

Think with Google

# Grow Your Telco Business Faster with Apps and Ads



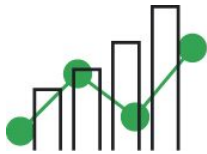
Think with Google

# Questions we'll answer...



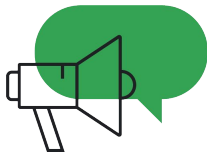
What does the **Telco Apps landscape** look like today?

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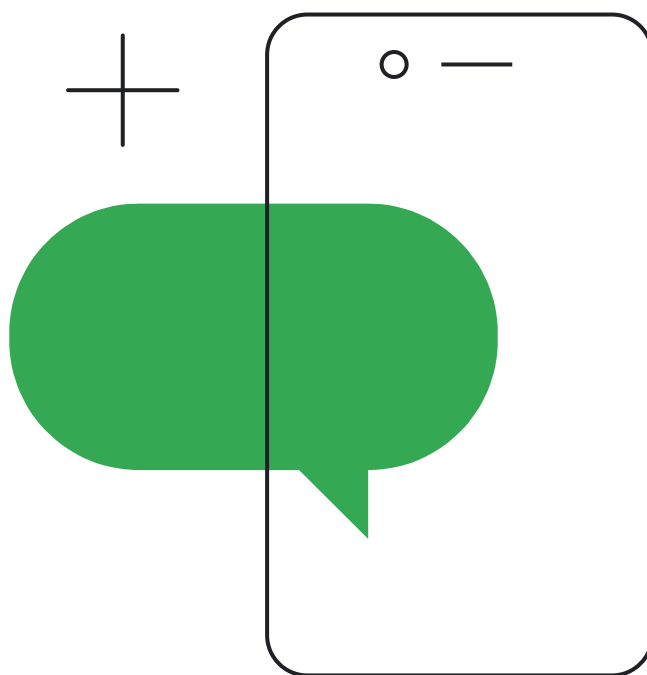
How do you **successfully use Apps and Ads** to **scale and grow** your telco business?

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Which Google Ads solutions are the **best to address the needs of telco providers**?

# The Telco Apps Landscape

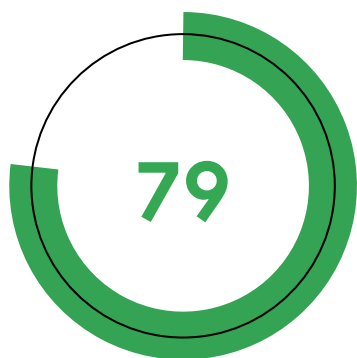


The Telco landscape is diverse yet one thing remains consistent – apps have become the preferred platform to interact with brands, particularly among prepaid users

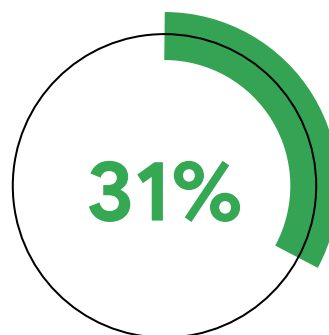
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		Prepaid	Postpaid
Preferred Touchpoint [1]	Apps	71%	58%
	In-person	15%	26%
	Website	10%	10%
	Email	4%	6%

There is a potential for telcos to increase app usage amongst postpaid users by making it easier to renew contracts (which currently involve more in-person support) via apps.



