

App Campaigns for Engagement

Reengage and Reactivate Mobile Users at Scale

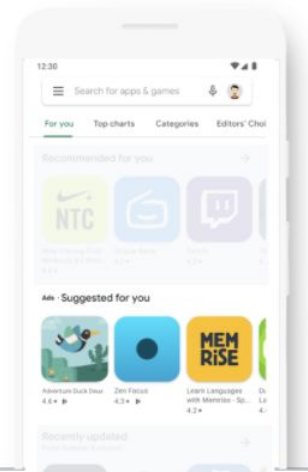
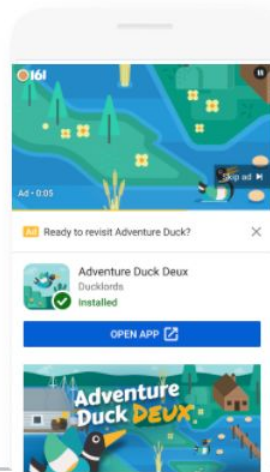
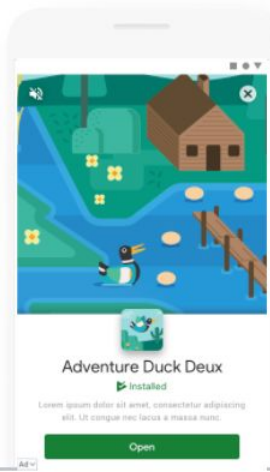
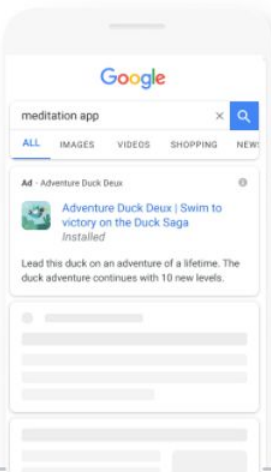
Reach virtually all devices globally while users...

Search
on Google



Surf
the Web

Watch
on YouTube

Discover
in the Play Store



Reach

 AdMob by Google




Reach **billions** of unique devices per month across **650k+** premium & niche apps and **2M+** websites

Engagement

 YouTube

1B+ unique users
6B hours of video monthly
2B+ daily mobile views

Intent

 Search
 Play

67% use Search to find apps
100B mobile searches/mo.
Google Play **Insights**

Leverage precise **Audience Targeting** capabilities to..

Reactivate...

- Improve retention
- Drive first purchase

Reengage...

- Drive discovery of new in-app content
- Drive incremental purchases

Cross Sell...

- Products
- Services

ACe is available on both Android & iOS



Android Platforms

- Google.com
- Play Store
- AdMob
- YouTube



iOS Platforms

- AdMob
- YouTube

Getting Started on ACe



Deeplinks

- Supports universal OR app links OR custom schemes
- Smart links are NOT supported.



Audience

- Supports customer match, AAP event based list and GA4F
- Recommend to use an audience size of 100K+



Measurement

- App conversion tracking with Firebase or the supported AAPs
- Must track session_starts appended to glid

ACe Creative Best Practices



TEXT



- Standalone sentences
- Short & sweet
- One unique selling point per line
- Punctuation at the end of each line of ad copy



DISPLAY



- Upload 20 images
- Simple design
- Include CTA text
- Popular sizes:
1200x628, 320x50
(640x100 HD),
300x250 (600x500
HD), 320x480



VIDEO



- Upload 20 videos
- Use :10, :15, :30s
- Make the first 5 seconds count
- Include CTA early
- Include portrait, landscape, square video sizes

ACe Best Practices At a Glance

Set your campaign up for optimal success

Daily budget caps at least **15X target CPA**.

Target CPA high enough to be able to drive **100 attributed conversion per week** .

Choose an audience size large enough to ensure performance (**+100k device ids**)

Never change target CPI/CPA bids by **more than 20%** every 24 hours or it'll throw off the AI.

Never change the conversion action of an existing campaigns; **ALWAYS** start a new campaign for a new conversion event.

Budget changes are more fluid and won't throw off the algorithm;

Drastic budget increases may temporarily increase CPI/CPA before AI brings it back down.

App Campaigns for Engagement (tCPA)

Must Have

1. ACi and ACe are running in separate accounts
2. Minimum install base of 250k installs.
3. Deeplinks (Universal links or App links or Custom Schemes)
4. Conversion tracking implemented with Firebase/AAPs

Send

1. In-app (conversion) events via AAP / SDK / S2S and import all conversions to Google Ads
2. In-app event that reports 'session_start' along with the gclid to avoid under-reporting conversions from Search

Create

An audience for targeting using:

1. Firebase events, AAP events or Customer Match via Google Ads audience manager

OR

2. Firebase events via Google Analytics for Firebase(GA4F) audience builder"

Avoid

"Mixed State" bidding where events used for audiences and bidding are from different providers (eg. AppsFlyer, Adjust, Firebase)