Think with Google

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

What does the **Telco Apps landscape** look like today?

How do you **successfully use Apps and Ads to scale and grow** your telco business?

Which Google Ads solutions are the **best to address the needs of telco providers**?
The Telco Apps Landscape
The Telco landscape is diverse yet one thing remains consistent – apps have become the preferred platform to interact with brands, particularly among prepaid users.

<table>
<thead>
<tr>
<th>Preferred Touchpoint</th>
<th>Prepaid</th>
<th>Postpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apps</td>
<td>71%</td>
<td>58%</td>
</tr>
<tr>
<td>In-person</td>
<td>15%</td>
<td>26%</td>
</tr>
<tr>
<td>Website</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Email</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

There is a potential for telcos to increase app usage amongst postpaid users by making it easier to renew contracts (which currently involve more in-person support) via apps.

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

[1] Question: Which would be your preferred way to engage with Telco brands? Base: Postpaid users, n=627, Prepaid users n=1402
There is a strong correlation between app usage and brand affinity, hence it is beneficial for telcos to think full-funnel, from branding to improving install and engagement of their app.

1 of consumers have at least one telco app installed.\(^1\)

1 of app users have dormant telco apps on their phone.\(^1\)

\(^1\)Source: Google commissioned Kantar “Apps: How to realize their full value” Research - 2021 Telco

[1] Question: How familiar are you with each of these Telco apps? Base: Total sample, \(n=2029\)
Strong **positive correlation** between brand affinity and app onboarding

**Affinity Brand Metric**

- **Unaware Of app**: 13%
- **Initial Awareness of app**: 22%
- **Deeper awareness of app**: 25%
- **Successful app onboarding**: 65%
- **Use app regularly**: 87%
- **Use app Most frequent**: 90%
- **Rated as great app (top2box)**: 97%

R² = 0.9227

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

[1] Question: How familiar are you with each of these Telco apps? Base: Total sample, n=2029
Why an app is beneficial to a Telco business

Stay Relevant

On average, 69% of telco app users prefer to engage with brands through apps compared to other channels.¹

Increase Brand Affinity

There is a +40% increase in brand affinity when an app user starts to use an app after they install it, and a +31% increase when the app user shifts to using an app frequently.²

Strengthen Loyalty

98% of app users who rate a telco app highly also scored high on brand loyalty.³

Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Telco
[1] Question: Which would be your preferred way to engage with Telco brands? Base: Postpaid users, n=627, Prepaid users n=1402
[2] Question: How familiar are you with each of these Telco apps? Base: Total sample, n=2029
[3] Question: How likely are you to remain a customer of the following brands for the foreseeable future? 5pt scale. Base: Rated app highly, n=1755 responses
Reach more users at the right time with Google’s App campaigns
As a Telco 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.

Align App Campaign bidding to customer needs

**Installs**

“I need to increase install and app usage”

**Actions**

“I want to have a high quality install, users who are likely to do purchase, and deliver ROAS”

**Reengagement**

“I need to increase my active users”
Common events for Telco Apps

Optimize with Final Goal Events will help you acquire the most valuable users for your app

Key Events

- Ad Reach
- Ad View
- Ad Click

- Install
- First-Open
- Sign-Up
- Activation

- Purchase Credit
- Purchase Package

- Top-Up
- Repeat Purchase
- Upsell Package

Think with Google
Get started with 3 easy steps
Get your users on to your app

If majority of your subscribers do not have your app...

Start with tCPI or Maximize Conversions bidding to boost app installations

If subscribers already have app but are not using it

Trigger app usage leveraging engagement solutions i.e. deep linking and app campaigns for engagement
Build app first usage behaviour amongst your subscribers

Build loyalty & drive retention by helping them complete actions like tracking, recharge, payments & discounts

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

2.b Leverage ACe to keep your users engaged for various in-app actions & use cases.

