Introducing Search Ads

A new way to discover and promote apps

Session 302

Lindsay Verity Director, Product Management
Casey Fictum Product Manager
Eric Hall Manager, Data Engineering

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Frame.io

Chameleon Run

Aux Music Creation

Streaks

Lara Croft Go

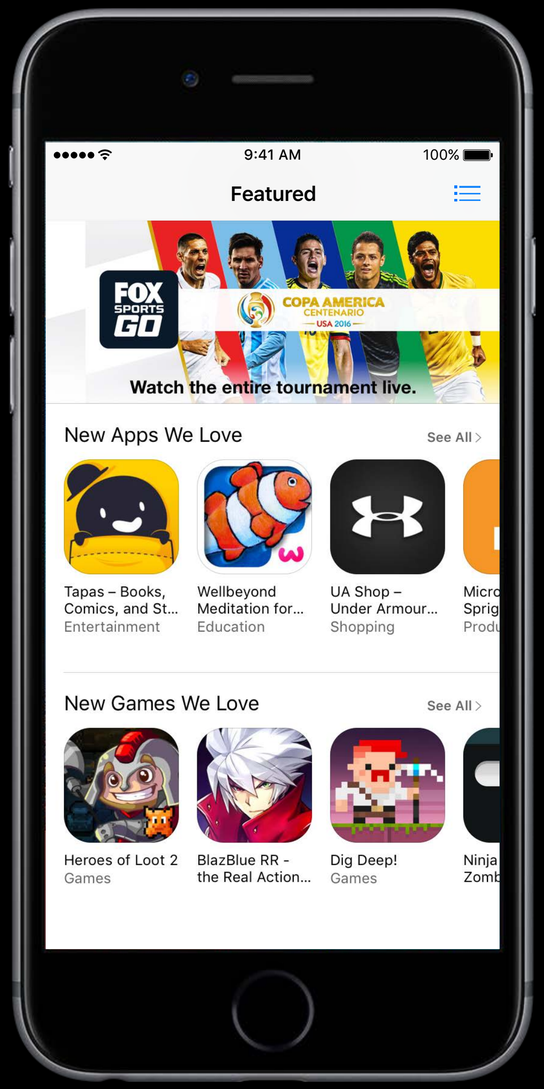
3D4Medical

Inks

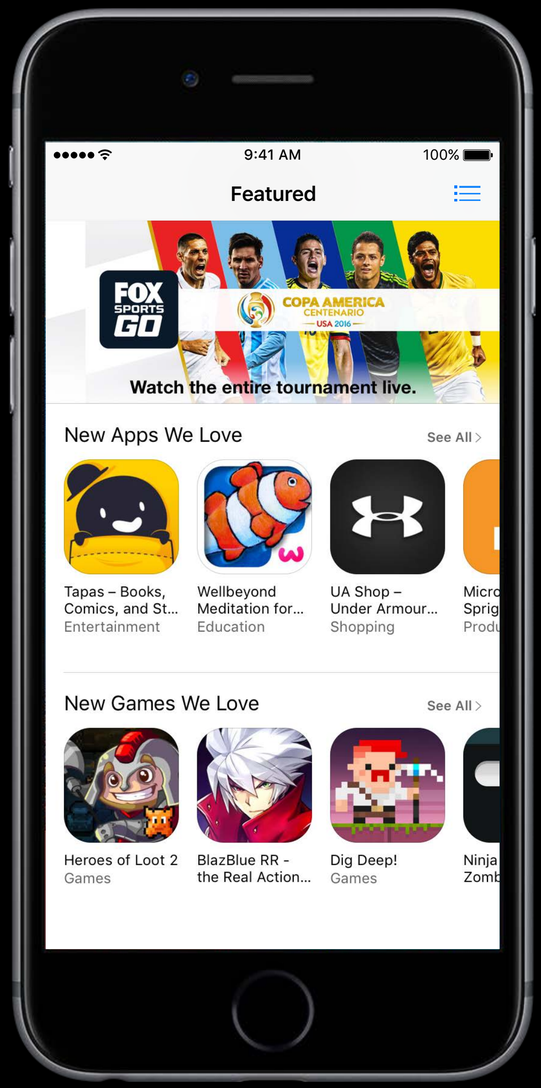
Zova

Ulysses

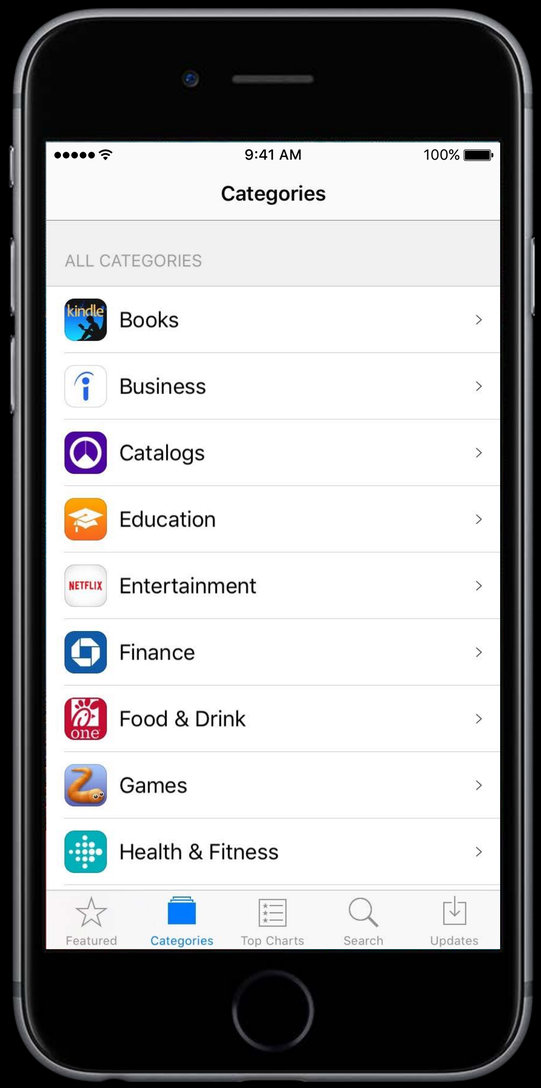
djay Pro


9:41 AM
100%
Featured
FOX SPORTS GO
COPA AMERICA CENTENARIO USA 2016
Watch the entire tournament live.
New Apps We Love
See All
Tapas – Books, Comics, and St...
Entertainment
Wellbeyond Meditation for...
Education
UA Shop – Under Armour...
Shopping
New Games We Love
See All
Heroes of Loot 2
Games
BlazBlue RR - the Real Action...
Dig Deep!
Games

Featured

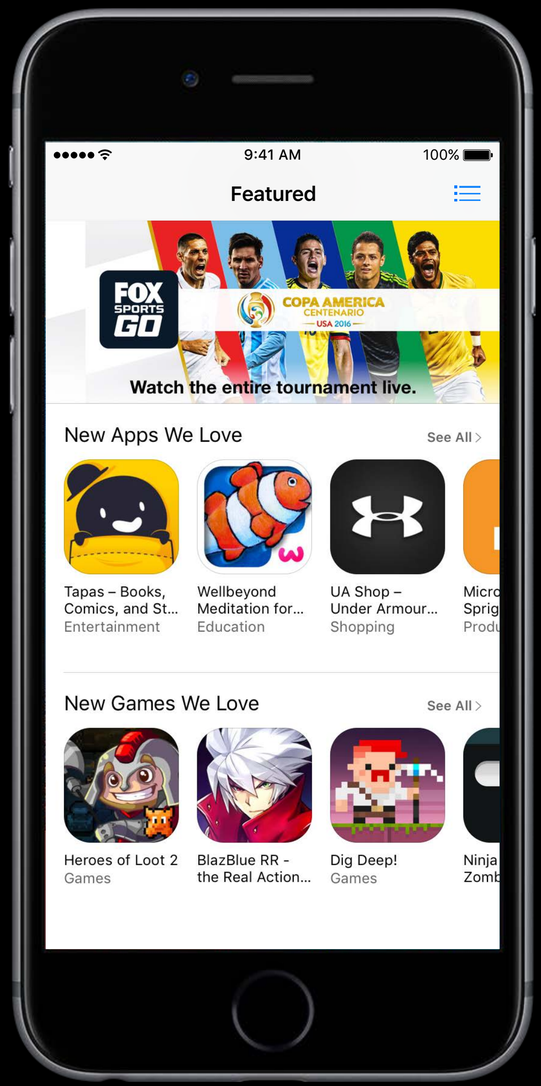


Featured



Categories

Featured Categories Top Charts



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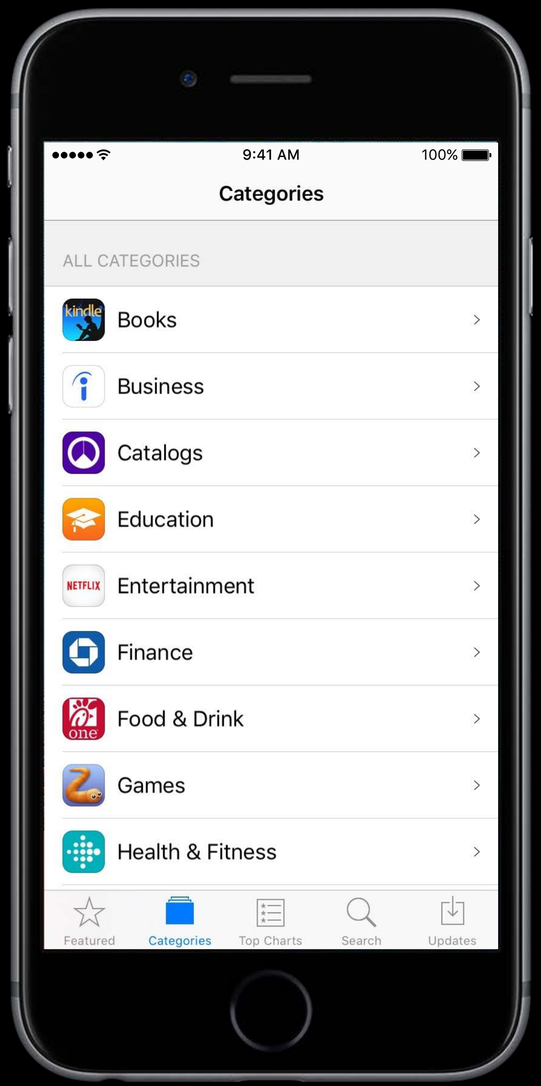
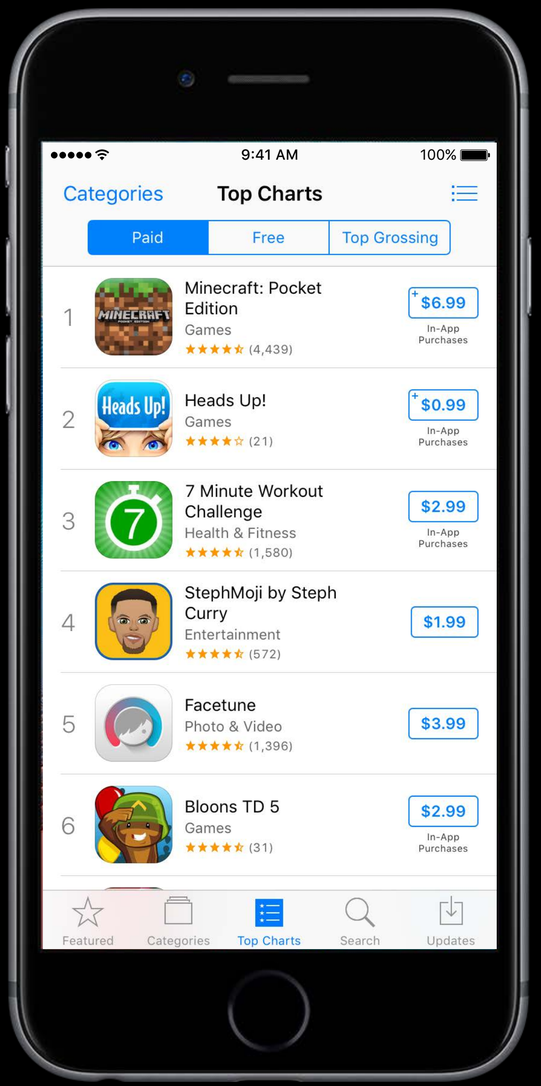
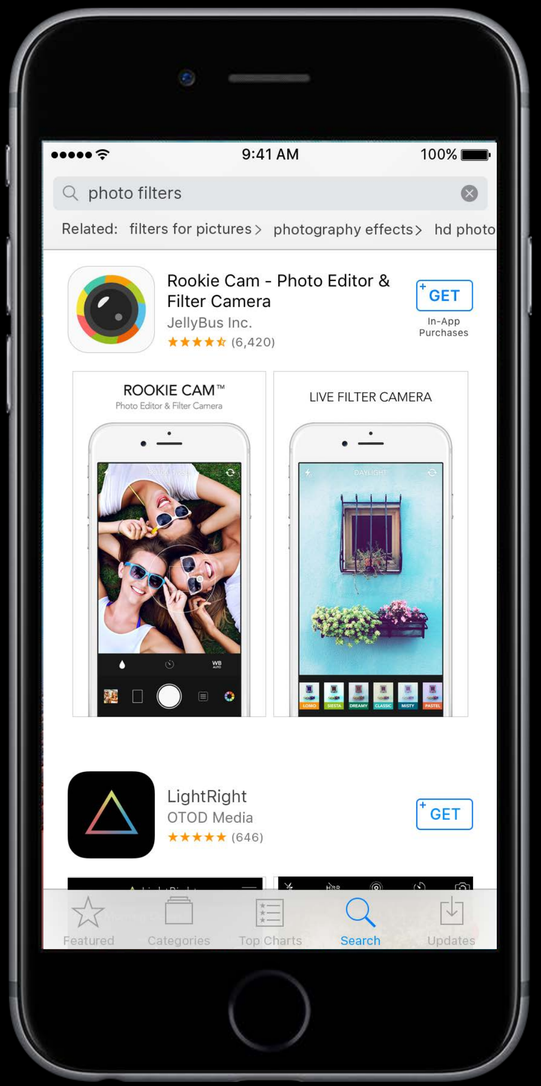


Categories



Top Charts



Search

Apple Inc.

