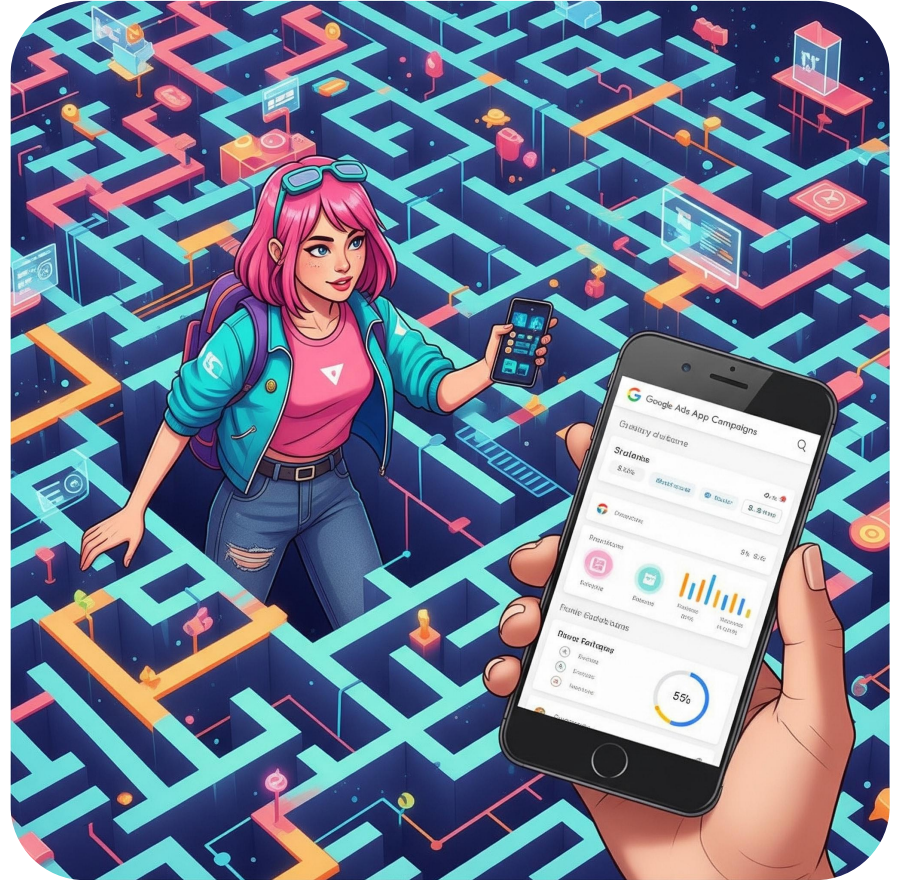

Case Study Ads App Campaigns: Challenges & Solutions

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Client Story: The Audience Exclusion Dilemma

A specific client encountered difficulties excluding certain audience segments within their Google Ads App Campaign.

This limitation hindered their ability to refine targeting, resulting in wasted spend and less relevant traffic.

Understanding the client's scenario is critical to finding appropriate solutions and addressing platform constraints.

Understanding Google's Compatibility Constraint

Upon investigation, it was discovered that Google Ads App Campaigns have inherent limitations regarding granular audience exclusions compared to traditional search or display campaigns.

The streamlined nature of App Campaigns prioritizes broad reach and automated optimization, which restricts the ability to fine-tune specific audience targeting.

Recognizing this limitation is key to managing expectations.

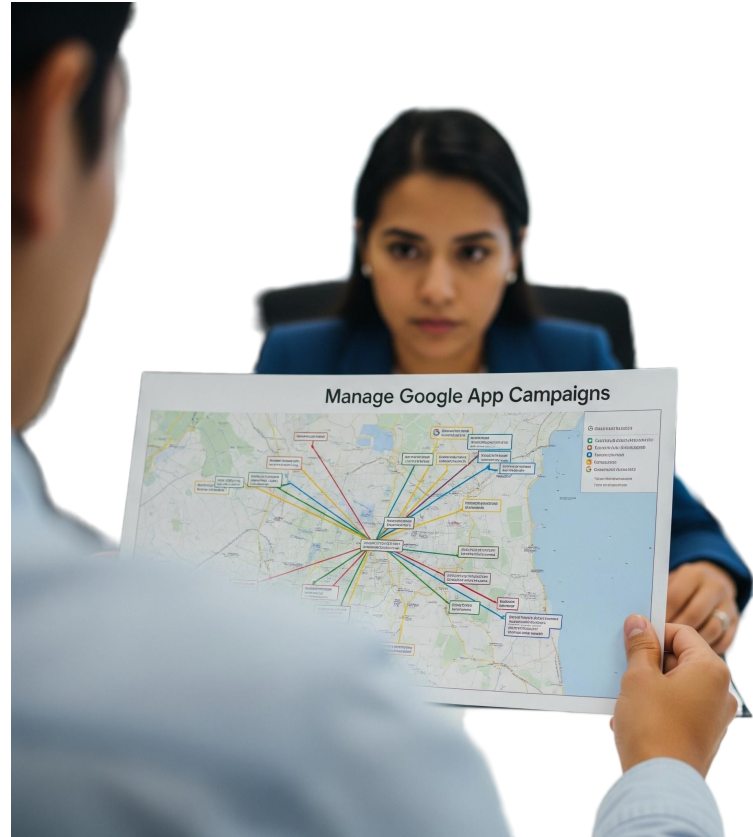


Strategic Alternatives: Guiding the Client Forward

To address the audience exclusion issue, alternative strategies were proposed.

This included segmenting app user data within the app analytics platform and adjusting creative messaging to resonate with the broader audience segment targeted by the campaign.

Open communication with the client was key to managing expectations and exploring workable solutions.



Lessons Learned: Mastering Platform Peculiarities

- Understand App Campaign limitations before campaign setup.
 - Leverage app analytics for deeper user insights.
 - Adjust creative messaging to match broader audiences.
 - Prioritize client communication for issue resolution.
 - Embrace flexible strategies when facing platform constraints.
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