App Install Campaign across France, Philippines, India, Singapore, UAE

Challenges

01

Designing an app marketing strategy is easy. Designing an 'effective' app marketing strategy is much harder.

02

Increasing competition makes app discovery tough in App Stores.

03

Retention: It's bit difficult to get smartphone owners to install and use your app. But the hardest part is retaining these users!
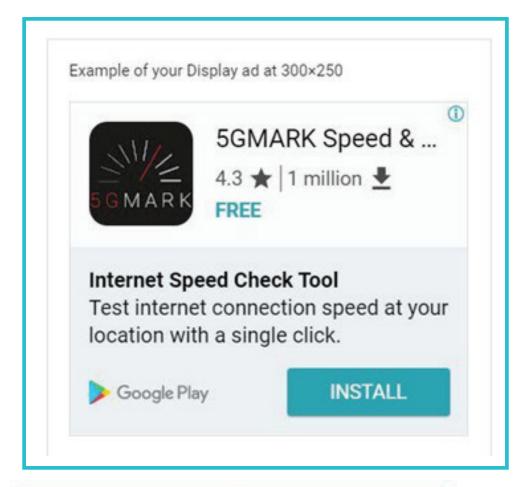
04

The most challenging task was to keep constant cost per install. We are running app install campaigns for different countries like India, Philippines, France and Singapore. We have to keep track on CPI, CTR, Tests, Cost per Test etc at a time.
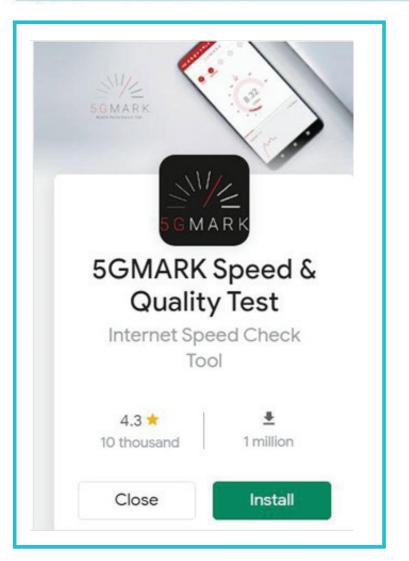
Campaign & Execution

- First We launched Display and Text ad on Adwords to test that which creative will perform better for each countries. Accordingly we optimised the ads and placements.

- A platform that could generate appropriate text / Display ads to increase relevancy and improve CTR, could learn directly from performing ad creatives / Placements and optimize the campaign 24x7, 365 days a year.
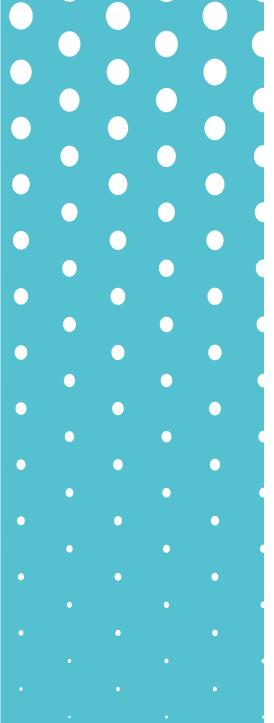
We analysed ad creatives on basis of location, competition, trending tag lines, search queries, users questions etc

Asset	Status	Asset type ↑	Performance
Internet Speed Check Tool View ad previews	Approved	Headline	Good
Free Internet Speed Check View ad previews	Approved	Headline	Good
Free Internet Speed Test Tools View ad previews	Approved	Headline	Low
Check Your Internet Speed View ad previews	Approved	Headline	Good
Broadband and Wi-Fi Internet Speed Test View ad previews	Approved	Description	Best
How fast is your download speed? In seconds, 5G Mark will estimate your ISP speed View ad previews	Approved	Description	Best
Test internet connection speed at your location with a single click. View ad previews	Approved	Description	Learning
Internet Speed Test for any Device & Network. View ad previews	Approved	Description	Low

Touchpoints Used for campaign penetration:

In App install campaign, we tried to create local language ads. For example, In india we launched campaign with Hinglish ad creative's and it worked very well for us.

Our main focus was on CTR, When our CTR was good then we were getting Rs. 3 to Rs. 4 cost per Install.

We launched remarketing campaigns as well. We have created different types audience like past 7 days /15 day clicked on ad but didn't install app and started targeting them

As we had more competition in this niche, so we tried to highlight our special features in ad and tried to show ad in east language, so users can click on ad and install the app. It also helped us improving CTR.

In every Ad campaign, quality score matters. We worked on ASO and mentioned our targeted keywords in Title, Description etc to make it SEO friendly.

In the beginning our cost per install was around Rs. 35 for France and after optimising ad it comes down to Rs. 14.

INITIAL PERFORMANCE

Performance Report:

Date	Campaign Name	Reach	Impression	Clicks		CPL	(Lead/Click) Conversion %
26/12/2020	Campaign 1		13765	406	131	13.82	2.95%
26/12/2020	Campaign 2		60100	2011	518	2.74	3.35%
26/12/2020	Campaign 3		39653	1902	352	4	4.80%
26/12/2020	Campaign 4		79254	2349	553	2.73	2.96%
Total			192772	6668	1554	3.96	3.46%

Geo Tagged FB Campaigns :

Campaign	Demographic	Age -Group	Placement	Spend/Day
App Install Campaign	India, France, Singapore, Philippines	18-55	Display, Search, YouTube, Discovery, Google Play Store	18000