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
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** 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.
Leverage ACe to increase app engagement

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
Drive specific actions post app installs with ACe

**Activation**
Installed the app but haven’t subscribed
Downloaded but never launched the app
(unique to ACe with Google Play)

**Replenishment**
Repeat transactions OR subscription renewals

**Cross-selling**
Only pay bills but do not buy value added services

**Re-activation**
Haven’t used the app in the last 30 days (dormant users)

**Remarketing**
Feed based dynamic remarketing ads (show users what they browsed earlier)
Target specific audiences with ACe based on the action you want to drive

**Customer Match**
Aligned to objectives such as top ups, data usage check, bill pay/download

**Event Based List Combinations**
Subscribers with no transactions, cross-sell and upsell for postpaid customers, offers for heavy users

**Lapsed Users**
Users who have not opened app post install, lapsed in last X days etc.

You can use our guide on how to create audience lists for app campaigns
ACe best practices

01 **Send Connector Pings**
Send Connector Pings*; session_start along with the gclid. Find out how to set up [here](#).

02 **Set campaign budgets correctly**
- 50X - for shallow conversion actions
- 15X - for deeper conversion actions

03 **Bid for 100+ attributed conversions / week**
If the goal is not met:
- Increase tCPA goal if conversion goal is not met
- Switch to a more shallow conversion event to meet goals
- Enable Google ads to receive all attributable conversions

04 **Creatives: Provide video and image assets**

**Image**
Add at least one image and include a clear call-to-action in all creative assets.

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* This is true for Android campaigns only. We don’t expect ‘session_start’ with gclid for iOS apps because we don’t run on Search iOS and we don’t send gclid for Display in iOS.
ACe best practices

04 Creatives: Provide video and image assets

Text
- 30 chars for headlines, 90 chars for descriptions
- Minimum of 3 headlines, 3 descriptions

Video
Add at least one video to leverage full inventory
Upload videos in the 3 suggested ratios: landscape (16:9), portrait (2:3), square (1:1)

05 Avoid mixed bidding
Avoid “mixed state” of bidding with AAP events and targeting a Google Analytics for Firebase audience, otherwise clients might encounter unexpected issues. Note this is:

- More error prone especially if different event_names are used
- Very hard to debug any performance issues were to happen (no support)

* This is true for Android campaigns only. We don’t expect ‘session_start’ with gclid for iOS apps because we don’t run on Search iOS and we don’t send gclid for Display in iOS
Measure LTV 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 a loyal user base.

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
Measure lifetime value with 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](https://firebase.google.com/products/analytics).
Here’s an example of how a Telco used Apps and Ads to grow their business.
How Telkomsel used deep links to boost conversion rates and ROAS

As the biggest telco in Indonesia, Telkomsel is always striving to improve their customers’ digital experience. With Appify, Telkomsel improved their deeplinks and optimized their campaigns for conversion so that they could provide a more seamless experience when directing users to the myTelkomsel app. Appify has also helped them improve their ROAS, and conversion rate.

Deeplinks helped us engage directly with our customers through MyTelkomsel App and bring the best of digital experiences to their fingertips. It has become one of the main drivers to grow MyTelkomsel App monthly active users to over 32 million users

“4.2X Growth in ROAS

- Rachel Goh, CMO Telkomsel

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How Indosat Ooredoo improved their marketing ROAS and conversions

Indosat Ooredoo, a leading telco in Indonesia, grew their focus on digital, amidst challenges during the pandemic. They wanted to increase their marketing ROAS and acquire more active users on their app, myIM3, which is their primary digital sales channel. With Appify, Indosat improved their deeplinks and optimized their campaigns to conversions.

Google Appify deep links have been a great help to provide a seamless experience for users to reach and purchase various telco packages in myIM3 app, especially during the pandemic when IM3 Ooredoo users relied on myIM3 app to make purchases. The campaign generated more than 200% growth in proportion of search campaign traffic redirected towards myIM3.

- Yavuz Fatih Yavuz, Senior Vice President, Head of Digital Indosat Ooredoo

2.5X Growth in conversion rate

43% Growth in campaign ROAS

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