What’s New in Search Ads

Session 304

Lindsay Verity, Advertising Platforms
Carol Hsu, Advertising Platforms
### Dashboard

<table>
<thead>
<tr>
<th>Install</th>
<th>Avg Cost Per Install (CPI)</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,729</td>
<td>$0.59</td>
<td>$1,020.11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Status</th>
<th>Maximum Cost Per Install (CPI)</th>
<th>Monthly Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td>$0.60</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

Ratings and price do not reflect actual numbers.

---

Monthly Budget: $2,000.00
Maximum Cost Per Install (CPI): $0.60
Spend: $1,020.11
Avg Cost Per Install (CPI): $0.59

In-App Purchase:
- LightRight
  - Photo filters for all lighting

Ad Example:
- LightRight
  - Photo filters for all lighting
  - GET

Created on Dec 5, 2017
Reporting is not real-time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.
“Search Ads has given us a huge increase in high-value users in multiple regions. Now we’re using Search Ads to help us launch other apps too.”

- Stephen Homer, Postsnap
“The quality of users is so good that the numbers upgrading from free to subscription is double that of any other paid channel.”

- Yuval Kaminka, JoyTunes
“An extremely powerful product that has brought us high-quality users and engagement rates 10 percent higher than average.”

- Jeet Niyogi, Marketing Director, Playtika
Search Ads Basic Overview
Promote an App

Select an app. If you’d like to promote more than one, you can add them later.

Choose an app

Select storefronts

Enter your monthly budget

Enter your max cost-per-install (CPI)

Save
Promote an App

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app

Select storefronts

Enter your monthly budget

Enter your max cost-per-install (CPI)

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app for eligible storefronts

Enter your monthly budget

Enter your max cost-per-install (CPI)
Promote an App

Select an app. If you’d like to promote more than one, you can add them later.

Choose an app

Choose app...

- NoMoss - AR
- TrikTrek

Choose an app for eligible storefronts

Enter your monthly budget

Enter your max cost-per-install (CPI)

Cancel  Save
Promote an App

Select an app. If you’d like to promote more than one, you can add them later.

Choose an app

Choose app...

NoMoss - AR
TrikTrek

Choose an app for eligible storefronts

Enter your monthly budget

Enter your max cost-per-install (CPI)

Cancel  Save
Promote an App

Select an app. If you’d like to promote more than one, you can add them later.

Choose an app

NoMoss

Select storefronts

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: $1.50

Ad Example

NoMoss - AR

Let the good times roll

83K

In-App Purchase

Ad Example

Suggested: $1.50
Select storefronts

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: $1.50
Select storefronts

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: $1.50

Choose an app

Select an app. If you’d like to promote more than one, you can add them later.

Promote an App
Select storefronts

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: $1.50
Select storefronts

Select all Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

5000

Enter your max cost-per-install (CPI)

Suggested: $1.50
Select storefronts

Enter your monthly budget

Enter your max cost-per-install (CPI)
Select storefronts

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States
- Mexico

Enter your monthly budget

$5,000.00

Enter your max cost-per-install (CPI)

1.50

Suggested: $1.50
Select storefronts

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

$5,000.00

Enter your max cost-per-install (CPI)

$1.50

Suggested: $1.50
Select storefronts

Select all | Deselect all
- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

$5,000.00

Enter your max cost-per-install (CPI)

$1.50
Suggested: $1.50

Cancel | Save
NoMoss - AR

Status: Running
Maximum Cost Per Install (CPI): $1.50
Monthly Budget: $5,000.00

Ad Example
NoMoss - AR
Let the good times roll
83K
In-App Purchase
s
Promoting in 13 of 13 Storefronts

LightRight

Installs: 630
Avg Cost Per Install (CPI): $0.67
Spend: $421.10

Ad Example
LightRight
Photo filters for all light
2K
In-App Purchase
s
Promoting in 1 of 10 Storefronts
Dashboard

