



Ströer App Installs

With our Ströer App Installs product and the associated Google Ads app campaigns, your apps can be advertised on all major Google platforms. Your ads can be delivered on all Google placements. These include Google Search, Google Play, YouTube and the Google Display Network.

We adapt your ads in Google to the search terms relevant to your app or app category. Keywords are generated in Google Ads using different methods, for example based on the search terms that users have used in Google Play when searching for your app.

The display of your advertisement is free of charge for you. Costs are only incurred when the user presses the download button.

Ströer App Installs service description

1. Services included in the set-up fee:

- ★ Briefing on the campaign concept and definition of advertising objectives
- ★ Create an Ads account
- ★ Geographical focus of the campaign
- ★ Creation of ad assets (texts, images and videos supplied by the customer, logo)
- ★ Consideration of change requests (max. 3 change loops)
- Setting up the "App downloads" conversion

2. Services included in the advertising budget and agency commission:

- ★ Placement of your ad on various Google platforms in the amount of the advertising budget
- ★ Targeting the campaign to the target region
- ★ ★ Support from a team of experts

The following types of costs will be invoiced as listed:

- Setup fee: one-time fee after completion of the campaign briefing
- Google Ads advertising budget and agency commission: monthly from the start of the campaign (pro-rated in the starting month, if applicable)
- Operating costs: monthly from the start of the campaign (pro-rated in the starting month, if applicable)

- ★ Campaign management by certified Google Ads managers
 - ★ Permanent monitoring of campaign performance
 - ★ Changes to the campaign orientation as required
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3. Services included in operating costs:

- ★ Monthly reporting and 24/7 customer center
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The number of impressions, clicks and conversions cannot be predicted. There is no guarantee of permanent ad placement or fixed positioning on the Google platforms. The monthly Google Ads advertising budget is usually divided into daily budgets. This is done according to the number of days in a month. Depending on the demand and the number of clicks brokered in a day, this can be used up early. If the daily budget is used up, no more ads will be placed on that day. To measure app downloads on Android devices, you need to confirm our link request with your company's Google Play account. To measure conversions on iOS devices, a Google-compatible analysis option (preferably Firebase) must be integrated into the app by the developers.

Further information on tracking iOS conversions:

<https://support.google.com/google-ads/answer/6366292>.

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