

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

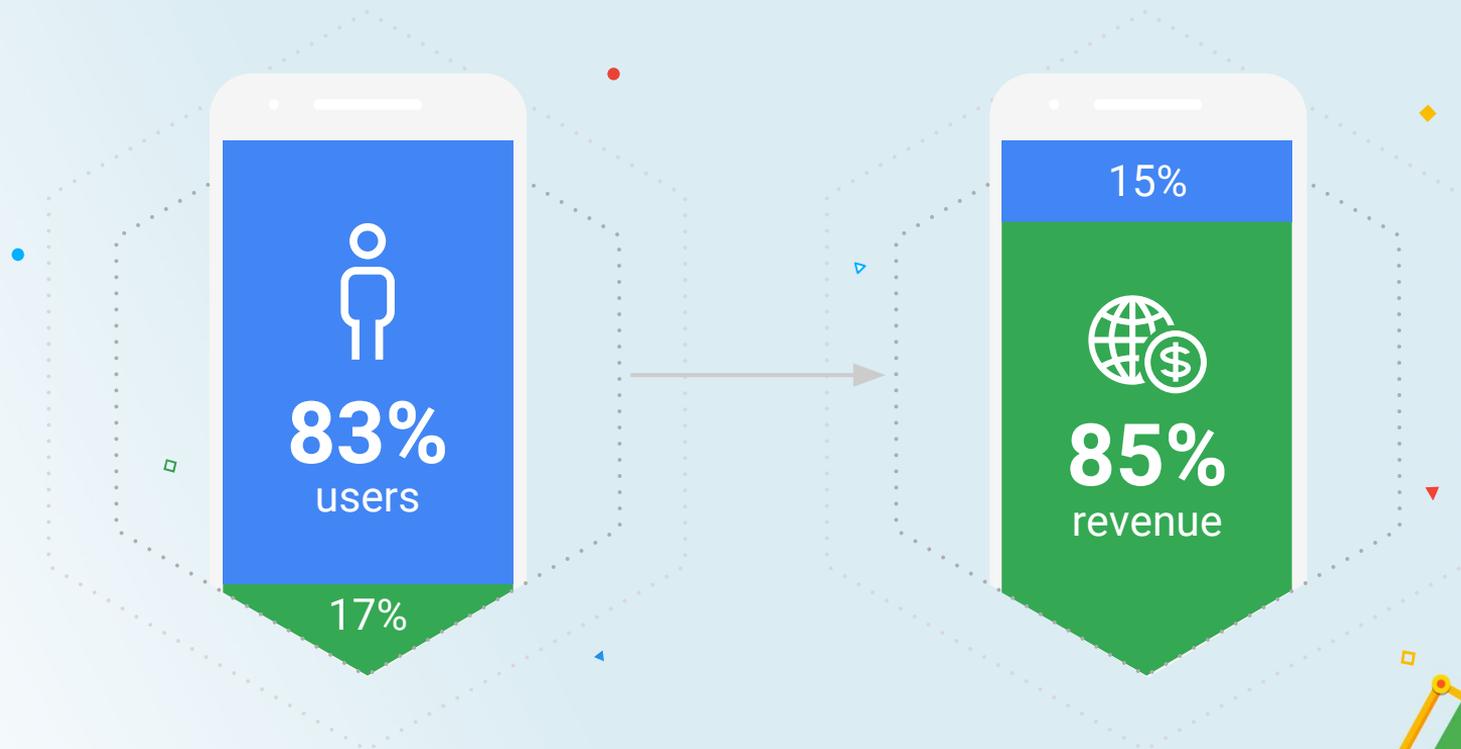


LTV
is crucial

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



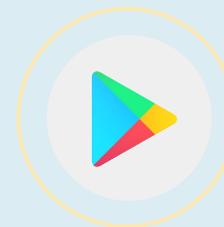
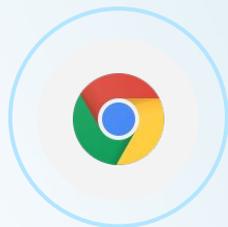
2