of consumers have  
at least one telco  
app installed.<sup>1</sup>

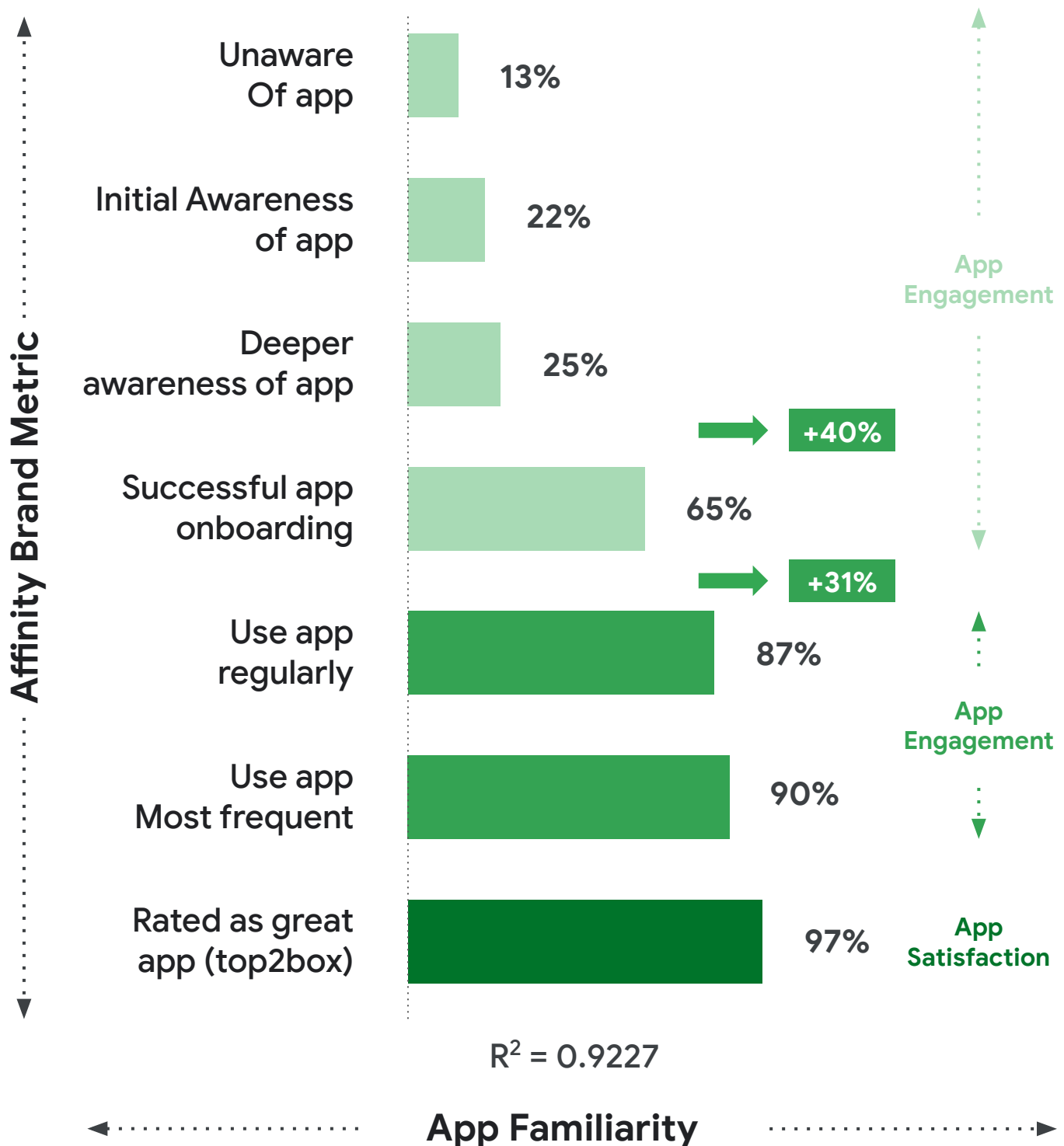


of app users have  
dormant telco apps  
on their phone.<sup>1</sup>

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There is a **strong correlation** between **app usage** and **brand affinity**, hence it is beneficial for telcos to think full - funnel, from branding to improving install and engagement of their app.

