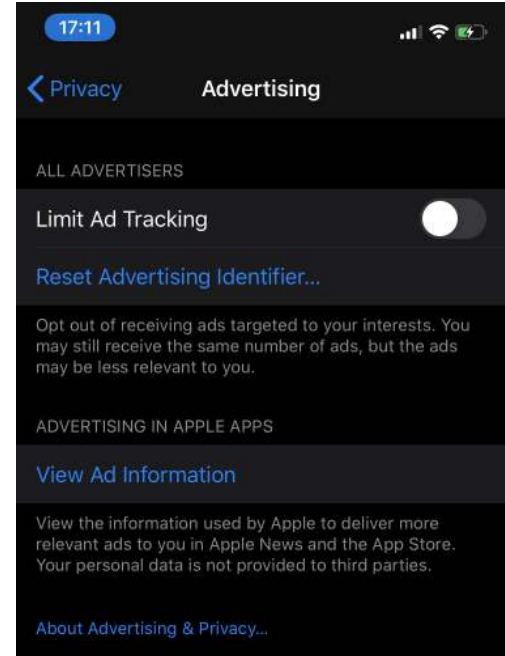
Practical tips

Google Ads

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Tip 1: Use Firebase events for Google App campaigns

You can also use your MMP events but just by switching the same events to Firebase you could see a performance uplift

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Tip 2: 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

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Tip 3: Have patience.

Results can be <u>very</u> bad at first as the robots are learning. Give it 2 weeks.
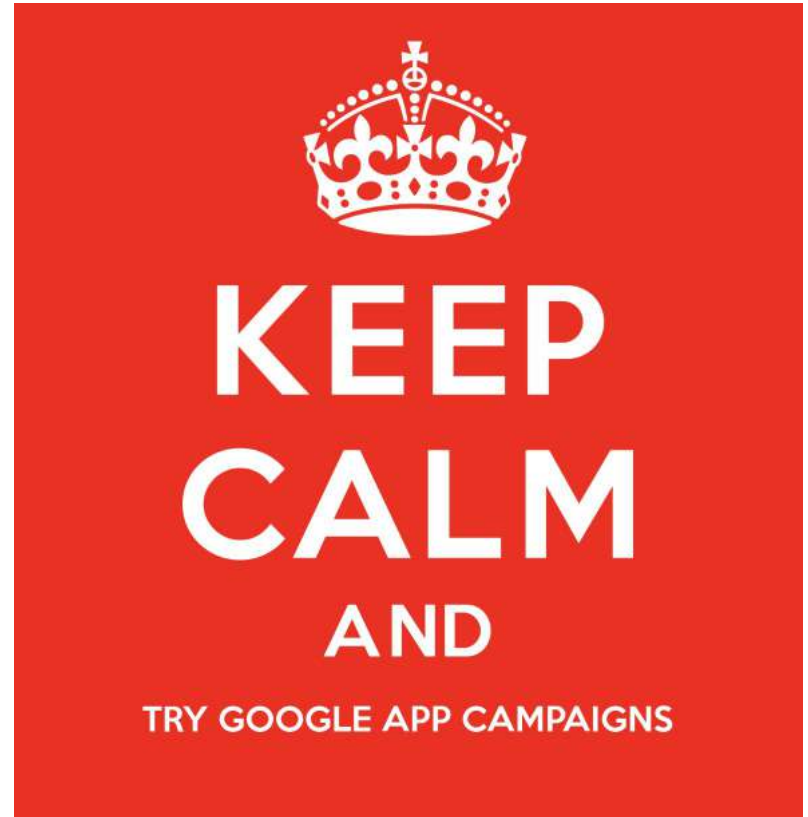
Tip 4: Group multiple countries together so you can get more data points

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

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Tip 5: 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

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Tip 6: Remove older versions from app stores to avoid showing ads to these users

Does your app even work properly on an older phone?

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Tip 7: Test long videos

Longer video = more comprehensive sales pitch

Tip 8: Capture the attention of the user in the first 5 seconds

If you don't then they will **skip** your ad.
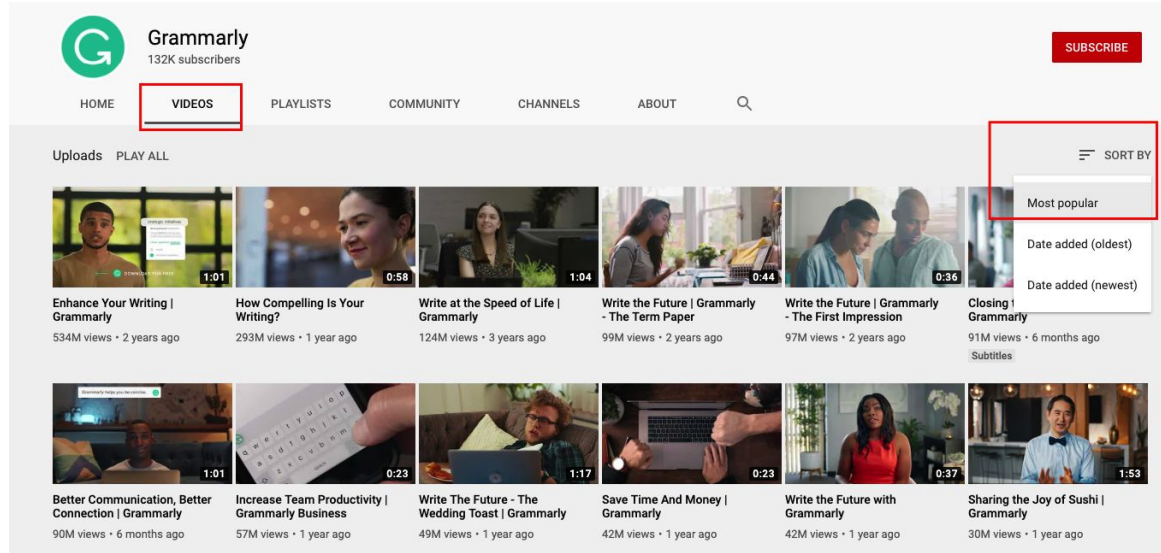
Tip 9: Analyze what the best are doing