NoMoss - AR

- Installs
- Avg Cost Per Install (CPI)
- Spend

Status: Running
Maximum Cost Per Install (CPI): $1.50
Monthly Budget: $5,000.00

Ad Example
NoMoss - AR
Promoting in 13 of 13 Storefronts

LightRight

- Installs: 630
- Avg Cost Per Install (CPI): $0.67
- Spend: $421.10

Ad Example
LightRight
Promoting in 1 of 10 Storefronts
**Dashboard**

**Monthly Budget**
$1,000.00

**Maximum Cost Per Install (CPI)**
$1.15

**Running Status**
!

**Spend**
$421.10

**Avg Cost Per Install (CPI)**
$0.67

**Installs**
630

**Ratings and price do not reflect actual numbers.**

---

**Monthly Budget**
$5,000.00

**Maximum Cost Per Install (CPI)**
$1.50

**Running Status**
!

**Spend**
$0.67

**Avg Cost Per Install (CPI)**
$421.10

**Installs**
630

---

**Ad Example**

**NoMoss - AR**

Promoting in 13 of 13 Storefronts

- **Status**: Running
- **Maximum Cost Per Install (CPI)**: $1.50
- **Monthly Budget**: $5,000.00

**Ad Example**

**LightRight**

Promoting in 1 of 10 Storefronts

- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

**Ad Example**
<table>
<thead>
<tr>
<th>Status</th>
<th>Maximum Cost Per Install (CPI)</th>
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</thead>
<tbody>
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<td>$5,000.00</td>
</tr>
<tr>
<td>Running</td>
<td>$1.15</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

- Spend:
  - Average Cost Per Install (CPI):
    - 630 Installs: $0.67
    - 83K Installs: $0.67

Ratings and price do not reflect actual numbers.

Ad Example:
- LightRight: Photo filters for all light
- NoMoss - AR: Let the good times roll

Created on Jun 8, 2018

Created on Dec 5, 2017
### Monthly Budget

- **Maximum Cost Per Install (CPI):** $1.15
- **Running Status:** ✔️
- **Spend:** $421.10
- **Avg Cost Per Install (CPI):** $0.67

Ratings and price do not reflect actual numbers.

---

### In-App Purchase

**LightRight**

- **Installs:** 630
- **Avg Cost Per Install (CPI):** $0.67
- **Spend:** $421.10

Promoting in 1 of 10 Storefronts

**NoMoss - AR**

- **Installs:** 83K
- **Avg Cost Per Install (CPI):** $1.15
- **Spend:** $1,000.00

Promoting in 13 of 13 Storefronts

---

Report is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.
Monthly Budget
$1,000.00

Maximum Cost Per Install (CPI)
$1.15

Running Status
!

$421.10 Spend

Avg Cost Per Install (CPI) 630 Installs

Ratings and price do not reflect actual numbers.
### Monthly Budget

<table>
<thead>
<tr>
<th></th>
<th>LightRight</th>
<th>NoMoss - AR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly Budget</strong></td>
<td>$1,000.00</td>
<td>$5,000.00</td>
</tr>
<tr>
<td><strong>Maximum Cost Per Install (CPI)</strong></td>
<td>$1.15</td>
<td>$1.50</td>
</tr>
<tr>
<td><strong>Running Status</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Spend</strong></td>
<td>$421.10</td>
<td>$0.67</td>
</tr>
<tr>
<td><strong>Avg Cost Per Install (CPI)</strong></td>
<td>$0.67</td>
<td>$0.67</td>
</tr>
<tr>
<td><strong>Installs</strong></td>
<td>630</td>
<td>83K</td>
</tr>
</tbody>
</table>

Ratings and price do not reflect actual numbers.

### Ad Example

**LightRight**

- Photo filters for all light
- 2K

**NoMoss - AR**

- Let the good times roll
- 83K

---

*Created on Jun 8, 2018*

*Created on Dec 5, 2017*

---

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Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.
Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

Select all | Deselect all

- [ ] Australia
- [x] Canada
- [x] France
- [x] United States
- [ ] Germany
- [ ] Italy
- [ ] Korea, Republic of
- [ ] New Zealand

Cancel    Save
Monthly Budget
$1,000.00
Maximum Cost Per Install (CPI)
$1.15
Running Status!
$421.10 Spend
$0.67 Avg Cost Per Install (CPI)
630 Installs
Ratings and price do not reflect actual numbers.
In-App Purchase s
GET LightRight Photo filters for all light
2K
Ad Example
Created on Jun 8, 2018
Monthly Budget
$5,000.00
Maximum Cost Per Install (CPI)
$1.50
Running Status!
$-
Spend-
Avg Cost Per Install (CPI)-
Installs-
Ratings and price do not reflect actual numbers.
In-App Purchase s
GET NoMoss - AR Let the good times roll
83K
Ad Example
Created on Dec 5, 2017
Copyright © 2018 Apple Inc. All rights reserved. Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.
Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Korea, Republic of
- New Zealand
- Switzerland
- United Kingdom
- United States

