

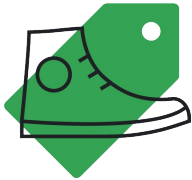
Think with Google

# Grow Your Retail Business Faster with Apps and Ads



Think with Google

# Questions we'll answer...



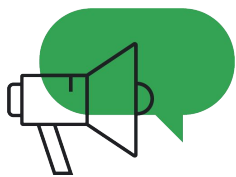
What does the **Retail apps landscape** look like today?

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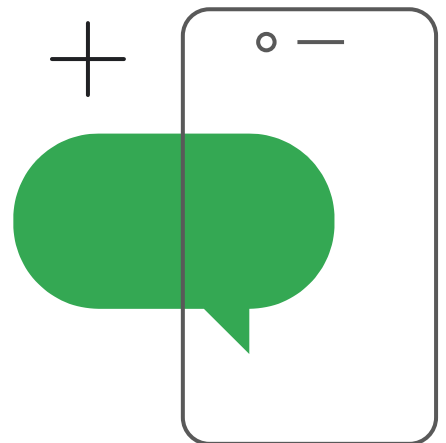
How do you **successfully use apps and ads to scale and grow** your retail business?

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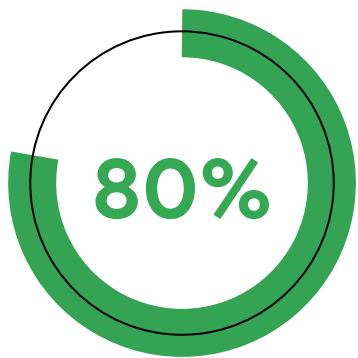
Which Google Ads solutions are the **best to address the needs of retailers?**

# The Retail apps Landscape

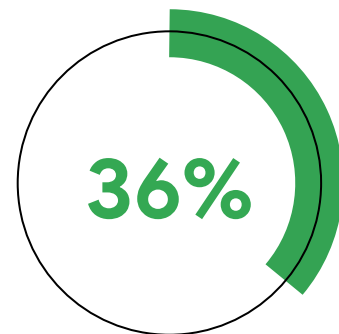


Retail apps usage has become **the norm** yet some apps remain dormant. Retailers need to move beyond install and drive app onboarding and re-engagement.

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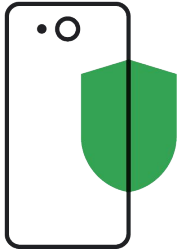


of consumers have at least one retail app installed.<sup>1</sup>



of app users have dormant retail apps on their phone.<sup>1</sup>

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



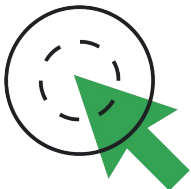
## Elicit Trust

**52%** say that the top reason to **continue using an app** is “Apps are proven to be **safe and secure**”.<sup>2</sup>



## Stay Relevant

**72%** of of app users **prefer to engage with brands through apps** compared to other channels.<sup>3</sup>

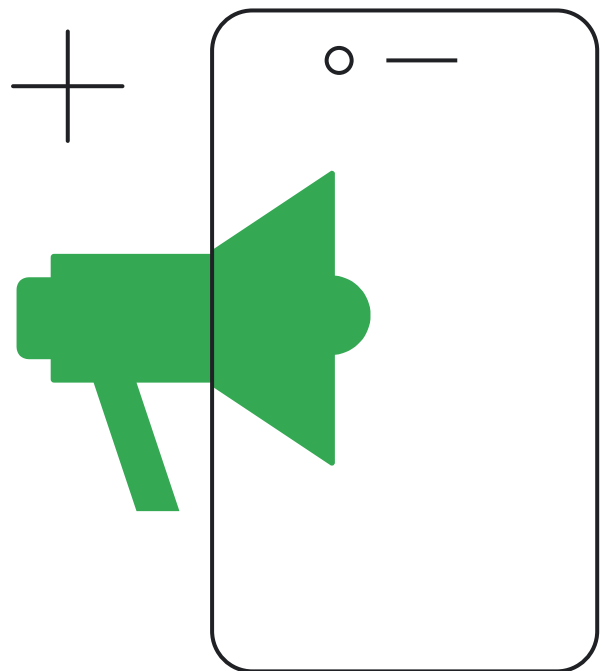


## Grow Engagement

Apps that re-engage with customers have a **2X higher day 30 retention rate** and share of paying users vs. apps that did not.<sup>4</sup>

Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Retail. [2] Question: What encourages you to continue to use retail/e-commerce apps rather than delete/ uninstall them? Base: Total sample, n=1252 [3] Question: Which would be your preferred way to engage with retail/e-commerce brands? Base: Total sample, n=1252<sup>3</sup> The state of app retargeting, AppsFlyer, 2020

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



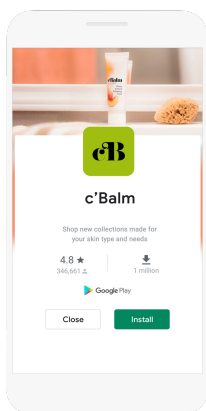
# Reach more users **at scale**

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

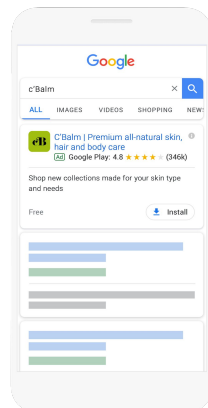
**1B+**  
**users**  
per channel

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.

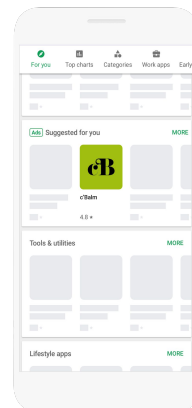
## Display



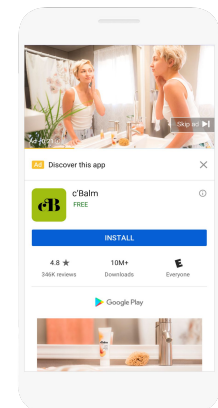
## Search



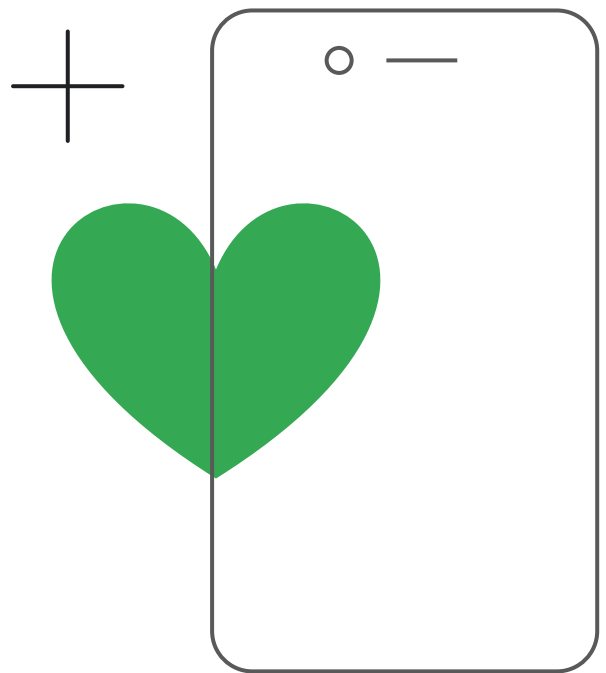
