

Apple Search Ads Service Summary



CREATIVE
CONVERSIONS

www.creatiiveconversions.co



APPLE SEARCH ADS



WHAT?

Apple Search Ads (ASA) are sponsored text ads for driving awareness and downloads for apps within Apple's App Store. The ads can appear on iOS devices, meaning iPhones and iPads.

WHY?

- Today, 70% of Apple Store visitors use search to find an app. That stat can be overshadowed only by the fact that Apple search ads claim an impressive 50% average conversion rate for downloads.
- For businesses where mobile applications are an important part of connecting with their audience, App Store ads may present valuable inventory for tapping into the iOS market.
- Conversion Rate Of 50% Or Higher
- Inexpensive Cost-Per-Tap And Cost-Per-Install
- Over 140 Billion App Downloads In The App Store

HOW?

We require your Apple ID to get started with Apple Search Ads and after that, we will work on the below-listed areas.

- Strategy
- Setup
- Optimization

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WHO?

Creative Conversions Apple Search Ads specialists will drive your Apple Search Ads campaign towards success.

Some Important Benefits Working with Creative Conversions:

- No Lock-in Contracts
- \$0 Setup Fee (Eligible For Monthly Management Model)
- Experienced Specialists
- Your Accounts Belong To You
- Proactive Communication
- Custom Reporting

TYPES

- Basic
- Advance

OUR APPROACH

Our certified team understands what it takes to develop a great Apple Search Ads strategy for your app. We focus specifically on creating targeted campaigns that are cost-effective & profitable.

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OUR APPROACH

Research & Discover

In the initial stages, we understand and research your app as much as possible, including its complexities and target audience.

Competitive Analysis

Our experts will analyze the app, its industry, and how the different players in the market are running ads.

Comprehensive Account Analysis (Only for Running Accounts)

Without an understanding of historical data and competitive analysis in Apple Search Ads management, you can't drive a campaign to success. The most important asset available to us is your historical account data. Our specialists focus on this and supporting aspects to meet your advertising needs and generate maximum results.

Build Strategy & Campaign

Our research and analysis will jointly translate into an effective PPC strategy. Our Apple Search Ads specialists will draft a comprehensive action plan and strategy to deliver the best steps to achieve goals.

Optimize, Grow & Repeat

Campaign Ads will be tested using A/B testing methods to determine which ads lead to high performance. Our experts will make sure that your Apple Search Ads campaign is fully optimized to achieve goals.

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OUR PROCESS

On Initiation

- We send a briefing document for you to fill in.

Campaign Setup

- We set up campaign parameters as per the brief.
- The final element is adding billing and going live.

Management

- Statistical reviews
- Ongoing optimizations
- Monthly Reporting

Why Choose Us for Your Apple Search Ads Management

Management

Being a reputable Apple Search Ads service provider, we will ensure that you are connected with the potential audience.

Expertise

As an Apple Search Ads management company, we have a team of highly skilled and experienced PPC consultants with years of hands-on experience in delivering good results.

Stability

With extensive, full-time staff and a strong track record in different internet marketing disciplines, we are the Apple Search Ads agency you can rely on for as long as your campaign runs in an efficient manner.

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OUR RESPONSIBILITIES

- Get appropriate information to set up a campaign.
- Setup campaign structures professionally and according to the brief.
- Implement approved campaign copy to specification.
- Setup all conversion functions to ensure a clear measurement of results.
- Optimize campaign where needed.
- Report results accurately each month.

YOUR RESPONSIBILITIES

- Work closely with our Apple Search Ads team to get the best engagement and result.
- Fill out the initial brief completely and on time.
- Review, fine-tune and approve the campaign structures and content in a timely manner.
- Work closely with our Apple Search Ads specialists in the early weeks, for fine-tuning of the campaign.
- Work closely with us when recommendations are made to improve performance.

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LIMITATION

Campaign Limitation:

- Ads disappear once a campaign reaches its budget and listings will disappear once a campaign is complete.

Our Apple Search Ads Process Limitation:

- Responding efficiently to each aspect of registered project proceedings is very important to be on a smooth path.
- Our Apple Search Ads team follows a well-defined process to keep track of projects.
- Any delays from your side towards any aspect of the project can create limitations for us to proceed and complete activities within a determined timeline. i.e.
 - If the intake form is not completed, or partially completed, from your side, there will be next-step limitations for the Ads team regarding Campaign drafting and on-time setup.
 - If there is a delay on approvals from your side in regards to any opportunity, suggestion, or recommendation, the Ads team will be unable to implement the best practices, strategies, or experiments to improve the campaign.

What's Next?

When the Apple Search Ads campaign is successful and has achieved the goals it was set out to reach, the Ads team can start the development of the next strategy.

- Facebook App Ads
- Google App Ads