Drive business value
via in-app actions



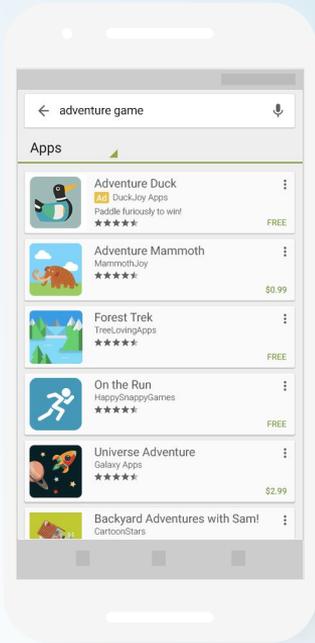
Drive installs in the
moments that matter

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

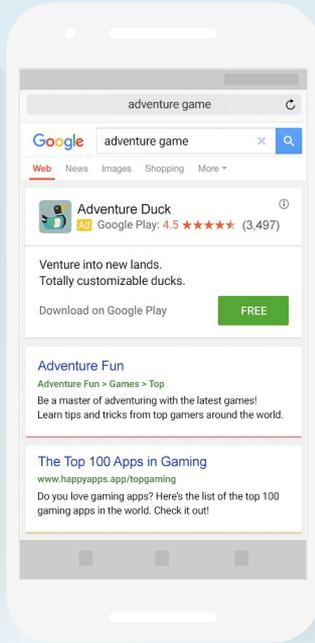


We can help you reach users in the right mindset

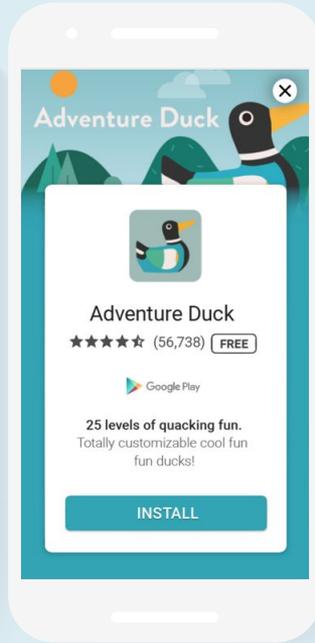
Discovering on Play



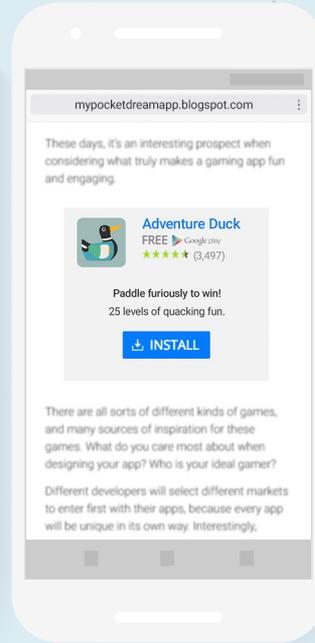
Searching on Google.com



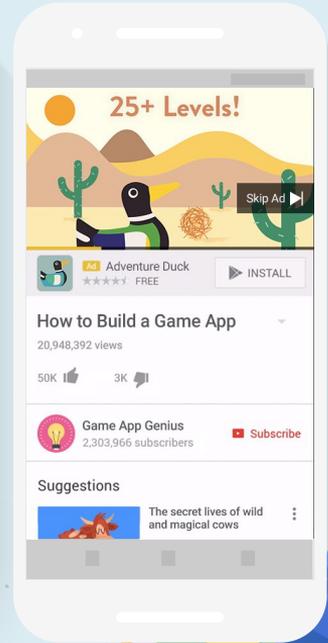
Engaging with Apps



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

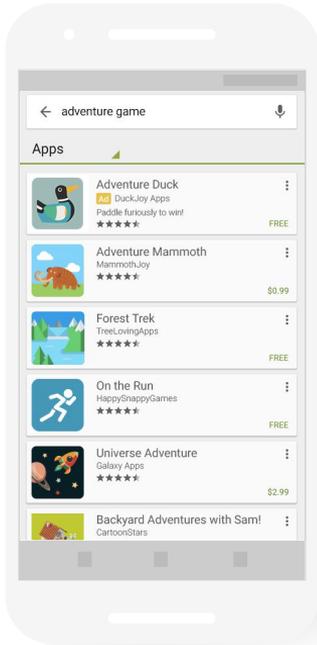
