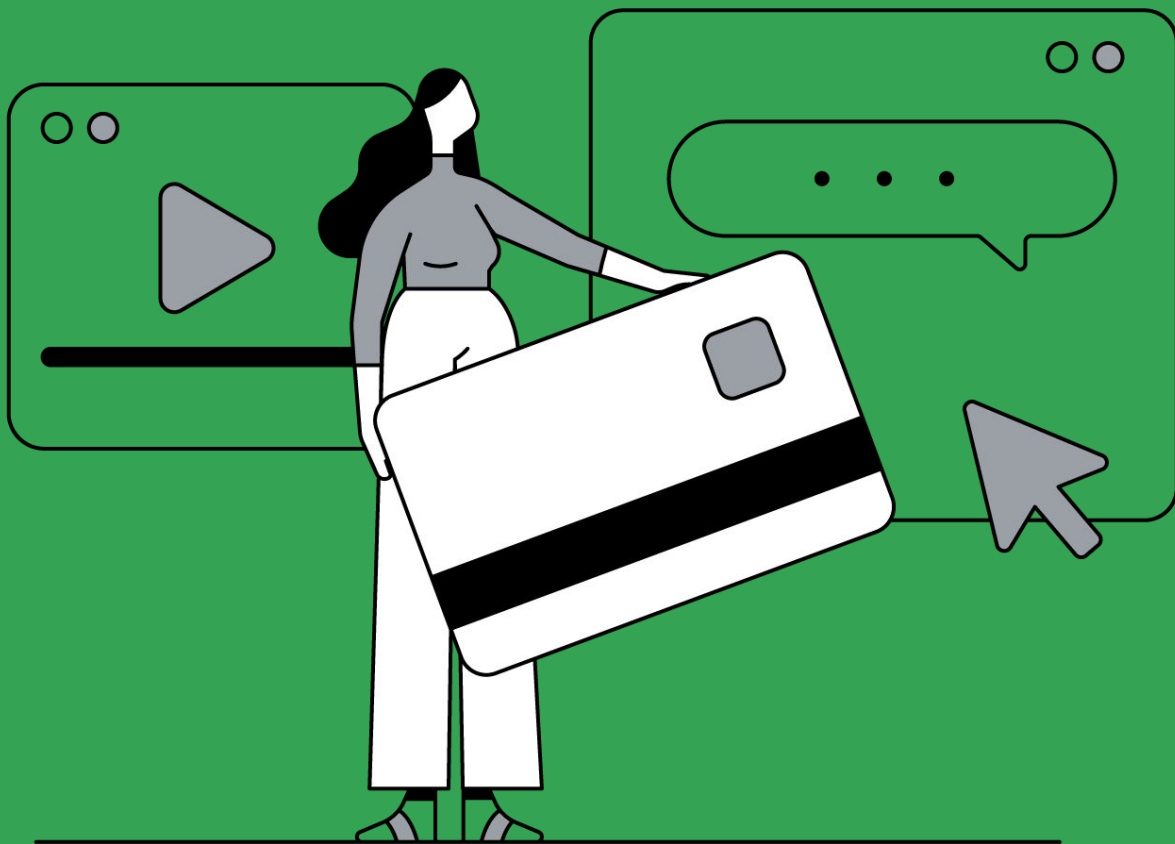


Think with Google

Grow Your Finance Business Faster with Apps and Ads

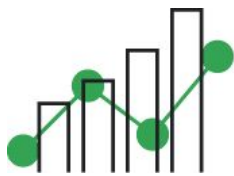


Think with Google

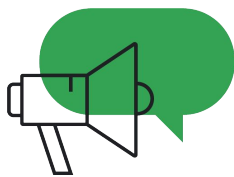
Questions we'll answer...



What does the **Finance apps landscape** look like today?

