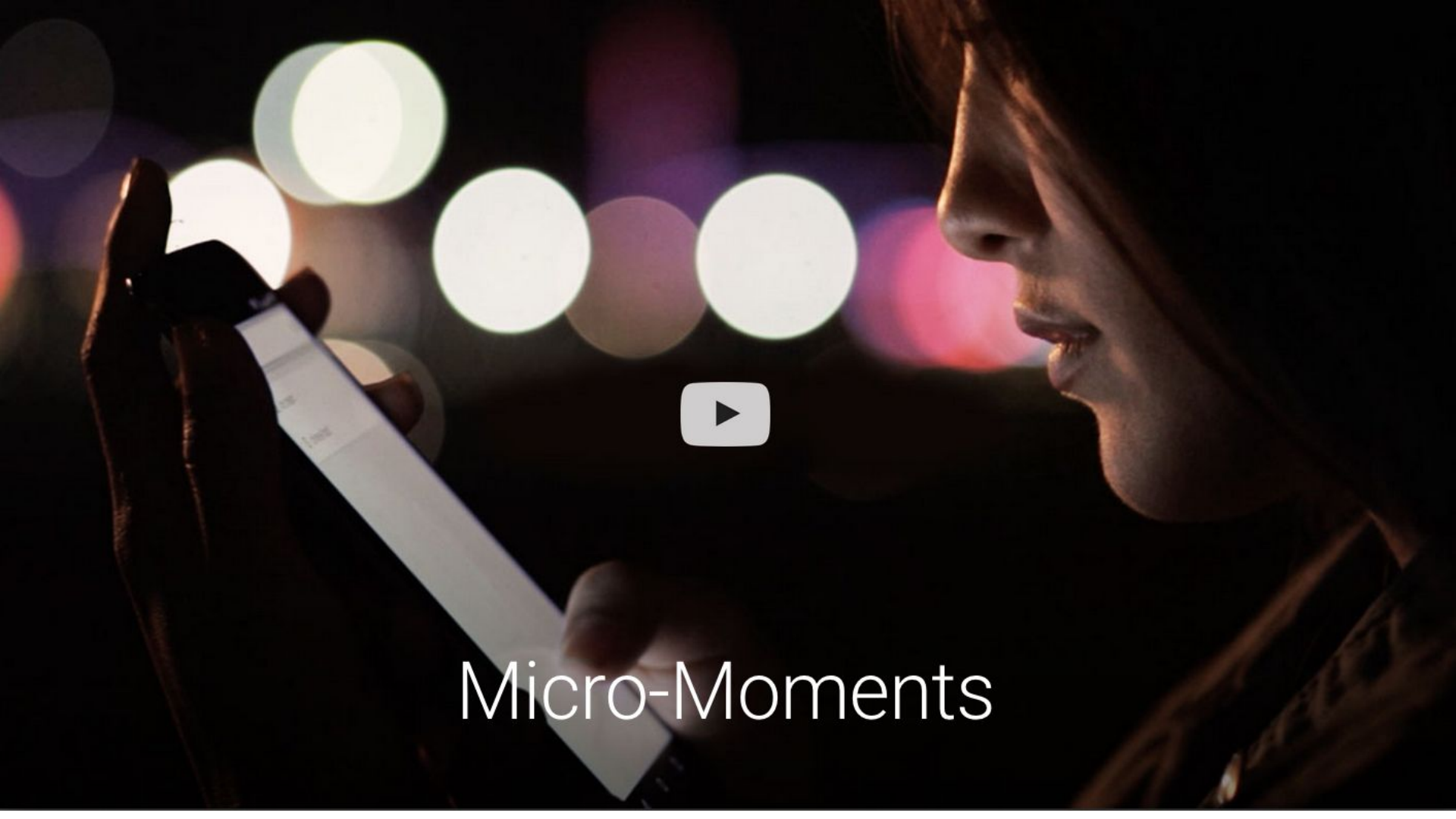
Micro-Moments

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> “Mobile is not a subset of the internet - it IS the internet „

Ben Evans

150x
per day

At work, book Coachella tickets
11:36am

At lunch, play Scrabble while waiting in line
1:33pm

Buy new tote to take to Coachella
11:15am

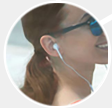
Use maps to get directions to Creole food truck
1:13pm