Check most popular videos to discover videos used as ads

Tip 10: Don't make too many changes at once

- Bids and budgets - 20-30% changes at a time
- A couple of creatives at a time

Campaign: Eligible

Active and can show ads

Bid strategy: Learning

ℹ **New bid strategy**

Google Ads is optimizing your new bid strategy. Performance may improve further. No action is needed at this time.

- 2 days left for learning
- 3 days since the last significant change

VIEW BID STRATEGY REPORT

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Practical tips

Facebook ads

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Tip 1:
Have Android and iOS in separate campaigns

Makes it easier to optimize + control your ad spend according to results

GET IT ON
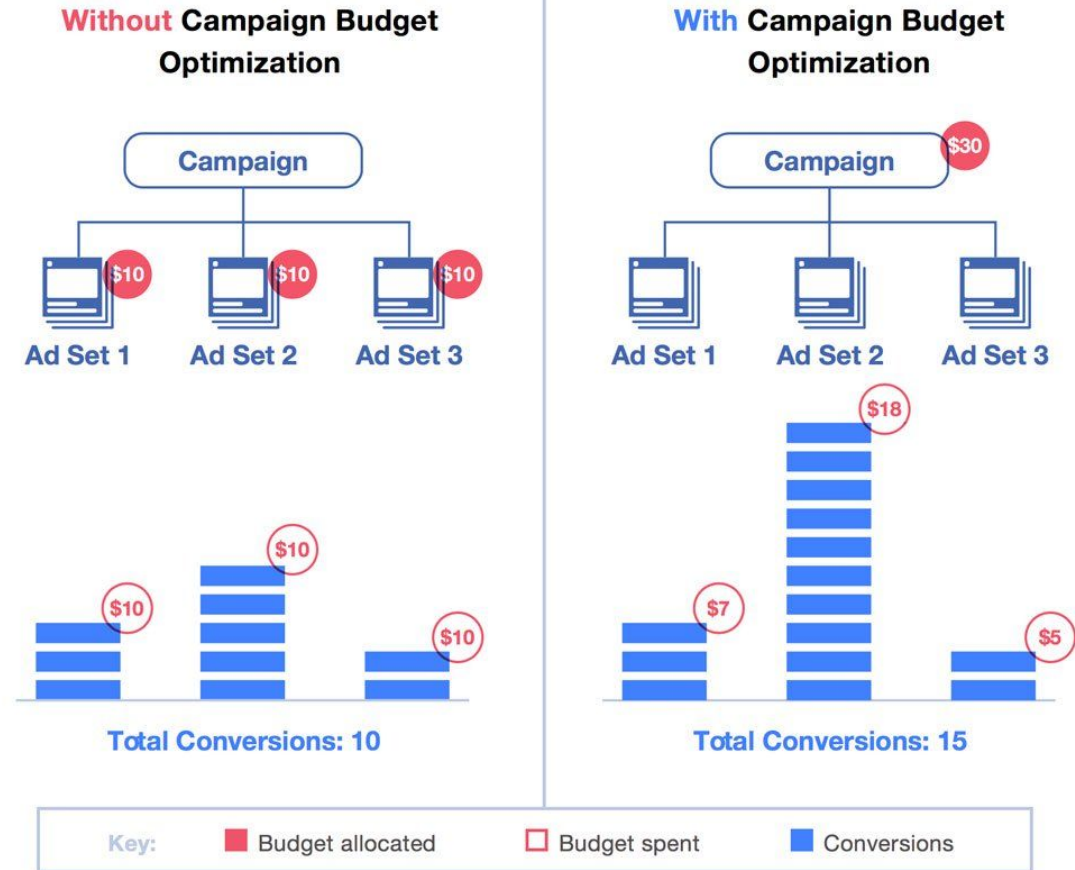**Google Play**

vs.

Download on the
App Store

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Tip 2:
Use CBO for scaling

FB algorithms will automatically find the best active opportunities for results across your ad sets and distribute the budget accordingly.

PS: You can still use ad set spend limits

Without Campaign Budget Optimization

Campaign

$10 — Ad Set 1
$10 — Ad Set 2
$10 — Ad Set 3

$10
$10
$10

Total Conversions: 10

With Campaign Budget Optimization

Campaign — $30

Ad Set 1
Ad Set 2
Ad Set 3

$18
$7
$5

Total Conversions: 15

Key: ■ Budget allocated ☐ Budget spent ■ Conversions

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Tip 3:
Optimize for Conversion events which are most valuable to you

But also make sure that the volume is big enough, that EACH AD SET will get at least 3 -7 conversion events per day. (around 35 - 50 per week)