## Google Play



## YouTube



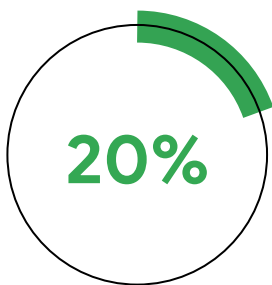
# Get started with 5 easy steps





# Improve new user acquisition with the right creative assets

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

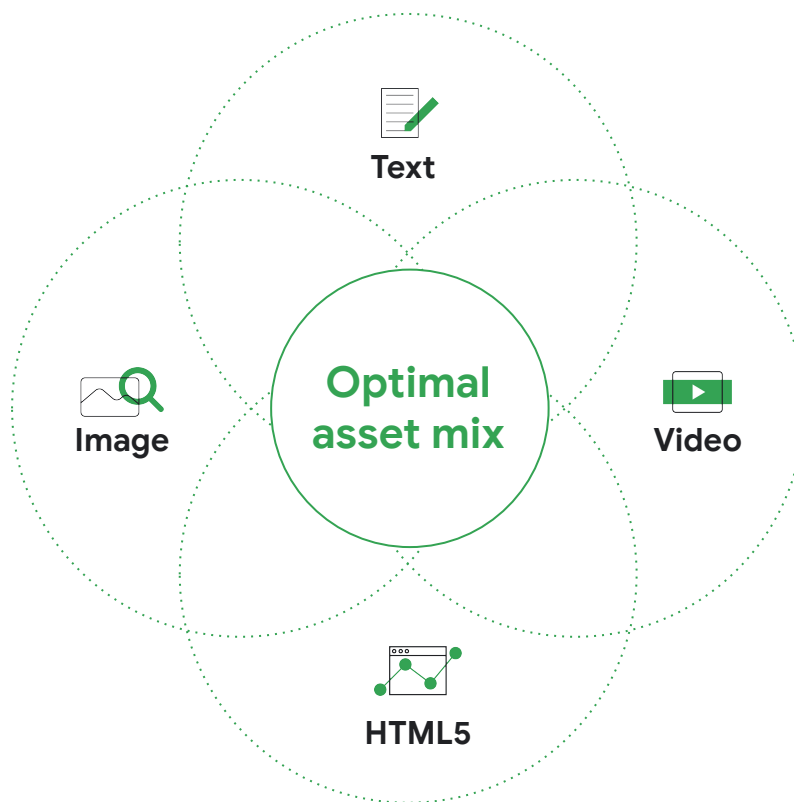


Median increase in installs seen for App Campaigns with a video, without a significant increase in CPI



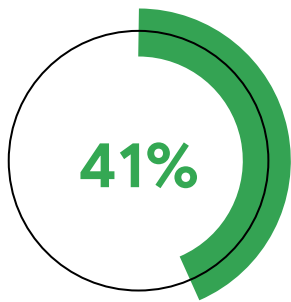
Video assets can help maximize your app campaign's reach and conversion, leveraging inventory sources such as YouTube

- 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).

# Maximize discovery and conversions with Deep Linking



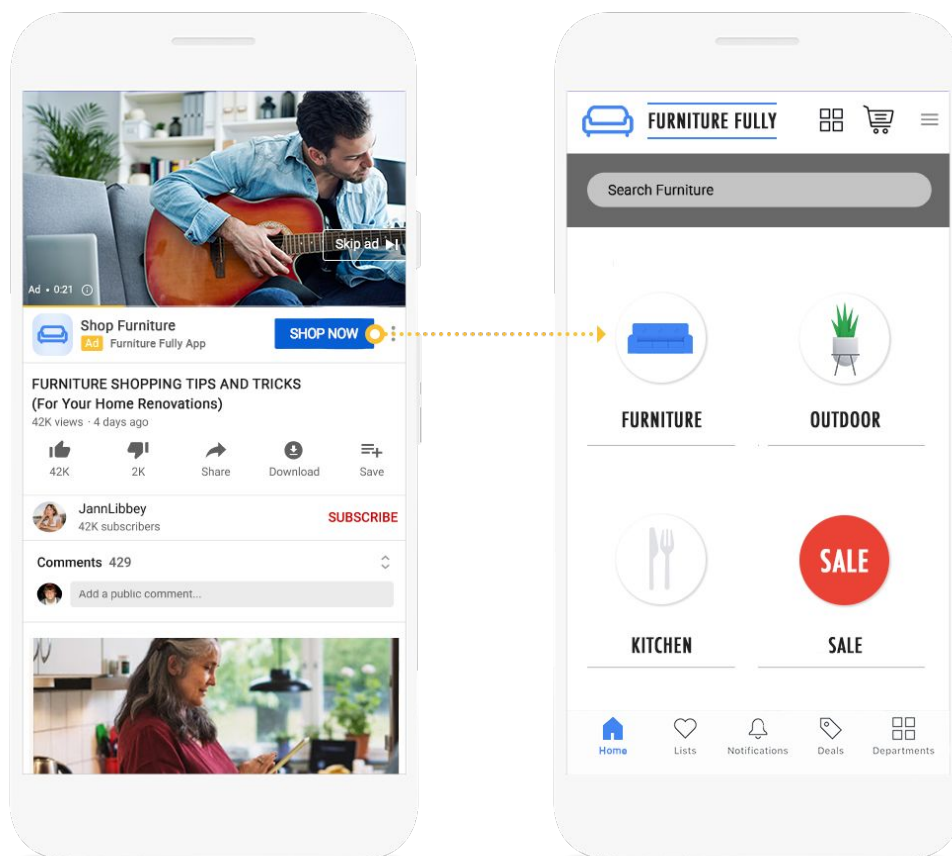
of retail app users install an app to look for specific products<sup>1</sup>

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**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.

