Mobile Advertising

CEBU DIGITALHUB

Phases

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Phase III - Mobile Ads

Phase I - Mobile Overview

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Phase I - Mobile Overview

Consumer Behavior and the Impact of Mobile

The Mobile Consumer

More people than ever are living their lives on multiple screens. Smartphone ownership continues to expand as more affordable devices and data plans hit the market. From 2011 to 2013, smartphone adoption in the US grew from 36% to 61%.

As a result, consumers can now use smartphones, tablets, and computers to interact with businesses 24/7, from anywhere - at home, at work, on a bus.

Serving the Mobile Consumer

In addition to these mobile-first upstarts, all brands need to think deeply about what it means to serve mobile customers. The temptation to adapt a desktop strategy to fit mobile can be strong, but should be avoided.

The Local Mobile Consumer

Your future customers are literally around the corner, and mobile can get them in your door. In fact, four in five consumers use search engines to find products, services or experiences nearby. They conduct local searches wherever they happen to be; 84% use search engines on their computer or tablet and even more (88%) do so on their smartphone

Phase I - Mobile Overview

Mobile Trends and Opportunity

Mobile Trends

Use the **Consumer Barometer** in order to understand the multi-screen world, the smart shopper, and the smart viewer, and even share the graphs or export them as GSVs or PNGs.

The **Multi-screen World** aims to quantify and understand internet usage and attitudes across various devices

The **Smart Shopper** focuses on the consumer purchase journey and the role of internet in making purchase decisions.

The **Smart Viewer** provides insights into people's recent online video use across different devices.

The Mobile Opportunity

Mobile has increased the opportunities your customers have to reach out to you or a competitor.

In turn, new opportunities have opened for conversion.

But, the path to conversion on mobile, due to differing screen size, functionality, and context, isn't identical to desktop or tablet

Phase I - Mobile Overview

Ways Consumers Make Decisions

- When, where, and how a customer can search for your products has grown exponentially.

- Mobile devices empower consumers with many new moments for search and discovery, and in turn, many new opportunities for customers to connect with your brand.

- At Google, we have observed that tablet and computer usage peaks in the evening hours at home.

- In contrast, mobile usage is spread more evenly throughout the day and thus across many more contexts, whether it's occurring on-the-go, during working hours, or at home.

- In fact, while mobile is often associated with on-the-go usage, a Nielsen study estimated that 68% of mobile searches actually occur at home where there are other larger screen devices readily available.

- What's more, research from over 300 studies across a variety of industries and business types indicates that 88% of clicks on mobile search ads are incremental to organic clicks.

- In certain industries, this number can be as high as 97%

Ways Consumers Make Decisions

<u>The Price Transparency Challenge</u>

An additional aspect affecting the way consumers make decisions given mobile devices is through price. Price transparency is pervasive in today's retail environment.

80% of smartphone users use mobile phones for shopping research, and 80% of those shoppers do their mobile research in store

The usage of mobile phones in stores has led to the phenomenon of "showrooming" which turns brick and mortar stores into showrooms for products which are then purchased online or via mobile. No retailer is entirely immune to its effects.

While many businesses fear that showrooming is a major threat to their business, retailers should approach showrooming as an opportunity.

How Mobile can Fulfill Advertisers' Objective-Promote an App

Promote an App
      The largest challenges for promoting your app is driving discovery and installation, driving engagement, and driving conversion of your most valuable customers.

Driving Discovery and Installation of your App
- The first step in driving discovery and getting your customers to install it is to build a great app.
- Then you can build a strong user base using both organic and paid channels
- Given the many choices that users have, most brands are not able to connect with their mobile customers. Often times, brands can offer convenience and value to their customers, but these same customers have no idea that their app exists.

Once your app is built, you need to promote it strategically. Remember that user mindset matters! Reach your users wherever they are, while they watch, surf, search, work, or play.

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective-Promote an App

Driving Engagement

Just getting a customer to download your app isn't enough since most apps are abandoned after they're downloaded. To drive more value from your app, you need to bring customers back. For many businesses, re-engagement is fundamental to their strategic objectives of:

❖ More **usage**
❖ More **brand awareness**

The key here is identifying *who* you want to re-engage and deciding *how* you will do that.

Drive users back into your app, once installed

There are many things you can do today to re-engage your customers.

That is, identify who you want to re-engage,

❖ reach out to them with your existing channels (organic and paid search)
❖ offer them something unique, and
❖ measure results and repeat.

How Mobile can Fulfill Advertisers' Objective-Promote an App

<u>**Here's what you can do to bring users back to your app.**</u>

- **Build remarketing lists**
  - Define in-app triggers (dropped out of purchase flow) or key segments (lapsed users, buyer) to target
- **Proactive outreach**
  - Consider available channels (e.g., e-mail, app push notifications, back of register tape) to re-engage
- **Offer something unique**
  - Leverage app to provide unique experience (e.g., in-store reward, exploding offers, discounts)
- **Deep-linking**
  - Develop your app with this in mind; enables ads to direct customers into deeper, more targeted sections of app
- **Tracking**
  - Measure everything beyond installs, to understand your most valuable users and their behaviors

How Mobile can Fulfill Advertisers' Objective-Promote an App

Driving conversion of your most valuable customers

For many companies, results are ultimately measured by driving specific transactions. That may include **Virtual goods in games**, **retail purchases for commerce apps**, **transactions**, and **subscriptions.**

Because mobile app revenue is coming from in-app purchases, it's critical to understand in-app behavior with the right analytics tools.

Without tracking in-app conversions, you won't be able to identify your best customers and keep them coming back.

Improve measurement and customer targeting

It's possible to measure the Lifetime Value (LTV) of your users with Google Analytics. AdWords makes it possible to track conversions with our codeless solution, use conversion tracking, and target cost per action (CPA) optimization.

You can also identify and target your customers based on customer segments.

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective-Promote an App

As you structure your app to measure everything to understand LTV, keep these things in mind:

➢ **Seamless checkout**

For in-app purchases or commerce, make checkout flow a breeze (login/pay button, less clicks/fields, 1-click purchase)

➢ **Track purchases**

Measure lifetime value & shopping behavior of each customer (or segment) by monitoring conversions

➢ **Offer something unique**

Consider reputable third parties that can help with more complex tracking/reporting (e.g., x-device, x-platform)

➢ **App-only**

Leverage unique app features to drive specific conversions (e.g., camera, location, QR codes, alerts, offline)

How Mobile can Fulfill Advertisers' Objective - <u>Drive Calls</u>

As you plan how to drive calls, keep these things in mind:

- ❖ Even though telephones have been around for ages, mobile has changed how consumers use them
- ❖ Consumers want a choice in how they reach your business -- sometimes it's easier to call
- ❖ Consumers are calling more frequently than ever
- ❖ Don't miss out on the demand for calls; calls generate sales and real results for your business

There are lots of situations where a call is easier (for the caller) but they usually boil down to these 3 cases:

- ❖ The callers situation (on the go like a person walking her dog or driving. She doesn't have both hands available or eyes available to look at a screen)
- ❖ What they're calling about (something complicated like insurance, scheduling an appointment, a car with many option packages and features)
- ❖ Personal preference (there are lots of people who simply prefer human-to-human interaction)

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective - Drive Calls

➤ **How to drive calls**
The first step to success with calls is to make it easy for your customers to connect with you from every channel (e.g., search, web site, app, etc.)
- ◆ **Call Extensions** enable your customers to "click to call" directly from search ads
- ◆ **Call-only ads** if you are primarily focused on driving calls

➤ **Measurement**
- ◆ **Google forwarding numbers** enable rich call reporting. Calls are seamlessly routed through a dynamic Google forwarding number to your business
  When you setup your call extensions, you can enable Google forwarding numbers which are what allow all this measurement.
  Your phone rings just as it normally would but this allows you to:
  - ★ See which keywords, ads, ad groups, and campaigns might be driving phone calls to your business
  - ★ Understand your return on investment (ROI) and make better informed decisions about your ad spend.
  - ★ Use flexible bid strategies (such as target CPA and target ROAS) that automatically optimize your campaigns according to your business goals.