Install

Sign up

Beat level 1

Make a purchase

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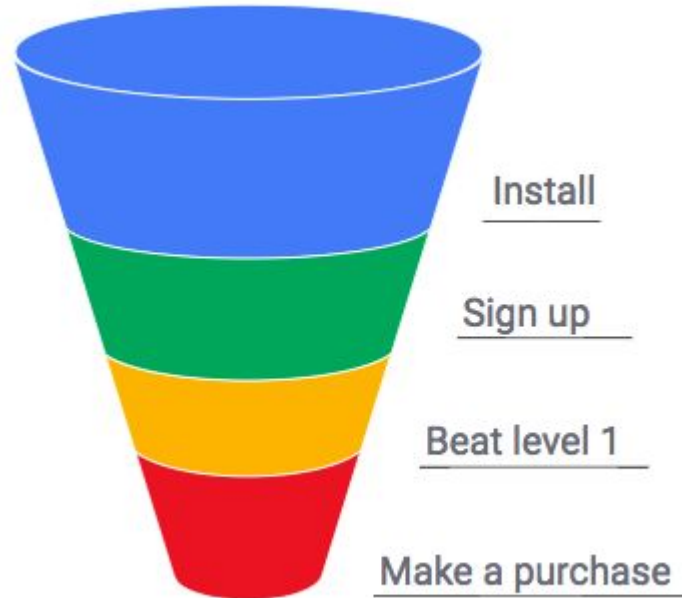
Tip 4:
Don't go too
narrow with
your targeting

Too narrow audiences means
faster audience saturation and
higher CPM-s.

Broader audiences give the
algorithm more room for finding
cheap conversions

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Tip 5:
Test the different audiences you have available

- You can create lookalikes of your most active users, biggest spenders, etc.
- You could even create a lookalike audience of people who have churned and then exclude those from ad campaigns

Tip 6:
Try completely broad targeting!

- Audience defined only by your core demographics
- Don't forget to exclude the audiences you use in other campaigns
- Works best if you have a lot of data accumulated on the pixel

Create new audience   **Use saved audience ▾**

Tier1-Broad

Excluding Custom Audience:

Location – Living in:

United Arab Emirates, Austria, Australia, Belgium, Canada, Switzerland, Germany, Denmark, Spain, Finland, France, United Kingdom, Hong Kong, Ireland, Israel, Iceland, Italy, Luxembourg, Netherlands, Norway, New Zealand, Portugal, Sweden, United States

Excluded Connections:
Exclude people who use Synctuition

Age:
25-64

Language:
English (UK) or English (US)

App Install State:
Not Installed

Edit

Audience definition

Specific   Broad

Your audience selection is fairly broad.

Potential reach: 120,000,000 people ⓘ

Estimated daily results
Based on 7-day click conversion window

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

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FB Ads Tip 7:
See what competitors are doing

https://www.facebook.com/ads/library

Practical tips

Apple Search Ads

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Tip 1: Connect with your MMP to view event data

Apple Search ads only
show you installs.

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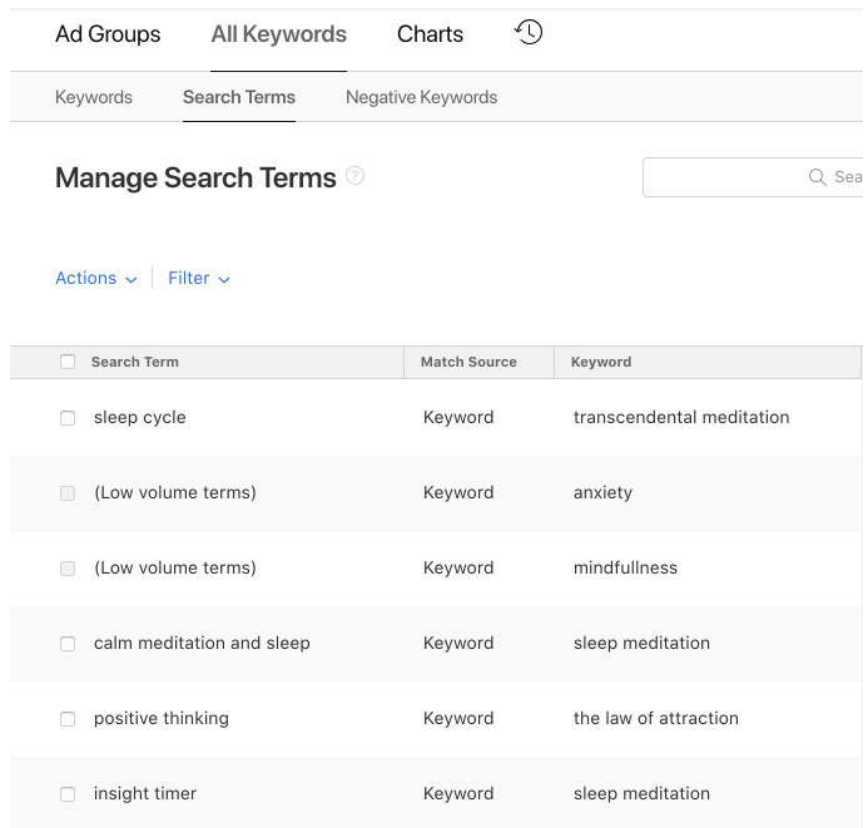# Tip 2: Segment the campaigns by type

- **Brand keywords**

- **Competitor keywords**

- **Generic** exact match keywords

- **Discovery Campaign**

   1) Broad match

   2) Search match

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Tip 3: Use negative keywords

Go through the search terms and see where your ad was actually shown

Tip 4: Don't ignore LAT users

These can be 30% cheaper.

