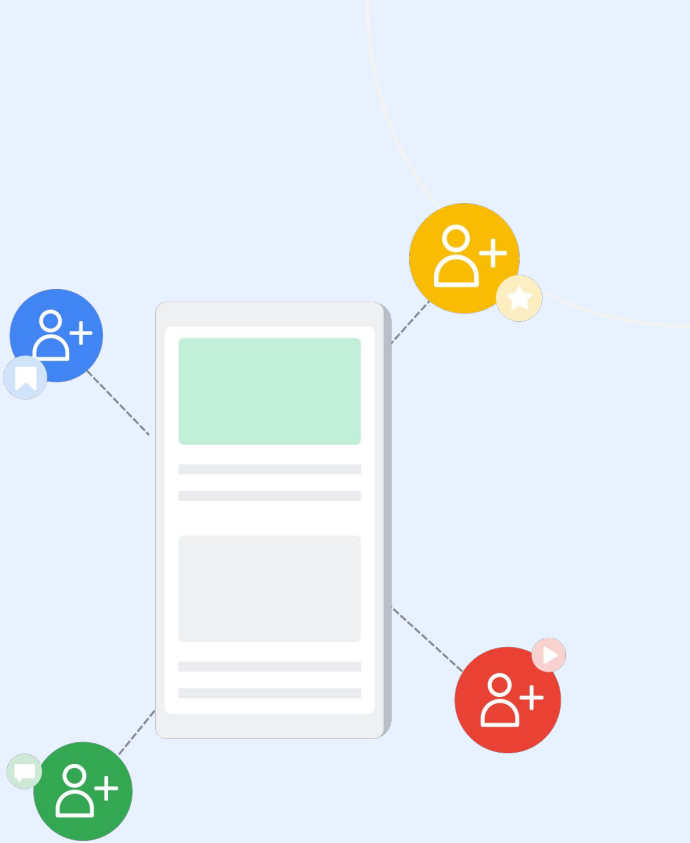
How to acquire high-value users on iOS with Google



iOS best practices to drive maximum performance

1

Get started

- Set up and optimise ATT
- Consolidate app campaigns

2

Set up SKAN

- Set up SKAN
- Set up conversion value schema

3

Be privacy-ready

- Collect 1P data
- Implement on-device measurement

4

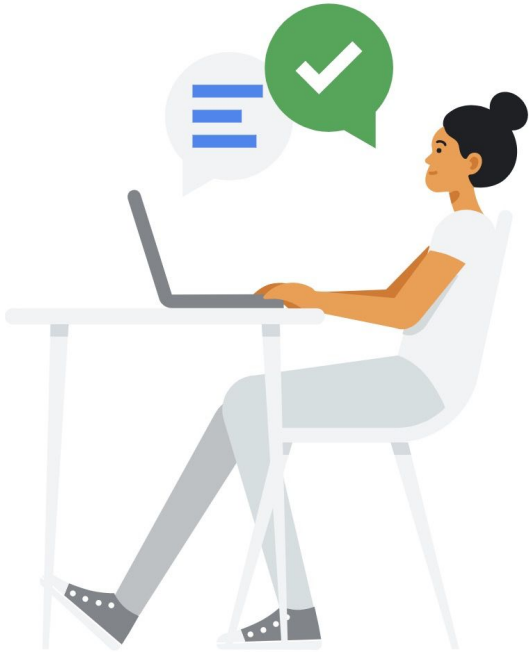
Optimise and measure

- Optimise creatives & campaigns
- Measure performance using 1P data & SKAN

1 Get started by setting up your iOS campaigns

Finding the **right solution for your unique app requires coordination, time and resources**, so we encourage you to start this process as soon as possible.