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective - Drive Calls

❖ **Measure conversions**

Website Call Conversions allows advertisers to measure and attribute conversions from calls generated by users clicking on their call extension ads, visiting their website and then dialing a phone number on the website.

❖ **Leverage performance data to optimize the performance of your ads**

Now that you are measuring and have all this data about your calls, you'll be able to find nuggets of insight and optimize for them. Optimize spend based on campaigns, ad groups, ads, and keywords most effective at driving call conversions.

❖ **Consider leveraging flexible bid strategies to automatically optimize bidding**

The call data will give you insights into which campaigns, ads, and keywords might be delivering results for you. Just as you'd optimize your traditional e-commerce campaigns for the best performance, now you can do the same taking phone calls into account.

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective - <u>Drive Online Calls</u>

❖ **Be relevant to engage with new consumer contexts**

  Relevance matters, even more so in mobile. Some customers want to call. Others need something nearby. Many are home in the evening, and away during the day. Presenting the right ad experience can change your ROI dramatically.

  Secondly, you can finetune your relevance to mobile consumers by using ad formats that make sense especially for them.

  Finally, you can use context-powered bidding to deliver your ads to customers in ways that are more targeted and meaningful. This entails a better understanding of what combination of contexts are most valuable to you, the specific circumstances in which your customers are most likely to seek you out, whether it's certain times of day, locations, or even proximity to places.

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective - Drive Online Calls

❖ **Understand and account for all mobile conversions**

It's crucial that you account for all mobile conversions, not just online commerce orders happening on your mobile site, so you don't under-invest in mobile.

In addition to conversions that start and end on your mobile site, you should be counting conversions from cross-device sessions, calls sourced from click-to-call actions, in-store visits and purchases that were facilitated by store locator searches from smartphones

Finally conversions happening from your mobile app.

All too often, advertisers draw arbitrary distinctions between a consumer trying to engage them from a mobile device vs a computer. Just because someone is searching from you from a smartphone doesn't mean they're any less motivated or any less valuable than if they were to search for you from a computer. It's the same consumer, and that person will reach for whatever device is most convenient at the time.

How Mobile can Fulfill Advertisers' Objective - Drive Store Sales

Four keys to successfully drive store sales
- ❏ Target consumers at the right locations
- ❏ Drive them to your business with the right ad
  - ❏ Promote your store on Google Maps
  - ❏ Add local info to your text ads
  - ❏ Help nearby shoppers find products in your store
- ❏ Measure the offline impact of your online spend
- ❏ Optimize for omnichannel performance

Phase I - Mobile Overview

How Mobile can Fulfill Advertisers' Objective - <u>Build Awareness</u>

<u>**Brand Solution**</u>

Keep these 4 steps in mind to help your brand build awareness.

➢ **Tell a richer story with eye-catching ads**

Video is a great way to grab the attention of your audience and make sure they see you and remember your brand message. Make sure your ads are eye-catching and tell the story you want.

➢ **Choose where you want to reach your audience**

Next, choose targeting so you can find the right content and buy it efficiently to reach the right people at the right time.

➢ **Only pay when your ad is viewable**

Make sure you buy viewable impressions to make every impression count. When you only pay for impressions that can be viewed, you make your campaign budget go further.

➢ **Measure and optimize against real brand metrics that matter**

Finally, we want to help you connect more with your audience and optimize on the fly so you are truly running in the most efficient way possible. Be sure to measure what matters - your brand impact.

Phase I - Mobile Overview

Google Selling Points

Now that we've discussed the challenges and opportunities for advertisers looking to fulfill their objectives using mobile, it's worth reviewing why Google's platform can provide these solutions. Ultimately, it breaks down into **5 main reasons:**

- ➢ **Mobile reach**
- ➢ **Ad formats to drive engagement and value**
- ➢ **Campaign performance & tracking optimization**
- ➢ **Integration with Google Play for tracking and targeting**
- ➢ **Inventory transparency**

Google Selling Points - 5 Main Reasons

➢ **Mobile Reach**

Across the mobile landscape, Google has global reach.

- mobile app network with over 650,000 apps
- top mobile search engine
- mobile web display network with over 500,000 mobile optimized sites on the GDN
- mobile video platform with half of YouTube views on mobile devices
- mobile email client with Gmail

➢ **Ad Formats to Drive engagement and value**

For truly powerful targeting, context is just as important as intent.

- Not only does Google let you reach your target audience (intent)
- advertisers can reach that audience wherever they are on the web (context),not just in one single app.

Phase I - Mobile Overview

Google Selling Points - 5 Main Reasons

➢ **Campaign performance and tracking optimization**
Google turns data into action with its bidding, targeting, and optimization tools. Turn the massive amount of cross-channel and cross-device insights into bidding and optimization decisions.

❖ **Conversion Optimizer for Apps**: AdWords automatically takes into account dozens of signals (location, time of day, CTR, device, etc)and adjusts bids accordingly across search and display inventory to help advertisers hit their desired Cost Per Install goal

❖ **Confirmed Clicks**: Google's mobile display ads help prevent accidental clicks by confirming users' intentions before driving to the app download page

❖ **Auto Exclusions**: Google's mobile app promotion template ads are automatically excluded from showing to users who have already downloaded the advertisers App

Phase I - Mobile Overview

Google Selling Points - 5 Main Reasons

➤ **Integration with Google Play for tracking and targeting**

Because Google has its own app store, Google Play, you get unique insights and custom targeting:

❖ *Similar App Installers*: Target users who have downloaded apps in the same category as yours, e.g, a hotel finder app could target users who have already download travel apps.

❖ *In-App Purchasers*: Target users who have either paid for apps, or made a purchase within apps, e.g., a gaming advertiser might want to target other users who have previously spent money in game apps before.

❖ *Codeless Android App Install Tracking*: Google allows advertisers to track their Android downloads without having to add any code at all to their app.

➤ **Inventory transparency**

Google has an open philosophy regarding our Play store and app marketplace which gives you visibility into your advertisers' apps

This also means that you have more insight when it comes to tracking and measurement of your advertising campaigns.

Phase I - Mobile Overview

Best Practices

❏ **Smart Phone Tips**
  ❏ *People love their smart phones; they've become an integral part of how people search and browse the web. There are a host of ways to effectively speak to mobile users within AdWords, and getting mobile advertising right can grow your business.*

❏ **Tapping into Mobile App Installs**
  ❏ *Getting your mobile app discovered can be challenging. Learn how to drive downloads of your app and grow a valuable user base.*

❏ **Tapping into Mobile App Engagement**
  ❏ *Once you've built a user base for your mobile app, getting people to continue using it is important. Learn how to market to your user base to drive re-engagement with your app.*

❏ **Good Call**
  ❏ *A customer's interaction with you can be carried out across different channels: online, in your store or over the phone. This guide will cover all of the ways to drive phone calls to your business and optimize them for success.*

Importance of a Mobile Site

<u>Should I create a mobile website or a mobile app for my brand?</u> **"Both"**

Because each caters to a different type of customer.