# Strong positive correlation between brand affinity and app onboarding

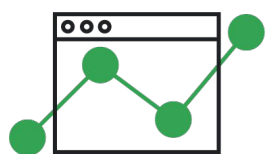


# Why an app is **beneficial** to a Telco business



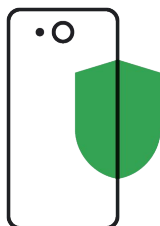
## Stay Relevant

On average, **69%** of telco app users **prefer to engage with brands through apps** compared to other channels.<sup>1</sup>



## Increase Brand Affinity

There is a **+40%** increase in brand affinity when an app user starts to use an app after they install it, and a **+31%** increase when the app user shifts to using an app frequently.<sup>2</sup>



## Strengthen Loyalty

**98%** of app users who rate a telco app highly also scored high on brand loyalty.<sup>3</sup>

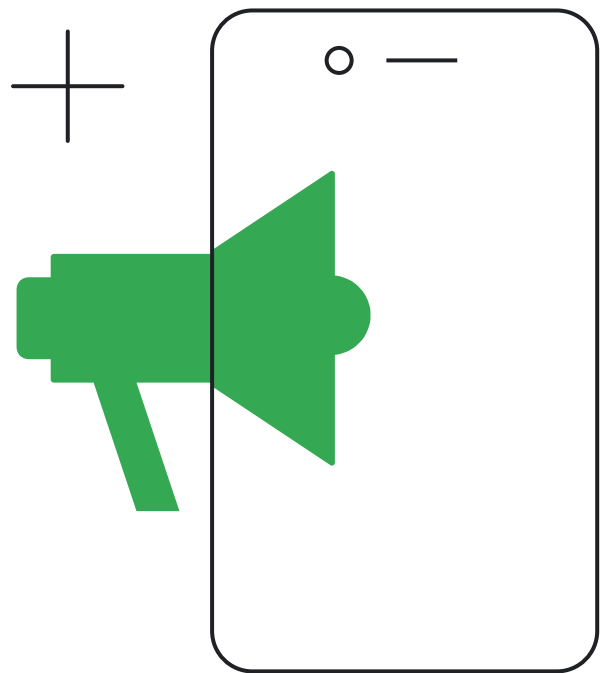
Source: Google commissioned Kantar "Apps: How to realize their full value" Research - 2021 Telco

[1] Question: Which would be your preferred way to engage with Telco brands? Base: Postpaid users, n=627, Prepaid users n=1402

[2] Question: How familiar are you with each of these Telco apps? Base: Total sample, n=2029

[3] Question: How likely are you to remain a customer of the following brands for the foreseeable future? 5pt scale. Base: Rated app highly, n=1755 responses

Reach more users  
at the right time  
with Google's App  
campaigns





As a Telco app advertiser, you want to get your app into the hands of more loyal customers.

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**1B+**

**users**

per channel

App campaigns streamline the process for you, making it easy to promote your apps to over **1 billion users** across Google's largest properties in a single campaign.

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## Align App Campaign bidding to customer needs



### Installs

“ I need to increase install and app usage ”



### Actions

“ I want to have a high quality install, users who are likely to do purchase, and deliver ROAS ”



