1.a

Apple Search Ads Basic is a more automated version of Apple Search Ads. It requires less time and effort on the developer’s part. It automatically matches your ad to interested users of your app. All you have to do is set a cost and then the program does the rest. With Basic, you pay for installs at the cost of your choice. Of course, Apple Search Ads is still an auction so if you pick a cost too low it may not get you as many results.

On the other hand, Apple Search Ads Advanced gives you full access to your audiences and the max bid you want to make. With Advanced, you can choose keywords and audiences and you pay per tap on your ad rather than install. Advanced is ideal for developers or agencies who want more control of their campaigns. There is also no maximum budget.

1.b

The first step is setting up an account and obtaining the necessary permissions to promote the app we will be working on and selecting which app we want to promote using a search bar in the interface. The next steps are naming the campaign and setting campaign budgets and daily caps.  The search ads will turn off when the daily cap is reached and will resume on the following day if there is still a budget left for the campaign. Also, we should determine the correct matching type and to protect our brand, we should launch a brand campaign and select keywords that are nearly identical to our brand name. In addition, daily caps and budgets, invoicing information must be added to the campaign. The last campaign level setting is Campaign Negative Keywords.

1.c

Broad match is the default match type in Apple Search Ads Advanced. Broad match ensures your ad will run on relevant close variants of a keyword, such as singular, plurals, misspellings, synonyms, related searches, and phrases that include that term, fully or partially.It provides with saving time on building keyword lists. Apple Search Ads Advanced can do the work for people so the one doesn’t have to think of every possible keyword combination. Broad match also helps ensure not to miss out on relevant searches that their exact match keyword list didn’t cover. It reveals unexpected search queries which people can leverage as individual bidded keywords, once people are aware of them. People can find them in the Search Terms tab within their campaign.

Exact match is for the tightest control over searches where people ad may appear, use exact match. People can choose a specific term and its close variants, like common misspellings and plurals. Their ad may see fewer impressions as a result, but their tap-through rates (TTRs) and conversions on those impressions may be higher because they are reaching the customers most interested in what their app offers. If people already know the keywords that are relevant to their app, using exact matches will allow people to target highly relevant audiences.

Search Match is a default feature of Apple Search Ads Advanced search results campaigns that makes it easy to get ads up and running in just a few minutes. With Search Match on, people ad may be matched automatically to search terms without they having to figure out all keyword possibilities and actively bid on them.Search Match uses multiple resources to match their ad to relevant searches on the App Store, including the metadata from your App Store listing, information about similar apps in the same genre, and other search data.

1.d

Adding “negative keywords” has numerous advantageous, four of which are Improve Click-Through Rate (CTR) — Ensuring that your ads aren’t running against irrelevant queries means exposing your account to fewer uninterested impressions, meaning that the percentage of people who click on your ad will be greater. Create More Relevant Ad Groups — By weeding out keywords that aren’t related to your business, you tighten the relevance of your ad groups. Small, closely related ad groups allow you to craft a single message that speaks to the entire group of keywords. Save Money (Again) — So nice it’s listed twice! By avoiding paying for useless clicks, you save a lot of money by weeding out searchers who aren’t a fit for your business. You can also avoid bidding against yourself, cannibalizing impressions and watering down your keyword-level data. Raise Your Conversion Rate — Negative keywords will ensure that your ads don’t show for particular terms that you know won’t convert, like the names of competitors or those that convey a total lack of commercial intent.

1.e

StoreKit Ad Network is a privacy- centric API that is operated completely by Apple. It provides ad networks and advertisers with ad activity measurement via direct install attribution.  Its main goal is providing accurate attribution for ios campaigns without disclosing any device or user data. It looks at whether an ad is viewed and the storekit renders generated. The publishing app decides what triggers the storekit pop-up such as immediately, after the video ends, and when the user clicks on the ad.  If the storekit was rendered, the user can download the app right then and there. If the user installs the app and launches it within the SKAdNetwork attribution window, the install is attributed to the ad network, and the device sends the install postbacks to the ad network. For SKAdNetwork, the attribution window can be up to 30 days between click and install depending on the ad type. Unlike standard postbacks, SKAdNetwork postbacks are not immediately sent to the ad network when the app is first launched. Its postbacks are built on a timer mechanism that only sends the postbacks when the timer runs out. The timer delays the postbacks by a minimum of 24 hours. However, postbacks don't contain any device or user data, and with the timer delay, it ensures that the user's data is kept private. The ad network API helps advertisers measure the success of ad campaigns while maintaining user privacy. The API involves three participants: Ad networks that sign ads and receive install-validation postbacks after ads result in conversions Source apps that display ads from the ad networks, or websites that display the ads in Safari Advertised apps that update conversion values as people engage with the app.

2.

For the discovery, we should use the negative keywords. Also, we may increase the storefront number to 2. For the generic, separating keywords into themes for health and fitness parts. For the generic, we may compare our results with the competitors, and update our exact keywords accordingly. Moreover, on a weekly basis bad performing keywords should be paused and keywords with enough volume may be redistributed to the other campaigns. We may also divide discovery campaigns under 2 sections as broad keywords and search matches. We may move keywords from discovery that mostly get attention to exact match. In addition, we may add them as negative keywords to the original group.  Search Match will automatically match our ad to relevant searches. However, if we are able to find well-performing keywords in terms of TTR or CPT, we should add these keywords into your Exact Match ad groups.