➔ An app is essentially a bookmark for loyal users who've invested the energy to download your app to more easily interact with your brand
➔ A mobile site is for everyone else.

While apps can be effective in deepening relationships with loyal customers, the majority of your traffic will likely come from the web.

And while apps must be designed for specific platforms, a mobile website is accessible by all users across all screens. In other words, having just an app is not the same as having a mobile strategy.

If you have to prioritize between an app and a mobile site, your first priority should be creating a mobile-optimized website. Once your site is live, you can then launch a mobile app for your power users.

Creating a great mobile experience of your users is key.

Phase I - Mobile Overview

Needs on Mobile Site

★ **Mobile - optimized websites**

Customers will want to see a tailored experience based on the device they use -- but they still want a complete experience. Make sure to design for mobile, rather than simply taking content from your desktop site and making it fit on a mobile screen.

Visitors to your mobile site may be at a different point in the purchase funnel. How does your site appear to mobile users? Are you making it easy for them to connect with you or are you putting obstacles between them and what they seek?

As a result, mobile-friendly experiences typically feature very simplified navigation, quick-to-load images, and streamlined text. Many successful mobile sites reduce or eliminate the need for scrolling or typing, and may have large "touch targets" for clicking that take into account the lack of precision on a touch screen.

Phase I - Mobile Overview

App Design Insights

Once you've built a mobile site, your next step is to start using apps to enrich your relationships with users. Here are the key points to remember when you're working with a branded app.

❖ **Offer user entertainment, utility, or both**

If your app doesn't deliver compelling value of one kind or another, its shelf life will be short. Be clear about why you're building it. Do you want to bring a new type of functionality to your users? Nurture loyalty.

❖ **Design your app for the largest mobile platforms**

If limited resources demand that you prioritize, design your apps for the mobile platforms that represent the majority of the smartphone installed base.

❖ **Consider developing 'hybrid' apps that work across smartphones and tablets**

Instead of creating separate apps that your users need to download for smartphones and tablets, consider developing a single 'hybrid' app that automatically adapts its layout to best fit whichever device is accessing it.

Phase I - Mobile Overview

App Design Insights

❖ **Build a 'made-for-app' experience; don't port your mobile website into an app**

Apps can offer features mobile sites can't such as notifications, camera integration, and one-click purchasing. Use the added functionality to better serve app users whose expectations and needs will be different than mobile site visitors.

❖ **Promote your app to grow your user base**
   ➢ Target your existing customers through desktop and mobile site links, client newsletters, or other channels you already use to reach them.
   ➢ Link mobile ads shown in other free apps directly to your app's download page.
   ➢ Use mobile search ads to guide users directly to your app in app marketplaces.
   ➢ Time your promotional efforts to coincide with a PR push to maximize impact.

Phase I - Mobile Overview

App Design Insights

App Guidelines

Here are more guidelines on how you can continue to invest in and maintain your app.

★ **Design**

Savvy brands know that an app can be a tool to build stronger relationships with customers in addition to driving sales. As such, they take a very different approach to designing their app than they would their mobile site.

Your app can be an important channel to drive sales, build loyalty or both.

★ **Measurement**

App users typically represent your most loyal customers--don't ignore them. New remarketing technologies have made it possible to actively engage with your app users by serving targeted ads only to people who've downloaded your app.

App Design Insights - App Guidelines

★ **Management**

- ○ **In Analytics -** it's easy to track specific in-app events and assign value to them.

Select events that are likely to take place within a short time frame, such as 30 days, in order to identify valuable users early.

Include actions focused on engagement, such as opening the app or searching within it, in addition to transaction-oriented actions.

Once you know who your most valuable users are, you'll want to identify which channels they come from.

- ➢ On Android, referrer tracking is built into Google Analytics, creating a seamless way to connect in-app activity back to a campaign source.

Phase II - Bidding and Targeting

- ❖ Mobile Bid Adjustment
- ❖ Keywords
- ❖ Targeting
- ❖ Mobile - specific Bidding Strategies
- ❖ Remarketing

Mobile Bid Adjustment

- Just as with desktop AdWords campaigns, mobile campaigns use bidding and targeting to determine where and when your ads show up.
- A click may be worth more to you if it comes from a mobile device or a specific location, or at a certain time of day.
- By setting bid adjustments, you can increase or decrease your bids to gain more control over when and where your ad is shown.

Bid Adjustments

A bid adjustment represents a percentage change in your bids.

You can increase or decrease every bid in your campaign to bid more or less competitively across devices, locations, times of day, and more.

You can also adjust your bids based on how your ads perform, helping to improve your **return on investment (ROI)**

Phase II - Bidding and Targeting

Mobile Bid Adjustment

How to set up mobile bid Adjustment

- When conversion data shows that mobile drives more value, increase your mobile bid to capitalize on mobile success.
- Alternatively, when conversion data shows that desktop drives more value, turn down your mobile bid based on the difference.

Set your mobile bid based on the value mobile generates. Find this by dividing your mobile conversion rate by your desktop conversion rate. Follow the steps below:

1. From the **Campaigns** tab, click **Segment** and choose **Device**
2. Choose campaigns with enough data for consistent results (90 days and more than 20 conversions on both Mobile and Computer)
3. Find Computer conversion rate and mobile conversion rate using **Estimated Total Conversions** column.
4. Divide mobile conversion rate by computer conversion rate -1

Phase II - Bidding and Targeting

Mobile Bid Adjustment

For Example:

- ★ Mobile conversion rate = 4.43%
- ★ Computer conversion rate = 3.96%
- ★ (4.43% / 3.96%) -1 = 0.118 = 12%

For this example, the best way to capture the most value from mobile is to set the mobile bid adjustment at +12%.

Here's the mobile bid formula:

Mobile bid = (mobile conversion rate / desktop conversion rate) - 1

Keywords

Keywords

Just as with desktop campaigns, it's important for advertisers with mobile campaigns to select the right keywords for the best results. You can use the Display Planner or Keyword Planner for your Display and Search campaigns.

Display Planner

This tool provides ideas and estimates to help you plan a Display Network campaign that you can add to your account or download.

❖ Display Planner generates ideas for all the ways you can target the Display Network. Targeting ideas are based on your customers' interests or your landing page.
  ➢ They include **keywords**, **placements** (websites, videos, mobile apps, mobile app categories), **topics**, **interests** (affinities, in-market segments), **demographics** (age, gender), and **remarketing**.
❖ Each idea comes with impression estimates and historical costs. Think of these estimates and statistics as a guide to help you plan your Display Network campaign rather than project future performance.

Keywords

Keyword Planner

This tool provides keyword ideas and traffic estimates to help you build a Search Network campaign.

❖ Search for keyword and ad group ideas based on terms that describe your product or service, website, or a product category related to what you're advertising. You can also enter or upload a list of keywords. And you can multiply 2 or more lists of keywords to create a new combined list.

❖ Get historical statistics, like the number of times people have searched for a keyword or its competitiveness.

❖ Get traffic estimates, like how many clicks and impressions your keywords might get for given bid and budget amounts.

Targeting

Targeting Apps

Advertisers can reach people who are using mobile phones and tablets by showing ads within apps. You can match ads to apps through the Display Network, or choose particular app categories to target.