- Set up and optimise ATT
- Consolidate campaigns



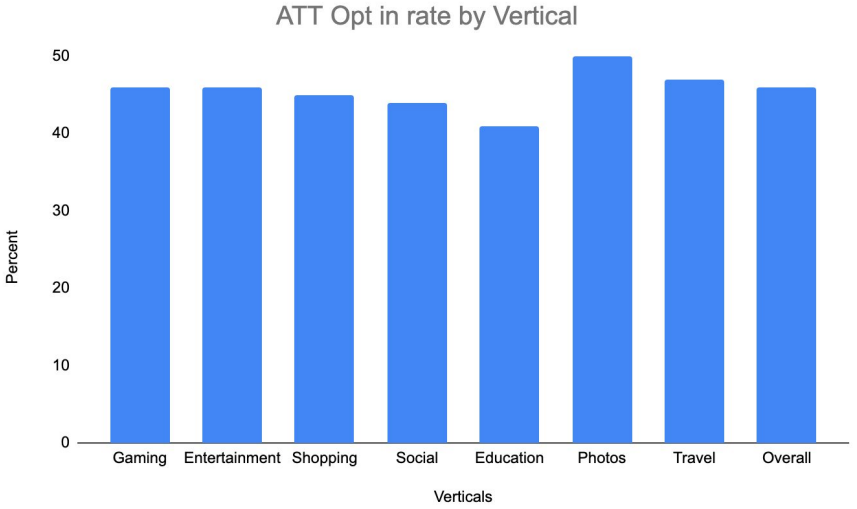
Evaluate if showing an ATT prompt and taking consent is right for your business

✔ ATT prompt shown

- Users have the option to decide whether to opt-in to data sharing.
- ATT prompts can be customised to communicate value and boost opt-in rate

X No ATT prompt shown

- Users will be opted out by default and no data will be available
- Campaign performance can be negatively impacted



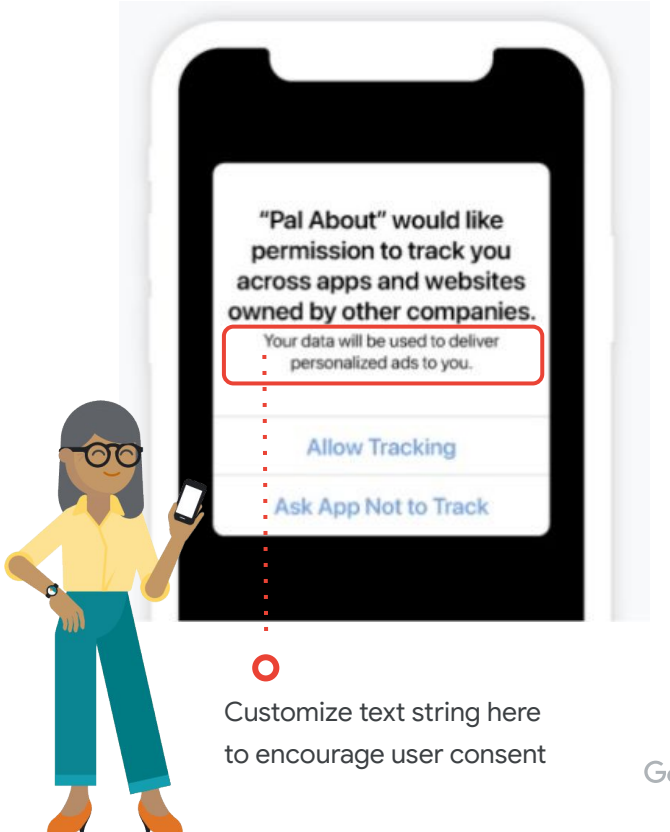
ATT opt-in rates have been higher than initially expected. Verticals like gaming, photos and entertainment have seen >40% ATT opt-in rates

Source : Appsflyer att Opt in data

Experiment with wording to find out what resonates with your users and increase consent opt-ins

Help your users understand and respond positively to the ATT prompt

1. Show IDFA explainer message
2. Show iOS ATT consent dialogue and personalise the text string
3. User chooses to allow or disable tracking
4. User continues to onboard to your app



Customize text string here to encourage user consent

Consolidate App Campaigns

8 iOS ACi (installs) campaigns per app:

Why? SKAN: 100 Campaigns supported

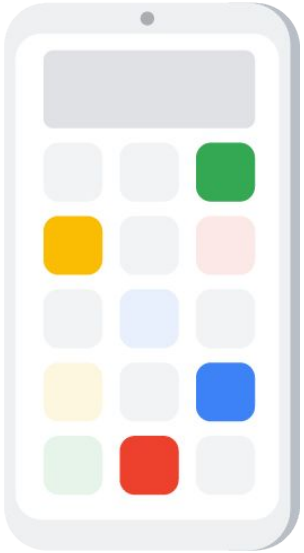
Why only 8 campaigns per app? SKAN only allows 100 campaigns per app: ACi will use the other 92 to drive Machine Learning optimization.