### Reengagement

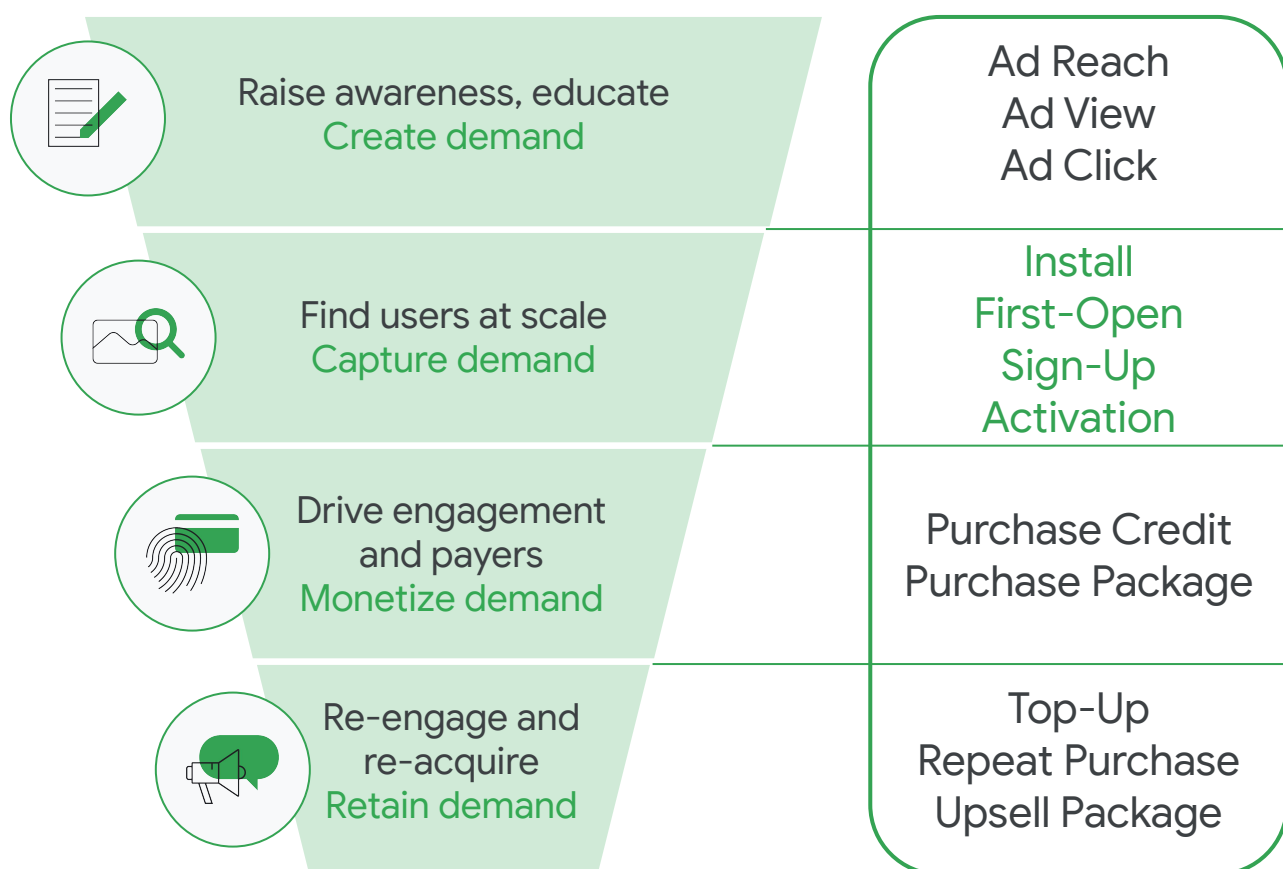
“ I need to increase my active users ”

# Common events for Telco Apps

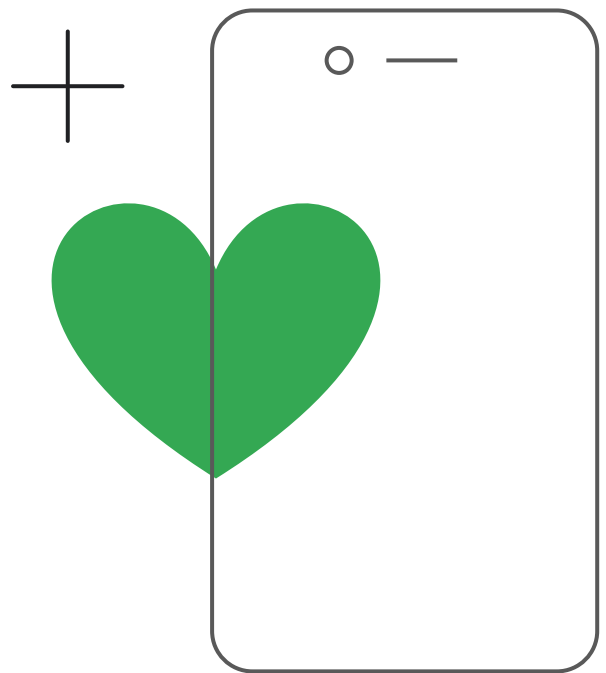
Optimize with Final Goal Events will help you acquire the most valuable users for your app

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## Key Events



# Get started with 3 easy steps



# Get your users on to your app

If majority of your subscribers do not have your app...

