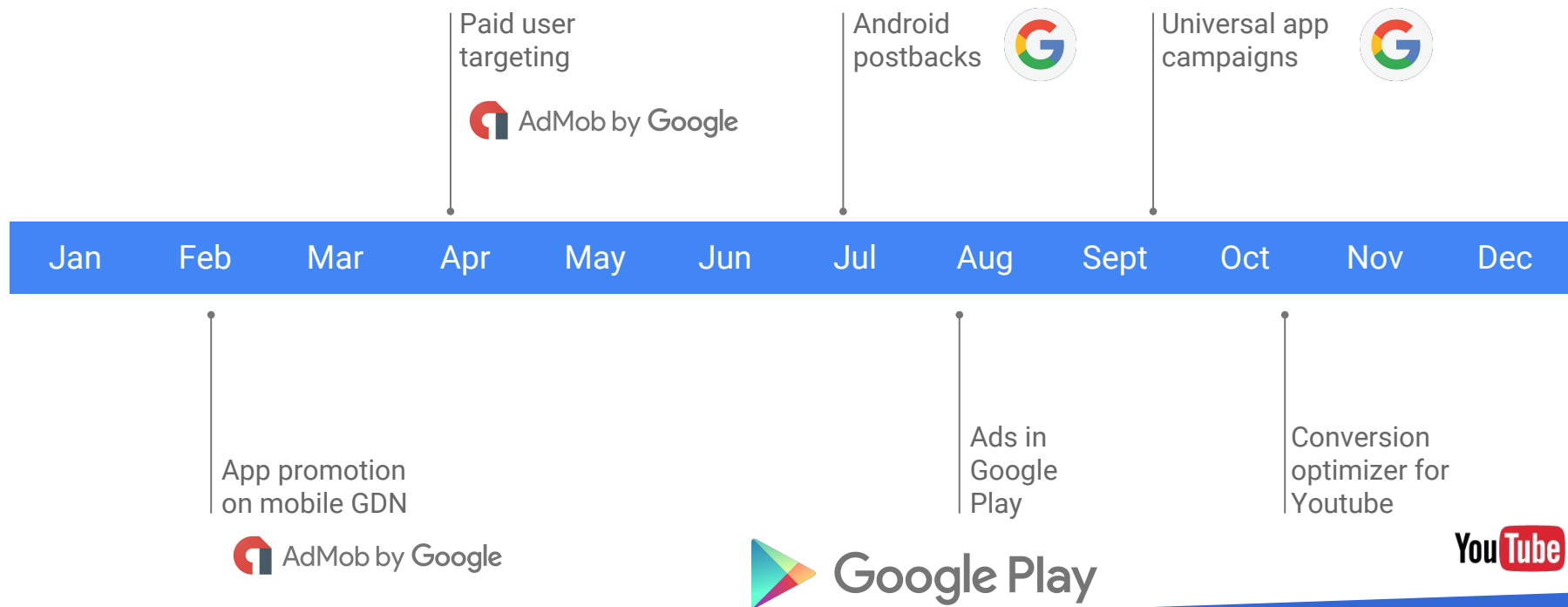


The secrets of a successful promotion of **your app** with Google



Christian Vigne
Mobile Product Expert

We had an intense product activity on app promotion in 2015



There is more and more demand for app promotion & engagement solutions because...



Apps have generated

\$35BN

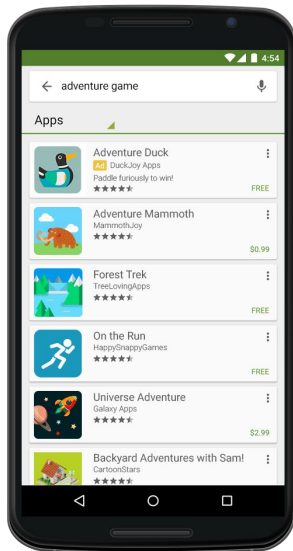
In revenue in 2014

Apps offer unique features

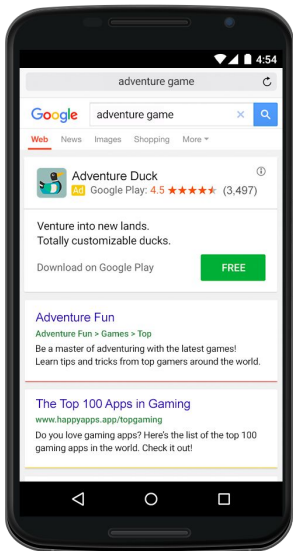
App discovery is tough

Apps are successful revenue
drivers !