If you use audience targeting LAT users are ignored

Tip 5: Don't undervalue your campaigns

- Install in App store does not equal app open (MMP only shows opens)

- More installs is a signal for organic App Store rankings. More paid installs could mean a better organic ranking

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Read more on *Think with Google*.
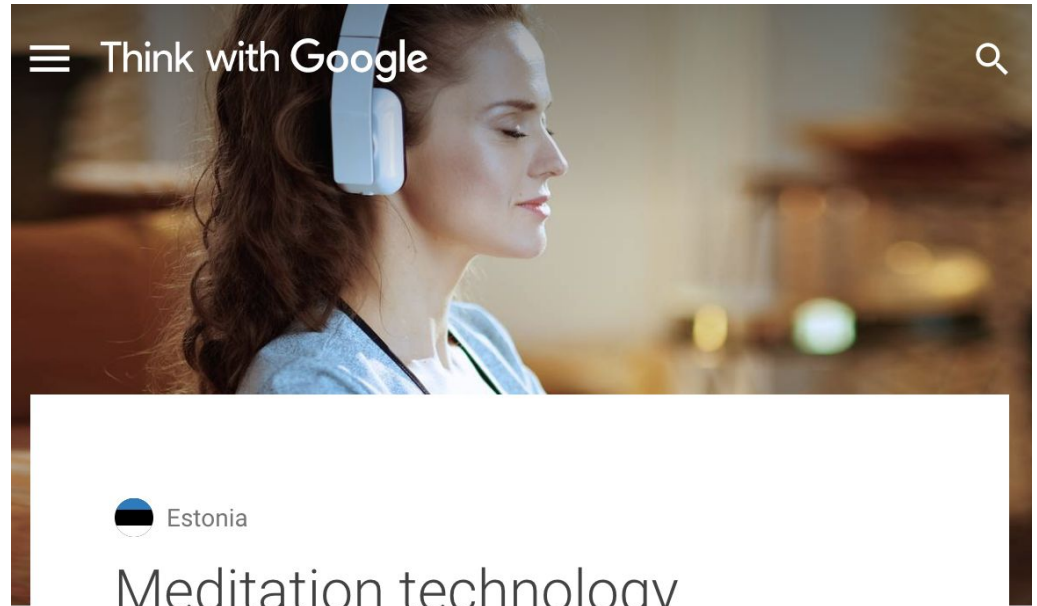
Google App Campaigns –
Campaign Management & Optimization

Google

App Campaigns help you across the App marketing lifecycle

Legend:
- Usage
- Downloads
- Revenue

PHASE	Pre-launch	Launch	Growth	Maturity
OBJECTIVE	User Volume		Monetization and Profitability (ROI)	Churn management and/or Cross Promo

APP CAMPAIGNS TYPE	Pre Reg	Max Installs	In App Actions	Max Conversions	Value	Cross Promo
	Cross Promo			Engagement		
	Right Measurement					

Google
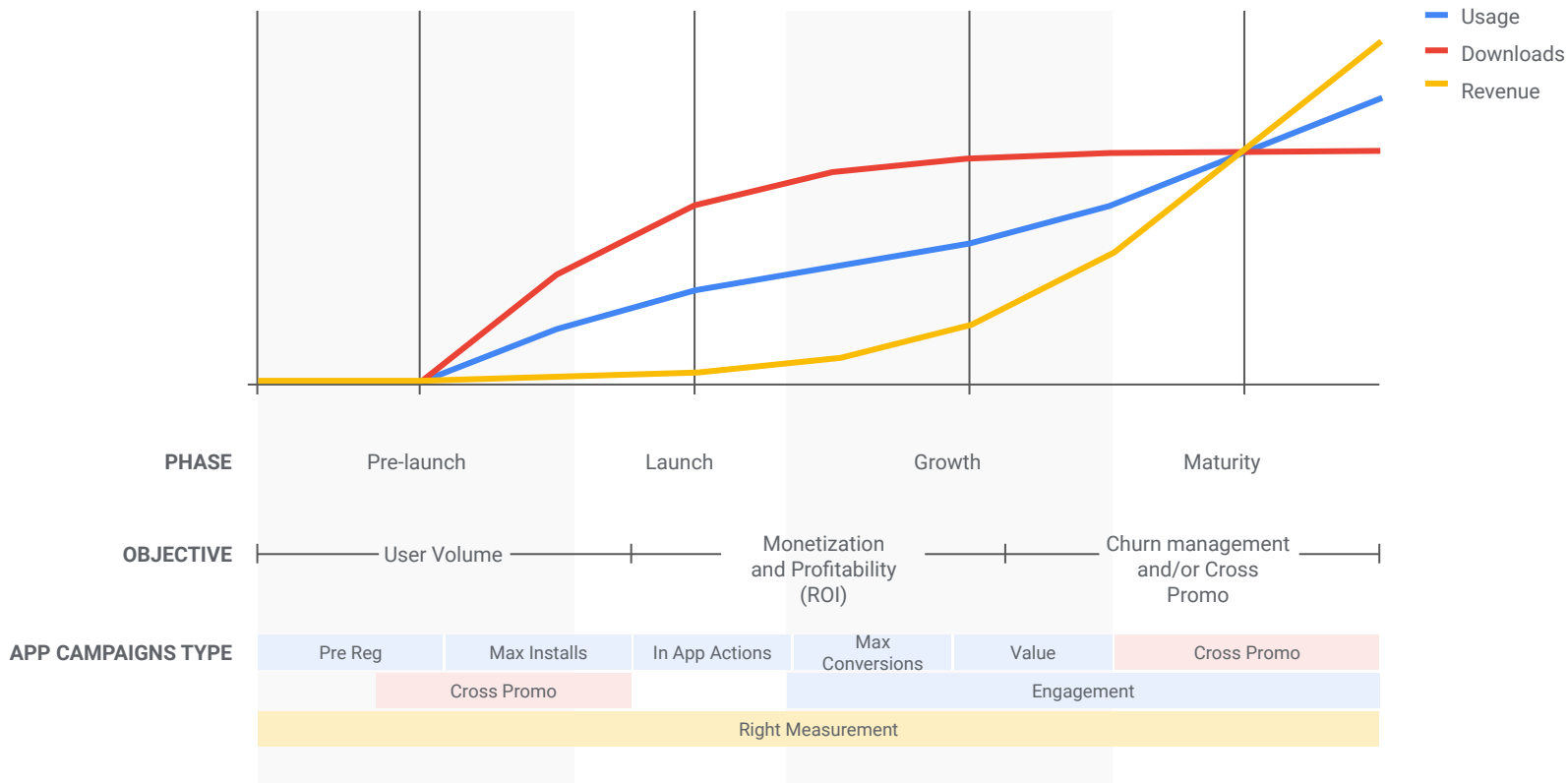
Bid to optimize for an install, an action, or for lifetime value

