

iOS user engagement at the right place, right time

Apple Search Ads campaigns and privacy-focused app marketing

The Apple Search Ads ecosystem



Step-by-step guide to setting up Apple Search Ads campaigns

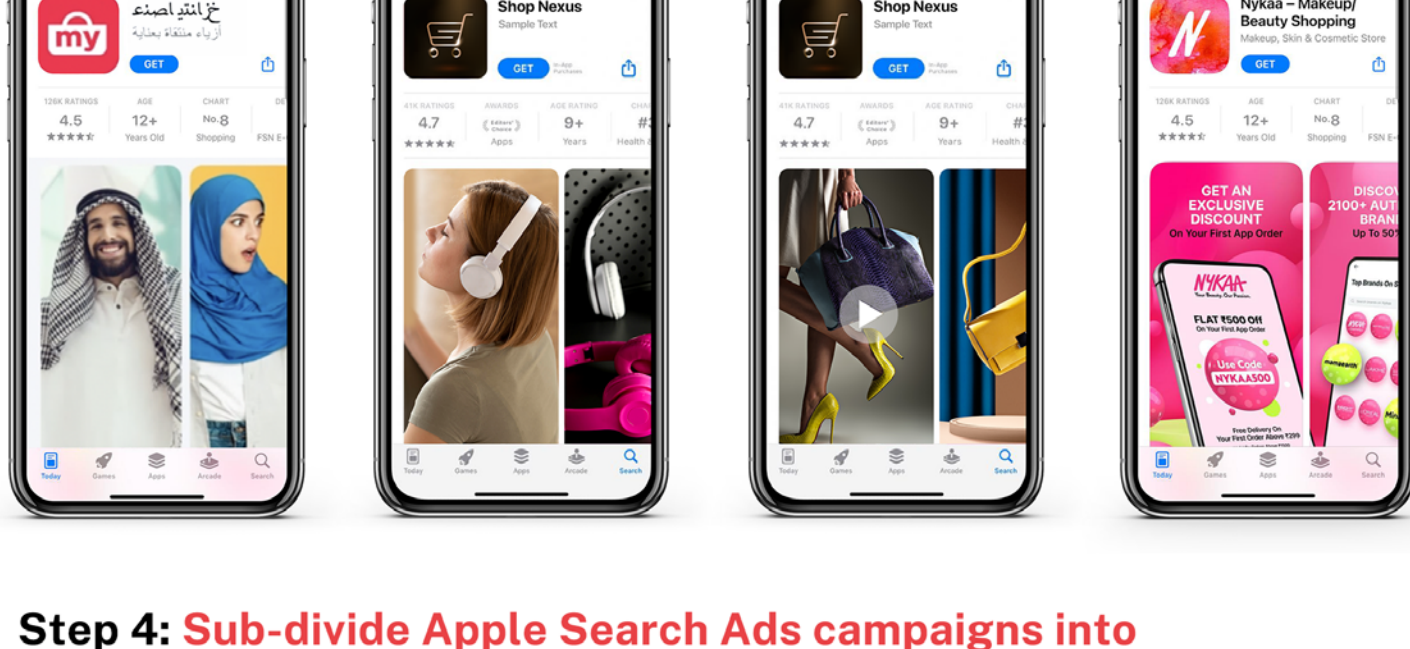
Step 1: Know the campaign types and their usage

Funnel Stage	Campaign Type	Benefit
Awareness	Discovery	Interest high-potential prospects
Desire	Brand	Be visible to audiences actively looking for you
Interest	Category	Stay at par with your competition's Share of Voice
Advocacy	Competitor	Scale high-LTV, champion user base & Share of Voice

Step 2: Have the target list of Apple Search Ads keywords ready

Group keywords by type	A/B test efficient match types of keyword groups
Brand keywords Category keywords Competitor keywords Non-English keywords Seasonal keywords Long-tail keywords	Exact match Broad match Automated Search Match Hybrid match type layering

Step 3: Check on the customization and localization of the Custom Product Pages



Step 4: Sub-divide Apple Search Ads campaigns into thematic ad groups

Discovery - End of Season Sale - Mother's Day Gift - Same Day Delivery - Ramadan Collection - Latest Women's Trends	Brand - Brand name - Top 5 misspellings - TikTok viral hashtag - Brand tagline - Brand ambassador/mascot names
Category - Custom clothing app - Summer fashion - Prom costumes - Clothes for toddlers - Fashion accessories	Competitor - Black Friday deals - Try First, Buy Later - All Size Clothing - Style consultant online - Accessories for men