Wake up and read news online
6:50am

On the bus, read articles about Coachella
8:42am

Browse festival styles on YouTube
7:15pm

Use flashlight app to find dropped earring
11:09pm



At bus stop, listen to new music playlist
8:30am

On bus, check email for sales this weekend
5:29pm

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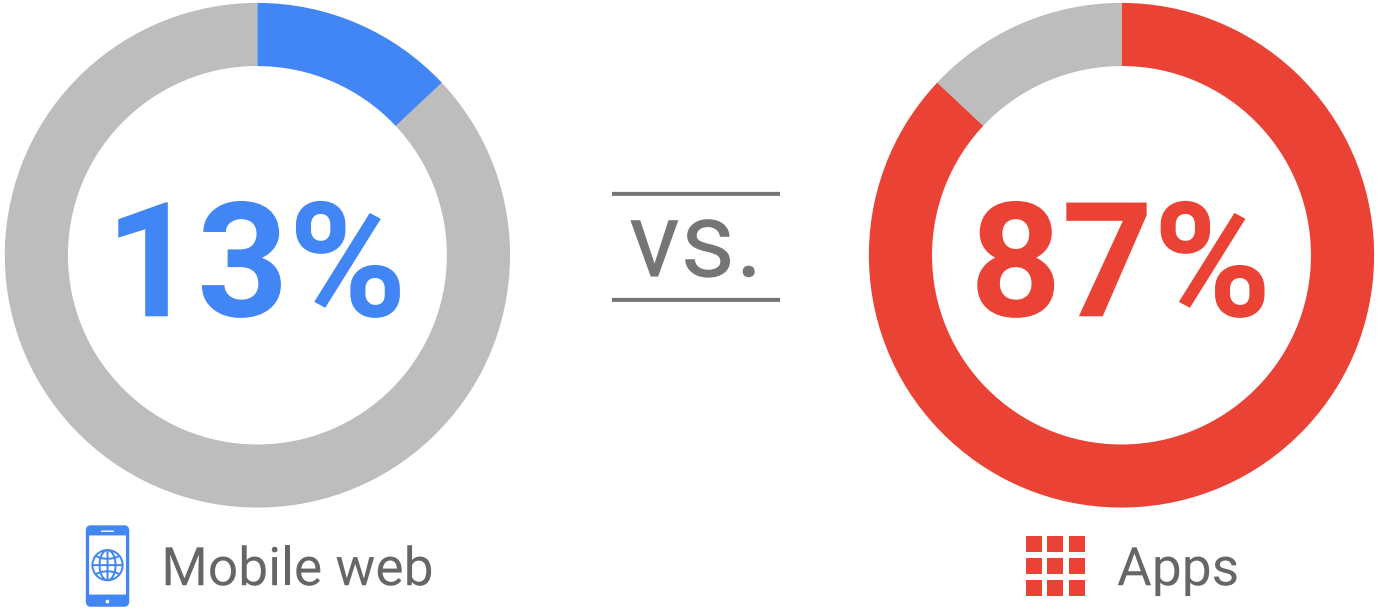
What about all the time spent in apps?

Mobile web vs. apps



Source: comScore Mobile Metrix, U.S., Age 18+, June 2015

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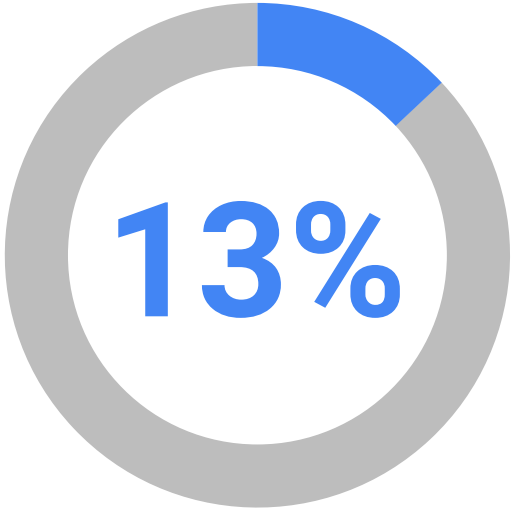
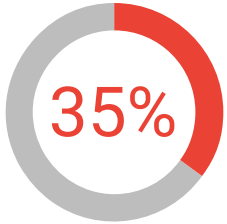
Time spent is concentrated in a few

Mobile web vs. apps

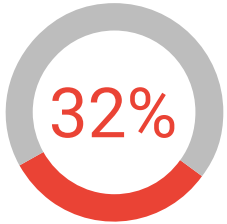


Mobile web

vs.



Social and messaging



Entertainment
(Games, radio, multimedia)

Other apps

Source: comScore Media Metrix MP and Mobile Metrix, U.S., Total Audience, June 2015

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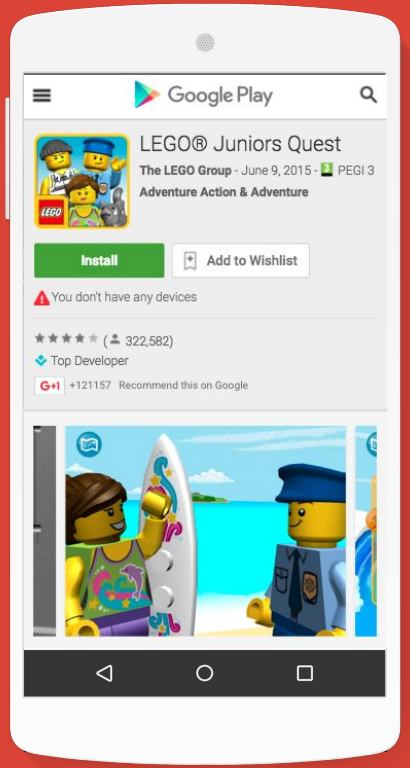
The case for sites-first

- Infrequent use
- Wide range of competitors
- Transaction-driven uses (Retail, Travel)
- For acquisition & retention

