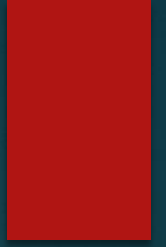


Tutorial to advertise Money Leads apps on Adwords






























Summary

1. Creating a campaigns at Money Leads
2. Linking App to Google Ad account
3. Importing Conversions Events
4. Creating UAC Campaigns
5. Rules and Tips

Creating campaigns at Money Leads

- ▶ To get started you need to get acquainted with the list of offers, view rates and all available geo. Once you choose an offer, you need to click on the right side of it, which will open the offer card

Dashboard	113		AirGames	  	 AE (Etisalat \$1.6, DU \$1.6)  SA (Mobily \$1.2, Zain \$1.2, Saudi Telecom \$1.2)	TIER0, TIER1, TIER2, TIER3, TIER4	Public	
Offers	103		Home Vidz	  	 GB (Barablu Mobile Holding Limited \$2, EE \$2, Hutchison 3G UK Ltd \$2, JT (Jersey) Ltd \$2, Manx Telecom \$2, O2 \$2, Vodafone \$2)	TIER0, TIER1, TIER2, TIER3, TIER4	Public	
Links	92		Gamesfun	  	 BH (Zain \$1.2, Viva \$1.2, Batelco \$1.2)  QA (Ooredoo \$0.7, Vodafone \$0.7)  EG (Etisalat \$0, Orange \$0)	TIER0, TIER1, TIER2, TIER3, TIER4	Public	
Statistics	91		Waktiplay Yeekee	  	 SA (Mobily \$1.4, Zain \$1.4)	TIER0, TIER1, TIER2, TIER3, TIER4	Public	
News								
Support								

Creating campaigns at Money Leads

- ▶ In the offer card in the Links tab you need to click Add

FACEBOOK ACCESS

ADD

Id	Facebook ID	Type	Status
No results found.			

LINKS

ADD

Offer	Url	App
No results found.		

Creating campaigns at Money Leads

- ▶ Select the link type «Google» and select the app that corresponds to the name of the offer in the «App» section

Flow link form

Offer #94. Android, WiFi, 3G, GB (Barablu Mobile Holding Limited, Cable & Wireless Guernsey, Cable & Wireless UK)

App Gamesmania -Adjust - Adwords

Type Google

Google campaign naming

Publisher ID (SubId#1) Extra param (SubId#3)

Affiliate ID (SubId#2) Extra param (SubId#4)

Available postback macros:

{subid1} Publisher ID (SubId#1)

{subid2} Affiliate ID (SubId#2)

{subid3} Extra param (SubId#3)

{subid4} Extra param (SubId#4)

{country} Country ISO code

{operator} Operator internal ID code

{price} Payout amount


CREATE CANCEL

Creating campaigns at Money Leads

- ▶ After that you'll get a link that you need to insert into your Google Adwords account. Media Buyers should always name their campaigns by starting with the «Campaign name»

LINKS

ADD

Offer	Url	App
#94. Android, WiFi, 3G, GB (Barablu Mobile Holding Limited, Cable & Wireless Guernsey, Cable & Wireless UK Ltd., Hutchison 3G UK Ltd, JT (Jersey) Ltd, Lycatel Services Limited, Manx Telecom, O2, Vodafone), SE (Hi3G Access, Tele2 AB, Telenor Sverige AB, Telia Sonera Mobile Networks AB), AE (DU, Etisalat)	Google:  https://play.google.com/store/apps/details?id=com.maniag... APPLICATION: GAMESMANIA -ADJUST - ADWORDS CAMPAIGN NAME = 62120	Gamesmania -Adjust - Adwords

Linking App to Google Ad account

- ▶ Media Buyer will take his Google ad account CID (from the top right of his page) and share it with his Money Leads account manager

The screenshot shows the Google Ads 'All campaigns' Overview page. A red arrow points to the account ID (CID) in the top right corner, which is 332... The interface includes a left sidebar with navigation options, a top navigation bar, and a main content area with a summary table, a line chart, and two tables for 'Biggest changes' and 'Campaigns'.

