

Best Practices

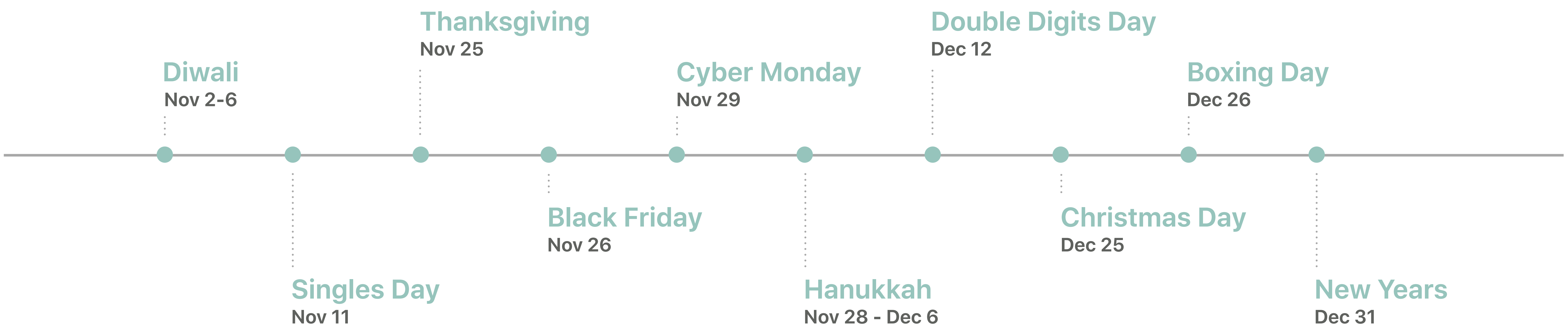
Be discovered this holiday season.

During the last few months of the year, people look for apps to help prepare for and enjoy the season, driving increases in search, downloads, and in-app revenue. Amplify your app promotion efforts to be seen when they search this season.

Be ready for seasonal opportunities.

As the year comes to an end, people around the world look forward to taking time out, celebrating with friends and family, and sharing gifts.

Across regions, there are a number of key holiday moments that drive increased interest in certain app categories. Consider optimizing your campaigns to make the most of these seasonal opportunities.



Preparing for the season.

In November and December — as people get ready for major celebrations by buying gifts, decorations, and food and drink— searches for shopping and payment apps increase across many countries and regions.

Categories: Finance, Food & Drink, Shopping
Events: All

Enjoying time off.

During holiday weeks, people usually have some time off to recharge. That means more time to relax and do what they enjoy. Searches related to games, entertainment, and sports increase around this time of year.

Categories: Entertainment, Games, Sports
Events: Thanksgiving, Christmas, New Year’s Eve

Celebrating with others.

Leading up to key dates, searches related to travel increase as family and friends gather to celebrate. Searches for photo, video, and social networking apps also see a boost as people create and share memories at the end of the year.

Categories: Photo & Video, Social Networking, Travel
Events: Diwali, Thanksgiving, Hanukkah, Christmas, New Year’s Eve



Plan your holiday strategy.

Make the most of the festive celebrations taking place around the world, and ensure your Apple Search Ads campaigns are optimized to take advantage of key times.



"The more seasonal and relevant we made our creative and keywords, the lower the cost-per-install rates and higher our tap-through rate for Apple Search Ads."

— App Marketing
Executive at Very (UK)



Allocate enough budget.

Plan your approach and allocate your Apple Search Ads budget to take advantage of multiple holidays across countries and regions. Think about the timing for each event and prioritize to ensure your budget covers the entire period.



Be seen at the right moment.

Two premium placement options on the App Store help you engage users at the moment of discovery. Before they search, capture people's interest with ads on the Search tab. Then reach users when they search — and their intent is strongest — with ads at the top of search results.



Expand your reach.

Promote your app in places where interest may be higher for your app during the holidays. Quickly set up seasonal campaigns for multiple countries and regions or duplicate existing campaigns for new countries and regions to reach more potential customers during seasonal peaks.