Start with **tCPI** or **Maximize Conversions bidding** to boost app installations

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If subscribers already have app but are not using it

Trigger app usage leveraging engagement solutions i.e. **deep linking** and **app campaigns for engagement**

# Build app first usage behaviour amongst your subscribers

Build loyalty & drive retention by helping them complete actions like tracking, recharge, payments & discounts

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**2.a**

**Implement Deep Linking** to direct your customers from Google ads to the relevant page on their app where they can complete their desired action seamlessly.

**2.b**

**Leverage ACe** to keep your users engaged for various in-app actions & use cases.

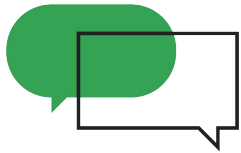
# How to Implement Deep Linking



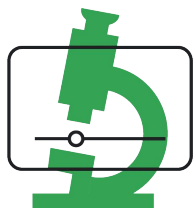
Enable app deep linking using [App Links](#) on Android or [Universal Links](#) on iOS.



Report app conversions through [Google Analytics for Firebase](#) and link your account to your Google Ads account to see reporting.

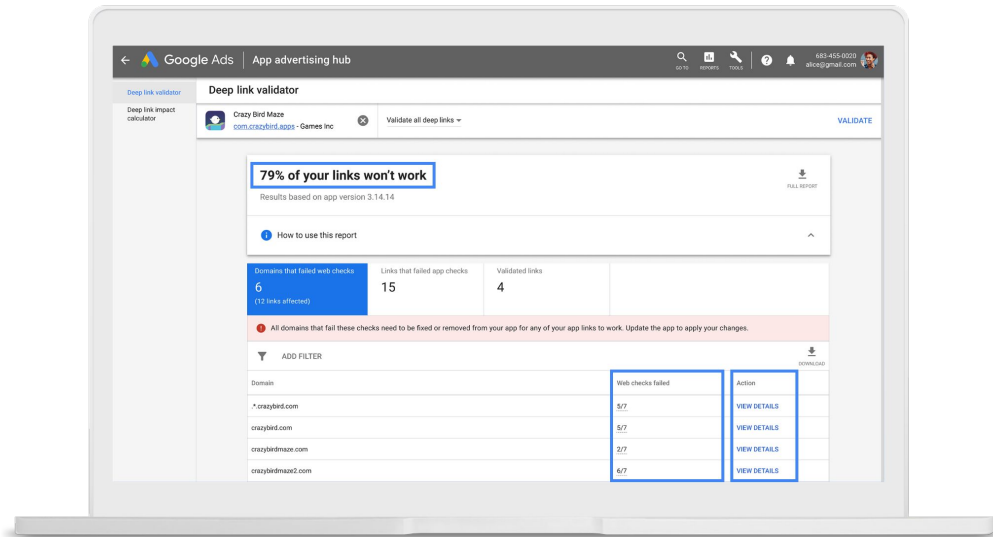


Use [Smart Bidding](#) to optimize for mobile web and app conversions based on the performance of each destination.



