Mobile App Promotion Playbook

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VERSION 1.0.1, 7/14/15

MOBILE APP
PROMOTION

MOBILE APP PROMOTION GIVES YOU THE OPPORTUNITY TO REACH AN AUDIENCE OF OVER 300MM USERS

In fact, successful marketers globally, in these different industry segments, have done just that:

GAMES

"TwoDots has driven over a million app installs in a short period of time, and Twitter has become an essential user acquisition channel for us"

- Christian Calderon from Dots

DATING

"Lovoo saw a 95.8% increase in installs, and registrations rose by 95.4% —twice the number of registrations driven by any other channel."

- Andrew Kemp from Lovoo

CONSUMER VIDEO

"There's no other platform where we can acquire so many users at such a low cost."

- Makoto Fukuyama from Mixchannel

This playbook will help you understand how you can also grow your mobile app user base while meeting your ROI objectives.

We'll start by defining your campaign goals, and use that a basis to provide six recommendations, or "plays" that we've found to be most beneficial to advertisers.

MOBILE APP PROMOTION

DEFINING YOUR GOALS

A critical first step before you begin your mobile app promotion campaigns is to define your goals, and the key performance indicators (KPIs) for those goals. What is your business objective, and is there a key in-app event, like a registration, a transaction, or social action that drives your business?

These goals and KPIs will drive each key decision that you make as you set up and manage your ad campaigns, so that your strategy and tactics align with your business objectives.

At the right, see some examples of goals and their associated KPIs. Once you've defined yours, you're ready to begin advertising.

Dating App
Goal: Gain paid subscribers
KPI:
1k paid subscribers with cost per subscriber of $60

Ecommerce App
Goal: Drive first purchases
KPI:
10k installs / month
5% conversion to first purchase

Gaming App
Goal: Encourage virtual currency transactions
KPIs:
5k first transactions
Each transaction valued at $35

Loyalty App
Goal: Get steady stream of installs to maintain app store position
KPI:
30k installs per month at CPI of $4

Six Plays for Promoting Your App

## SET YOURSELF UP FOR SUCCESS WITH MOBILE APP PROMOTION

After you've determined your goals and KPIs, see our recommendations for setting up your campaigns for success. We've found that advertisers can follow these six fundamental plays to get started on the right path with mobile app promotion. In the pages ahead, learn more about each of the plays.
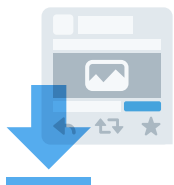
Use the App Installs or App Engagements objective

Set up conversion tracking for mobile apps
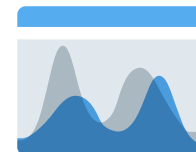
Design initial campaign setup for testing and iteration

Try both @username and interest category targeting

Set up at least 5 Image App Cards

Create tailored audiences of previous app installs

GET A WORKFLOW, ANALYTICS AND
## PRICING TAILORED TO YOUR CAMPAIGN OBJECTIVE

Advertisers who use objective-based campaigns can choose from several objectives when they create a new campaign. The objective you want is App installs or app engagements. Upon choosing it, you'll get a purpose-built workflow to build ad creatives and targeting options best suited for driving users to install or engage with your app. In your analytics dashboard, you'll see only the reporting that matters most to you, such as app click metrics, conversion rates and costs per action. We'll bill you on a cost per app click (CPAC) basis, so you pay only when users click to visit the App Store, Google Play, or your app.

PRO TIP:
Even after you select the App installs or app engagements objective, take care to set up your campaigns with specific targeting options, customized creatives, and a key conversion event that will work together to help you achieve your campaign goals.
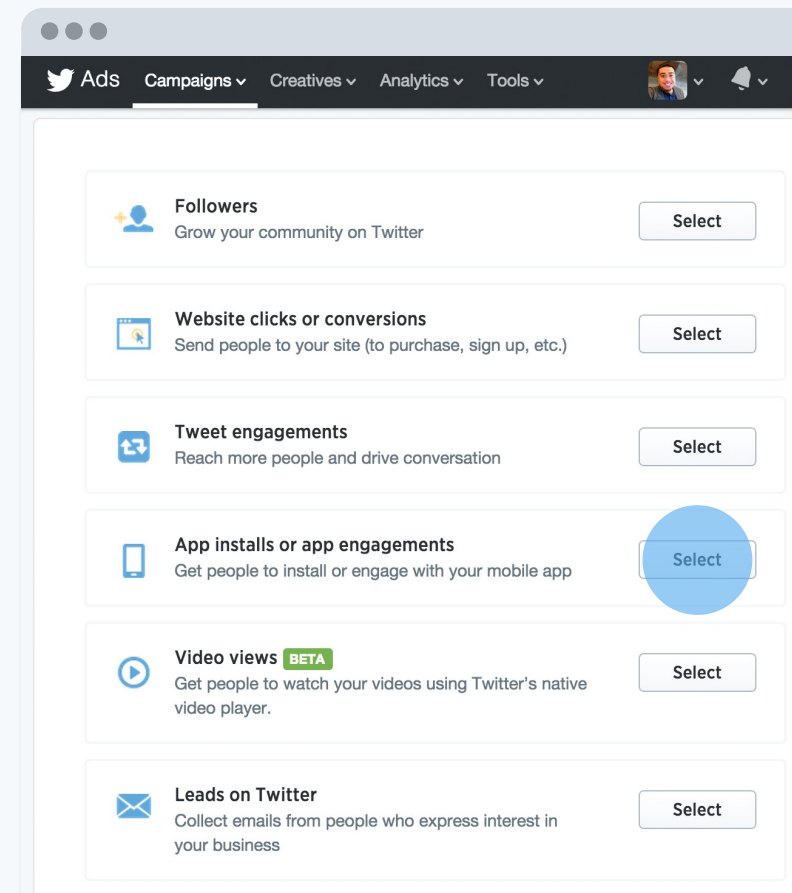
GAIN VISIBILITY INTO PERFORMANCE
SO YOU CAN OPTIMIZE YOUR CAMPAIGNS

Conversion tracking for mobile apps lets you measure the number of users who install or open your app after interacting with Promoted Tweets. To enable conversion tracking, work with one of our mobile measurement partners or use Answers by Fabric. You can set both post-view and post-engagement attribution windows—both of which are recommended—appropriate for the consideration window of your use case. You can also specify a particular mobile event as your primary conversion, view cost per action metrics, and more. It is critical to implement downstream mobile app events—especially those which represent or are closely tied to your KPIs—so that you can measure and optimize towards them.

PRO TIP:
Twitter's mobile events don't just report on app installs and app engagements. You can also create tailored audiences of recent visitors to your mobile app, and lookalikes of those visitors.