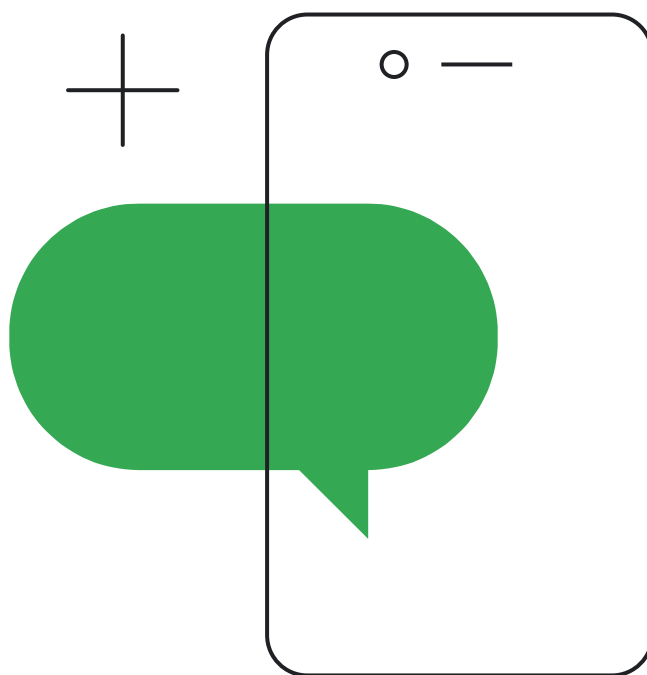


How do you **successfully use apps and ads to scale and grow** your finance business?

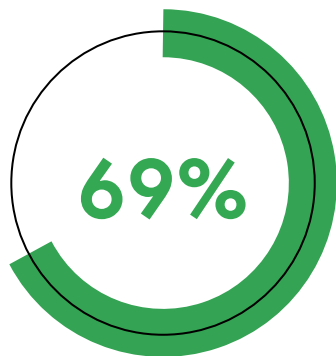


Which Google Ads solutions are the **best to address the needs of financial providers?**

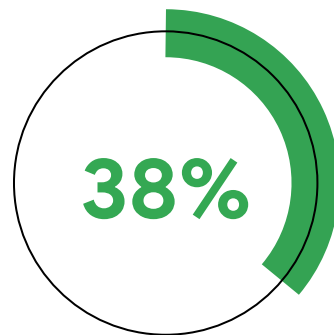
The Finance apps Landscape



Finance apps have become the preferred channel to interact with brands yet some apps remain dormant. Finance providers need to move beyond install to drive app onboarding and re-engagement.



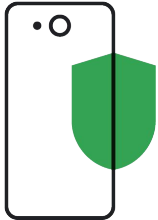
of app users prefer to engage with brands via apps, rather than via websites or in branch.¹



of app users have dormant finance apps on their phone.¹

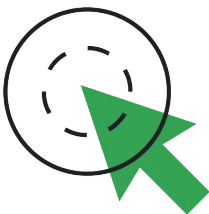
Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Finance
[1] Question: Below are some reasons that other people have said as to why they use <PIPE DUMMY CODE FROM S6a> apps. Looking at the list below, how much do you agree or disagree with the following statements as to why you use <PIPE DUMMY CODE FROM S6a> apps? Base: Total sample, n=2073

Why an app is **beneficial** to your **business**



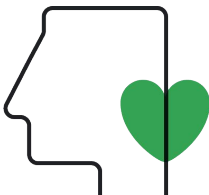
Strengthen Trust

81% agree that apps are safer than cash.¹



Grow Engagement

Apps that re-engage with customers have a **2X higher day 30 retention rate** and share of paying users vs. apps that did not.³