Summary Table:

Clicks	Impressions	Avg. CPC	Cost
4.45K	273K	\$0.07	\$310

Biggest changes: Today compared to last Thursday up to the current hour

Campaign	Cost	Change
57758_TrendingVideos...	-\$125.44	-28.92%
57758_TrendingVideos...	-\$15.56	-100.00%

Campaigns:

Campaign	Cost	Clicks	CTR
57758_TrendingVideos_S A	\$308.31	4,381	1.63%
57758_TrendingVideos_Q A	\$1.85	73	1.59%

Linking App to Google Ad account

- Once the app is linked by the Money Leads account manager, the Media Buyer should go to the linked accounts page

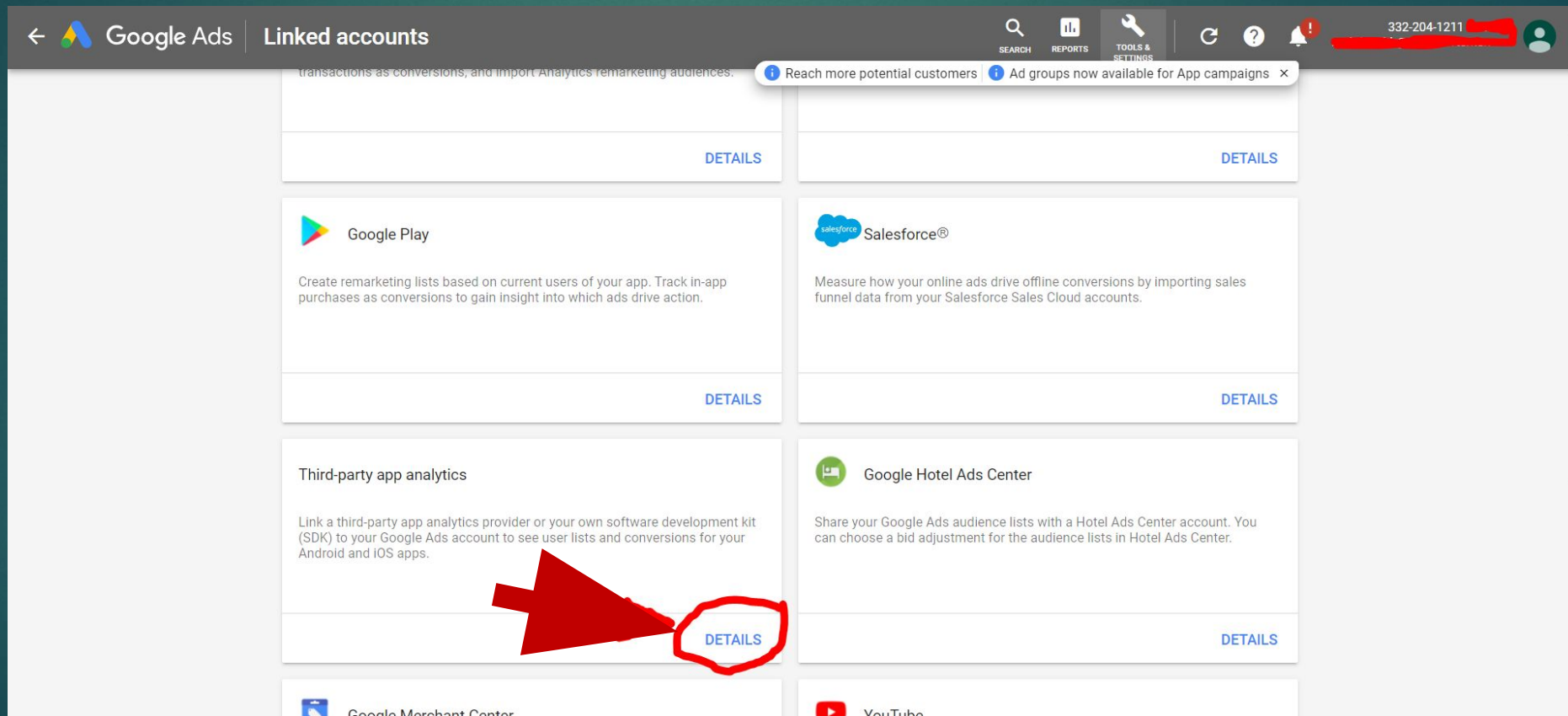
The screenshot displays the Google Ads 'All campaigns' interface. A red arrow points to the 'Linked accounts' option in the 'SETUP' menu. The interface includes a left sidebar with navigation options, a top navigation bar with search, reports, and tools, and a main content area with a line chart and tables for 'Biggest changes' and 'Campaigns'.