iTunes Connect My Apps

LightRight

Johnny Appleseed
OTOD Media

App Store | Features | TestFlight | Activity | App Analytics | Sales and Trends

APP STORE INFORMATION

App Information

Pricing and Availability

iOS APP

1.0 Prepare for Submissi…

VERSION OR PLATFORM

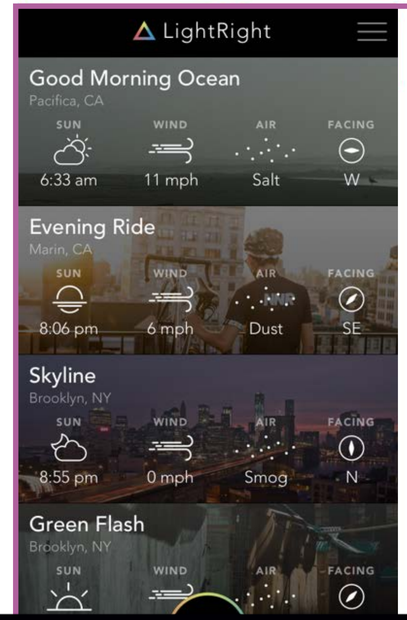
iOS App 1.0

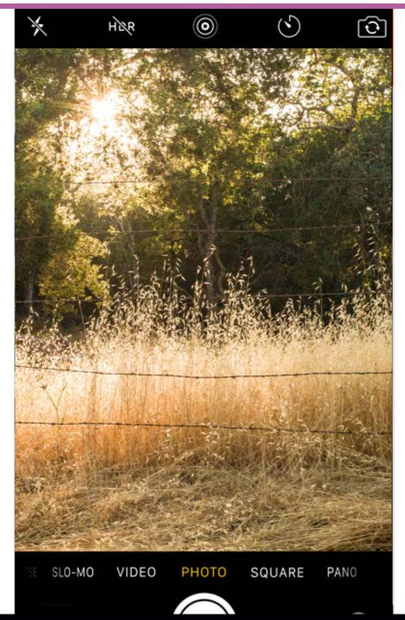
Prepare for Submission

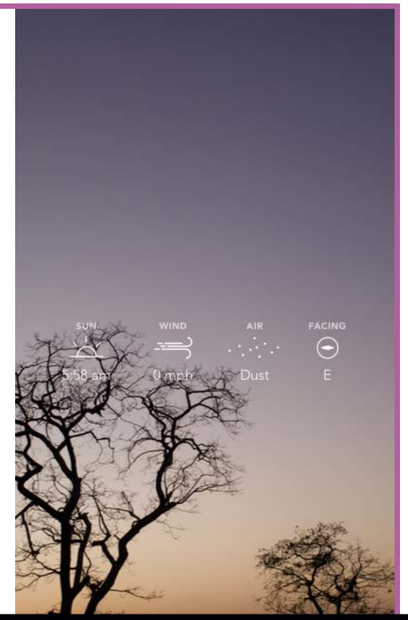
Save | Submit for Review

App Preview and Screenshots

4-Inch | 3.5-Inch







Apple Inc.

iTunes Connect My Apps

LightRight

Johnny Appleseed
OTOD Media

App Store | Features | TestFlight | Activity | App Analytics | Sales and Trends

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Pricing and Availability

iOS APP

1.0 Prepare for Submissi…

VERSION OR PLATFORM

iOS App 1.0

Prepare for Submission

Save | Submit for Review

0/1 App Preview and 0/5 Screenshots | Choose File | Delete All

Description

LightRight gives photographers the capability to capture and bookmark ideal natural light conditions. Hone your photography skills with the ideal app for lighting, rather than relying on a picture editor. Log and reference every color change to help you re-capture a given mood or moment. Spend less time with a camera editor or filter for photos, and get the light right with every shot.

Use LightRight to log lighting conditions like time, location, sun position, as well as meteorological variables like fog, cloud cover, pollen count, particulate matter, or wind.

Bookmark each unique lighting condition for easy reference and access. Add your own custom description to describe each moment.

3390

Keywords

lightright, light right, color change, light conditions, filter for

10

Support URL

http://www.lightright.com/support

Marketing URL

http://lightright.com

Apple Inc.

iTunes Connect My Apps

LightRight

Johnny Appleseed
OTOD Media

App Store | Features | TestFlight | Activity | App Analytics | Sales and Trends

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3390

Keywords

lightright, light right, color change, light conditions, filter for

10

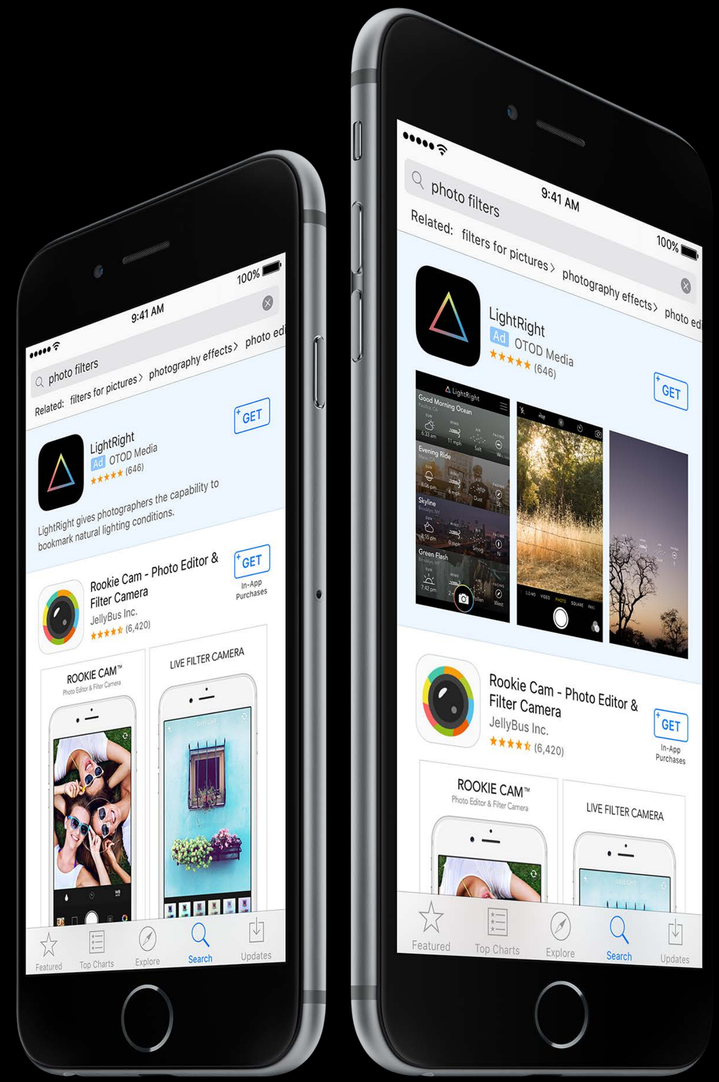
Support URL

http://www.lightright.com/support

Marketing URL

http://lightright.com

Search Ads


9:41 AM
100%
photo filters
Related: filters for pictures› photography effects› photo ed
LightRight
Ad OTOD Media
(646)
GET
LightRight gives photographers the capability to bookmark natural lighting conditions.
Rookie Cam - Photo Editor & Filter Camera
JellyBus Inc.
(6,420)
In-App Purchases
ROOKIE CAM™
Photo Editor & Filter Camera
LIVE FILTER CAMERA
Featured
Top Charts
Explore
Search
Updates

65%

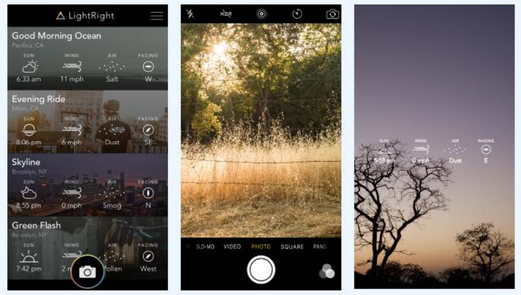
of all downloads follow
an App Store search

9:41 AM 100%

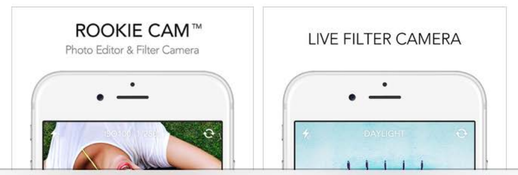
photo filters

Related: filters for pictures > photography effects > hd photo

LightRight
Ad OTOD Media
★★★★★ (646)
GET



Rookie Cam - Photo Editor & Filter Camera
JellyBus Inc.
★★★★½ (6,420)
GET
In-App Purchases



Featured Top Charts Explore Search Updates

9:41 AM 100%

photo filters

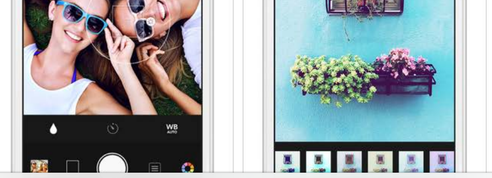
Related: filters for pictures > photography effects > hd photo

LightRight
Ad OTOD Media
★★★★★ (646)
GET

LightRight gives photographers the capability to bookmark natural lighting conditions.

Rookie Cam - Photo Editor & Filter Camera
JellyBus Inc.
★★★★½ (6,420)
GET
In-App Purchases

ROOKIE CAM™
Photo Editor & Filter Camera
LIVE FILTER CAMERA



Featured Top Charts Explore Search Updates

war games

war games

Max Bid

$5.00

Max Bid

$3.00

war games

Max Bid

$5.00

Max Bid

$3.00

How It Works

Relevance

App Store Metadata

User Response

How It Works

Relevance

App Store Metadata

User Response

How It Works

Pricing

CPT

Cost per Tap

Second Price Auction

How It Works

Pricing

CPT

Cost per Tap

Second Price Auction

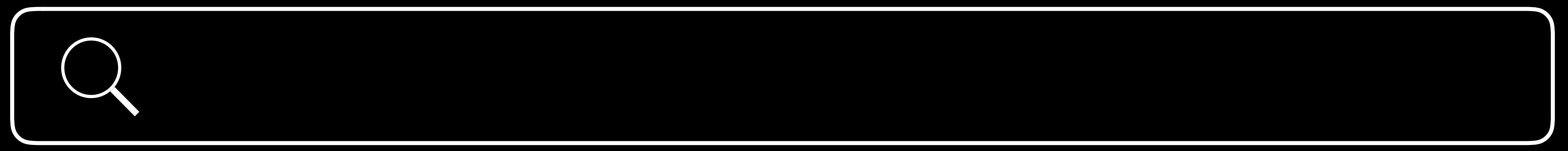


photo filters

photo filters

Relevant

Not Relevant

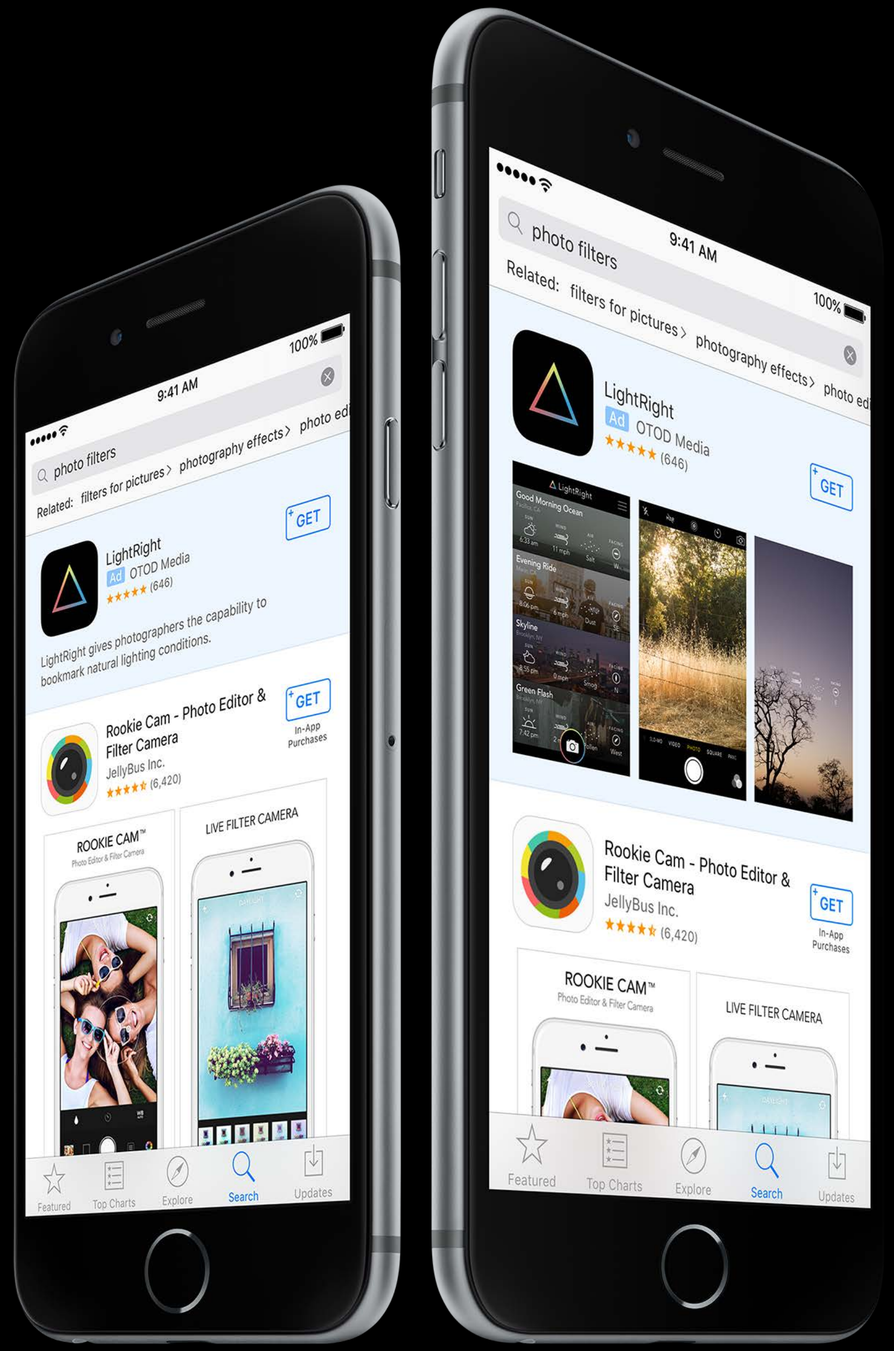
Bid

photo filters

Relevant

Not Relevant

Bid


9:41 AM
100%
photo filters
Related: filters for pictures› photography effects› photo ed
LightRight
Ad OTOD Media
(646)
GET
LightRight gives photographers the capability to bookmark natural lighting conditions.
Rookie Cam - Photo Editor & Filter Camera
JellyBus Inc.
(6,420)
GET
In-App Purchases
ROOKIE CAM™
Photo Editor & Filter Camera
LIVE FILTER CAMERA
Featured
Top Charts
Explore
Search
Updates

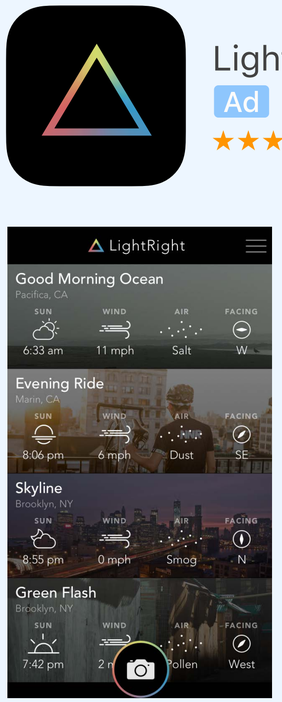
Search Ads Overview

Casey Fictum
Product Manager

Select Your App

Set a Budget

Add Payment Info



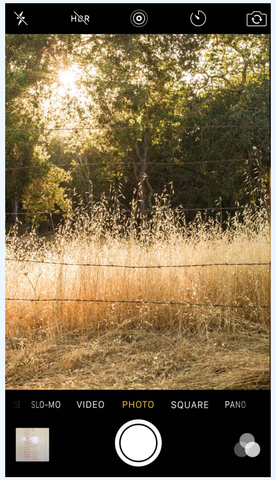
LightRight

Good Morning Ocean
Pacifica, CA
SUN 6:33 am
WIND 11 mph
AIR Salt
FACING W

Evening Ride
Marin, CA
SUN 8:06 pm
WIND 6 mph
AIR Dust
FACING SE

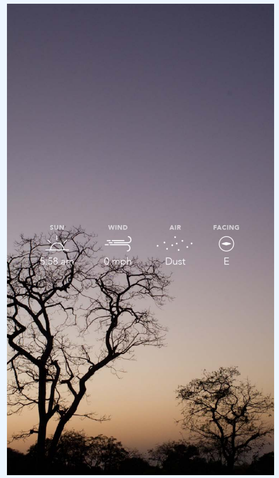
Skyline
Brooklyn, NY
SUN 8:55 pm
WIND 0 mph
AIR Smog
FACING N