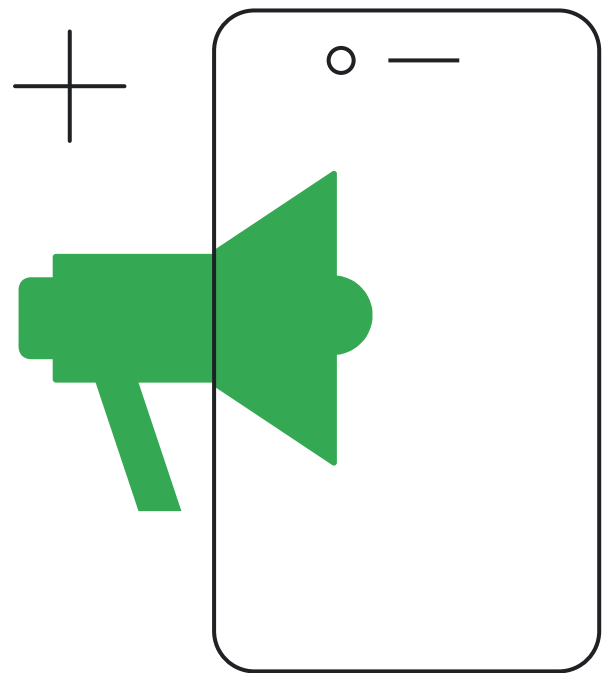


Build Loyalty

97% of app users who **rate an app highly** also reported high likelihood of **remaining a customer of the brand** for the foreseeable future.²

Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Finance
[1] Question: Below are some reasons that other people have said as to why they use <PIPE DUMMY CODE FROM S6a> apps. Looking at the list below, how much do you agree or disagree with the following statements as to why you use <PIPE DUMMY CODE FROM S6a> apps? Base: Total sample, n=2073 3 The state of app retargeting, AppsFlyer, 2020

Reach more users at the right time with Google's App campaigns



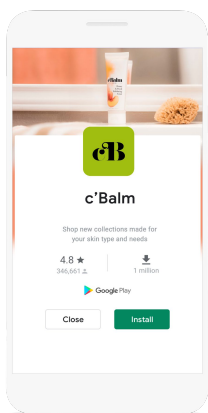
Reach more users **at scale**

As a Finance app advertiser, you want to get your app into the hands of **more loyal customers.**

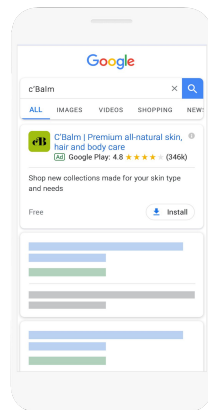
1B+
users
per channel

app campaigns streamline the process for you, making it easy to promote your apps to over **1 billion users** across Google's largest properties in a single campaign.

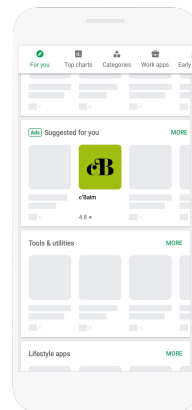
Display



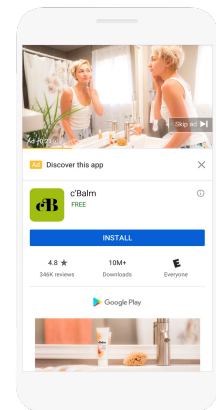
Search



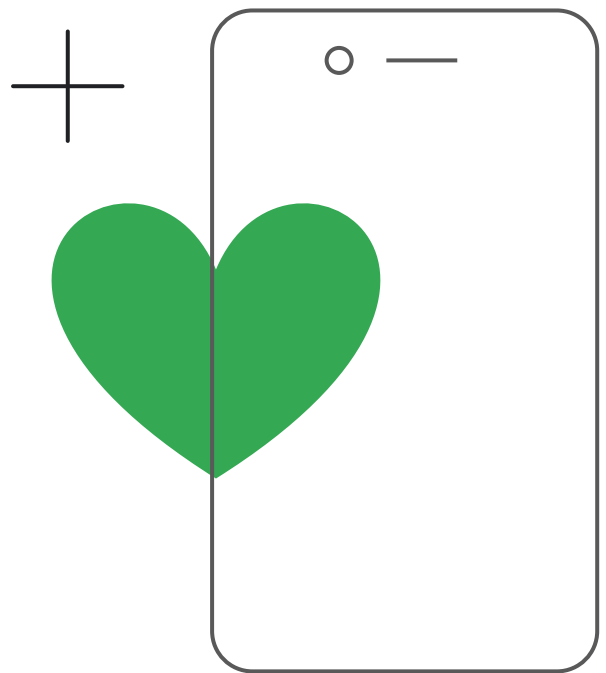
Google Play



YouTube

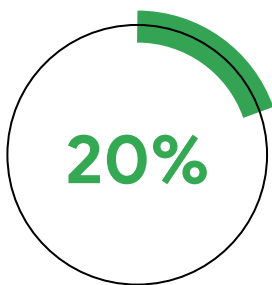


Get started with 5 easy steps



Improve new user acquisition with the right creative assets

Include **videos** in your creative assets to maximize your app campaign's reach and conversion, by leveraging inventories such as YouTube