Google Ads Interface Components:

- Left Sidebar:** All campaigns, Search campaigns, Smart campaigns, Enabled (57758_TrendingVideos_QA, 57758_TrendingVideos_SA), Paused and removed campaigns are hidden.
- Top Navigation:** Google Ads, All campaigns, SEARCH, REPORTS, TOOLS & SETTINGS, 332-204-1211.
- Main Content Area:**
 - PLANNING:** Performance Planner, Keyword Planner, Reach Planner, Ad Preview and Diagnosis.
 - SHARED LIBRARY:** Audience manager, Bid strategies, Negative keyword lists, Shared budgets, Placement exclusion lists.
 - BULK ACTIONS:** All bulk actions, Rules, Scripts, Uploads.
 - MEASUREMENT:** Conversions, Google Analytics, Search attribution.
 - SETUP:** Business data, Policy manager, Account access, **Linked accounts** (highlighted), Preferences, Google Merchant Center.
 - BILLING:** Billing summary, Billing documents, Billing settings.
- Charts and Tables:**
 - Line Chart:** Shows performance over time (12 AM to 11 PM).
 - Biggest changes:** Table showing cost changes for campaigns 57758_TrendingVideos... and 57758_TrendingVideos....
 - Campaigns:** Table showing cost, clicks, and CTR for campaigns 57758_TrendingVideos_S A and 57758_TrendingVideos_Q A.

Linking App to Google Ad account

- ▶ On the Linked accounts page, he will click on the third-party app analytics sections, specifically on details to navigate to the concerned page



Linking App to Google Ad account

- ▶ On the third-party app analytics page, he will accept the app link shared by Money Leads


Linked accounts > Third-party app analytics

To set up a link, enter the app you want to track, and create a unique ID to give your provider. Grant access, regenerate a link ID, or relink below. [Learn more](#)