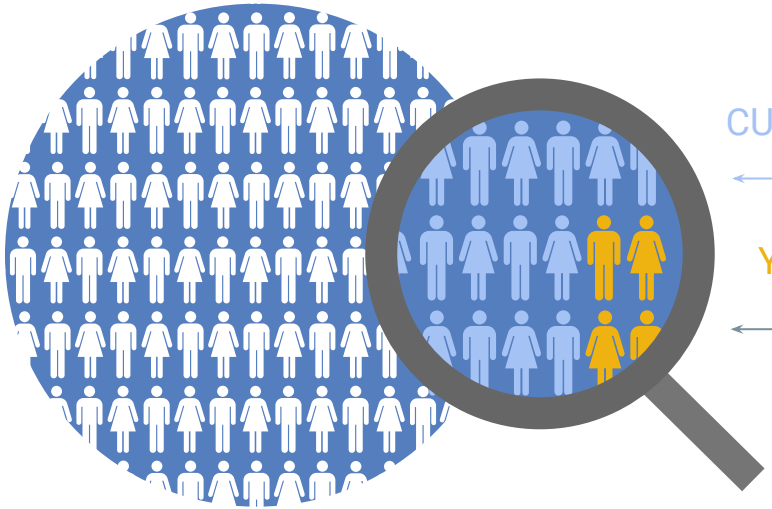
The case for apps-first

- High-frequency use (daily)
- App-only capabilities (e.g., offline)
- Productivity & Gaming use cases
- For loyal users



Most loyal users engage with your App

Total Market for Your Product or Service



CURRENT USERS

YOUR LOYAL APP USERS

Source 1: http://digitalservices.npr.org/post/why-mobile-web-matters For NPR are twice as many visitors to mSite as Apps
Source 2: Mobile Commerce Daily,"In an analysis of 46 million page views from mobile devices on Skava's clients' mobile Web sites and apps, including Gap, Staples, Macy's and Toys "R" Us, 97 percent of retail sales from mobile devices on Black Friday while apps accounted for just 3 percent."
Source 3: comScore's MobileLens report indicates that nearly twice as many smartphone users accessed online retail via a website rather than a native app, that only tells part of the story."
Source: Source: SIG Internet Industry Update - "THERE'S AN APP FOR THAT...THE BROWSER" (May '14)

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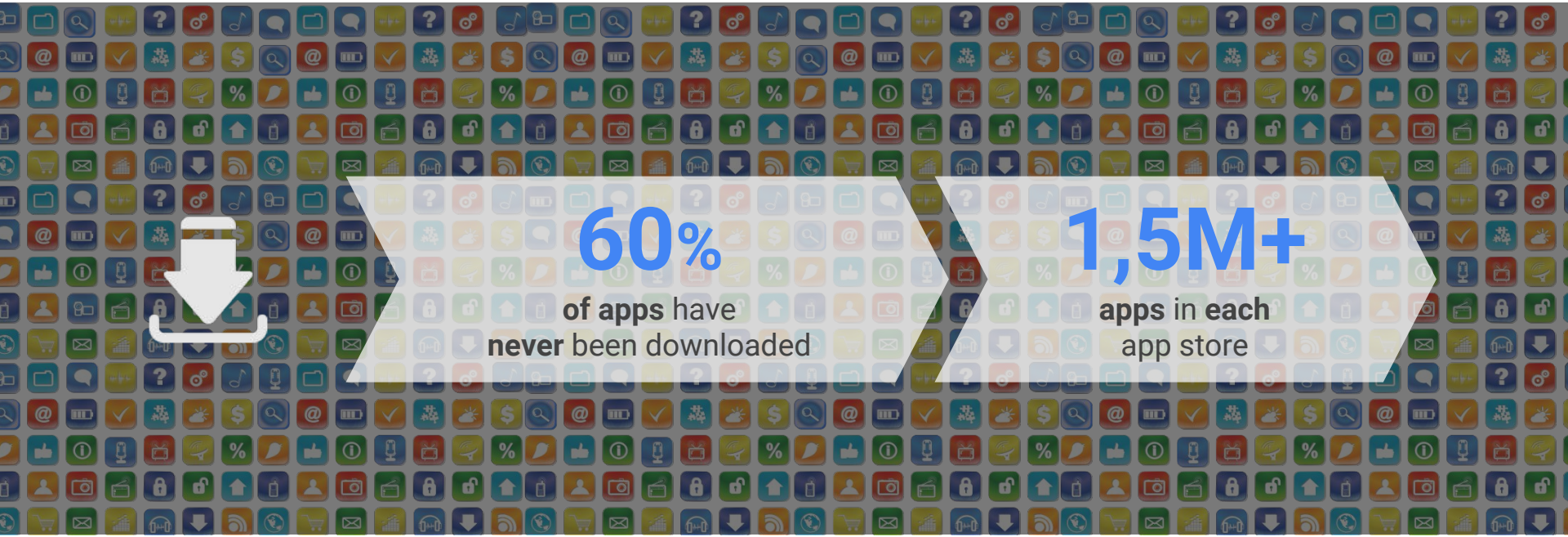
Challenge 1

Driving **discovery** and installation of your app



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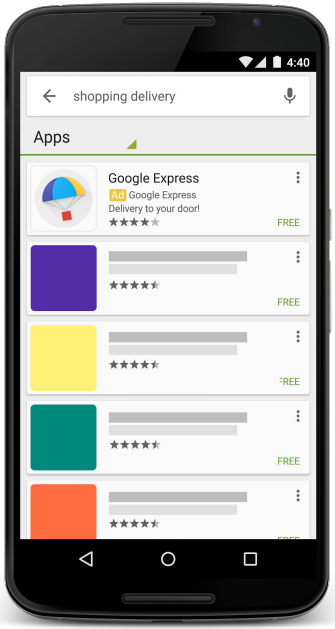
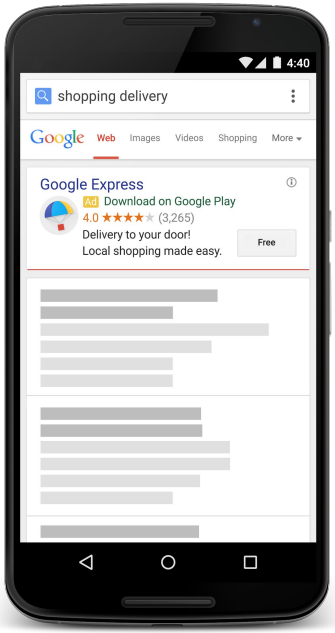
Reach users to install your app while they...

