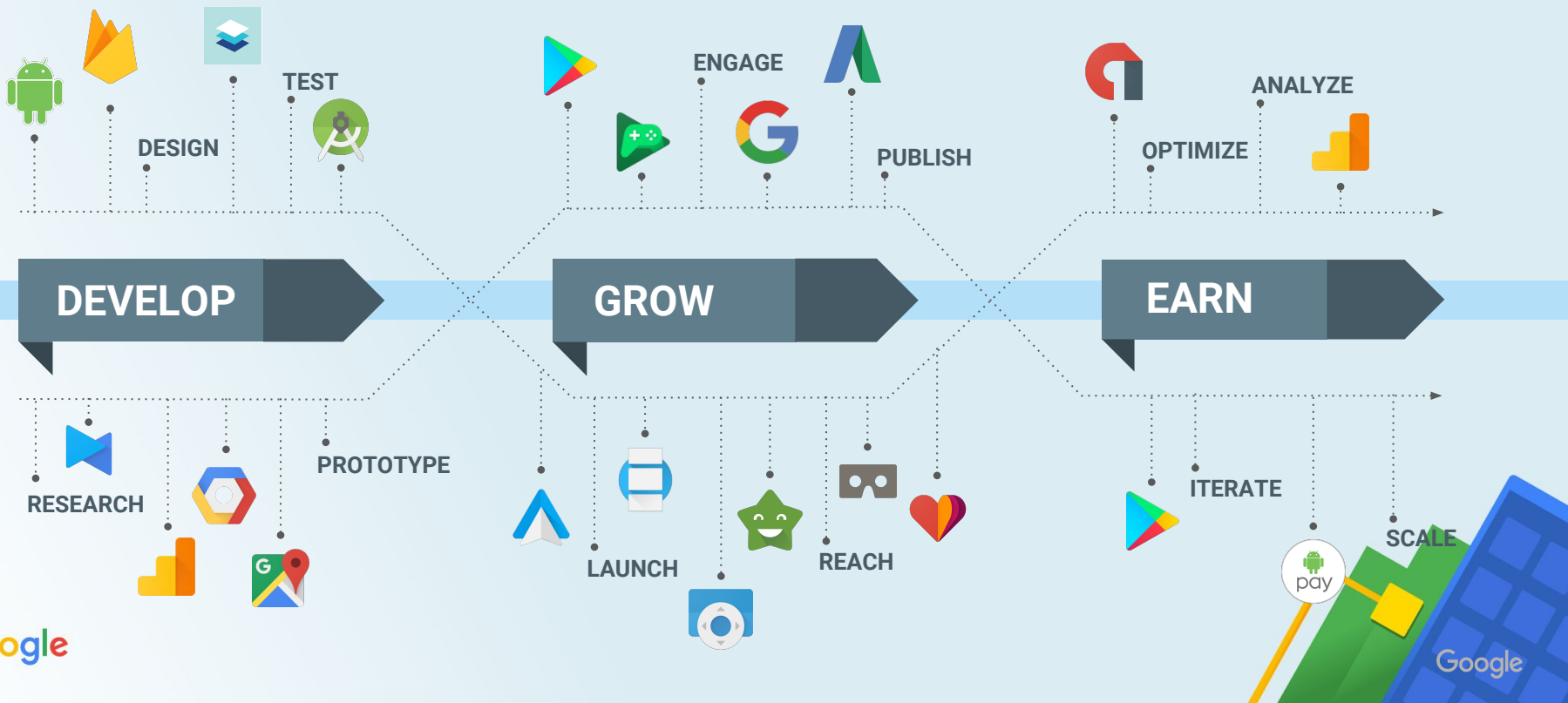


Acquire & retain your best app users with Google AdWords

December 2016



How Google helps developers



Google's vision

More valuable app users.
Less effort.

