

Mobile App Install and Engagement on Facebook Playbook



Who is this Playbook for?

Any entertainment client with one of the three business models

SUBSCRIPTION BASED



AD-REVENUE SUPPORTED

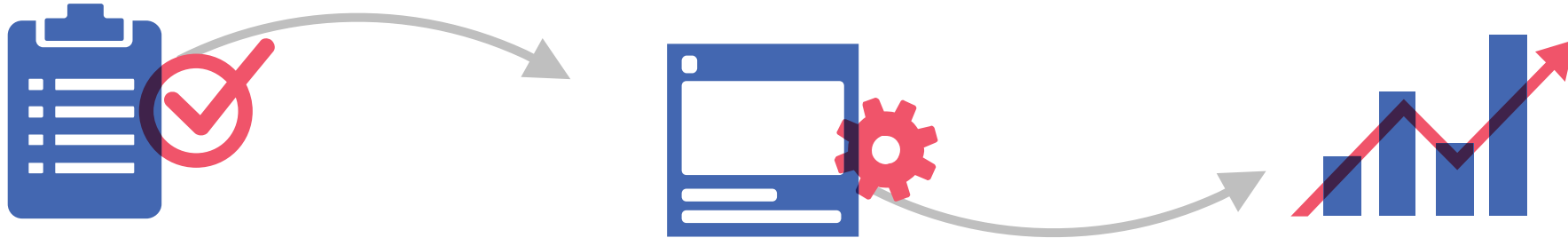


COMPANION APP



So you're about to launch an app

Key phased approach to Scaling your efforts on Facebook



Lay the Groundwork

PHASE 1

- Define and Set Up Tracking Tools
- Build Custom Audiences

Set Up Campaigns for Success

PHASE 2

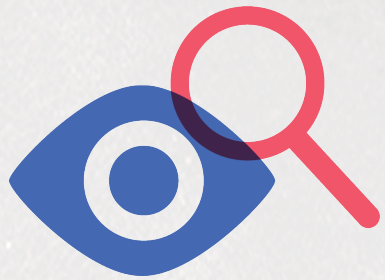
- Establish Mobile App Install (MAI) & Mobile App Engagement (MAE) Fundamentals
 - Acquire – Identify and Target Key audiences
 - Engage – Ensure content stickiness to increase Lifetime Value (LTV)
 - Re-engage – Leverage lapsed users
- Select the right Bid Type
- Test Creative and Optimize for Placement

Learn and Continue to Optimize

PHASE 3

- Focus on long term metrics
- Experiment with advanced optimization solutions
 - Real time responsive marketing
 - Content consumption targeting
 - Offers
- Consider FMP Support

After reviewing this
Playbook, you
should be able to...



- Optimize MAI/MAE efforts towards the users that will drive the highest ROI
- Understand how to adjust campaign strategies by user targets
- Gain perspective on how to ensure stickiness of an app using app events
- Think through tactics on how to re-engage users before they lapse
- Consider creative testing strategies for MAI / MAE campaigns
- Let's get started!



Agenda

1. INTRODUCTION

2. PHASE 1: LAY THE GROUNDWORK

3. PHASE 2: SET UP CAMPAIGNS FOR SUCCESS

- MAI/MAE fundamentals – acquire, engage, re-engage
- Bid and budgeting
- Key considerations for creative testing

4. PHASE 3: LEARN AND CONTINUE TO OPTIMIZE

- Reporting
- Other considerations

5. CLOSING THOUGHTS



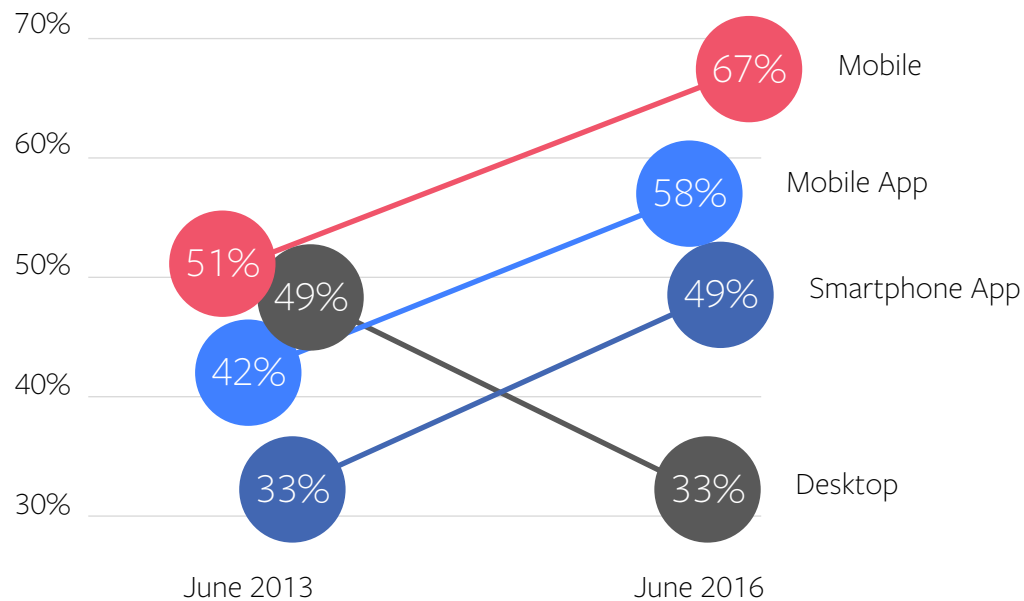
Introduction

State of the Entertainment App Market

Mobile app usage is on the rise and fueling growth

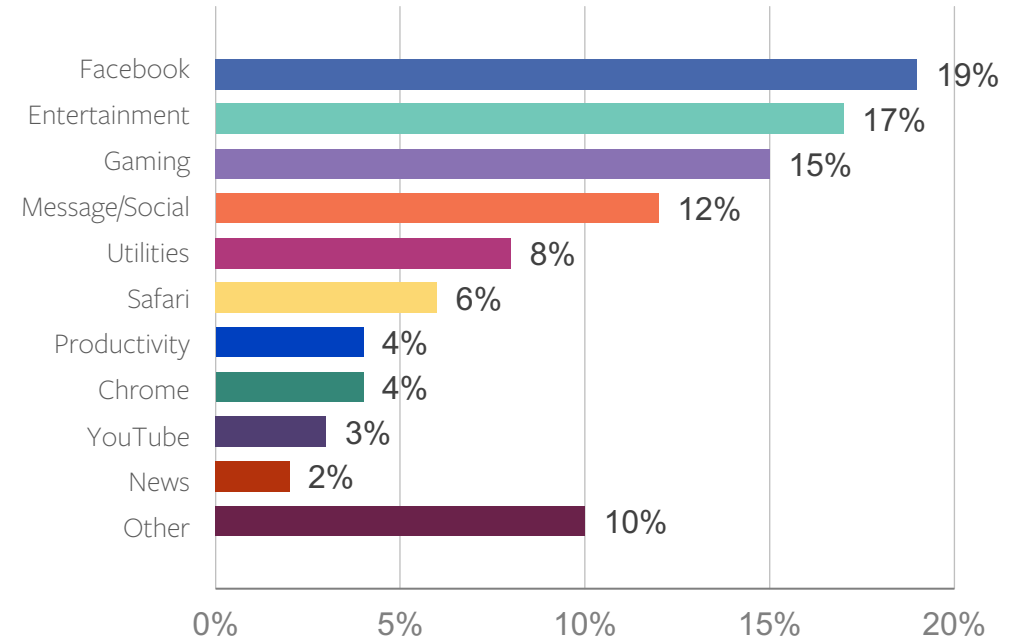
Mobile now represents 2 out of 3 digital minutes, and mobile apps are approaching 60% of digital time spent.

