

Analysis of App Acquisition from Google Ads

Introduction:

This report presents an analysis of app acquisition from Google ads for the year. The data includes key metrics such as Total Ad Spend, Total Installs, Cost Per Install (CPI), Revenue Generated, Return on Ad Spend (ROAS), Conversion Rate, Retention Rate, Lifetime Value (LTV), User Acquisition Cost (UAC), and User Engagement (sessions/day).

The report provides a comprehensive overview of the key metrics related to app acquisition and their trends over the period.

Summary of Key Findings:

- Total Ad Spend: The total ad spend for the year was ₹15,30,00,000.
- Total Installs: The total number of installs for the year was 85,30,000
- CPI: The average Cost Per Install (CPI) for the year was ₹19.34.
- Revenue Generated: The total revenue generated for the year was ₹20,11,42,860.
- ROAS: The average Return on Ad Spend (ROAS) for the year was 1.30, indicating that for every ₹1 spent on advertising, ₹1.30 was generated in revenue.
- Conversion Rate: The average Conversion Rate for the year was 16.76%, which means that for every 100 users who were exposed to the app, approximately 17 users installed it.
- Retention Rate: The average Retention Rate for the year was 52..50%, which means that out of every 200 users who installed the app, 101 users continued to use it.
- LTV: The average Lifetime Value (LTV) for the year was ₹95, which means that for every user who installed the app, the revenue generated from that user over their lifetime was ₹95.
- UAC: The average User Acquisition Cost (UAC) for the year was ₹40.67, which means that for every user who installed the app, the cost of acquiring that user was ₹40.67.
- User Engagement: The average User Engagement for the year was 2.68 sessions per day, which means that on average, users used the app 2.68 times per day.

Trend Analysis:

- Cost per install (CPI): The average cost per install (CPI) has decreased over the period, from ₹20 in January to ₹19.84 in June and ₹14.76 in December. This indicates that the campaign has become more efficient in terms of acquiring users with the same ad spend.
- Return on ad spend (ROAS): The return on ad spend (ROAS) has increased over the period, from 1:1 in January to 1.49 by the end of the year. This suggests that the revenue generated from the campaign has increased at a higher rate than the cost of the ads. Having said that, ROAS though is improving, needs to be compared with the competition to actually see how effective the campaign is.
- Conversion rate: The conversion rate has also increased over the period, from 10% in January to 23% in December. This indicates that a higher percentage of users who clicked on the ad are installing the app.
- Retention rate: The retention rate has steadily increased over the period, from 25% in January to 80% in December. This suggests that users who install the app are becoming more engaged and are continuing to use the app for longer.
- Lifetime value (LTV): The lifetime value (LTV) has also increased over the period, from ₹40 in January to ₹90 in June and ₹150 by the year end. This indicates that the revenue generated by each user over their entire time using the app has increased.
- User acquisition cost (UAC): The user acquisition cost (UAC) has increased over the period, from ₹40 in January to ₹43.97 by year end. This indicates that the cost of acquiring a user through advertising has decreased slightly.
- User engagement: User engagement has steadily increased over the period, from 2 sessions per day in January to 3.3 sessions per day in June. This suggests that users who install the app are becoming more engaged and are using the app more frequently.

Conclusion:

Overall, the data suggests that the app acquisition campaign has been successful in increasing the efficiency of acquiring users, increasing revenue, and increasing user engagement. The campaign has also become more cost-effective in terms of acquiring users. However, it is also recommended to keep track of the following:

- Competition: Increased competition in the target market can drive up the cost per install and reduce the number of new users acquired.
- Targeting: If the target audience is not well defined or if the targeting criteria are too narrow, it can limit the number of new users acquired and increase the UAC.
- Conversion rate: If the conversion rate (the percentage of people who install the App after clicking on the ad) is low, it will increase the UAC and reduce the number of new users acquired.
- Retention rate: The retention rate (the percentage of users who continue to use the App after installing) can impact the overall results of the acquisition efforts. If the retention rate is low, it will reduce the overall value of each new user and impact the return on ad spend.