+ ADD FILTER

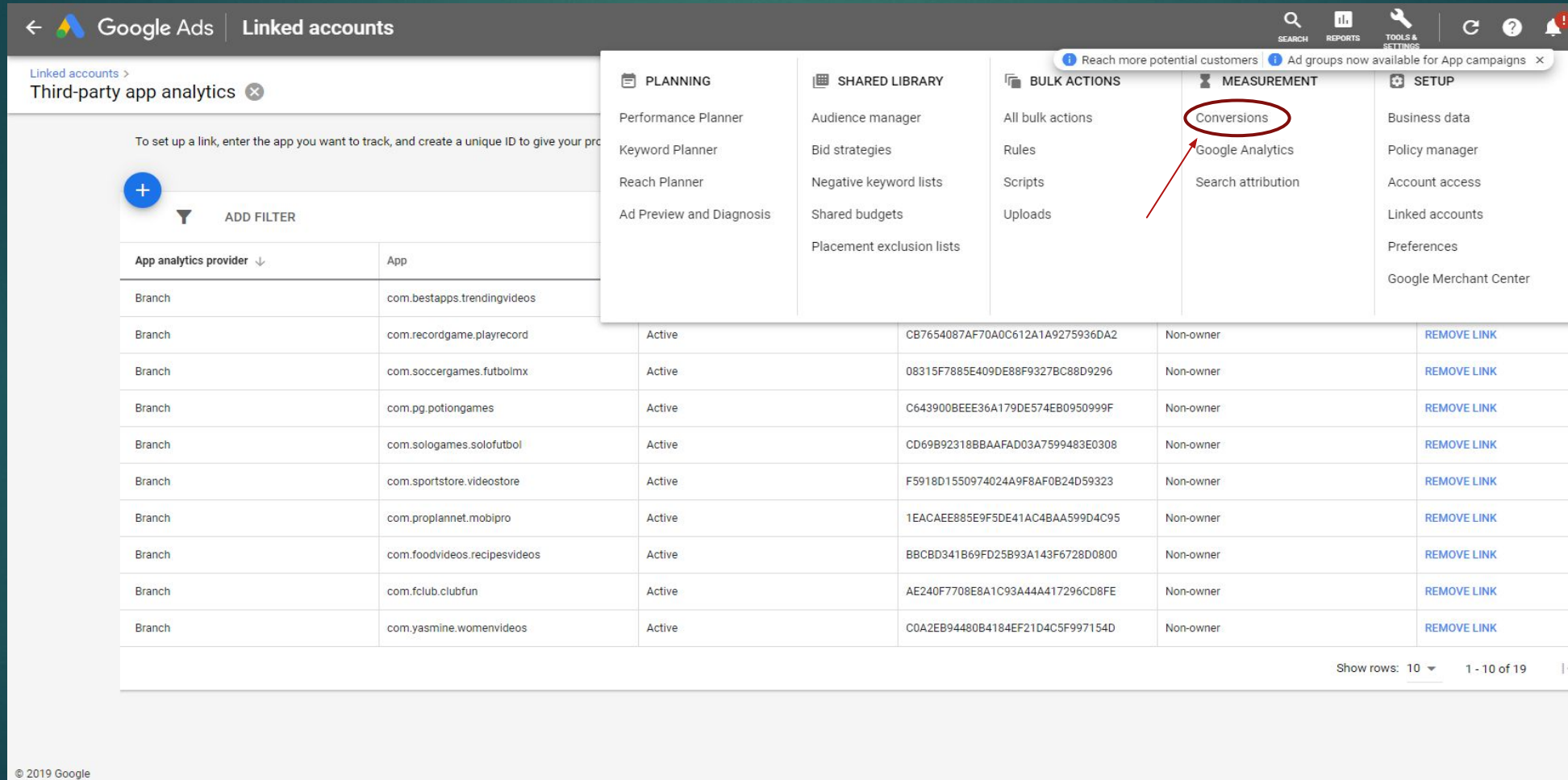
App analytics provider	App	Status	Link ID	Ownership	Actions
Branch	com.probox.gamespro	Active	618E2271CEAB986D113E84B029910C80	Non-owner	REMOVE LINK
Branch	com.myspinner.mygames	Active	0C818C392C35E12A84E0ADE01E029125	Non-owner	REMOVE LINK
Branch	1350783076	Active	2AC3BEC4114E6A3F0C7BB4B12F86EA10	Non-owner	REMOVE LINK
Branch	com.bestapps.trendingvideos	Active	67D870981C35EE21303A192C2F0B3AA0	Non-owner	REMOVE LINK
Branch	1463392490	Active	EACA6637DBE054F9767503F3AECE5064	Non-owner	REMOVE LINK
Branch	com.pg.potiongames	Active	C643900BEEE36A179DE574EB0950999F	Non-owner	REMOVE LINK
Branch	com.gamescasket.gamingbox	Active	1D4B3FC95937C095AB170518FEACBA7C	Non-owner	REMOVE LINK
Branch	com.newcombo.advancemcombo	Active	C12B0342BF9B47BE91AAB20AF72E268D	Non-owner	REMOVE LINK
Branch	com.expression.airgamesads	Active	B45836070C078AE4CE44B9AEDF285E48	Non-owner	REMOVE LINK
Branch	com.mostvideos.videostrending	Invited	B75EFCBD202188B6F17C1870E05A78A9	Non-owner	ACCEPT LINK DECLINE

1 - 10 of 23



Importing Conversions Events

- ▶ After the app linking, the Media Buyer will go to his conversions page




The screenshot shows the Google Ads interface with the 'Linked accounts' page open. The 'Third-party app analytics' section is visible, showing a table of linked accounts. A sidebar menu is open, highlighting the 'Conversions' option under the 'MEASUREMENT' section. The table below lists various app analytics providers and their associated Google Ads accounts.

