



## Garanti doubles iOS and Android app downloads

### About Garanti

- Financial services group
- Established in 1946
- Headquarters in Istanbul

### Goals

- Increase downloads of the Garanti mobile app
- Maintain or lower cost per download
- Grow mobile presence

### Approach

- Targeted entire mobile display network with Conversion Optimizer
- Analysed performance and optimised accordingly
- Initiated Universal App Campaign

### Results

- Cost per download decreased by 36%
- Downloads increased by 185%
- Click-through rate increased by 58%

*"With over 3 million active mobile users, Garanti brought powerful mobile solutions to new customers, thanks to Google tools. I can absolutely recommend mobile advertising with Google."*  
 — Deniz Guven, Senior Vice President of Digital Channels, Garanti

Jointly owned by BBVA, Garanti is an integrated financial services group operating in Turkey, the Netherlands, Russia and Romania. The company wanted to widen its focus to build presence in the mobile channel and increase downloads of their banking app. In order to grow the number of app installs, Garanti ran an AdWords display campaign across the entire mobile network. To deliver the best performance, they used Conversion Optimizer, Google's auto-bidding algorithm that helps advertisers get the most downloads for their budget and finds the optimal bid each time the ad is eligible to appear. By allowing Conversion Optimizer to learn and optimise for a period of two weeks and then implementing day-to-day performance optimisations on ad types and networks during the campaign period, Garanti and their agency adXclusive were able to achieve the target cost per download.

Next, the team implemented Universal App Campaigns. By creating a few lines of text and adding imagery, Garanti was able to build an ad campaign to run across the Google Display Network, Google Play, YouTube and partner networks. While the campaign was running, they again used Conversion Optimizer to help meet their cost-per-download goals. During this time, the performance of mobile display ads was monitored closely to see what effect this produced on search impression share. Utilising the increase on search query volume, Garanti was able to turn every search opportunity into downloads. In addition to ongoing optimisation efforts, the team distributed the budget effectively to maximise downloads from both the Android and iOS networks.

These measures enabled Garanti to decrease the cost per download by 36%. Compared to the previous period, the number of downloads increased by 185% and the click-through rate improved by 58%. In achieving the application download objectives, Google became the most prominent channel for both Android and iOS apps. Garanti's share of bill payments from mobile devices increased from 28.5% to 30%, which means that one out of every three bills is now being paid through the mobile app Garanti Cep Şubesi. Google played a prominent role in achieving these results.

*By using Universal App Campaigns across the Google Display Network, Google Play, YouTube and partner networks, Garanti drove downloads on Android and iOS.*