Targeting on the Search or Display Network

Just as with desktop, you can target mobile ads on the Search or Display Network. Here are the available types of targeting.

❖ **Google Search and search partner sites**

Here's how you can target your text ads on Google Search and the Google Search Network.

➢ **Keyword targeting:** Choose words or phrases relevant to your product or service so your ads appear when customers use those terms to search on Google or search partner sites.

By creating a highly relevant keyword list, you can increase your chances of showing ads to the most interested customers.

Phase II - Bidding and Targeting

Targeting

❖ **Google Search and search partner sites**

➢ **Location and language targeting:**

Choose the language and geographic locations -- such as a country, region, or city -- where your customers are located.

AdWords determines who to show your ads to based on the Google domain people use

(like www.google.de or www.google.co.uk).

Their search term, their computer's IP address (which can estimate its geographical location)

Their language preference set for Google, and the languages of sites they've visited in the past.

➢ **Device targeting:**

Show your ads to the right people across all devices based on their specific location, time of day, and device type.

Targeting

Websites that partner with Google to show ads

Here's how you can target your text and display ads on the Google Display Network

- **Contextual targeting:**
  This is used to match ads to sites or pages based on the keywords or topics you've chosen (also known as automatic placements).
- **Keyword targeting:**
  Choose words or phrases related to your product or service so Google can automatically target your ads to relevant websites your customers visit on the Google Display Network (also known as automatic placements).
- **Topic targeting:**
  Target your ad to multiple pages about specific topics at once. Topic targeting lets you reach a broad range of pages on the Display Network.

Phase II - Bidding and Targeting

Targeting

- **Placement targeting:**

    Choose websites your customers visit on the Display Network where you'd like to see your ads. A placement can be an entire website or a subset of a site.

    With this option, Google looks only at your chosen sites (managed placements) when searching for relevant places to display your ads.

- **Audience targeting:**

    Show your ads to specific groups of people as they visit Display Network websites and apps.

    You can reach people who've previously visited your site by creating a remarketing campaign, or by showing your ads to **affinity audiences**, **in-market audiences**, **similar audiences**, or **other interests**.

    You can also use "**Other interests**" audience categories to reach customers who may be likely to visit your site and who have interests that aren't included in the affinity audiences or in-market audiences.

- **Device targeting:**

    Choose to show ads to people when they visit Display Network sites only on desktop and laptop computers, only on iPhones and Android devices, or on all of these.

Targeting

- **Advanced Target Marketing**

  You can target specific operating systems, device models, as well as carriers and wireless networks with a "Display Network only" campaigns. Advanced mobile and tablet options aren't available for other campaign types.

- **Operating systems**

  An operating system (OS) is software that manages a phone's software and hardware. Apps usually require an operating system in order to function, so apps tend to be OS-specific.

  Popular operating systems are

  - ❖ Android (owned by Google)
  - ❖ iOS (owned by Apple)

  It's important to consider your app's OS compatibility when targeting ads.

Note: There are also OS implications for tracking. Because Google owns Android and the Google Play Store, the setup to track conversions is different than with an app that was downloaded from the Apple App Store for an iOS device.

Phase II - Bidding and Targeting

Remarketing

App remarketing lets you target people who've used your app. Some uses for app remarketing include:

- ❏ Showing app engagement ads announcing a new feature to people currently using your app
- ❏ Reminding people who downloaded your app,but haven't been using it recently
- ❏ Encouraging people to upgrade to the latest version of your app

You can even segment your target audience based on past actions in order to enhance your ROI and relevance to users.

To run a mobile **remarketing** campaign, you'll need to set up a remarketing list. You can also incorporate usage data that lets you create remarketing lists based on how frequently a customer is using an app -- and remarket based on this information.

Phase III - Mobile Ads

❖ Network Overview: Display, Search, Youtube

❖ Ad Extension

❖ Ad Formats

❖ Mobile Display

❖ Interstitial / Video

❖ App Promotion

❖ App Engagement

Network overview: Display, Search, Youtube

Search Network

You can use Search to allow people to discover their app, or to encourage them to re-engage with it after download.

For instance, if someone is searching for travel deals, showing her a travel app or website could be relevant and useful.

Display Network

You can use Display to reach people while they're using other websites or apps. This lets you increase awareness of your apps, attract new app users who may not be actively searching for them, and encourage users to re-open an app after downloaded.

Mobile display inventory is made up of two different ad networks.

- ❖ Admob
- ❖ Mobile Google Display Network

Network overview: Display, Search, Youtube

Mobile display inventory is made up of two different ad networks.

❖ **Admob**
AdMob lets advertisers monetize apps and promote ads. App developers use the AdMob software development kit (SDK) to display ads in their apps.
AdMob also has extensive mobile app inventory, giving AdWords advertisers access to a network of hundreds of thousands of mobile apps.
You can use placement, app category, demographic, interest-based, and app remarketing targeting.

❖ **Mobile Google Display Network**
The mobile Google Display Network is comprised of mobile websites and apps. You can use keyword contextual targeting (KCT), placement, topic, demographic, interest-based, and web remarketing targeting.

Youtube
YouTube can play an important role in a mobile campaign. you can promote an app within the YouTube app on a device.
With engaging content, you can boost awareness of your app

Ad Extension

An ad extension is a type of ad format that shows extra information about your business "extending" from the text. Some extensions can be added manually and others are automated.

The most common types of mobile extensions are call, location, sitelink, and app.

❖ **Call Extension**

What Call Extensions Do

- Encourage phone calls to your business by showing your phone number on your ad
- Display a clickable call button with your ad (on high-end mobile devices)
- Costs the same as a headline click (standard **CPC**)
- For call-only campaigns, ads appear only on devices capable of making calls

How You Benefit

- Adding a phone number to your ad makes it easy for people to call you on the go
- You can share a phone number across ads within an ad group or entire campaign
- Clicks on call-only ads exclusively drive calls to your business
- You can set numbers to show only when your business can accept calls
- You can count calls as conversions. Learn more about call conversions
- Call extensions can typically increase clickthrough rate by 6-8%

Ad Extension

The most common types of mobile extensions are call, location, sitelink, and app.

❖ **Location Extensions**

<u>What Location Extensions Do</u>

- Show your business address, phone number, and a map marker with ad text
- On mobile, they include a link with directions to your business
- Clicks on ads with location extensions have a standard cost per click

<u>How You Benefit</u>

- Location extensions encourage people to visit you in person
- You can add multiple addresses manually or by linking your account to Google My Business
- On average, ads with location extensions have a 10% boost in clickthrough rate
- You can target ads around your business addresses

Ad Extension

The most common types of mobile extensions are call, location, sitelink, and app.

❖ **Sitelinks Extensions**

What Sitelinks Extensions Do

- Beneath the ad text, show links to specific pages on your website (and in addition to the main landing page), helping customers find what they're looking for on your site with just one click.
- Ads on search results pages displayed on desktop computers and tablets can show 2-6 links in addition to the display URL. Ads on search results pages displayed on mobile phones with full Internet browsers can show up to four additional links (not available for WAP phones).

There are two ways you can customize sitelink extensions for mobile and desktop and tablet devices:

- You can create mobile-specific sitelinks. For example, if you have mobile-specific product pages on your website and want to use a mobile-preferred sitelink to direct users there
- You can limit which devices your sitelink extensions can appear on at the campaign or ad group level. For example, if you want the sitelinks for a specific campaign to appear only on desktops and tablets,

Ad Extension

The most common types of mobile extensions are call, location, sitelink, and app.

