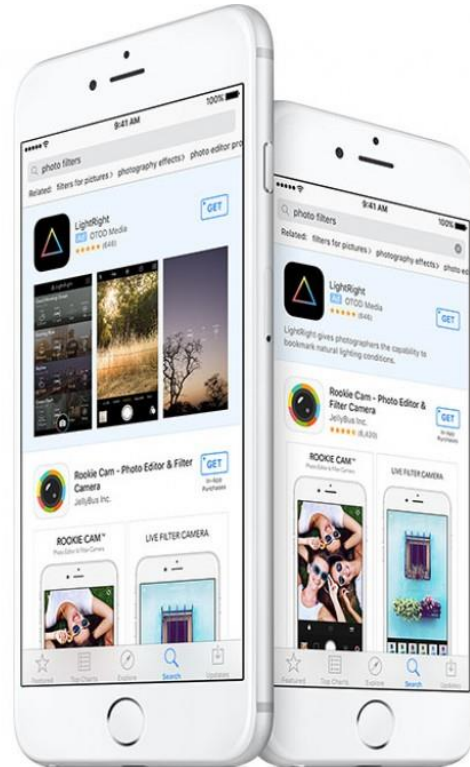


Maria Gurova, Michael Shubin  
ABBYY 2016

# APPLE SEARCH ADS



# How it looks?



# Structure of Apple Search Ads

## Create Campaign

### Campaign Settings

Campaigns have budgets and ad groups that focus on a common theme or strategy for promoting your app.

App Name

Campaign Name

Budget ?

Daily Cap ?

[> Campaign Negative Keywords ?](#)

# Structure of Apple Search Ads

## Create Ad Group

### Ad Group Settings

Ad Groups contain pricing goals and settings that determine who to show your ad to.

Ad Group Name

Storefronts ?

Devices

[Ad Scheduling](#)

Default Max CPT Bid ?

[CPA Goal](#)

Ad Example

[View all examples](#)



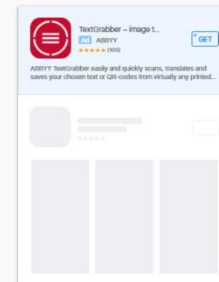
FineScanner - PDF D...

Ad ABBYY

★★★★★ (100)

GET

Ratings and price do not reflect actual numbers.



# Structure of Apple Search Ads

## Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Search Match

Automatically match my ad to relevant searches

## Keywords

Choose terms that customers would use to search for your app. Your keywords will default to Broad Match and your default max bid.

Recommended Keywords

🔍 Enter a term to find related keywords

Recommended Keywords	Search Popularity
+ pdf	<div style="width: 100%;"></div>
+ pdf scanner	<div style="width: 90%;"></div>
+ pdf converter	<div style="width: 80%;"></div>
+ fax from iphone free	<div style="width: 70%;"></div>
+ fax from iphone	<div style="width: 60%;"></div>

[Add to keywords](#)

Ad Group Keywords

Add keywords separated by commas

You have not added any keywords.

> [Ad Group Negative Keywords](#)

# Structure of Apple Search Ads

## Audience

Refine the audience for your ad group using optional advanced features. [Learn more](#)

