Google UAC Playbook

Getting Started

Login or Don't get in ⊖

- Make sure you have access to the Cru Google Ad Account. If you don't have it, ask your team lead and they can give you access.

A New Beginning ⊕

- In order to start a new campaign, click the little blue circle with the plus sign in it.

Campaign Objective
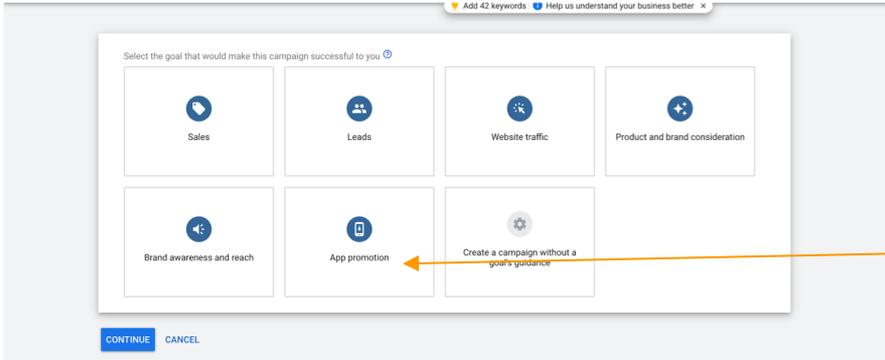
What are we Doing? ⑦

- When you start a Google Campaign you will choose an objective. Since this is a UAC campaign we will choose app promotion as the objective.

Choose the App 📱

- The apps that we own should be listed. Just choose the one you are promoting.

Select Campaign Settings

Label Everything!

- Give your campaign a name that you will remember.
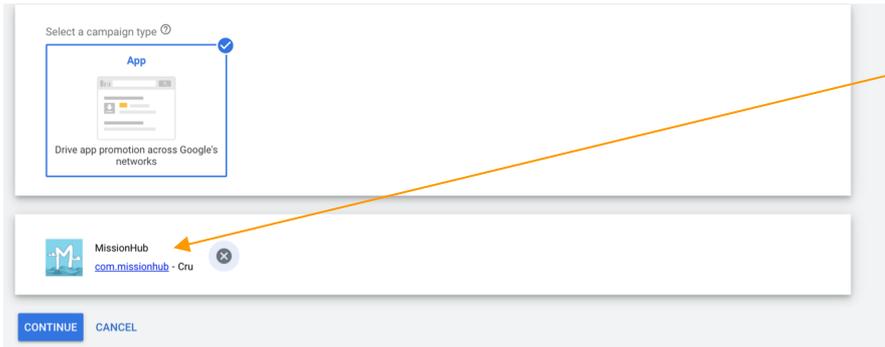- Check with your Ministry if any naming guidelines exist.

Location, Location, Location

- Set up locations that would be relevant to your campaign. We mainly target the United States, but we do launch ads in other countries. Here is a list of Countries that must be excluded https://docs.google.com/document/d/1V1fe1A9AUCfeXdl-4xgngyfHOmcnIB06j_-B2IrLo3I/edit?usp=sharing
- There are additional options below. You can target people based on where they are or if they show interest in the location you are targeting. You may also exclude people as well. (We usually don't mess with these)
- Make sure you select a relevant language

Mo' Money

- Budget: Enter the **average** you would want to spend each day. You are able to spend more here too. However, keep an eye on how much you're spending. For example, if I have $500 to spend in a week, I could probably spend $50 - 70 a day.
- Bidding: You can focus on bidding for Downloads (Install Volume) or In-app actions.
- Users: You can choose targeting all users or those likely to perform in-app actions. If you want to maximize install volume, target all users
- Cost-per-Install: This sets how much you're willing to pay for an install. This works with your daily budget. For example, Budget = $100 and Cost-per-install = $2, you're looking at about 50 app installs a day.

Set Up Ad Group

Guess What? Label Everything! ✏️

- Make sure you give your ad group a name

Write the Ad Copy and Upload Other Assets ⬆️

- Write *at least* two headlines for the ad. You can write up to five. The best headlines describe the purpose of the app.
- Write a description for your ad. You can write up to five. Some of the best descriptions usually describe the function of the app.
- It is not required, but you can upload others files that will be shown in your UAC campaign. You can upload images, videos, HTML5 files. You can upload 20 of each.

Confirmation

Congratulations! Your campaign is ready.

Review your campaign summary

MissionHub
com.missionhub · Cru

Feb 6, 2020 - Feb 13, 2020

United States

English

Campaign budget
$70.00/day

Campaign goal
App promotion

Campaign optimization
Install volume

Target cost per install
$2.00

CONTINUE TO CAMPAIGN

Your Campaign is Ready!

- The page to the left will be your confirmation page. This means your campaign is ready to go!

Maintain and Iterate

I'll be Watching You… 👁 👁

- When your campaign launches, you'll want to be tracking how much you're spending and keep an eye on the conversion rate and number of conversions. You'll want to let ads run for at least 2 weeks to accrue impressions. If ads are performing well, our budget will go further as our Cost Per Click will decrease.
- If the ad is underperforming, stop the ad(s) and create a summary report. Pause the underperforming ad group and set up other ad groups to test the different elements of an ad to see what's not resonating. Write a summary upon completion.
- If the ad(s) are performing well. You can continue the ads or end it and write a summary report.

UAC Trainning Video - https://drive.google.com/file/d/1kG3-qkTEA3iXk5z8tZgPVXu_9o7ozkxw/view?usp=sharing

MissionHub Location Exclusion List - https://docs.google.com/document/d/1V1fe1A9AUCfeXdl-4xqnqyfHOmcnIB06j_-B2IrLo3I/edit?usp=sharing

THANK YOU

Questions? Please contact marketinghelp@cru.org .

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