

November 2017

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## The Display & Video 360 guide to advertising in apps

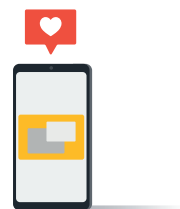
Reach, engage, and measure your audience on mobile apps



# Executive summary

The screen in our hands is now a gateway to games, news, entertainment, and sports content online. While mobile is a key component of any successful digital strategy, apps continue to be a missed opportunity for some marketers.

This guide enables marketers to understand the power of mobile apps and shows you how to use Display & Video 360 to reach engaged app audiences.



## Your audience is using mobile apps

New research<sup>1</sup> shows both the variety of apps and how diversely these apps are used to enable brands to reach their ideal audiences.

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**Apps offer something for everyone:** Over 91% of smartphone users use apps

**Apps help you reach household shoppers:** 81% of app users say they're the main shopper in their household

**Gamers aren't who you think they are:** Gaming apps are more popular among women, who represent 52% of the gaming app audience

**Apps are for leaning back:** Two thirds of smartphone audiences use gaming, entertainment, news, and sports apps

**Apps keep us coming back throughout the day:** Just under one hour on average is spent using news, sports, gaming, and entertainment apps collectively each day

<sup>1</sup> "Something for everyone," Ipsos MORI mobile app research report, U.S., July 2017



## Display & Video 360 helps you reach them

Display & Video 360 offers marketers the tools to confidently reach engaged app users on premium app inventory that's aligned with their brands.

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**Audience capabilities:** Find and reach the specific users who are right for you

**Inventory types:** Gain incremental reach with access to more than four trillion global monthly impressions across prime-quality app inventory<sup>2</sup>

**Creative formats:** Engage users with beautiful, insights-driven creative in native, video, and high-impact formats

**Measurement tools:** Connect your customer insights using combined measurement across app publishers

<sup>2</sup> Display & Video 360 internal data, 2017

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# Surprising insights into who's using apps and how

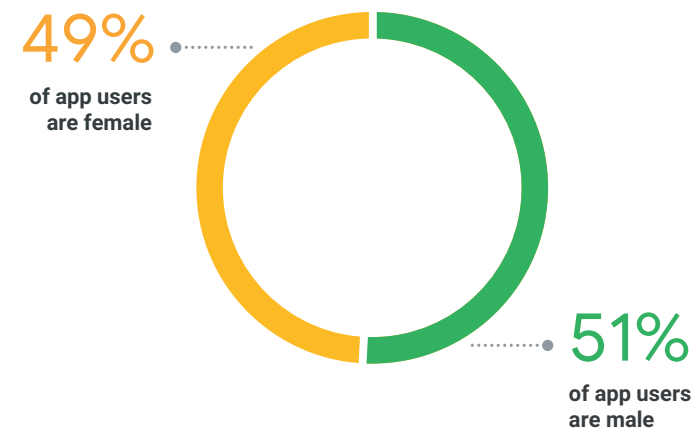
## Apps play an important role in consumers' lives

Ipsos research<sup>3</sup> reaffirms the large opportunity for brands to reach customers through apps.

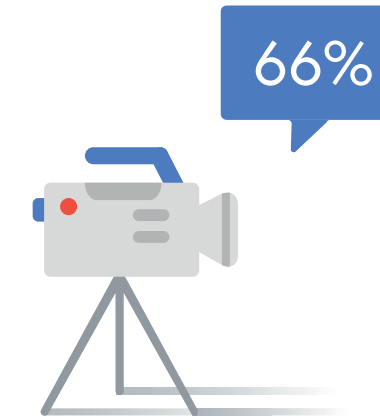
Apps offer something for everyone



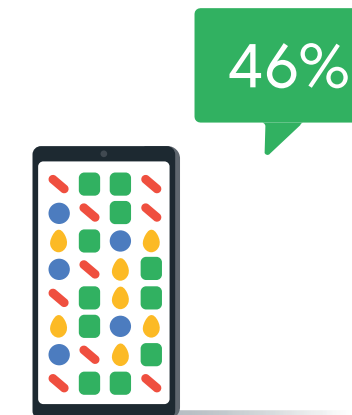
Apps are equally popular among men and women