Challenge #1: Driving install volume is getting more challenging

Discoverability
is hard



2.2M apps



2M apps

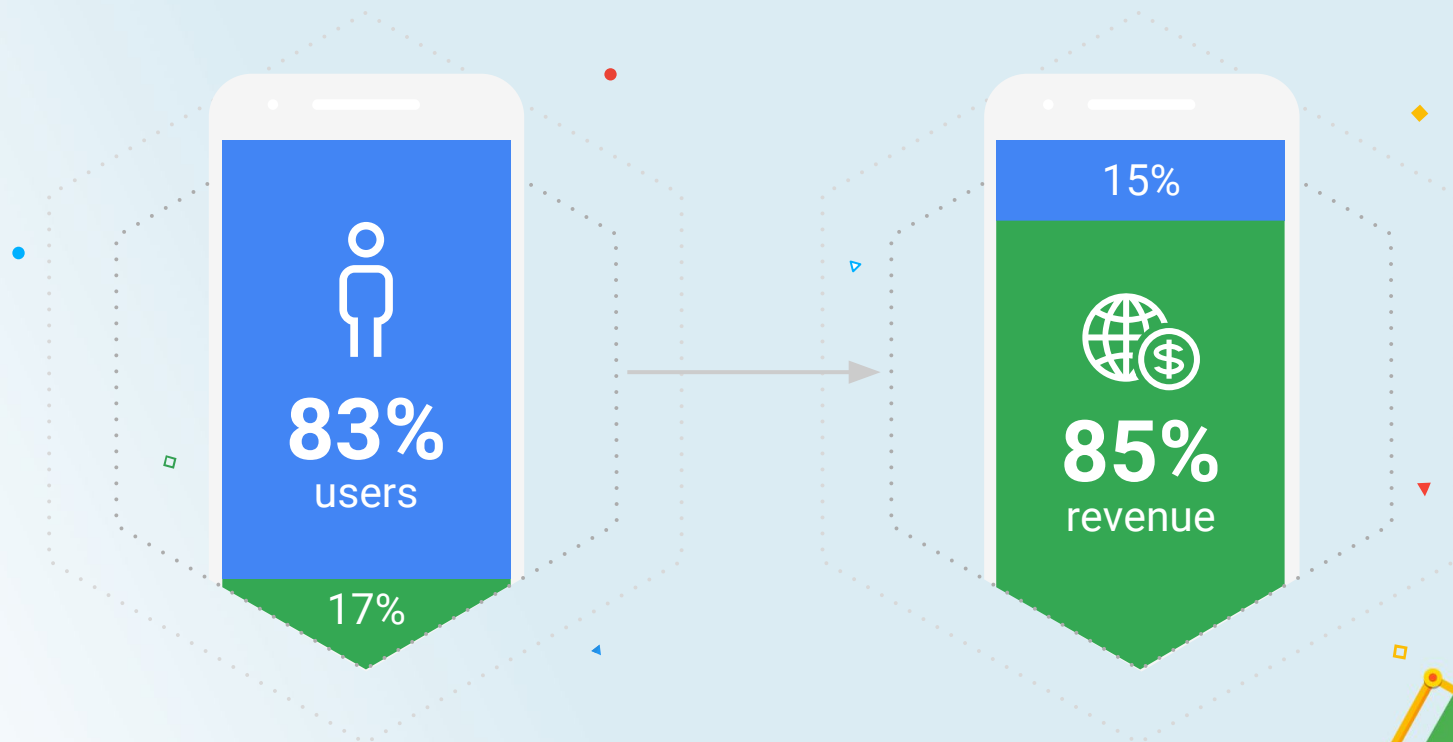
Complexity
is increasing



LTV
is crucial

avg
CPI < avg
LTV

Challenge #2: Acquiring and retaining high-value users is hard



Google can help you overcome these challenges with 2 steps



1

Drive installs in the
moments that matter



2

Drive business value
via in-app actions





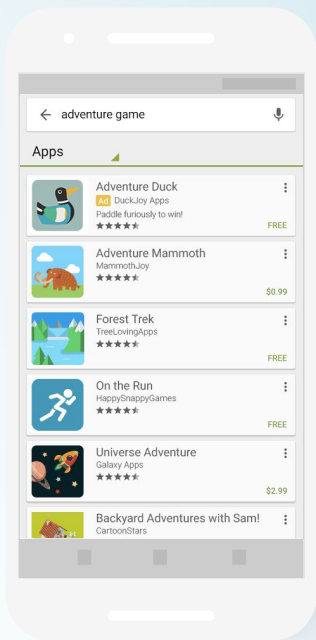
Drive installs in the
moments that matter