Share of digital time spent by platform:
(June 2013—June 2016)



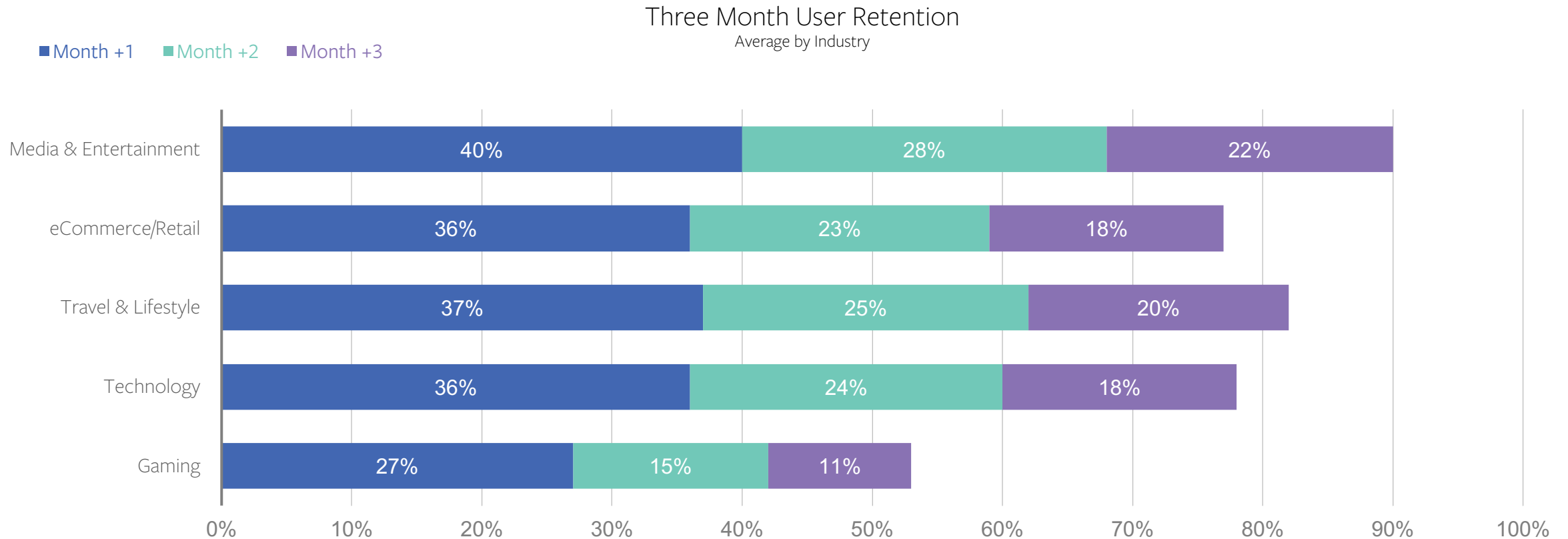
Entertainment and Media content is one of the leaders in time spent in app

Distribution of time spent on apps on mobile devices
in the United States in June 2015, by category



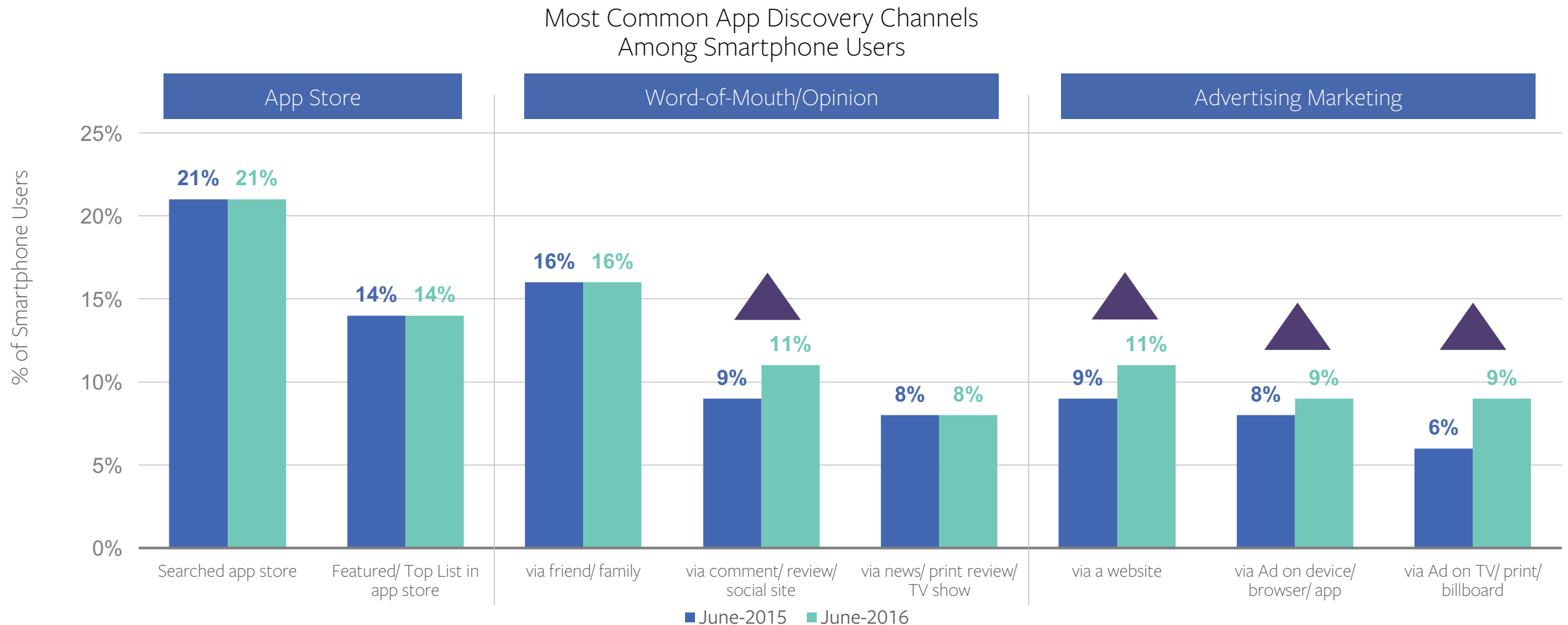
Retention for Entertainment Apps is higher

Retention rates are higher for media and entertainment apps, likely because the content is sticky, updated frequently and they're sometimes companion apps to media that is already being paid for and used regularly



Scaled reach is diversifying by growth channels

Advertising and marketing is becoming a more important driver of app installs while app stores influence may have peaked.