❖ **App Extensions**

<u>What Sitelinks Extensions Do</u>

- App extensions allow you to link to your mobile or tablet app from your text ads. Clicking on this link can either lead to your app's description in the app store (Google Play or the Apple App Store) or simply begin downloading.
- People click either on your ad headline or on a link to your app.
- Note: Clicking on your ad's headline will still lead to your website.
- This is a great way to provide access to your website as well as to your app. If your primary goal is to drive app downloads, app promotion ads (which link to apps exclusively) might be the better option.

Ad Formats

Now that you have an understanding of where advertisers can run their ads, let's explore what types of mobile ads they can run.

Where mobile ads can appear	Ad types
On mobile devices with full browsers, such as smartphones or tablets	- Text ads - Image ads - App promotion ads - HTML 5 ads built with Google Web Designer
Within apps on smartphones or tablets	- Text ads - Image ads - App promotion ads - Image app promotion ads - Video app promotion ads

Ad Formats

Types of mobile ads

There are several kinds of mobile ads:

★ **Mobile text ads**

Mobile text ads look like standard text ads that you'd see on a desktop computer. The main difference is that we can show more ads per page when someone's searching on a desktop computer, and fewer ads per page when someone's searching on a mobile device.

★ **Mobile Image Ads**

Image ads on mobile devices are similar to normal image ads that you'd see on a desktop computer, but they can link to your mobile website or app.

To have your image ads run on mobile devices, just make sure your campaign is opted in to the Display Network.

to run ads on mobile apps and sites designed for mobile devices, your image ad size should be 320 x 50.

Image ads can show as banner ads or interstitials in mobile apps.

Ad Formats

Types of mobile ads

There are several kinds of mobile ads:

★ **App Promotional Ads**

App promotion ads (formerly "click-to-download" ads) are the easiest and most effective way to drive downloads: much of the customization is done for you.

You can run these ads across search and display using the App/digital content ad format. App promotion ads can be created in these types of campaigns:

➢ **Display Network**
   ○ Ads in mobile apps"
   ○ "Mobile app installs"
   ○ "Mobile app engagement"
➢ **Search Network**
   ○ "Mobile app installs"
   ○ "Mobile app engagement"

Ad Formats

Types of mobile ads

There are several kinds of mobile ads:

★ **App Engagement Ads**

App engagement ads are ideal for advertisers who want to drive people back to apps after installation.

"Mobile app engagement" campaigns are a great choice for advertisers focused on connecting with people who already have their app.

These ads can:

➢ Encourage users to try your app again

➢ Remind someone to open your app and take a specific action

➢ Help people complete an activity they already started

➢ Increase how often people use your app

➢ Recommend someone try out specific features or levels

Ad Formats

Types of mobile ads

There are several kinds of mobile ads:

★ **App Engagement Ads**
Two useful tools in app engagement ads:
- **Deep linking:** A **deep link** takes someone directly from your ad to in-app actions with a click.
- **Remarketing:** Remarketing lets you show ads to people who've visited your website or used your mobile app. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads as they browse the Web, use mobile apps, or search on Google.

★ **Mobile App Installs**

With "Mobile app installs" campaigns on the Search and Display Networks and "TrueView for mobile app promotion" on YouTube, you can create custom app install ads that run exclusively on phones and tablets.

AdWords can help you create app install ads based on your app icon and reviews, and these ads can then take people straight to the app store to download it.

Phase III - Mobile Ads

Ad Formats

Campaign Types

	"Mobile app installs" campaigns	"Mobile app engagement" campaigns	"Ads in mobile apps" campaigns
Advertising goal	Increase app downloads with ads sending people directly to app stores to download your app.	Re-engage people who use your app with ads that deep link to specific screens within your mobile app.	Show ads for your website exclusively in mobile apps.
Campaign type	• Search Network campaigns • Display Network campaigns • AdWords for Video campaigns	• Search Network campaigns • Display Network campaigns	• Display Network campaigns
Available ad formats	• App install ads • Image app install ads • Video app install ads	• App engagement ads	• Text ads • Image ads • App install ads

Mobile Display

Google made-for-brand offering on mobile display

Google offers an array of flexible ad formats to meet advertisers' brand needs:

➔ **Lightbox**

   Lightbox is a new cross-screen format platform designed mobile first.
   It renders beautifully on any screen, and optimizes for taps/swipes on mobile and mouse-overs/clicks on desktops.
   Not only does it elegantly deliver rich media and video on mobile
   Lightbox obviates the problem of creating numerous sizes and response methods for brand campaigns.
   With Lightbox, brand advertisers can focus on storytelling and let the platform optimize efficiently reaching consumers across devices.
   A Lightbox ad is rapidly built (as an AdWords template or studio Layout) using brand assets (videos, images, and brand elements, as well as functional widgets like maps). Lightbox ads render responsively depending on the device; in-app, mobile web, or desktop.

Mobile Display

Google made-for-brand offering on mobile display

Google offers an array of flexible ad formats to meet advertisers' brand needs:

➔ **Viewable CPM**

Brands designing marketing campaigns for the digital world want metrics that are as meaningful and actionable as the click has become for performance advertising.

Central to this effort is Google's ability to provide brand marketers with an actionable viewability solution for their Display Network buys.

Viewability measures, in real-time and on an impression-by-impression basis, whether or not a display ad is rendered on screen and for how long.

There are two distinct aspects of viewability at Google: buying viewable impressions on CPM for display ads and auction in-stream video ads for Google Video Network and YouTube inventory, as well as Active View reporting.

Advertisers who buy viewable impressions across the Display Network pay only when 50% of their display ad is on-screen for more than one second, or, when 50% of their in-stream video ad is on-screen for 2 seconds or more

Mobile Display

Google made-for-brand offering on mobile display

Google offers an array of flexible ad formats to meet advertisers' brand needs:

★ **In-App Display**
  ○ **If you want to experiment with advertising in mobile apps**, simply track the performance of your ads that were placed in mobile apps through the Display Network.
  ○ **If you want to reach certain categories of apps, or you know the apps you want to target**, you should create a Display Network campaign devoted to mobile apps.
  ○ **If you don't want your ad to appear in apps:**
    ■ From the **Display Network** tab, go to "Campaign Exclusions."
    ■ In the "Placements" section, paste adsenseformobileapps.com.

Phase III - Mobile Ads

Interstitial / Video

Google's video offering on mobile

Google offers a variety of video formats to meet advertisers' brand needs. These run seamlessly cross-screen:

- ❖ **Video Masthead** -- Including optional interactivity
- ❖ **TrueView in-stream ads** -- Skippable pre-rolls and mid-rolls, including optional interactivity features
- ❖ **Reserve in-stream ads** -- Reservation-booked skippable (In-Stream Select) and non-skippable (standard in-stream) pre- and mid-rolls
- ❖ **TrueView in-display ads** -- Banner template with video thumbnail and text description that drives YouTube video watch page

How the mobile video masthead works

The mobile video Masthead is a home page ad similar to the desktop video Masthead in that the format is based on a YouTube video.

It appears on the home page of all YouTube mobile and tablet properties, including the Android native mobile app, the iOS app, and m.youtube.com for smartphones and tablets

Advertiser can also provide an external URL with configurable call-to-action (CTA) text. Clicking that URL leads to the advertiser website.

Interstitial / Video

How TrueView in-stream ads work

TrueView in-stream ads run on videos served on YouTube watch pages or within Display Network videos, games, and apps. They may also run on YouTube videos that are embedded on other sites, and can appear on Android and iOS YouTube apps (but not on m.youtube.com).