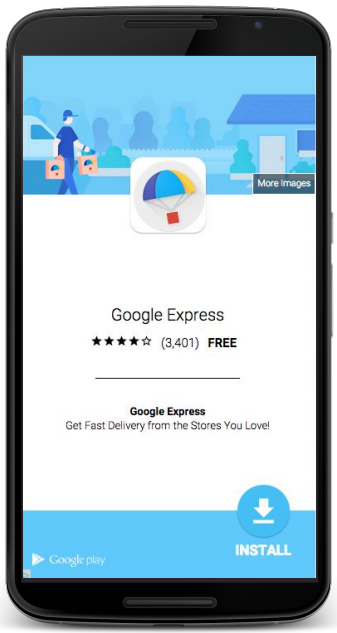
Search
in the Play Store



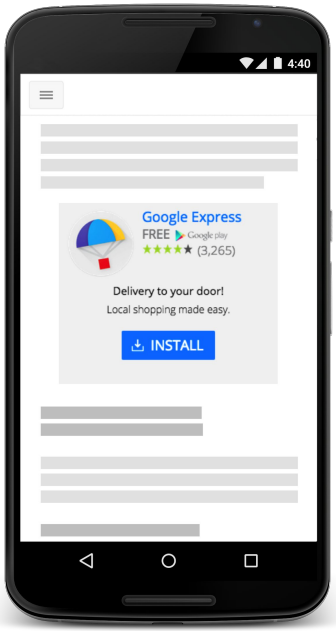
Search
on Google Search



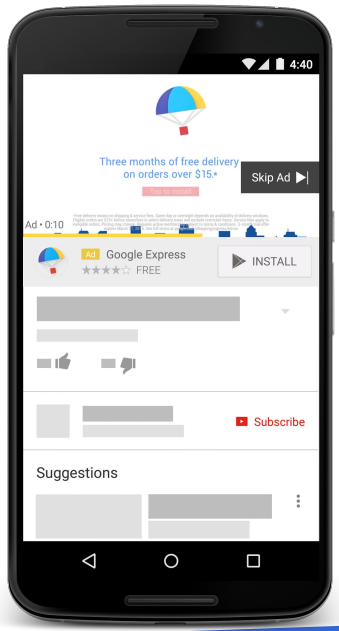
Engage
with Apps



Surf
the Web



Watch
on YouTube



Universal App Campaigns - Ad Creation made easy

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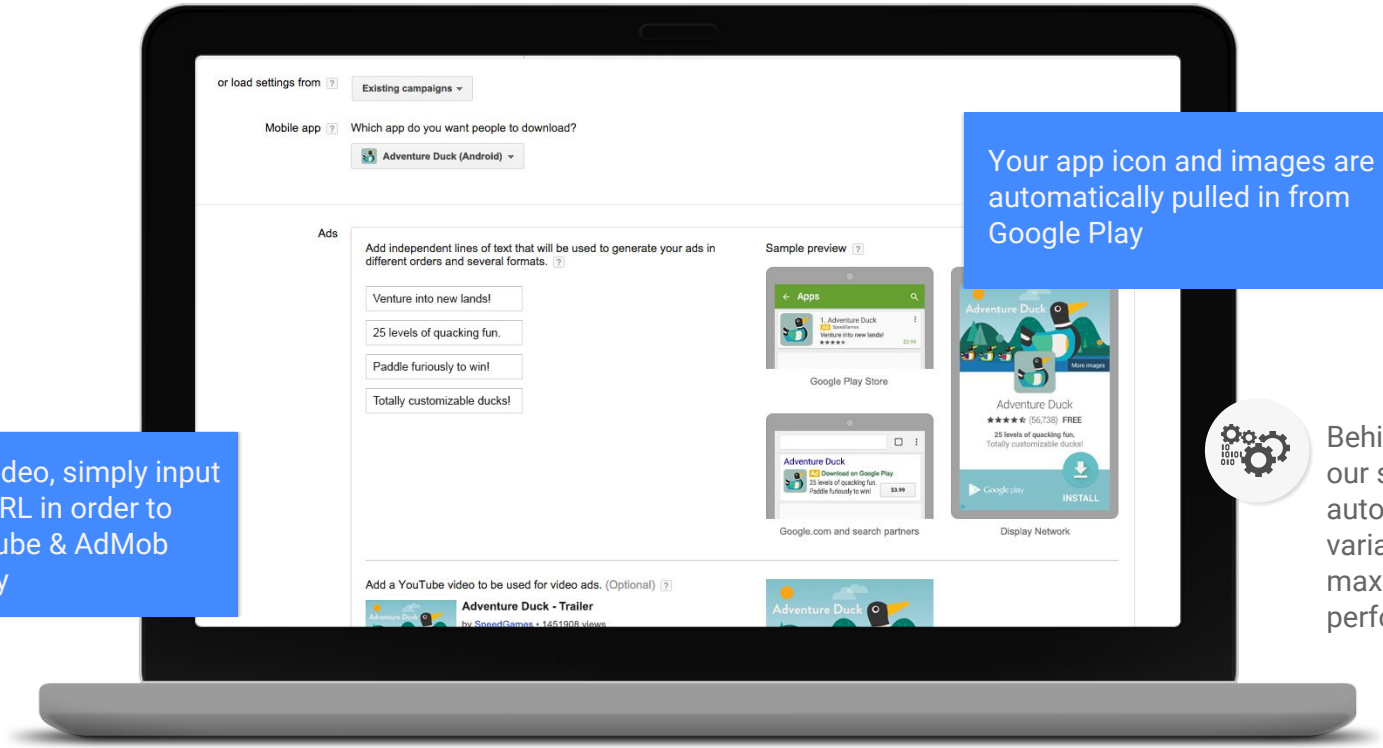

