

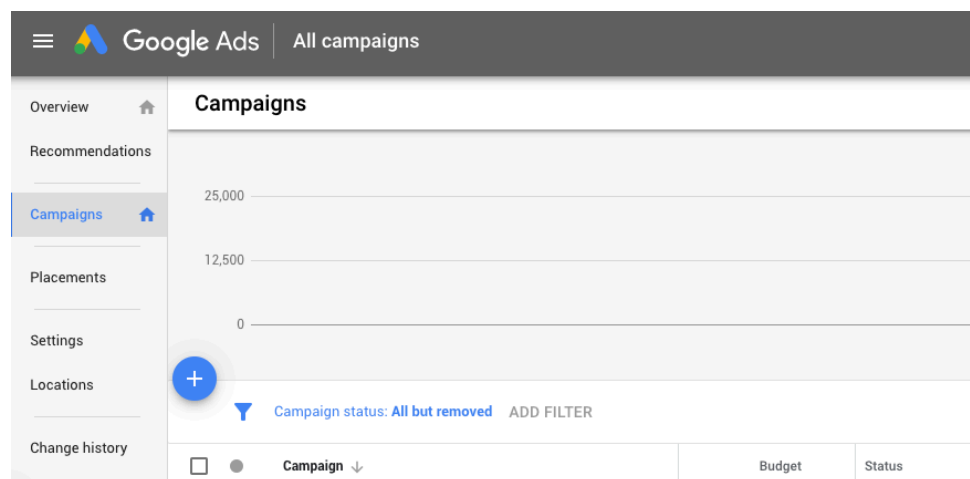
# Google Ads marketing for Apps

Our goal is to bring in users through paid advertising. The benefit of bringing in users this way is they have downloaded our app through clicking on an ad, we find that these users are up to ten times more likely to click on the ads we show within our app compared to regular organic downloads, which will result in higher revenue per user.

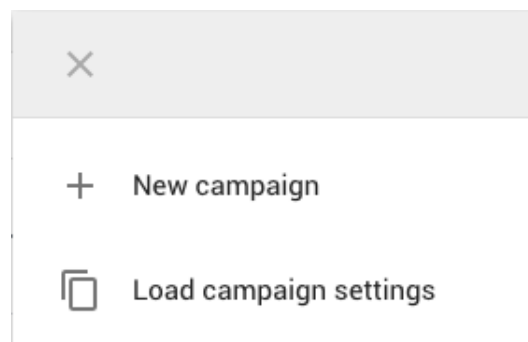
So for example: to make money we pay for advertising and gain a user for \$0.20 then they play our game a couple of times, then a full screen ad is shown. They click on this ad and install it, and we could be paid anywhere from \$0-10 depending on what ad is shown and what country they are in.


You will need to create a google ads account if you don't already have one. First check this link to see if you're eligible to get advertising credit (It helped us a lot when starting out): [https://ads.google.com/intl/en\\_us/lp/coupons/](https://ads.google.com/intl/en_us/lp/coupons/)

Once you have an account from the main page select the blue plus symbol to add a campaign.




Then select new campaign.






Brand awareness and reach




App promotion



Create a campaign without a goal's guidance

Select a campaign type ?

App




Drive app installs across Google's networks

Select your mobile app's platform

☒ Android

☐ iOS

Look up your app

 Enter the app name, package name, or publisher

CONTINUE

CANCEL

Then select App Promotion.

Select the platform your app is on, then search for it and select it.

1 Select campaign settings ————— 2 Confirmation

Campaign name

App promotion

Ad assets

Your ads are generated using  
App Store listings.

Your text ideas ?



Add independent lines of text that will be used to generate your ads in different orders and several formats.

Need an idea? [See your app description.](#)

Ad text idea

0 / 25

Ad text idea

0 / 25

Ad text idea

0 / 25

Ad text idea

0 / 25

^ Add your own video ads (optional) ?

Advertise your app on YouTube by adding up to 20 videos. If you leave this field blank, Google Ads may make a video for you

Q Search for a video or paste the URL from Yo...

^ Add images to your ad (optional)

Add up to 20 images.

[See supported spec on images.](#)

Name your campaign

You will need to add 4 text ideas and google will auto generate ads with them. These need to be engaging and want the audience to click on the ad. For example some you could use for advertising a game:  
"Impossible arcade game"  
"Nobody has beat level 19"  
"Harder than it looks"

You have the option to add other assets. It is recommended to add a video, if you have a promotional video on YouTube copy the URL and paste it there.

Also you can add screenshots that look exciting to get the users looking at the ads to click on it.

The more you use the better as Google will start your campaign with a learning period where it shows all the variety of ads you have given it. Then it will use the ones that have the highest engagement rate and result in the most installs at a lower cost.

## Advertising Country Tiers

Table of country advertising tiers show the average cost to get a user to install an app (CPI: Cost per install). So you have to aim to get low cost installs for your apps in high tier countries so the ads shown within your app have a high revenue per user because they are being shown to a high tier audience.