Cancel | Save
Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

### Monthly Budget
- **Status**: Running
- **Maximum Cost Per Install (CPI)**: $1.15
- **Monthly Budget**: $5,000.00

### Running Status
- **Spend**: $776.53
- **Avg Cost Per Install (CPI)**: 1,159
- **Installs**: 630

### Ratings and price do not reflect actual numbers.

---

### LightRight
- **Promoting in 10 of 13 Storefronts**
- **Status**: Running
- **Maximum Cost Per Install (CPI)**: $1.15
- **Monthly Budget**: $1,000.00

### Avg Cost Per Install (CPI)
- **Spend**: $421.10
- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67

### Ratings and price do not reflect actual numbers.
Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

### Ad Example

**LightRight**

- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

**Status**: Running

**Maximum Cost Per Install (CPI)**: $1.15

**Monthly Budget**: $1,000.00

#### Current Month

31

Download Report

Add an App

- Results Help

- Dashboard

**NoMoss - AR**

- **Promoting in 13 of 13 Storefronts**

- **Installs**: 83,000
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

**Status**: Running

**Maximum Cost Per Install (CPI)**: $1.15

**Monthly Budget**: $1,000.00

#### Current Month

31

Download Report

Add an App

- Results Help

- Dashboard

**LightRight**

- **Promoting in 1 of 13 Storefronts**

- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

**Status**: Running

**Maximum Cost Per Install (CPI)**: $1.15

**Monthly Budget**: $1,000.00

#### Current Month

31

Download Report

Add an App

- Results Help

- Dashboard
### Monthly Budget

<table>
<thead>
<tr>
<th>Status</th>
<th>Maximum Cost Per Install (CPI)</th>
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<tbody>
<tr>
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<td>$1.50</td>
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</tbody>
</table>

### Running Status

- **Spend**: $421.10
- **Avg Cost Per Install (CPI)**: $0.67
- **Installs**: 630

### Ad Example

*LightRight*

- **Promoting in 10 of 10 Storefronts**
- **Avg Cost Per Install (CPI)**: $1.15
- **Monthly Budget**: $1,000.00

Ratings and price do not reflect actual numbers.

---

**Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.**

---

**Johnny A.**

*OTOD Media*

*Basic*

---

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Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

Monthly Budget
$1,100.00

Maximum Cost Per Install (CPI)
$1.15

Running Status!

$776.53 Spend
$0.67 Avg Cost Per Install (CPI)
1,159 Installs

Ratings and price do not reflect actual numbers.

In-App Purchase s

Monthly Budget
$5,000.00

Maximum Cost Per Install (CPI)
$1.50

Running Status!

- Spend -
- Avg Cost Per Install (CPI) -
- Installs -

Ratings and price do not reflect actual numbers.

In-App Purchase s

E FACING Dust AIR 0 mph WIND 5:58 am SUN

In-App Purchase s

GET LightRight Photo filters for all light

GET NoMoss - AR Let the good times roll

Current Month 31
Download Report
Add an App

Results Help
Dashboard

Johnny A. OTOD Media
Basic

Created on Dec 5, 2017
Created on Jun 8, 2018
Created on Dec 5, 2017
### Monthly Budget

<table>
<thead>
<tr>
<th>Status</th>
<th>Maximum Cost Per Install (CPI)</th>
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</tr>
<tr>
<td>Running</td>
<td>$1.50</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

### Avg Cost Per Install (CPI)

<table>
<thead>
<tr>
<th>Status</th>
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</tr>
<tr>
<td>Running</td>
<td>$1.50</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

### Installs

<table>
<thead>
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<tr>
<td>Running</td>
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<td>$5,000.00</td>
</tr>
</tbody>
</table>

Rating and price do not reflect actual numbers.

---

### In-App Purchase

- **LightRight**: Photo filters for all light
  - 2K
  - 630 Installs
  - Avg Cost Per Install (CPI): $0.67
  - Spend: $421.10
  - Status: Running
  - Maximum Cost Per Install (CPI): $1.15
  - Monthly Budget: $1,000.00

- **NoMoss - AR**: Let the good times roll
  - 83K Installs
  - Status: Running
  - Maximum Cost Per Install (CPI): $1.15
  - Monthly Budget: $1,000.00

Rating and price do not reflect actual numbers.