Deep linking brings users to **specific places in your app** so it's easier to find what they're looking for.

**2X** conversion rate driven by deep linked ad experiences on average.<sup>1</sup>



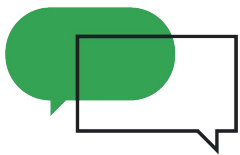
# How to Implement Deep Linking



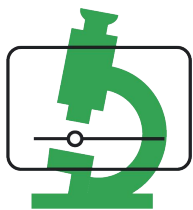
Enable app deep linking using [App Links](#) on Android or [Universal Links](#) on iOS.



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

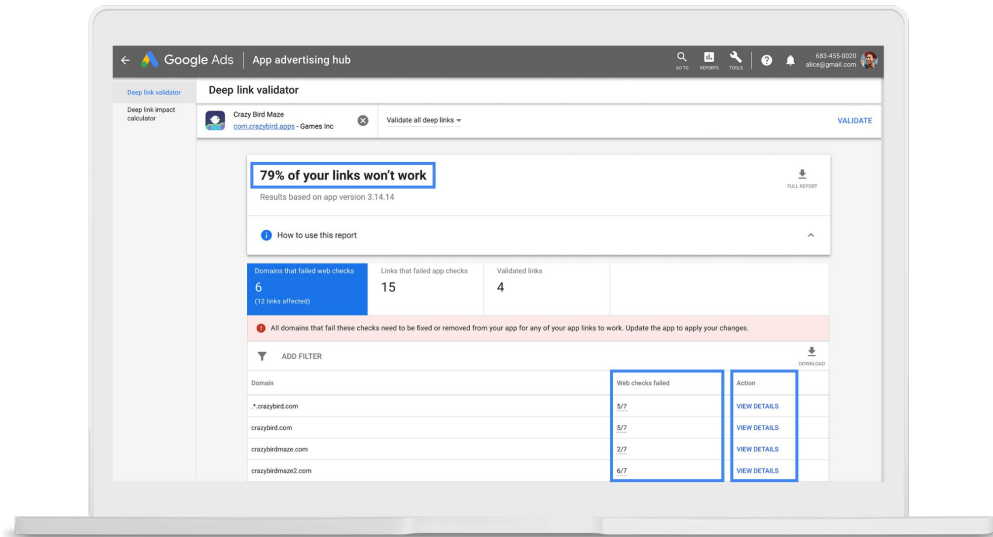


Use [Smart Bidding](#) to optimize for mobile web and app conversions based on the performance of each destination.



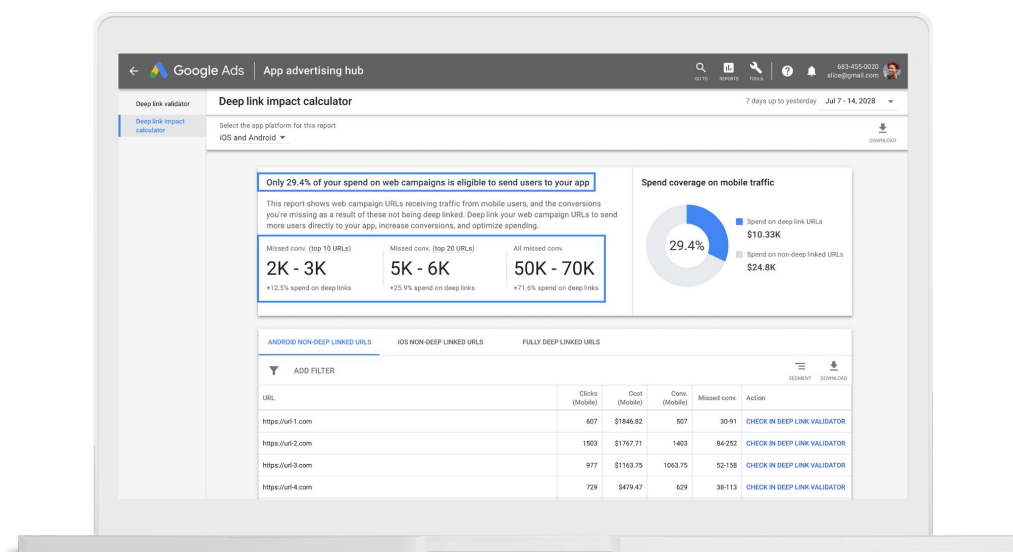
Validate your App Deep Linking setup using the App Deep Linking validator tool