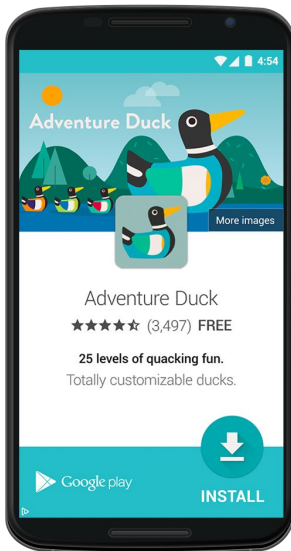
We have many options for the promotion of your app !



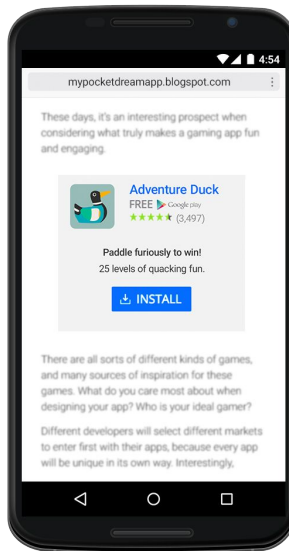
Discover
on Play



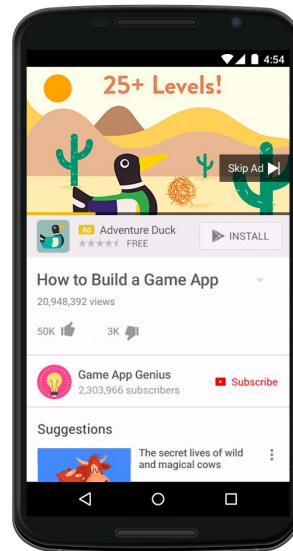
Search
on Google.com



Engage
with Apps

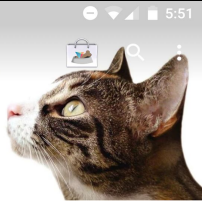




Surf
the Web



Watch
on YouTube








Human-to-Cat Translator


Electric French Fries

 PEGI 3


UNINSTALL

OPEN


Ads • In-app purchases




1
MILLION
Downloads



3.6
★★★★
39,471




Entertainment



Similar

Instantly translate your voice into meows.

 **WHAT'S NEW**
Minor updates to make it purrrfect.

READ MORE

Agenda

- 1 App discovery with Google ads
- 2 Scale and performance at your fingertips
- 3 Going beyond the download

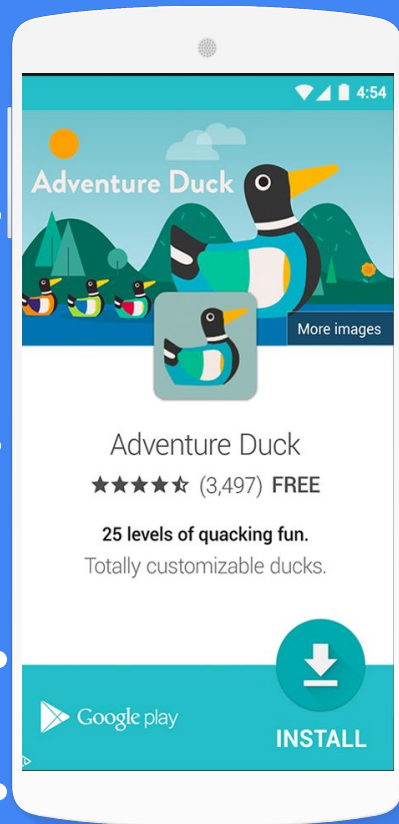
App promotion on our display and video networks