### Customer Types

Have not downloaded the app
▼

Have not downloaded the app

All users

Have downloaded the app

Have downloaded my other apps

Target your ad based upon your user's gender or age

Gender

All
▼

Age range

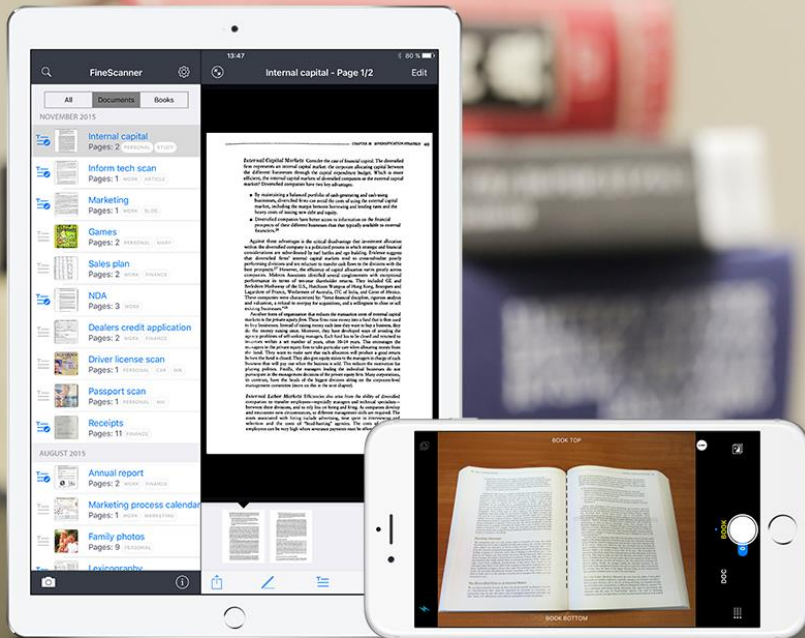
All
▼

### > Locations

All locations

# ABBYY FineScanner

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для документов и книг



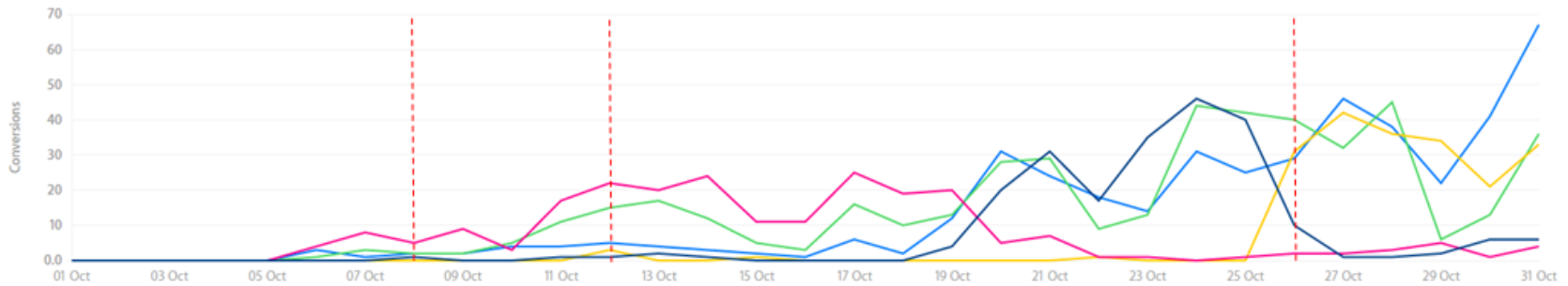
# Bidding

3,043  
Conversions

Oct 01, 2016 - Oct 31, 2016