Green Flash
Brooklyn, NY
SUN 7:42 pm
WIND 2 m
AIR Pollen
FACING West



HDR

SLO-MO VIDEO PHOTO SQUARE PANO



SUN 5:58 am
WIND 0 mph
AIR Dust
FACING E

Ad OTOD Media
★★★★★ (646)
GET

photo filters

flashlight

time and location

photography filters

light right

bookmark

color change

photo editing

cloud cover

photography

photo filters

flashlight

time and location

photography filters

light right

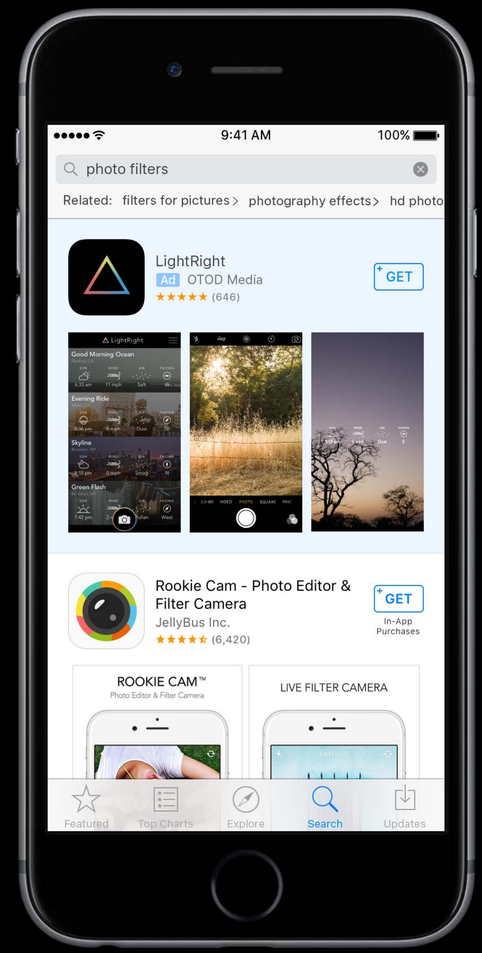
bookmark

color change

photo editing

cloud cover

photography



Set a Budget

Max Daily Spend

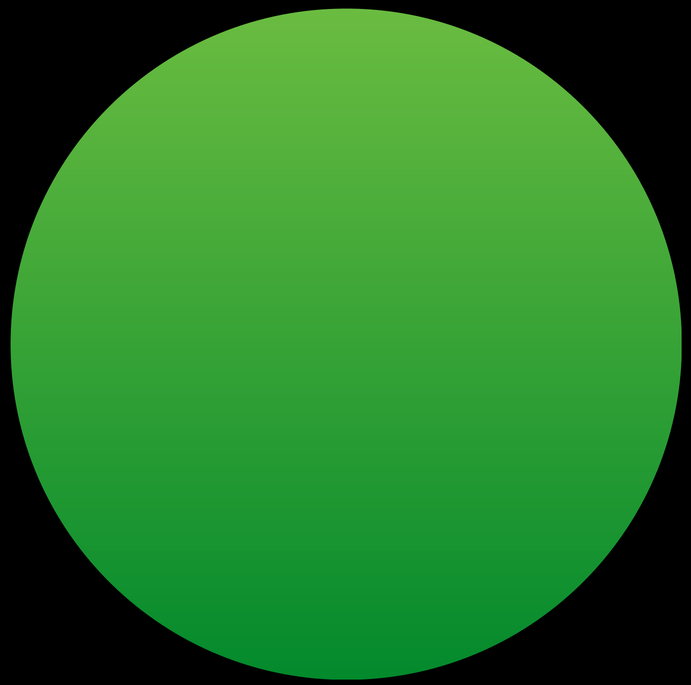
Max Cost per Tap

Add Payment Info

Add Payment Info

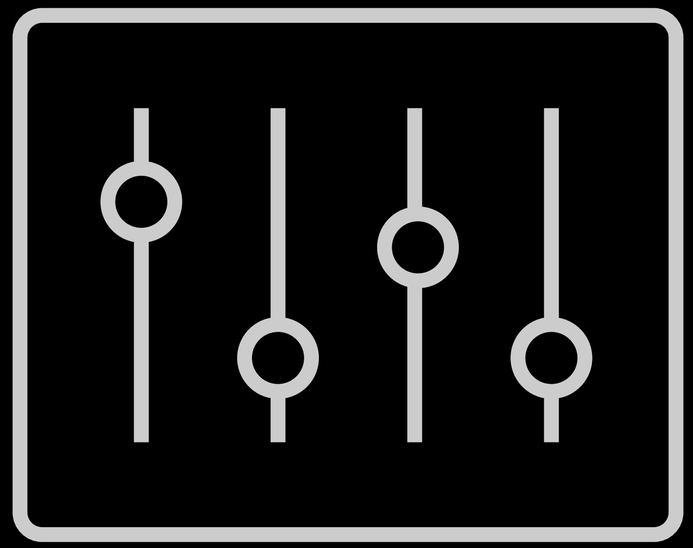
U.S. Dollar
Canadian Dollar
Australian Dollar
British Pound
Euro

Add Payment Info



Product Features

Advanced controls



Product Features

Keyword suggestions

photo

light right

photo editing

editing apps

color change

filter camera

photography

filter apps

photography filters

Product Features

Keyword suggestions

photo editing

editing apps

photo

light right

photo filters

photo editing

color change

filter camera

photography

Product Features

Keyword suggestions

photo editing

editing apps

photo

light right

photo filters

photo editing

color change

filter camera

photography

Product Features

Keyword suggestions

Product Features

Keyword suggestions

filters for pictures

filter apps

photo editing filters

Product Features

Popularity

filter camera

photography filters

photo editor

photo

editing apps

Product Features

Popularity

filter camera

photography filters

photo editor

photo

editing apps

Product Features

Match type

filters for pictures

[photo filters]

Product Features

Match type

photo filters

filters for pictures

[photo filters]

Product Features

Match type

photo filters

filters for pictures — Broad match

[photo filters] — Exact match

Product Features

Advanced targeting

Audiences

Gender

Age

Device location

Product Features

Advanced targeting

Audiences

Gender

Age

Device location

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

Edit Settings

Overview | Ad Groups | Keywords | Reports

Campaign Trending

6/14/16 - 7/14/16

$0.86
Average Cost Per Tap

$2.34
Average Cost Per Acquisition

40.1%
Average Conversion Rate

4,276
Impressions

958
Taps

383
Conversions

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

Edit Settings

Overview | Ad Groups | Keywords | Reports

Keywords | Search Terms | Negative Keywords

Manage Keywords

Find search terms

6/14/16 - 7/14/16

Add Keywords | Actions | Filter

Edit Columns

Keyword	Status	Ad Group Name	Bid	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
[lightright]	Activated	LightRight Launch Group	$1.00	$20.25	$0.25	$0.46	160	81	44	50.6%	54.3%
light right	Activated	LightRight Launch Group	$1.00	$25.60	$0.40	$0.73	146	64	35	43.8%	54.7%
light conditions	Activated	LightRight Launch Group	$1.00	$40.50	$0.75	$1.62	236	54	25	22.9%	46.3%
filter for photos	Activated	LightRight Launch Group	$1.00	$51.04	$0.88	$2.13	214	58	24	27.1%	41.4%
picture editor	Activated	LightRight Launch Group	$1.00	$33.75	$0.75	$2.11	250	45	16	18.0%	35.6%
color change	Activated	LightRight Launch Group	$1.00	$40.00	$0.80	$4.00	247	50	10	20.2%	20.0%
app for lighting	Activated	LightRight Launch Group	$1.00	$51.70	$0.94	$5.17	216	55	10	25.5%	18.2%
camera editor	Activated	LightRight Launch Group	$1.00	$95.95	$0.95	$2.67	469	101	36	21.5%	35.6%

Apple Inc.

Search Ads

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LightRight › LightRight Launch

CAMPAIGN

LightRight Launch

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Edit Settings

Overview | Ad Groups | Keywords | Reports

Keywords | Search Terms | Negative Keywords

Manage Search Terms

Find search terms

6/14/16 - 7/14/16

Actions | Filter

Edit Columns

Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
lightright	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
lightrite	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
color edit	Search Match	—	LightRight Launch Group	$35.91	$0.63	$1.63	237	57	22	24.1%	38.6%
photography	Search Match	—	LightRight Launch Group	$40.29	$0.79	$2.01	139	51	14	36.7%	39.2%
photo editing	Search Match	—	LightRight Launch Group	$30.34	$0.82	$2.17	125	37	11	29.6%	37.8%
photo edit	Search Match	—	LightRight Launch Group	$24.64	$0.77	$2.05	146	32	10	21.9%	37.5%
color	Keyword Match	color change	LightRight Launch Group	$32.80	$0.80	$5.47	187	41	6	21.9%	14.6%

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight › LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

Edit Settings

Overview | Ad Groups | Keywords | **Reports**

Date

Ad Group

Keyword

Device Class

Age

Gender

Location

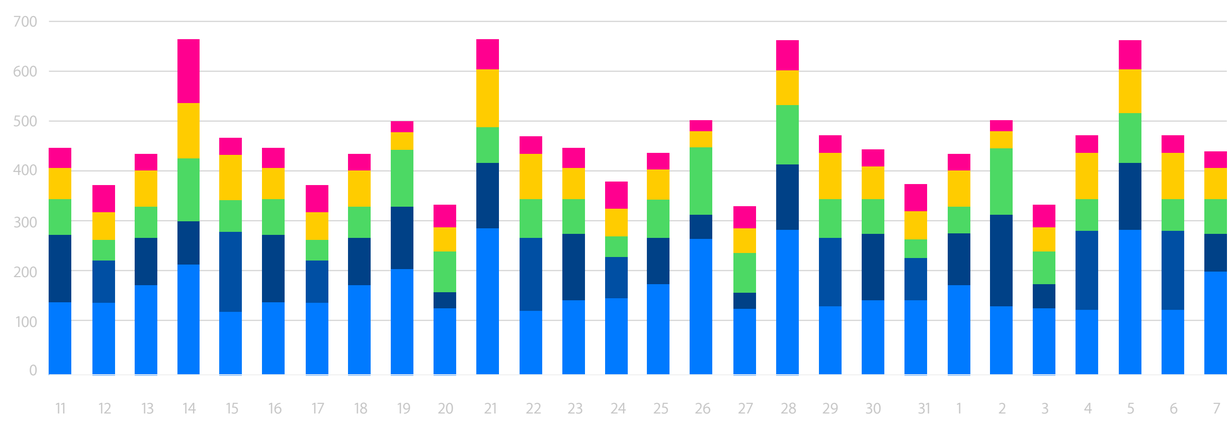
Search Term

6,340
Impressions

6/11/16 - 7/7/16

Filters

Daily | Weekly



Last updated on 7/7/16 at 4:45PM PST

Download

Search Term	Impressions
lightright	2,121

Product Features

Attribution API

picture editor

light right

photo editing

Product Features

Attribution API

picture editor

light right

photo editing

How to Set Up and Manage a Search Campaign

Eric Hall
Manager, Data Engineering

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Campaign

Campaign Settings

Campaigns organize your ad groups, which are collections of keywords related to your app, focusing on common themes or strategies

Which app do you want to promote?

Search by app name, app ID or URL

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Campaign

Campaign Settings

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Apple Inc.

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Which app do you want to promote?

lightright

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Campaign

Campaign Settings

Campaigns organize your ad groups, which are collections of keywords related to your app, focusing on common themes or strategies

App Name

LightRight

Campaign Name

Budget

Maximum Daily Spend

Optional

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

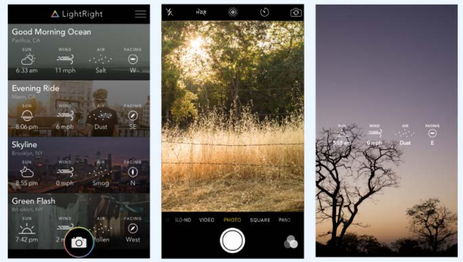
Default Max CPT Bid

CPA Goal

Ad example View all examples

LightRight
Ad OTOD Media
★★★★★ (646)

GET



Ratings do not reflect actual numbers

Ad Group Keywords

Use keywords to reach your target audience

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Campaign

Campaign Settings

Campaigns organize your ad groups, which are collections of keywords related to your app, focusing on common themes or strategies

App Name

LightRight

Campaign Name

Budget

Maximum Daily Spend

Optional

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

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United States English

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iPad and iPhone

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Ad example View all examples

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Ad OTOD Media
★★★★★ (646)
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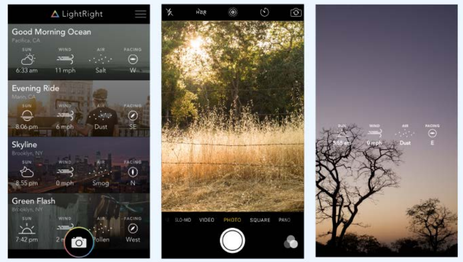


Ratings do not reflect actual numbers

Ad Group Keywords

Use keywords to reach your target audience

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Campaign

Campaign Settings

Campaigns organize your ad groups, which are collections of keywords related to your app, focusing on common themes or strategies

App Name

LightRight

Campaign Name

Budget

Maximum Daily Spend

Optional

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

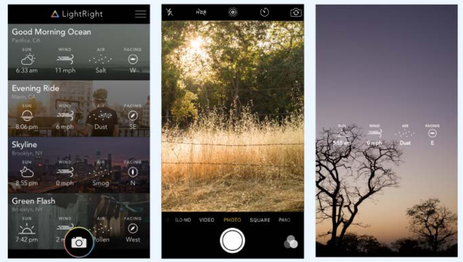
Default Max CPT Bid

CPA Goal

Ad example View all examples

LightRight
Ad OTOD Media
★★★★★ (646)

GET



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Apple Inc.

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Campaign Settings

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App Name

LightRight

Campaign Name

LightRight Launch

Budget

Maximum Daily Spend

Optional

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

Default Max CPT Bid

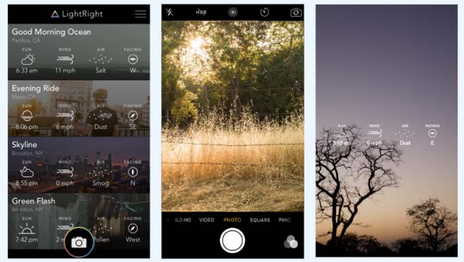
CPA Goal

Ad example

View all examples

LightRight
Ad OTOD Media
★★★★★ (646)

GET



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Ad Group Keywords

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Search Match

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Apple Inc.

Campaign Name

LightRight Launch

Budget

Apple Inc.

Campaign Name

LightRight Launch

Budget

Apple Inc.

Campaign Name

LightRight Launch

Budget

$3,000.00

Apple Inc.

Search Ads

Create Campaign

Campaign Settings

Create Ad Group

Ad Group Settings

Ad Group Keywords

Maximum Daily Spend

Optional

Apple Inc.

Search Ads

Create Campaign

Campaign Settings

Create Ad Group

Ad Group Settings

Ad Group Keywords

Maximum Daily Spend

Apple Inc.