900M unique devices per month

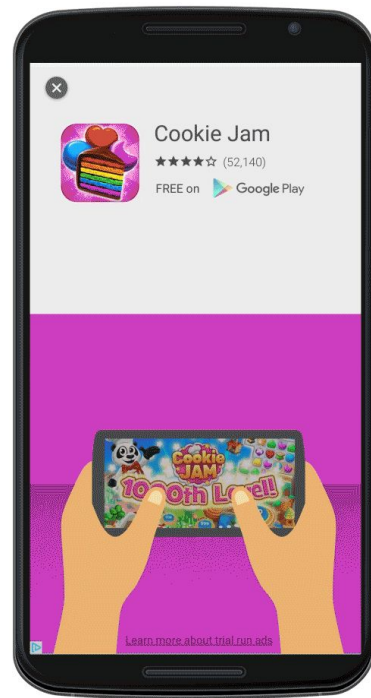
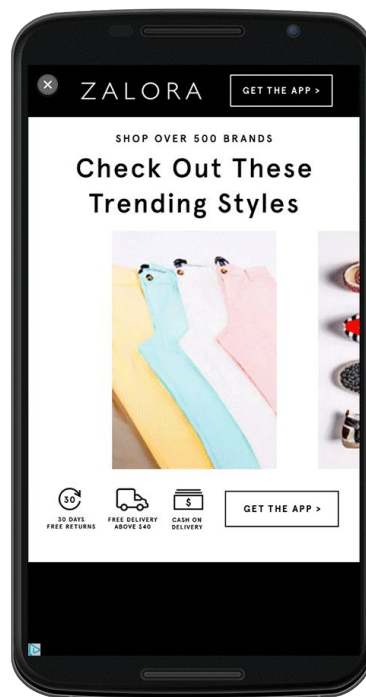
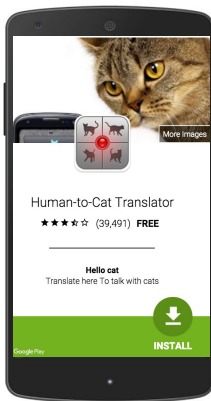
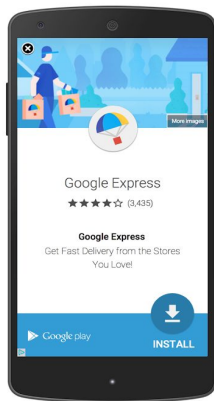
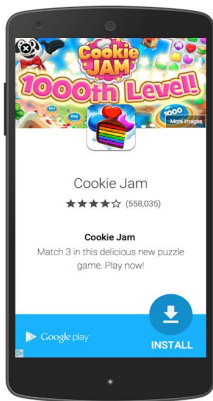
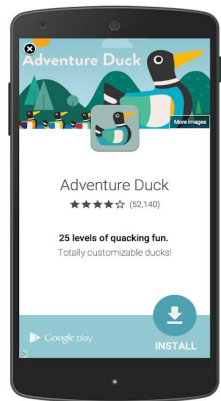
650K premium **apps**