Viewers can choose to skip an ad after 5 seconds. If they choose not to skip it, the YouTube video view count is incremented when it's been completely viewed or at the 30-second mark, whichever comes first.

Alternatively, a video view is recorded if someone takes action, such as by clicking on a call-to-action overlay or the companion banner.

How TrueView in-display ads work

In AdWords, you can create and manage video campaigns by using the TrueView family of **cost-per-view (CPV)** video ad formats.

With TrueView ads, you pay only when a viewer either selects your video or chooses to continue watching when it first loads as they browse video content.

Unlike with cost-per-click or cost-per-thousand-impressions pricing, you don't pay every time the ad is shown. While video content for TrueView ads must be hosted on YouTube.

App Promotion

What is an App Promotion Ad?

    App promotion ads are a templated way to create text, banner, image, and interstitial ads to drive people to an app store.

    These ads run on the Search and Display Networks on mobile and in apps, and they're the most effective creative format for driving app downloads.

How App Promotion ads work

    App promotion ads let advertisers add a link directly to the Google Play Store so people can quickly and easily download the app.

    To make sure advertisers are reaching potential customers at the right place and time, Google only shows app promotion ads on the device on which the app can be installed (Search only).

App Promotion

Mobile App Install Campaign

With "Mobile app installs" campaigns, an advertiser can focus an entire campaign on getting more people to download the app.

Once they select the app they want to promote, we'll help customize the rest of the campaign targeting and ads to increase app installs. Keep in mind that more downloads could improve the app store ranking, which could result in even more people downloading their app.

Mobile app installs" campaigns are available on both the Search and Display Networks. On YouTube, you can create a "TrueView for mobile app promotion" campaign to drive app downloads.

App Engagement

Mobile app engagement campaigns are a great choice for advertisers focused on getting people who've installed their app to try the app again, or open it and take specific action.

It's extremely important for an advertiser to re-engage with someone who's already downloaded an app in order to try to prevent it from being abandoned.

With app engagement ads, advertisers can show customized ads to people who already have the app, thereby driving them back into it.

How app engagement campaigns work on the Display Network
★ **Bidding and targeting for app engagement**

"Mobile app engagement" campaigns use cost-per-click (CPC) bids to start. When you create a campaign, your bid strategy is set by default to "Focus on clicks." Once your campaign has received a number of conversions, you can change your bid strategy to "Focus on conversions" to let Google automatically adjust your CPC to reach a target cost per action.

App Engagement

★ **Remarketing for "mobile app engagement" campaigns**

You can use remarketing lists to show ads to specific groups of people based on how they interact with your app. If you're promoting an Android app, AdWords can link to your app's Google Play account and add all of your app's current users to your campaign targeting

★ **Creating ads with Deep Links**

Deep links allow you to take someone who clicks on your ad directly to a specific page or section in your app. Combined with remarketing, they can help you create a custom ad for your audience.

App engagement ads for the Display Network allow you to write text encouraging a specific type of action in your app, like checking in, making a purchase, or booking a flight. For these ads, you can set up deep links that direct people to specific parts of your app

App Engagement

★ **Conversion Tracking and Remarketing Tags**

Tracking in-app conversions helps you understand the effectiveness of your advertising.

For app engagement campaigns, AdWords uses a snippet of code called a tag to get information from your app. The same tag can be used for both remarketing and conversion tracking.

It's best to define your conversion events before you tag your app so that you only have to make one set of changes in your app code or analytics system.

Tagging your app lets you count specific actions within your app as conversions — for example a level up in a game or a purchase of an item

Once you set up conversion tracking for in-app actions, you can see how many times people who click on your ads did each action that you defined

- ❏ **People who did or didn't recently use an app**
- ❏ **People using specific versions of an app**
- ❏ **People who took specific actions in an app**

App Engagement

Search Network App Engagement Campaigns

App engagement campaigns on the Search Network help you to show ads in search results on mobile phones and tablets to people who already have installed your app. Your ads can encourage your app's current users to open your app and do something related to what they were searching for on Google.

App engagement does . . .	App engagement doesn't . . .
- Drive existing app users back into the app - Use device IDs and play data - Allow ads to run in AdMob (other apps) - Allow clicks to "deep link" to a specific page/section of the app	- Support dynamic ad creative or dynamic remarketing (unlike with desktop) - Use cookies - Allow ads to run on mobile sites or desktop

App Engagement

About Deep Linking

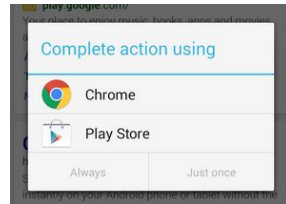A type of destination URL in an ad that takes people to a specific page in an app.

★ For ads on the web, you can use a simple destination URL, such as www.example.com, to send people to your website landing page. To send people straight to an a product page on that website, you could use a different URL, with a little more information: www.example.com/product_1234. For mobile apps, these URLs are called deep links.

★ For your destination URL in app engagement ads, you can use a link that just opens your app, or a deep link that will send people directly to a specific screen in your app. Tracking parameters are allowed for these links.

★ Deep links are not automatically set up when you create your app, and they work differently on iOS and Android. For app engagement campaigns on the Search Network, we generate an app URI using your deep link so that your ads are compatible with Google Search.

App Engagement

Types of Deep Linking

★ Custom Deep Link
- A custom deep link lets app users open the app directly from other apps by clicking a link.
- This link takes you directly to the YouTube app download page in Google Play. **Note:** Someone must have your app installed already in order for this link to work.

★ Website Deep Link
- A website deep link gives app users the ability to open your app directly from websites by clicking a link.
- This link lets someone choose to open the YouTube app download page either in Google Play or with their mobile browser.

★ App Indexing
- App Indexing is a deep link specially designed for **Google Search.** Both custom and website deep links can be converted into app indexing deep links.

App Engagement

Where is deep Link Available?

- For Google Display ads (AdMob), only custom deep links are allowed. This will be the destination URL of your ad.
- For Google Search ads, you can convert either a custom or a website deep link into an app-indexing deep link. The app-indexing deep link is your ad's destination URL.
- If you plan to advertise on both Display and Search, we recommend creating a custom schema for your app.
- Advertisers must have their app coded to allow for this, and there are many different ways to set this up within an app.

Phase IV - Measurement

- ❖ Full value of Mobile
- ❖ How Mobile Adwords is Different than Desktop
- ❖ Measuring Mobile Success
- ❖ App Conversion Tracking
- ❖ Mobile Analytics with Third Parties
- ❖ Google Analytics Integration
- ❖ Reporting

Full Value Of Mobile

Full value of mobile and untracked conversions

Each time a consumer doesn't use a mobile phone for all the steps in the purchase funnel, AdWords is unable to track and attribute that conversion to the device.

Not being able to track a conversion through the purchase funnel generally occurs in four categories:

➔ Cross-device (a consumer searches and clicks on one device but converts on another, often moving from mobile to desktop)
➔ Calls (a consumer searches and clicks on a device but ends up calling the business to convert)
➔ In store (a consumer searches and clicks on a device but ends up going to the store to make the purchase)
➔ In app (a consumer searches and clicks on a device but ends up opening or downloading the app and converting in the app)

Untracked conversions happen on all devices. However, mobile phones generally tend to have more untracked conversions compared with other devices
Two reasons for this are small screen size and non-optimized mobile sites.
In addition, many consumers end up going to a brick-and-mortar store to make a purchase after searching for the product on their phone.