Apps are for leaning back



66% of all smartphone users use news, gaming, entertainment or sports apps



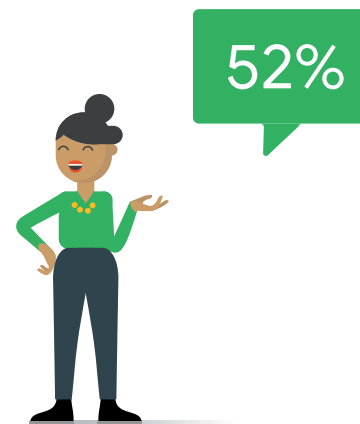
46% of all smartphone users use gaming apps

<sup>3</sup> "Something for everyone," Ipsos MORI mobile app research report, U.S., July 2017

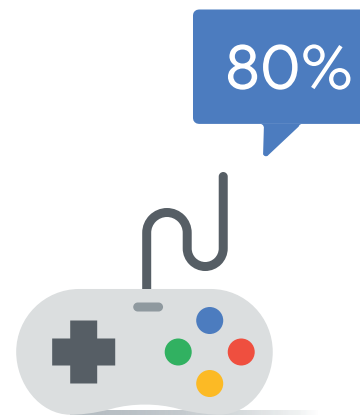
Apps help you reach household shoppers



Gamers aren't who you think they are



Women are 52% of gaming app users



80% of all gaming app users use gaming apps at least once a day

Apps keep users coming back throughout the day



On average, users spend just under one hour a day on news, sports, gaming, and entertainment apps collectively



Apps encourage frequent "snacking" behavior, with some users coming back to their favorite apps

# Leading brand reaches new customers on apps

**Nestlé**



## Nestlé engages hard-to-reach audiences on gaming apps

While many brands were built using TV and traditional media, the landscape has changed dramatically. Consumer behavior is shifting, so reaching people who don't watch linear TV poses a challenge.

There's a growing need for innovation in digital to help advertisers communicate with consumers who are hard to reach through traditional channels.

Gaming is an exciting area for marketers who are keen to explore new opportunities for brand advertising.

Nestlé connected with new audiences and increased brand impact with King Games' innovative user-initiated, in-app ad.

### The goals

- Find new ways to communicate with hard-to-reach audiences
- Get more brand impact from advertising efforts

### The approach

- Partnered with King to serve ads across the King Games portfolio of more than 200 app titles
- Ran user-initiated ads that allowed users to engage with ads in exchange for in-game rewards

### The results

**99.5%**

view-through rate  
on Android

**3%**

click-through  
rate on Android

# Appify your campaigns based on your marketing goals

Brands can use in-app advertising regardless of whether they have an app. Whatever your business goals — awareness, leads, app installs/engagement, or offline performance — Display & Video 360 helps you reach your objectives with mobile app ads.

In this section of the guide, learn how Display & Video 360 can help you engage mobile app audiences with precise segmentation, high-impact creative, brand-safe inventory, and unified measurement — no matter your marketing objective.

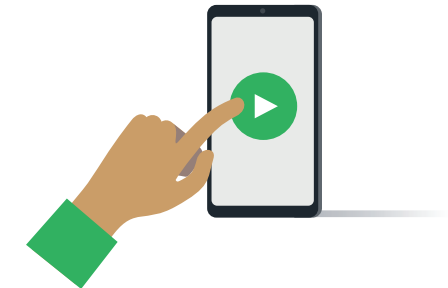
Select your marketing objective to learn more

app required



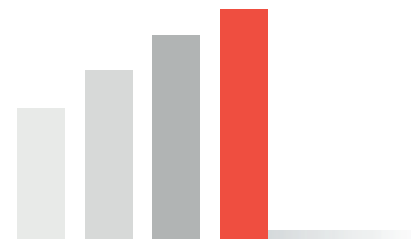
[App promotion](#)

no app required



[Reach and awareness](#)

no app required



[Lead generation](#)

no app required



[Online to offline](#)



# App promotion

Goal: Promote your app to increase installs, boost in-app purchases and sign-ups, or engage your existing app users.