2M+ **websites**

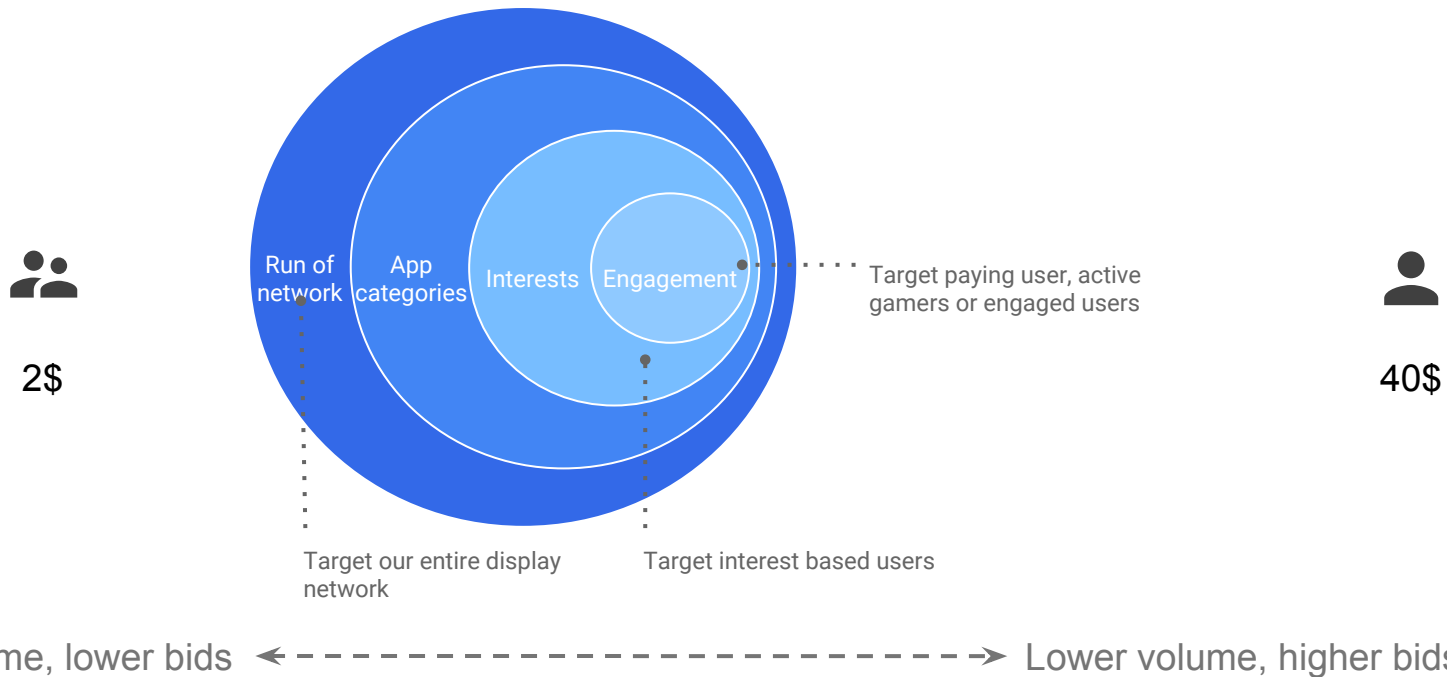
2B+ daily mobile views on **Youtube**



We have engaging and interactive ad formats on display



And we can target the right users with the right bids



Take advantage of a true view for your app

Video ads play before a selected video in the YouTube mobile app.

A banner with "Install" call to action appears below.

Once the "Install" button is clicked, the advertised mobile app is downloaded

You pay if a viewer watches 30 seconds or clicks to install your app



Human-to-Cat Translator

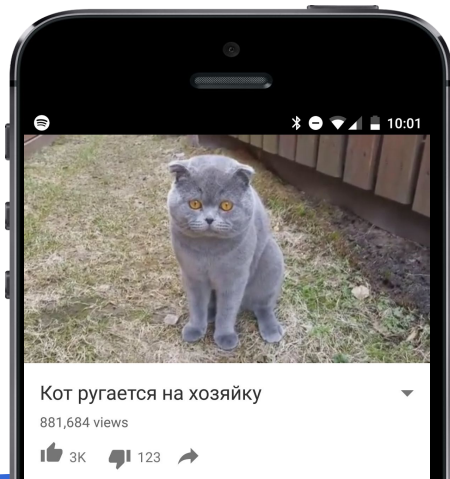
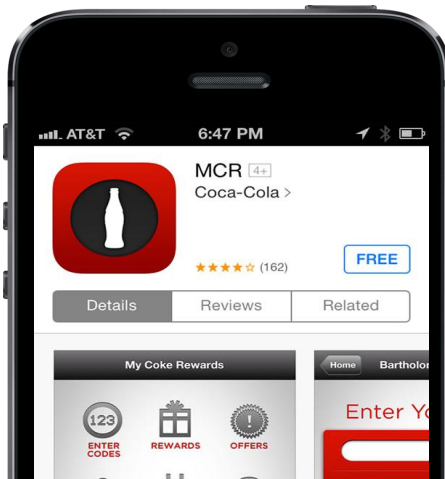
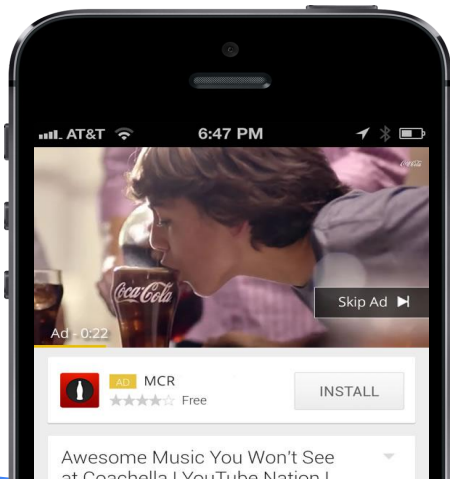
Electric French Fries