Tier 1	Tier 2	Tier 3
CPI > \$1.5	\$1.5 > CPI > \$1.1	CPI < \$1.1
United Arab Emirates Austria Australia Belgium Canada Switzerland Germany Denmark Finland France United Kingdom Hong Kong Ireland Israel Italy Luxembourg Netherlands Norway New Zealand Poland Russian Federation Sweden Singapore United States	Latvia Lebanon Estonia Morocco Lithuania Panama Honduras Guatemala Bulgaria Iraq Ecuador Costa Rica Croatia Peru Egypt Hungary Pakistan Romania South Africa Ukraine Venezuela Argentina Malaysia Vietnam Columbia Chile India Philippines Turkey Mexico Taiwan Saudi Arabia Japan	Slovenia Jordan American Samoa Czech Republic Greece Portugal Indonesia Kuwait Spain Korea Brazil Thailand China

Locations

Select locations to target ⓘ

☐ All countries and territories

☐ Australia

☒ Enter another location

Targeted locations (3)

Australia country

United Kingdom country

United States country

Advanced search

Note: Your ads only show in countries where your app is available to download.

Location options

Languages

Select the languages your customers speak ⓘ

English

Budget

Enter the average you want to spend each day

A\$

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next you will need to target countries. As you can see in the table above we want to try and get installs from high tier countries so we earn the most revenue. We typically target tier 1 and tier 2 countries, so you can add them to the location list of countries. (There are more country tiers including tier 4 and lower but we aren't targeting them so they're not included).

Languages, if you are advertising an app that doesn't use language like a game and your ads just show gameplay with minimal text then you should be fine with selecting any language. But if your ads are heavily text based then you will need to select the language that the text is in.

Budget is how much you want to spend per day, you can change this at any time in the future. You can start with a low bid as you get used to the system so you don't overspend. Sometimes the algorithm can learn quicker with a higher budget as it is showing the ad more, so you can also start out with a high amount and then reduce it.

Bidding

What do you want to focus on? ⓘ  
Install volume ▾  
What kind of users do you want to target? ⓘ  
All users ▾  
Target cost-per-install  
A\$  
Based on the selections, this campaign will use the **Target CPA** bid strategy ⓘ

Focus new installs on

This focus will optimize your bid for new installs of your app.

[Learn more](#)  

The target cost per install is the average amount you'd like to spend each time someone installs your app or opens it for the first time.

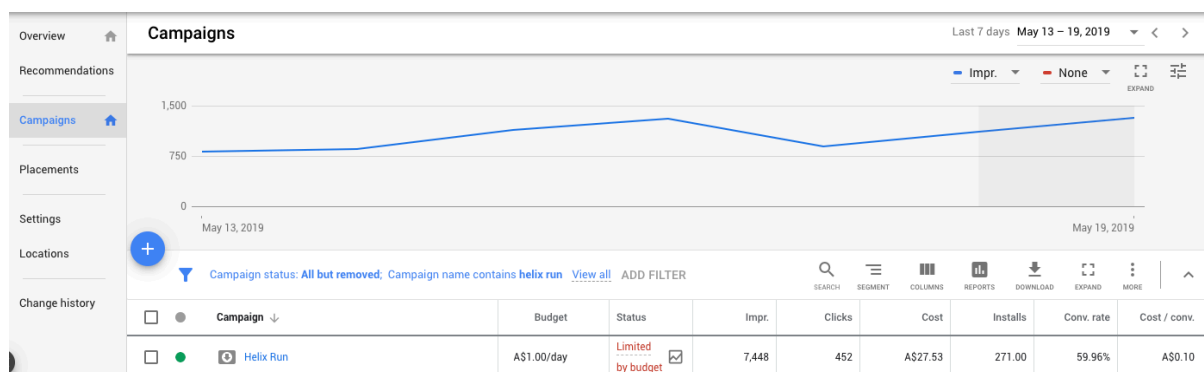
[Learn more](#)

You will start with install volume so it will aim to get users at the cost per install you set. The other option is in-app actions, where you can select an action such as when a user purchases an item in your game or completes a level and google will find users that are most likely to do these actions. However, this requires you to setup an extra system of tracking within your app, such as using firebase.

### Target cost per install

If you have a low bid your ads won't be shown as often as other apps with a higher bid, however if your bid is too high you will have a decreased return on investment and you run the risk of overspending your budget. So it is best practise to start low and gradually increase it until you start getting installs. You could start at \$0.01 - \$0.05 and increase by 1 cent every day until you find the right amount to get installs at.

Next you can select start and end dates, typically you start immediately and end none but it's up to you.



On the campaign overview you can quickly editing things like your daily budget, and you can see import stats like how much you've spent, installs you have and your cost per conversion. You can always add more columns for statistics by clicking on the column icon.