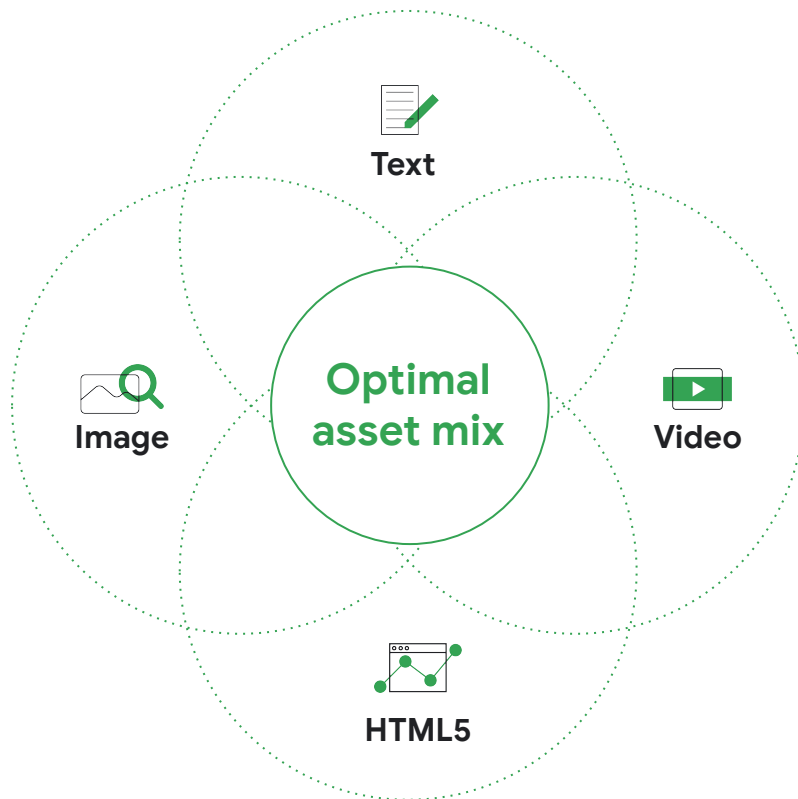


Median increase in installs seen for App Campaigns with a video, without a significant increase in CPI



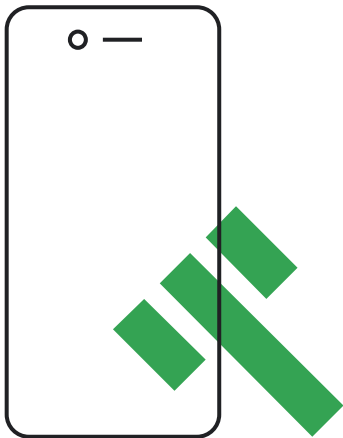
Using quality creative assets for App Install Campaigns, especially videos strongly impacts the ability to acquire new users

- Make your ads more relevant to users by tailoring your marketing message for different customer groups **with ad groups.**
- Ensure all ad groups have **maximum coverage of asset types** including Text, Video and Image formats



To maximize ad combinations and placements, upload up to the maximum number of assets allowed for each asset type: 4 for text, 20 each for images, videos, and HTML5 (optional).

Drive your app installs efficiently with the relevant and right bidding option



At an early stage, start with **tCPI** or **Maximize Conversions bidding** to build a user base.

- **target cost-per-install (tCPI)** to choose how much you're willing to pay to acquire a new user
- **Maximize Conversions bidding** to better understand benchmarks for your bids

Once you have an understanding of user behaviours in your app, then focus on acquiring valuable users by utilizing:

- target cost-per-action (tCPA) to drive specific actions in your app
- or target return-on-ad-spend (tROAS) to optimize towards profitability and/or ROI

Decide which of these bidding options to use according to your business objectives!