MOBILE APP PROMOTION

START BY DEFINING MULTIPLE AUDIENCE, CREATIVE, AND BID COMBINATIONS TO TEST OUT

It's critical to start with multiple campaigns that test out different combinations of targeting, creative, and bid so that you can quickly see what's working and what's not. Identify your core 3-5 audience segments and harvest a list of relevant @usernames, interest categories, etc. so you can place them into individual campaigns. You can start bids between $0.80 and $1.20. After a week or so of campaign data, you'll see which campaigns are performing and be able to optimize from there.

CAMPAIGN	DESIRED AUDIENCE	DEVICE	MAIN TARGETING OPTION	CREATIVE	BID	BUDGET
1	Audience 1	iOS	@usernames	Audience specific creative, general creative	$1	$300
2	Audience 2	iOS	@usernames	Audience specific creative, general creative	$1	$300
3	Audience 3	iOS	@usernames	Audience specific creative, general creative	$1	$300
4	Audience 1,2,3	iOS	Keywords	Audience specific creative, general creative	$1	$300
5	Audience 1,2,3,	iOS	Interest categories	Audience specific creative, general creative	$1	$300

PRO TIP:
Continue to test new audiences, targeting types and creatives each week to improve performance. Ensure the targeting + creative is driving a high CTR (app click rate); in order to be consistently served, the campaign's CTR should be 0.5% or higher

**USE @USERNAME AND INTEREST CATEGORY TARGETING
AS YOUR FIRST TARGETING OPTIONS HELP YOU REACH A
RELEVANT AUDIENCE**

On Twitter, users express their interests based on who they follow and

which Tweets they send or engage with. Two of our most effective

targeting types are based on those key signals of interest and intent:

- Use @username targeting to reach users similar to the followers of the Twitter
  accounts you identify
- Use interest category targeting based on the topics in which they express interest
  on Twitter

The combination of @username targeting and interest category targeting

will maximize your ability to reach a relevant and sizable audience.

PRO TIP:
When selecting your first @usernames to target, look for users relevant to your desired audience who have
large follower counts. Using a relevant, well chosen @username with a large follower count will increase your
chance of reaching interested users at scale.

**MOBILE APP
PROMOTION**

4

Add interests   Remove interest targeting

Interest categories increase potential reach. We will target users interest
addition to any @usernames you enter above.

Search for interest categories   or

Target users interested in…

✕ **Hobbies and interests**   ✕ Shopping

+ Add tailored audiences

**+ Add TV targeting**

+ Add behaviors

Customize where Promoted Tweets appear.

☑ **Users' timelines**

DESIGN MULTIPLE RELEVANT AD CREATIVES AT THE OUTSET SO YOU CAN HONE IN ON ONES THAT PERFORM

The Image App Card is ad creative that is purpose-built to promote your app. It is a compact mobile ad unit with an image, app rating, and call-to-action—all which render in a Promoted Tweet. Creating 5 or more Image App Cards with attractive images tailored to your target audience will help your drive taps, installs, and opens from interested users and enable you then to focus budget on the best of the set. Relevant ads are served more because they have higher app click rates from impression to click, as well as higher conversion rates to the app install.
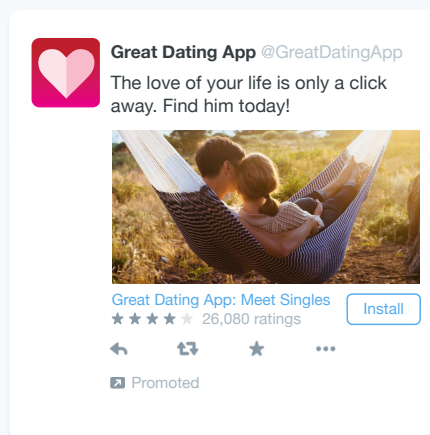
PRO TIP:
Within the App Card, be sure to enter your deeplink scheme. Deeplink schemes, in the format of "myappname://" (e.g twitter://) enable users who already have your app to directly open your app from Twitter. For app install campaigns, it also enables Twitter to dynamically show an "open" button to users who already have your app, so you don't waste impressions on users who already have it.

USE TAILORED AUDIENCES TO IMPROVE
COST-EFFICIENCY FOR YOU USER ACQUISITION EFFORTS

Tailored audiences give you the ability to bring your historical list of users —IDFAs and/or Android advertising IDs—so that you can use them to drive more efficient user acquisition. You can upload that list directly and securely via ads.twitter.com and to build a tailored audience based on the IDs which match those of Twitter users. There are two ways to drive efficiency gains with this audience:

(1) Exclude the audience from acquisition campaigns targeted with @username, interest category, keyword, or other targeting options so that you only reach users who don't have your app, and

(2) Build lookalike-only campaigns based on previous app installs, so your messages reaches users similar to your installed base.

PRO TIP:
You can upload lists of IDs for any type of audience, not just app installs. Let's assume you have a commerce app. You can collect IDs of users who have visited a specific product page but did not purchase, and then retarget those users on Twitter to come back and buy.

Acquisition campaign
with app installs excluded

@USERNAME
TARGETING

**APP INSTALLS
(EXCLUDED)**

Measuring & Optimizing Performance with Conversion Tracking

MEASURE THE MOBILE
EVENTS ASSOCIATED WITH YOUR GOAL(S)

Track installs and downstream events that matter to you the most (i.e. purchase, sign up, level up).

GET MORE GRANULAR REPORTING

Advertisers with conversion tracking can see app installs and other mobile conversions on the campaign and targeting level.

BUILD AUDIENCES FOR TARGETING

Implementing mobile events enables you to leverage tailored audiences from mobile apps to build targetable audiences based on those events. Exclude your current app users or remarket to your most loyal customers.

BID ON THE INSTALL

Optimized action bidding, an advanced bidding and optimization option for advertisers with conversion tracking, enables you to bid by the install, rather than the app click, to get installs more cost-efficiently. Optimized action bidding optimizes on installs rather than app clicks.

PRO TIP:
Try both bidding options. Optimize for app clicks for campaigns that are narrowly targeted, such as your core audience targeted with very specific @usernames or keywords, and optimize by installs for campaigns that are broadly targeted, such as the use of only geo-targeting or a broad array of interest categories. Find more details and bid guidance on optimized action bidding on page 17.

MOBILE APP
PROMOTION

Get granular conversion reporting
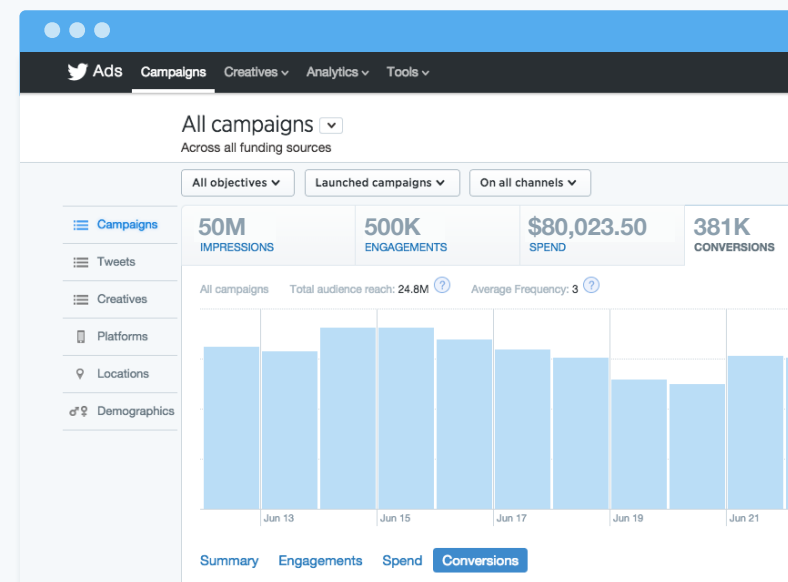
Bid on the install

INTEGRATE YOUR TRACKING PARTNER WITH TWITTER

Within the Twitter Ads UI, go to the conversion tracking tab and select your tracking partner under "mobile app events" tab.