## Audience capabilities

- **Audience**
  - Google Audiences — affinity or in-market
  - Third-party audience lists
  - First-party audience lists
- **Geography**
  - Proximity segmentation
- **Technology and context**
  - Installed app category
  - New device alignment

## Inventory types

- **App channels**
- **App collections and alignment**
- **Align with specific apps/URLs**

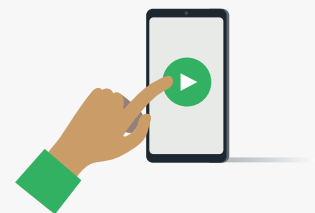
## Creative formats

- **Custom HTML5 interstitials**
- **Native ads**
- **Mobile video**
- **Deep-linking**
- **Templated app install**

## Measurement tools

- **Brand measurement**
  - Sensitive classifiers
  - Verification
  - Active View viewability measurement
- **Performance measurement**
  - Multi-device measurement
  - App install and engagement measuring including Firebase





## Reach and awareness

Goal: Create awareness for your brand by reaching users with compelling messaging where they are.

### Audience capabilities

- **Audience**
  - Google Audiences — affinity or in-market
  - Third-party audience lists
- **Geography**
  - Regional segmentation
  - Proximity segmentation
- **Technology and context**
  - Make and Model
  - Environment (interstitials)

### Inventory types

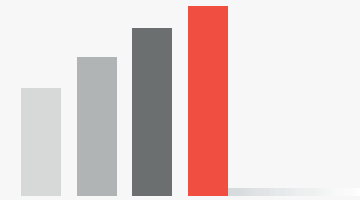
- **TrueView**
- **Open auction**
- **Google Top Video Picks**
- **Deals**
- **Social partners**
- **App channels**
- **App collections**
- **Align with specific apps/URLs**

### Creative formats

- **Custom HTML5 interstitials**
- **High-impact formats**
- **Native ads**
- **Mobile video** (VAST - VPAID doesn't work in apps)

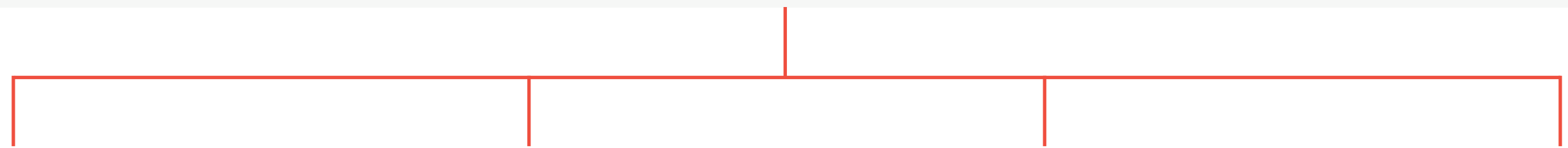
### Measurement tools

- **Multi-device measurement**
- **Brand measurement**
  - Sensitive classifiers
  - Verification
- **Active View viewability measurement**



# Lead generation

Goal: Identify user trends  
to grow your customer base.



## Audience capabilities

- **Audience**
  - Google Audiences — affinity or in-market
  - Third-party audience lists
- **Geography**
  - Proximity segmentation
- **Technology and content**
  - Installed app category
  - New device alignment
  - Same-device alignment (mWeb -> app)
  - IDFA / AdID upload

## Inventory types

- **App channels**
  - Extend with InMobi and Adsmovil
  - Third-party exchanges can bundle inventory by content, audience, or historical performance

## Creative formats

- **Custom HTML5 interstitials**
- **Native ads**
- **Rich media dynamic ads**
- **Mobile video**
- **Deep-linking**
- **Templated app install**

## Measurement tools

- **Brand measurement**
  - Sensitive classifiers
  - Verification
  - Active View viewability measurement
- **Performance measurement**
  - App measurement
  - Multi-device measurement
- **Online to offline**
  - Conversion API



## Online to offline

Goal: Boost in-store visits and in-store purchases using offline conversion metrics.

### Audience capabilities

- **Audience**
  - Google Audiences — affinity or in-market
  - First-party audience lists
- **Geography**
  - Location segmentation
  - Proximity segmentation
  - Third-party location audience lists (e.g. Factual, PlaceIQ)

### Inventory types

- **Private marketplace**
- **Custom HTML5 interstitials**

### Creative formats

- **Native ads**
- **Mobile video**
- **Deep-linking**
- **Templated app install**
- **Rich media dynamic ads**

### Measurement tools

- **Conversion API**

# Best practices for high-impact app campaigns with Display & Video 360

Follow these best practices to reach your app audience and your business goals.