Be discoverable with Deep Linking

2X

conversion rate driven by deep linked ad experiences on average.¹

Implement Deep Linking to direct your customer from your Google ads to the relevant page on their app where they can complete their desired action seamlessly.

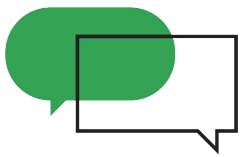
How to Implement Deep Linking



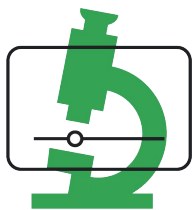
Enable app deep linking using [App Links](#) on Android or [Universal Links](#) on iOS.



Report app conversions through [Google Analytics for Firebase](#) and link your account to your Google Ads account to see reporting.

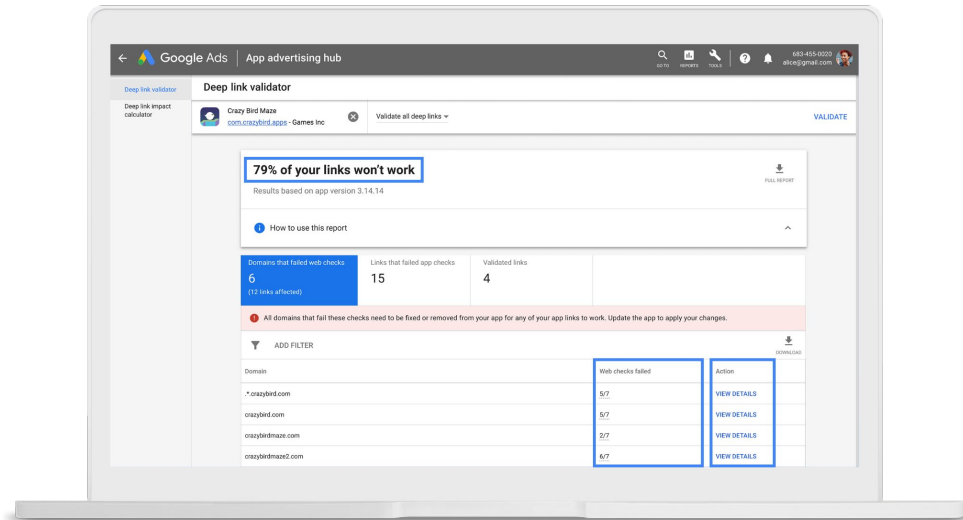


Use [Smart Bidding](#) to optimize for mobile web and app conversions based on the performance of each destination.



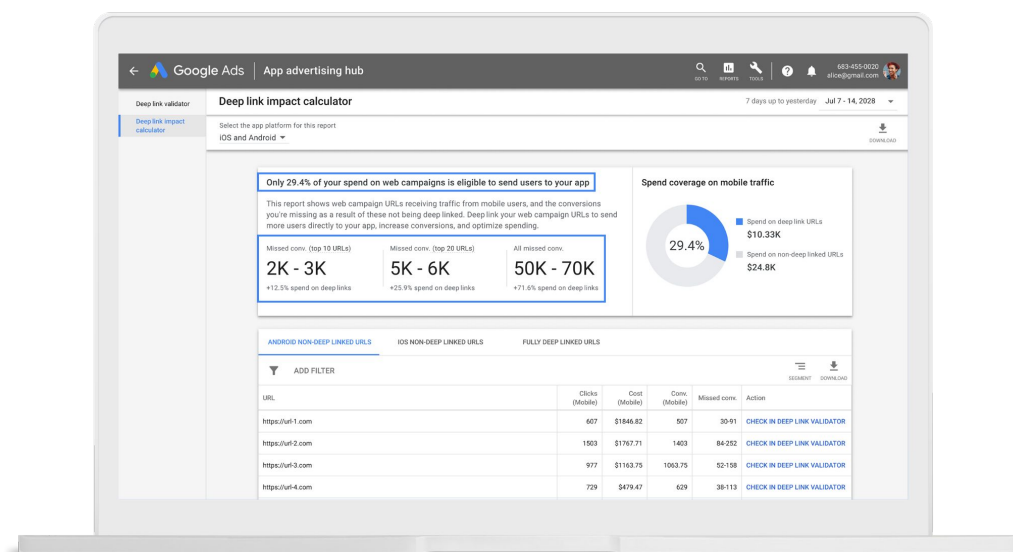
Validate your App Deep Linking setup using the App Deep Linking validator tool

Using our Deep Link Validator



First, go to the App Advertising Hub in Google Ads. Use the **deep link validator** find out what kinds of deep links you have and if they're seamlessly connecting from web to app.