Google has
7 products that each reach over **1B users**

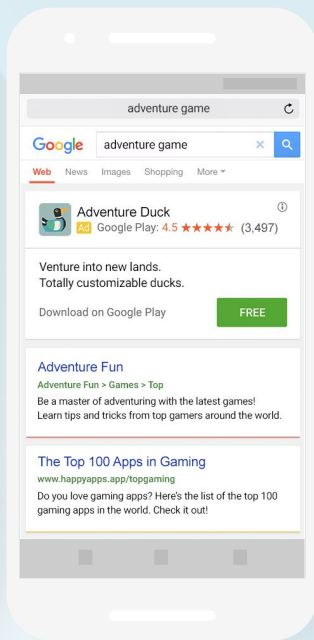


We can help you reach users in the right mindset

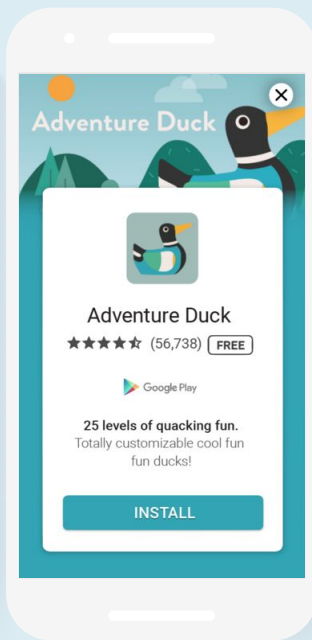
Discovering
on Play



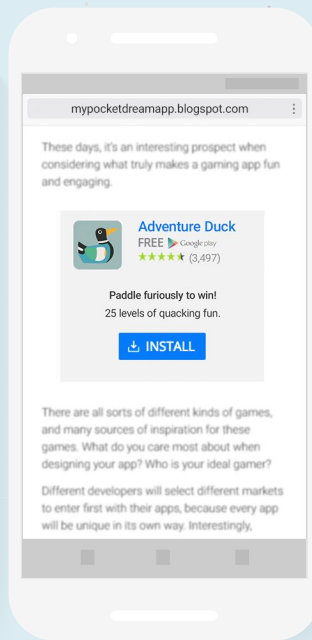
Searching
on Google.com



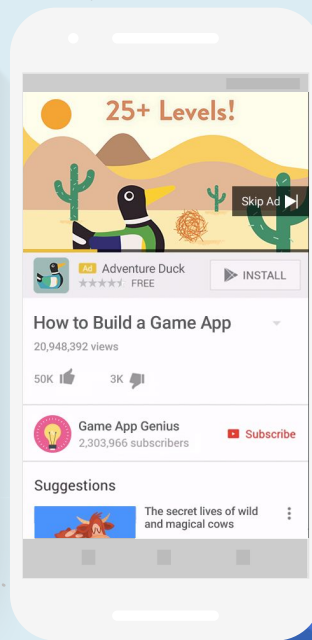
Engaging
with Apps



Surfing
the Web



Watching
on YouTube



Google has driven 3 billion app installs

Analysis

Google has hit 3 billion app installs – and may overtake Facebook

MATT MARSHALL AUGUST 18, 2016 11:52 AM

TAGS: APP INSTALLS, FACEBOOK, GOOGLE, GOOGLE PLAY, TOP-STORIES

Google may even surpass Facebook soon, if its latest initiatives work out as planned. Google has seen a twofold increase in the volume of app installs over the past year from search ads on Google.com and Google Play. That puts Google at 3 billion app installs, according to several sources — significantly up from the more than 2 billion installs Google announced in May.



