Grow Your Retail Business Faster with Apps and Ads
Questions we’ll answer...

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

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

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.

80% of consumers have at least one retail app installed.¹

36% of app users have dormant retail apps on their phone.¹

¹Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Retail
[1] Question: How familiar are you with each of these retail/e-commerce apps? Base: Total sample, n=1252
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”.2

Stay Relevant

72% of app users prefer to engage with brands through apps compared to other channels.3

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.4

Source: Google commissioned Kantar “Apps: How to realize their full value” Research - 2021 Retail. [2]
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.

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.

1B+ users per channel

Display | Search | Google Play | YouTube

Think with Google
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

41% of retail app users install an app to look for specific products\(^1\)

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.

Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Retail

[1] Question: Thinking specifically about retail/e-commerce apps, why do you decide to download and try these apps? Base: Total sample, n=1252
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.**

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1Google Studies

Think with Google
How to **Implement** Deep Linking

Enable app deep linking using [App Links](https://firebase.google.com/docs/app-links) on Android or [Universal Links](https://developer.apple.com/documentation/uikit/universal_links) on iOS.

Report app conversions through [Google Analytics for Firebase](https://firebase.google.com/docs/analytics) and link your account to your Google Ads account to see reporting.

Use [Smart Bidding](https://firebase.google.com/docs/analytics) 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** 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

Club Factory saw up to 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.

30 Day ROAS exhibited: 425%

+42% higher ROAS vs. target

+6% higher ROAS than other ACi campaigns

“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

Campaign period: Q4 2020
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