AUTHENTICATE YOUR TRACKING PARTNER WITH TWITTER

After being directed to your tracking partner's website, you will be prompted to OAuth. Select the conversion events you want to send to Twitter.

VERIFY YOUR TRACKING

Tracking status should change from " unverified" to "verified" as conversions start coming into Twitter Ads.

IMPLEMENT MOBILE EVENTS FOR EACH STEP OF YOUR FUNNEL

We recommend tracking events following the install as the user moves towards the conversion you care most about.

SET UP MOBILE EVENTS YOU MAY WANT TO BUILD TARGETABLE AUDIENCES ON

Once you set up a mobile event for an action in your app, you can automatically build retargetable audiences through tailored audiences from mobile apps.

ESTABLISH ATTRIBUTION WINDOWS

We recommend 30 days post click, 1 day post view so that you can get a complete understanding of the app installs and engagement driven by users' interactions with your ads.

SEND TRANSACTION VALUES

In your mobile app events, send transaction values like sale amount or order quantity, so that you can later see and optimize toward which campaigns are driving the most revenue.

PRO TIP:
If you don't have a mobile measurement partner, consider working with one of our **3rd party partners** or **Fabric, Twitter's free SDK**

## GAIN A FULL VIEW OF HOW ADS DRIVE APP INSTALLS AND ENGAGEMENTS

You can use your attribution settings to leverage how different types of user interactions on Twitter play a part in driving conversions.

Post-engagement attribution

Using post-engagement attribution, you can understand how users' engagements with your ads contribute to app installs. It's possible that users may install your app but not immediately open it. Since the install is only recorded upon first app open, you should select a post-engagement window which leaves enough time to capture the installs resulting from the ad engagement. We recommend a 30 day post-engagement window.

Post-view attribution

Users come to Twitter to discover what's new. They may view the ad for your app and wish to install, but not go immediately to the App Store. Later when they are not on Twitter, they could install. Using post-view attribution, advertisers can capture the impact that Promoted Tweet impressions have on driving informed, high-intent app installs. For this reason, we recommend a minimum of 1 day post-view attribution.

MOBILE APP PROMOTION
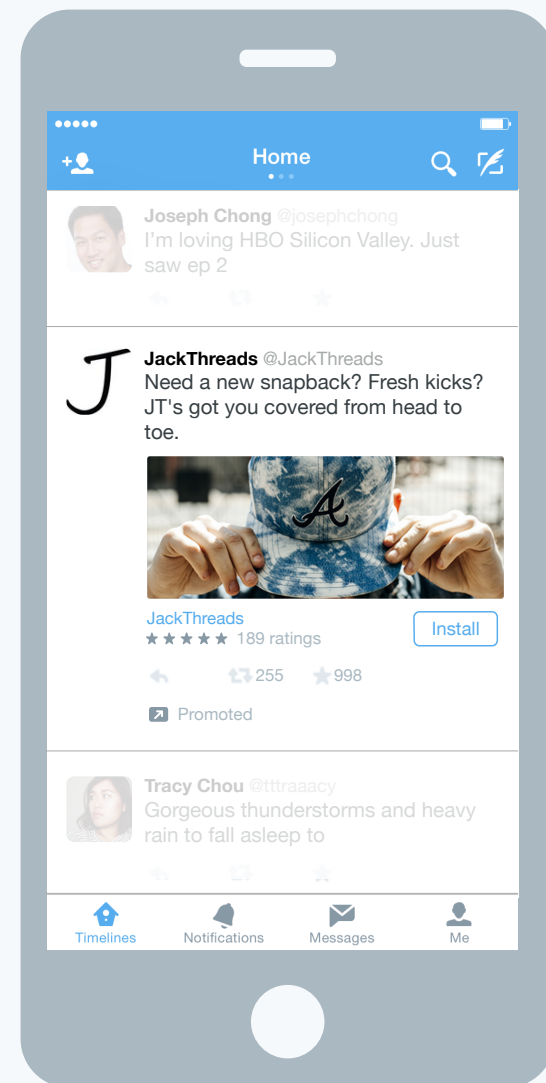
FACTS AND TIPS WHEN CHOOSING TO BID ON THE INSTALL

Using conversion tracking give you access to optimized action bidding, which enables you to bid on the app install.

Bid higher when you choose to optimize for app installs

When you optimize for installs, the Twitter Ads platform allows you to bid on the install and uses prediction to increase the proportion of auctions you enter for especially high-value users with high likelihood to install. The auction competition to show app install ads to these users is higher, so you'll need to ensure you have a bid 1.3x - 3x your historical effective cost-per install.

Monitor your conversion rate and ROI closely

When you choose to optimize for app installs, your cost per app click may rise. The metrics of highest importance, though, are your conversion rate, your cost per install and your ROI. Watch these metrics closely; they are likely to improve due to your optimization choice.

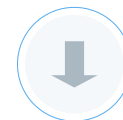### Optimized action bidding allows you to bid in the install

Expected results and recommended actions after choosing to optimize for app installs