MAY
Google

Identify the actions that
Drive business value

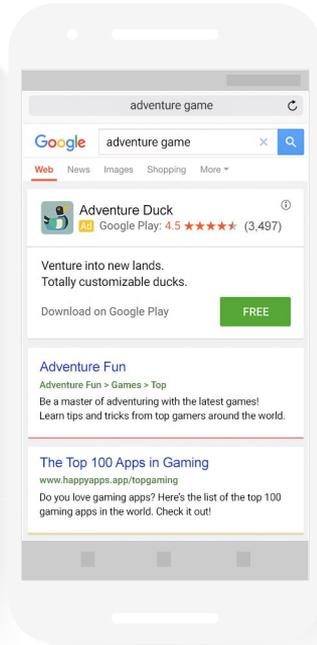


Universal App Campaigns 1.0: Reach users across 5 networks with 1 campaign

Discovering
on Play



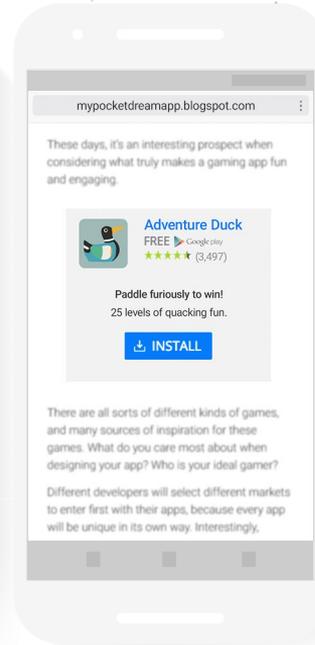
Searching
on Google.com



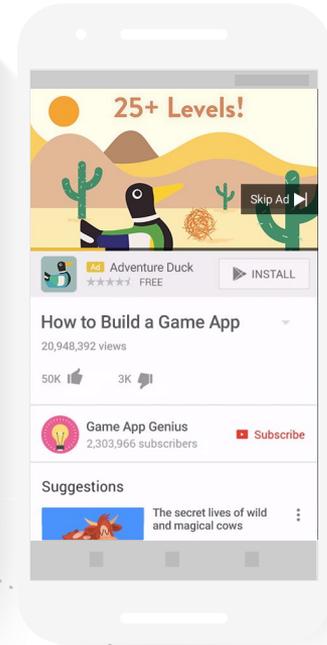
Engaging
with Apps



Surfing
the Web

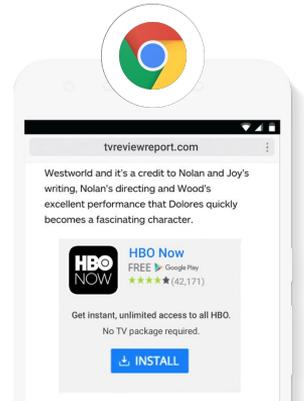
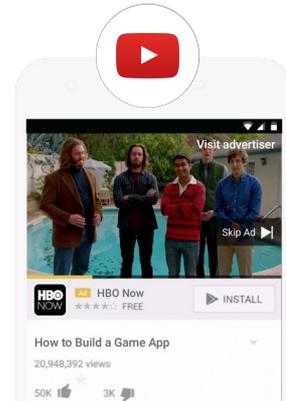
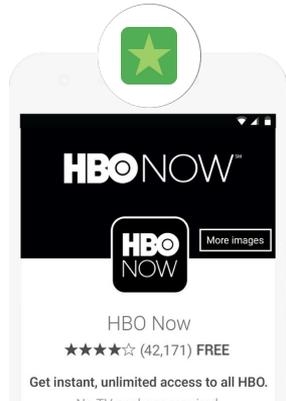
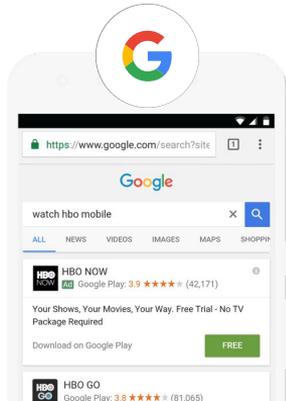
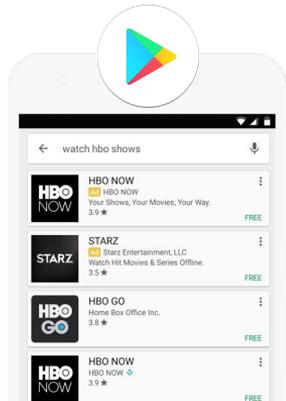