App analytics provider	App	Status	Account ID	Owner	Action
Branch	com.bestapps.trendingvideos	Active	CB7654087AF70A0C612A1A9275936DA2	Non-owner	REMOVE LINK
Branch	com.recordgame.playrecord	Active	08315F7885E409DE88F9327BC88D9296	Non-owner	REMOVE LINK
Branch	com.soccergames.futbolmx	Active	C643900BEEE36A179DE574EB0950999F	Non-owner	REMOVE LINK
Branch	com.pg.potiongames	Active	CD69B92318BBAAFAD03A7599483E0308	Non-owner	REMOVE LINK
Branch	com.sologames.solofutbol	Active	F5918D1550974024A9F8AF0B24D59323	Non-owner	REMOVE LINK
Branch	com.sportstore.videostore	Active	1EACAE885E9F5DE41AC4BAA599D4C95	Non-owner	REMOVE LINK
Branch	com.proplannet.mobipro	Active	BBCBD341B69FD25B93A143F6728D0800	Non-owner	REMOVE LINK
Branch	com.foodvideos.recipesvideos	Active	AE240F7708E8A1C93A44A417296CD8FE	Non-owner	REMOVE LINK
Branch	com.fclub.clubfun	Active	C0A2EB94480B4184EF21D4C5F997154D	Non-owner	REMOVE LINK
Branch	com.yasmine.womenvideos	Active		Non-owner	REMOVE LINK

© 2019 Google

Importing Conversions Events

- ▶ On the conversions page, he will click on + button



Conversion actions

CONVERSION ACTIONS

CONVERSION ACTION SETS

Reach more potential customers Ad groups now available for App campaigns x

Today Nov 14, 2019

Settings

Upload

Salesforce

Status: All ADD FILTER

<input type="checkbox"/>	<input type="radio"/>	Conversion action ↓	Source	Category	Tracking status	Count	Conversion window	Include in "Conversions"	Repeat rate	All conv.	All conv. value
<input type="checkbox"/>	<input checked="" type="radio"/>	Women (Android) session_start	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Women (Android) first_open	Third-party app analytics	Download	No recent conversions	One	30	Yes	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Women (Android) add_payment_info	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Trending Videos (Android) session_start	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Trending Videos (Android) installs 2019-09-03T15:37:26.843	Google Play	Download	Removed	One	30	No	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Trending Videos (Android) first_open	Third-party app analytics	Download	No recent conversions	One	30	Yes	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Trending Videos (Android) ADD_PAYMENT_INFO	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Sports Video Store (Android) session_start	Third-party app analytics	Other	Recording conversions	Every	90	No	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Sports Video Store (Android) first_open	Third-party app analytics	Download	No recent conversions	One	30	Yes	--	0.00	0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Sports Video Store (Android)	Third-party app	Other	No recent	Every	90	No	--	0.00	0.00

Importing Conversions Events

- ▶ On the new conversion action, the Media Buyer will check the **Third-party app analytics** in the **App section**

The screenshot shows the Google Ads interface for creating a new conversion action. The top navigation bar includes the Google Ads logo and the title 'New conversion action'. On the right, there are links for SEARCH, REPORTS, TOOLS & SETTINGS, and a help icon. A notification banner at the top right states 'Ad groups now available for App campaigns'. The main content area is titled 'Select the kind of conversions you want to track. Learn more'. Below this, there are four tabs: 'Website', 'App' (which is selected and highlighted in blue), 'Phone calls', and 'Import'. Under the 'App' tab, the instruction 'Select how to track your app conversions:' is followed by three radio button options: 'Google Analytics App + Web (Firebase) ?' (unselected), 'Google Play' (unselected), and 'Third-party app analytics' (selected and highlighted in blue). To the right of these options, a text box explains: 'This option lets you import Android and iOS app conversions from a linked third-party app analytics provider. This option is also available under "Import". If you haven't already, you'll need to start by linking your provider to Google Ads. Learn more'. At the bottom of the form, there are two buttons: 'CONTINUE' (highlighted in blue) and 'CANCEL'.

Importing Conversions Events

- ▶ Then he will import all the events (for games mania app for example)

Google Ads

New conversion action

332-204-1211

1 Import conversion actions2 What's next

3 selected

<input type="checkbox"/>	Analytics event	App ↓	Platform	Analytics provider	Last activity	Conversion action
<input checked="" type="checkbox"/>	session_start	Games Mania Plus	Android	Branch	Today	Games Mania Plus (Android) session_start
<input checked="" type="checkbox"/>	first_open	Games Mania Plus	Android	Branch	Today	Games Mania Plus (Android) first_open
<input checked="" type="checkbox"/>	ADD_PAYMENT_INFO	Games Mania Plus	Android	Branch	Today	Games Mania Plus (Android) ADD_PAYMENT_INFO
<input type="checkbox"/>	first_open	Funny Games	Android	Branch	47 days ago	Funny Games (Android) first_open
<input type="checkbox"/>	session_start	Funny Games	Android	Branch	28 days ago	Funny Games (Android) session_start
<input type="checkbox"/>	first_open	Fun Club Pro	Android	Branch	Today	Fun Club Pro (Android) first_open
<input type="checkbox"/>	session_start	Fun Club Pro	Android	Branch	Today	Fun Club Pro (Android) session_start
<input type="checkbox"/>	ADD_PAYMENT_INFO	Fun Club Pro	Android	Branch	Today	Fun Club Pro (Android) ADD_PAYMENT_INFO