Maximum Daily Spend

$50.00

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Campaign

Campaign Settings

Campaigns organize your ad groups, which are collections of keywords related to your app, focusing on common themes or strategies

App Name

LightRight

Campaign Name

LightRight Launch

Budget

$3,000.00

Maximum Daily Spend

$50.00

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

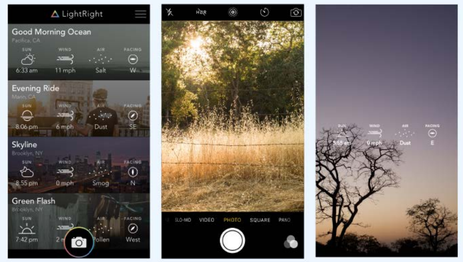
Default Max CPT Bid

CPA Goal

Ad example View all examples

LightRight
Ad OTOD Media
★★★★★ (646)

GET



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Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

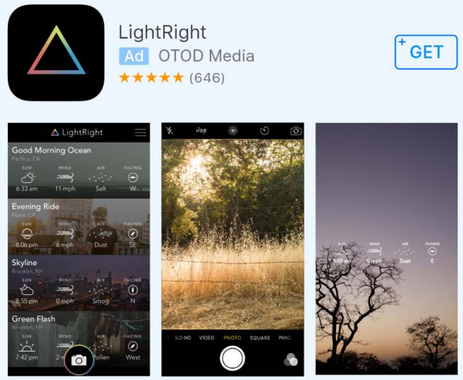
iPad and iPhone

› Ad Scheduling

Default Max CPT Bid

› CPA Goal

Ad example View all examples



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Ad Group Keywords

Use keywords to reach your target audience.

Search Match

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Automatically match my ad to relevant searches

Keyword Targeting

Choose phrases that customers would use to search for your app. Your keywords will default to Broad Match and your default max bid. Learn more about match types.

Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

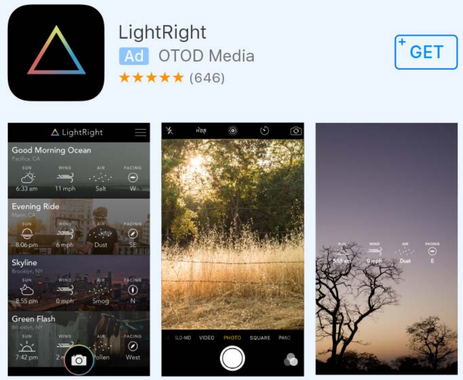
iPad and iPhone

› Ad Scheduling

Default Max CPT Bid

› CPA Goal

Ad example View all examples



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Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Storefronts

United States English

Devices

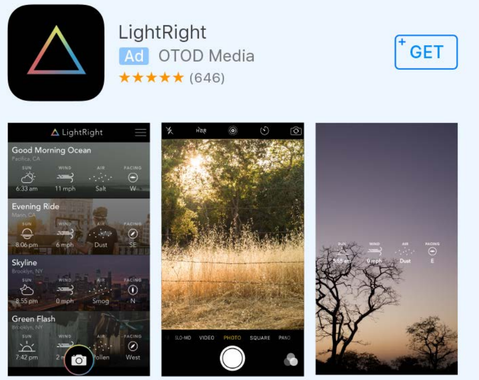
iPad and iPhone

› Ad Scheduling

Default Max CPT Bid

› CPA Goal

Ad example — View all examples



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Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

LightRight Launch Group

Storefronts

United States English

Devices

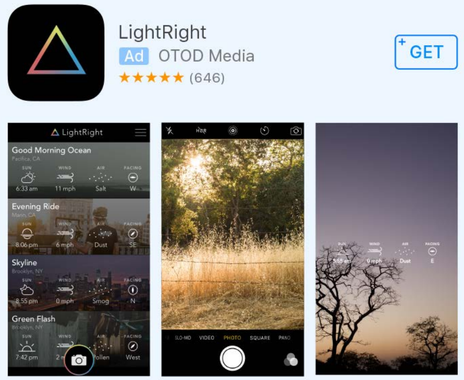
iPad and iPhone

Ad Scheduling

Default Max CPT Bid

CPA Goal

Ad example View all examples



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Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	

Apple Inc.

Create Ad Group

United States

Devices

iPad and iPhone

Ad Scheduling

efault Max CPT Bid

Apple Inc.

Create Ad Group

United States

Devices

iPad and iPhone

Ad Scheduling

efault Max CPT Bid

Apple Inc.

Create Ad Group

United States

Devices

iPad and iPhone

iPhone Only

iPad Only

efault Max CPT Bid

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

LightRight Launch Group

Storefronts

United States English

Devices

iPad and iPhone

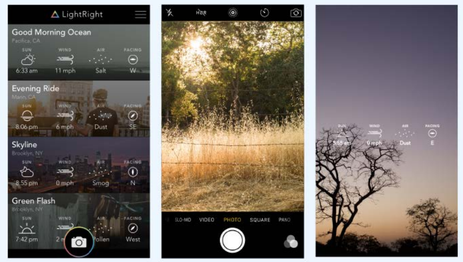
Ad Scheduling

Default Max CPT Bid

CPA Goal

Ad example View all examples

LightRight
Ad OTOD Media
★★★★★ (646)
GET



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Ad Group Keywords

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Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

LightRight Launch Group

Storefronts

United States English

Devices

iPad and iPhone

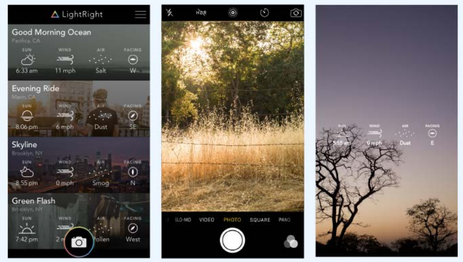
Ad Scheduling

Default Max CPT Bid

CPA Goal

Ad example View all examples

LightRight
Ad OTOD Media
★★★★★ (646)
GET



Ratings do not reflect actual numbers

Ad Group Keywords

Use keywords to reach your target audience.

Search Match

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Automatically match my ad to relevant searches

Keyword Targeting

Choose phrases that customers would use to search for your app. Your keywords will default to Broad Match and your default max bid. Learn more about match types.

Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

LightRight Launch Group

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

Start date

6/14/16

End Date (Optional)

Dayparting Optional

Choose when you want ads to appear to users. Scheduling is based on the user's local time zone.

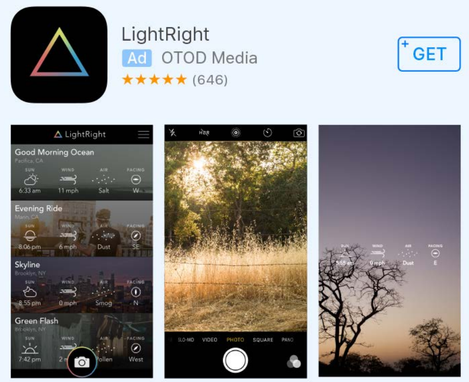
S
M
T
W
T
F
S

6a 12p 6p 12a 6a

Default Max CPT Bid

CPA Goal

Ad example View all examples



Ratings do not reflect actual numbers

Ad Group Keywords

Use keywords to reach your target

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match

Apple Inc.

Search Ads

Create Ad Group

Ad Group Settings

Ad Scheduling

Start date

6/14/16

End Date (Optional)

Dayparting Optional

Choose when you want ads to appear t

Ad Group Keywords

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

LightRight Launch Group

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

Start date

6/14/16

End Date (Optional)

Dayparting Optional

Choose when you want ads to appear to users. Scheduling is based on the user's local time zone.

S
M
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W
T
F
S

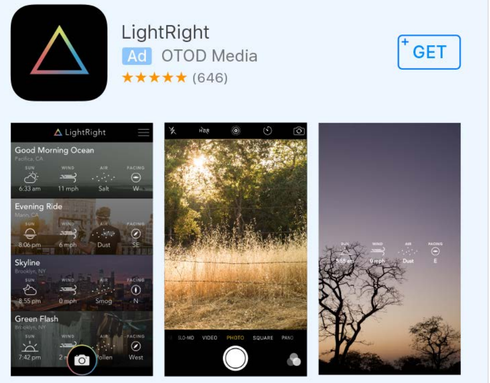
6a 12p 6p 12a 6a

Default Max CPT Bid

CPA Goal

Ad example

View all examples



Ratings do not reflect actual numbers

Ad Group Keywords

Use keywords to reach your target

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

LightRight Launch Group

Storefronts

United States English

Devices

iPad and iPhone

Ad Scheduling

Start date

6/14/16

End Date (Optional)

Dayparting Optional

Choose when you want ads to appear to users. Scheduling is based on the user's local time zone.

S
M
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W
T
F
S

6a 12p 6p 12a 6a

Default Max CPT Bid

CPA Goal

Ad example

View all examples

LightRight
Ad OTOD Media
★★★★★ (646)
GET

Ratings do not reflect actual numbers

Ad Group Keywords

Use keywords to reach your target

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Default Max CPT Bid

> CPA Goal

Ad Group Keywords

Use keywords to reach your target audience.

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Automatically match my ad to relevant searches

Keyword Targeting

Choose phrases that customers would use to search for your app. Your keywords will default to Broad Match and your default max bid. Learn more about match types.

Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	
+ picture editor	
+ app for lighting	
+ camera editor	

Add all 5 recommendations

My Keyword List

Add keywords, use commas to separate

No keywords added yet

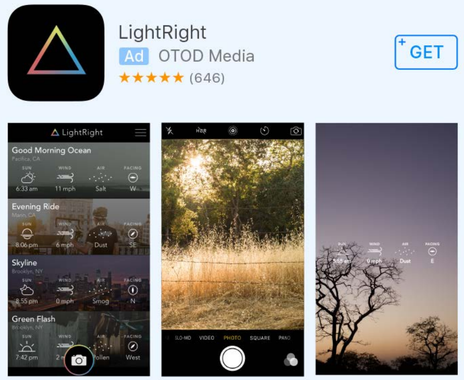
> Add Ad Group Negative Keywords

Advanced Targeting

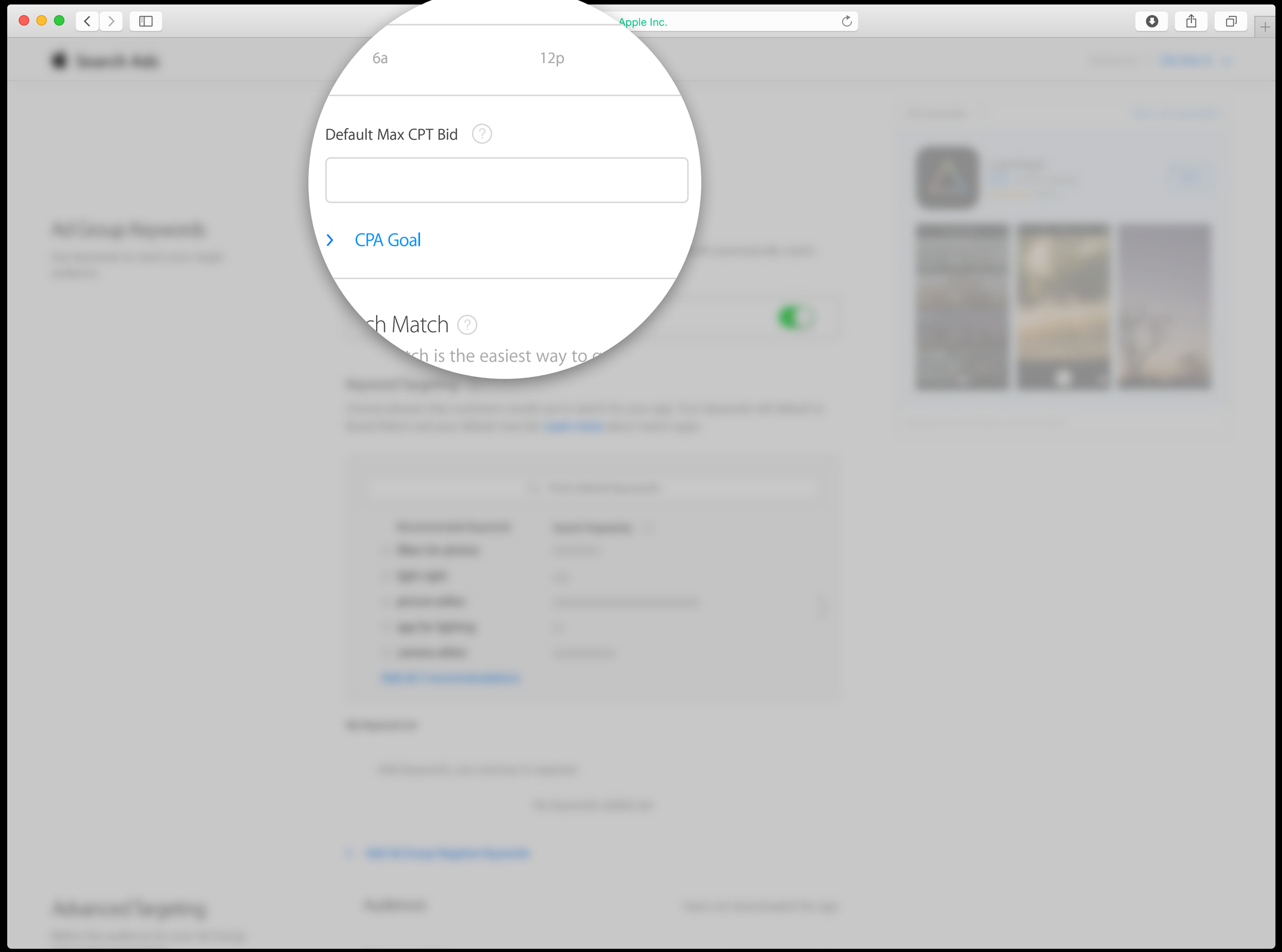
Refine the audience for your Ad Group

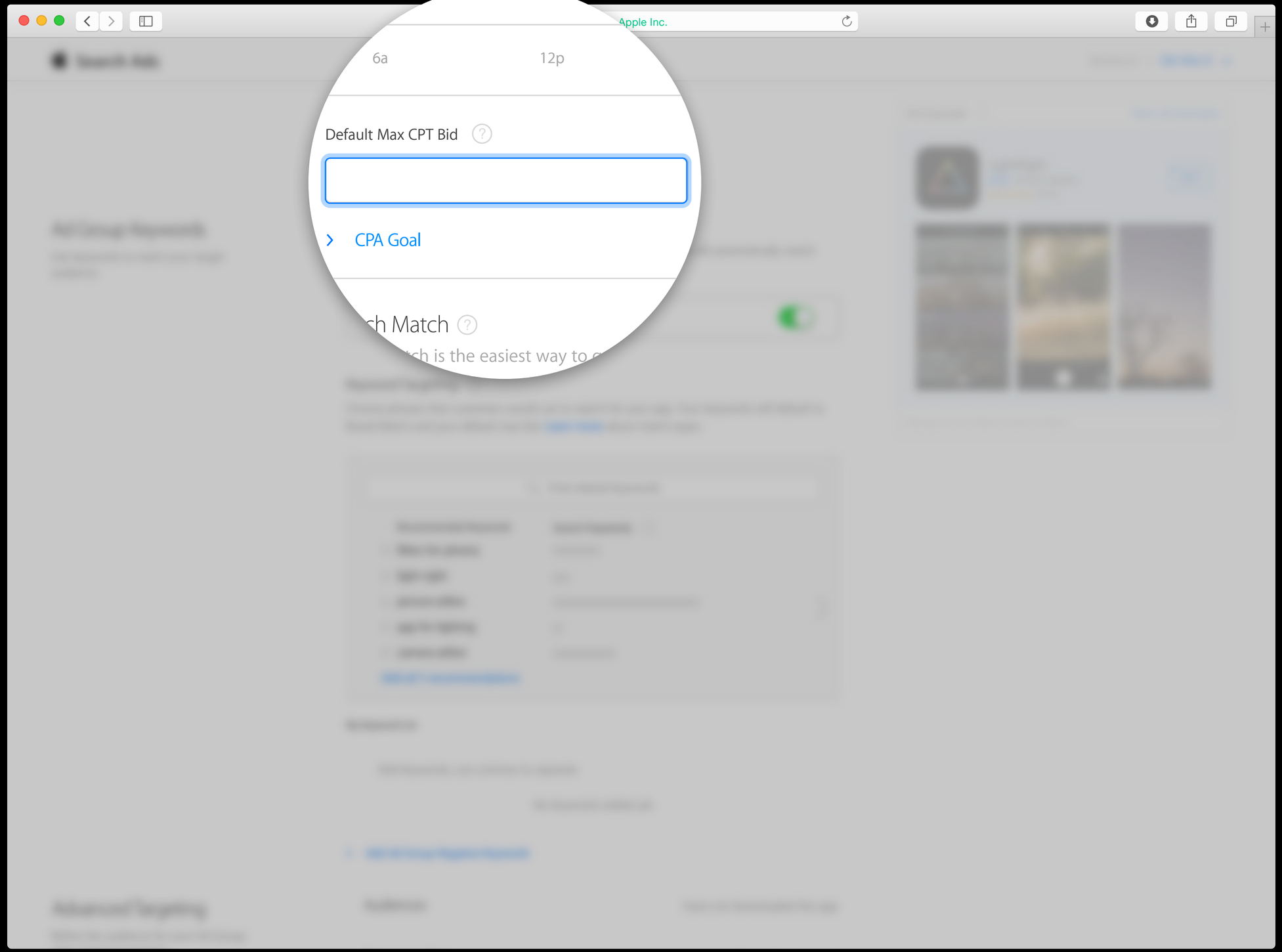
> Audiences — Have not downloaded the app