# Using our Deep Link Validator



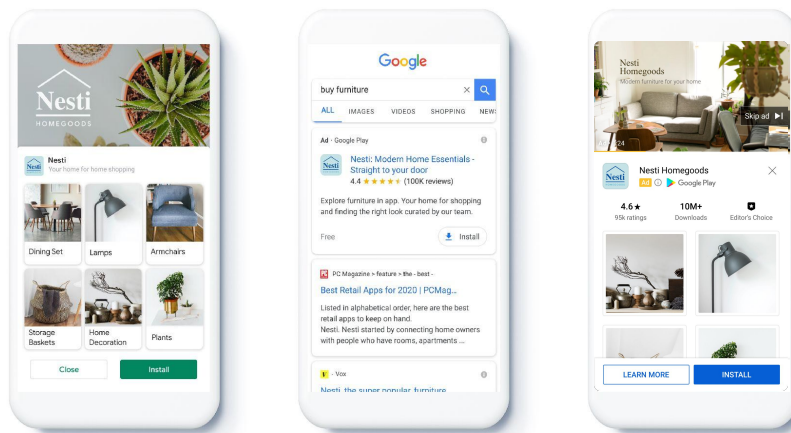
First, go to the App Advertising Hub in Google Ads. Use the **deep link validator** find out what kinds of deep links you have and if they're seamlessly connecting from web to app.

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.

# Increase discoverability of your app and products with feeds



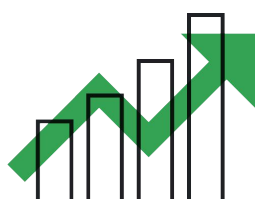
- Feeds can be **used across App Campaigns for Install (ACi)** and **App Campaigns for Engagement (ACe)**
- Demonstrate that **your app has what customers are looking for** by surfacing more product images in your ads on YouTube and the Google Display Network.
- Increase the likelihood of your app ads matching with related user queries as feeds gives Google's ad algorithms more signals on what's available in your app.



# Drive loyalty with App Campaigns for Engagement (ACe)

Target specific users with specific  
app actions to come back with  
audience targeting for ACe

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Club Factory saw upto a **10X lift** in  
purchase value with the right audience  
strategies

# Drive loyalty 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

# Measure lifetime value with Google Analytics for Firebase



Measure the lifetime value (LTV) of your app users with [Google Analytics for Firebase](#) to inform marketing strategies for retaining and growing loyal user base

# Measure lifetime value with Google Analytics for Firebase

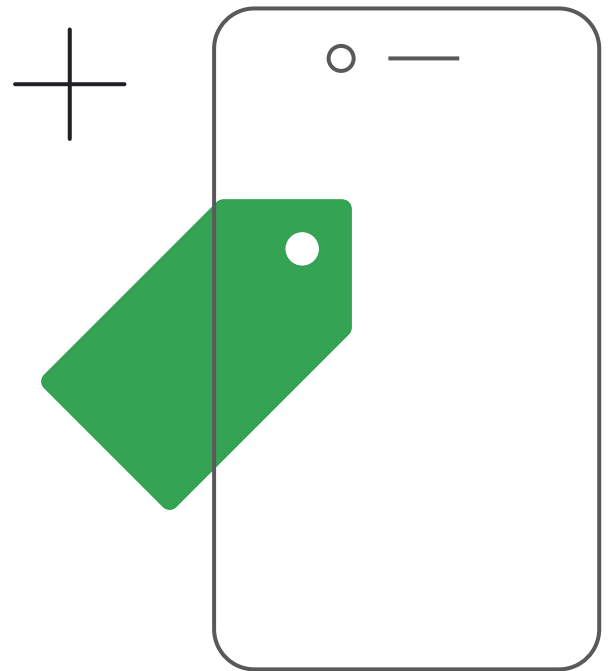


Google Analytics for Firebase also provides you with reports that:

- Show you 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.