Campaign Limits

8 campaigns is not a hard limit. However, reporting and performance impacts may ensue if the limits are exceeded. If SKAN gains additional features, we may be able to offer higher campaign limits in the future.

Ad Groups

No additional limits on Ad Groups (<100). Note: Ad Groups exist to support multiple thematic variations, not to act as mini-campaigns. Performance may decrease if disparate elements are put in the same campaign.



2 Set up SKAN

The Google Analytics for Firebase SDK will **automatically implement** your app on the SKAdNetwork, saving critical developer resources.

- Set up SKAN
- Set up conversion value schema with your AAP partner

Google

Apple's SKAdNetwork API (SKAN)

SKAdNetwork is Apple's framework for measuring app installs.

Here's a breakdown of features:

- Provides aggregate data only.
- Reports the aggregate number of installs that occur after a click within a set timeframe.
- Automatic registration for Apple's AdNetworkAttribution

Implement or update the GA4F SDK which will **automatically implement** your app on the SKAdNetwork, saving critical developer resources.

NOTE: We strongly recommend implementation to continue to serve iOS App campaigns.

Capture SKAN conversion values correctly

Leverage your AAP to set up conversion values

1. Set conversion value settings to the appropriate mode by AAP : Appsflyer, Singular, Kochava, Adjust,

2. AAP should be ready to send Google Ads an agreed upon response when requested.

Capture the most important conversions to understand performance

3. Determine conversion events which are most impactful for business.

4. Ensure the events which campaigns are bidding on is included in SKAN conversion schema.

Best practices for capturing conversion values

5. Minimize null values by ensuring scale to meet Apple's threshold for CV reporting.

6. Delay : Measure average time for post install conversion. Consider delaying post back by 1-3 days max by using auto update technique when applicable

3 Be privacy-ready

Building direct relationships with your customers based on **responsibly-gathered first-party data can unlock competitive advantages**, such as a deep data set from which machine learning can benefit.

- ☑ Collect 1P data
- ☑ Implement on-device measurement

Google

The app advertising ecosystem is evolving...

Advertisers should begin planning for a future that is **consented, first party, and modeled**

	CONSENT	1P DATA	MODELING
PAST (Pre-2018)	No user consent requirements	Extensive use of device-based identifiers	Measurement is mostly deterministic
PRESENT (2018 - 2024)	Consent enforced by regional regulations	Degradation of device-based identifiers on iOS	A blend of deterministic and modeled measurement
FUTURE (2024+)	Global expansion of consent regulation & enforcement	Continued degradation of device-based identifiers across iOS and Android	Virtually all measurement includes some form of modeling

Build towards privacy-safe growth by collecting first party data enabled by Google Analytics 4

BUILD A FIRST-PARTY MEASUREMENT FOUNDATION

- Google Analytics for Firebase SDK
- Measurement Protocol
- Data Import
- User ID

PROTECT AND CONTROL YOUR DATA

- Granular data controls
- Data collection, retention, and deletion settings
- Consent Mode

STRENGTHEN MEASUREMENT AND ACTIVATION

- Machine learning & modeling
- SKAdNetwork
- On-device measurement
- Privacy Sandbox Integrations

Implement on-device app measurement for iOS to leverage your 1P signals to improve measurement in a privacy safe way

On-device measurement represents just **one** technology that Google is exploring to keep user data entirely private while preserving effective advertising measurement.

Here is how it works:

1

A signed-in user views your ad and installs your app. Conversions captured using existing GA4F SDK with no additional work needed.

2

GA4F SDK securely and privately processes user's email address and keeps this on-device. The SDK sends a query to publisher.