---

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</thead>
<tbody>
<tr>
<td>Running</td>
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<td>$5,000.00</td>
</tr>
</tbody>
</table>

### Ad Example

**LightRight**

- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

**Promoting in 10 of 10 Storefronts**

- **Status**: Running
- **Maximum Cost Per Install (CPI)**: $1.15
- **Monthly Budget**: $1,000

Ratings and price do not reflect actual numbers.

---

**OTOD Media**

- **Basic**

---

**LightRight**

- **Photo filters for all light**
- **Let the good times roll**
- **83K**

**NoMoss - AR**

- **Let the good times roll**
- **83K**

**Promoting in 13 of 13 Storefronts**

- **Current Month**: 31

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<tr>
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<th>Maximum Cost Per Install (CPI)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td>$1.50</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

### Ad Example

- **LightRight**: Photo filters for all light
  - **Status**: Running
  - **Maximum Cost Per Install (CPI)**: $1.15
  - **Monthly Budget**: $1,000.00

- **NoMoss - AR**: Let the good times roll
  - **Status**: Running
  - **Maximum Cost Per Install (CPI)**: $1.15
  - **Monthly Budget**: $1,100.00

### Other Ad Examples

- **GET LightRight**: Photo filters for all light
  - **Status**: Running
  - **Maximum Cost Per Install (CPI)**: $1.15
  - **Monthly Budget**: $1,100.00

- **GET NoMoss - AR**: Let the good times roll
  - **Status**: Running
  - **Maximum Cost Per Install (CPI)**: $1.15
  - **Monthly Budget**: $1,100.00
Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

### Monthly Budget

<table>
<thead>
<tr>
<th>Status</th>
<th>Maximum Cost Per Install (CPI)</th>
<th>Monthly Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td>$1.50</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

Ratings and price do not reflect actual numbers.

### Ad Example

**LightRight**

- **Installs**: 630
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

Status:
- Running

Maximum Cost Per Install (CPI):
- $1.15

Monthly Budget:
- 3500

Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

### Monthly Budget

<table>
<thead>
<tr>
<th>Status</th>
<th>Maximum Cost Per Install (CPI)</th>
<th>Monthly Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td>$1.15</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

Ratings and price do not reflect actual numbers.

### Ad Example

**LightRight**

- **Installs**: 3500
- **Avg Cost Per Install (CPI)**: $0.67
- **Spend**: $421.10

Status:
- Running

Maximum Cost Per Install (CPI):
- $1.15

Monthly Budget:
- 3500

Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017
### Monthly Budget

<table>
<thead>
<tr>
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<th>Monthly Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Running</td>
<td>$1.50</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

### Running Status

- **Spend:** $421.10
- **Avg Cost Per Install (CPI):** $0.67
- **Installs:** 630

### Ad Example

**LightRight**

- **Promoting in 10 of 10 Storefronts**
- **Status:** Running
- **Maximum Cost Per Install (CPI):** $1.15
- **Monthly Budget:** $3,500.00

Ratings and price do not reflect actual numbers.

---

Created on Jun 8, 2018

---

Created on Jun 8, 2018

---

Created on Dec 5, 2017

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**Monthly Budget**
- $1,100.00
- $5,000.00
- $3,500.00

**Maximum Cost Per Install (CPI)**
- $1.15
- $1.50
- $1.15

**Running Status**
-!
-!
-!

**Spend**
- $776.53
- $421.10
- $421.10

**Avg Cost Per Install (CPI)**
- 1,159
- 630
- 630

**Installs**
- 630
- 630
- 630

**Ratings and price do not reflect actual numbers.**

**Ad Example**

**LightRight**

Promoting in 10 of 10 Storefronts

**Installs**
- 630

**Avg Cost Per Install (CPI)**
- $0.67

**Spend**
- $421.10

**Status**
- Running

**Maximum Cost Per Install (CPI)**
- $1.15

**Monthly Budget**
- $3,500.00

Created on Dec 5, 2017

Created on Jun 8, 2018

Created on Jun 8, 2016
Search Ads Basic
Search Ads
Search Ads
Search Ads Advanced
Creative Sets
Document your journey

TripTrek

5.0 ★★★★★
89k Ratings
4+
Age

Upcoming Achievements
Current trek: 4km
Distance Covered: 4km / 10km

Cecilia Marte

Dashboard
Top treks
Suggested treks
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Demo
Creative Sets

Carol Hsu, Advertising Platforms
FITNESS
Creative Sets

App Store approved

More ad variations

Machine learning optimized
Summary

New markets

New Creative Sets
More Information

https://developer.apple.com/wwdc18/304
https://searchads.apple.com