**Section 1**

Hi,

Let me shortly provide you with the necessary answers of your questions one-by-one.

1. What is the difference between Apple Search Ads Basic and Advanced?

The difference between Apple Search Ads (ASA) Basic and ASA Advanced can be quickly explained with a simple trade-off pair. “Effort put on ad campaigning” and “Possibility of increasing default ad campaign success rate”. If you choose ASA Basic you will put less effort and time on ad campaigning while in the case of ASA Advanced you will have a larger maneuver area on optimizing your ad campaign decisions so that you can increase the productivity of the ad campaign Apple Search Ads can give you as a default.

1. How to build an ASA campaign? How do you think the basic campaign structure should be?

In order to build an ASA campaign, you first have to decide if you want ASA basic or ASA advanced. Once you one which campaign type you will choose you have to set your campaign goal, that is, you have to choose countries and regions ad campaigns to be run. Furthermore, you should set your campaign budget, that is you should decide on your own monthly campaign budget and maximum amount you’re willing to pay for an install (cost per install).

In order to decide the basic campaign structure, you need to determine your targeting options. Targeting can be done on two levels that are ad group and appropriate keywords. Ad group means the target audience who sees your ad. Once you determine your target audience you should choose spesific search terms that when the terms are searched, ads of your app are shown to your target audience.

1. When should we use Broad Match, Exact Match, and Search Match?

If you know your audience and their frequently used search terms you can use “exact match” keywords in order to narrow your ad bid spread.

You can choose “broad match” when you don’t know frequently used search terms of your target audience and you don’t want to spend time and effort on finding those terms. “Broad match” will help you enlargen your target audience and will work the best in ad campaigns intended to discover new audience.

On the occasions that your app’s metadata is up-to-date and optimized you can go for “search match”. Choosing “search match” will make Apple to easily pull information about your app and produce the best and most relevant keywords.

1. Why should we negate a keyword in a campaign?

If you think available search terms are insufficient and you need more of those, you should know that negating a keyword in a campaign will nudge the algorithm towards finding new relevant search terms.

1. What is SKAdnetwork? How does it affect Apple Search Ads?

StoreKit Ad Network, or SKAdNetwork, is a privacy-centric API operated by Apple. It helps ad networks and advertisers measure their ad activity (such as impressions, clicks, and app installs) on an aggregated level.

SKAdnetwork affects Apple Search Ads in two ways that are optimisation and attribution.

Optimisation: Unlike other Self Attributing Networks (SANs), which use behavioural targeting, ASA performance is unlikely to be as negatively impacted by iOS14. It’s important to now position yourself on top keywords, even the competitive ones. They may be expensive now, but they might get more competitive as advertisers try to get more out of ASA. The more history you have will serve you well and experimenting now will likely pay back when the App Tracking Transparency (ATT) framework and SKAdnetwork (SKAN) become normal. However, as an intent-based search channel if campaigns are maxed out there’s not much you can do without an increase in search volumes for your brand or category.

Attribution: When comparing reported data on the ASA interface with that in your MMP (e.g. Adjust, Appsflyer), what we see is that ASA can over report numbers by up to 30% compared to an MMP. This is because the ASA interface doesn’t deduplicate numbers and MMPs are fulfilling that attribution function today. However, MMPs need IDFAs to do that attribution, so we aren’t sure how that will work in this new world. You could be left relying on ASA reported numbers and have to use media mix modelling to account for over estimations. We’ll update as any new solutions are released to overcome this.

Those were the brief answers to the questions, I am happy to answers all the questions you have. If you would like to ask some other questions please feel free to answer them.

Deniz.

**Section 2**

Hi,

I see that your health & fitness app is currently on 5 different IOS stores and according to your preference, there are 3 types campaigns live on 1 storefront on searchads.com. Those three campaign types are generic campaign, brand campaign and discovery (search match) campaigns. Generic and brand campaigns run with approximately up to 5 keywords.

As your client partner, I can say that the problems you are facing related to success and growth of your app can have various roots like lack of storefronts, having insufficient number of keywords regarding your generic and brand campaigns. Additionally, you can try reviewing your daily caps. We can start off by going step-by-step with increasing the keyword count and judge by the results. If that doesn’t work, we can proceed by improving other roots of the problems until we are satisfied with a new set of success and growth rates.

Deniz.