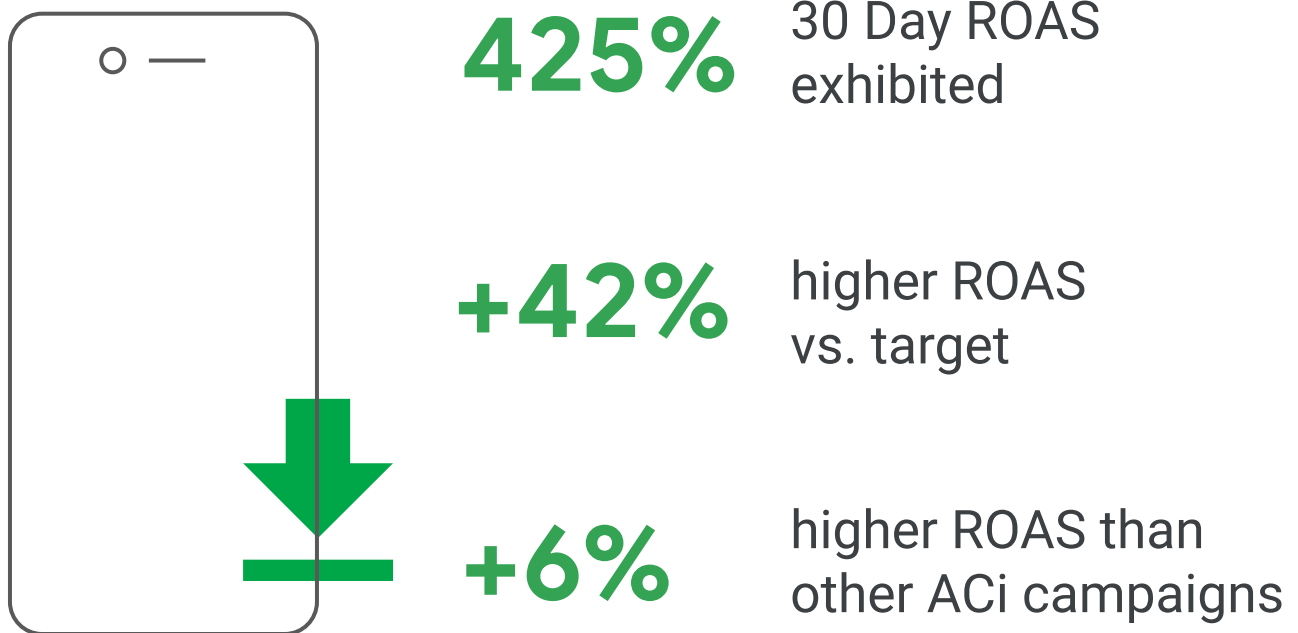
To access these reports and use the Firebase SDK in your app, you can learn more about getting started with Google Analytics for Firebase [here](#)

Here's an example  
of how a **Retailer**  
used **apps** and  
**ads** to grow their  
business



## Success Stories - Zalora

Zalora, a leading online fashion retailer in Asia, adopted Google Analytics for Firebase to use tROAS to drive app installs while optimizing towards the in-app action value.



“ tROAS enabled us to scale and expand with high value users above and beyond our initial targets. We are looking forward to the future partnership with Google.

**-Yokesh Prabhu, Sr. Manager,  
(Performance Marketing) Zalora**

## Success Stories - Akulaku

Akulaku, an Indonesian eCommerce platform, used App Campaigns for Engagement to effectively reach and reactivate existing registered app users, leading to an increase in shopping orders and credit applications.



**+13% cardless installment shopping order value**

**+5% credit applications**

**compared to registered app users in control group**

“ Google ACe can use custom audience lists or Firebase to locate users... which greatly improves the accuracy and efficiency of remarketing audience selection. Combined with effective marketing strategies and goals, it can significantly improve campaign performance and reactivate lapsed users which brings more benefits to advertisers.

**-Chunlan Liu, Marketing Head, Akulaku**

Read the  
research now on

[APAC Think with Google](#)