Select your
campaign and
set your bid

Installs tCPI

UAC for
Installs

UAC for
Installs, Advanced

Actions tCPA

UAC for
Actions

Value tROAS

UAC for
Value

Google

Value Proposition of App Campaigns – focus on inputs & outputs

Follow best practice

Invest in ad assets

Focus on in-app actions

Spend time on strategy

Ongoing process:
Provide the machine new guidance

Guide the engine

Learn from the engine

Google
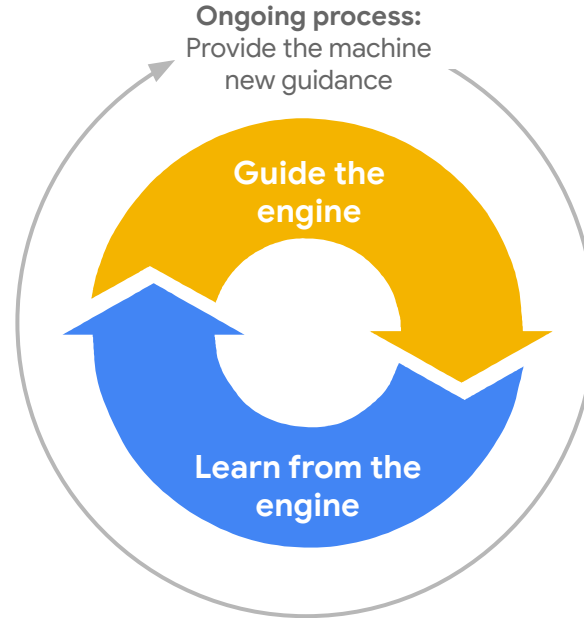
Some ground rules

Make **carefully controlled changes** to improve App campaign performance.

Why: App campaigns **needs to collect data** to find users who can meet your new target bids.

- App campaigns can deliver more consistent results as it collects more conversion data. It's ideal to **wait for at least 100 conversions before making a bid change.**

- Make smaller CPI bid changes to see less variation in your campaign's daily CPI. A CPI bid change that's **less than 20% each day** can create steadier results.

- Create a **new App campaign if you need to change your optimization goal**, like from "Install volume" to "In-app actions" or you'd like to switch to another in-app action.

- Add **more creative assets** that resemble the assets in the "Best" performance grouping of the Creative Asset Report.

Google

Higher conversion rates can result in acceptable CPAs, even with more aggressive initial bidding.