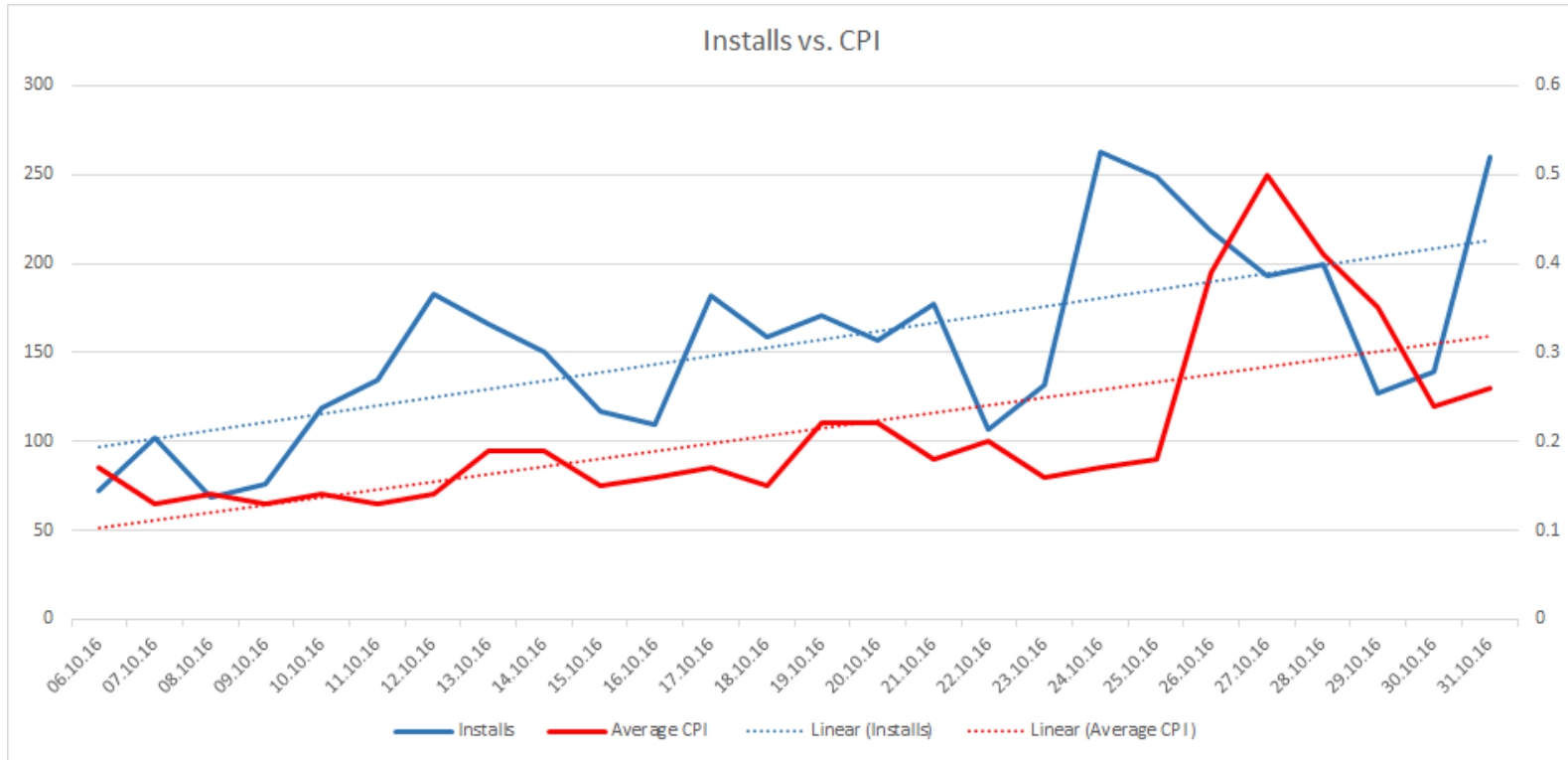
Filter

Daily Weekly





# Volume grows... and CPI too...



# Search Match and Keywords - Installs

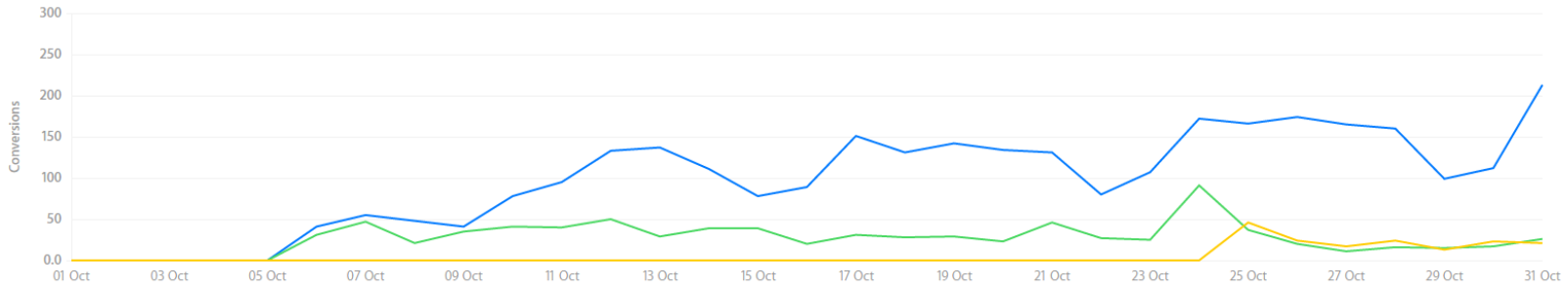
4,045  
Conversions

Oct 01, 2016 - Oct 31, 2016

Filter



Daily Weekly



[Download Data](#)

Ad Group Name	Conversions
<input checked="" type="checkbox"/> Keywords only broad match	3,043
<input checked="" type="checkbox"/> Search Match only	834
<input checked="" type="checkbox"/> Key words exact match	168