PEGI 3

UNINSTALL

OPEN

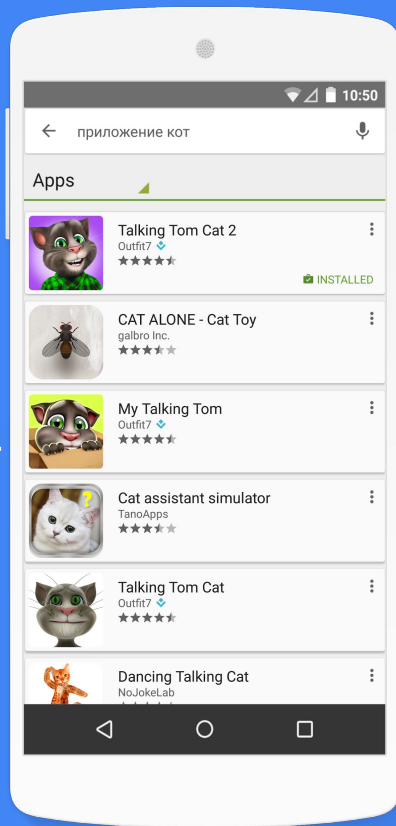
Ads • In-app purchases



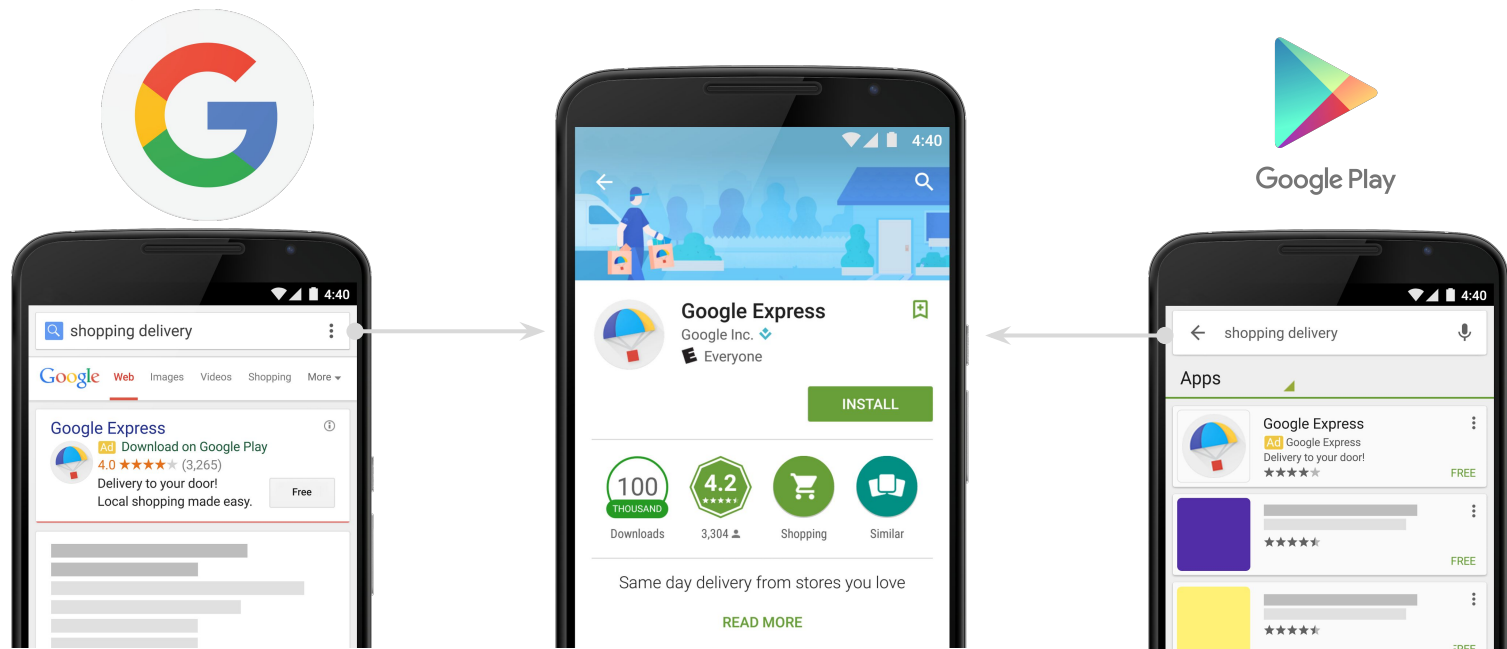


Search app promotion

27% of our users
like our search
engine to find
apps



From play or search, we match intent to app download

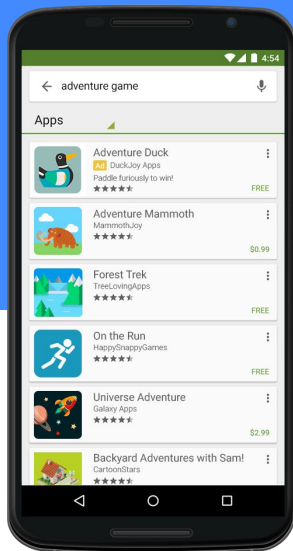


People are looking for your brand and your apps

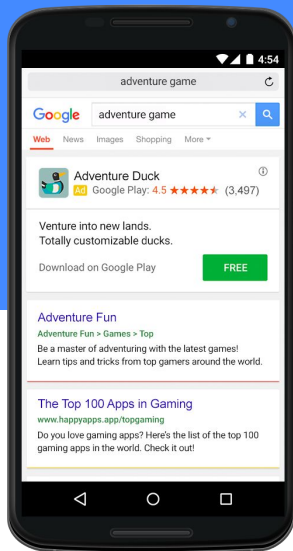