1 After Choosing

| Installs | Cost per install | Conversion Rate |

Bid 1.3-3x effective cost-per-install

2 Days Following

Return on Investment
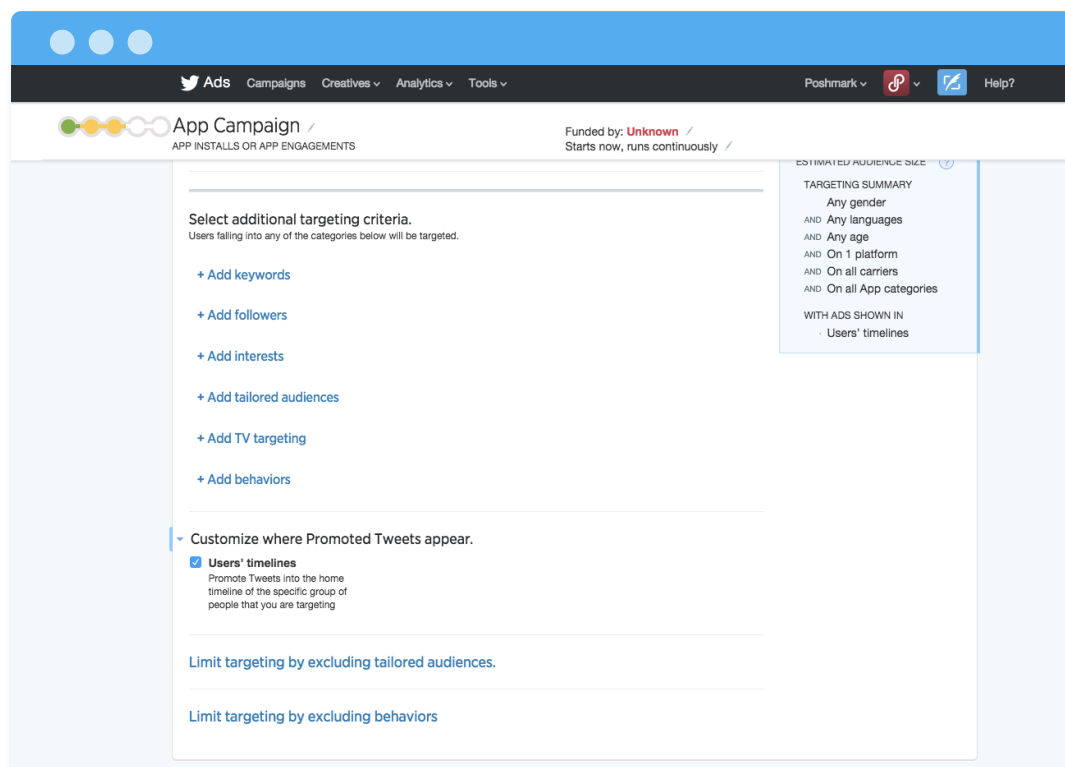
Targeting Users Effectively

USE A VARIETY OF POWERFUL TARGETING TYPES IN YOUR CAMPAIGNS

When setting up your campaigns, it's useful to focus first on defining the right targeting. Below are some fundamental targeting types that work well.

@USERNAME TARGETING

Target lookalikes of users who follow @usernames you specify. A great way to ensure relevance and drive scale.
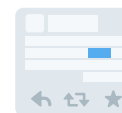
INTEREST CATEGORY TARGETING

Target users based on the topics they connect and engage with on Twitter. A compelling way to reach users excited to engage on topics pertinent to your products or services.
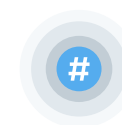
KEYWORD TARGETING

Target users who recently Tweeted or engaged with your chosen keywords. Particularly effective for high-volume hashtags (e.g. #Dreamforce or #edtech).

TAILORED AUDIENCES LOOKALIKES

Target users who are like the ones you've acquired in the past. A useful way to find high-value users with your own data.

IDEAS ON REACHING PEOPLE INTERESTED IN USING YOUR APP

@username targeting helps you bring your messages to large, relevant audiences. Some examples for getting started with @usernames:

- @usernames of your competitors
- @usernames of other companies marketing in the same category as you
- @usernames of popular media outlets or personalities

Keyword targeting allows you to reach users who recently Tweeted or engaged with your keywords. You could try:

- Keywords most top-of-mind to your audience. e.g. a dating app would use "first date," "romance," "single"
- Keywords of popular hashtags. e.g. dating-related hashtags would be #summerlove or #onlinedating

Interest category targeting aligns your ad to the topics your audiences care about. Some ideas for identifying the right interest categories:

- Interest categories related to your app's use case. e.g. If you're targeting singles, try "music festivals and concerts" or "dining out"

Tailored audiences lookalike-only targeting helps you find users similar to those you've already acquired. Select tailored audiences and opt for audience expansion. Then, exclude your existing app installs.

PRO TIP:
You may have done search marketing, and if so, you'll see familiar features in Twitter's keyword targeting, such as broad match, phrase match, and keyword suggestions. You should try some keywords from search marketing, but remember that users don't always Tweet the way they search.

MOBILE APP PROMOTION

USE A VARIETY OF POWERFUL TARGETING TYPES IN YOUR CAMPAIGNS

Layer on these targeting options to further narrow your audience within a campaign on the following dimensions:

DEVICE / OS / PLATFORM TARGETING

Target users based on what device, operating system version, connection type, or carrier they are on.

GEO TARGETING

Target users based on their location.

AGE AND GENDER TARGETING

Target users based on their demographics, such as age range and gender.

LANGUAGE TARGETING

Reach users based on the languages they use on Twitter.

PRO TIP:
One of the most common layers to apply is device targeting, since user acquisition costs on iOS versus Android can be different.

Designing Creatives that Drive App Users to Action

COMPLIMENT YOUR TARGETING VARIABLES WITH RELEVANT AD CREATIVES

In your campaigns, it's critical pair the targeting variables you've created with ad creatives that will carry your message effectively to your audience.

Mobile app promotion creatives have two parts: The Tweet copy and the App Card—they work together to influence your audience to install or engage with your app.

Tweet Copy

Poshmark @Poshmarkapp

Find Lululemon Athletica up to 75% off. Install the free app now!

Poshmark: Buy & Sell Fashion
★ ★ ★ ★ ☆ 132 ratings
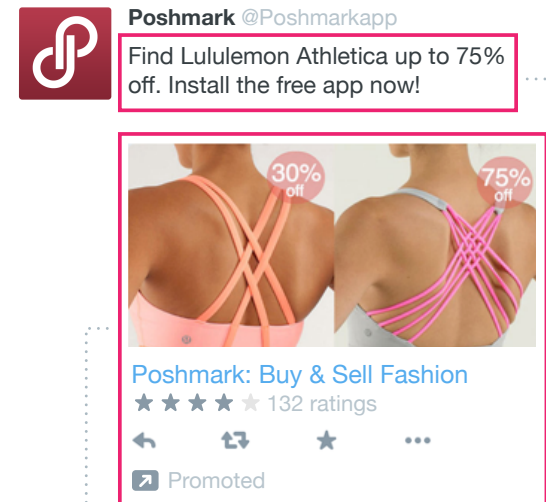
Promoted

App Card

PROMOTING HIGH-PERFORMING TWEETS

Tweet Copy Recommendations: How do you grab a user's attention in 140 characters?

Explain what your app does

Describing what the user will get from your app sets the user's expectations and draws them in. e.g "Build quickly to save the Empire!," "Start saving on your favorite brands!"

Convey a sense of urgency

Encouraging the user to act with a sense of urgency can incite them to action. e.g. "Install today!", "Get the app now!"

Call out the place when using geo targeting

Use city specific terms like "bean town", "windy city" when targeting specific cities/areas.

Experiment with capitalization and punctuation

Trying ALL CAPS or sprinkling in punctuation for emphasis can lead to greater engagement. e.g. GameXYZ has NEW powerups!

Yplan @Yplan

Cocktails + A Zombie Movie? Do Halloween The Right Way - Grab Tickets on YPlan NOW!