Ad example — View all examples



Ratings do not reflect actual numbers


Apple Inc.
6a
12p
Default Max CPT Bid
CPA Goal
ch Match
ch is the easiest way to
Advanced Targeting


Apple Inc.
6a
12p
Default Max CPT Bid
CPA Goal

Apple Inc.

6a 12p

Default Max CPT Bid

$1.00

CPA Goal

ch Match

ch is the easiest way to

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Default Max CPT Bid

$1.00

CPA Goal

Ad Group Keywords

Use keywords to reach your target audience.

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Automatically match my ad to relevant searches

Keyword Targeting

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Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	
+ picture editor	
+ app for lighting	
+ camera editor	

Add all 5 recommendations

My Keyword List

Add keywords, use commas to separate

No keywords added yet

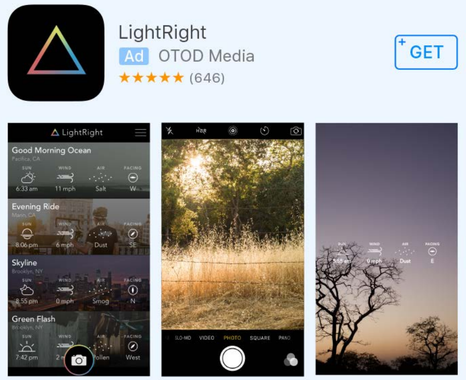
Add Ad Group Negative Keywords

Advanced Targeting

Refine the audience for your Ad Group

Audiences — Have not downloaded the app

Ad example — View all examples



Ratings do not reflect actual numbers

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Default Max CPT Bid

$1.00

CPA Goal

Ad Group Keywords

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Search Match

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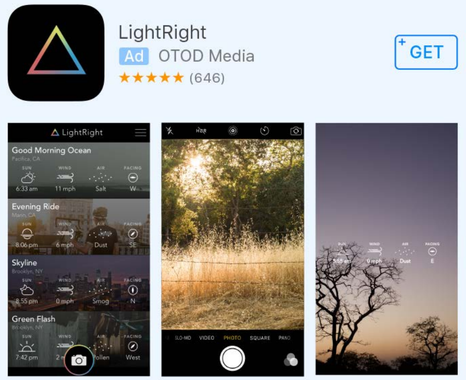
Advanced Targeting

Refine the audience for your Ad Group

Audiences — Have not downloaded the app

Ad example — View all examples



Ratings do not reflect actual numbers

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Default Max CPT Bid

$1.00

CPA Goal

CPA Goal

Optional

Ad Group Keywords

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Add keywords, use commas to separate

No keywords added yet

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Ad example

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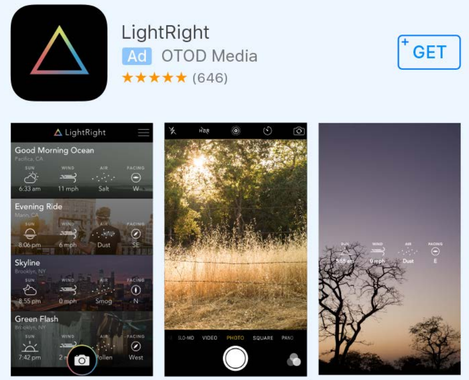

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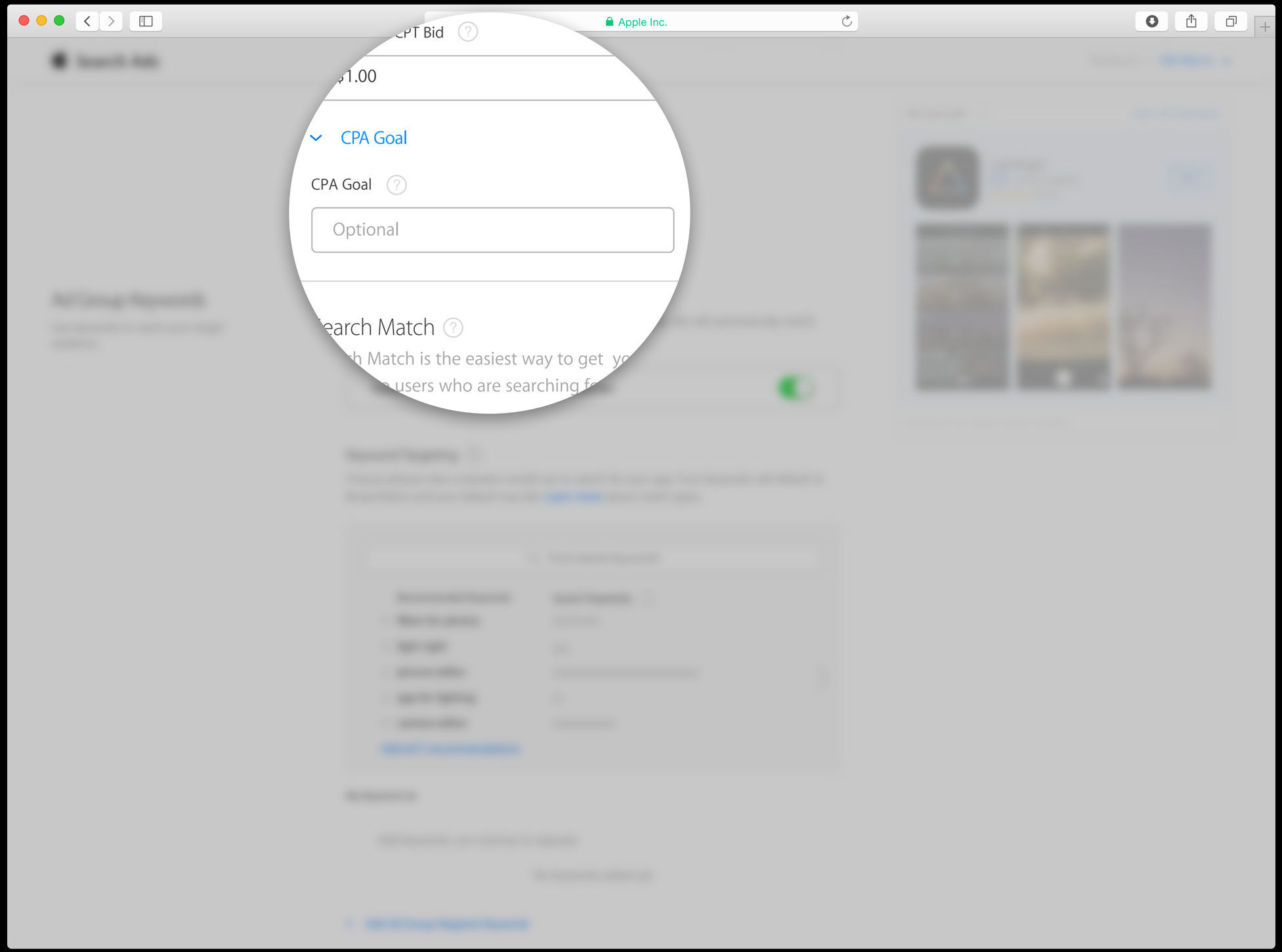
Apple Inc.
CPT Bid
$1.00
CPA Goal
CPA Goal
Optional
earch Match
h Match is the easiest way to get yo
users who are searching fo

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Default Max CPT Bid

$1.00

› CPA Goal

CPA Goal

Optional

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Ad example

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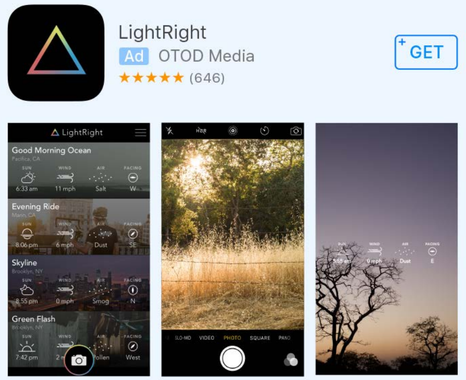

Ratings do not reflect actual numbers

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Default Max CPT Bid

$1.00

› CPA Goal

CPA Goal

Optional

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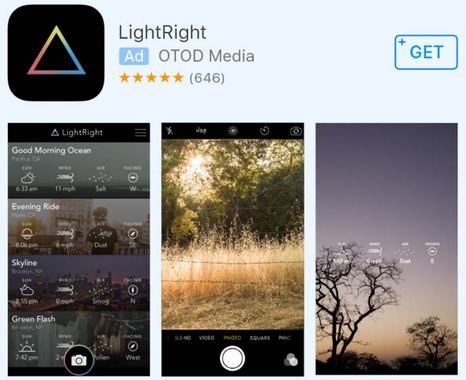
Ad example

View all examples



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Search Ads

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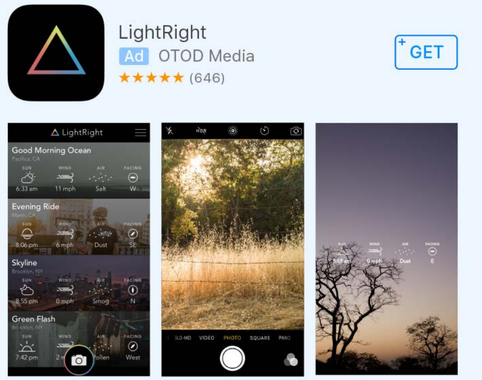
Ad example

View all examples



Ratings do not reflect actual numbers

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

› Audiences	Have not downloaded the app
› Demographics	All genders and ages
› Device Location	All locations

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Ad Group Keywords

Use keywords to reach your target audience.

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Automatically match my ad to relevant searches

Keyword Targeting

Choose phrases that customers would use to search for your app. Your keywords will default to Broad Match and your default max bid. Learn more about match types.

Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	
+ picture editor	
+ app for lighting	
+ camera editor	

Add all 5 recommendations

My Keyword List

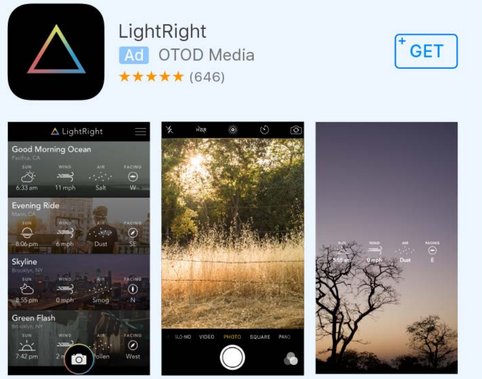
Add keywords, use commas to separate

No keywords added yet

› Add Ad Group Negative Keywords

Ad example

View all examples



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Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

› Audiences	Have not downloaded the app
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Apple Inc.

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Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	
+ picture editor	
+ app for lighting	
+ camera editor	

Add all 5 recommendations

My Keyword List

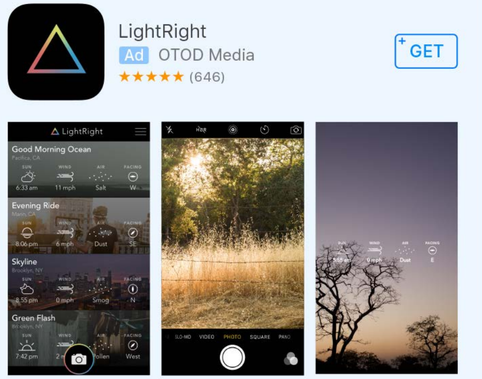
Add keywords, use commas to separate

No keywords added yet

› Add Ad Group Negative Keywords

Ad example

View all examples



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› Device Location	All locations

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Find related keywords

Recommended Keywords	Search Popularity
+ photo filters	
+ photo editor	
+ filter camera	
+ editing apps	
+ photo	

Add all 5 recommendations

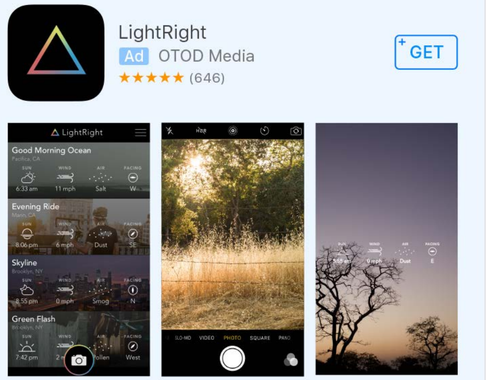
My Keyword List — Select

Add keywords, use commas to separate

	Search Popularity	Bid
filters for photos		$1.00
light right		$1.00
picture editor		$1.00
app for lighting		$1.00
camera editor		$1.00

› Add Ad Group Negative Keywords

Ad example — View all examples



Ratings do not reflect actual numbers

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

My Keyword List

Select

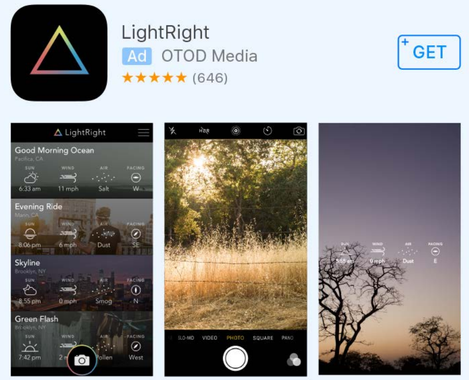
Add keywords, use commas to separate

	Search Popularity	Bid
filters for photos		$1.00
light right		$1.00
picture editor		$1.00
app for lighting		$1.00
camera editor		$1.00

