Grow Your Finance Business Faster with Apps and Ads
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.

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 apps. Looking at the list below, how much do you agree or disagree with the following statements as to why you use apps? Base: Total sample, n=2073

69% of app users prefer to engage with brands via apps, rather than via websites or in branch.¹

38% of app users have dormant finance apps on their phone.¹
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.\(^2\)

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\(^2\) Source: Google commissioned Kantar “Apps: How to realize their full value” Research - 2021

\(^3\) 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

Think with Google
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

*Based on internal analyses -- results may vary. Campaigns that add videos also generally increase campaign budget (to factor in the introduction of new inventory sources). Campaigns may see a short-term increase in CPA as your campaign explores video inventory but should expect stability after overcoming the campaign learning period within two weeks.*
● 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).
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.

¹Google Studies
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.

Using our **Deep Link Validator**

First, go to the App Advertising Hub in Google Ads. Use the **deep link validator** to find out what kinds of deep links you have and if they’re seamlessly connecting from web to app.
Finally, download the reports from each tool to share with your developer teams so you can work together and get started.

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

App in “Health and Fitness” in Google Play & App Store in the 1st week of launch

>200K No. of downloads after 24 hours

#1 Downloads per second during the peak period

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

Think with Google
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.

*“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
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