Full Value Of Mobile

Whats full value of mobile?

Full Value of Mobile (FVOM) promotes the idea that mobile conversions are about much more than just mobile commerce, and that conversions in a store, via phone, or on a PC may have originated from a mobile phone.

FVOM is also a way to estimate leaked conversions in order to correctly assess the value of mobile. Not attributing leaked conversions is essentially undervaluing mobile devices because of their assisting characteristics (such as call and in-store conversions).

How to Access Full value of mobile?

Google has a simple tool, the Full Value Calculator. , which lets you enter estimated leaked conversions and get a recommended mobile bid adjustment based on the Full Value of Mobile.

How Mobile Adwords is Different than Desktop

When adapting measurement for mobile, it's critical to ask how valuable calls, app downloads, store visits, and cross-device conversions are for your business.

- Do they vary in value?
- Do they vary in success rate?
- What mobile actions do you want customers to take?

Use the data generated by these conversions to adjust how you bid for mobile and capture the full value of mobile.

Conversion Tracking

Conversion tracking helps you see when your ads lead to conversions from the following sources.

★ Websites
  ○ Track purchases, sign-ups, and other website conversions
★ Apps
  ○ Track Android app conversions (includes downloads and in-app actions)
  ○ Track iOS app conversions (includes downloads and in-app actions)

How Mobile Adwords is Different than Desktop

★ **Phones**
- ○ Track calls from ads
- ○ Track calls to a Google forwarding number on your website
- ○ Track phone number clicks on a mobile website

★ Imports
- ○ Track offline conversions

Setting up advanced conversion tracking features

★ Track transaction-specific values (for website and mobile in-app conversions)

Measuring Mobile Success

There are 2 types of app conversion tracking: app download conversions and in-app conversions.

❖ App downloads are tracked when a user downloads or installs a mobile application for the first time.
❖ In-app conversions are tracked when a user takes a specific action within a mobile app.

Before we dive into the setup of conversion tracking, here's a brief overview of what's considered a conversion across Google's networks:

❖ **Search**
  ➢ On the mobile Search Network, we can differentiate between standard text ads leading to a mobile site and ads promoting a mobile app -- known as "app promotion ads."
  ➢ For text ads on the Google Search Network, a mobile website conversion occurs when the user performs an action that the advertiser has defined as a conversion on the site, like a product purchase.
  ➢ For app promotion ads on the Search Network, a mobile conversion can be defined as an app download. App download conversions track app installs on mobile devices, allowing advertisers to track new user acquisition.

Measuring Mobile Success

❖ **Display**
- ➤ On the Display Network, we can also differentiate between text or display ads leading to a mobile site and app promotion ads.
- ➤ For text or display ads on the Display Network, a mobile website conversion occurs when someone performs an action that the advertiser has defined as a conversion on their site, like signing up for a subscription.
- ➤ For app promotion ads, a mobile conversion can be defined as an app download or in-app conversion event. App download conversions track app installs on mobile devices, allowing advertisers to track new user acquisition.
- ➤ In-app conversion events track any event specified by the advertiser in the mobile app. For example, a car service app might track registrations as an in-app conversion event.

Measuring Mobile Success

❖ **AdMob**

➢ On the AdMob network, ads are displayed within apps someone has installed. Ads on the AdMob network can promote either a mobile website or another app.

➢ Similar to the behavior on the mobile Search and Display Networks, a conversion on AdMob occurs when someone performs an action that the advertiser has defined as a conversion, like the download of an app or an in-app event like the purchase of a product within the app.

➢ For AdMob ads promoting an Android or iOS app, conversions are tracked differently. On Android, the conversion is tracked when the app is downloaded. On iOS, the conversion is tracked when the app is opened for the first time.

Measuring Mobile Success

❖ **Youtube**

TrueView ads are billed on "views" (or engaged views). A view is counted when someone:

- ❏ Watches 30 seconds of the video or the full video, whichever happens first.
- ❏ Clicks through to an app store in TrueView for app promotion ads.

YouTube conversions consist of click conversions and view-through conversions.

- ❏ Click conversions occur when users reach a billable event and then convert.

  For example, a user views 30 seconds of a video and then installs an app

- ❏ View-through conversions occur when someone sees an ad impression but there's no billable event.
  For example, they skip an ad and then install an app.

Measuring Mobile Success

❖ **Youtube**

There are two types of mobile TrueView ads:

- TrueView in-stream (a skippable video ad that plays before video content)
- TrueView in-display (a thumbnail on the mobile home page. When someone clicks on the ad, they're taken to a watch page)

YouTube mobile app install campaigns are designed to track downloads of the app being advertised

There are two options for conversion tracking for YouTube on mobile:

- Codeless conversion tracking for downloads of the app (Android only)
- Post-install events conversion tracking, such as first opens, in-app conversions via an SDK, or server-to-server pings (iOS and Android)

App Conversion Tracking - Android

There are four solutions you can use to implement app conversion tracking on Android:

- Codeless
- Software Development Kit (SDK)
- Server-to-server (S2S)
- App install confirmation

Conversion tracking on Android

Android app conversion tracking is available across all Google networks -- mobile Search, mobile Display, AdMob, and YouTube

You can track two types of conversions for Android mobile applications:

app downloads and in-app conversions.

Codeless conversion tracking

Android app download conversion tracking is unique because Google owns the Play store and has access to install counts for all the apps.

App Conversion Tracking - Android

SDK conversion tracking

The SDK solution for Android conversion tracking is used when an app developer puts the AdWords conversion tracking SDK into their app. The AdWords conversion tracking SDK has two main purposes:

- Allow the app developer to tag events to track in the app, ultimately offering more effective campaign measurement
- Tag user activity in the app, allowing the app developer to reach certain people with targeted ads to re-engage them with the app later

This data also enables you to use app remarketing to re-engage with segments of people who've installed your app, used it within a specific timeframe, or installed a specific version of it.

App Install confirmation solution

The app install confirmation solution provides customers with the option to use either the Google SDK or server-to-server solution in order to track Android conversions at the time of the app open event.

This conversion event will also provide the option for customers using third-party integrations or in-house tracking methods to receive app install confirmation for AdWords attributed conversions (similar to our existing app install confirmation solution for iOS).

App Conversion Tracking - Android

Server-to-server conversion tracking

Server-to-server or S2S conversion tracking enables customers to send the required details for AdWords app conversion tracking from their server to Google's server at the time of the conversion event.

This tracking solution is designed for app developers who aren't willing to incorporate Google's conversion tracking SDK into their mobile app for any of these reasons:

★ SDKs aren't as easy to incorporate into a mobile app as it might be to add a piece of code to a website
★ Adding multiple SDKs for various advertising or analytics platforms can result in the app becoming large or bulky in file size
★ If not implemented correctly, adding the SDK and conversion tracking code could result in bugs in the app
★ The Play Store requires that any code changes be submitted for review, which can result in delays

App Conversion Tracking - IOS

There are 3 solutions you can use to implement app conversion tracking on iOS:

- ❖ **SDK**
- ❖ **Server-to-server (S2S)**
- ❖ **Install feedback**

Conversion Tracking in IOS

iOS app conversion tracking is available for AdMob and YouTube, but not supported on mobile search or mobile display.

Unlike conversion tracking for Android, where Google offers a codeless alternative, iOS requires either installing a tracking code through the SDK or setting up a server-to-server conversion feed.