Your app icon and images are automatically pulled in from Google Play

If you have a video, simply input the YouTube URL in order to show on YouTube & AdMob Video inventory

Behind the scenes, our systems will auto-optimize ad variations that maximize install performance

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Fallstudie

Linio senkt den Cost-per-Install mit Universal App-Kampagnen um 20 % und steigert dabei Installationsvolumen

DIE ZIELE

- Schnelle Skalierung der App-Werbung in mehreren Ländern

DER ANSATZ

- Die Android-Apps des Unternehmens wurden mit Universal App-Kampagnen beworben.
- Für jedes Land wurde ein separater Cost-per-Install festgelegt.
- Der Cost-per-Install wurde anhand des Durchschnitts anderer Kanäle bestimmt.
- In den Kampagnen wurden die Alleinstellungsmerkmale und Calls-to-Action verwendet, mit denen im Displaynetzwerk die beste Leistung erzielt wurde.

DIE ERGEBNISSE

- Insgesamt mehr als 80.000 Installationen in sechs Wochen
- Höhere Installationsrate und um 20 % niedrigerer Cost-per-Install im Vergleich zu App Promotion Lösungen außerhalb der Google Plattformen

Linio ist ein Onlinehandelsunternehmen, das vor drei Jahren von Rocket Internet gegründet wurde. Heute beschäftigt Linio 2.000 Mitarbeiter und ist in acht Ländern Lateinamerikas aktiv: Argentinien, Chile, Ecuador, Kolumbien, Mexiko, Panama, Peru und Venezuela. Das Warenangebot des Unternehmens umfasst Elektrogeräte, Haushaltswaren, Kleidung, Sportartikel und Produkte aus den Bereichen Gesundheit, Schönheitspflege und Mode sowie weitere Artikel.

Recommended Implementation Timeline

Display		Text Ads + Video Ads + RON + CO		
Search		App Install Ads on Google Search and Play Store + App-Specific Keywords + CO	**Expand** to as many relevant keywords as possible (Android)	
YouTube			TrueView App Promo ads targeting Similar Lists	**Expand** to other TrueView targeting types once Similar App Users is exhausted
Universal App Campaign	**Set Up and monitor**			
Measurement	**Set up** conversion tracking			**Evaluate** cross-product performance and optimize budget allocation

Google

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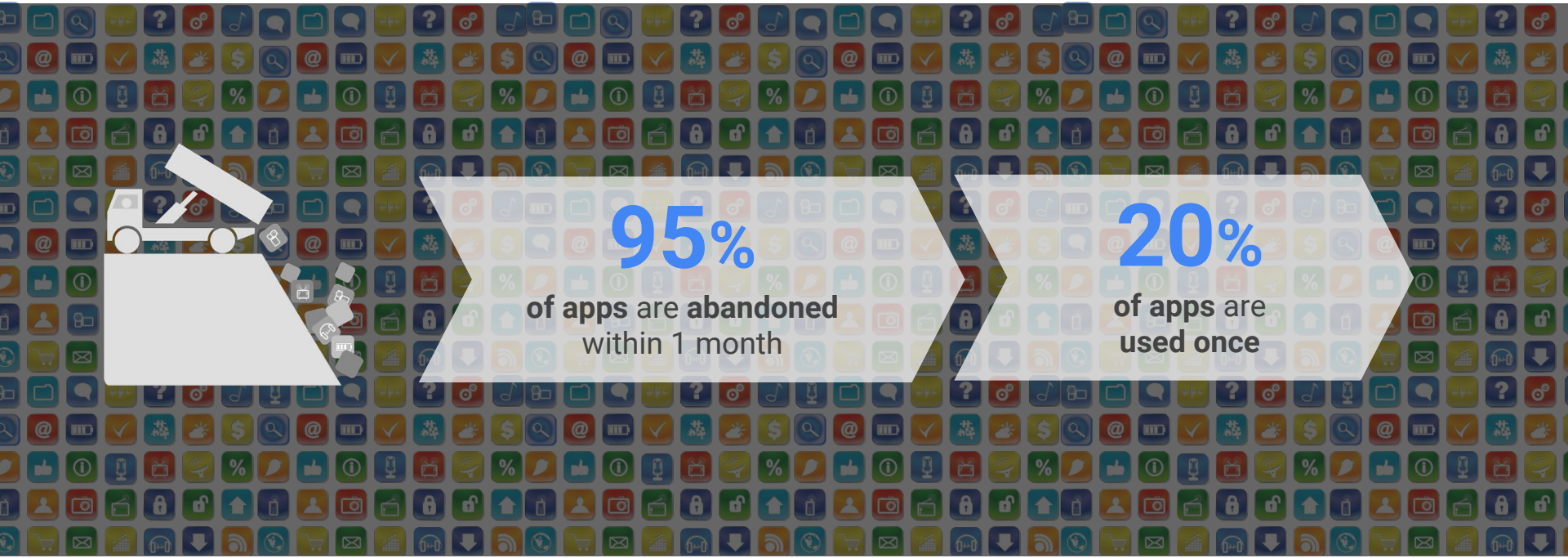
Challenge 2