People are looking for retail, travel, entertainment, banking apps all the time and in all geos !

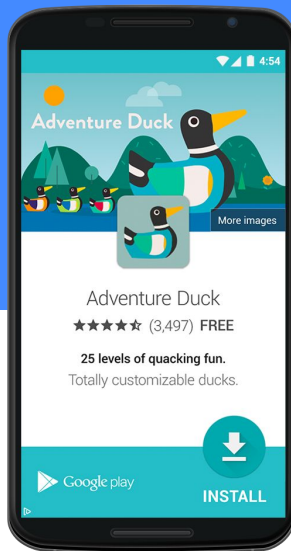
Universal app campaigns : *BCë BMeCTe !*



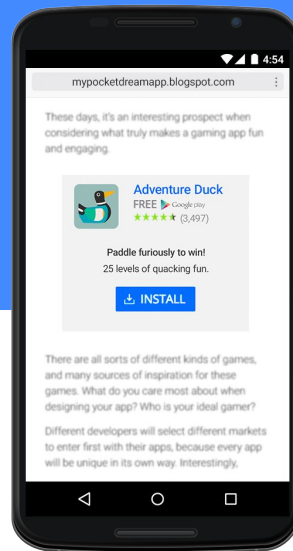
Discover
on Play



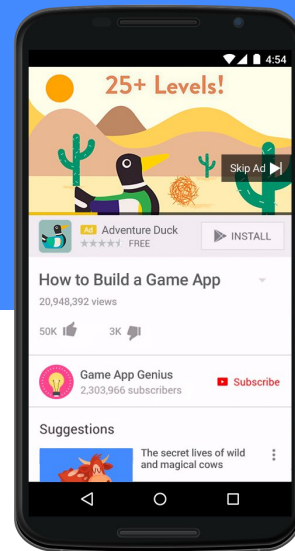
Search
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Engage
with Apps

