# Tapping into Mobile App Engagement

Increasing User Engagement for Your Mobile App

Google Best Practices

# Introduction

You've built an amazing app that offers a lot of value to anyone who has it. A user can deposit checks with just the snap of his phone's camera. It helps him order dinner with only a few clicks. Or it simply entertains him as he taps a flying squirrel through digital treetops.

You've also pulled out all the stops to get people to find it. But there's still more that you have to think about: a whopping 80% of downloaded apps are used only once.[1]

So how can you keep folks coming back—zooming to the next treetop level in your game?

# Track Beyond The Install

### Key Takeaway

- Track what users do in your app after they've installed.

First, track what happens after an app is installed. See how users engage with it and when they drop out. You should establish segments around milestones that you want your users to reach over a certain period of time.

**Example:** Say you offer a food delivery service app. As you gain a better understanding of user activity in your app, you come upon four user segments for your re-engagement strategy.

- **New Users:** they need reminders that your app can help
- **Interested Users:** they've abandoned the app before making a purchase
- **Lapsed Paying Users:** they've bought something but haven't returned since
- **Active High Value Users:** these are your most loyal and profitable customers

# Craft Messaging That Entices Re-Engagement

### Key Takeaway

- Advertise a compelling reason for users to re-engage with your app.

Before we start setting up campaigns, it's important to establish your creative strategy.

Offer something compelling in your ads that will encourage users to re-engage with your app. If they've dropped out or forgotten about your app, they may need a simple reminder, special bonus or intriguing offer to entice them back.

**Example:** Going back to our food delivery service app, you'll want to compel certain groups of users to perform specific actions. Here's an example messaging strategy based on the post-install activities.

| Engage with... | By saying to them... |
|---|---|
| New Users | "We've got what you need." <br> *Remind them that you're there to help.* |
| Interested Users | "Save 10% - This Weekend Only." <br> *Give them a reason to come back and buy.* |
| Lapsed Paying Users | "Try some of our new restaurants." <br> *Get more value from existing customers.* |
| High Value Users | "Order again and your next meal's on us." <br> *Gain more loyalty from your VIPs.* |

# Set Up Deep Links

## Key Takeaway

• Set up deep links that will take folks directly to the parts of your app where they can easily take action.

Now that you've crafted a well thought messaging strategy, think about where to land your users when they tap on your engagement ad. You don't want to send everyone to the starting screen of your app. Work with your development team to set up deep links to the important parts of your app. That way, your ads can lead users directly to the spot that can best meet their needs.

**Example:** Let's go back to your food delivery app. Suppose your target user searches on their smartphone's browser for "pizza delivery." Your engagement ad can remind them of your app while also linking them directly to a screen featuring local pizzerias once they click to reopen your app. Or suppose that your flying squirrel game app has a valuable group of lapsed paying users. Your ad can offer them bonus credits and deep links them to the store page of your game, where they can spend their credits on powerful speedups.

When you enter a deep link destination URL for your app engagement ad, click "Test App URI" to test the link on a mobile device by scanning a QR code. Make sure that it opens up your app to the appropriate screen.

# Drive Re-Engagement Using Display & Search

## Key Takeaway
- Track what users do in your app after they've installed.

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Now that you've created deep links into your app and thought about your app engagement strategy, let's look at how search and display ads can help you reach out to your app users.

| MEET THE ADWORDS APP PROMO TEAM | Display | Search |
|---|---|---|
| RECONNECT WITH FOLKS USING... | **Remarketing lists:** user segments you want to re-engage with | **Keywords:** a collection of terms people would use to reach you |
| BASED ON | Their previous interactions with your brand and app | Search queries that will drive the awareness of your brand and app |

## The DISPLAY Formula for Engagement:
**Remarketing Lists + Focus on Conversions Bid Strategy + App Engagement Ad Template**

**Step 1: Set up remarketing lists.** Segment your user base by activities completed and value contributed. Did they try your app just once, or were they active paying customers that have lapsed? Be clear about what you want them to do next. The clearer the objective for a user segment, the better off your engagement strategy. In your flying squirrel game, for instance, you can target people who've reached treetop level 5 in your game (but not level 6), or people who used to be paying users but aren't now.