› Add Ad Group Negative Keywords

Ad example

View all examples



Ratings do not reflect actual numbers

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

› Audiences	Have not downloaded the app
› Demographics	All genders and ages
› Device Location	All locations

Cancel

Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

My Keyword List

Select

Add keywords, use commas to separate

	Search Popularity	Bid
filters for photos		$1.00
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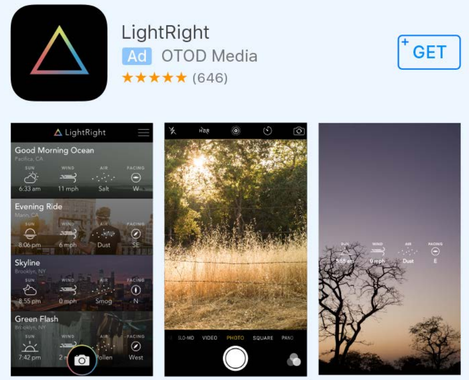
app for lighting		$1.00
camera editor		$1.00

› Add Ad Group Negative Keywords

Ad example

View all examples



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Advanced Targeting

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› Device Location	All locations

Cancel

Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

My Keyword List

Select

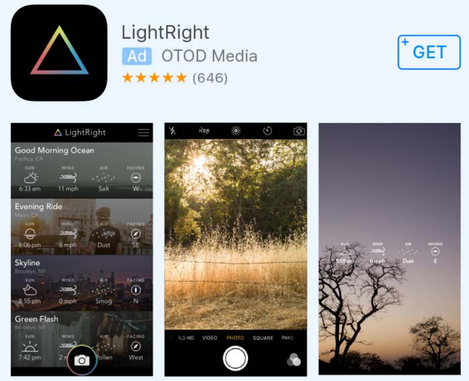
[lightright], color change, light conditions

	Search Popularity	Bid
filters for photos		$1.00
light right		$1.00
picture editor		$1.00
app for lighting		$1.00
camera editor		$1.00

› Add Ad Group Negative Keywords

Ad example

View all examples



Ratings do not reflect actual numbers

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

› Audiences	Have not downloaded the app
› Demographics	All genders and ages
› Device Location	All locations

Cancel

Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

My Keyword List

Select

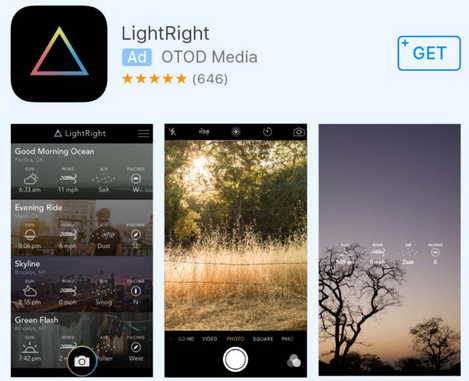
Add keywords, use commas to separate

	Search Popularity	Bid
[lightright]		$1.00
color change		$1.00
light conditions		$1.00
filters for photos		$1.00
light right		$1.00
picture editor		$1.00
app for lighting		$1.00
camera editor		$1.00

Add Ad Group Negative Keywords

Ad example

View all examples



Ratings do not reflect actual numbers

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

Audiences — Have not downloaded the app

Demographics — All genders and ages

Device Location — All locations

Cancel

Start Campaign

Apple Inc.

[lightright]

color change

light conditions

Cancel

Start Campaign

Apple Inc.

Bid

$1.00

$1.00

$1.00

Cancel

Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

My Keyword List

Select

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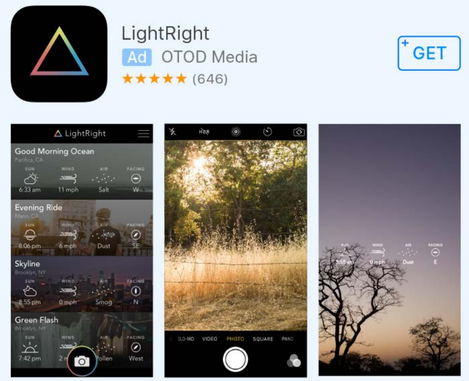
Add Ad Group Negative Keywords

Ad example

View all examples



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Device Location — All locations

Cancel

Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

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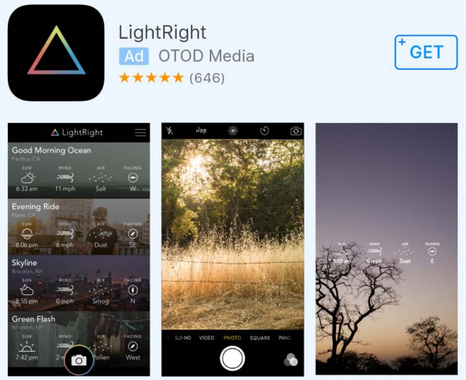
- Audiences — Have not downloaded the app
- Demographics — All genders and ages
- Device Location — All locations

Ad example

View all examples



Ratings do not reflect actual numbers

Cancel

Start Campaign

Apple Inc.

Search Ads

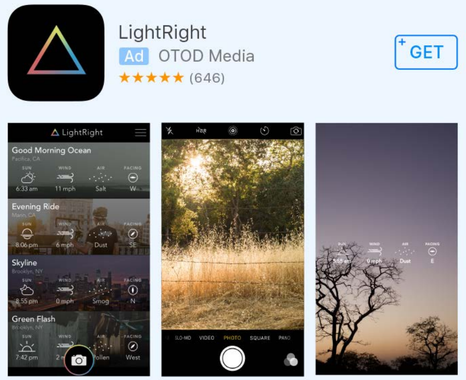
OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

- Audiences — Have not downloaded the app
- Demographics — All genders and ages
- Device Location — All locations

Ad example | View all examples



Ratings do not reflect actual numbers

Cancel | Start Campaign

Apple Inc.

Search Ads

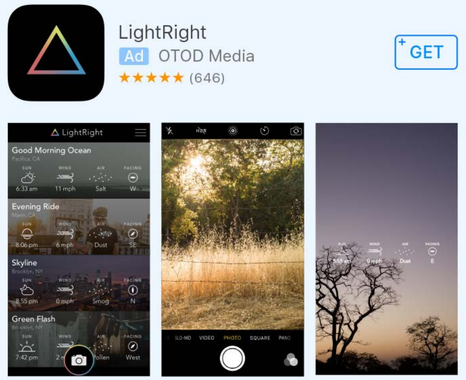
OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

- Audiences — Have not downloaded the app
- Demographics — All genders and ages
- Device Location — All locations

Ad example | View all examples



Ratings do not reflect actual numbers

Cancel | Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

Audiences

Have not downloaded the app

Demographics

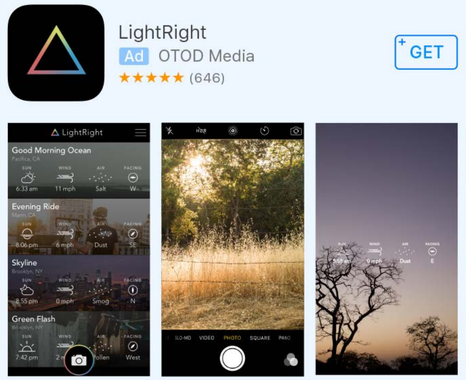
All genders and ages

Device Location

All locations

Ad example

View all examples



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Search Ads

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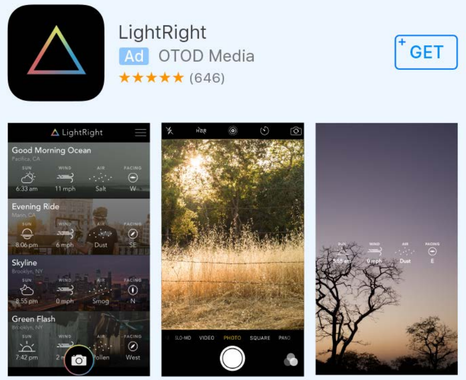
All genders and ages

Device Location

All locations

Ad example

View all examples



Ratings do not reflect actual numbers

Cancel

Start Campaign

Apple Inc.

Search Ads

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Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

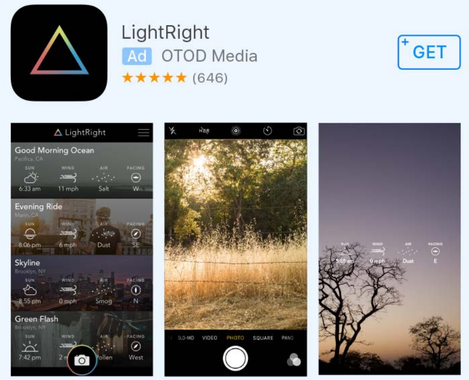
Audiences

- ✓ Have not downloaded the app
- Have downloaded the app
- All users
- Have downloaded my other apps…

Device Location

All locations

Ad example | View all examples



Ratings do not reflect actual numbers

Cancel | Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

Audiences

Have not downloaded the app

Demographics

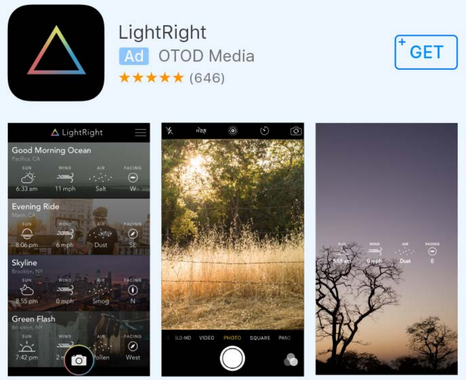
All genders and ages

Device Location

All locations

Ad example

View all examples



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Start Campaign

Apple Inc.

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OTOD Media | Johnny Appleseed

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Audiences

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Demographics

All genders and ages

Device Location

All locations

Ad example

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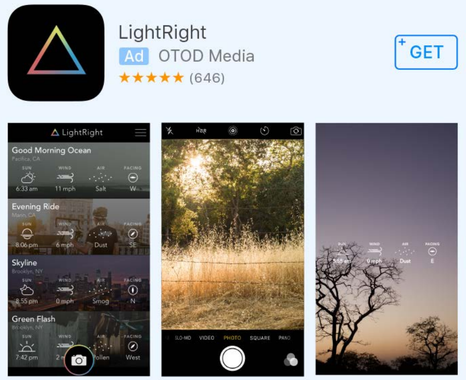


Ratings do not reflect actual numbers

Cancel

Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

Audiences

Have not downloaded the app

Demographics

Target your ad based upon your user's gender and age

Gender

All

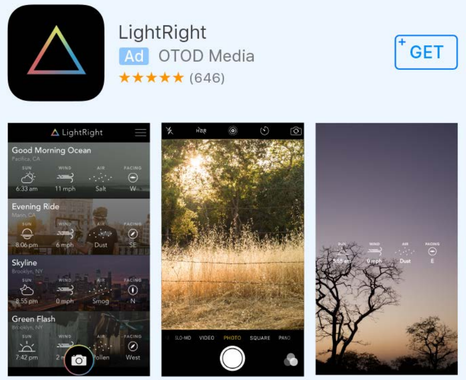
Age Range

All - Choose

Device Location

All locations

Ad example | View all examples



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Cancel | Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Advanced Targeting

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Audiences

Have not downloaded the app

Demographics

Target your ad based upon your user's gender and age

Gender

All

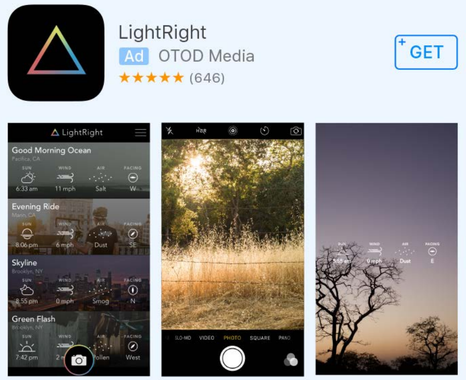
Age Range

All - Choose

Device Location

All locations

Ad example | View all examples



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Cancel | Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

Audiences

Have not downloaded the app

Demographics

Target your ad based upon your user's gender and age

Gender

All

Age Range

All - Choose

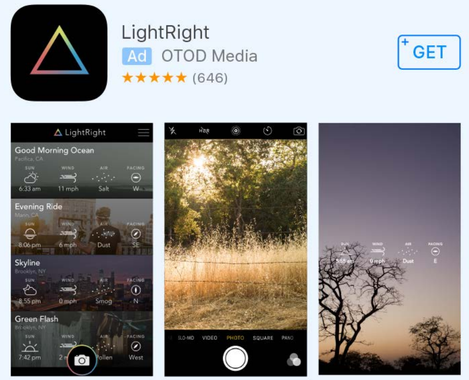
Device Location

Target your ad based upon device's current location

Device Location Targeting

Enter city, state or country

Ad example View all examples



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Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

Advanced Targeting

Refine the audience for your Ad Group with optional targeting.

Audiences

Have not downloaded the app

Demographics

Target your ad based upon your user's gender and age

Gender

All

Age Range

All - Choose

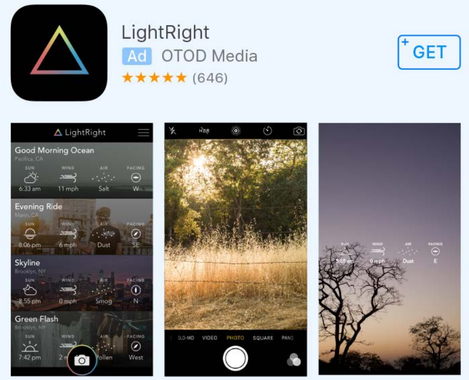
Device Location

Target your ad based upon device's current location

Device Location Targeting

Enter city, state or country

Ad example View all examples



Ratings do not reflect actual numbers

Cancel Start Campaign

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

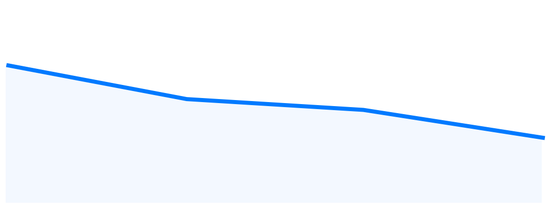
CAMPAIGN ID 3873JF

Edit Settings

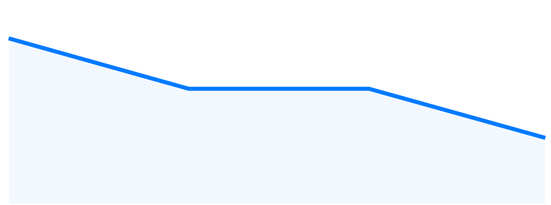
Overview | Ad Groups | Keywords | Reports

