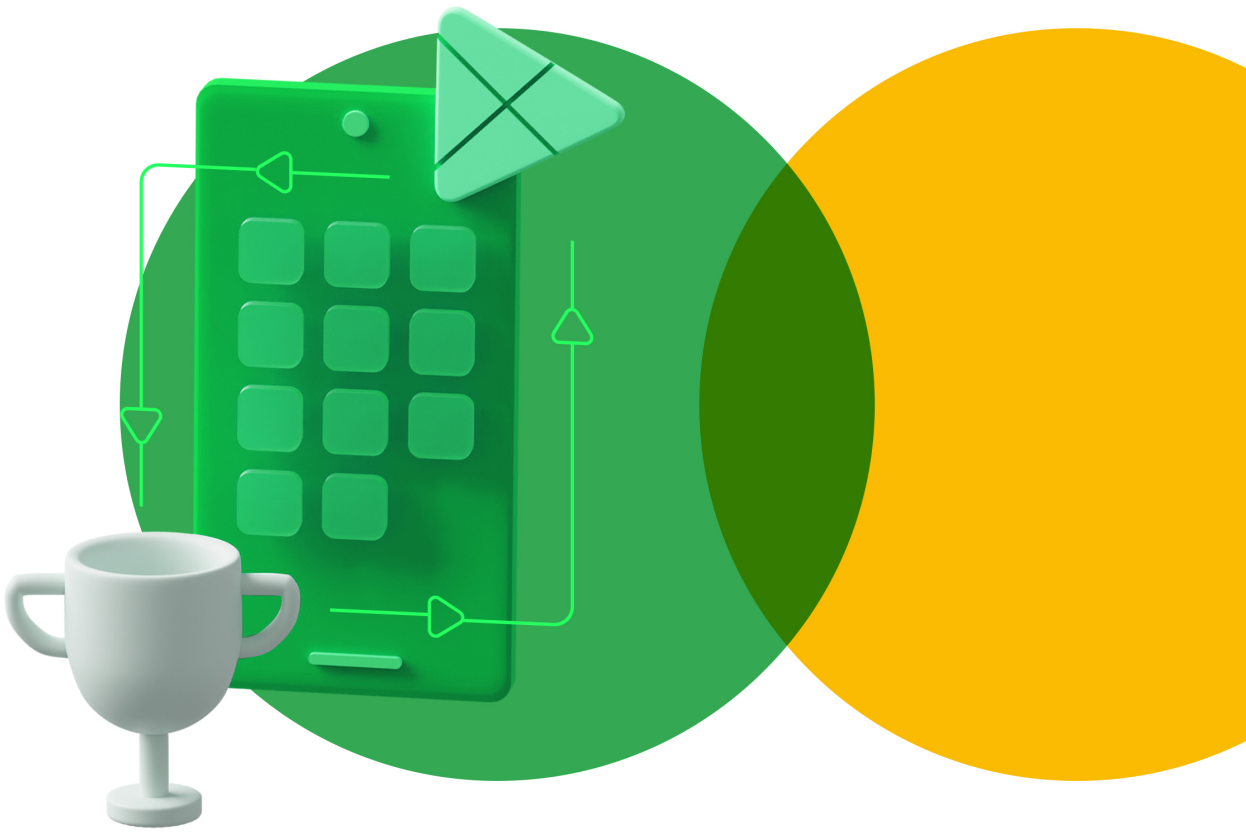
Grow My App
with Google



App campaign for installs checklist

- Getting started
- Campaign creative
- Measuring success
- Campaign optimization

Getting started

1 Campaign goal

Clearly establish what you want your campaign to optimize. Are you driving installs? Do you want to optimize for users who take specific in-app actions? Define and track events that signify these actions.

2 Events

Before you can launch a campaign, you have to track the events you want users to take, such as install conversions or in-app actions. If you add more events, you can better track your users' actions.
Only optimise your campaign for one event.

3 Campaign count

Avoid creating too many campaigns, as they may compete with each other, potentially eroding performance.

4 Bids

Be realistic about what you expect to be able to achieve when it comes to bids (cost of acquisition). Research benchmarks in your industry and start from there.

Keep iterating on what you can invest and achieve in the market.

5 Budget

Ensure you have enough budget allocated to allow your campaign to spend and grow. Ensure your budget is at least 50x target cost-per-install (tCPI), and 10x target cost-per-action (tCPA). The learning period is challenging, so in the beginning, make sure to increase the bid to be higher than your base in order for the campaign to learn. Once the learning and assessment phases are over (after 7-14 days), gradually adjust the budget to your preference. Do not change your budget by more than 20% up or down.

6 Restriction

The power of machine learning works by giving it the space to learn, so do not narrow your campaign by specific geo-targeting. Also, avoid having two campaigns compete for the same audience.

7 Ad groups

Aim to have one evergreen ad group that is always on. When you're ready, add additional, more targeted ad groups, such as based on product categories or audiences.

