Experiment with Google Ads: Universal App Campaign drives high-value users

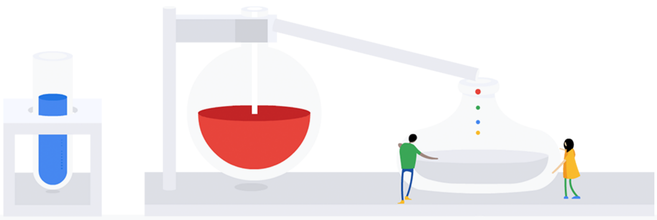
Hypothesis

Machine learning help apps businesses efficiently gain high-value users at scale.

Challenge

I Got Games (IGG) is a China-based online game developer with over 300 million players worldwide. They are always looking to acquire and grow a valuable user base for their games. They had previously done so by running manually optimized YouTube install campaigns. But manual optimization meant they had to analyze a vast amount of data (such as search, YouTube, and Google Play data) across multiple channels to find the right gamers, build the perfect campaigns for them, and find the best time and place to serve them.

The release of a new game "Lords Mobile" was a great opportunity to test the potential of Universal App Campaign to promote their new game application; a Machine Learning-powered solution that creates highly customized and targeted ads across multiple platforms, all done automatically and with real-time optimization.



Experiment

Experiment control and test groups split based on geography. Within the same market, control and test geographies were identified - roughly equal in terms of size and behavior.

Control group:
YouTube install Campaign

- Manually optimized
- On YouTube network only

Test group:
Universal App Campaign (UAC)

- Uses Machine Learning to optimize for business goals (eg new app installs or in-app actions) and find your ideal audience
- Across Search, GDN, YouTube networks

Tools

- Geographic Experiment
- Universal App Campaign

Takeaways

- Universal App Campaigns can find high value app users by selecting the right events to optimize for and by following creative best practices.
- Competitive target Cost Per Acquisition bidding can strengthen Machine Learning predictions.

Results

2X Return on investment

4X More conversions (from app users who make in-app purchases)