Driving **engagement** with your app more frequently



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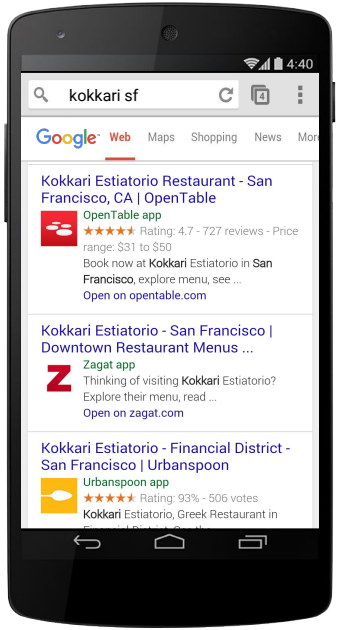
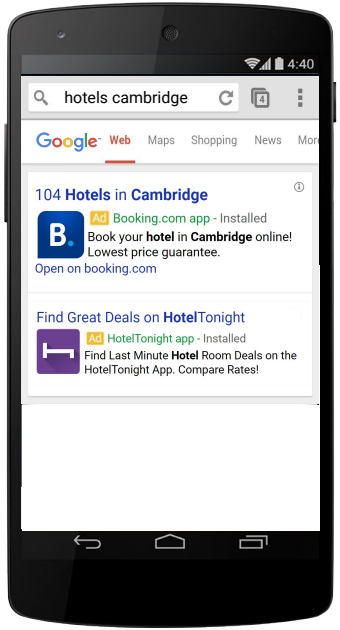
Engage existing users in the right mindset and drive them back into your app when they are...

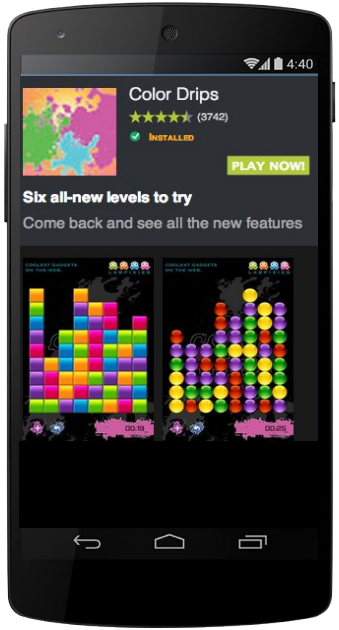
Searching-for-experiences



Ready-to-purchase



Looking-to-play



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Three simple steps to drive business through your app

1. Implement a **measurement strategy**
2. Enable **deep linking** within your app
3. Run **ads across AdMob and Google.com**

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1. Select the best measurement strategy for your in-app conversion goals

Google Solutions

Google Conversion Tracking SDK

- Track in-app conversion events
- Build user lists for App Remarketing
- Works for AdMob display ads on Android & iOS (Search coming soon)

Google Analytics SDK

Measure:

- User engagement
- Download sources
- Avg revenue per user
- Return on ad spend
- Lifetime value

Third Party

If you are working with a third party tracking provider, let your Google team know and they will confirm if it is fully integrated with AdWords.

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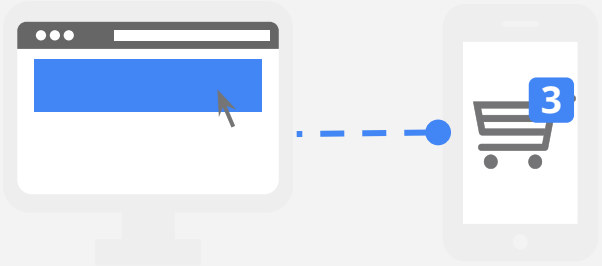
Value the full impact of your display ads on users across devices

