

Getting Started with
AppsFlyer + Google
App Campaigns
for Engagement



Re-engage App Users with Automated Optimization & Measurement

Google Ads provides a platform for mobile advertisers to effectively deploy and automate app campaigns. AppsFlyer's independent attribution solutions build upon the insights from Google Ads campaigns by providing advanced tools to measure and analyze performance. By leveraging these two products together, data-driven marketers can orchestrate more efficient campaigns to grow their mobile business.

Google's latest app promotion solution, App campaigns for engagement, builds off the success of App campaigns (formerly known as UAC, designed for app acquisition) to help marketers run and optimize app re-engagement campaigns.

Re-engagement is a critical component of lifecycle marketing. [In 2018, AppsFlyer saw nearly 70% of apps increase retargeting spend, resulting in a 154% YoY increase in the average number of retargeting conversions per app.](#) As the majority of users lapse within the first three days of installing, retargeting can be a powerful one-two punch with acquisition tactics to efficiently gain and retain loyal users.

In this guide, we'll get you started with setting up App campaigns for engagement with AppsFlyer, including best practices for re-engagement.

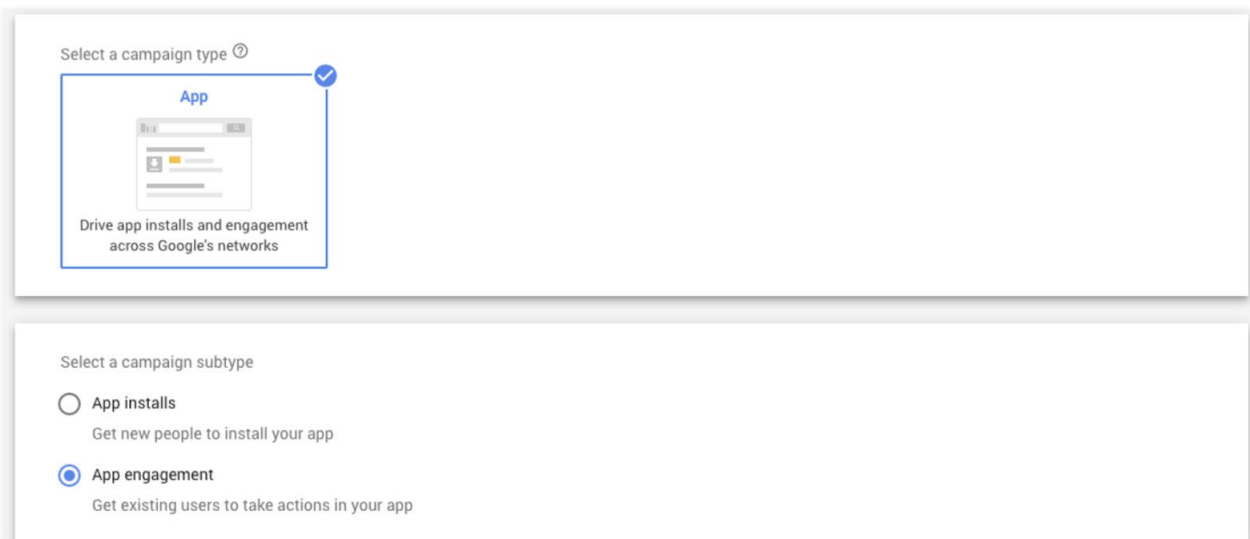
Google: App campaigns for engagement	AppsFlyer: Official Google Measurement Partner
App campaigns for engagement is an AI powered solution from Google to help you bring back the users that matters to you through re-engagement campaigns. Improve customer retention and long term revenue for your app by increasing your active users, generating sales, and reducing churn.	AppsFlyer's technology is found on 98% of the world's smartphones, making it the global leader in mobile attribution and marketing analytics . Enhance your Google campaign experience with simplified integration, auto-mapping of events, rich in-app event data, advanced analytics and dedicated customer support.

How to Set Up Google App Campaigns for Engagement with AppsFlyer

Before getting started, you will need to get whitelisted by Google. Contact your Google Account Manager for more information on whitelisting. You will also need to create a new Google Ads account even if you're already running App campaigns. Lastly, it is necessary to have deep linking and conversion tracking enabled.

Once you're ready to begin, follow these steps to set up App campaigns for engagement:

1) Once you are whitelisted by Google, you are able to **log in and create app engagement campaigns**. Click: + Campaign > App Promotion > App > App Engagement



2) [Link Google with AppsFlyer](#) and set up conversion tracking for new Google Ads account.

- [Create link ID in Google Ads](#)
- [Setup Google Ads on AppsFlyer](#)
 - Insert link ID
 - Enable retargeting (also on app level & partner level)
 - Data Enrichment (optional)
 - Enable the in app event toggle to activate the auto-mapping (optional)
- [Import conversions in Google Ads](#) (it is very important to import session_start, as this is the actual measurement for re-engagement in Google Ads)

How to Set Up Google App Campaigns for Engagement with AppsFlyer

3) Define and set up your target audience. Depending on your campaign goal, the target audience is a group of users you want to reach and re-engage to drive specific in-app events. To create a target audience list, click: Tools > Audience Manager.

Note: Your Google Account Manager can supply a much more detailed guide to efficiently create your audience lists.