Google app installs ads
growth 2015 to 2016

JANUARY
2015

MARCH

MAY

JULY

SEPTEMBER

NOVEMBER

JANUARY
2016

MARCH

MAY
Google

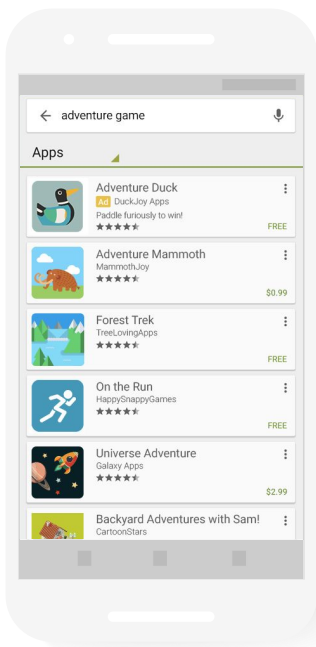


Identify the actions that
Drive business value

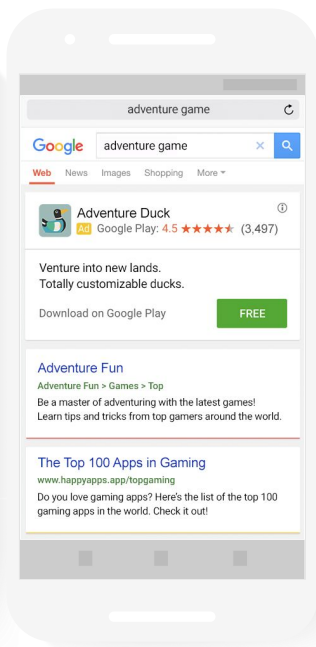


Universal App Campaigns 1.0: Reach users across 5 networks with 1 campaign

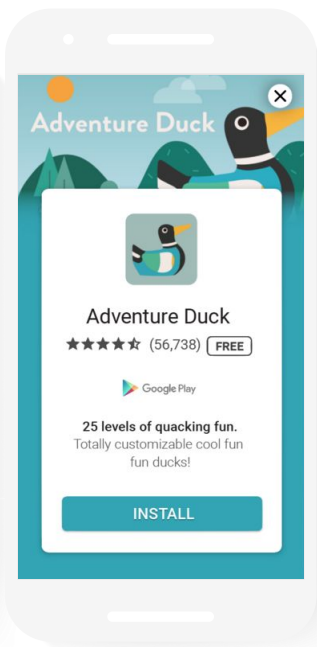
Discovering
on Play



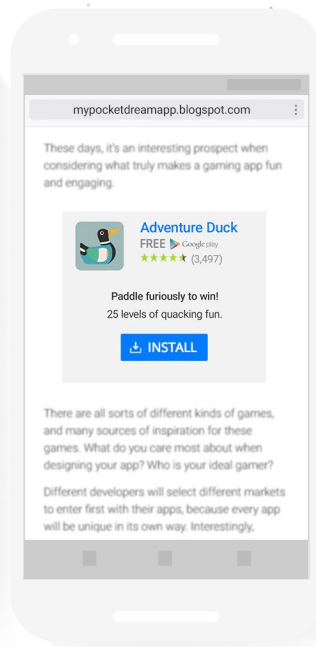
Searching
on Google.com



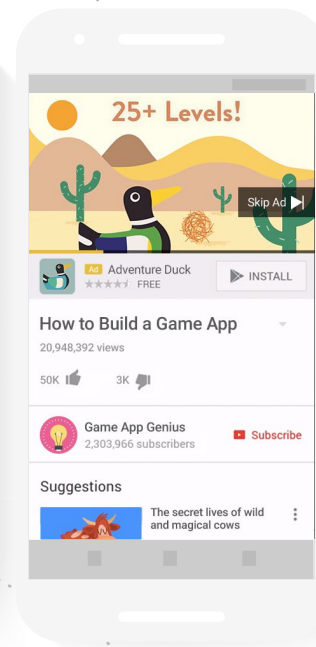
Engaging
with Apps



Surfing
the Web

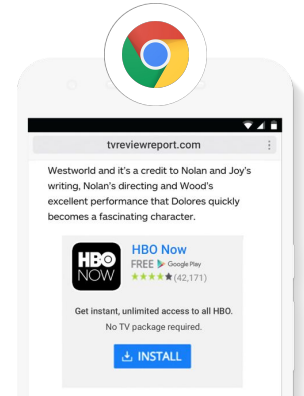
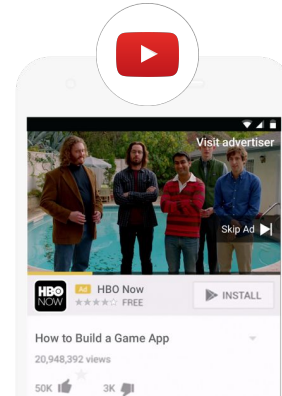
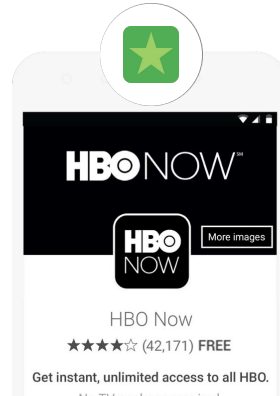
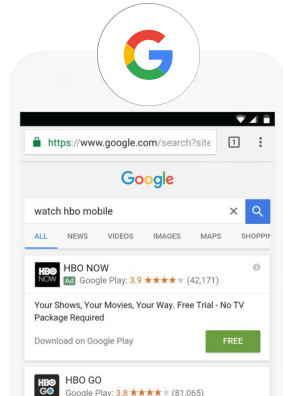
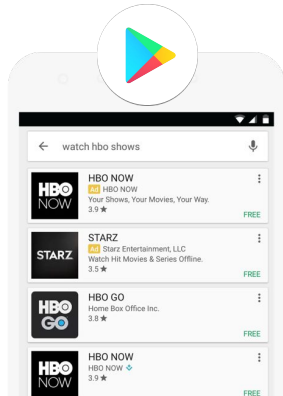