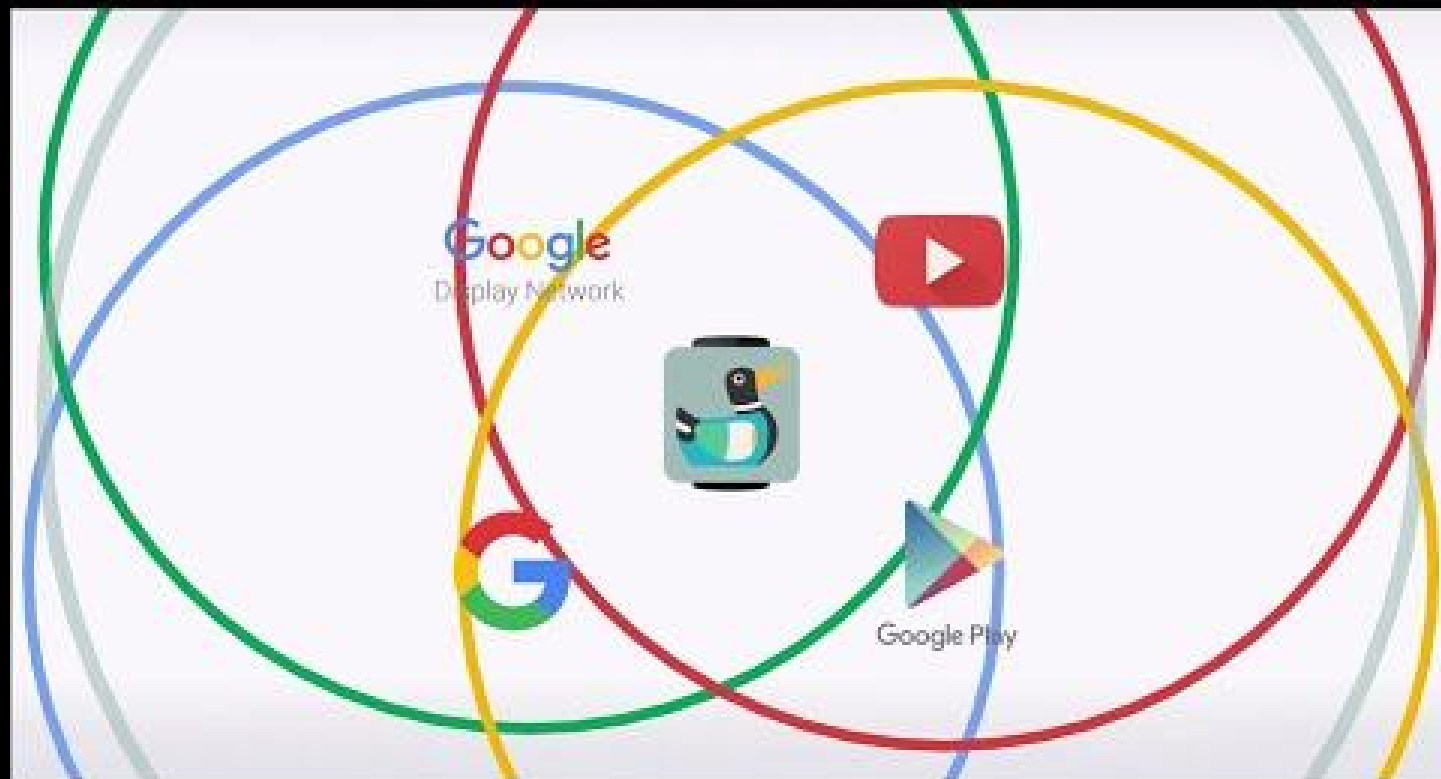


Surf
the Web

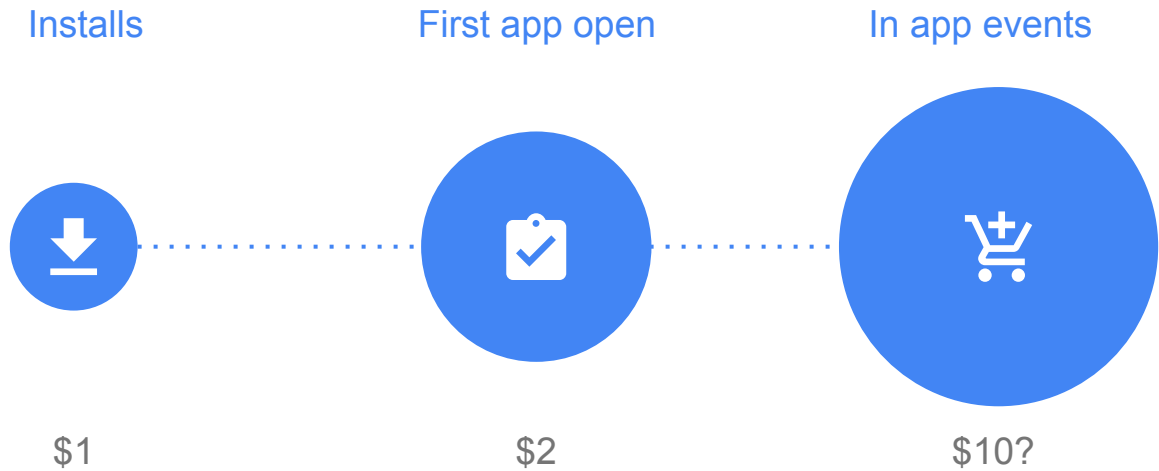


Watch
on YouTube

All the best of Google in one campaign



Different conversions yield different values



And conversion optimizer is here to reach your target CPI

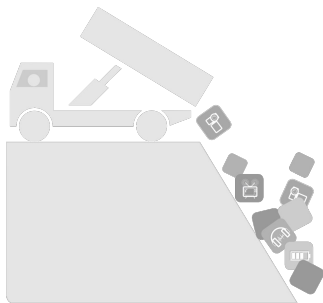


Can we go beyond the download ?

Downloads

Investment

KPI = Cost per install



95% of apps are