You can track 2 types of conversions for iOS mobile apps: app downloads and in-app conversions.

App Conversion Tracking - IOS

SDK Conversion Tracking

     As with the Android SDK conversion tracking solution, adding the AdWords conversion tracking SDK to your app has two main purposes:

★   It enables the app developer to tag events they'd like to track in the app, ultimately offering effective measurement within campaigns

★   The SDK can be used to tag user activity in the app, allowing the app developer to reach certain users with ads and re-engage them with the app later

By simply following the default integration of the SDK, the idea is to maintain a constant collection of data available with information related to new app installs and app upgrades, as well as app usage after install.

This data also enables you to use app remarketing to re-engage with segments of people who've installed your app, used it within a specific timeframe, or installed a specific version of it.

App Conversion Tracking - IOS

Server-to-Server Conversion Tracking

Like Android, server-to-server conversion tracking on iOS lets customers send the required details for AdWords app conversion tracking from their server to Google's server at the time of the conversion event.

This tracking solution is designed for app developers who aren't willing to incorporate Google's conversion tracking SDK into their mobile app for any of these reasons:

- ❖ SDKs aren't as easy to incorporate in a mobile app as it might be to add a piece of code to a website
- ❖ Adding multiple SDKs for various advertising or analytics platforms can result in the app becoming large or "bulky" in file size
- ❖ If not implemented correctly, adding the SDK and conversion tracking code could result in bugs in the app
- ❖ The Play Store requires any code changes to be submitted for review, which can result in delays

App Conversion Tracking - IOS

Install Feedback Conversion Tracking

    iOS app install confirmation is a feedback mechanism that enables customers and, more commonly, third-party tracking companies, to receive confirmation from Google every time an iOS app install event can be attributed to an AdWords ad click or view.

    This feedback solution is designed for companies using in-house or third-party app analytics solutions to track attribution across multiple ad networks.

    An advertiser might use this solution because they're using an in-house or third-party app analytics system. These analytics systems might not have a way of confidently identifying a conversion event as attributed to AdWords

    With the iOS app install confirmation solution, Google notifies the company or third party when an AdWords attributed conversion occurs and provides the details to track that conversion in the relevant app analytics system.

App Conversion Tracking - IOS

Call Conversion Tracking

Use conversion tracking to help you see how effectively your ads with call extensions lead to phone calls.

Benefits

This free tool helps you understand how well your keywords, ads, ad groups, and campaigns are working for your business, allowing you to invest more wisely and help boost your return on investment (ROI).

Conversion tracking also allows you to take advantage of advanced flexible bid strategies such as target cost-per-acquisition (CPA)

target return on ad spend (ROAS), tools that help you automatically optimize your campaigns according to your business goals.

Requirements

Here's what you'll need before you can set up conversion tracking for calls from ads:

➢ **An AdWords account**: Don't have one yet? Sign up at http://adwords.google.com.

➢ **An active call extension**: You'll need at least one call extension using a Google forwarding number and with "Count calls as phone call conversions" selected. You can set this up before or after creating a call conversion action.

➢ **A business in an eligible country**: Google forwarding numbers are currently available in these countries.

Mobile Analytics with Third Parties

Third-Party Integrations

Third-party app analytics companies play an important role for advertisers and app developers. These companies provide a service that's similar to Google Analytics, specifically for mobile apps.

In addition to reporting on basic usage analytics, they tell advertisers and app developers which of their new users came from recent advertising clicks or views.

The reason app advertisers depend on this information is because the app ad network marketplace is very fragmented.

Many app advertisers use 20 or more different ad networks to acquire or engage users. Each ad network has an SDK they would like developers to add to their apps to track performance.

Third-party tracking companies instead provide one SDK to add to your app, and they take care of communicating with each ad network behind the scenes to tell the advertiser which installs came from which network on a single dashboard.

Mobile Analytics with Third Parties

Third-Party Integrations

Google has created special integration solutions for advertisers working with third parties for conversion tracking.

For Android

AdWords is able to provide advertisers with accurate app download conversion data without requiring that any changes be made to the app. Customers often prefer to enjoy the benefits of codeless conversion tracking while still being able to report conversions in their chosen third-party tool.

For iOS

the most accurate way to track app downloads is by using the IDFA (Identifier for Advertising) and reliably attributing events to Google ad clicks and report details to AdWords.

Google Analytics Integration

Google Analytics is an excellent way to measure visitor activity on your mobile website or app. It's a powerful digital analytics tool that you can use to find out, among other things:

➔ How many people visit your site
➔ How much time they spend there
➔ Where they're coming from
➔ And much more

Analytics can help you understand how customers engage with your site, not just when they convert.

Google Analytics Integration

Here are a few examples of the insights you can uncover with Analytics reports:

➔ Audience reports tell you more about what kinds of visitors are coming to your site or app — by demographics, location, language, devices, etc. **You can use this information to create more-targeted ads to attract the right kinds of visitors.**

➔ Acquisition reports let you compare traffic from different sources, from your AdWords campaign to non-AdWords sources. **You can use this information to invest your budget in sources that send you high-quality traffic.**

➔ Behavior reports can help you improve the content on your site to better fit your visitors' needs and expectations. **For instance, you can find out how frequently each page was viewed, or if people left your site right away**.

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Track Mobile Apps

Setting up Mobile App Analytics requires the Edit permission for a Google Analytics account and technical knowledge of your app development environment.

Reporting

Get a Summary of your app performance

The App Overview report is a summary of the most salient data from all Mobile App Analytics reports.

You can use it to assess the general health of your app and follow data trends from the key reporting areas:

- ❖ Acquisition,
- ❖ Audience,
- ❖ Behavior, and
- ❖ Conversions

The App Overview report is not supported in the Dashboard. Some report summaries don't appear when you click Add to Dashboard or Shortcuts from within this report.

Learn about mobile user characteristic

The Audience reports can help you get to know the people using your app -- where they are, how often and how long they use an app, and what devices are popular with your users.

Data from these reports can help you uncover new markets and improve the performance of the app.

Reporting

Find out how often your mobile apps are installed and opened

The **Acquisition reports** give you data about how users find your app, including the total number of new users and the most popular devices and operating systems.
-    Use these reports to find out how often your app is downloaded and installed, and how successful certain marketing campaigns are in attracting users.
     Use the **New Users report** to identify characteristics of the user groups adopting your app.
     The **Sources report** can help you discover which channels you can optimize to attract more downloads and launches.
     The **Google Play Referral Flow report** displays the app downloads and installs from the Google Play Store in an intuitive and interactive visualization.

Reporting

Track the detailed ways users interact with your app

The **Behavior reports** help you discover how users interact with your app.

You can use these to track a wide range of information about your users, including:

- ★ Total number of screens seen per session
- ★ Order in which screens are viewed
- ★ Number of technical errors, including app crashes
- ★ How long individual app elements take to load

Reporting

Mobile App Conversions: Goals and eCommerce Reports

Find the real value of your mobile apps

Use the <u>Conversion reports</u> to track performance objectives and revenue targets.

Goals are a versatile way to measure how well your app fulfills customized, targeted objectives.

You can set up individual goals to track discrete actions like a minimum session duration or completing a certain level in a game, and use the reports to measure conversions or completion rates of these actions.

<u>eCommerce reports</u> let you track in-app purchase data, including product or service sales, total revenue, and revenue per transaction. You can also track the average number of sessions it takes to complete a transaction.

Thank You