Phase 1

Lay the groundwork

Set your app up for success by making sure you have all plumbing in place



MAI

Mobile App Install



MAE

Mobile App Engagement

1

Ensure you have an existing app and know your App ID

2

Use this [step-by-step guide](#) to integrate the lightweight Facebook SDK into your app

3

Select the Facebook [app events](#) that are most important to you to easily track user Lifetime Value (LTV) and optimize your creative and targeting strategies accordingly. For Entertainment apps, consider tracking events like registrations, subscriptions, content consumed, time spent in app, and time spent streaming.

4

Apply [Facebook Analytics for Apps](#) for deeper insights into key user behaviors

5

Implement the [Facebook Pixel](#) for additional measurement and optimization

6

Build [Custom Audiences](#) from your CRM data (email and phone numbers) and Website Custom Audiences via the Facebook Pixel. Filling the pipeline takes time, so setting this up before your campaigns is important (24 hour minimum, 1 week best practice).



Phase 2

Set up campaigns for success

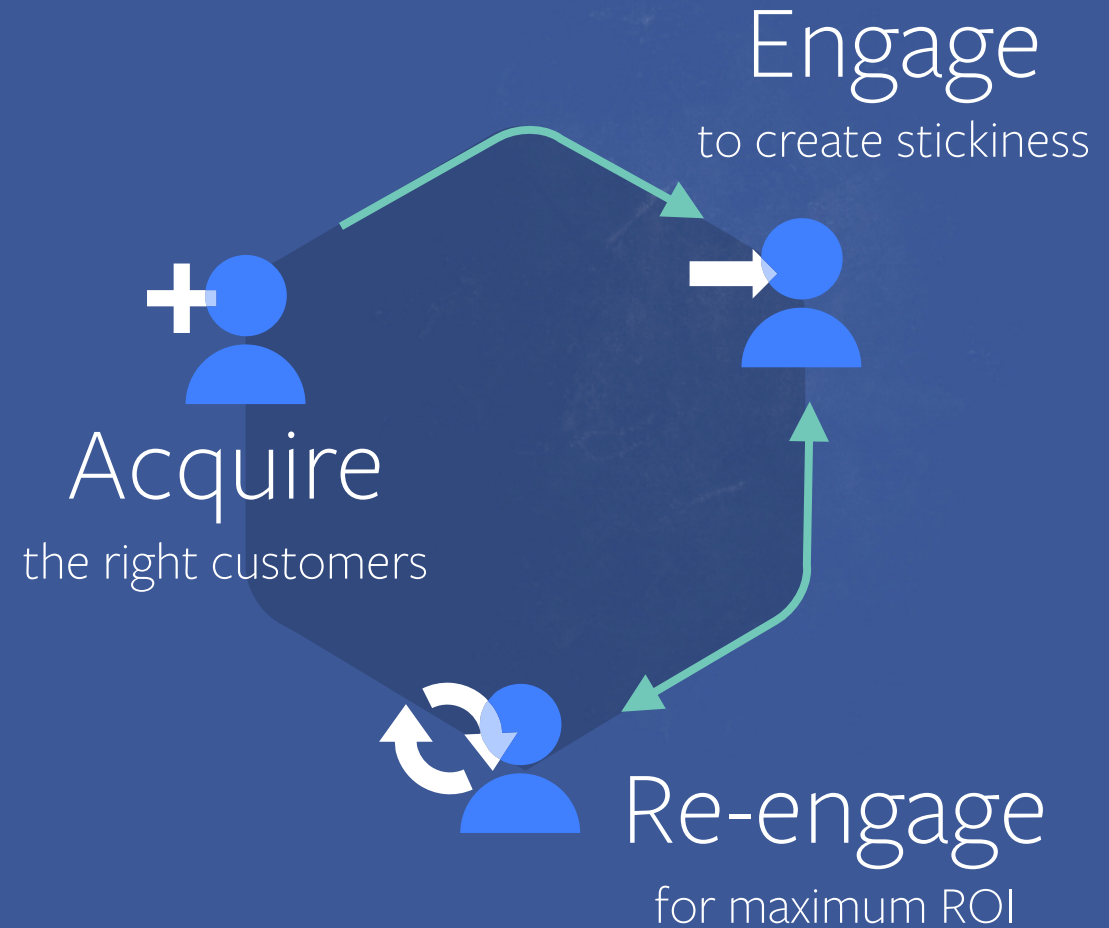
MAI/MAE FUNDAMENTALS – ACQUIRE, ENGAGE, RE-ENGAGE