8 Localisation

Speak the language of your audience. Spend some time trying to find out what certain countries and cultures value and adjust the language for each audience

Campaign creative

1 Text assets

Use ten independent lines of text. The lines should stand alone, as they may be combined with each other. Furthermore, ensure proper punctuation. You have 5 headlines (<30 characters) and 5 descriptions (<90 characters) at your disposal. These are your prime real estate, so try to use all the text assets available.

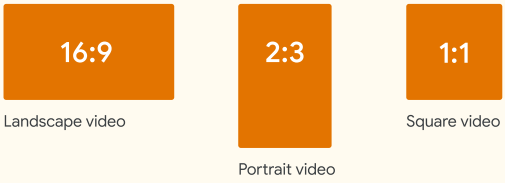
2 Videos

Having a variety of video assets is critical to the success of a campaign. Make sure to have a variety of video durations and orientations (landscape, square and portrait).

Note that portrait videos have a 60% higher conversion rate than landscape

Ensure your videos have a call-to-action, screenshots or videos of your app, and showcase key features

Recommended aspect ratios are:



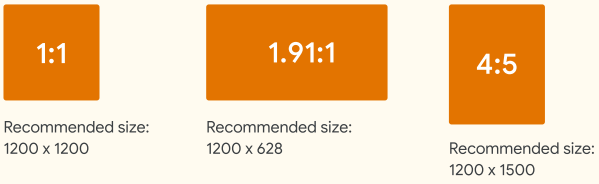
Partner with a third party if needed

3 Image Assets

Upload the common image sizes

Upload images as .jpg or .png with a maximum size of 5MB

Recommended aspect ratios are:



4 Asset report

The asset report has 5 different ratings (Waiting, Learning, Low, Good and Best). The ratings are relative to other assets in the campaign. Focus on adding more assets before removing any existing assets.

5 Store listing assets

Focus on having strong Play store listing visuals, such as your app icon and screenshots, because they will appear by default in your App campaigns.

Measuring Success

1 Campaign goal

What is the purpose you want to achieve with your campaign? Do you want to focus on getting as many people as possible to get an install, or do you want them to do an install and an action?

2 Right event

It is essential to select the right event you want the machine learning to optimize for. The machine learning algorithm is only trying to achieve what you tell it to do.

Upload as many events in your users' funnel to Google Ads, so you can follow the drop-off rates and directly find out where to focus your attention on.

3 Conversion counts

It takes time for people to do the action you want them to do, so make sure you capture all the action that is caused by your ad in the right time-frame. Check your conversion settings in Google Ads to allow for the right time period.

If you use a Mobile Measurement Partner, make sure you have the same conversion window as in Google Ads to avoid discrepancies.

4 iOS app best practices

If you have an iOS app, follow these best practices when it comes to tracking.

1

Review Apple's documentation and applicable laws and regulations with regard to the App Tracking Transparency framework

2

Integrate with SKAdNetwork, Apple's solution for install conversion measurement. The latest version of the Google Analytics for Firebase SDK provides automatic integration with SKAdNetwork.

3

Consolidate your iOS App campaigns for installs to run 8 or fewer campaigns. This will ensure optimal campaign performance while adhering to SKAdNetwork campaign limitations.

4

For more information, check: https://support.google.com/google-ads/answer/10384955?hl=en

Campaign optimization

Before you start your campaign, make sure you read the list below to prepare for the Optimization phase...

1 Patience

Give your campaign some time (10 days) to settle in. Remember, your app is also new for Google Ads, so allow the machine learning algorithm enough time to find the right users. Since Google Ads App campaigns has one of the broadest inventory of all Ads products, it takes some time to find the right people. But when it does, it has great power!

2 Conversion Lag

Account for conversion lag at the outset of your campaign. Sometimes servers need to talk to each other to make sure your ad is the reason for the user to convert, or the user wants to wait a day before snatching that deal or buying that ticket, so CPI(A)s may be inflated early on. Be aware that this may take up to 5 days (especially on iOS), so keep looking at the data over multiple days.

3 Fluctuations

Finding the right users takes time, and is a 'you win some', 'you lose some' game. So expect performance fluctuations in the beginning. As long as you only make small changes, the campaign should stabilize.

4 Actions

When creating App campaigns for installs that optimize for a specific action, make sure the action occurs at least 30x/day (preferably more). Ensure that in-app conversion tracking is properly set up. Check that only your first open or install event is marked as "Yes" under "Include in Conversions."

5 Realistic bids & budgets

When looking at what you want to achieve, be realistic. If you are not getting enough delivery or the campaign is not spending enough, consider increasing your bid.

Pre-launch checklist

- [ ] Are you optimizing for the right event?
- [ ] Have you selected the right country?
- [ ] Is your cost per install or cost per action competitive?
- [ ] Is your budget 50x your cost per install or 10x your cost per action?
- [ ] Are you ready to let the machine do its work and not touch it for at least 10 days?

If you checked all the boxes, enable your campaign and you are ready to go. Make sure you keep an eye out for opportunities to improve - not just your campaign, but also your app itself and your store listing. Now, time to grow your app!

Ready to create your campaign?

Sign in to Google Ads and apply your learnings.

Let's go!