4) Choose the right events and bid accordingly. Choose an event that is valuable to your business and has sufficient volume for optimization (occurs at least 200 times per week). The bid should reflect the value of this event. For example, after accounting for all your costs a conversion is worth 1 USD to you, your tCPA should be 1 USD.

5) Set the right budget. As a rule of thumb, it is suggested to set a daily budget of at least 50x your tCPA for more shallow events (e.g. app open) and 15x your tCPA for deeper events (e.g. In-app-purchase). To increase the total conversions at your tCPA, consider raising your budget.

6) Optimize App campaigns for engagement. It is recommended to evaluate the performance of your campaigns after about 80% of your conversion window has passed. For an attribution window of 30 days, start evaluating your day 1 campaign on day 24. If you do make a significant change to your campaign, set up a new campaign to avoid the model optimized for past information.

For a full guide from Google, click [here](#).

Best Practices for Running Effective Engagement Campaigns

Google Audiences: The size of your audience list is important to help your campaigns reach enough users—Google recommends having at least 250,000 device IDs to yield enough reach. It is suggested not to add extra filters (such as locations and language) to your campaigns. For example, if all the users in your audience list are from the U.S., you will not be able to reach any of them if you set the campaign to target users outside the U.S.

- If you are interested in testing a custom audience that is not available in Google (e.g. high LTV users, segmentation by ROI, etc.), AppsFlyer provides the option to export a list of device IDs that can then be imported into Google Audiences

The image shows three sections of a Google Ads targeting interface:

- Locations:** A panel titled "Locations" with the heading "Select locations to target". It contains four radio button options: "All countries and territories" (selected), "United States and Canada", "United States", and "Enter another location". Below these is a search input field with the placeholder "Enter a location to target or exclude" and a link for "Advanced search". A note states: "Your ads only show in countries where your app is available to download." and a link for "Location options".
- Languages:** A panel titled "Languages" with the heading "Select the languages your customers speak". It features a search input field with the placeholder "Start typing or select a language". Below the field is a pill-shaped button labeled "English" with a close icon.
- Budget:** A panel titled "Budget" with the heading "Enter the average you want to spend each day". It has a text input field with a dollar sign (\$) and a right-hand side text box explaining: "For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)".

Google Formats: Provide all formats (video, text and full image) to allow for the greatest reach and variety of ad format options for Google to optimize towards.

- **Text:** The text you use should be relevant to your page themes and the action the user will take in your app. Make the text as long as possible and to provide a clear value proposition.

Best Practices for Running Effective Engagement Campaigns

- **Video:** Video is critical to App campaigns for engagement.
 - A video with a length of at least 10s is necessary to leverage the the unique inventory that comes with App campaigns for engagement. Providing as many videos as possible is encouraged.
Google supports both landscape (16:9) and portrait (3:4) videos for up to 20 videos per campaign.
- **Image:** The Google Ads UI will accept images of the following specific sizes:
 - 320x50, 320x480, 480x320, 300x250, 1200x628.
 - File limit is 5MB

AppsFlyer Measurement: Match in-app event and attribution settings with Google.

- **In-App Event Setup:** [Setup in-app events](#) first in AppsFlyer to activate automatic mapping to the right events in Google.
 - We recommend measuring full-funnel events to provide more granular options for bidding, audience segmentation and analysis. In addition to basic events like app opens and registrations/logins, you can also track deeper events such as add to cart, in-app purchase, tutorial completed, item search, content view, ad watched, etc. The more conversions and events Google receives, the better the model performs to reach the targeted audience.
- **LTV & ROI Measurement:** If applicable, we highly recommend tracking revenue from [in-app purchases](#) and [ad monetization](#) to activate LTV and ROI reporting.
 - Google cost data is automatically calculated in real-time, allowing you to match the full LTV and ROI of your mobile campaigns to dramatically optimize results. Maximize the profitability of App campaigns for engagement by understanding which in-app events are most correlated with LTV and ROI, as well as which audience segments you should optimize towards over time.

Best Practices for Running Effective Engagement Campaigns

Resolving Discrepancies: It is normal to see [discrepancies between AppsFlyer and Google reporting](#), but there are ways to improve consistency between the two:

- View reporting per campaign type to compare Ads & AppsFlyer data
 - You can compare discrepancies in AppsFlyer with the [Retargeting Dashboard](#); for more customized views, you can also utilize [Custom Dashboard](#), [Pivot Table](#) and/or [Raw Data reports](#)
- Confirm the same conversion window, same date range and same timezone are applied in both AppsFlyer and Google.
 - By default, a 30-day click-through attribution window and 1-day view-through window will be applied to Google Ads within the Google Ads and AppsFlyer dashboards (modifying this setting will cause discrepancies)
- Ensure tracking is correctly linked with Link ID, retargeting is enabled (for Google Ads) in AppsFlyer, and you have mapped the relevant conversion events to be sent from AppsFlyer to Google (enable “In-App Events Postback” and select “events attributed to any partner or organic” in the Integrated Partners tab)

Google Ads (Adwords) Integration

Configure your overall partner integration

General Settings

Link Id [ⓘ]

1234567890

Retargeting Settings

Re-Engagement Window [ⓘ]

Hours Days Lifetime

1 10 20 30 40 50 60 70 80 90 > 30 Days