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CHALLENGE

## General GO2MOBI Tips From an Expert

1. Smaato Exchange is quite good, as are the others but they are often more difficult to get traffic on at CPMs low enough to make app installs profitable.
2. Tip based on the above - always calculate the max CPM you can pay in an ideal world (based on optimistic CR/CTR), there is no need to pay far too much for traffic that won't be profitable even in the best case scenario.

**Example** - you are running an app install with a \$0.90 payout in Brazil.

Based on experience or network data you know that a 2% conversion rate on mobile display is reasonable, you have landers that do about 30% CTR, and banners that typically do 3% CTR on average.

From this you can calculate (using a break even state):

- An offer EPC of \$0.018, thus you can spend \$0.018 for each click to the offer
  - You can afford  $\$0.018 \times 0.3 = \$0.0054$  per lander visit (and therefore click)
  - At a CTR of 3% you would get 30 clicks for each 1,000 impressions. You can afford to pay  $30 \times \$0.0054 = \$0.162$  for those 30 clicks / 1,000 impressions
  - So, you can afford a basic CPM of around \$0.16 for a typical situation here
3. Smaato (and other exchanges) traffic is VERY different from country to country. Some countries are awesome, some suck. However, if I have been able to make a placement work in one country, I can usually make it work in another provided that the CPM in the new country is in line with the new GEO payout (i.e. CPM and payout scale together).
  4. Always check the inventory **BEFORE** creating your banners. 320x50 are the predominant size but sometimes there is some 300x250 and interstitial traffic worth looking into. Both are great - on 300x250 you have a lot more room so can do more preselling in the ad - but they are quite rare.
  5. I have almost always achieved a better CR and EPC by using landers. No need for complex stuff, start with a basic title, bullet points, image, CTA and optimize from there. **You should still always split test direct linking.**
  6. When you're starting out you have no choice but to use RoN traffic. After a while you'll find placements that convert well. For later campaigns use these placements as a whitelist to test new offers... at least you know the placements are OK, which isn't the case when RON'ing.
  7. Autobid can sometimes go a bit crazy. I generally use the CPM calculated in #2 to start with and look at the consequent win rate.
  8. You need to have an idea of the offer "landscape" in the country you're targeting... you are going to have a really hard time with your 12 cents payout offer when everyone else is promoting mobile content offers with a payout 25 times bigger than yours.
  9. Spy tool reach is limited as banner ads are not always easy to spy on (for example an app might show an ad only every 6 minutes, or after the visitor visited 7 pages or whatever). Don't assume that only generic banners work because they seem to get all the volume in spy tools...
  10. I believe offers that have a **CLEAR** value proposition (e.g. "save battery life") are much better than offers which promise to do everything (e.g. "save battery life, boost your phone, protect from viruses, pimp your theme, etc.") as you can make your angle more congruent with the offer page.
  11. Posting back conversion data to GO2MOBI is a real plus as you can create your blacklist there and overbid easily from the reporting area since you'll see the CPA for your current drilldown.
  12. Beware of advertisers rotating their offer LP... you can't craft a custom angle if the offer LP is rotating behind the scenes and destroying the consistency.



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## Banners, Angles and Offers - Apps

1. App Offers that work well generally have AT LEAST a decent amount of downloads and social proof in the corresponding App Store.
2. It seems like “replicas” of apps that did well are popping up lately but the CR is a lot worse than the original apps... maybe it's just the lack of social proof in the Store.
3. Specialized Apps are better for display than “do it all” apps: your funnel banner / LP / App Store page will be a lot more congruent. e.g.
  - Banner says “Delete unused files”, landing page has “Clean unused files”, Store app title is “Super File Cleaner” = **super congruent**
  - Banner says “Delete unused files”, landing page has “Clean unused files”, Store app title is “360 Security” = **not very congruent**
4. Its mandatory to do the math and calculate what CPM you can pay to have a slight chance of success - e.g. If you have a payout of 0.35 and convert at 15% with a LP CTR of 45% and a Banner CTR of 2% you can pay maximum 0.47 CPM to break even
5. Depending on your banner size you can use your banner as a real “presell” / “mini-salespage”. You can write a LOT on an interstitial (320x480, 768x1024) or 300x250.
6. You can write a lot too on smaller sized banners - just use a condensed, semi-condensed or narrow font.
7. Your angle should oversell the benefits LIKE CRAZY. **Don't be subtle.** No one wants to “clean unused files”, everyone prefer to have his phone “run 3x faster”.
8. Large volume placements are the way to make \$\$\$\$ daily profit BUT they have a tendency to have a lot of returning users that know very well where the ads are placed.
9. You need your angle to be depicted in a way that breaks through the clutter. I have made ugly banners with a pencil on an A4 piece of paper that worked perfectly. My go-to source when running out of ideas is an ad design cheat sheet (see the resources under making better banners module).
10. Basically with the above cheat sheet if you are at -30% to 0% ROI there is a decent chance that by creating banners around all the concepts above, you'll end up in the green just by upping your banner CTR.
11. Generally, angles that work well have a way to create some “bond”, some “connection” with the user and/or the app/site(placement) itself.

I remember a previous 6 Week AMC student saying he had success on a weather forecast app by running an ad saying there was a “Tornado of iPhones” to win, and similarly using a tornado warning ad within a weather app placement to send people to a different weather app.

I've had a lot of success when I found some way to create that kind of connection with the user/app/site/placement.

12. Usually you create such well crafted and “hyper connected” angles/banners by using and abusing targeting systems, e.g. by matching placements of a given type to an angle referring to this type of placement (ex: angle “boost your phone and download torrent faster” associated with a phone booster app on a torrent/download site).
13. Banner “concepts” are pretty much universal (using a celebrity is a “concept”, a fake notification is a concept, using handwritten font is a concept, etc...).

My best banner ever was done using cheat sheet inspiration and analyzing what was making a porn banner concept so popular... so look at what's predominating in other verticals when you're stuck - ideas can be broken down and repurposed.

14. For display you need two things: a good angle **AND** a good banner concept (and obviously a good offer). Again there is a ton of concepts in the cheat sheet. My best campaign came simply by changing the banner concept, NOT the angle. This made the CTR improve 350% overnight.
15. The best way to split-test angles at the banner level is to use super simple “butt ugly” banners (similar to what is used historically to promote nutra on GDN: vertical or horizontal split, angle/claim, CTA, image or logo depending on size of the ad)