Campaign Trending

6/14/16 - 7/14/16

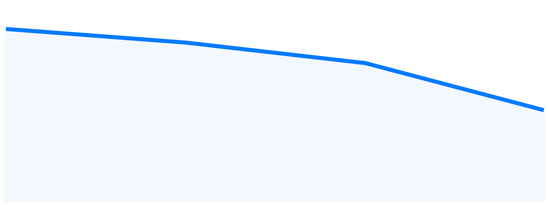


$0.86
Average Cost Per Tap

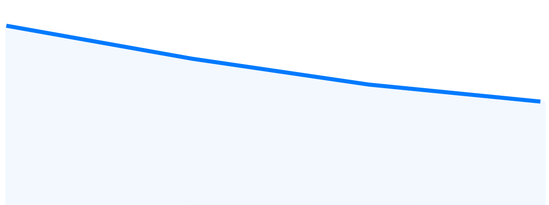


$2.34
Average Cost Per Acquisition

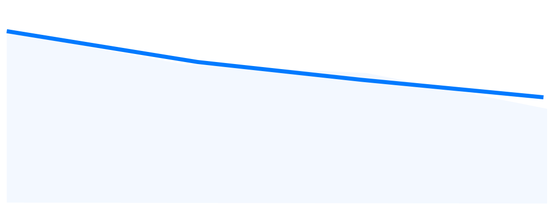
40.1%
Average Conversion Rate



4,276
Impressions



958
Taps



383
Conversions

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

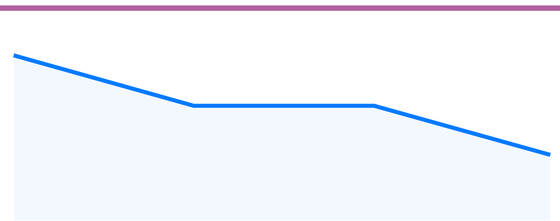
Edit Settings

Overview | Ad Groups | Keywords | Reports

Campaign Trending

6/14/16 - 7/14/16

$0.86
Average Cost Per Tap



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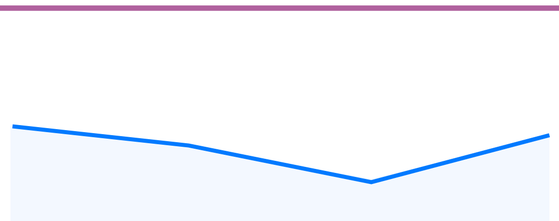
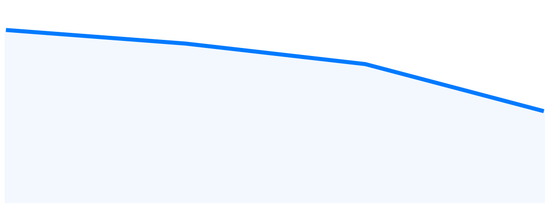
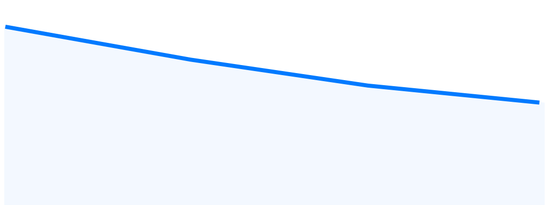


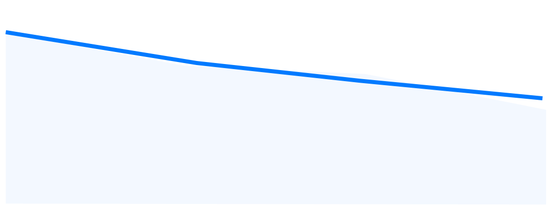
40.1%
Average Conversion Rate



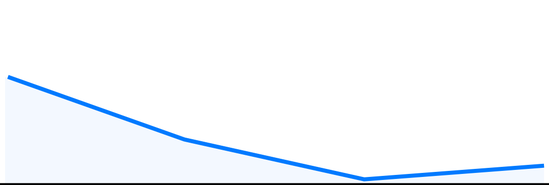
4,276
Impressions

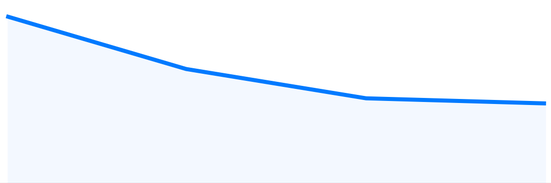


958
Taps



383
Conversions





Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

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LightRight Launch

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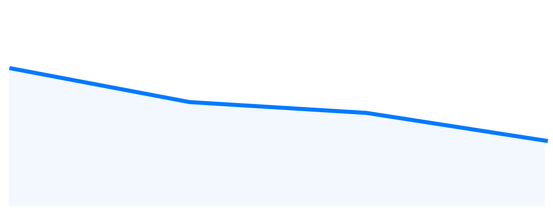
Edit Settings

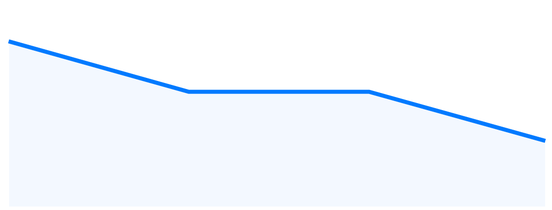
Overview | Ad Groups | Keywords | Reports

Campaign Trending

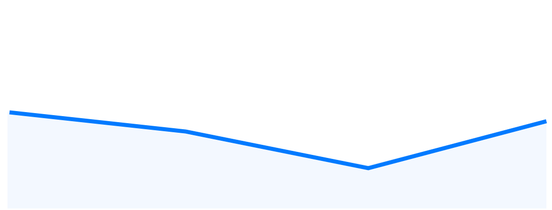
6/14/16 - 7/14/16



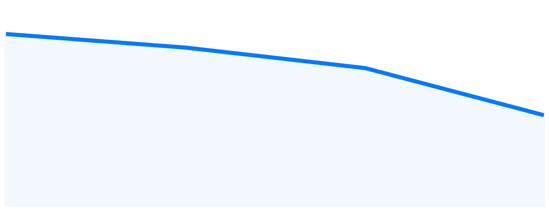
$0.86
Average Cost Per Tap



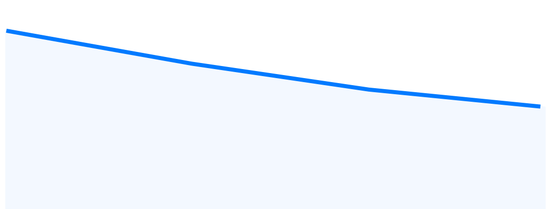
$2.34
Average Cost Per Acquisition



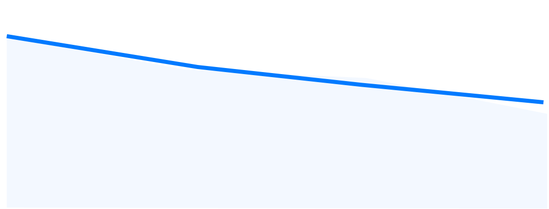
40.1%
Average Conversion Rate



4,276
Impressions



958
Taps



383
Conversions

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

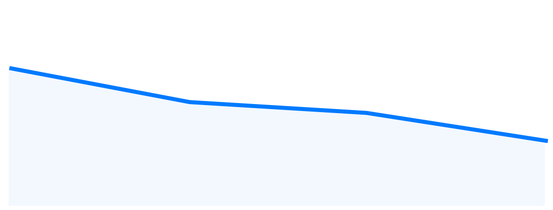
CAMPAIGN ID 3873JF

Edit Settings

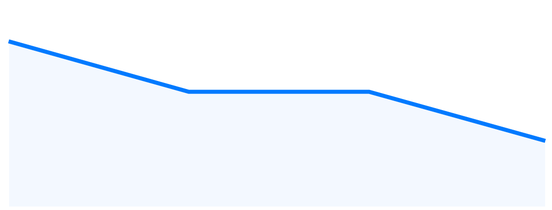
Overview | Ad Groups | Keywords | Reports

Campaign Trending

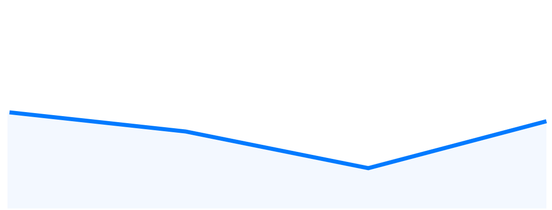
6/14/16 - 7/14/16



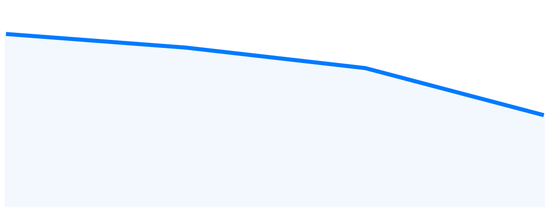
$0.86
Average Cost Per Tap



$2.34
Average Cost Per Acquisition



40.1%
Average Conversion Rate



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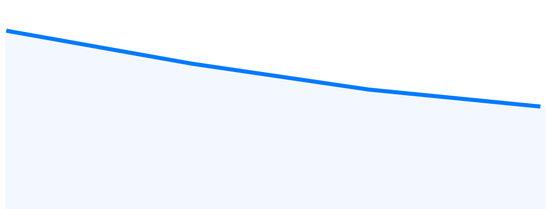

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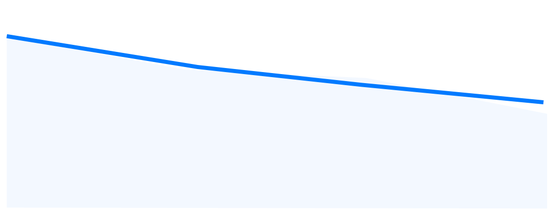
Taps



383
Conversions

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

Edit Settings

Overview | Ad Groups | **Keywords** | Reports

Keywords | **Search Terms** | Negative Keywords

Manage Search Terms

Find search terms

6/14/16 - 7/14/16

Actions | Filter

Edit Columns

Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
lightright	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
lightrite	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
color edit	Search Match	—	LightRight Launch Group	$35.91	$0.63	$1.63	237	57	22	24.1%	38.6%
photography	Search Match	—	LightRight Launch Group	$40.29	$0.79	$2.01	139	51	14	36.7%	39.2%
photo editing	Search Match	—	LightRight Launch Group	$30.34	$0.82	$2.17	125	37	11	29.6%	37.8%
photo edit	Search Match	—	LightRight Launch Group	$24.64	$0.77	$2.05	146	32	10	21.9%	37.5%
color	Keyword Match	color change	LightRight Launch Group	$32.80	$0.80	$5.47	187	41	6	21.9%	14.6%

Showing 1 - 7 of 1

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Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

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Apple Inc.

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LightRight > LightRight Launch

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Apple Inc.

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LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

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CAMPAIGN ID 3873JF

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Manage Search Terms

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Actions | Filter

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Apple Inc.

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LightRight > LightRight Launch

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Manage Search Terms

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Actions | Filter

Edit Columns

- Add as Keyword
- Add as Negative Keyword
- Download Table

	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
☑ color edit	Search Match	—	LightRight Launch Group	$35.91	$0.63	$1.63	237	57	22	24.1%	38.6%
☐ photography	Search Match	—	LightRight Launch Group	$40.29	$0.79	$2.01	139	51	14	36.7%	39.2%
☐ photo editing	Search Match	—	LightRight Launch Group	$30.34	$0.82	$2.17	125	37	11	29.6%	37.8%
☐ photo edit	Search Match	—	LightRight Launch Group	$24.64	$0.77	$2.05	146	32	10	21.9%	37.5%
☐ color	Keyword Match	color change	LightRight Launch Group	$32.80	$0.80	$5.47	187	41	6	21.9%	14.6%

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Actions | Filter

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	Search Type		Ad Group	Impressions	Taps	Conversions	TTR	CR
	Keyword Match			250	131	61	56.4%	50.4%
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color edit	Search Match			237	57	22	24.1%	38.6%
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Showing 1 - 7 of 1

1

Add as Keyword

Add selected search term(s) to your keyword list. Edit the match type or bid below.

Match Type

Broad

Bid

Default Max CPT Bid | Custom Bid

Cancel | Add

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

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LightRight Launch

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Manage Search Terms

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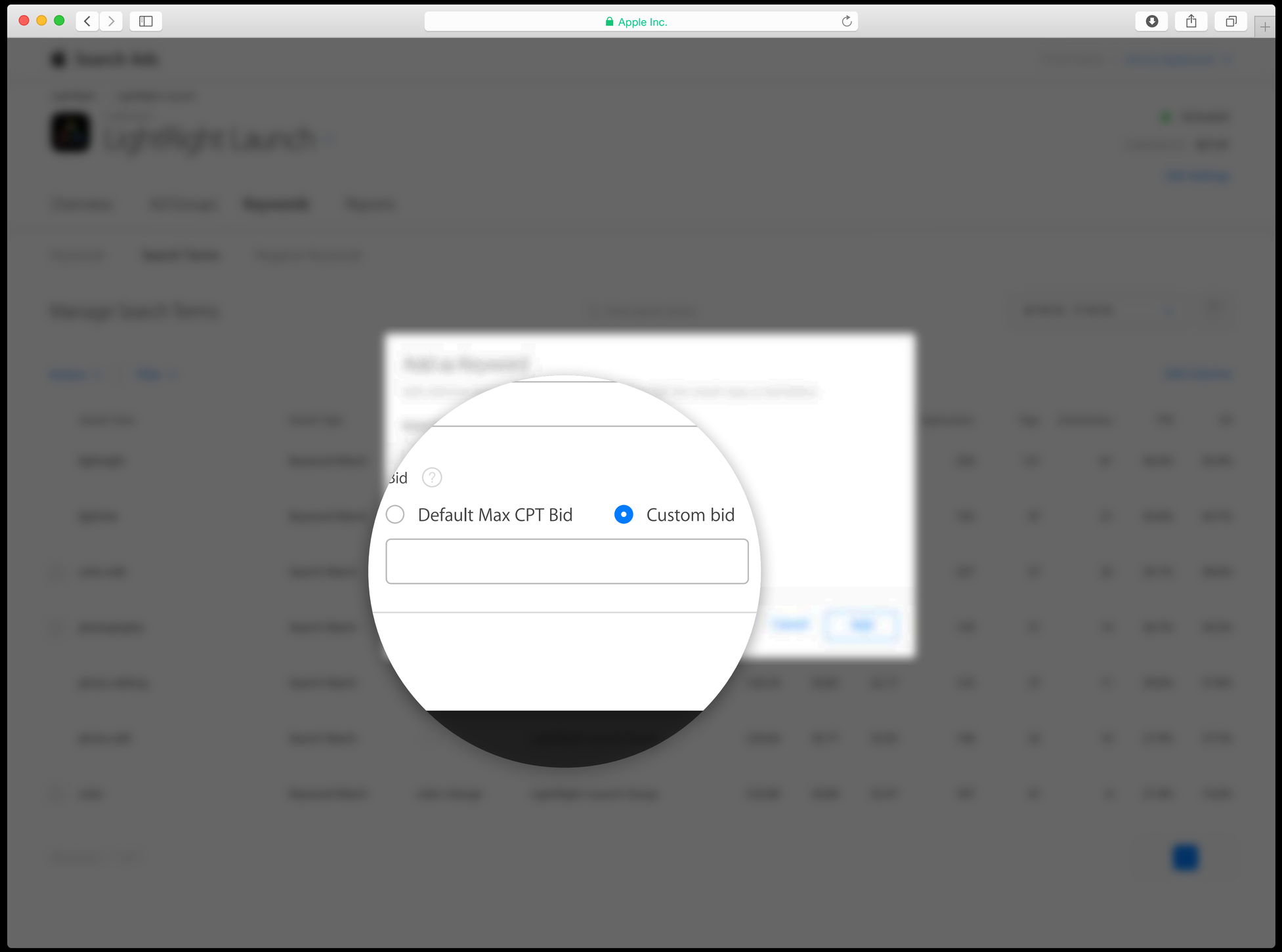
Bid

Default Max CPT Bid | Custom bid

Cancel | Add


Apple Inc.
Bid
Default Max CPT Bid
Custom bid

Apple Inc.

Search Ads

Lightflight Launch

Overview Ad Groups Keywords Reports

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Manage Search Terms

Add as Keyword

Bid

Default Max CPT Bid Custom bid

Cancel Add

Apple Inc.