## Audience

Accurately identify your audience with these powerful segmentation capabilities available in Display & Video 360.

- Use device IDs, rather than cookies, to exclude audience lists and optimize your first-party and third-party audience strategies
- Review the proximity map view to get a better understanding of the area you're engaging
- Create separate insertion order line items for app and web campaigns to measure each environment
- Use app collections to align with specific apps, rather than non-app-friendly keyword contextual segmentation or categories



## Creative

Choose the right creative to provide the best experience and get the widest reach.

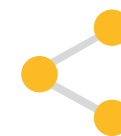
- Use app-friendly creative assets, such as full-screen interstitials or native ad experiences
- Use video formats that scale on mobile and in-app
- Avoid creative formats that don't scale, like VPAID
- Use eligible creatives for as much inventory as possible



## Inventory

Get the widest reach and scale from your app campaigns with a range of segmentation strategies.

- Align with all device and environment types
- Include app if you're using whitelists
- Avoid settings that inadvertently block app (e.g. third-party pre-bid verification)
- Include "Mobile App" and "Mobile App Interstitial" under "Environment" so as not to block app inventory



## Measurement

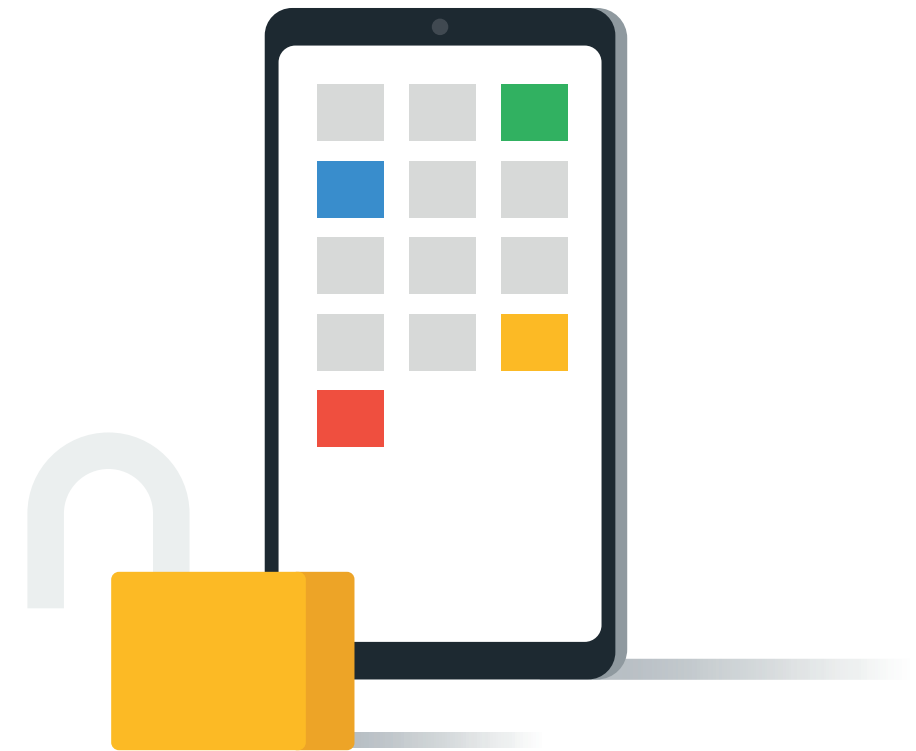
Get a comprehensive understanding of your customer journey incorporating all apps and the web.

- Use a software development kit or Firebase to measure in-app usage
- Link device IDs (mobile tracking) to cookies (web tracking)
- Measure performance in every environment using Display & Video 360 to see the full impact of your campaigns
- Connect with measurement from third-party app tracking providers with Display & Video 360



# Unlock the power of apps with Display & Video 360

Increase your brand awareness, promote your app, engage more users, and boost offline performance with Display & Video 360.



# Glossary of app solutions in Display & Video 360

## Audience

**First-party audience lists** are your databases of existing app users for segmentation and suppression. These are built using information you recover from your own apps, websites, and games. While the information is yours, Google only supports certain use cases for moving audience lists between Google products.

**Third-party audience lists** let you run behaviorally segmented line items. Display & Video 360 offers tens of thousands of audience lists from dozens of third-party information providers.