BID AND BUDGETING

KEY CONSIDERATIONS FOR CREATIVE TESTING

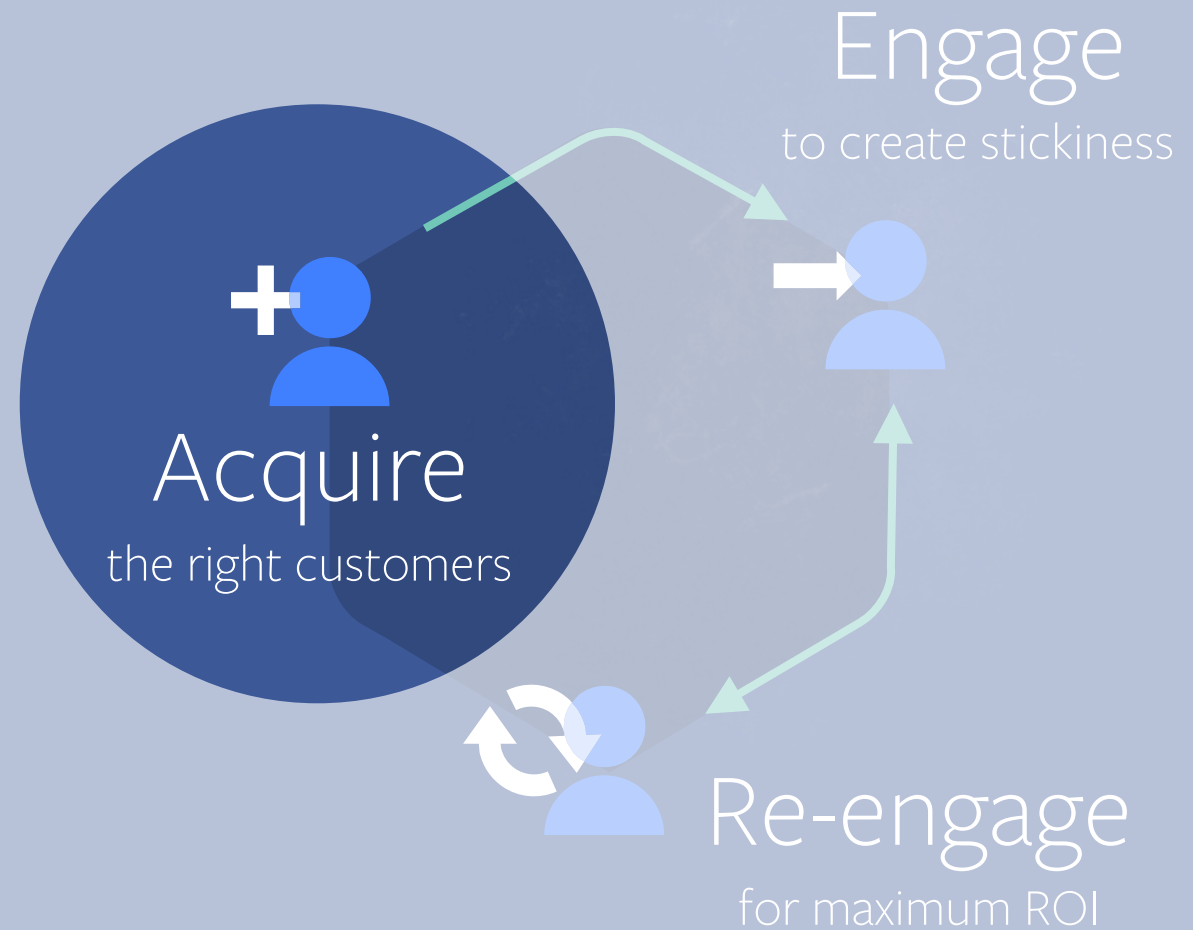
MAI / MAE Fundamentals

We'll use this simple framework throughout the Playbook to help frame the right tactics to maximize your ROI.



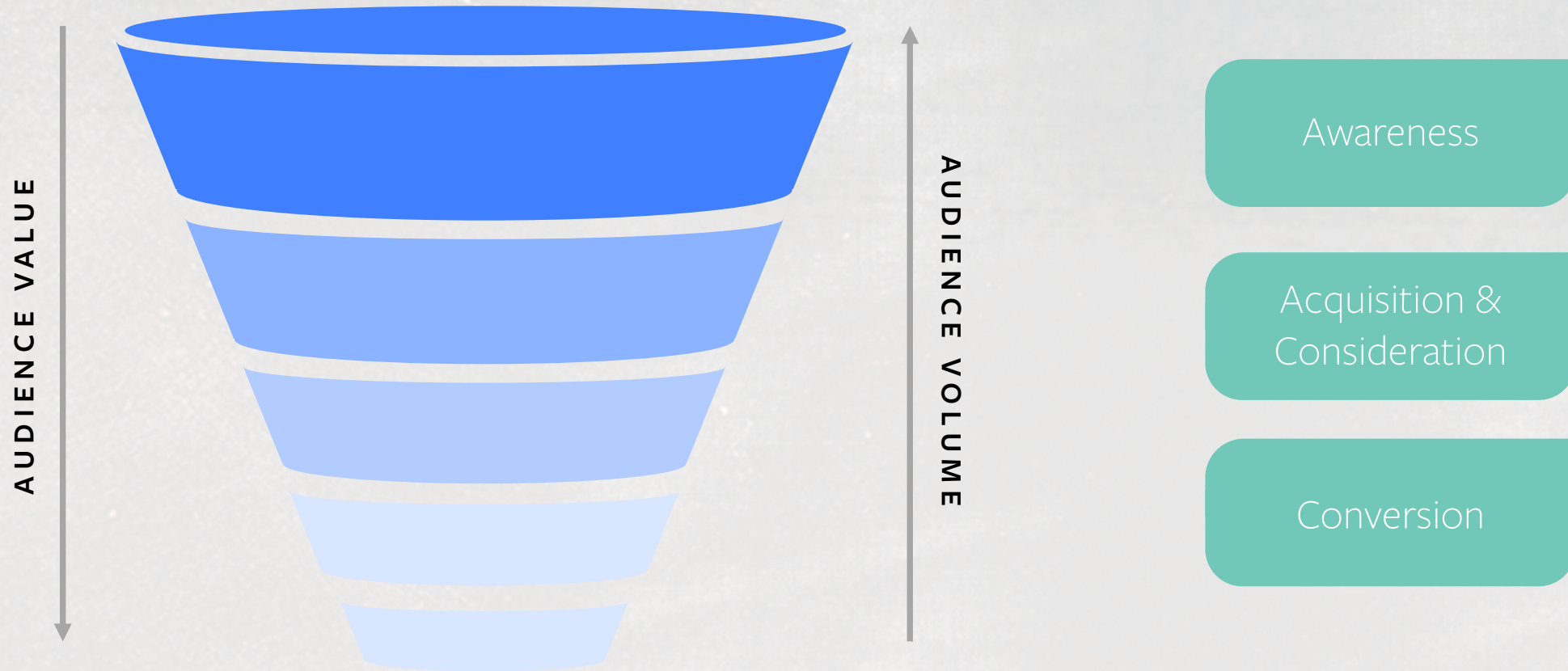
MAI / MAE Fundamentals

We'll use this simple framework throughout the Playbook to help frame the right tactics to maximize your ROI.



When acquiring new customers, you should always think Full Funnel

MAI/MAE marketing strategies should touch your entire user journey



Your ideal targeting set up should reflect these key areas



Lookalikes 60%

Most of your users and revenue should be coming from lower percentage Lookalikes



Interests/behaviors 30%

Supplements Lookalikes to get more scale and to reach users potentially outside the scope of your app



Broad 10%

To maximize reach, target broad audiences and exclude top performing Lookalikes

Identify and prioritize your highest ROI targets

KNOW



WHY IT'S IMPORTANT

Capture more long term users by understanding customers that drive the most revenue for your business

4 KEY POTENTIAL AUDIENCES WITH THE HIGHEST RETURN

Tier 1 customers	Users further down the funnel	Newest converted users	Similar shoppers
<ul style="list-style-type: none">• High Lifetime Value (LTV) and long term loyalty• Consumption doesn't exceed content licensing costs	<ul style="list-style-type: none">• Familiar with your brand and believe in your app's value• Needs the extra push to close the deal	<ul style="list-style-type: none">• Recently convinced and committed users	<ul style="list-style-type: none">• Potential customers who don't have your app but like similar apps & content

Properly adjust campaign strategy by ROI target



DO

Tier 1 Lookalikes

Users Further
Down the Funnel

Newest Converted Users

Similar Shoppers

Before you
begin

- Confirm both Facebook Pixel/SDK are correctly installed
- Establish your campaign structure by objective and then your Ad Sets by device, interest categories, and key audiences
- 💡 **Pro Tip:** At minimum, your Ad Set should ideally be achieving 50-100+ conversions optimized for per week to have a chance at success. If your Ad Set can't get that many conversions, optimize for more commonly-occurring events higher up in the funnel instead such as 'registrations' or 'showtimes'