Show rows: 5001 - 16 of 16

IMPORT AND CONTINUE

CANCEL

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Importing Conversions Events

- Once events are imported, he should make sure that all the events are set correctly as explained in the bellow screenshot.

We should always rely on Third-party app analytics as a source for our conversions events

The event which source come from Google Play should be **removed** and included in "Conversions" set to **No** (you have to click on the event to edit it from inside)

First_open is the event related to installs, always included in "Conversions"

ADD_PAYMENT_INFO is the event related to in-app action , and session_start for first app interaction, they shouldn't be included in "Conversions"

Conversion action	Source	Category	Tracking status	Count	Conversion window	Include in "Conversions"	Repeat rate	All conv.	All conv. value
first_open	Third-party app analytics	Other	No recent conversions	Every	90				0.00
installs	Third-party app analytics	Download	No recent conversions	One	30				0.00
session_start	Google Play	Download	Removed	One	30				0.00
installs	Third-party app analytics	Other	No recent conversions	Every	90				0.00
installs	Google Play	Download	No recent conversions	One	30	Yes	--	0.00	0.00
first_open	Third-party app analytics	Download	No recent conversions	One	30	Yes	--	0.00	0.00
Futbol MX (Android) installs 2019-09-13T22:03:55.887	Google Play	Download	Removed	One	30	No	--	0.00	0.00
Futbol MX (Android) session_start	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
Games Mania Plus (Android) ADD_PAYMENT_INFO	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
Games Mania Plus (Android) first_open	Third-party app analytics	Download	No recent conversions	One	30	No	--	0.00	0.00
Games Mania Plus (Android) installs 2019-09-26T12:18:13.906	Google Play	Download	Removed	One	30	No	--	0.00	0.00
Games Mania Plus (Android) session_start	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
Games4U (Android) event_unique_subscription_attempt	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00
Games4U (Android) first_open	Third-party app analytics	Download	No recent conversions	One	30	No	--	0.00	0.00
Games4U (Android) installs 2019-09-13T20:54:21.459	Google Play	Download	Removed	One	30	No	--	0.00	0.00
Games4U (Android) session_start	Third-party app analytics	Other	No recent conversions	Every	90	No	--	0.00	0.00

Importing Conversions Events

- ▶ NB : Conversions events can be imported a few hours after the app is linked to the account.
The concerned conversions events are : session_start, first_open and ADD PAYMENT INFO.
If conversions events are still missing after 24h hours, then the issue should be reported to Mobile Arts account manager

Creating Campaigns

×

Google Ads

New campaign

SEARCH

REPORTS


TOOLS & SETTINGS

?


Turn on browser notifications

Help us understand your business better


Select the goal that would make this campaign successful to you




Sales




Leads




Website traffic




Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance


CONTINUE


CANCEL


Creating Campaigns

Turn on browser notifications

Help us understand your business better



Brand awareness and reach


App promotion


Create a campaign without a goal's guidance

Select a campaign type ⓘ

App


Drive app promotion across Google's networks

Select your mobile app's platform


☒ Android

☐ iOS

Look up your app

com.madness.mygamesmania

Search results for Android apps in Google Play (1)

 My GamesMania
[com.madness.mygamesmania](#) - bs.091

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Creating Campaigns

- ▶ Media Buyers should always name their campaigns by starting with the «Campaign name» which they will get at Money Leads.
- ▶ In the location settings, bellow options should be checked :
 - > People in or regularly in your targeted locations
 - > People in your excluded locations
- ▶ Bidding : **Installs volumes** for **Users likely to perform an in-app action** by selecting **ADD PAYMENT INFO** as an in-app target
- ▶ Bidding price : starting with a low bid (0.10\$ for example) is the safest
- ▶ Budget : at least 50X than the current bid (example 10\$ is greater than 50 x 0.10\$, so we can put 10\$ as a budget for 0.10\$ bidding)


Creating Campaigns

1 Select campaign settings

2 Set up ad group

3 Confirmation

Mobile app



My GamesMania
com.madness.mygamesmania - bs.091

Campaign name

IDCAMPAIN_...