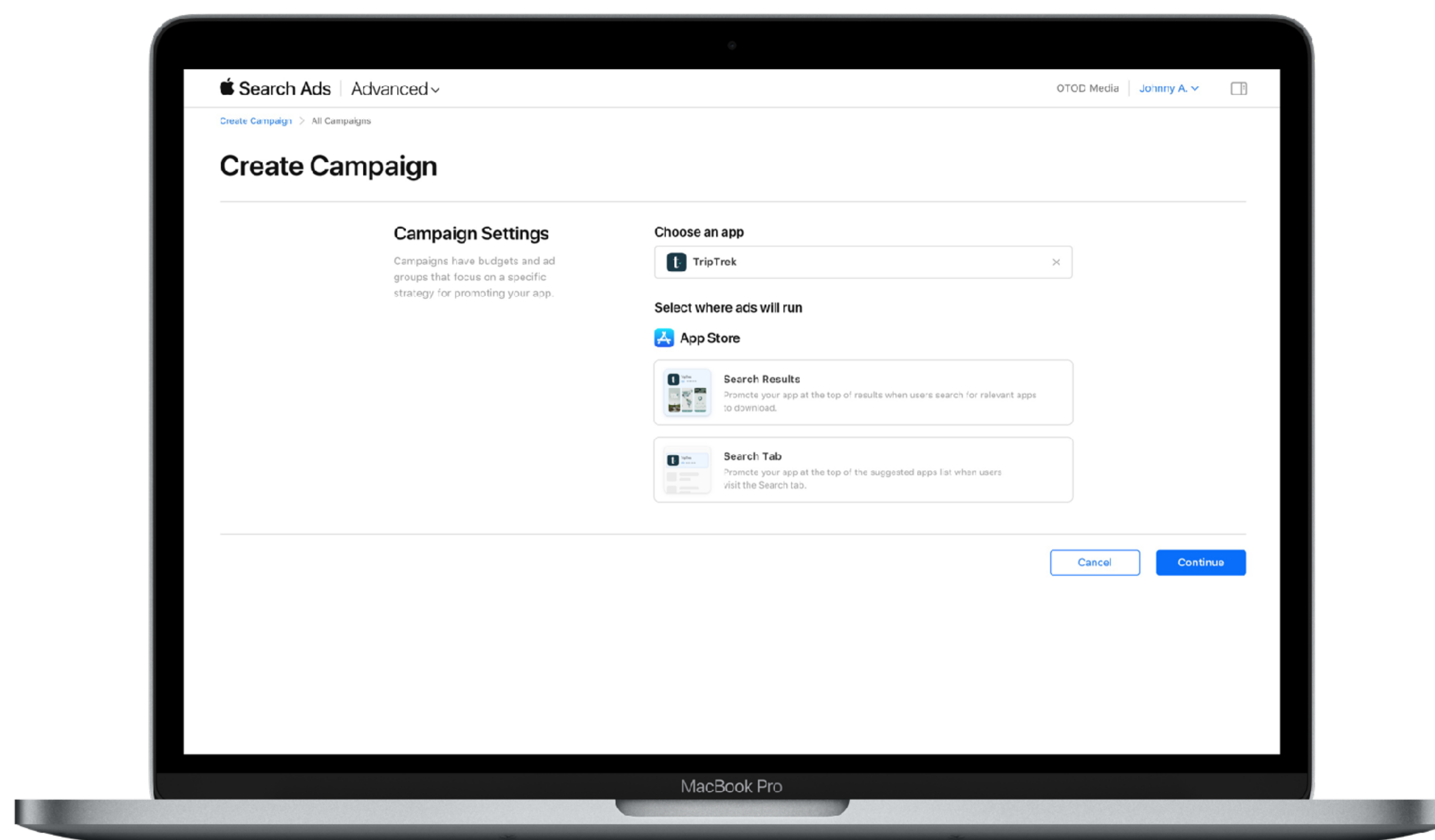


Reconnect with past customers.

Many people look for apps to redownload at certain times of the year. During the holidays, you can reconnect with past customers by adding "Returning users" or "All users" ad groups to your campaigns. Or create a standalone campaign to manage and measure reacquisition performance separately.

Get your campaigns ready.

Before the holiday season starts, get your Apple Search Ads campaigns ready to reach more users.



Create a Search tab campaign.

Consider adding a dedicated Search tab campaign for the end-of-year holiday season. Monitor spend closely to ensure your campaigns have enough budget to run during all relevant moments. Leverage our tools to optimize your budget and maximize your campaign results.

Review keywords.

To increase your coverage, consider temporarily adding seasonally specific and relevant keywords to your existing category-themed ad groups, or enhancing your campaign structure with a new holiday ad group.

Refresh creative assets.

Use seasonal creative to help you deliver more relevant and engaging campaigns. Consider reviewing and adding different screenshots and app previews during the holidays.

Monitor spend.

To maximize your visibility when interest is high, consider increasing your daily cap to see if you can get more impressions. You can also use bid strength and suggested bid range to gauge the competitiveness of your keyword bids throughout the holidays.

1-2 months before the seasonal event

- Review campaign budgets
- Identify relevant countries and regions
- Review and update creative assets

2-3 weeks before the seasonal event

- Adjust ad groups to reach All or Returning Users
- Apply Creative Sets to ad groups for search results campaigns
- Add relevant keywords for search results campaigns

During the seasonal event

- Check CPT bids
- Raise daily cap
- Monitor campaign spend