CPI/A Bid

ILLUSTRATIVE & SIMPLIFIED

Available Inventory

	G	Google Display Network	▶	🔴	▶ (YouTube)	Conversion Rate
	◔	◔	◔	◔	◔	↑↑↑
	◔	◔	◔	◔	◑	↑↑
	◗	◗	◗	◗	�	↑
	◞	◞	◞	✕	✕	
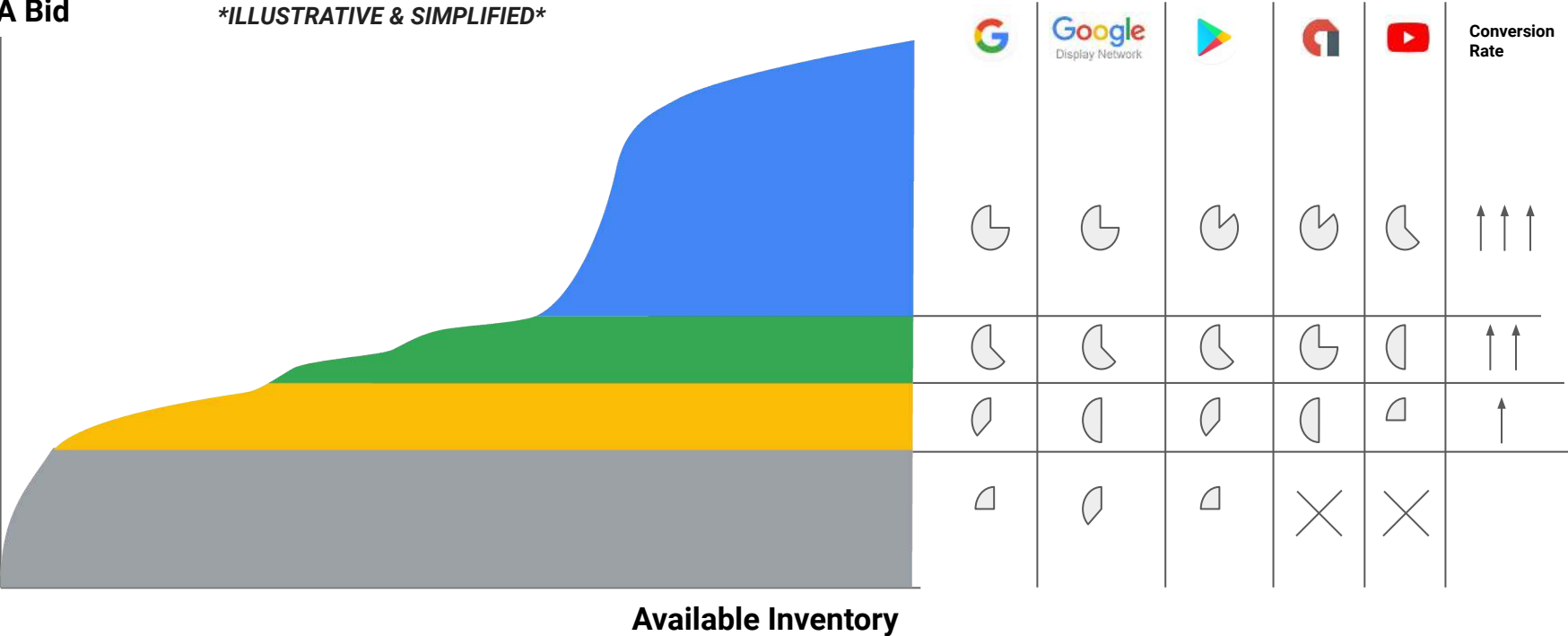
Recommendations — **Bids determine the "boundaries" within which AC will experiment, learn, and calibrate. Aggressive bidding can steer AC to explore additional slices of inventory. Always try to test with higher bids.**

Acquire the best users at scale across channels

CPA: $4

CPA: $9

CPA: $13   CPA: $1

CPA: $1

CPA: $20

CPA: $5

Acquire the best users at scale across channels

Avg CPA: $3

CPA: $1

CPA: $1
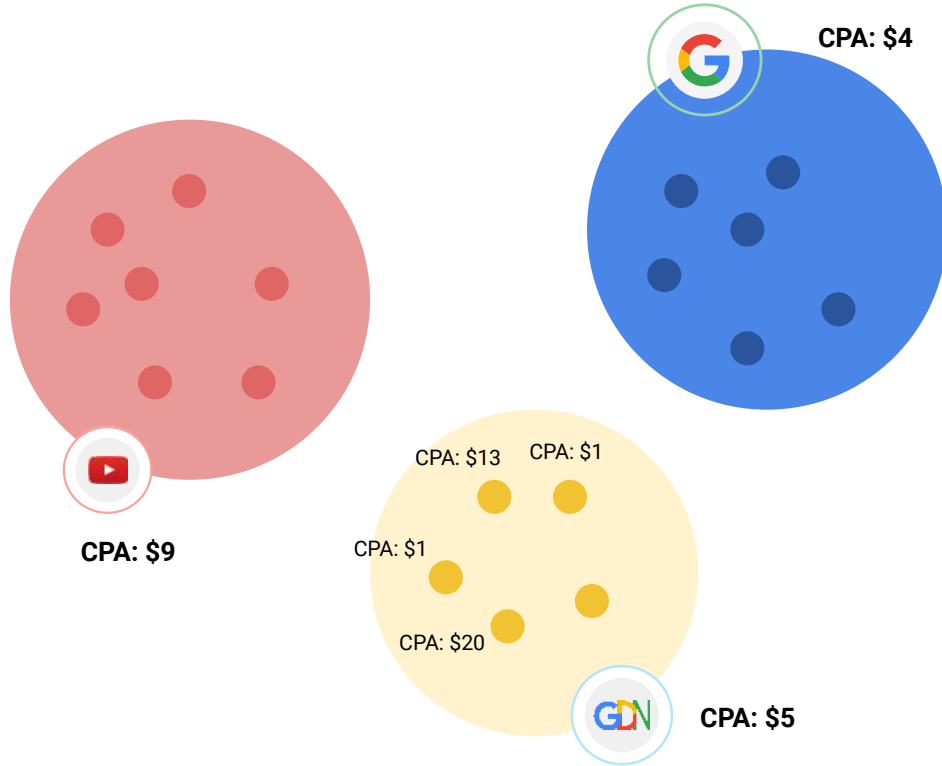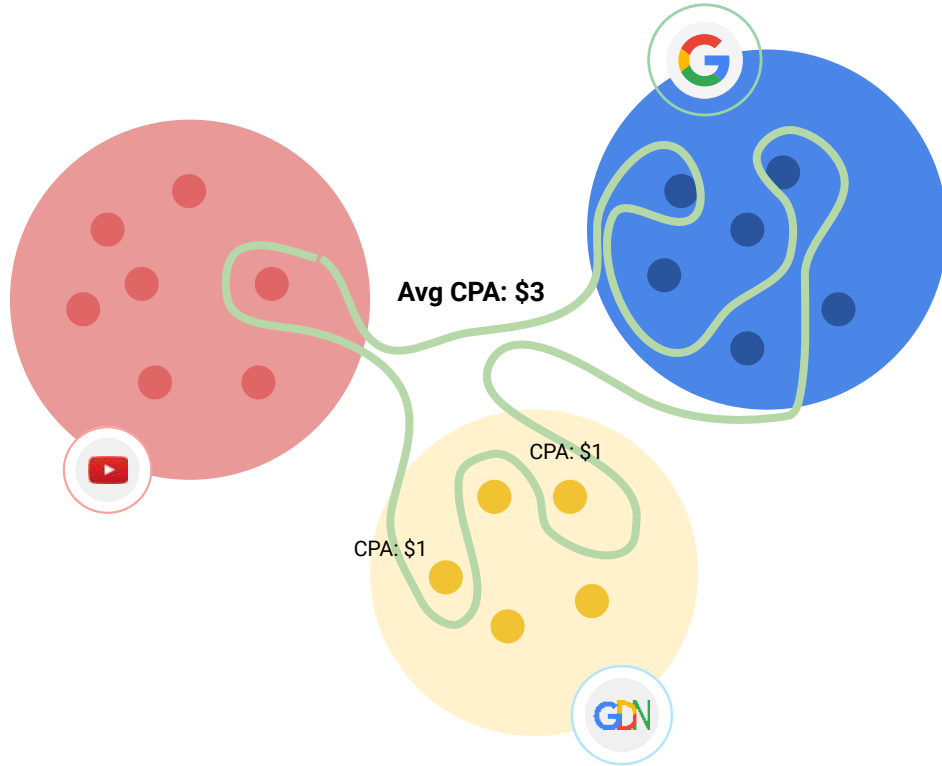
UAC

