

App Campaign Best Practices



PRE LAUNCH

- Ensure your advertiser is part of the [Advanced Mobile Measurement \(AMM\) Program](#) and there is only [ONE mobile management partner](#)
- Ensure that the attribution window is the same across Ads Manager and MMP.

CAMPAIGN STRUCTURE

- Run for 4-6 weeks to discover the optimal audience and creative pairing for best results (Find a 6-week timeline [here](#))
- The longer campaigns run, the more data the algorithms collect, helping you decrease CPA and maximize performance.
- Simplify structure and don't run more than 8 campaigns per market to avoid targeting overlap
- Ensure that devices and platforms are split by campaign
- Run 1 Ad group to 1 Campaign ratio to leverage optimization levers and diminish audience overlap

AUDIENCE & TARGETING

Demographic	Guidelines
Gender	Target both genders, unless business specific
Age	Target all age groups, unless business specific
Location	Target whole country instead of states/cities
Language	None, unless Creatives are not in language of targeted location
Platform/OS version	iOS/Android platform
Device model	Only if targeting limitations are in place
Audience Feature	Guidelines
Keyword (KW)	At least 25 - 50 keywords per campaign, 100+ in JP
Handles	At least 30 handles per campaign, 50+ in JP
Interests	At least 5 interests per campaign
Events	At least 3 conversation events
Conversation Topics	At least 3 conversation topics
Custom (Tailored) Audiences	At least >50k users for each custom audience

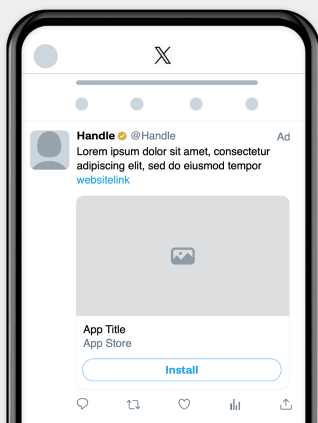
BUDGET & BIDS

- If spending through the daily budget or having more impressions is valued by the advertiser, use Autobid.
- If your advertiser is cost-sensitive, use Max Bid to have greater control over adjusting the CPAC/CPI.
- Set daily budget 20* the advertisers CPI goal. The campaign requires at least 10-20 daily conversions per campaign to unlock max performance:

KPI is CPA	≡	\$20.00
EXPECTED CONVERSIONS	≡	20
DAILY BUDGET	≡	\$400.00

CREATIVES

- 1 to 5 creatives per ad group are recommended in order to prevent competition between creatives from the same ad account.
- Review the creatives every 2-3 weeks and consider refreshing creatives based on their performance
- Utilize the post text to communicate the functional benefits of your brand to the audience.
- Utilize Incentives, Promos, Discounts, Sense of Urgency, and Keywords to showcase your brand to the audience.



LEARNING PERIOD

- Do not edit campaigns within 2-4 days of launching.
- Any newly launched campaigns or duplicated campaigns with a new start date will trigger a new learning period.



LEARNING PERIOD

- Apply optimizations and changes with the following guidelines to avoid interrupting optimization calibration in the system:

Campaign changes made	Calibration Period Duration
Small budget changes (+/-20%)	Able to edit campaigns after 3 days (minimum)
Small bid changes (+/-20%)	
Large bid/budget changes (20%+)	Calibration period matters a lot. Wait 5-7 days before editing the campaign
New creatives added	
Large targeting changes	

REPORTING

- View the SKAN dashboard when viewing IOS campaign reporting.
- Add a 72-hour buffer time when optimizing for IOS campaigns as it takes 24-72 hours for a SKAN conversion to show up and be backdated on a MMP SKAN dashboard
- If the advertiser is using 3rd party data, compare the discrepancy by the install volume.

OPTIMIZATIONS



Launch Campaign and allow Learning Period to finalize

Apply Optimizations to Bids & Budget only every 2-3 days

Stabilize CPA by experimenting with Targeting & Audiences

Stabilize CPA by experimenting with Creative Formats and Post variations