3

Publisher searches records of users who interacted with your ads. Encrypted pool of users with additional placeholders sent to SDK.

4

SDK performs matching process and sends de-identified campaign data off-device with conversions.

On Device Measurement Influences Campaign Performance

Engineering teams have assessed data stemming from On Device Measurement in the pursuit of applying it to a new bidding model for App campaigns.

We've done this through a series of traffic experiments with a variety of apps comparing campaign optimization relying on models with and without on-device measurement.

Format of Experiments:

- For each app, part of App campaign traffic relied on existing models, while another part relied on new, ODM-specific, models informed by on-device conversions.
- What we found was that **for apps with a majority of users signing in, implementing on-device conversion measurement for iOS App campaigns drove a median increase of 19% in user installs on YouTube Instream Inventory.**

We look forward to launching the ODM bidding model to all implemented ODM customers in mid-year 2023.

Please note: This uplift estimate will only apply to apps with 50% or more users signed in.

19%↑

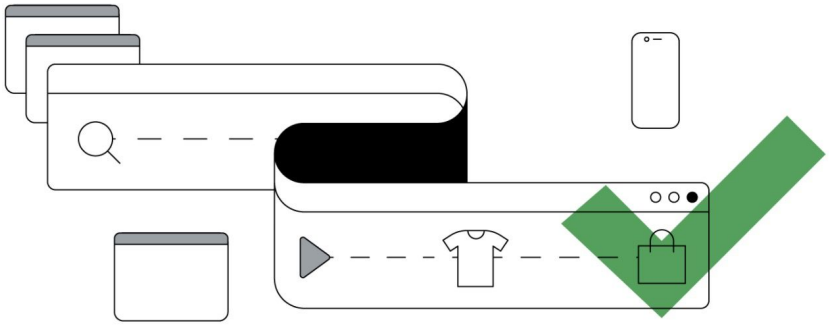
For apps with a majority of users logging in, implementing on-device conversion measurement for iOS App campaigns drove a median 19% increase in user installs on YouTube instream inventory.

Source: Google Internal Data, Dec 2022 experiment

4 Optimise & measure

Accurate measurement sets you up for better campaign optimization with a more representative view of your performance to take action on.

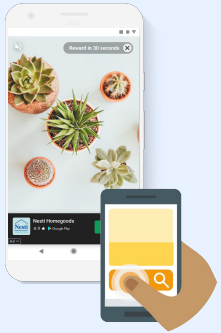
- Optimise bidding
- Optimise creatives
- Measure results



Take your campaigns to the next level with these 3 key strategies

1

Optimise creatives



Test and optimise creatives to improve campaign performance

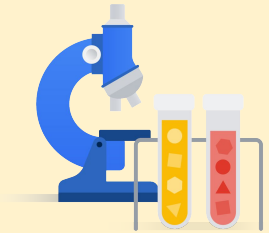
2

Optimise bids

Align bidding strategy based on your goals and customer needs

3

Measure

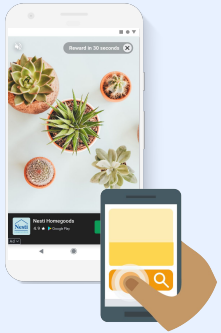


Leverage SKAN for cross-channel measurement & capture 1PD for measuring long term performance metrics.

Action plan for optimising creatives

1

Optimise creatives



- **Upload creatives for all formats**
  - Text
  - Video
  - HTML5
- **Test and optimise creatives to improve campaign performance**
  - Give sufficient time (e.g. 1 month) for creatives to run, then review reach and engagement of different channels and creatives
  - Evaluate factors which contribute to strong performance (channel, copy, visuals etc) and optimise low performing areas to improve campaign performance

Creative asset strategy is key to succeeding with UAC

Creative Asset Portfolio in Universal App Campaigns (UAC)

Creative best practices

1 Text

- Four standalone sentences
- Max 25 characters
- Show 3 lines of text within a single text ad
- Punctuation is more important than ever! - Exclamation is not allowed

2 Image

- Focus on the top served image dimensions to ensure UAC is serving across all networks
  - **Landscape image: 1.91:1,** 1200x628 , 600x314, 480x320
  - **Square image: 1:1** E.g. 300x250, 250X250

3 Video

- Extend reach to all inventory with portrait (2:3), square (1:1), and landscape (16:9) video aspect ratios.