Step 5: Integrate MMP data to obtain full-funnel campaign performance analytics

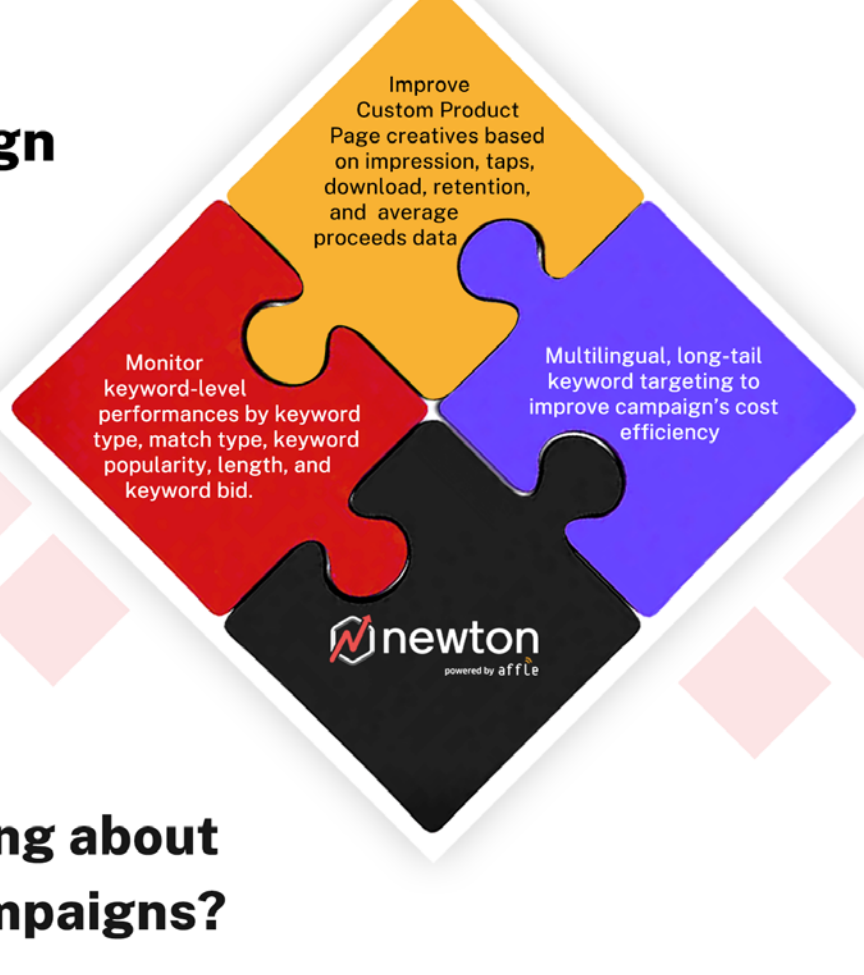
Hits to score with ASA campaigns	Misses to avoid with ASA campaigns
Targeting long-tail and local/native language keywords for high-quality users at lower CAC	Forgetting to refine negative keywords list to restrict wasted ad appearances
Performance-based bid budget allocation	Not earmarking A/B testing budgets
Adjust bids by seasonal trends and demands	Bidding only based on popularity score
Localized Custom Product Page ad copies and creatives	Creatives and target keywords mismatch in regional campaigns
Unified pre and post-install campaign performances	Lack of regular ad group-level auditing and campaign scheduling

Campaign benchmarks with Apple Search Ads

As observed from Newton's user acquisition campaigns across APAC & MENA

Vertical	Conversion Rate Industry average: 65.10%	Cost-Per-Tap (CPT)	CPT vis-a-vis industry average of 1.99 USD
Ecommerce	65%	0.7 USD	↓ 65%
Finance	47%	0.5 USD	↓ 75%
Gaming	74%	0.2 USD	↓ 90%
Entertainment	74%	0.5 USD	↓ 75%
Travel	66%	0.8 USD	↓ 60%

3 Pillars of Apple Search Ads campaign optimization



What are brands saying about Apple Search Ads campaigns?

“Multi-lingual keyword-based strategies, intelligent competition insights, and precise keyword recommendations, coupled with a comprehensive view of metrics, empowered us to attain our critical conversion objectives for the campaign while keeping it cost efficient.” max	“We've not only managed to stay ahead but thrive, achieving impressive conversions for bottom-funnel metrics, while maintaining remarkably low customer acquisition costs.” one card	“Acquired high-quality users by optimizing Apple Search Ads campaigns - driving higher leads now post app downloads. The keyword recommendation tool and smart optimizations has helped us grow our customer base, maintaining overall efficient CPA policybazaar
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[Read Their Stories](#)

About Newton

Scale your iOS app growth with a performance-driven marketing platform, powered by a GEN AI keyword recommendations tool, market intelligence, automated bid optimization, full-funnel custom analytics & outcome-oriented client support.