Watching
on YouTube

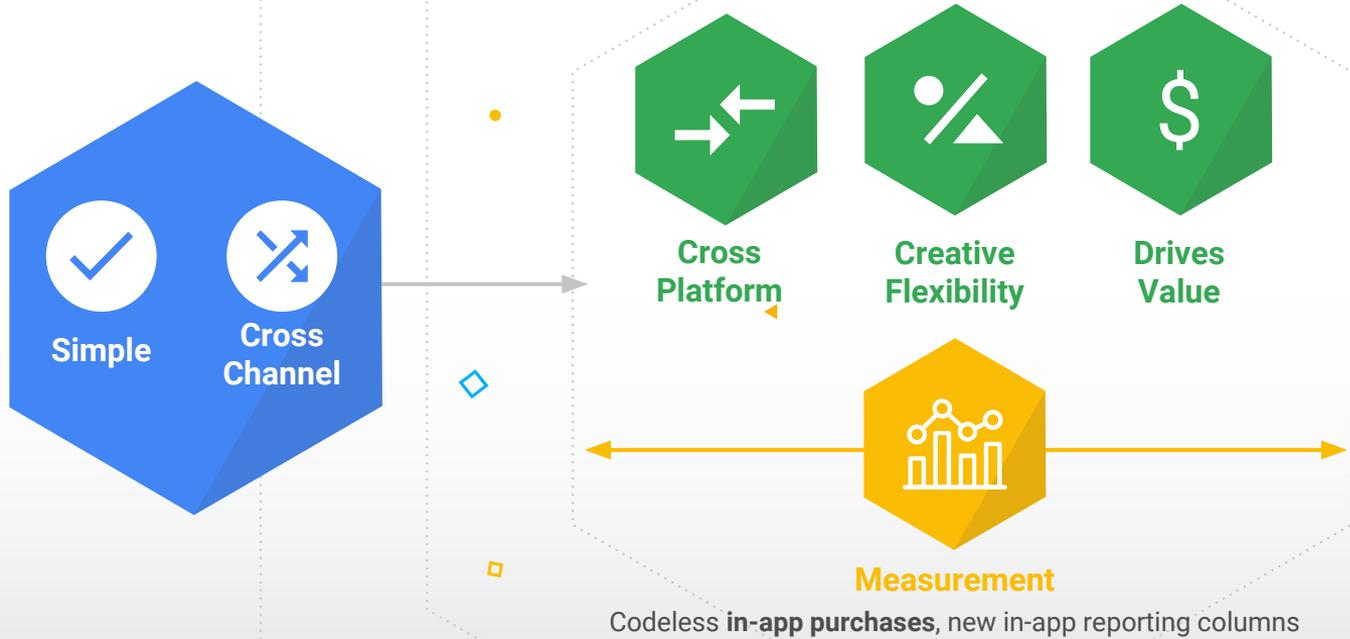




Time to create campaign decreased from
2 hours to **15 minutes**

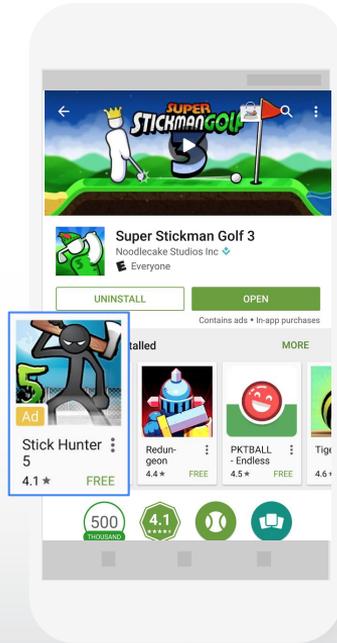


Universal App Campaigns 2.0: Acquire high-value users

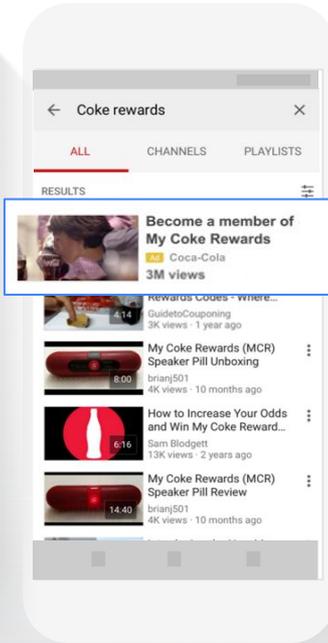


With UAC, gain access to premium Google owned properties

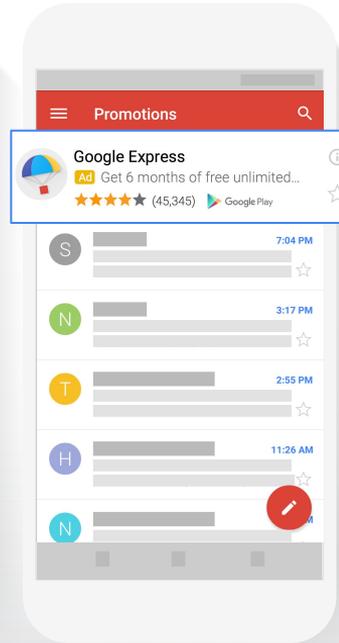