Recommended
strategic
approach by
ROI target

- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none"> • Utilize CRM to determine high LTV customers • Create 'Lookalike' (LAL) audiences at 1%, 2%, 3% off these audiences and optimize for install vs. purchase as these audiences are already pre-qualified • Leverage Facebook's Audience Insights to learn more about your new LAL audience • A/B test creative and copy that resonates most with LAL preferences 💡 Watch Out: Avoid using additional targeting on top of a LAL audience – they already incorporate like age, gender, and interests. Layering more will muddle vs. refine. | <ul style="list-style-type: none"> • Target these leads by implementing the Facebook Pixel/SDK on specific actions • Create dynamic Custom Audiences from users captured by your Pixel/SDK that will auto update as new leads match your criteria • Retarget Custom Audience with specific creative and messaging • Try A/B testing on mobile vs. desktop to evaluate impact on audience 💡 Pro Tip: Try App Install or Conversion objectives with these audiences | <ul style="list-style-type: none"> • Create LAL audiences off of newly converted users so Facebook can help you find users who are likely to become a customer • Analyze this new audience in Audience Insights to see how it may compare to your other audience groups – particularly those in your CRM • Leverage these insights to inform your creative strategy for this group 💡 Pro Tip: Leverage the App Event Optimization to improve ROI | <ul style="list-style-type: none"> • Leverage Facebook's third-party partner data to target users who've made similar purchases • Experiment with either targeting this audience directly or using it to create a LAL audience • As always, craft and test creative and copy to ensure it resonates and converts users 💡 Pro Tip: Consider adding similar third party groups together to increase audience size and efficiency |
|---|---|---|---|

Strategy check

- | | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> • Ensure Custom Audiences built from your CRM are ÷ 100 people • A LAL source of between 1,000 - 50,000 people is ideal. However, a high quality source is more important than any specific number • Design creative messaging to speak to top tier customers and LAL audiences | <ul style="list-style-type: none"> • Need ÷100 collected from your Pixel/SDK for impact • Align creative and messaging with emphasis on this unique audience – consider framing the value gained from premium services | <ul style="list-style-type: none"> • When creating a seed audience, use either a Custom Audience of recent converters or a group of people who have converted specifically from your Facebook ads • Leverage a LAL audience of 1% to start and slowly expand | <ul style="list-style-type: none"> • Obtain access to third party targeting groups by contacting your FB representative • Create creative and copy specifically designed to appeal to this group |
|---|--|--|--|

Optimize user acquisition

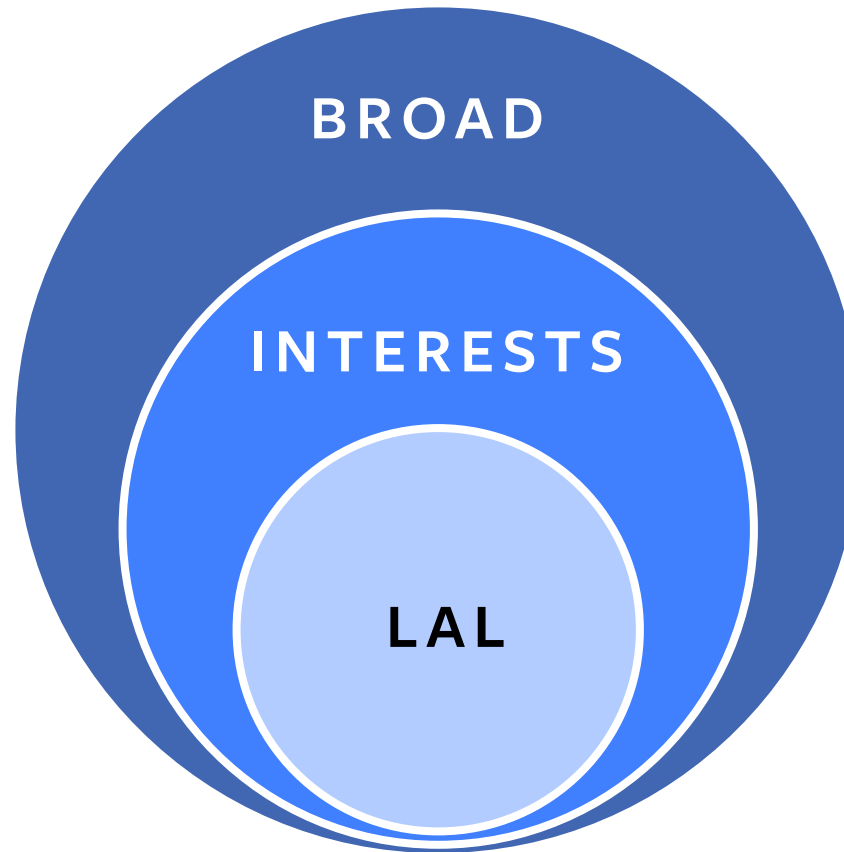


TIP

Optimize for App Events you care about when targeting broader audiences. As audiences become more qualified, optimize for install because qualified users are more likely to take actions.

