

Apple Search Campaign

Goal :- App Installs

Main Campaigns

1. Ecommerce
2. Creators
3. Enthusiasts

What information i need to run this campaign

1. Generic keywords
2. Broad Keywords
3. Competitor based
4. Competitor list

Requirements in Campaign

1. Keywords
2. Landing Page
3. Campaign
 - AdGroup
 - Text
 - Images
 - videos
4. Exclude negative keywords

Note :- I have Apple ads ID but i am unable to create a campaign there some issue in there i am not getting option of Create Campaign option in the Dashboard

Competitors FoxData

1. Potoroom
2. LightRoom
3. Picsart
4. Remini
5. Photolayer
6. Retake Ai

Competitors From ChatGpt

1. PicsArt :- 150M
2. Adobe LightRoom :- 100M
3. SnapSpeed:- 100M
4. Remini:- 100M
5. Potoroom:- 100M

6. Canva:- 100M
7. Pixlr:- 50M
8. AirBrush:- 100M
9. Facetune:- 100M
10. Fotor:- 50M

1. Ecommerce Campaign

This campaign targets businesses or users looking to create product photos with clean backgrounds or enhance images for listings (similar to PhotoRoom).

Keywords:

- Generic: "remove background," "photo editor for ecommerce," "product photo editing," "remove object from photo," "photo retouching"
- Broad: "photo app," "image enhancer," "photo edit app," "picture editing," "edit background"
- Competitors: Photoroom, Remini, Lightroom, Canva, PicsArt

Landing Page:

- Focus on showcasing how your app can **enhance product images** for online stores. Highlight easy background removal, clean product photography, and optimized listings.

Ad Groups:

- **Text:** Emphasize features like "Effortless Background Removal," "Perfect Product Photos," and "Enhance Listings with a Click."
- **Images:** Show before-and-after images of product photos, emphasizing the clean background removal.
- **Videos:** Create a short demo showcasing how fast and easy it is to remove backgrounds and optimize product photos.

Negative Keywords:

- Exclude terms like "free" (if the app is paid), "photo printing," "collage maker," and "photo album," as they are irrelevant for ecommerce users.

2. Creators Campaign

This campaign targets content creators, social media influencers, and those looking for creative ways to edit photos for posts.

Keywords:

- Generic: "photo editor for Instagram," "social media photo editing," "filters for photos," "creative photo editor," "edit selfies"
- Broad: "photo effects," "photo enhancer," "photo collage," "creative photo app"
- Competitors: Lightroom, PicsArt, Facetune, AirBrush

Landing Page:

- Highlight tools for **content creation**, including filters, photo effects, and background changes. Emphasize how PhotoCut helps creators stand out with professional edits.

Ad Groups:

- **Text:** "Create Stunning Social Media Content," "Edit Photos Like a Pro," "Boost Your Creative Edits."
- **Images:** Display enhanced social media post examples with filters, effects, and custom backgrounds.
- **Videos:** Show creators editing photos in real-time with background adjustments and creative enhancements.

Negative Keywords:

- Exclude terms like "business photo editor," "ecommerce tools," and "resume photo editing," as they are not relevant to creators focused on social media.
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3. Enthusiasts Campaign

This campaign targets photo enthusiasts and hobbyists who want professional-level tools for advanced photo editing.

Keywords:

- Generic: "advanced photo editing," "professional photo editor," "remove objects from photos," "portrait editor," "high-res photo editing"
- Broad: "photo editing app," "photo retouching," "best photo editor"
- Competitors: Lightroom, Snapseed, Fotor, Pixlr, Adobe Photoshop Express

Landing Page:

- Showcase the app's **professional-grade tools** for retouching, removing objects, and creating high-quality images. Include detailed features for enthusiasts.

Ad Groups:

- **Text:** "Professional Photo Editing Tools," "Advanced Photo Retouching," "Create Perfect Shots."
- **Images:** Show examples of photo transformations with detailed retouching, object removal, and high-quality edits.
- **Videos:** Create a tutorial showing advanced editing techniques like object removal and high-res enhancements.

Negative Keywords:

- Exclude terms like "basic photo editor," "quick selfie editor," or "simple filters," as these do not align with enthusiasts looking for more robust tools.

Competitor Keywords

Based on the apps you've mentioned (Potoroom, Lightroom, PicsArt, Remini, etc.), here are the competitor keywords that can be included in all campaigns:

- **Potoroom:** "Potoroom background removal," "Potoroom app," "Potoroom photo editor"
- **Lightroom:** "Adobe Lightroom alternative," "Lightroom app," "Lightroom editing features"
- **PicsArt:** "PicsArt editor," "PicsArt filters," "PicsArt photo editing"
- **Remini:** "Remini photo enhancer," "Remini app," "Remini image sharpener"
- **Facetune:** "Facetune editor," "Facetune portrait editing," "Facetune retouch app"
- **Canva:** "Canva photo editor," "Canva alternatives," "Canva app features"
- **Snapseed:** "Snapseed app," "Snapseed photo editor," "Snapseed alternative"
- **Fotor:** "Fotor photo editor," "Fotor app features," "Fotor alternative"
- **Pixlr:** "Pixlr photo editor," "Pixlr app," "Pixlr features"
- **AirBrush:** "AirBrush photo editor," "AirBrush retouch," "AirBrush app features"

1. Ecommerce Campaign:

For your ecommerce-focused campaign, you'll target businesses or users looking to enhance product photography.

Ad Creative Ideas:

- **Images:** Show product transformations—before and after background removal, highlighting a clean, professional look.
- **Videos:** Create a short demo of how quickly and easily users can remove backgrounds and edit product images for online stores.
- **Text:** Use compelling phrases like “Transform your product photos instantly!” or “Enhance your online store with professional edits.”

YouTube Tutorials:

- [How to create an ad campaign in Apple Ads](#)
- [Apple Search Ads tutorial](#)

2. Creators Campaign:

For content creators, the focus should be on creative tools that enhance images for social media.

Ad Creative Ideas:

- **Images:** Showcase creative filters, background edits, and social media-ready images (e.g., Instagram or TikTok).
- **Videos:** Feature a tutorial where a creator edits a photo, adds filters, and adjusts background elements for their post.
- **Text:** Include catchy lines like “Create stunning social media posts in seconds” or “Boost your creativity with custom backgrounds and effects.”

YouTube Tutorials:

- [Apple Search Ads 2024 full tutorial](#)
- [Tips for creating compelling app ad creatives](#)

3. Enthusiasts Campaign:

This campaign targets hobbyists or professionals looking for advanced editing tools.

Ad Creative Ideas:

- **Images:** Use high-quality photos showcasing advanced editing features like object removal or high-res enhancement.

- **Videos:** Show a more detailed walkthrough of the app's professional features, like retouching, object removal, or photo restoration.
- **Text:** Highlight features with copy like "Advanced editing tools for perfect results" or "Professional-grade edits at your fingertips."

YouTube Tutorials:

- [How to set up Apple Search Ads and create custom ads](#)
- [How to optimize ad creatives](#)