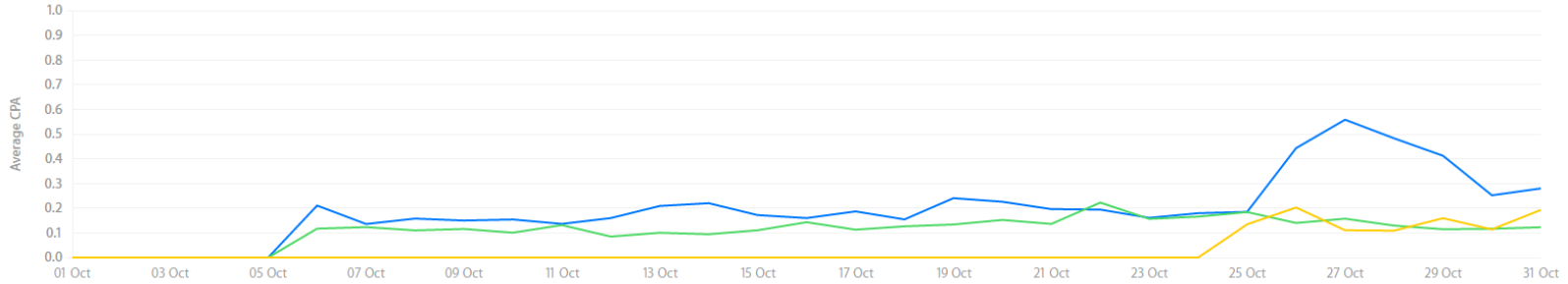
# Search Match and Keywords - CPI

\$0.22  
Average CPA

Oct 01, 2016 - Oct 31, 2016

Filter

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Download Data

Ad Group Name	Average CPA
<input checked="" type="checkbox"/> Keywords only broad match	\$0.25
<input checked="" type="checkbox"/> Search Match only	\$0.13
<input checked="" type="checkbox"/> Key words exact match	\$0.14