Watching
on YouTube

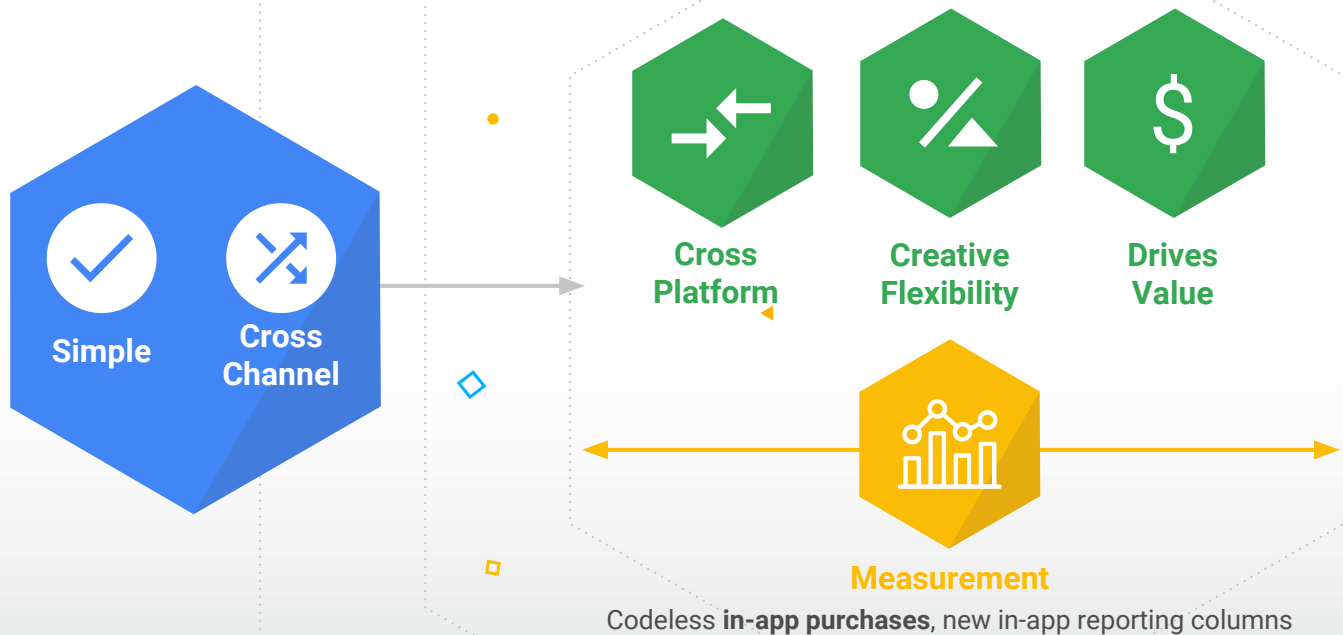




Time to create campaign decreased from
2 hours to **15 minutes**

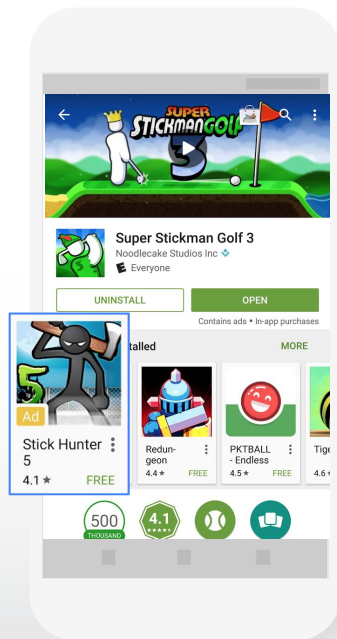


Universal App Campaigns 2.0: Acquire high-value users

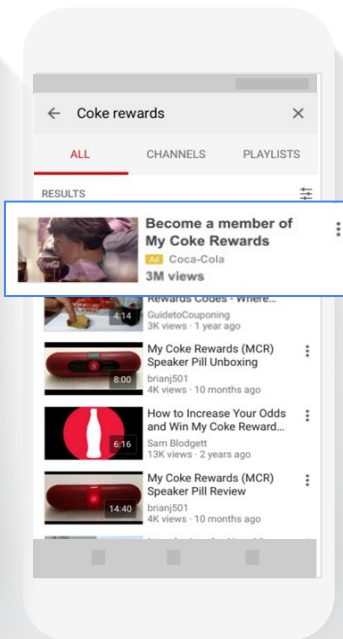


With UAC, gain access to premium Google owned properties

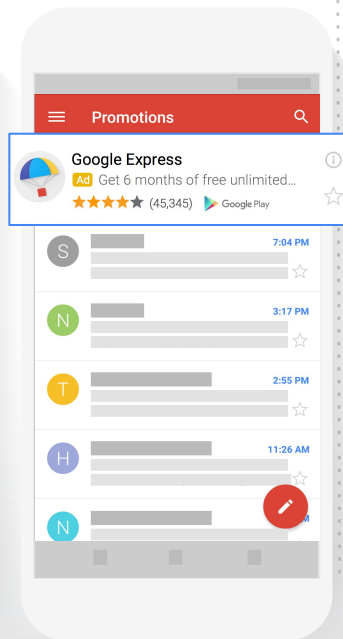
Play Browse
In Clusters



Search
On YouTube



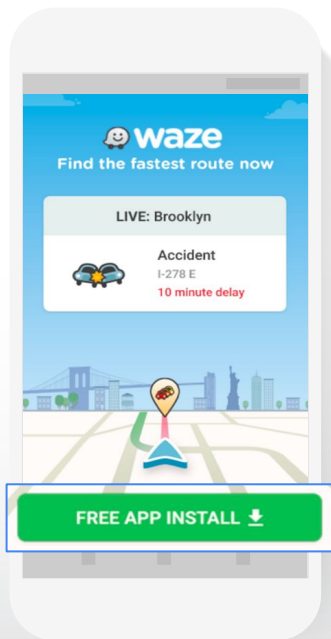
Promotions
On Gmail



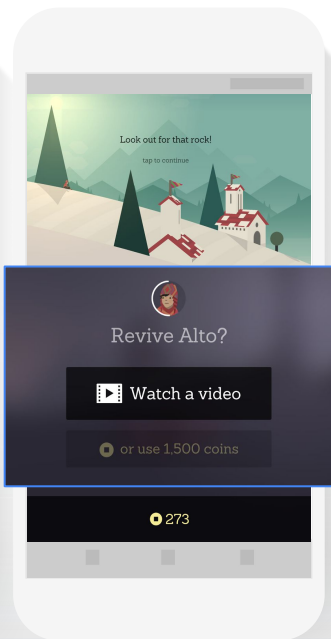
With UAC, gain access to innovative formats and additional inventory