YPlan — NYC, SF, London
★ ★ ★ ★ ☆ 3,775 ratings

↗ Promoted

Yplan's Tweet copy utilizes a timely reference to the US Halloween holiday and conveys a sense of urgency using capitalization and punctuation, with the term " Grab Tickets on YPlan NOW!"

PROMOTING HIGH-PERFORMING TWEETS

Image App Card best practices: How do you inspire users to take action with compelling images in your App Card?

Showcase screens of your actual app

Displaying screen shots from your app can excite the user about your app's capabilities.

Include text in the image to reinforce your message

Putting text such as "Free","Optimized for iPhone 6", or your brand name in the image itself can emphasize a key selling point.

Align specific imagery with specific targeting

Specific pairing of imagery and targeting, such as targeting a sports team @username and showing a team member in the image, makes the creative resonate with the audience.

Utilize color contrast to catch the user's eye

Color schemes make a difference. Use enough contrast in your image to make it pop. Be sure to avoid white backgrounds because they can wash out into the white Tweet background.

Real Racing @realracing
Take the wheel of over 80 intensely detailed vehicles in Real Racing 3. Race now!

Real Racing 3
★ ★ ★ ★ ☆ 3,654 ratings

↩ ⇌ ★ •••

↗ Promoted
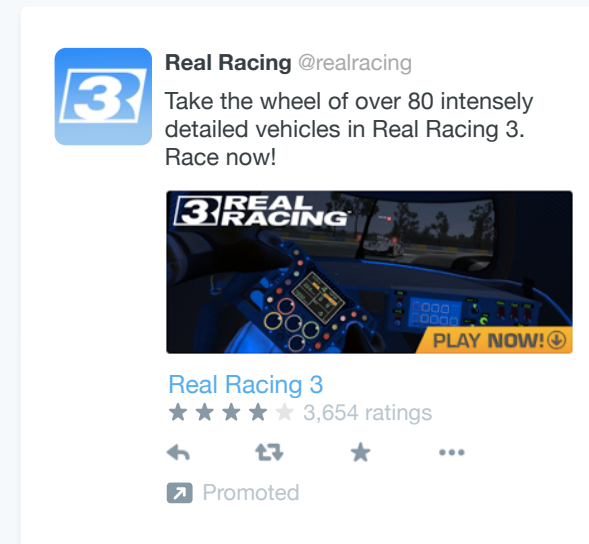
Real Racing has used an image of game play, as well branding of this popular game franchise to catch the user's attention

MOBILE APP
PROMOTION

A Four Week Plan for Testing, Optimizing, and Scaling Campaigns

SET YOUR CAMPAIGNS UP, AND OPTIMIZE THEM ACTIVELY SO THAT YOU CAN COST-EFFECTIVELY SCALE WITHIN FOUR WEEKS

Design your initial campaign flight with an understanding that you want to first test several different targeting-creative-bid combinations to see what works and what doesn't work. Then, spend time optimizing those initial campaigns towards your KPIs. In four weeks or so, you'll be able to both spend more on the campaigns that drive results and also find new audiences to increase scale while meeting your KPIs.

1 INITIAL TESTING (Week 1)

2 OPTIMIZING (Week 2 and 3)

3 OPTIMIZING & SCALING (Week 4 and beyond)
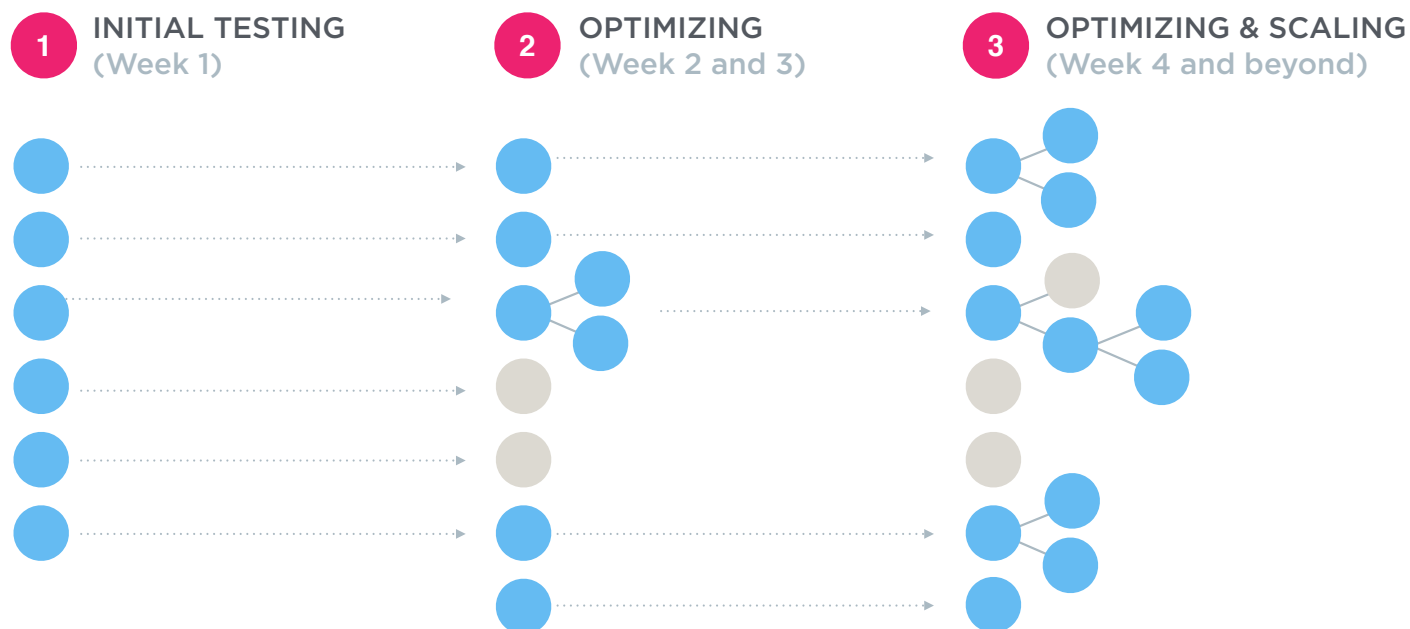
MOBILE APP PROMOTION

EFFECTIVE TESTING, OPTIMIZING, AND SCALING LEADS TO SUSTAINABLE APP USER GROWTH

The most successful advertisers using mobile app promotion are able to utilize this four week plan of testing, optimizing, and scaling so that they can steadily grow their app users while hitting their business goals. You can follow this model to drive sustainable growth over time.