Adjusts network distribution dynamically to give the best volume and cost

Ensures volume by leveraging all networks and adjust automatically based on market situation

Ensures cost effectiveness and quality by maximizing volume on best performing assets and channels

Google

App Campaigns for Installs

Overview	Find users likely to install your app at a target cost-per-install (tCPI).
Target Customer	Customers who want installs at scale at a given tCPI: e.g create awareness, launch an app or just want pure install volume. Not for customers who are primarily focused on outcomes other than install (e.g. retention, IAP etc.)
Model Details	- Uses the install outcome (i.e. a binary "Yes" or "No" this occurred) of past auctions to predict likelihood of an install, and adjust bids accordingly. - Use only the conversion selected for opt. (codeless install or first open) to achieve an overall tCPI. - Other conversion actions.values beyond the install not taken into consideration.
Bidding BP	- Budget is 100X tCPI 3000 installs over 30 days (100/day)
Settings in UI	Campaign optimization — What is your campaign optimization objective? ◉ Get new users for your app ○ Get new users who are likely to complete in-app actions that you select

Google

Installs Advanced

Overview	Find new users likely to complete a selected in-app event at a set target cost-per-install (tCPI) and budget.
Target Customer	Customers want higher value installs (and scale), but don't have a hard tCPA goal.
Model Details	- Uses the install AND selected event outcome (i.e. a binary "Yes" or "No" this occurred) of past auctions to predict installs with a higher probability of the selected in-app event. - Only uses selected conversion for opt. (install and in app event) to achieve an overall tCPI. - Other conversion actions/values not selected not taken into consideration. - In general, installs advanced will weight an install outcome more than an event outcome. Therefore, the campaign will still serve ads to users with low likelihood for in-app events if the likelihood to install is below your tCPI.
Bidding BP	- Budget is 50X tCPI 300 installs over 30 days (10/day)
Settings in UI	

Google

App Campaigns for Actions

|	
Overview	Find new users who complete a selected in-app event at a set target cost-per-acquisition (tCPA) and budget.
Target Customer	Customers who aim for in-app events with a specific tCPA. These customers are usually more mature and understand the variances in user quality across their user base.
Model Details	- Uses the selected in-app event outcome (i.e. a binary "Yes" or "No" this occurred) of past auctions to predict the likelihood of the number of in-app event to occur, and adjusts bids accordingly. - The campaign only uses the conversions selected for optimization (the selected in app event) to achieve an overall tCPA. Other conversion actions or values are not taken into consideration.
Bidding BP	- Budget is at least 10X CPA 10 in app events/day
Settings in UI	Campaign optimization What do you want to focus on? ⑦ In-app actions Which actions are most important to you? ⑦

Google

App Campaigns for Engagement (ACe)