Action plan for optimising bids

2

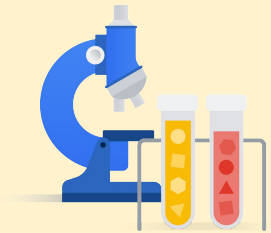
Optimise bids

1. Choose right bidding strategy based on your marketing objective
2. Bid competitively to ensure delivery & scale on all channels including YouTube.
3. For new campaigns, set targets bids which ensures spend of 70% to 80% of daily budget and enough data for our models to learn.
4. Gradually optimise the bids towards your target CPA/i to meet your campaign objectives.

Action steps for measuring results

3

Measure



1. X-channel measurement has changed post ATT
2. Leverage SKAN for cross-channel measurement
3. Adjust SKAN null values to understand true ROI
4. Switch from tROAS to tCPA bidding with conversion values for App Campaigns
5. Capture 1PD to measure long term performance metrics.

Measuring X-channel Performance on iOS has become more challenging post ATT

- x-ch performance measurement is important for evaluating performance of each network and allocate media budgets.
- Historically advertisers used device id based x-channel attribution reports from their AAP partners
- Post ATT enforcement, iDFA based reports represent only a fraction of total acquired users.
- Limited data set of iDFA report doesn't accurately reflect performance of each network.
- Some x-channel reports based on probabilistic models may not accurately represent performance of all networks.

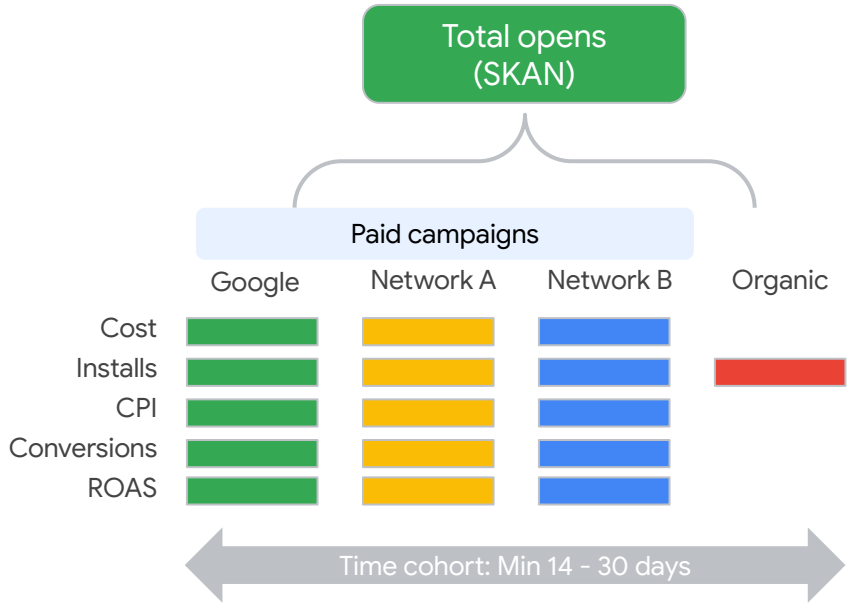
SKAN could be an alternative for x-channel measurement

- Deterministic
- X-channel Data by default
- Last touch attribution
- Provided by Platform (iOS)
- Default conversion windows
- Limitations impact all networks