Locations

Select locations to target ⓘ

☐ All countries and territories

☐ Lebanon

☒ Enter another location

[Advanced search](#)

Note: Your ads only show in countries where your app is available to download.

[Location options](#)

Target ⓘ

☐ People in, or who show interest in, your targeted locations (recommended)

☒ People in or regularly in your targeted locations

☐ People searching for your targeted locations

Exclude ⓘ

☐ People in, or who show interest in, your excluded locations (recommended)

☒ People in your excluded locations

Creating Campaigns

1 Select campaign settings

2 Set up ad group

3 Confirmation

English

Budget

Enter the average you want to spend each day
\$ 20.00

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](#)

Bidding

What do you want to focus on? ⓘ
Install volume ▾


What kind of users do you want to target? ⓘ
Users likely to perform an in-app action ▾

Which action is most important to you? ⓘ
My GamesMania (Android) ADD_PAYMENT_INFO ✕

Target cost-per-install
\$ 0.10

This campaign will use the Target CPA bid strategy to help you get the most conversions at or below your budget. [Learn more](#)

Focus new installs on



In-app activity Install volume

This focus will optimize for high install volume and users likely to perform an in-app action. The overall volume of installs may be lower compared to other bidding strategies. [Learn more](#)


The target cost per install is the average amount you'd like to spend each time someone installs your app or opens it for the first time. [Learn more](#)

Creating Campaigns

- ▶ Ad assets for best practices : 20 images - 20 videos – 5 headlines – 5 descriptions (long texts) per ad group

Creating Campaigns

Mobile app

 My GamesMania
com.madness.mygamesmania - bs.091

Ad assets

Your ads are generated from your text ideas, your uploaded assets and content from your Google Play store and Apple app store listings

Headline ideas ⓘ
Add 2 headline ideas (required) and up to 5 (recommended)

Play just trending

X

18 / 30

Never get bored here

X

20 / 30

Enjoy the awesome racing

X

24 / 30

Play the Furious Racing

X

23 / 30

Drive with your dream cars

X

28 / 30

Descriptions ideas ⓘ
Add 1 description line idea (required) and up to 5 (recommended)

Your dream games is Now Available on Mobile. Download and en

X

88 / 90

Download and play the most viral game of 2019

X

45 / 90

Top gaming app of the month, don't miss this amazing gaming hu

X

63 / 90

Download and start playing the most furious racing on Games Mx

X

65 / 90

Games Mania, your best gaming hub with the highest graphics qu

X

67 / 90

Images ⓘ

Preview

SEARCH

DISPLAY

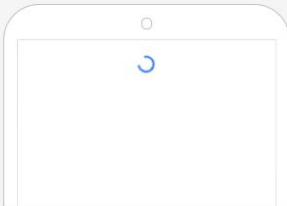
YOUTUBE

GOOGLE PLAY

<

>

||



Rules and Tips

- ▶ Best Practices :
- ▶ Media Buyer should start his campaigns with a low budget to test his ad assets (10-20\$)
- ▶ He should also add a high budget when it's recommended by Google (a notification will appear on his campaigns)
- ▶ Campaigns should learn for 2 weeks when the trend of the traffic cost is moving down and when the budget is enough to get volumes. During the learning phase, no modifications are required.
- ▶ Increasing the bid by 20% more than the current CPI. Example : if the bid is 0.10\$ but the CPI is 0.20\$, the Media Buyer should increase it to 0.24\$ ($0.20 \times 1.2 = 0.24$ \$). This should be done only when the campaign is not consuming the whole daily budget.
- ▶ Media buyer must focus on related assets (for images, videos and texts). It is recommended to take screenshots from the app and to put them in the images/videos assets.
- ▶ Priority should be given to videos as 90% of AdWords traffic is coming from Youtube. Videos include actions, emotions and should be attractive during the first 5 seconds.