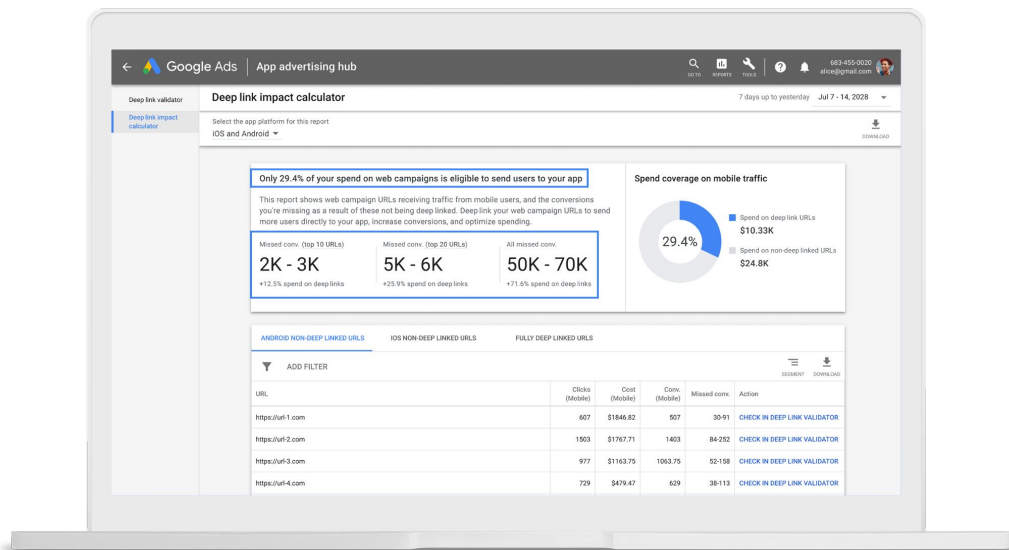
Validate your App Deep Linking setup using the App Deep Linking [validator tool](#)

# Using our Deep Link Validator



First, go to the App Advertising Hub in Google Ads. Use the **deep link validator** find out what kinds of deep links you have and if they're seamlessly connecting from web to app.

Then, use the **deep link impact calculator** to see how implementing deep links connects to your ROI so you can prioritize better



Finally, **download the reports** from each tool to share with your developer teams so you can work together and get started.



# Leverage ACe to increase app engagement

To use ACe, ensure you have the following prerequisites in place:

01

**Minimum installs:**

Advertisers need a minimum install base of 250k installs

02

**App Deeplinking:**

MUST have universal OR app links OR Custom Schemes

03

**Conversion tracking:**

Implement App conversion tracking with Firebase or the supported AAPs

# Drive specific actions post app installs with ACe



## Activation

Installed the app but haven't subscribed  
Downloaded but never launched the app  
(unique to ACe with Google Play)



## Replenishment

Repeat transactions OR subscription renewals



## Cross-selling

Only pay bills but do not buy value added services



## Re-activation

Haven't used the app in the last 30 days  
(dormant users)



## Remarketing

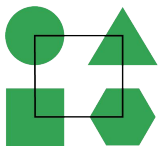
Feed based dynamic remarketing ads (show users what they browsed earlier)

# Target specific audiences with ACe based on the action you want to drive



## Customer Match

Aligned to objectives such as top ups, data usage check, bill pay/download



## Event Based List Combinations

Subscribers with no transactions, cross-sell and upsell for postpaid customers, offers for heavy users



## Lapsed Users

Users who have not opened app post install, lapsed in last X days etc.

You can use our guide on [how to create audience lists](#) for app campaigns

# ACe best practices

- 01 | Send Connector Pings**  
Send Connector Pings\*; session\_start along with the gclid. Find out how to set up [here](#)
- 02 | Set campaign budgets correctly**  
50X - for shallow conversion actions  
15X - for deeper conversion actions
- 03 | Bid for 100+ attributed conversions / week**  
If the goal is not met:
  - Increase tCPA goal if conversion goal is not met
  - Switch to a more shallow conversion event to meet goals
  - Enable Google ads to receive all attributable conversions
- 04 | Creatives: Provide video and image assets**  
**Image**  
Add at least **one image** and include a clear call-to action in all creative assets.