Reach / Scale

Quality / Cost

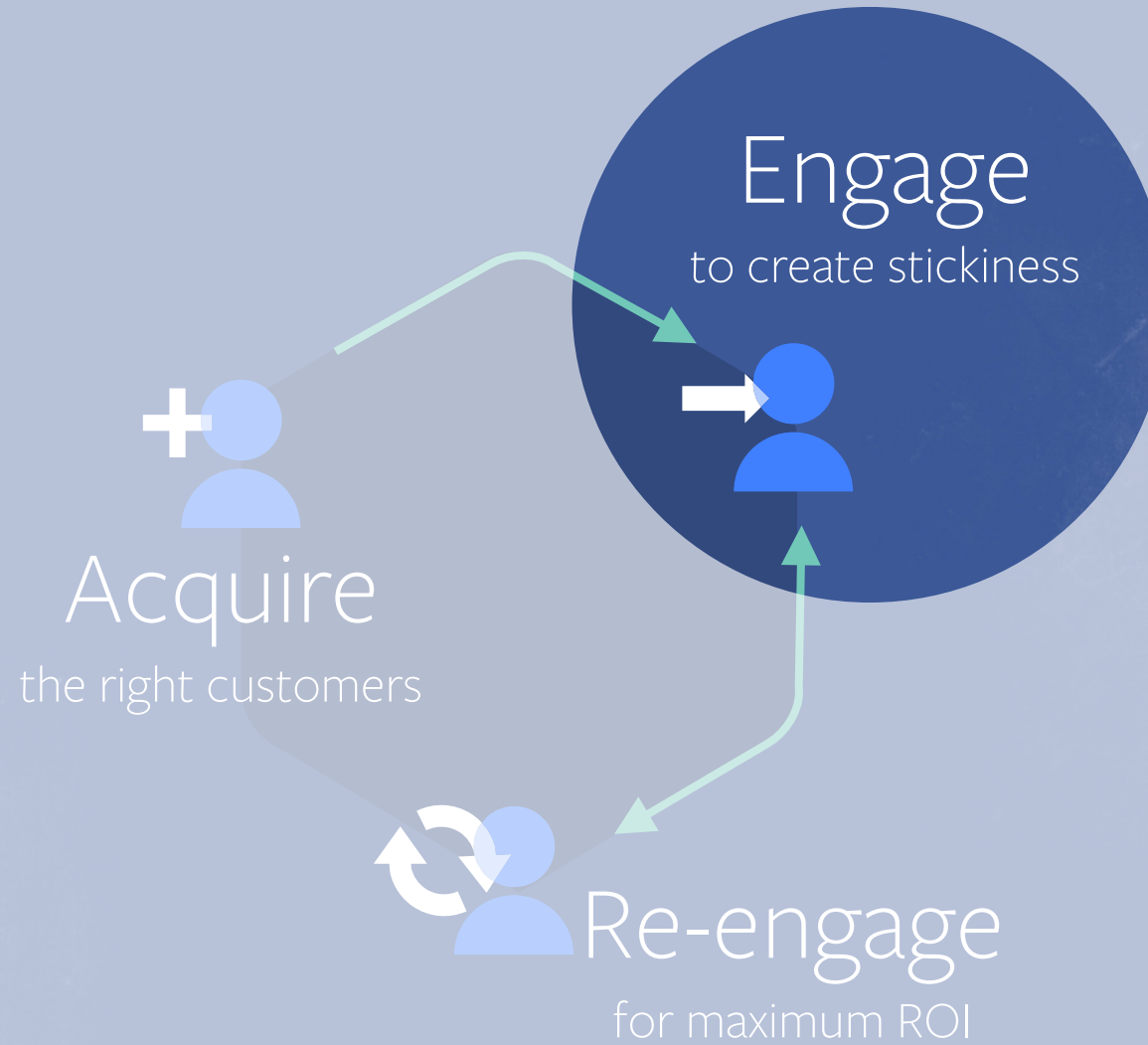


App Event Optimization (AEO)

AEO & Install

Install

MAI / MAE Fundamentals



Drive re-engagement and Instill lasting usage habits

KNOW



!! WHY IT'S IMPORTANT

- Reduce churn and continue to grow active user base
- Re-iterate the value of your app and increase overall app use and viewing habits

Ensure Stickiness

20% of all entertainment apps downloaded in a year were only used once and eventually deleted – it's important to make sure users stick with your app!

Curate Relevant Content

Re-engage your users by letting them know of personalized content that is of interest to them

Increase LTV with Upsells

Consumers want to engage with your brand beyond consumption of content

Maximize ROI for your Brand

DO



Ensure Stickiness

Curate Relevant Content

Increase LTV with Upsells

Basics

- Re-engage recent downloaders to increase the likelihood that they'll stick
- Create Custom Audiences from people who have
 1. Recently downloaded your app
 2. Have opened it up less than 3-4x
- Leverage App Analytics to determine recent downloader activity
- Creative and messaging should help users discover content of interest to them and complete the registration process

- Create Custom Audiences based on audience genre – target users with Carousel and Video ads featuring content they enjoy; time ads during evening or leisure times
- Re-engage users by letting them know when of-interest content is available – for instance, season premieres or relevant articles
- Expand targeting by segmenting current users by how they use your app; consider usage by family, friends, college kids, business travelers, and empty-nesters

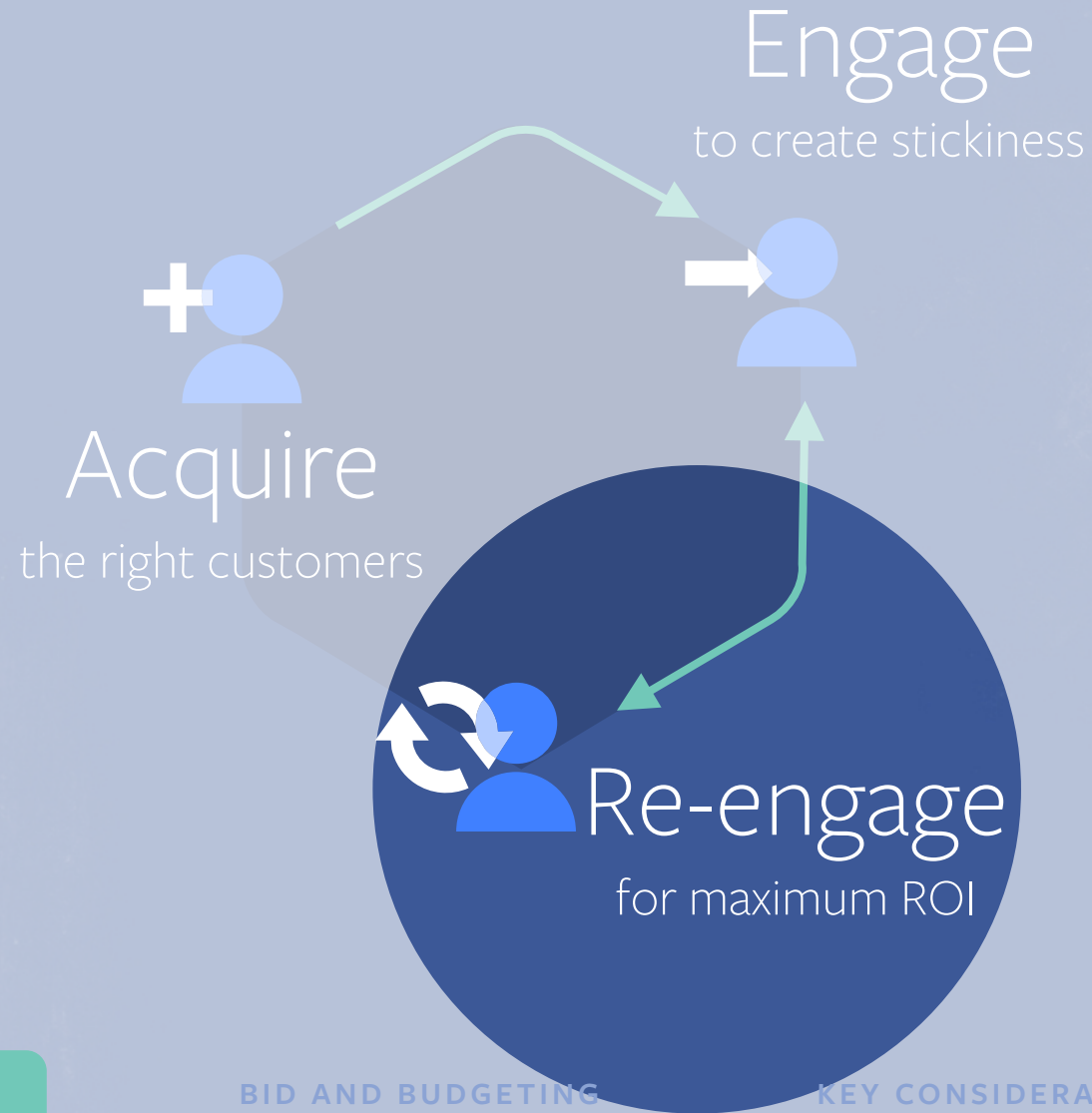
- Once your app strategy is in place and working efficiently, increase media consumption and desirability of premium plans by re-engaging users to install your app on additional devices like tablets and smart TVs

Advanced

- Secure at least 1,000 recent downloaders who are inactive before creating your Custom Audience
- Leverage App Analytics to help identify drop off points
- As always, creative and messaging must be tailored to group needs
- CTA should drive users straight to your app
- Use deep-linking to connect users to the correct page – whether it'd be your registration or content section

- Use App Analytics to understand user browsing or viewing habits and create content accordingly
- Each Custom Audience should have at least 1,000 app users per category or genre
- Generate a list of users from App Analytics for each unique customer segment and upload as a Custom Audience
- 💡 **Pro Tip:** Do not spend more than your average value! Smaller audiences typically see higher costs.