**TIP:**
*The [AdWords conversion tracking SDK](#) can also create custom remarketing lists for your app engagement campaign. If using a third-party tracking solution, have them send Google the remarketing lists that you want to market.*



*Remarketing lists to target for an ad group*

**Step 2:** **Bid to Focus on conversions.** When you first create your display engagement campaign, you'll need to start with the bid strategy called "Focus on Clicks." Once the option becomes available after you've gathered enough conversion history, change your bid strategy to "Focus on Conversions." Doing so allows you to use Conversion Optimizer to automatically adjust your CPC bids so that you can achieve as many in-app conversions for a target CPA.
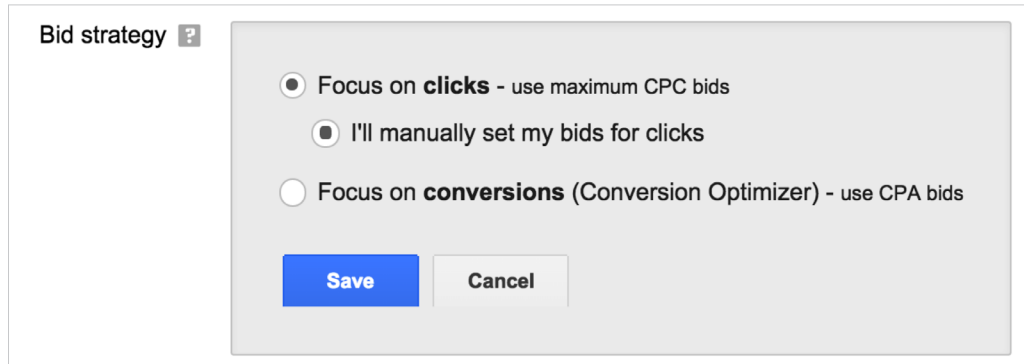
*Bid strategy options for a campaign*

Remember to track engagement actions as conversions in AdWords so that you can optimizes bids to a cost-per-action. Consider the full long-term value of each of your remarketing lists when deciding what to bid—factoring the original cost it took to acquire them in the first place.

**Step 3:** **Use the App Engagement Ad Template.** It will help you create text ads for the Display Network across all supported ad sizes. By doing this, you'll enter into as many eligible auctions as possible and improve your chances of engaging with users.

The App Engagement Ad Template for mobile app engagement campaigns automatically resizes your ad to fit an eligible placement (note: only two sizes, 320x50 and 320x480, are shown in the Ad preview pane). You'll also see that the ad has a helpful reminder for the user that the app is already installed on his or her device.
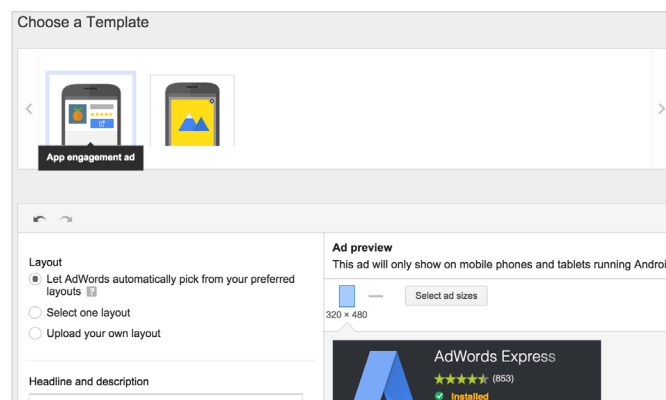


*Ad template options for mobile app engagement*

If you choose to upload your own images using the Image App Engagement Template instead, make sure to include the network's most common ad sizes:  320x50, 320x480, 480x320, 768x1024, and 1024x768. The more ad sizes you can cover, the more potential users you'll reach.