1 INITIAL TESTING
2 OPTIMIZING
3 OPTIMIZING & SCALING

App installs

(Week 1)
(Week 2 and 3)
(Week 4 and beyond)
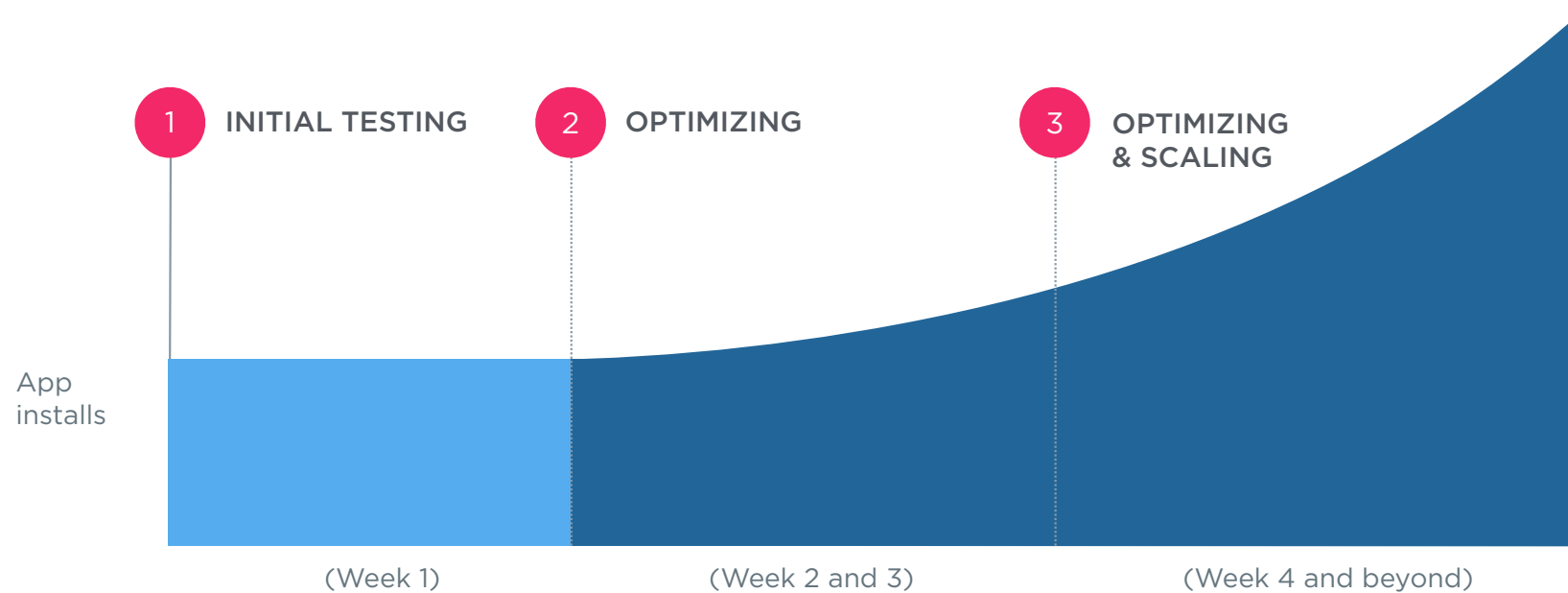
Starting with Relevant Targeting-Creative-Bid Combinations

START BY TARGETING YOUR CORE AUDIENCE SEGMENTS AND EXPAND TO RELATED SECONDARY AUDIENCES

Start by selecting targeting variables for the core audience you are trying to reach. In addition, as you start and continue to scale your campaigns, layer on secondary audiences. Secondary audiences are those that use the same fundamental targeting types, but expand the targeting variables to areas outside the initial core. For example, if your core audience was singles interested in dating, your secondary audiences may be users following @usernames related to food, entertainment, and music—for which your app would still resonate.

Core Audience

@username: @tinder, @match
Interest Category: Dating
Behavior: Single
Keyword: Date, Dating, First Date

+

Secondary Audiences

@username: @SFweekly, @Seatgeek, @Songkick, @AMCtheaters, @MichelinGuideSF
Interest Category: Food and drink, Movies & TV, Music & Radio
Behavior: Foodies, Young and hip, Women's Fashion, Early Adopters
Keyword: Eating out, Concert, Gig,Date night, Date bars, Best first dates
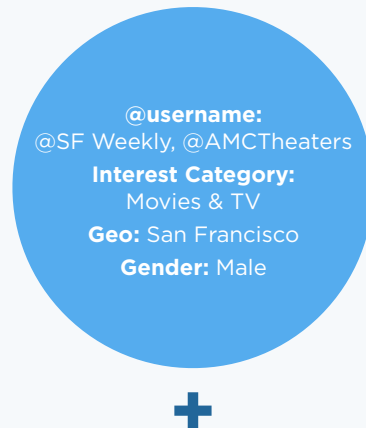
Scale

MOBILE APP PROMOTION
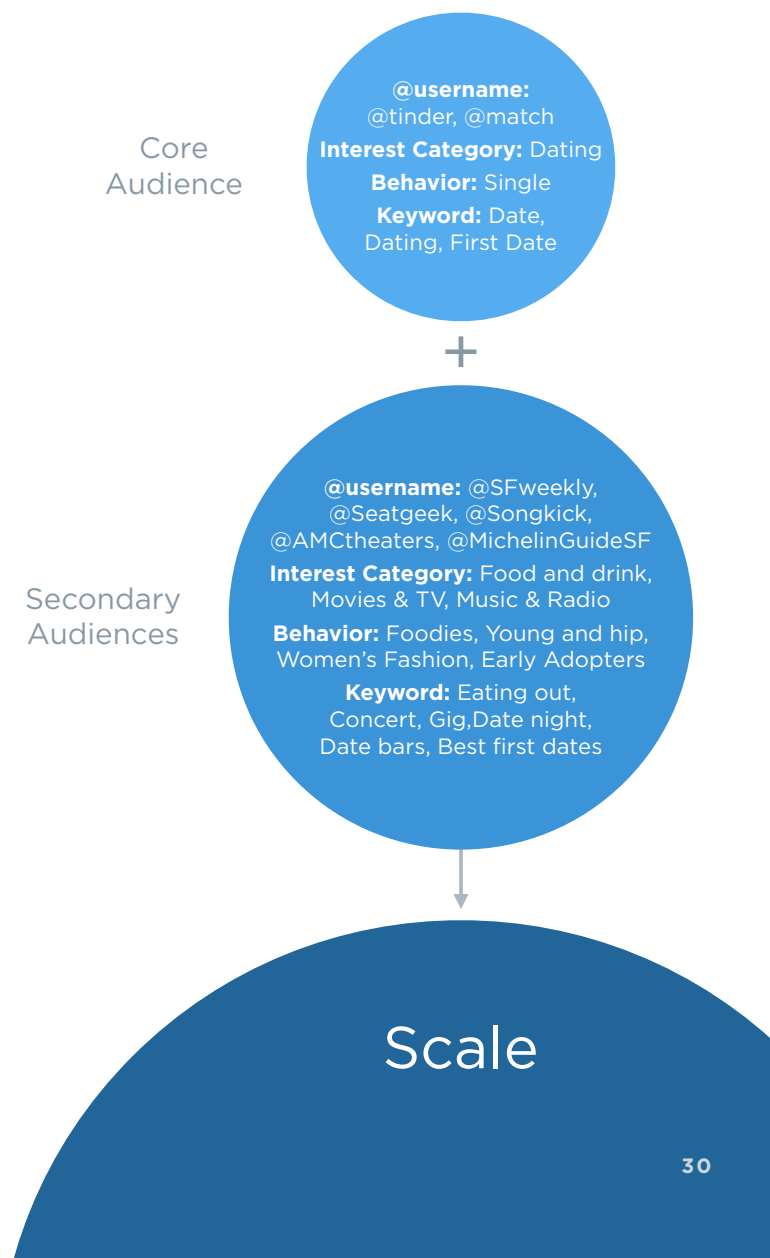
DEFINE TARGETING VARIABLES AND THEN PAIR THEM WITH COMPLIMENTARY AD CREATIVES