MAI / MAE Fundamentals



Retain by re-engaging users with the greatest potential

KNOW



!! WHY IT'S IMPORTANT

- Churn reduces your user base and slows your app's overall growth
- Preventing churn with user retention campaigns is significantly more cost-effective than seeking out entirely new users

TWO POTENTIAL USER GROUPS

Likely to Lapse

- Inactive for more than 10 days
- Never used a top app feature

High LTV Lapsed Users

- Past season's heaviest app users
- Re-gaining may have higher ROI

Re-engage likely to lapse and high LTV lapsed users



DO

Likely to Lapse

Basics

- Using App Analytics, identify common user behavior prior to lapse. Once you identify which actions likely lead to lapsing, you can counter this churn via targeted campaigns
- Create Custom Audiences for these users by leveraging data gathered from App Events.
- Target this group with specific messaging by simply reminding them of favorite content
- Continually speak to this audience by creating an evergreen campaign
- 💡 **Watch Out:** Inactivity for +10 days, error messages, and lack of top feature usage could also mean you need to re-value your purchase flow

Advanced

- You can also use additional app user behavior insights from Mobile Measurement Partners (MMP).
- Explore app deep-linking so your ad's CTA can deliver people straight to a section of your app that can prevent churn.
- 💡 **Pro Tip:** Ensure app stickiness by ushering these users into your re-engagement campaigns

High LTV Lapsed Users

- Users can reach a lapsed state for many reasons including periods of reduced leisure time, competition from other apps, new devices, or shifts in your in-app content (season end, etc.)
 - Use App Analytics to identify your lapsed users who were previously moderate to heavy app users
 - Re-capture these valuable user groups with a retention campaign aimed at having them re-download your app
- Create a Custom Audience of users who recently lapsed and divide your campaigns into “engage” vs “re-install” by leveraging the Install State option -- “installed” for the former and “not installed” for the latter.
 - Target audiences with appropriate messaging, CTAs, and links

- Consider re-engaging high-value users by offering promotions, sales, upgrades, or discounted in-app purchases.
 - Leverage deep-linking so lapsed users are taken directly to your promotions

- 💡 **Pro Tip:** Leverage the App Event Optimization feature for your retention campaigns

Experiment with bidding at scale

DO

Set the Right Bid

Basics

- You have two options for setting your bid: Automatic or Manual bidding
 - Automatic: Consider if there is no specific monetary value for your desired outcome
 - Manual: Leverage if bid represents how much you value each outcome or action you're optimizing for

Advanced

- 💡 **Pro Tip:** You're setting a bid not only for a conversion, but a conversion that happens within a window you choose.

For example, if you value a conversion that happens outside our conversion windows at \$2 and one that happens within your selected conversion window at \$5, you should bid \$5, even if you ultimately care more about the former than the latter.

Determine Budget

- Ensure smooth and ongoing delivery - your Ad Set daily budget should be greater than your bid
- Heavy up on spend during key pulse moments to get higher reach
- Create separate iOS and Android campaigns and experiment with Mobile News Feed, Audience Network and Instagram to find optimal placement

- 💡 **Watch Out:** Be aware that splitting your total budget across too many individual ad sets might make it harder for your ads to deliver as much as you intend them to

MOBILE APP ADS FOR INSTALLS



The Importance of Creatives

KNOW



WHY IT'S IMPORTANT

- Supply Facebook with a consistent stream of quality creative to get consistent levels of spend
- Apply the 70/30 rule – 70% of efforts should be on testing/iterations, 30% towards new concepts
- By continuously testing creative, you will increase Relevance Score

FIRE

Investment on our
platforms

WOOD

Ads

PAY ATTENTION TO RELEVANCE SCORE

Audience + Creative ± Relevance Score

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• All ads are given a score based on how engaging content is to the user and if it adds value to the user experience | <ul style="list-style-type: none">• Scale of 1–10, 10 being the best• Factors that are included: CTR, CVR, Negative Feedback, Reactions | <ul style="list-style-type: none">• Why is it important? Content that is deemed relevant is given a discount in the ad auction and penalized when it is not• Higher Relevance Score ± Lower CPMs ÷ Lower CPLs ÷ Higher ROAS |
|--|--|--|

Key considerations for creative testing

KNOW

Creative testing is an important lever for in-feed advertising on Facebook. Here are the [top 5 key](#) considerations for the most impactful creative testing approach:

1

Customized Messaging

Imagery that highlights details specific to your target audience will feel more personalized and have increased relevancy

2

Conversion-Driving Assets

Compare specific imagery to your top content. Extremely popular content might prove to be most effective across numerous audiences or campaign types (especially re-engaging or retaining campaigns)

3

Creative Refreshes

Update your ads every few weeks to keep things fresh. The smaller your target audience, the more frequently you'll need to update your creative. Consider sequenced creative, updating colors, or rearranging layouts.

4

Test Ad Types

Depending on your entertainment app's content, value prop, and audience, different ad types will best portray your message to your audience. Experiment with various ad types to find the right fit.

5

Cohesive User Experience

Matching your landing page content, theme, and imagery to the corresponding ads allows for a more cohesive, and successful user experience. When targeting audiences with tailored messaging and creative, continue the tactic throughout the user-experience to increase conversion rates.



Phase 3

Learn and optimize

REPORTING

OTHER CONSIDERATIONS

The Most Successful Apps focus on LTV

Your business built beyond the Install



- A common pitfall can be focusing on the “lowest CPIs possible” or “getting the most users”. Successful apps usually **focus more on long-term behavior**.
- Purchasing behaviors will greatly vary amongst audiences
- Best-in-class apps typically pay more for their highest quality users
- CPI targets should reflect that variation

Other ways to optimize performance of MAI / MAE campaigns



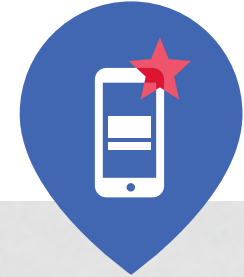
REAL-TIME RESPONSIVE MARKETING

- Capitalize on high-profile events
- Pre-plan around known events (festivals, season finales, celebrity announcements)
- If you can't easily tie your app's value prop in, don't force it. Save your budget for the right opportunity.



INCREASE CONTENT CONSUMPTION

- Try content grouping across numerous themes—Ideas could be “Mom’s Movie Night Off”
- Consider careers, interests, geo, seasonal activities
- Content nostalgia is a powerful promo tactics
- Focus on highly-relevant surprise and delights



OFFERS

- Offers can trial for apps with low brand awareness in certain markets
- Encourage your audiences to share or tag friends that would be interested
- Facebook ads can even be run as an alternative to traditional lead nurturing emails, especially for younger audiences



Closing thoughts

Determine your next steps

1

Ensure you have all plumbing in place – define and set up tracking and custom audiences

2

Capture long-term users by understanding customers that drive the most value for your business

3

Use your data and lookalikes to efficiently drive acquisitions and re-engagement

4

Re-iterate the value of your app and increase overall app use and viewing habits

5

Personalize the experience with creative and copy that are relevant

6

Always keep testing and refreshing

Additional help

IF YOU NEED MORE GUIDANCE

Facebook works with Marketing Partners to help scale advertiser business

Our FMPs are badged based on their knowledge and expertise of both FB and IG, specific to verticals and can help push through best practices as discussed in this playbook

Two FMPs that were critical in building out this playbook



partnerships@ampush.com



inquiry@kenshoo.com



Appendix

Glossary of terms

MAI/MAE

Mobile App Installs and Mobile App Engagement

LTV

Lifetime Value is a measure of a user's value over time. It can serve several purposes: an indicator of your health's success, a reminder of the power of customer loyalty, and a tool for forecasting growth.