... users who downloaded but never opened
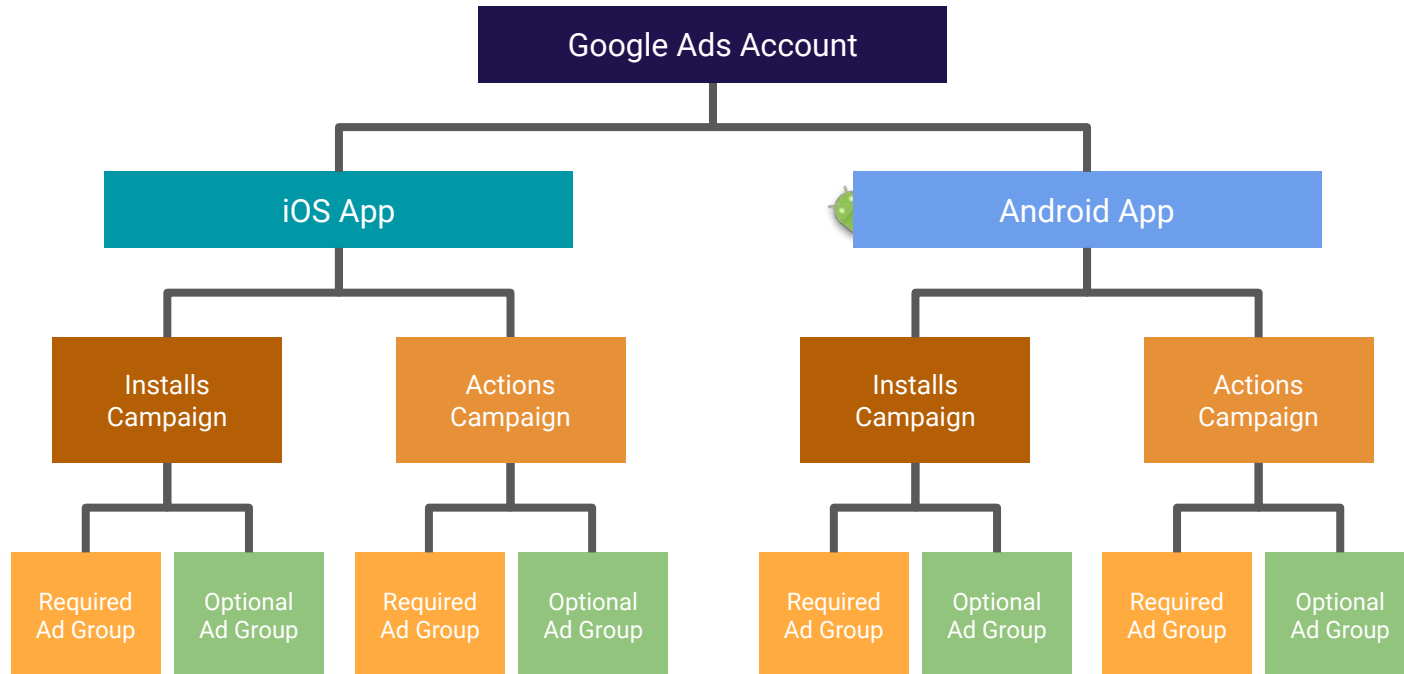
Help users **rediscover** your app

... users who are inactive

... users who have not converted

Google

Automated, cross channel, tCPA product targeting users who already have the app to come back and engage
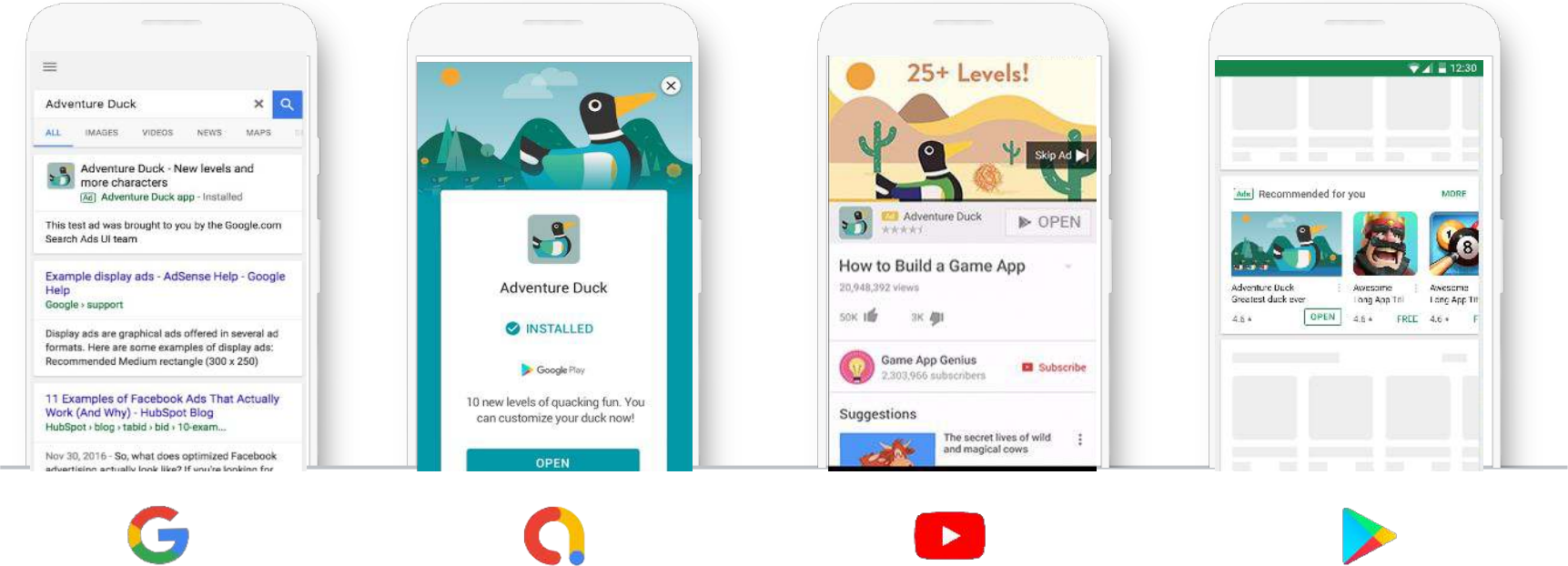
Recommended campaign structure

Identify the best UAC **based on your goals**

UAC Type	UAC Installs	UAC Installs Advanced	UAC Actions	UAC Value (beta)
Goal	Install volume	Installs that lead to in-app events	In-app events	Value (transaction or pLTV based)
Bidding Strategy*	tCPI or maximize install conversions (alpha)	tCPI	tCPA	tROAS

Complexity
Adopt Stepwise L to R

Google

Questions?

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eppcdigital.com/app-marketing