Play Browse
In Clusters



Search
On YouTube



Promotions
On Gmail

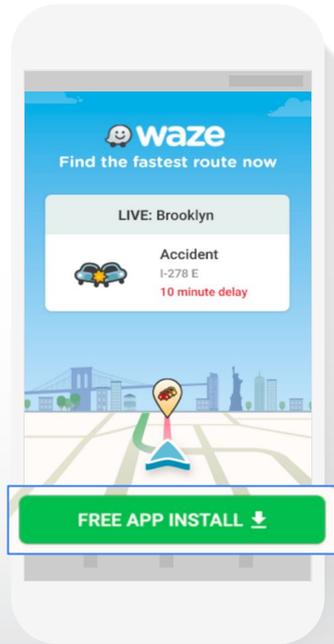


The above formats and placements will not be available in the Search, Video, and Display buying flows for app promotion.

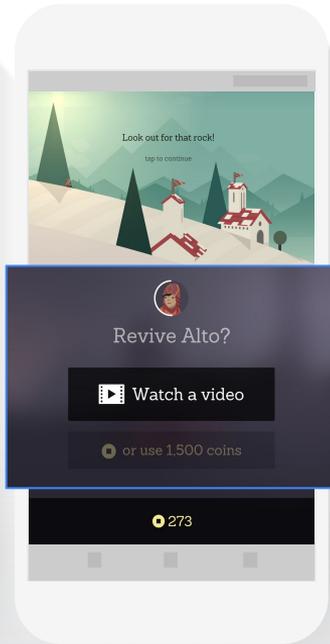
With UAC, gain access to innovative formats and additional inventory