Once you've defined you targeting variables, you'll want to pair them with creatives that complement them. To the right, you'll find an example of a targeting-creative combination for a hypothetical dating app. This app's marketer used @username and interest category targeting related to dating. Within a campaign, they would then be able to pair those targeting variables with an ad creative that speaks to the "singles" audience. Trying different, well-paired targeting-creative combinations across different targeting types—housed in several distinct campaigns—is an effective way to be able to evaluate those different combinations for efficacy.

Twitter Targeting

@username:
@SF Weekly, @AMCTheaters
Interest Category:
Movies & TV
Geo: San Francisco
Gender: Male

+

Great Dating App @GreatDatingApp
Up for dinner and a movie in San Francisco? Find SF singles now!

Great Dating App: Meet Singles
★ ★ ★ ★ ★ 26,080 ratings   Install

⤴ Promoted

Twitter Ad Creative

MOBILE APP
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USING A NUMBER OF DIFFERENT TARGETING-CREATIVE COMBINATIONS IN YOUR CAMPAIGN PLAN

At the outset of your campaign, utilize Twitter's powerful targeting capabilities to reach those desired audiences. For each, try different targeting types (@username, keyword, etc), and also try different combinations within each targeting type. Then, for each audience, pair them with creatives that match the audience. It's also OK to try general creatives. Finally, add initial bids to each campaign to begin the testing.

CAMPAIGN	DESIRED AUDIENCE	DEVICE	MAIN TARGETING OPTION	CREATIVE	BID	BUDGET
1	Audience 1	iOS	@usernames	Audience 1 specific creative, general creative	$1	$300
2	Audience 2	iOS	@usernames	Audience 2 specific creative, general creative	$1	$300
3	Audience 3	iOS	Interest category	Audience 3 specific creative, general creative	$1	$300
4	Audience 4	iOS	Interest category	Audience 4 specific creative, general creative	$1	$300
5	Audience 5	iOS	Tailored audiences	Audience 5 specific creative, general creative	$1	$300
6	Audience 6	iOS	Keywords	Audience 1 specific creative, general creative	$1	$300
						$1800

PRO TIP:
A good rule of thumb on initial bids is to try bids in a range from 0.80 - $1.20 per app click

USE A BASIC FORMULA OR RULE OF THUMB TO PLACE YOUR STARTING BIDS

After you've laid out your targeting-creative combinations, it's time to add bids to your campaigns. A good rule of thumb for placing initial app click bids is to start in the $0.80 - $1.20 range. In addition, you may have data from other platform about your conversion rate (installs/clicks); you could use an educated assumption about conversion rate and your CPI target to determine your initial bid.

DEFINITION

Cost-per-app click (CPAC):

Cost for a click that leads
to the App Store or Google Play

BASIC FORMULA

Max CPAC Bid = Cost-per-install x Conversion rate

Example Initial Bid:

Cost-per-install = $8
Conversion rate = 15%
Max CPAC Bid = $8 x 15% = $1.20

PRO TIP:
It's a good idea to check bids every couple of days, especially early in the campaign, so you can raise and lower them based on campaign performance

Optimize

CHECK YOUR CAMPAIGNS TO SEE WHICH ARE DRIVING COSTS IN LINE WITH YOUR KPIS

Some of your initial test campaigns will have performed well, and others may have underperformed. At this time, you should take some initial optimization steps so that you can stop campaigns that aren't meeting your cost goals, and place more emphasis on those that are.

CAMPAIGN	DESIRED AUDIENCE	DEVICE	MAIN TARGETING OPTION	CREATIVE	BID	BUDGET
1	Audience 1	iOS	@usernames	Audience 1 specific creative, general creative	$1	$100
2	Audience 2	iOS	@usernames	Audience 2 specific creative, general creative	$1	$100
Did not meet cost goals						
4	Audience 4	iOS	Interest category	Audience 4 specific creative, general creative	$1	$100
Did not meet cost goals						
6	Audience 6	iOS	Keywords	Audience 1 specific creative, general creative	$1	$100
						$600

BASED ON WHETHER CAMPAIGNS MET YOUR COST GOALS, ADJUST CAMPAIGNS

The fundamental optimizations to make in week 1 will help you take necessary first steps to driving installs toward your KPIs. Increase bids incrementally (~20%) for well performing campaigns, and decrease bids incrementally for poorly performing campaigns. If there are specific targeting variables—@usernames, keywords, or other types—or targeting-creative combinations that are multiples off, simply remove them and try new ones so you can increase the mix of them that meet your ROI goals.

Adjust bids
up or down

Add or remove
targeting-creative
combos

Remove
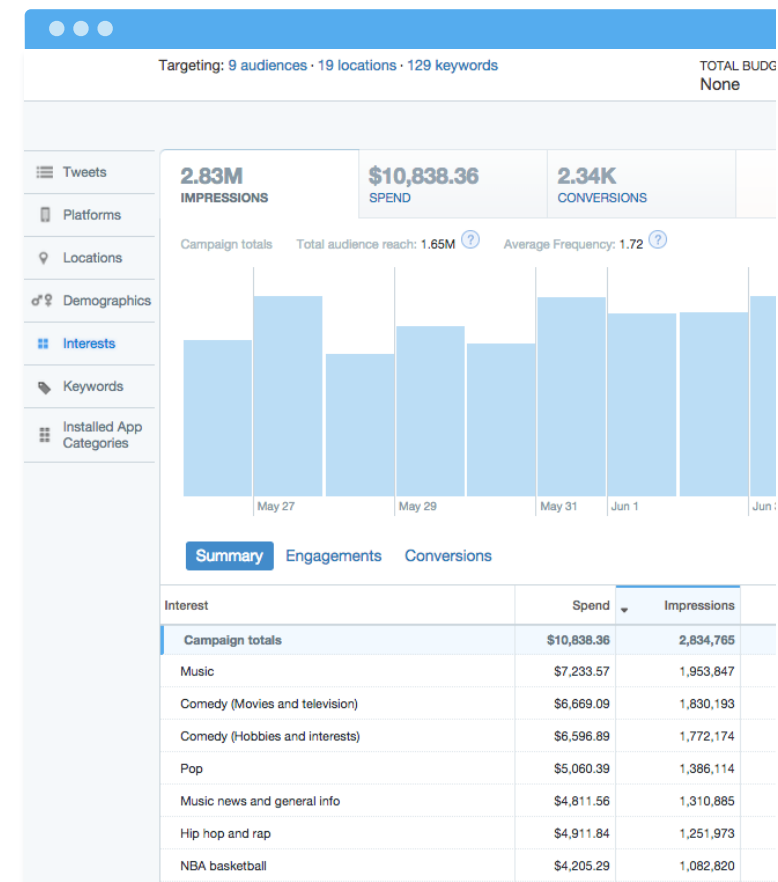underperforming
@usernames and
keywords