Custom Audience

An ad targeting option that lets you find people who already know your business on Facebook.

Lookalike Audience

A type of audience that's created by Facebook to help you reach people who are similar to an audience that you care about. Typically, a Lookalike audience uses several kinds of user sets as a "seed" and an audience is built off similar users.

WCA

Website Custom Audiences is a targeting option that matches people who visit your website with people on Facebook, using the Facebook pixel. You can then create an ad to show to that audience.

Facebook Pixel

A piece of JavaScript code for your website that enables you to measure, optimize and build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns.

Facebook SDK

SDK or Software Development Kit is a set of software development tools that allows the creation of applications for the Facebook development platform. For advertising, we use the Facebook SDK to pass app events which allow us to attribute installs back to your ads.

App Events

Adding App Events to your app or website helps you learn more about your audience and the actions people take across platforms in [Facebook Analytics for Apps](#).

Facebook Analytics for Apps

Powerful, aggregated demographics and rich insights about people's behaviors, such as how many people launch your app or visit your website, how often people make purchases, and many other events, including any custom events that you define.

Deep Linking

Send people directly to information they are interested in when they open your app for the first time without additional clicks

Facebook Audience Insights

Audience Insights lets you learn about your target audience so you can create more relevant content for them.

Additional resources

OVERVIEW

[Analytics Demo](#)

[Analytics Features](#)

[Creating App Ads guide](#)

[App Events Guide](#)

[Mobile Measurement deck](#)

[App Ads Helper](#)

[Driving Mobile App Installs 1-sheeter](#)

[Driving Mobile App Engagement 1-sheeter](#)

[1-slide PPT Overview: Mobile App Ads for Installs and Engagement](#)

IMPLEMENTATION

[App Events Dev Docs](#): Includes implementation guides for iOS, Android, Canvas, Unity, and API

[Analytics Dev Docs](#): Ensure that your developer is logging the right events for Analytics

HELP

[Analytics FAQ](#): FAQ for developers debugging Analytics

[Analytics Help Center](#): Overviews on how to use different features of Facebook Analytics for Apps

How to set up App Event Optimization (AEO)

The screenshot shows the 'Optimization & Delivery' section of a Facebook Ads campaign. The 'Optimization for Ad Delivery' dropdown is set to 'App Events'. A tooltip is visible, explaining the two options: 'Link Clicks - Recommended' (delivering ads to people who click links) and 'App Events' (delivering ads to people who take specific actions in the app, which is the selected option). Other settings like 'Select App Event', 'Bid Amount', 'When You Get Charged', and 'Delivery Type' are also visible.

1. You can leverage App Event Optimization (AEO) on the Ad Set level
2. In the 'Optimization & Delivery' section, ensure that you are selecting 'App Events' for Optimization for Ad Delivery
3. Select 'Purchase' or other actions in your purchase flow

This screenshot shows the 'Optimization & Delivery' section with 'App Events' selected for optimization. The 'Select App Event' dropdown menu is open, showing a list of app events including 'Purchase', 'Initiated Checkout', and 'Complete Registration'. The 'Purchase' event is highlighted as the selected option. Other settings like 'Bid Amount', 'When You Get Charged', and 'Delivery Type' are also visible.

Which bid should I use?

	Cost Per Clicks (Bidded CPC)	Cost Per Impression (Bidded CPM)	Optimizes for conversion (oCPM + Conv)
When to use	Workhorse bidding	Highly confident targeting segments that you want to scale	Want to drive conversions and have a min 0.05% click-to-convert
How to set up	CPC	CPM	Click to convert rate is the throttle
Pros	Easy to manage	Reach	Optimize to conversion efficiently
Cons	Pay for clicks on likes, photo, comments, shares	Not recommended for broad targeting	Need sufficiently high click-to-convert rates to scale

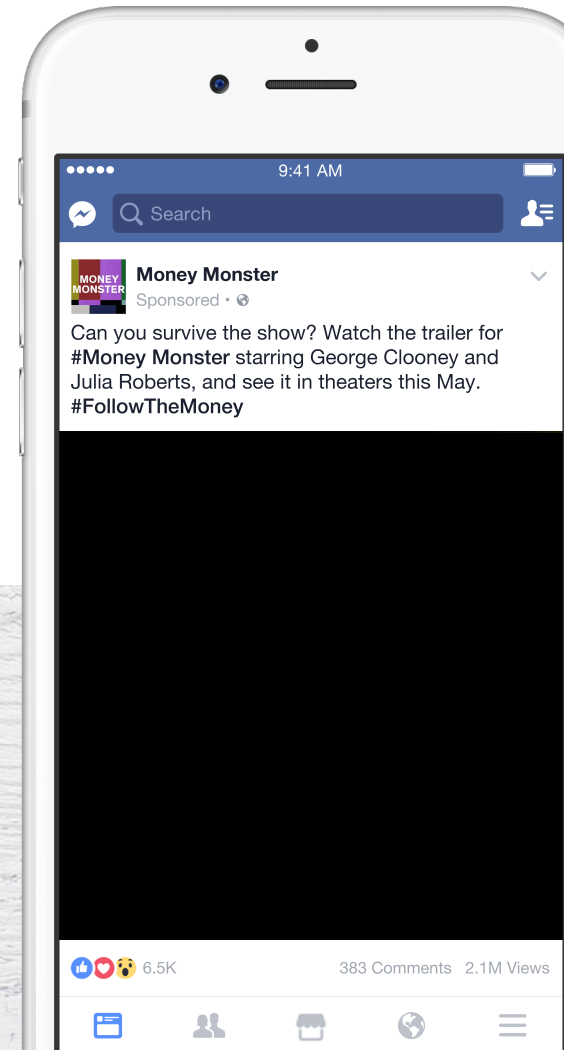
Optimize for Feed and Mobile

DO

HORIZONTAL (16:9)



SQUARE (1:1) + 5 SEC INTRO



2x
Lift overall

5x
Lift M25-34

Additional keys to creative success

Target people with the right message



Avoid Creative Fatigue

- Tailor your creative to each audience you're targeting
- Refresh creative proactively and frequently during strategic moments
- Run at least 3-5 creative concepts weekly
- Continually iterate on best performing ads and develop new concepts



Disguise your Brand as DR

- Lead with strong content
- Display little to no CTA or pricing messaging
- Drive brand recognition and recall with consistent branding on your creative



Test and Learn

- Use top performing creatives to test new audience segments
- Experiment with mobile feed and Instagram that have historically shown success for leaders in the space