# Search Match and Keywords - CR

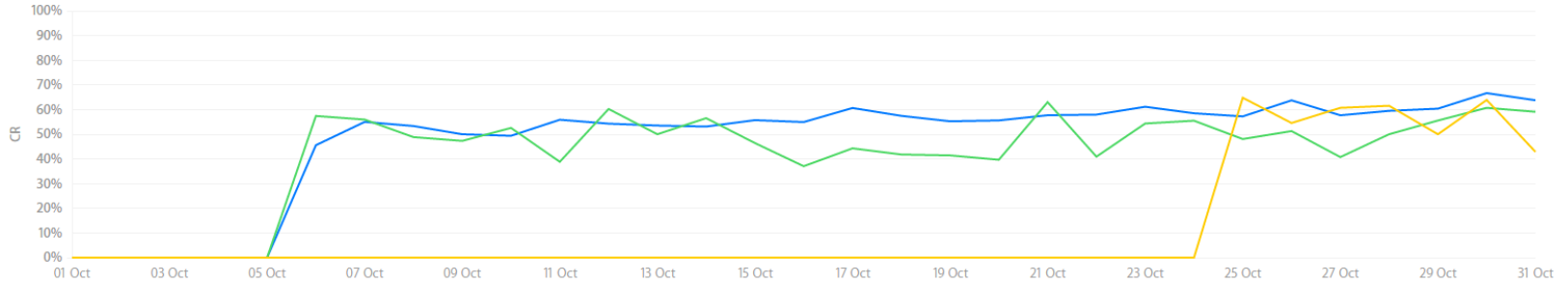
55.72%  
CR

Oct 01, 2016 - Oct 31, 2016

Filter



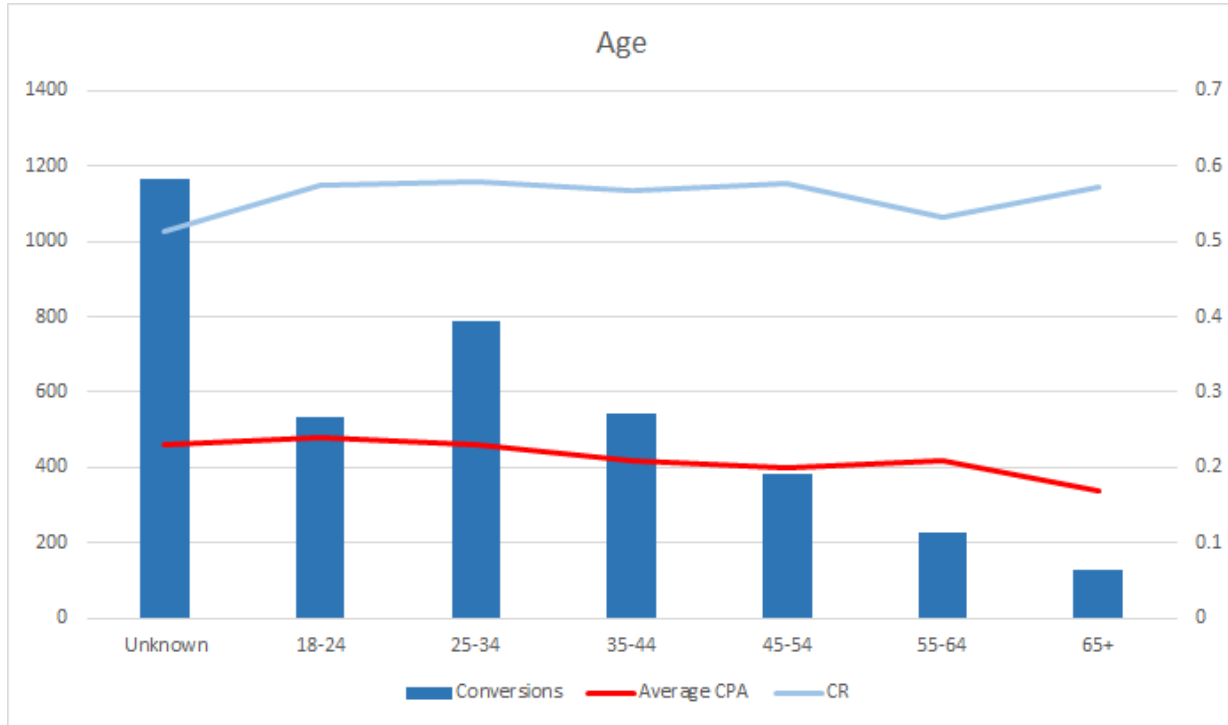
Daily Weekly



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Ad Group Name	CR
<input checked="" type="checkbox"/> Keywords only broad match	57.47%
<input checked="" type="checkbox"/> Search Match only	49.88%
<input checked="" type="checkbox"/> Key words exact match	57.34%

# Demographics - Age



# Demographics - Gender

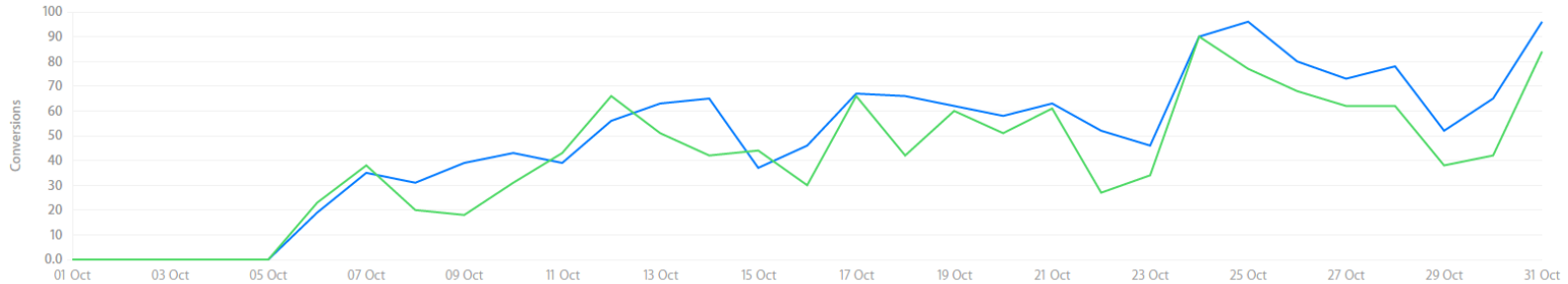
4,045  
Conversions

Oct 01, 2016 - Oct 31, 2016

Filter



Daily Weekly



[Download Data](#)

Gender	Conversions
<input checked="" type="checkbox"/> Male	1,517
<input checked="" type="checkbox"/> Female	1,270
<input type="checkbox"/> Unknown	1,258

# What we have now?

- Interesting channel with competitive CPI and CR
- Good way to improve Search rankings in App Store
- Good way to test app icons, screenshots etc.

# What to do and not to do...

- Use negative keywords
- Include your app name and developer/brand name, otherwise your competitors will do it
- Track stats regularly
- Use Keywords match and Automatic Search match separately
- For All: some day Search Ads may start in your target regions. Be well prepared!



# CHEERS!

Any thoughts? Cross-promo?

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