# ACe best practices

## 04

### Creatives: Provide video and image assets

#### Text

- 30 chars for headlines, 90 chars for descriptions
- Minimum of 3 headlines, 3 descriptions

#### Video

Add at least one video to leverage full inventory

Upload videos in the 3 suggested ratios:

landscape (16:9), portrait (2:3), square (1:1)

## 05

### Avoid mixed bidding

**Avoid** “mixed state” of bidding with AAP events and targeting a Google Analytics for Firebase audience, otherwise clients might encounter unexpected issues. Note this is:

- More **error prone** especially if different event\_names are used
- **Very hard to debug** any performance issues were to happen (no support)

# Measure LTV with Google Analytics for Firebase



Measure the lifetime value (LTV) of your app users with [Google Analytics for Firebase](#) to inform marketing strategies for retaining and growing a loyal user base

# Measure lifetime value with Google Analytics for Firebase

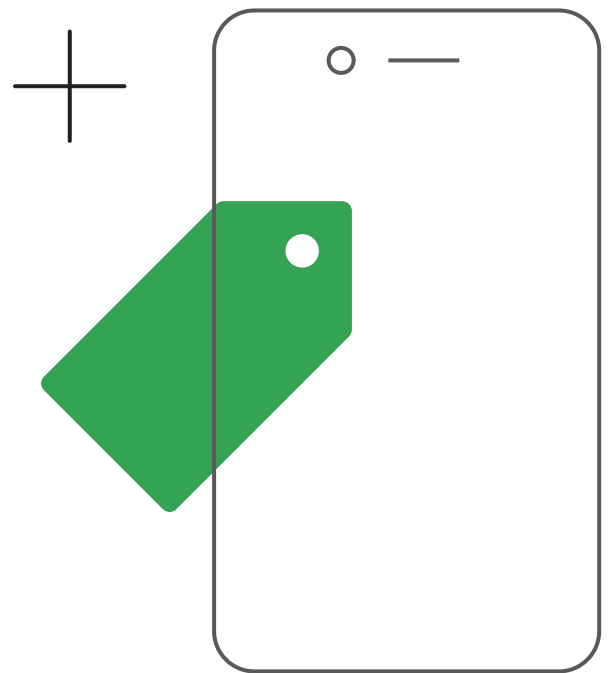


Google Analytics for Firebase also provides you with reports that:

- Show how users engage with your app and its marketing performance
- Let you create audiences and connect with third-party networks to make your insights immediately actionable.

To access these reports and use the Firebase SDK in your app, you can learn more about getting started with Google Analytics for Firebase [here](#)

Here's an example  
of how a Telco  
used Apps and  
Ads to grow their  
business





# How Telkomsel used deep links to boost conversion rates and ROAS

As the biggest telco in Indonesia, Telkomsel is always striving to improve their customers' digital experience. With Appify, Telkomsel improved their deeplinks and optimized their campaigns for conversion so that they could provide a more seamless experience when directing users to the myTelkomsel app. Appify has also helped them improve their ROAS, and conversion rate.

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## 4.2X

Growth in  
ROAS

“ Deeplinks helped us engage directly with our customers through MyTelkomsel App and bring the best of digital experiences to their fingertips. It has become one of the main drivers to grow MyTelkomsel App monthly active users to over 32 million users ”

- Rachel Goh, CMO Telkomsel



# How Indosat Ooredoo improved their marketing ROAS and conversions

Indosat Ooredoo, a leading telco in Indonesia, grew their focus on digital, amidst challenges during the pandemic. They wanted to increase their marketing ROAS and acquire more active users on their app, myIM3, which is their primary digital sales channel. With Appify, Indosat improved their deeplinks and optimized their campaigns to conversions.

## 2.5X

Growth in  
conversion rate

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## 43%

Growth in  
campaign ROAS

“ Google Appify deep links have been a great help to provide a seamless experience for users to reach and purchase various telco packages in myIM3 app, especially during the pandemic when IM3 Ooredoo users relied on myIM3 app to make purchases. The campaign generated more than 200% growth in proportion of search campaign traffic redirected towards myIM3.

- **Yavuz Fatih Yavuz, Senior Vice President, Head of Digital Indosat Ooredoo**



To find out  
more visit

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