## The SEARCH Formula for Engagement:

**Keyword Suggestion Tool + Broad Match + Maximize Clicks Bid Strategy**

**Step 1: Use the Keyword Suggestion Tool.** When creating a mobile app engagement campaign on the Search Network, look for "seed keywords" to enter into the keyword suggestion tool to generate a list of keywords. Look over the search terms reports from your mobile app install campaigns and use terms that make sense for engagement ads.

You can concurrently run high-volume keywords from your mobile app install campaigns. Don't worry about running the same keyword across the two campaign types: users who already have your app on their device won't be shown an app install ad.

**Example:** If you're promoting engagement for a food delivery app, you might want to create an app install ad for the keyword "food delivery." But should a user already have your app, you can serve an engagement ad for the same keyword to remind them of your app should they search again.
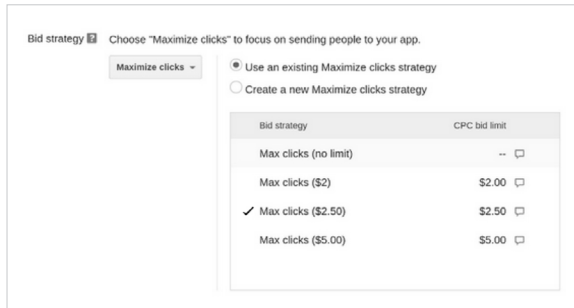
**Step 2: Use broad match.** The broad match setting makes sense for keywords that are meant to connect you with someone that's installed your app but could be unaware of a feature or has forgotten that you can help.

**Example:** A user downloads your food delivery app. A few days later, they search for "pizza delivery" on Google. Advertising against this generic keyword triggers an ad that reminds vthe user that your app can help. The user clicks on the ad which deep links them to your app to start a pizza delivery order.

You've spent a lot of time and money getting them to install your app but they're still searching for things that you can potentially fulfill. Keep in mind that this is a highly qualified audience: these are folks with high intent—looking for things related to your app—and they've already got your app on their device. Broad matching your keywords will help you show your ads for as many of their search queries possible.

**Step 3: Choose the Maximize Clicks bid strategy.** As the name implies, this setting tries to drive the highest number of users back to your app given a budget. Make sure to set a maximum CPC bid that's based on the full value of a user, especially if that value is likely to increase after more engagement with your app. Determine a maximum CPC bid that will result in an effective cost per action (CPA) that makes sense for you.

**Example:** Let's say you've set up separate campaigns for your generic and brand keywords. A user who's downloaded your food delivery app searches on generic keyword "24 hour pizza delivery" is going to cost more since she's still unfamiliar with your app on her phone. You may want to set a higher maximum CPC bid limit for this traffic. A user searching with your brand term is looking specifically for you and will likely click through your ad and convert. You can afford to set a lower bid limit for these keywords since your effective CPA will likely be lower from a higher conversion rate.



*Bid strategy options for a campaign*

# Conclusion

Apps are amazing. But building a great app and getting that app discovered is only the first half of your journey. To get users regularly engaging with that app is what's needed to take you the rest of the way.

Ads on search and display can help. They can build awareness with your target users, get them to reopen and use your app and of course—get them to tell others about it.

That's the way to send your app flying through the treetops, and beyond.

*If you'd like to learn more about promoting your mobile app, including how to set it up in your account, visit the related article in the AdWords Help Center.*