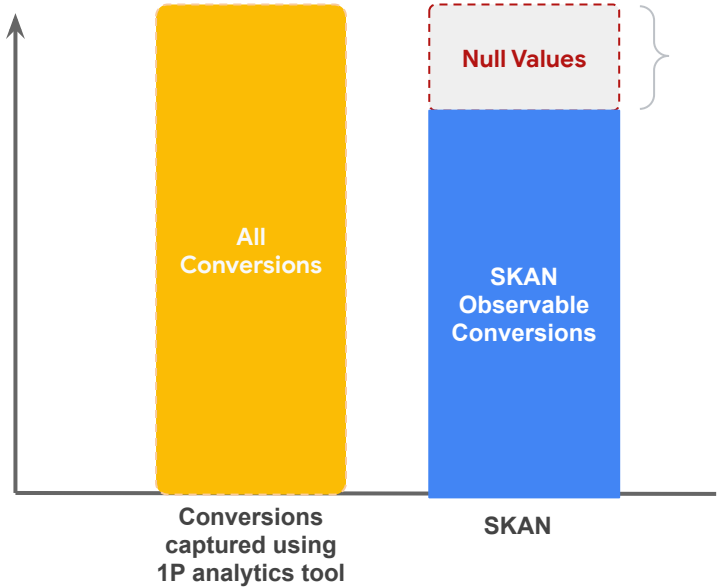
Leverage SKAN to understand x-channel performance

X-channel performance measurement using SKAN

- Refer to SKAN data provided by networks or aggregated SKAN reports data provided by AAPs for X-channel evaluation.
- Time duration for analysis should be minimum two weeks.
- **For CPI,** aggregate the spend and number of post backs for each network in a specific time period to measure and compare CPI.
- **For CPA,** aggregate the number of specific postbacks for a given conversion action.
- Some conversions are not captured in SKAN as they occur after SKAN post backs timer has expired or due to post backs with null values.

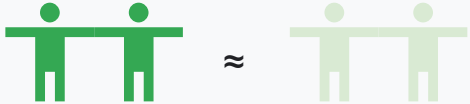


Null values and unreported conversions after SKAN post backs under-reports performance



- 5% to 20% conversions may not be reported on SKAN because of null values in post backs due to privacy thresholds.
- Many conversions might happen after the SKAN timer have elapsed and the post back has been sent by Apple.
- Statistical tools can help account for null values and adjust SKAN reported conversions to understand true ROI and performance.

Adjust SKAN conversions to account for null values in SKAN post backs



Acquired (known) conversions

Null (unknown) conversions

Conversion behavior of null value segment **can be assumed to be similar** to the overall acquired users segment.

$$\text{SKAN value} \over (1 - \text{null\%})$$

Adjust the SKAN Won conversion numbers by percentage of null values using the above formula.

Validate the number by **comparing the new conversion rate with your overall conversion rate** for acquired users and conversion numbers from your analytical tool.

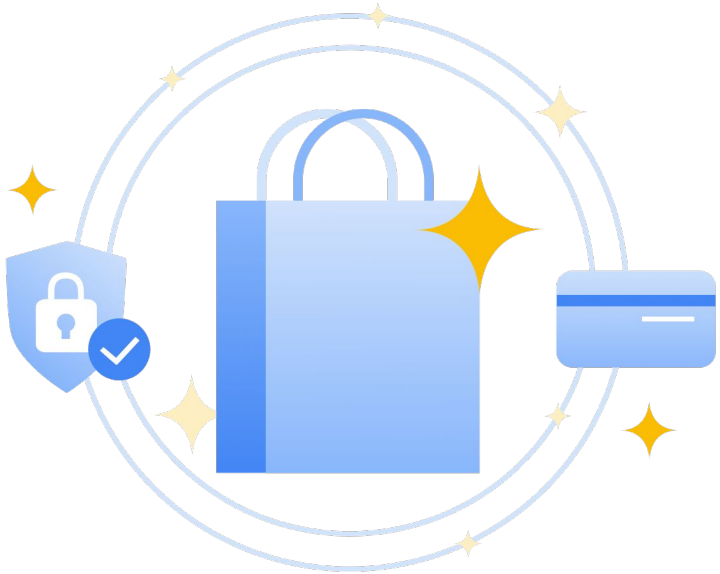
Sample calculation of SKAN null adjustment

Conversion Type	SKAN Conversions	Null Values	Null Adjustment (SKAN Value / (1-null %))	Adjusted Value
Post-install Action	100	6%	100 / (1-0.06)	106.38
Purchase	$100	9%	100 / (1- 0.09)	$109.89

Null adjustment should me made for only winning post backs.