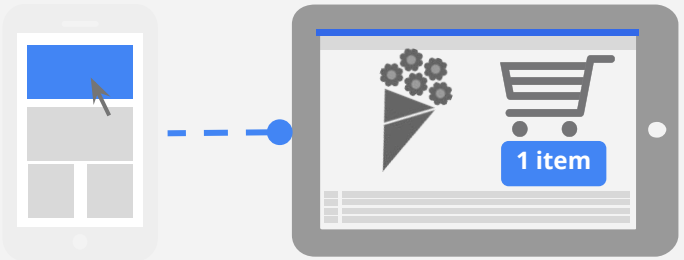
Web to In-app



User clicks on Retailer's **desktop ad**

Buys three pairs of jeans on Retailer's iPhone **app**

In-App to Web



User clicks on Mother's Day flowers **ad inside gaming app**

Later orders flowers on his **tablet**

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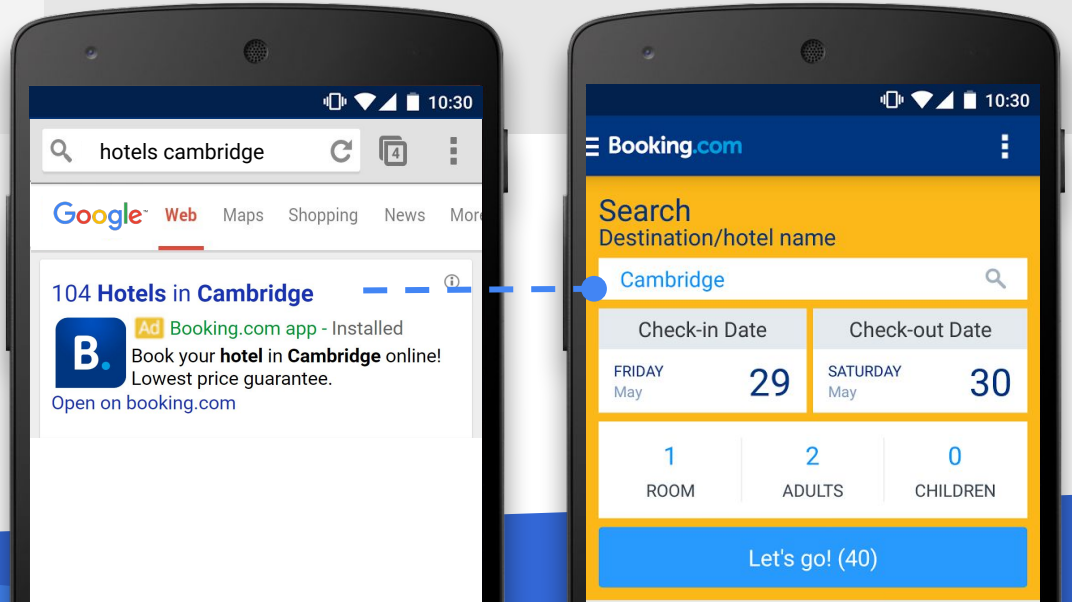
2. Enable deep linking

Deep links bring users directly into a **specific location within an app**

Deliver **frictionless user experience** that users have come to expect from the web



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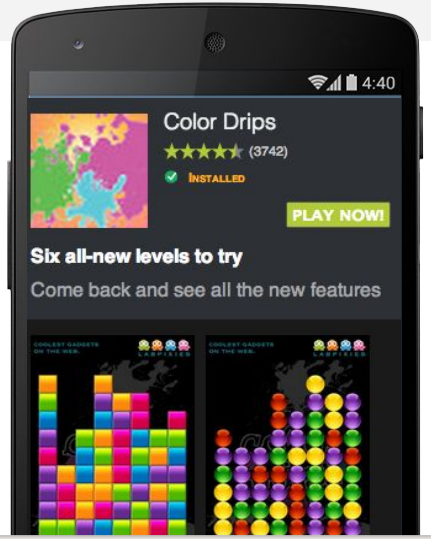
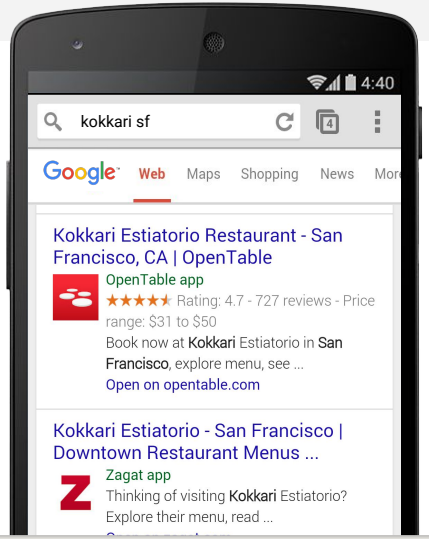
3. Reconnect with users on AdMob & Search to drive in-app conversions

Enable **deep linking**

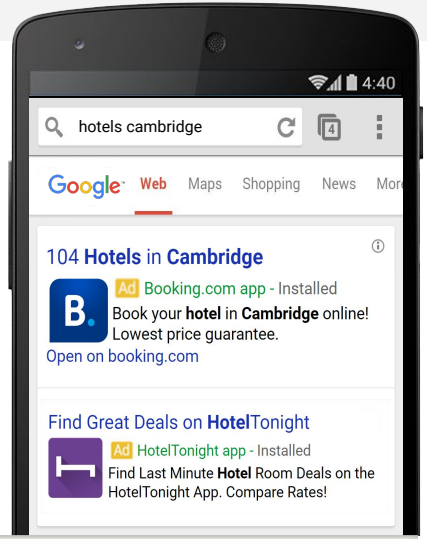
Start testing **App Re-Engagement** on AdMob



Submit your app for **Indexing** to improve **organic Search** traffic



Run **Search Engagement Ads**



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Using Display App Engagement Ads on the Google Display Network, foodpanda efficiently drives app engagement among consumers

About foodpanda

- Digital food ordering marketplace
- Funded by Rocket Internet, Goldman Sachs and others

Goals

- Increase loyal customer base and associated customer lifetime value
- Encourage app engagement
- Develop setup to work across markets with sufficient control
- Unlock new inventory

Approach

- Initiated in-app ad campaign across the Google Display Network
- Displayed App Engagement Ads to customers who previously exhibited intent by ordering in or installing the app
- Designed ad creative to inspire new intent and subsequently re-activate these customers
- Delivered tailored ads, including dayparting based on availability of partners

Results

- Surpassed sales from desktop remarketing campaigns
- Increased in-app advertising to become the main lever of display remarketing activities
- Decreased cost per order by 71%