Then, use the **deep link impact calculator** to see how implementing deep links connects to your ROI so you can prioritize better



Finally, **download the reports** from each tool to share with your developer teams so you can work together and get started.

Keep users engaged and loyal with **App Campaigns for Engagement (ACe)**

To use ACe, ensure you have the following prerequisites in place:

01

Minimum installs:

Advertisers need a minimum install base of 250k installs

02

App Deeplinking:

MUST have universal OR app links OR Custom Schemes

03

Conversion tracking:

Implement App conversion tracking with Firebase or the supported AAPs

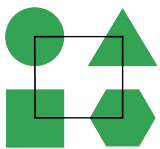
Re-engage valuable users at different points of the marketing funnel

Choose the right audience targeting based on your campaign's objective:



Customer Match

Previous/Regular repeat transactors, Gold tier customers



Event Based List Combinations

Not transacted in the last X days, lapsed users, cross-sell and upsell categories, etc.



Google Play Lists

All users

Measure lifetime value with [Google Analytics for Firebase](#)



[Google Analytics for Firebase](#) can help inform marketing strategies for retaining and growing a loyal user base

Get deep and actionable insights using Google Analytics for Firebase

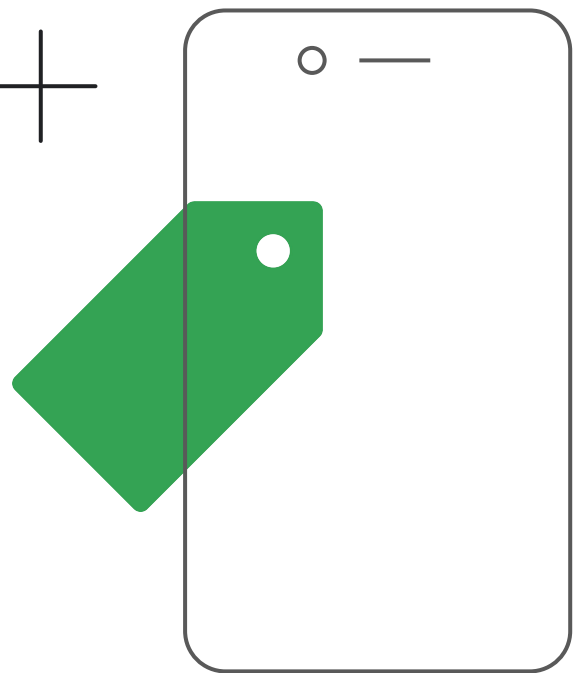
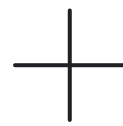


Google Analytics for Firebase also provides you with reports that:

- Show how users engage with your app and its marketing performance
- Let you create audiences and connect with third-party networks to make your insights immediately actionable.