Proprietary + Confidential

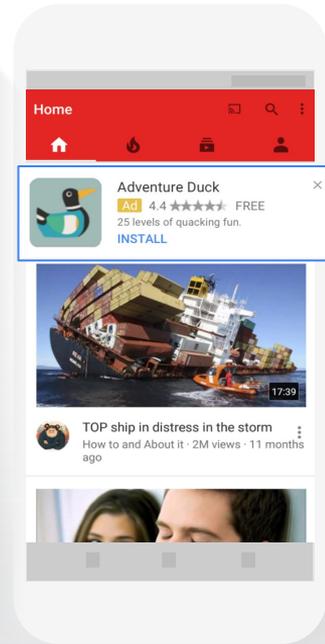
Interactive Interstitials
On AdMob



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



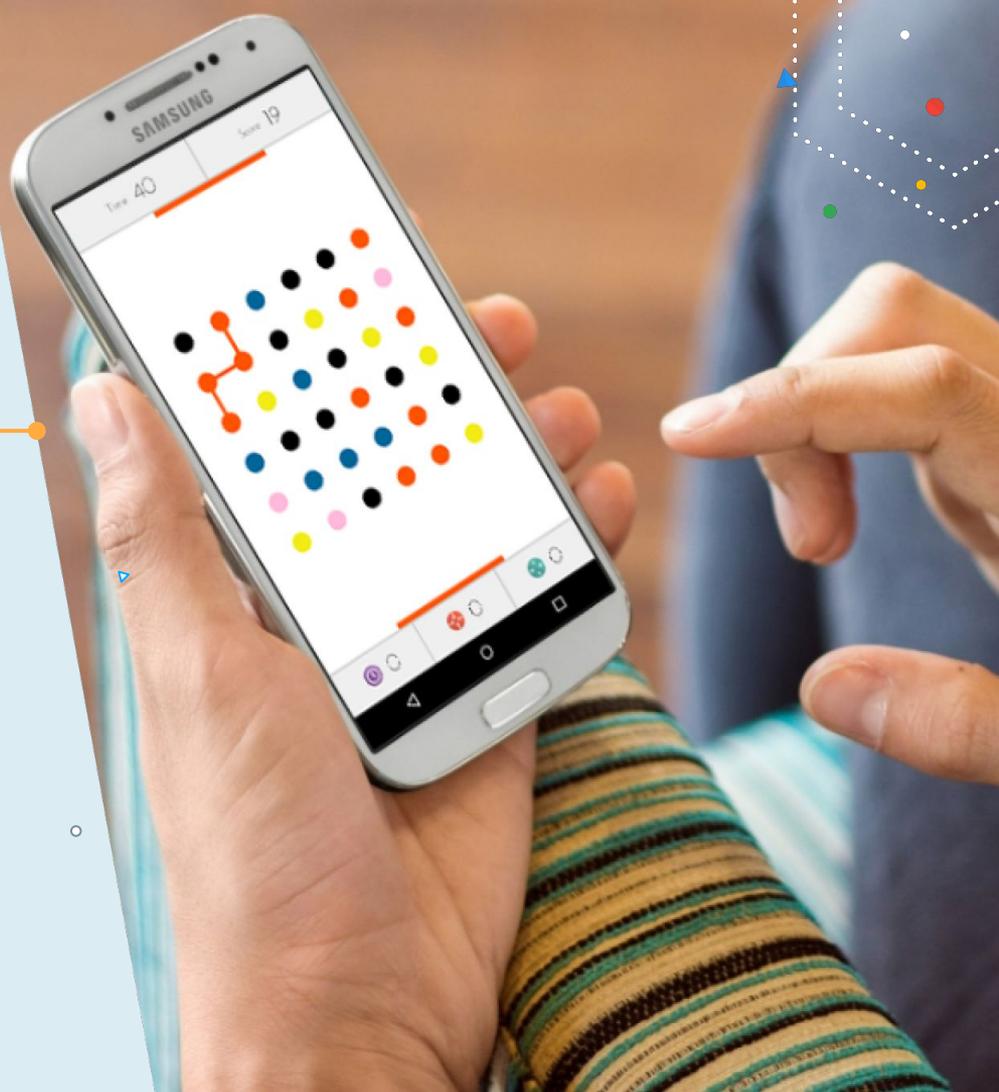
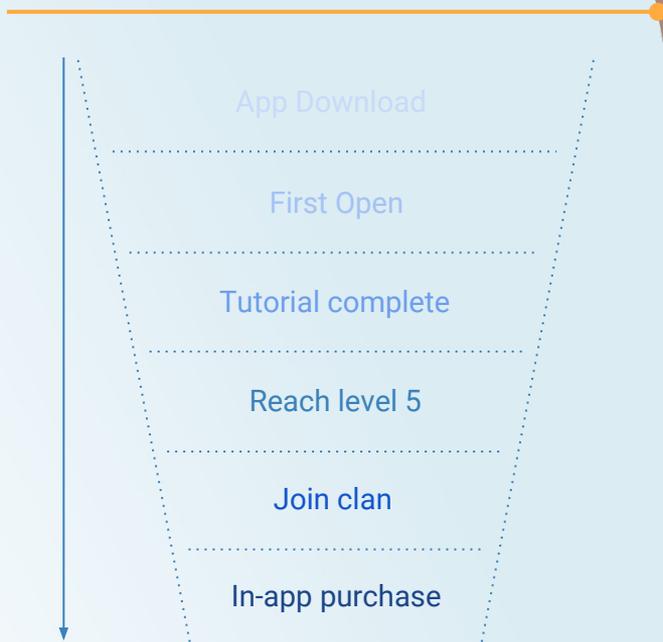
Smart Algorithm

3 Distribution



Reach users in the
mindset that matters!