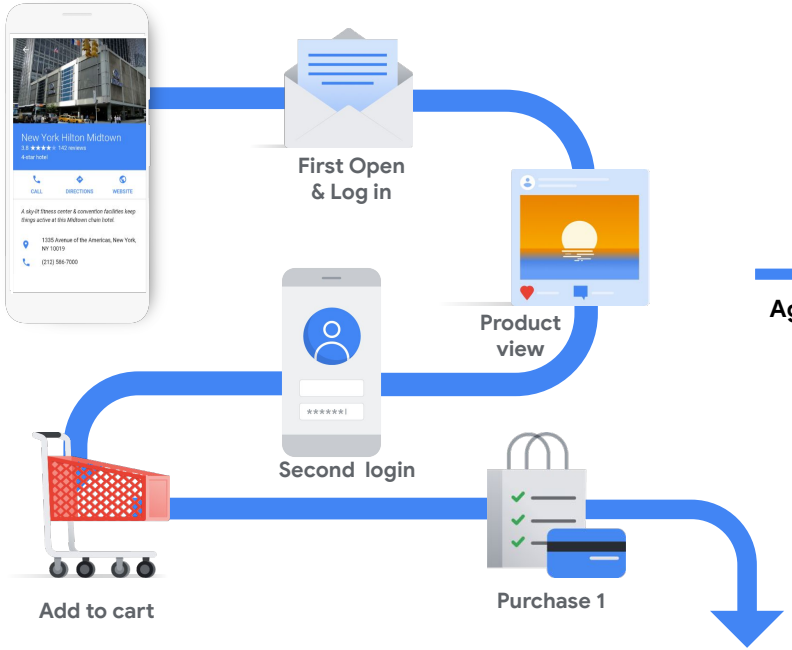
Value Optimization : Run tCPA campaigns with conversion values to measure ROI

1	**tCPA Campaigns**	Run tCPA campaigns bidding on Purchase action
2	**Conversion Value**	Set up CV schema to capture purchase value with narrowly defined ranges.
3	**Measure Revenue**	Measure revenue using SKAN Conversion value, adjust for null values
4	**Measure ROAS**	Total revenue for acquired users divided by total cost
5	**Measure LTV**	D1 - D30 LTV for users acquired in last 1- 30 days measured using first party data



Use first-party data to measure accurate long term performance

Analytics SDK captures all first-party user action in the app



Aggregate data

Aggregated first-party data collected by analytics provider by cohort to measure aggregate performance

Ad Revenue	Total ad revenue for users acquired
IAP	Total in-app purchases made by acquired users
Purchase	Total retail purchase value made by acquired users
LTV	D1 - D30 LTV for users acquired in last 1- 30 days
ROAS	Total revenue for acquired users divided by total cost

Assign user IDs for a more accurate user count & cohort analysis

- Create a single user journey from all of the data associated with the same User-ID.
- Integrated across all reporting, analysis and insights, and does not require a separate User-ID reporting view.
- Improve the accuracy of reporting by utilizing your first-party IDs in addition to Google Signals.

Recap:
Recommended Actions

Recommended Actions

1 Get started

- **Evaluate suitability of ATT for your App:** Customise ATT prompts to convey value and boost opt-in rates
- **Consolidate app campaigns**: Each app can have 8 campaigns.

2 Set up SKAN

- **Implement or update the GA4F SDK**: Update with support for SKAdNetwork (AdNetworkAttribution) and iOS14 first open attribution.
- **Capture SKAN conversion value shema**: Work with your AAP partners to ensure SKAN values are captured accurately.

3 Be privacy-ready

- **Be privacy ready**: Prepare for upcoming changes in privacy regulations by capturing 1PD and implementing on-device measurement.

4 Optimise and measure

- **Optimise, optimise, optimise**: Review your creatives and bidding strategy to get the best results from your campaigns
- **Migrate app campaigns off tROAS**: App advertisers should switch bidding strategies to tCPA.
- **Leverage SKAN to understand X-channel performance:** Adjust your results to account for null values.