**Third-party location audience lists** segment location-based audience lists provided by third parties from Display & Video 360.

**Google Audiences** in Display & Video 360 segment users by demographics or interests, such as affinity or in-market. These audience interest lists are available for free, and similar audiences also work for app via same-device engagement.

**IDFA / AdID upload** aligns app inventory with first-party and third-party audience lists using device IDs, like “identifier for advertising” (IDFA) and “anonymous identifier for advertising” (AdID).

**Installed app category** reaches audiences who have installed apps from specific Play Store or Apple Store categories.

**Location targeting** reaches users in a specific geographic region.

**New device targeting** reaches users who have appeared in the Google network for the first time in the last 7, 14, 30, 60 or 90 days.

**Proximity targeting** reaches customers at nearby custom-defined locations, such as stores, sports and music venues, and parks and monuments.

**Same-device targeting** aligns mobile web and mobile app inventory with first- and third-party audience lists using mobile web cookies.

**Target specific apps/URLs targeting** gives you additional brand safety controls by allowing you to choose the specific apps and URLs you want to reach with your app campaigns.

## Inventory

**App channels** is a collection of related websites or apps that can be reached as a group.

**App collections** is a group of related apps that update dynamically. For example, a collection called “Top-

selling free weather apps” will always be up-to-date, so there’s no need to track the top apps or maintain a manual channel to identify them.

**Digital content labels** classify websites, videos, and apps according to the brand safety of the content, in a similar way to how movies are given ratings such as PG, PG-13, and R.

**Google Top Video Picks** helps you build highly engaging brand campaigns by reaching audiences across premium digital content while transacting in a private, closed environment.

**Open auction** represents an exchange’s entire inventory. You can align with app inventory via the open auction or sub-exchange inventory.

**Private or direct deals** configured directly with a publisher can include app inventory. Verify app is included by running an Inventory Availability Report (IAR).

**Sensitive classifiers** monitor content to ensure your ads aren’t displayed on apps with inappropriate content.

**Social partners** is a feature that lets you reach app inventory from partner sources or other “walled garden” sources, such as Twitter or YouTube, via Display & Video 360.

**TrueView** ads are user-skippable video ads, so you only pay for qualified users who choose to watch your ad.

**Verification** helps you verify the context and quality of your Display & Video 360 buy according to the information provided in the relevant app store. It provides quality metrics and transparency into what you're paying for.

## Creative

**Deep-linking** allows you to link deeper into an app from your ad.

**Native ads** fit the look, feel and function of a publisher's content to feel "native" to the environment where they appear.

**High-impact ad formats** enhance creativity through visually attractive canvases at scale. HTML5 interactive ad formats render seamlessly on every device and no longer require a DOCTYPE declaration.

**Mobile video interstitials** cover the interface of their host app at natural transition points in the flow of an app.

**Mobile video player size class** helps improve the accuracy of mobile video measurement by classifying video player size by the percentage viewable on the screen (small  $\leq 20\%$ , large  $>20\% \leq 90\%$ , HD  $>90\%$ ).

**Rich media dynamic ads** allow you to reach the right people at the right time with the right message on any device.

**Templated app install** lets you quickly make a mobile display creative from your Android or iOS app store assets.

## Measurement

**Third-party app tracking support** lets advertisers measure and attribute installs of apps to the ads they run with Display & Video 360 by using a third-party app-tracking SDK of their choice.

**Active View viewability** measures the percentage of ad impressions considered viewable out of all measurable impressions. This measurement is available for apps on AdX inventory.

**App install and engagement tracking** registers when a user downloads and installs an app from the Google Play store. These reports help you improve campaign performance and optimization.

**App measurement** helps you understand the overall performance of your app campaigns.

**Conversion API** allows you to use first-party information beyond remarketing lists. These CRM-based lists can be used for segmented display and video campaigns bought via Display & Video 360.

**Cross-device measurement** provides insights into consumers' paths to conversions involving multiple devices and environments (apps and web). This helps you make better decisions and be there when consumers are making purchase decisions.

**Sensitive classifiers** monitor content to ensure your ads aren't displayed on apps with inappropriate content.

**Verification** helps you verify the context and quality of your Display & Video 360 buy according to the information provided in the relevant app store. It provides quality metrics and transparency into what you're paying for.