## Click through for more AdWords Best Practices:

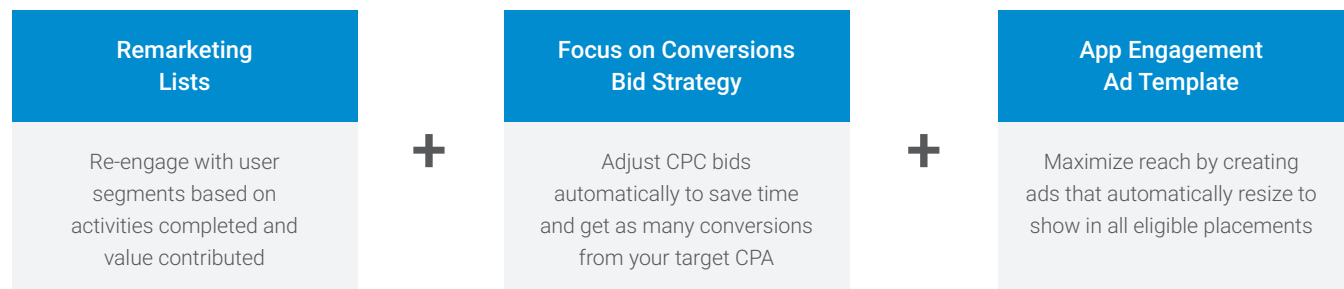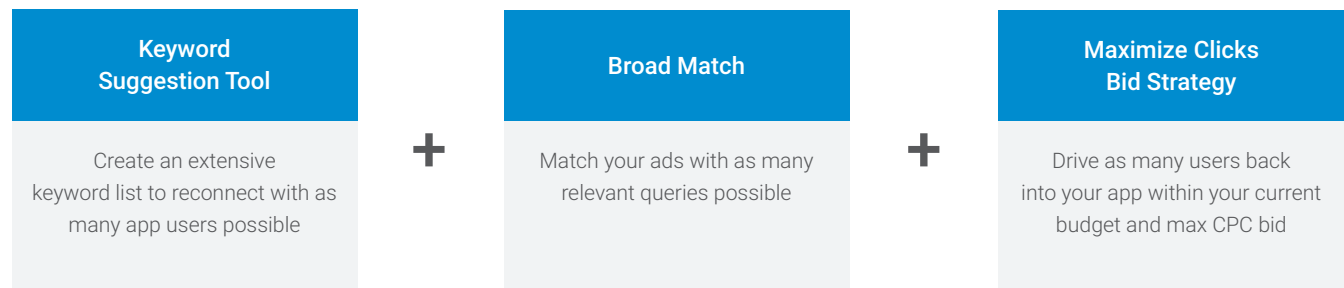| Read | Watch | Subscribe |
|------|-------|-----------|
| Guides to get the most out of AdWords | The insights you need in 3-minute videos | Get tips delivered right to your inbox |
| ⌄ | ⌄ | ⌄ |

*Here's a summary of the best practices for driving mobile app engagement using AdWords.*

☐ 1. Track what users do in your app after they've installed.
   **Why:** *Understand how users engage with your app and when folks drop out.*

☐ 2. Advertise a compelling reason for users to re-engage with your app.
   **Why:** *Tailor your messaging for different user segments based on what you'd like them to do.*

☐ 3. Set up deep links that will take folks directly to the parts of your app.
   **Why:** *Make it easy for your users to perform a specific action once they click through your ad.*

☐ 4. Re-engage your app users across display and search.
   **Why:** *Reach users who already have your app installed while they're using other apps and when they're looking for you.*

## The DISPLAY Formula for Engagement

| Remarketing Lists | | Focus on Conversions Bid Strategy | | App Engagement Ad Template |
|---|---|---|---|---|
| Re-engage with user segments based on activities completed and value contributed | **+** | Adjust CPC bids automatically to save time and get as many conversions from your target CPA | **+** | Maximize reach by creating ads that automatically resize to show in all eligible placements |

## The SEARCH Formula for Engagement

| Keyword Suggestion Tool | | Broad Match | | Maximize Clicks Bid Strategy |
|---|---|---|---|---|
| Create an extensive keyword list to reconnect with as many app users possible | **+** | Match your ads with as many relevant queries possible | **+** | Drive as many users back into your app within your current budget and max CPC bid |

*To view the full guide on driving mobile app downloads and other Google Best Practices, check out the full collection at g.co/GoogleBP*