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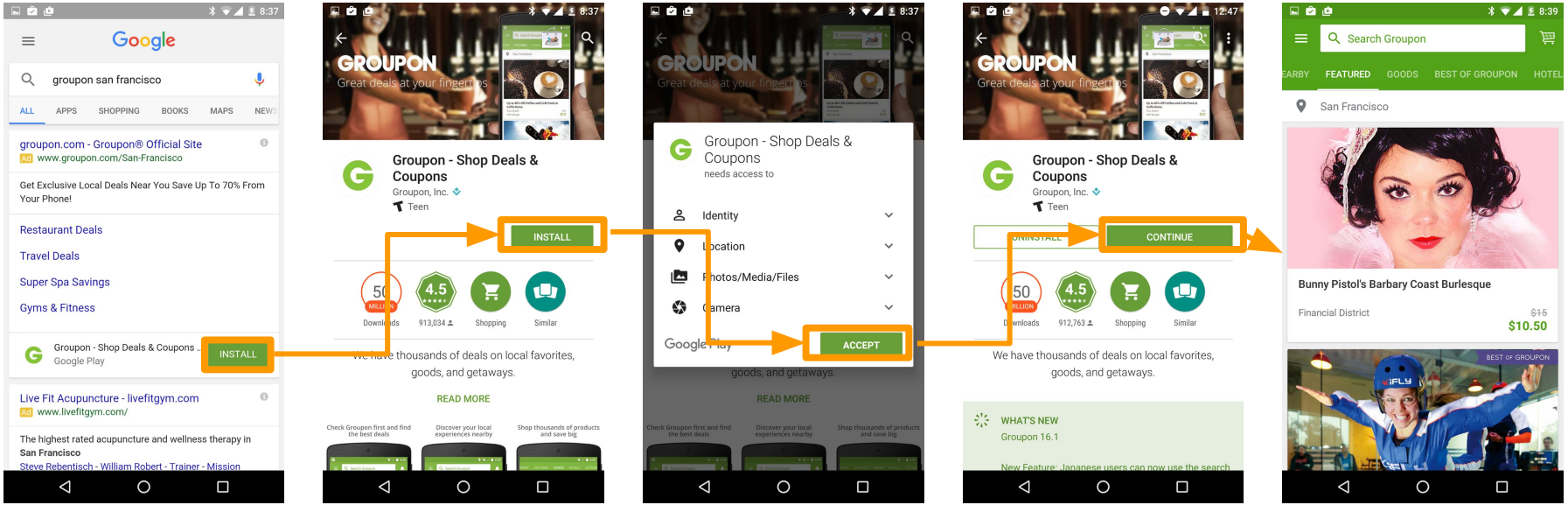
Ways to include In App Events in Automated Bidding

CO	Objective	Drive Installs	Drive In App Event	Drive In App Purchase
CO for app installs	CO to drive higher volume of App Installs at lower cost	YES	NO	NO
CO for App Engagement	CO to drive higher volume of App engagements at lower cost - only in Display so far	No	Yes	Yes
CO for Buyers	CO to drive In app purchases (IAP). For Gaming only	YES (higher value installs, Android only)	NO	YES (Android only)

Search App Install and Continue ***scales engagement*** by reaching all users who exhibited intent



Search
on the Google Search App or Google.com

Install
the app

Continue
to the desired app content

Convert
in app

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Best practice

Measure everything, identify customers that you want to bring back and understand Life time value

Tracking
Measure everything beyond installs, to understand your most valuable users and their behaviors

Build remarketing lists
Define in-app triggers (dropped out of purchase flow) or key segments (lapsed users, buyer) to target

Proactive outreach
Consider available channels (e.g., e-mail, app push notifications, back of register tape) to re-engage

Offer something unique
Leverage app to provide unique experience (e.g., in-store reward, exploding offers, discounts)

Seamless checkout
For IAP or commerce, make checkout flow a breeze (login/pay button, less clicks/fields, 1-click purchase)

Deep-linking
Develop your app with this in mind; enables ads to direct customers into deeper, more targeted sections of app

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We have you covered, across iOS and Android

Discovery everywhere	**Engagement** via deep-linking	**Conversion** driving LTV

- YouTube — #1 Video site
- AdMob — #1 Ad Network
- #1 Mail Site
- #1 Search Site
- #1 App Store

Analytics platform

Google Analytics

3rd Party

codeless conversions
conversion tracking
target cpa optimization

AdWords-Experte

Ihr Nachweis für **Wissen, Kompetenz und Professionalität**

- Zeigen Sie, dass Sie sich im **Online-Marketing bestens auskennen und lassen Sie sich von Google zertifizieren**
- Legen Sie die **sechs Zertifizierungsprüfungen** ab in den Bereichen AdWords Grundlagen, Suche, Display, Shopping, Video und Mobile
- Nutzen Sie unsere speziellen **Lernvideos und Live-Trainings** auf dem Weg zu Ihrer AdWords-Experten-Zertifizierung
- Anmeldung unter **g.co/AdWordsExperte**

Digital-Experte

Squared Online DACH ab September 2016

Squared ONLINE

- Umfassender und **berufsbegleitender Onlinekurs** (Zeitdauer: 5 Monate)
- Strategischer Überblick über die **Disziplinen der Digitalwelt**
- Vermittlung von **Führungs- und Kooperationskompetenzen**
- Werkzeuge und Strategien für die Arbeit in einer **integrierten Marketingumgebung**
- Innovatives, interaktives **Online-Learning im virtuellen Klassenzimmer**
- Anmeldung unter: **www.wearesquared.de**

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