abandoned
within 1 month

Downloads

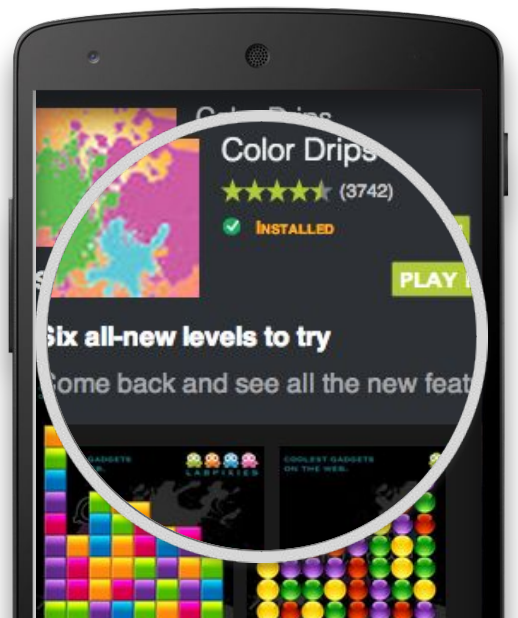


In app events

Investment

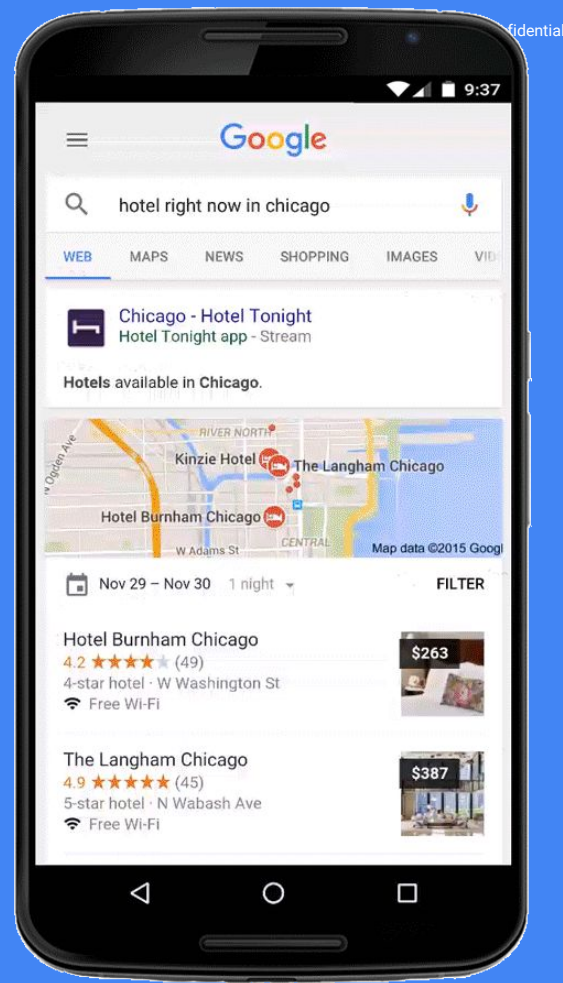
KPI = Lifetime Value

From Apps



A future without
downloads ?

Stream the content of
an app on your phone
from a search



In a nutshell...

К

Качество

О

Опыт

Т

Таргетинг

Спасибо за внимание!

Questions?

Christian Vigne

cvigne@google.com