Share the actions that matter to your business



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



Firebase Analytics

Find users who are likely to



Make a purchase



Add payment info



Add to wishlist



View item list



Search products



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

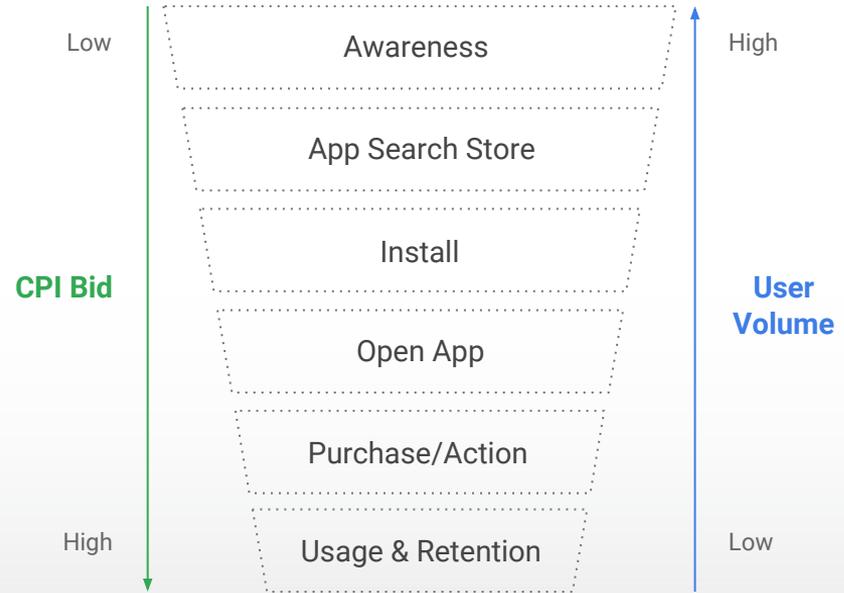


Real Estate

- 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

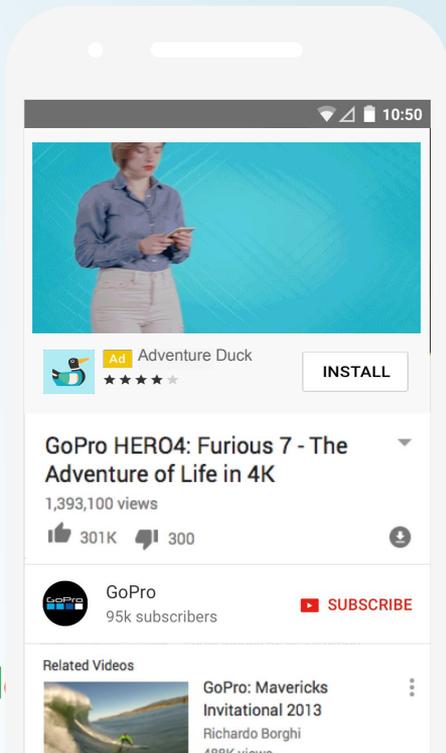
CHA
MAD

Source: KR Mobile Gaming Company Case Analysis

How Google can help you make high-quality video assets

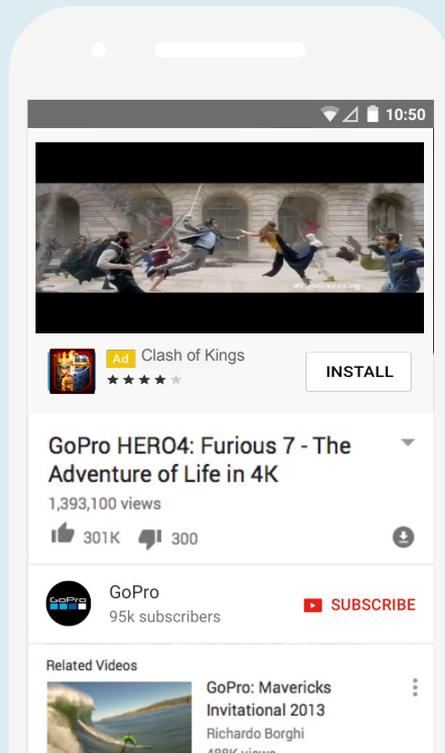
1. Automatic Videos

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!