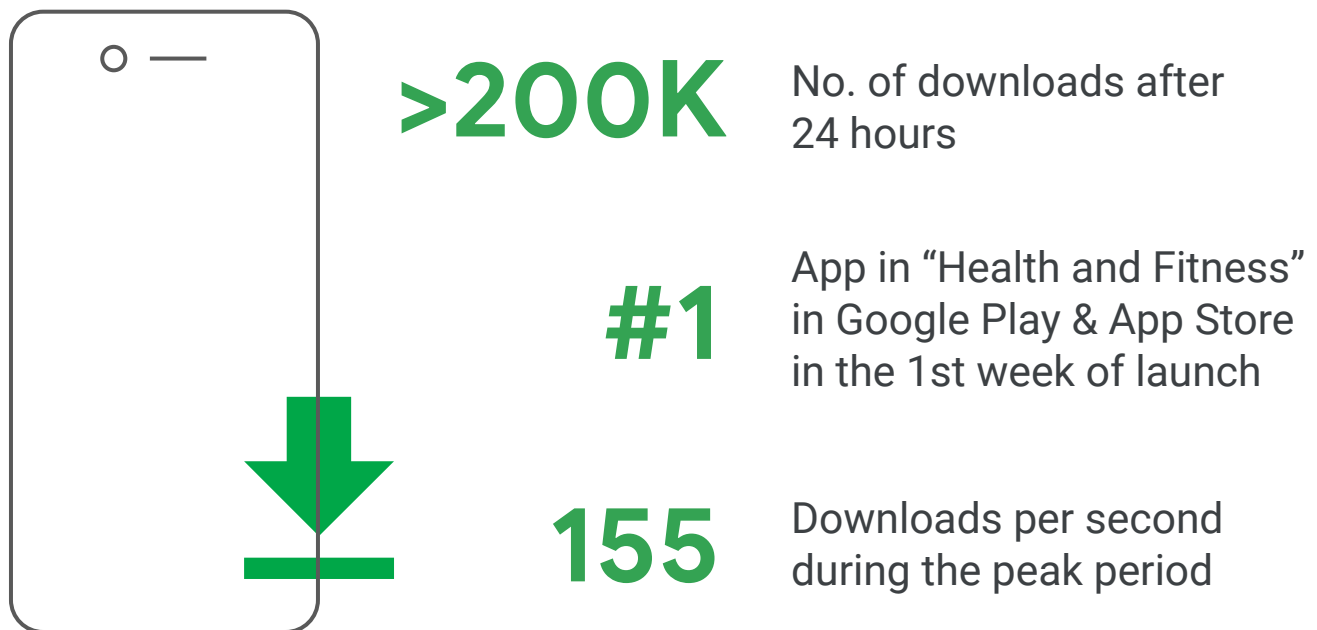
To access these reports and use the Firebase SDK in your app, you can learn more about getting started with Google Analytics for Firebase [here](#)

Here's an example
of how a Finance
provider used
Apps and Ads to
grow their
business



Success Stories - Prudential

Prudential, an established insurer in Hong Kong, used a mixture of **Google App Campaigns** with **Target Cost-per-Install (tCPI) optimization**, local celebrity endorsement and relevant product offers to successfully launch Pulse, their all-in-one health app.

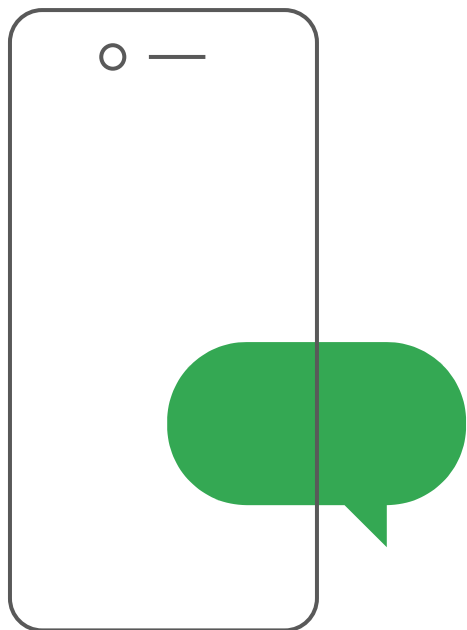


“ Google App Campaigns were catalysts for the success of our Pulse launch through the ability to reach our key target audience within a short period of time, in a cost effective way.

-Priscilla Ng
Chief Customer & Marketing Officer , Prudential HK

Success Stories - Airtel

Airtel, India's first payment bank, used **App Campaigns for Engagement** to engage all users who have their app installed to drive in-app transactions, leading to an increase in ROAS.



2.5x

better ROAS when compared with other engagement channels

App Campaigns for Engagement has become a key component of their marketing strategy

“ App Campaigns for Engagement (ACe) helped us achieve scale at an acceptable cost and higher ROAS. The platform recommends us budget allocation and bid strategy to meet our goals through maximum optimization.

-Swati Saini
Head of Digital Marketing, Airtel Payments Bank

To find out more
visit

[APAC Think with Google](#)