Proprietary + Confidential

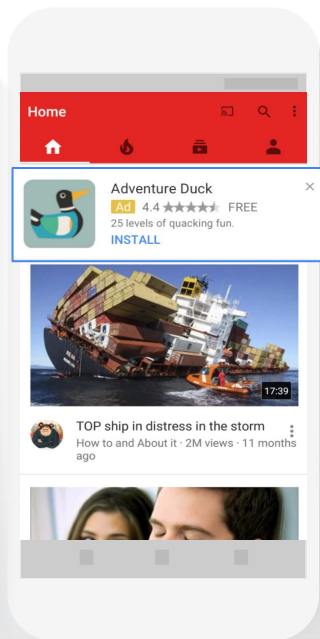
Interactive Interstitials
On AdMob



Rewarded Video
On AdMob



Native Ads
On YouTube



How do Universal App Campaigns work?

1 Data

Action

Install, In-app events,
Google Play Data

Context

User attributes, e.g. device,
time of day, location, search
queries, apps installed

Intent

Search, Display,
Play Store, YouTube

2 Machine Learning



Smart Algorithm

3 Distribution



Reach users in the
mindset that matters!

Share the actions that matter to your business



App Download

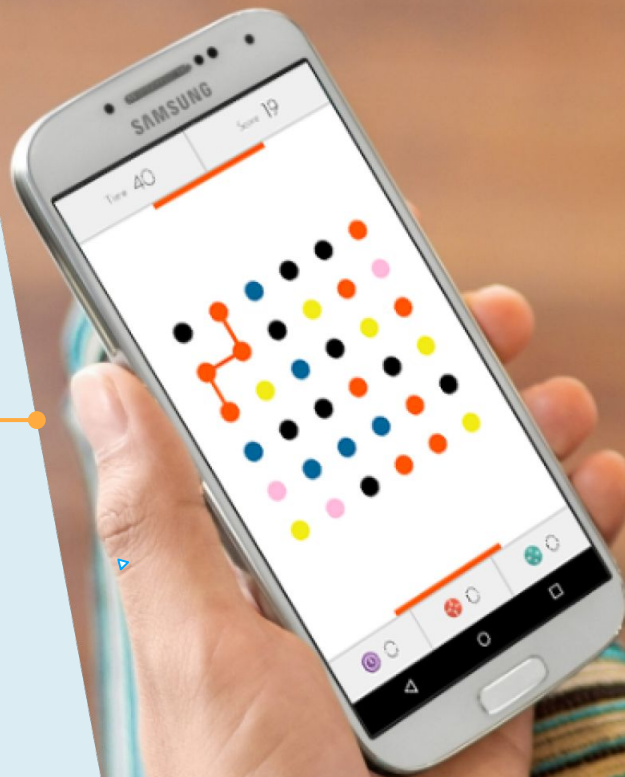
First Open

Tutorial complete

Reach level 5

Join clan

In-app purchase

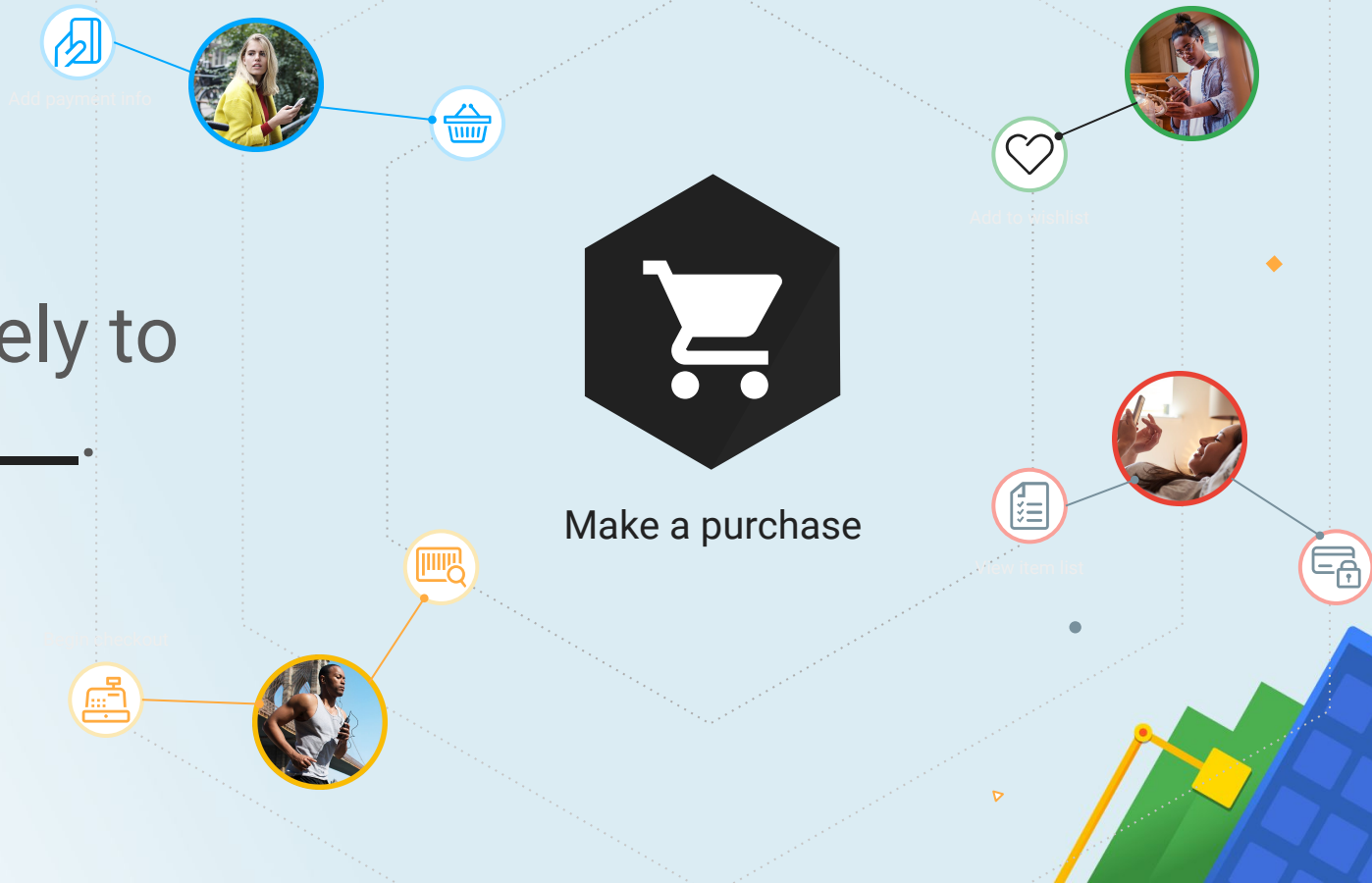


Firebase Analytics
makes it **easy to**
share your data



Firebase Analytics

Find users who are likely to



We have suggested actions to help you get started



Game

- Join group
- Level up
- Post score
- Select content
- Spend virtual currency
- Tutorial begin
- Tutorial complete
- Unlock achievement
- In-app purchase



Retail/ eCommerce

- Add payment info
- View item
- View item list
- View search results
- Ecommerce purchase
- Purchase refund
- Add to cart
- Begin checkout
- Add to wishlist
- Generate lead



Jobs

- Add payment info
- View item list
- View search results
- Ecommerce purchase
- Purchase refund
- Add to cart
- Begin checkout
- Add to wishlist
- Generate lead



Education

- Add payment info
- View item list
- View search results
- Ecommerce purchase
- Purchase refund
- Add to cart
- Begin checkout
- Add to wishlist
- Generate lead



Travel

- Add payment info
- Ecommerce purchase
- Begin checkout
- View item
- View item list
- View search results
- Add to cart
- search
- Add to wishlist



Local Deals

- Add payment info
- View item list
- View search results
- Ecommerce purchase
- Purchase refund
- Add to cart
- Begin checkout
- Add to wishlist
- generatelead