FIND NEW AUDIENCES BASED ON ANALYTICS FROM EXISTING CAMPAIGNS

During initial optimization, you may want to add additional targeting variables. Use the segmentation analytics from existing campaigns to identify new audiences. Segmentation analytics breaks out key analytics— spend, impressions, app clicks, app click rate, cost per app click, and conversions— of those campaigns as follows:

- **Platforms:** See whether iOS or Android performed better
- **Locations and language:** Understand which countries or geos, as well as speakers of which language, drove the most engagement
- **Demographics:** Find which gender, language, or age drove the most conversions
- **Interest categories, @usernames, or keywords:** Analyze which interest categories, @usernames, or keywords resulted in the most installs, which may give you ideas on which to target next
- **Installed app categories:** Discover which installed app categories resonated most with the campaign's audience

Once you've found audiences were most engaged or inclined to install your app, you can explicitly target them in new campaigns so you can increase campaign freshness and incremental scale.

Optimizing and Scaling

BE MORE AGGRESSIVE WITH YOUR OPTIMIZATION AND ADD AUDIENCES

Now that you are a few weeks into your campaign, it's time to be more aggressive about optimization and scaling. Optimization steps are similar to week 1 steps. However, you should double down on performingcampaigns by increasing bids more aggressively (>20%), and raise campaign and daily budgets on them. As you add more targeting segments, focus on expanding to secondary audiences—those adjacent or related to your core audience segments, and layer on new target segments with tailored audiences.

Adjust bids up or down
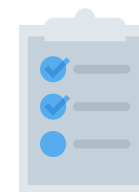
Add or remove targeting-creative combos

Remove underperforming @usernames and keywords

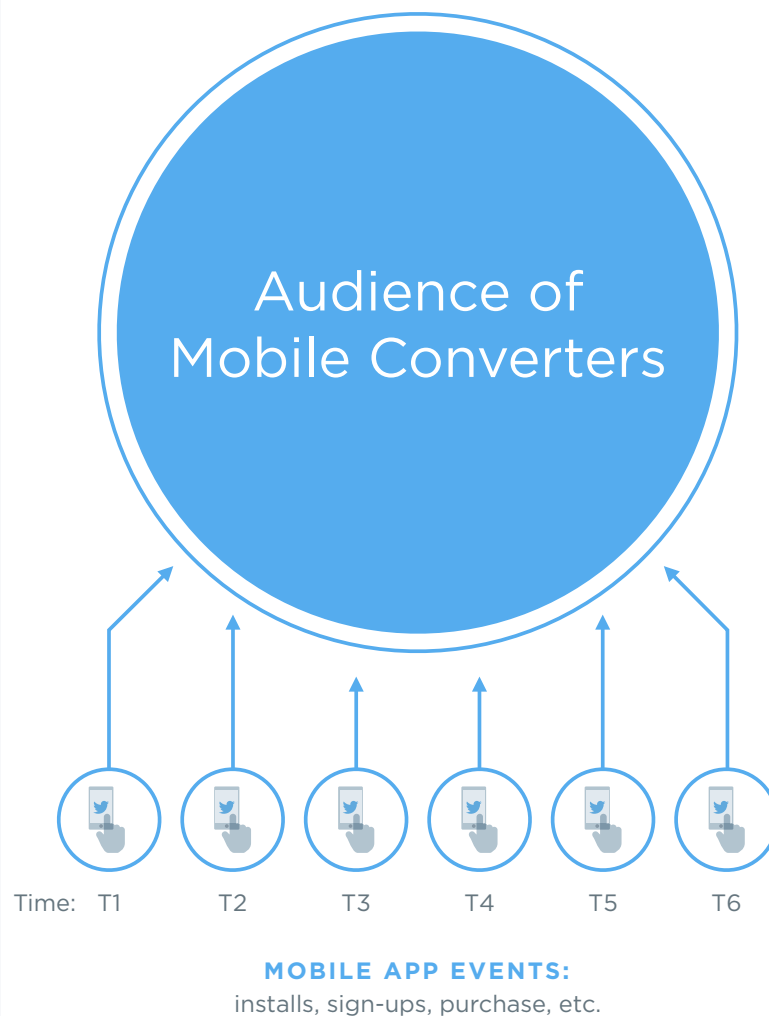Build new campaigns with tailored audiences from mobile apps

USE AUDIENCES CREATED FROM YOUR OWN MOBILE APP EVENTS TO TARGET VALUABLE USERS LIKE THE ONES YOU'VE ALREADY ACQUIRED

Tailored audiences from mobile apps, which are automatically created from the mobile app events you instrumented during your setup of conversion tracking for mobile apps, may be ready to use a few weeks after you started your campaigns. Use these audiences, with reach expansion turned on, to target new users like those in your tailored audiences.

DYNAMICALLY POPULATING TAILORED AUDIENCES

Audience of Mobile Converters

Time: T1   T2   T3   T4   T5   T6

MOBILE APP EVENTS:
installs, sign-ups, purchase, etc.

Success Stories

MOBILE APP
PROMOTION

THESE ADVERTISERS HAVE USED MOBILE APP PROMOTION TO MEET THEIR KPIS, WITH EFFECTIVE COMBINATIONS OF TARGETING AND CREATIVE

Advertisers all around the world, in many industry verticals, have run successful mobile app promotion campaigns using the strategies and tactics outlined in this playbook. See below for some examples, along with the targeting, and creative options that drove positive results. Click on the app icon or button to go to the detailed success story.

POSHMARK

Description
Marketplace app to buy and sell clothing

Results
35% increase in install volume at 20% lower cost

Targeting
Interest categories, keywords, tailored audiences

Creative
Inclusion of promotions and brand-specific, attractive images

TOPELEVEN

Description
Sports management gaming app

Results
24% increase in revenue per user

Targeting
Tailored audiences lookalike-only targeting

Creative
Game play with sports-themed background

GETTAXI

Description
Taxi hailing app

Results
34% higher registration than average

Targeting
Keyword targeting around real-time events

Creative
Event-focused creative to capture specific real-time moments

LOVOO

Description
Dating app

Results
96% increase in install volume at 50% decrease in cost-per-install

Targeting
@username targeting and keyword targeting

Creative
Colorful, contrasting imagery with focus on live events