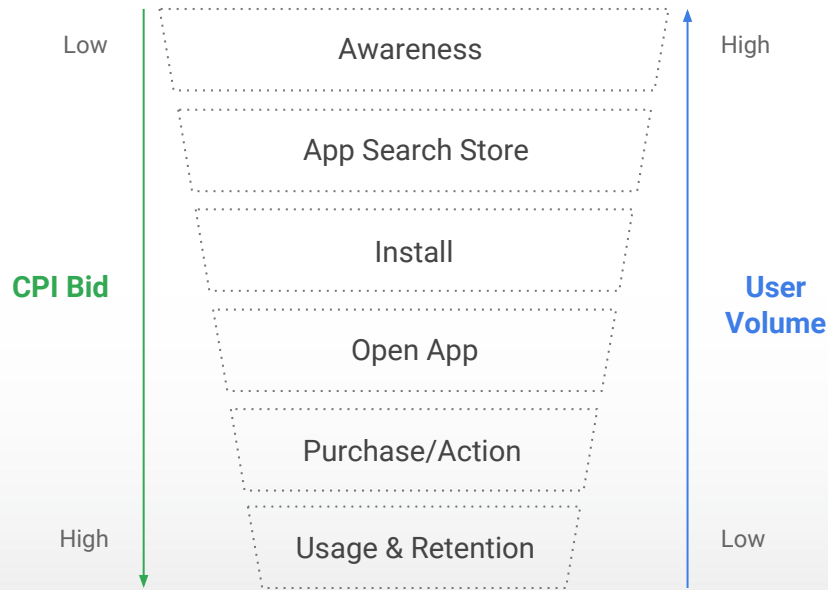


Real Estate

- Add payment info
- View item list
- View search results
- Ecommerce purchase
- Purchase refund
- Add to cart
- Begin checkout
- Add to wishlist
- Generate lead

3 steps to maximize user LTV with AdWords

1. Drive installs with UAC 1.0 to build a steady user base. Run campaign always-on.
2. Create UAC 2.0 campaign for higher value installs. Set 20% higher CPI bid than UAC 1.0
3. Activate dormant users beyond the conversion window with app re-engagement campaigns and push notifications



Success Sharing: Elex Tech



How to have huge success like Elex

1. Use Firebase Analytics SDK to track first opens & in-app events in AdWords
2. Use UAC 1.0 to drive max installs and UAC 2.0 to acquire high value users
3. Create high-quality video creative to engage YouTube's 1B+ high-quality users



Why video ads?

Brand building enhances Performance: Higher Awareness = Lower CPI

Game Titles	Brand Awareness (Google Brand Lift Result)	CPI
A	51.4%	5.5元人民币
B	27.7%	7元人民币
C	10%	32.3元人民币

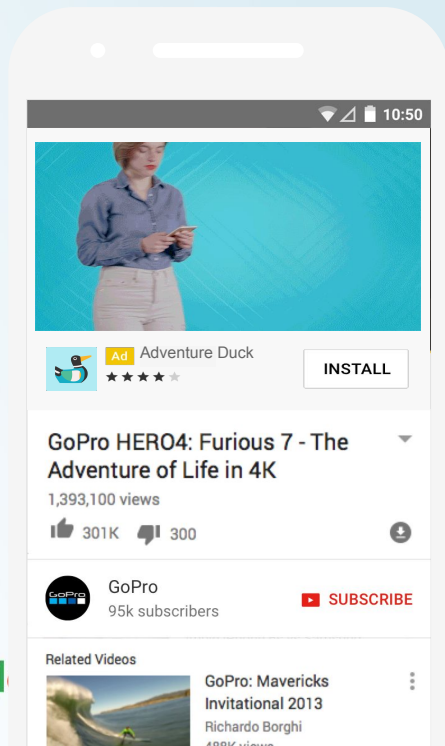
CHA
MAD

Source: KR Mobile Gaming Company Case Analysis

How Google can help you make high-quality video assets

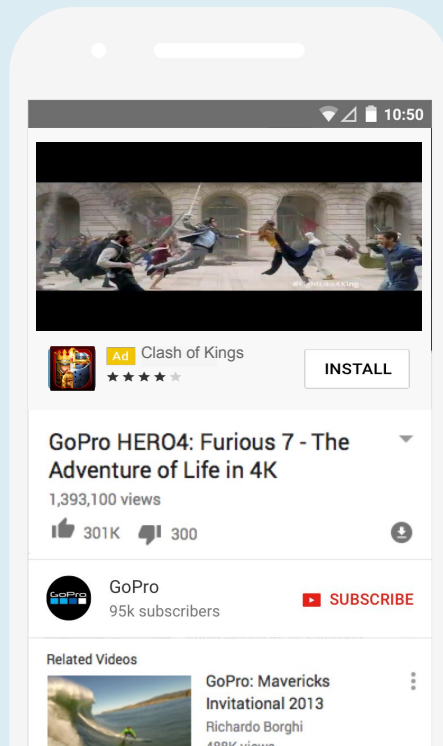
1. Automatic Videos

We make them for you



2. Create your own videos

Work with creative agency



TrueView ad best
practice guide



Top YouTube ads
leaderboard



Get started with video creative

Step 0: Automatically get for free - Auto-Director - 20s product feature ads

Step 1: Request for Free - Ignition Labs can create Bumper ads for you for free, in 2~3 biz days

Step 2: Take the next big step towards building a brand - Contact a Multi-Channel Network for consultation and quote on content, promotion, and creator partnership strategies



Next Steps: Find the best app users and keep them engaged with AdWords



Connect
actions to value
in **Firebase Analytics**
or other analytics tool



Define actions
as conversions
in **AdWords**



Build a **Universal
App Campaign**
(add custom video
creative, if available)



Let Google do
the **hard work**



Thank you!