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Add as Keyword

Bid

Default Max CPT Bid Custom bid

$1.25

Cancel Add

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- Add as Negative Keyword
- Download Table

	Search Type		Impressions	Taps	Conversions	TTR	CR
	Keyword Match		250	131	61	56.4%	50.4%
	Keyword Match		103	47	21	45.6%	44.7%
color edit	Search Match		237	57	22	24.1%	38.6%
photography	Search Match		139	51	14	36.7%	27.5%
photo editing	Search Match	LightRight Launch Group	$30.34	$0.82	$2.17	125	37	11	29.6%	29.7%
photo edit	Search Match	LightRight Launch Group	$24.64	$0.77	$2.05	146	32	10	21.9%	31.3%
color	Keyword Match	color change	LightRight Launch Group	$32.80	$0.80	$5.47	187	41	6	21.9%	14.6%

Showing 1 - 7 of 1

1

Add as Keyword

Add selected search term(s) to your keyword list. Edit the match type or bid below.

Match Type

Broad

Bid

Default Max CPT Bid | Custom bid

$1.25

Cancel | Add

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

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- Add as Keyword
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	Search Type		Impressions	Taps	Conversions	TTR	CR
	Keyword Match		250	131	61	56.4%	50.4%
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Cancel | Add

Apple Inc.

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Edit Columns

Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
lightright	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
lightrite	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
color edit	Search Match	—	LightRight Launch Group	$35.91	$0.63	$1.63	237	57	22	24.1%	38.6%
photography	Search Match	—	LightRight Launch Group	$40.29	$0.79	$2.01	139	51	14	36.7%	39.2%
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LightRight Launch

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Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
lightright	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
lightrite	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
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Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
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- Download Table

	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
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	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
☐ color edit	Search Match	—	LightRight Launch Group	$35.91	$0.63	$1.63	237	57	22	24.1%	38.6%
☐ photography	Search Match	—	LightRight Launch Group	$40.29	$0.79	$2.01	139	51	14	36.7%	39.2%
☐ photo editing	Search Match	—	LightRight Launch Group	$30.34	$0.82	$2.17	125	37	11	29.6%	37.8%
☐ photo edit	Search Match	—	LightRight Launch Group	$24.64	$0.77	$2.05	146	32	10	21.9%	37.5%
☑ color	Keyword Match	color change	LightRight Launch Group	$32.80	$0.80	$5.47	187	41	6	21.9%	14.6%

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	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
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Edit Columns

- Add as Keyword
- Add as Negative Keyword
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	Search Type			Impressions	Taps	Conversions	TTR	CR
	Keyword Match			250	131	61	56.4%	50.4%
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Showing 1 - 7 of 1

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Add as Negative Keyword

Add selected search term(s) to your Negative Keywords list. Edit the match type below.

(•) Add to Campaign ( ) Add to Ad Group

Match Type

Exact

Cancel | Add

Apple Inc.

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OTOD Media | Johnny Appleseed

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- Add as Keyword
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	Search Type			Impressions	Taps	Conversions	TTR	CR
	Keyword Match			250	131	61	56.4%	50.4%
	Keyword Match			103	47	21	45.6%	44.7%
color edit	Search Match			237	57	22	24.1%	38.6%
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color	Keyword Match	color change	LightRight Launch Group	$32.80	$0.80	$5.47	187	41	6	21.9%	14.6%

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Apple Inc.

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Added to My Negative Keyword List

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Edit Columns

Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
lightright	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
lightrite	Keyword Match	light right	LightRight Launch Group	$22.56	$0.48	$1.07	103	47	21	45.6%	44.7%
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LightRight Launch

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Search Term	Search Type	Matched Keyword	Ad Group Name	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
lightright	Keyword Match	[lightright]	LightRight Launch Group	$32.75	$0.25	$0.54	250	131	61	56.4%	50.4%
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Add Keywords | Actions | Filter | Edit Columns

Keyword	Status	Ad Group Name	Bid	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
[lightright]	Activated	LightRight Launch Group	$1.00	$20.25	$0.25	$0.46	160	81	44	50.6%	54.3%
light right	Activated	LightRight Launch Group	$1.00	$25.60	$0.40	$0.73	146	64	35	43.8%	54.7%
light conditions	Activated	LightRight Launch Group	$1.00	$40.50	$0.75	$1.62	236	54	25	22.9%	46.3%
filter for photos	Activated	LightRight Launch Group	$1.00	$51.04	$0.88	$2.13	214	58	24	27.1%	41.4%
picture editor	Activated	LightRight Launch Group	$1.00	$33.75	$0.75	$2.11	250	45	16	18.0%	35.6%
color change	Activated	LightRight Launch Group	$1.00	$40.00		$4.00	17	50	10	20.0%	
app for lighting	Activated	LightRight Launch Group	$1.00	$51.70	94	$5.17		55	10	25.5%	18.2%
camera editor	Activated	LightRight Launch Group	$1.00	$95.95		$2.67	9	101	36		35.6%

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Add Keywords | Actions | Filter | Edit Columns

Keyword	Status	Ad Group Name	Bid	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
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picture editor	Activated	LightRight Launch Group	$1.00	$33.75	$0.75	$2.11	250	45	16	18.0%	35.6%
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picture editor	Activated	LightRight Launch Group	$1.00	$33.75	$0.75	$2.11	250	45	16	18.0%	35.6%
color change	Activated	LightRight Launch Group	$1.00	$40.00	$0.80	$4.00	247	50	10	20.2%	20.0%
app for lighting	Activated	LightRight Launch Group	$1.00	$51.70	$0.94	$5.17	216	55	10	25.5%	18.2%
camera editor	Activate / Pause	LightRight Launch Group	$1.00	$95.95	$0.95	$2.67	469	101	36	21.5%	35.6%

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Add Keywords | Actions | Filter | Edit Columns

Keyword	Status	Ad Group Name	Bid	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
[lightright]	Activated	LightRight Launch Group	$1.00	$20.25	$0.25	$0.46	160	81	44	50.6%	54.3%
light right	Activated	LightRight Launch Group	$1.00	$25.60	$0.40	$0.73	146	64	35	43.8%	54.7%
light conditions	Activated	LightRight Launch Group	$1.00	$40.50	$0.75	$1.62	236	54	25	22.9%	46.3%
filter for photos	Activated	LightRight Launch Group	$1.00	$51.04	$0.88	$2.13	214	58	24	27.1%	41.4%
picture editor	Activated	LightRight Launch Group	$1.00	$33.75	$0.75	$2.11	250	45	16	18.0%	35.6%
color change	Activated	LightRight Launch Group	$1.00	$40.00	$0.80	$4.00	247	50	10	20.2%	20.0%
app for lighting	Paused	LightRight Launch Group	$1.00	$51.70	$0.94	$5.17	216	55	10	25.5%	18.2%
camera editor	Activated	LightRight Launch Group	$1.00	$95.95	$0.95	$2.67	469	101	36	21.5%	35.6%

Showing 1 - 7 of 1

1

Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Activated

CAMPAIGN ID 3873JF

Edit Settings

Overview | Ad Groups | **Keywords** | Reports

Keywords | Search Terms | Negative Keywords

Manage Keywords

Find search terms

6/14/16 - 7/14/16

Add Keywords | Actions | Filter | Edit Columns

Keyword	Status	Ad Group Name	Bid	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
[lightright]	Activated	LightRight Launch Group	$1.00	$20.25	$0.25	$0.46	160	81	44	50.6%	54.3%
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Showing 1 - 7 of 1

1

Add Keywords

Keywords default to broad match and the Max Default CPT Bid set for the Ad Group.

Add Keywords to Ad Group

Choose Ad Group

Find related keywords

Recommended Keywords	Search Popularity
+ filters for photos	
+ light right	
+ picture editor	
+ app for lighting	
+ camera editor	

Add all 5 recommendations

My Keyword List

Add keywords, use commas to separate

Cancel | Add

Apple Inc.

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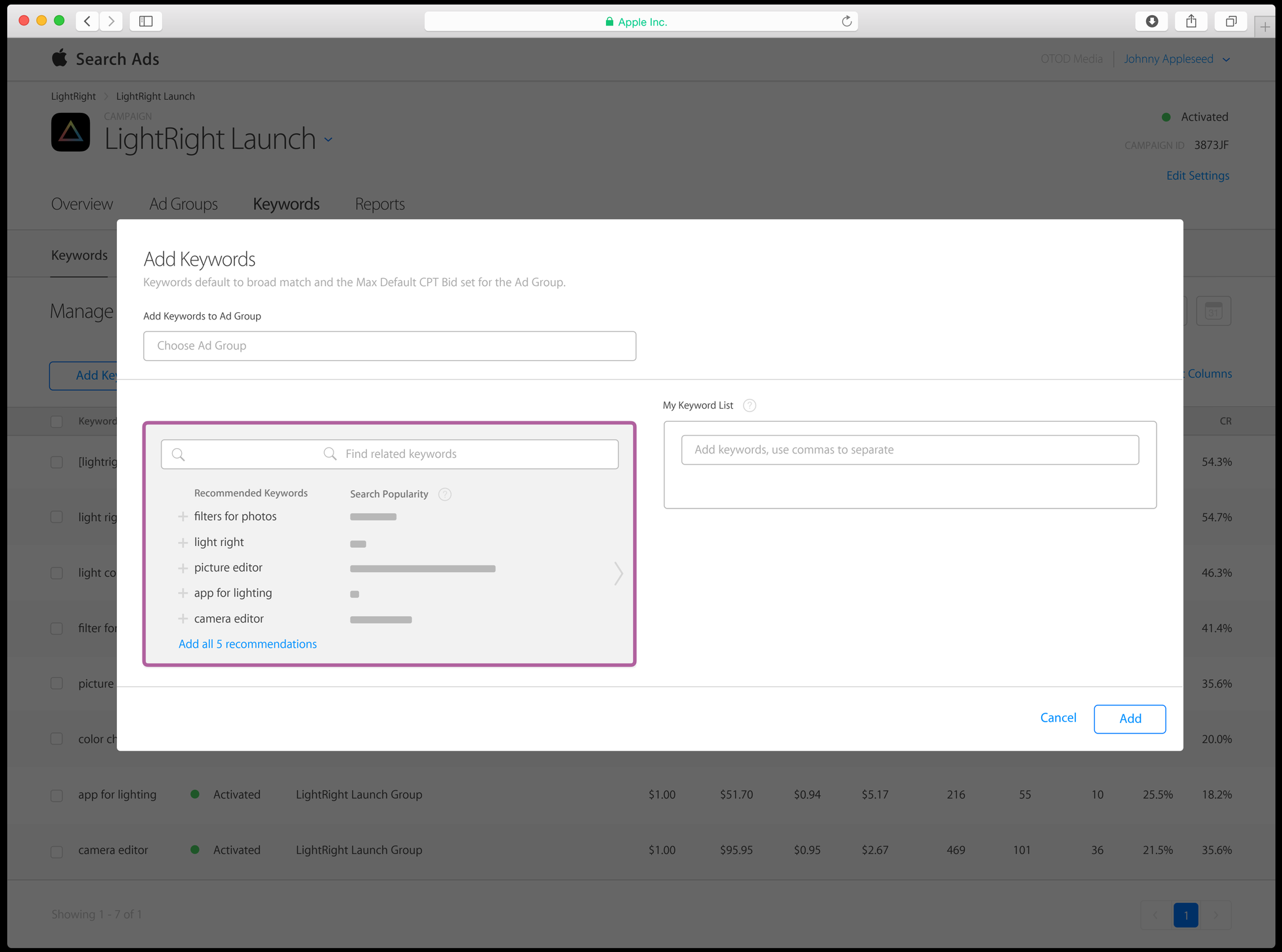
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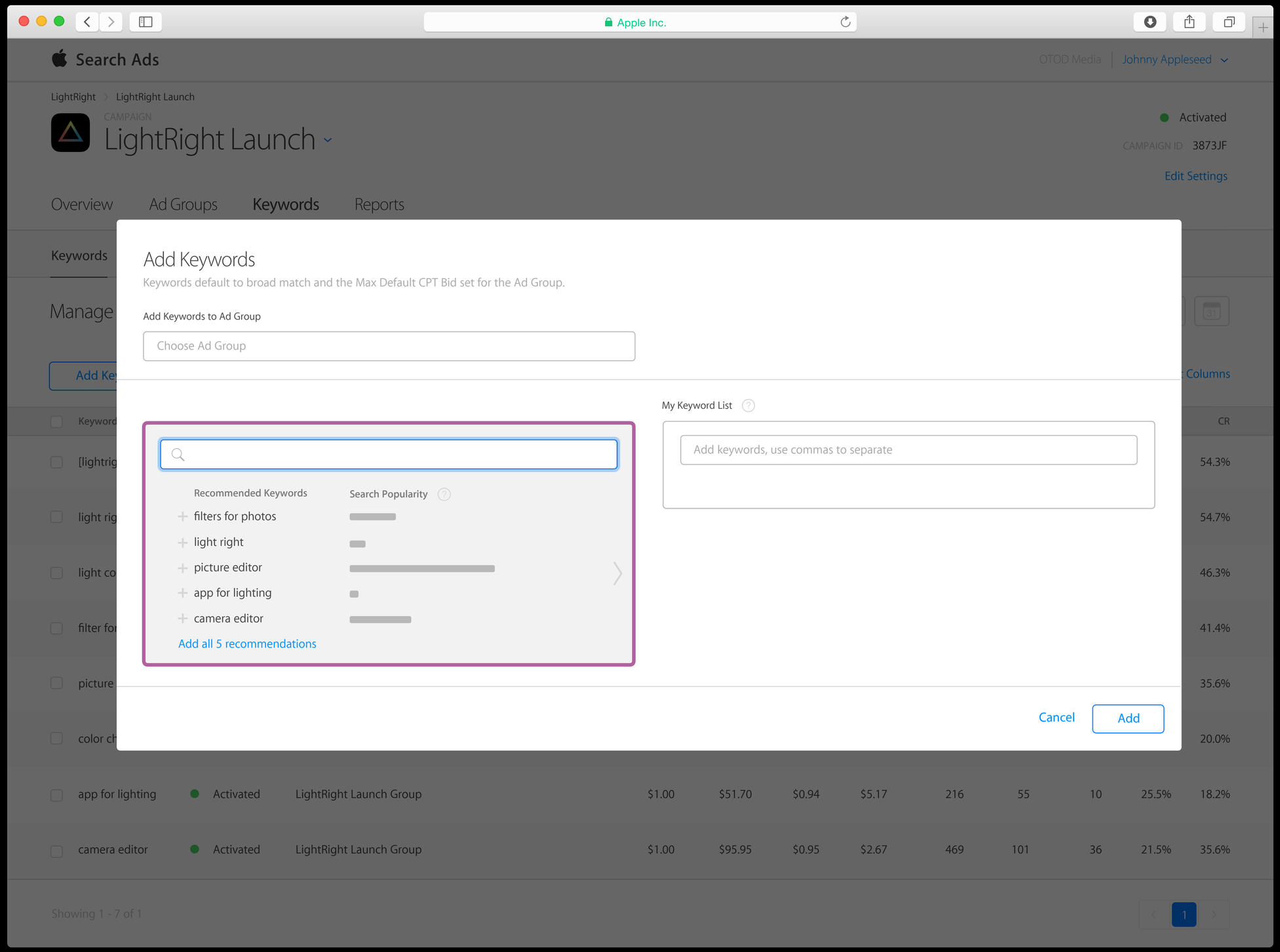
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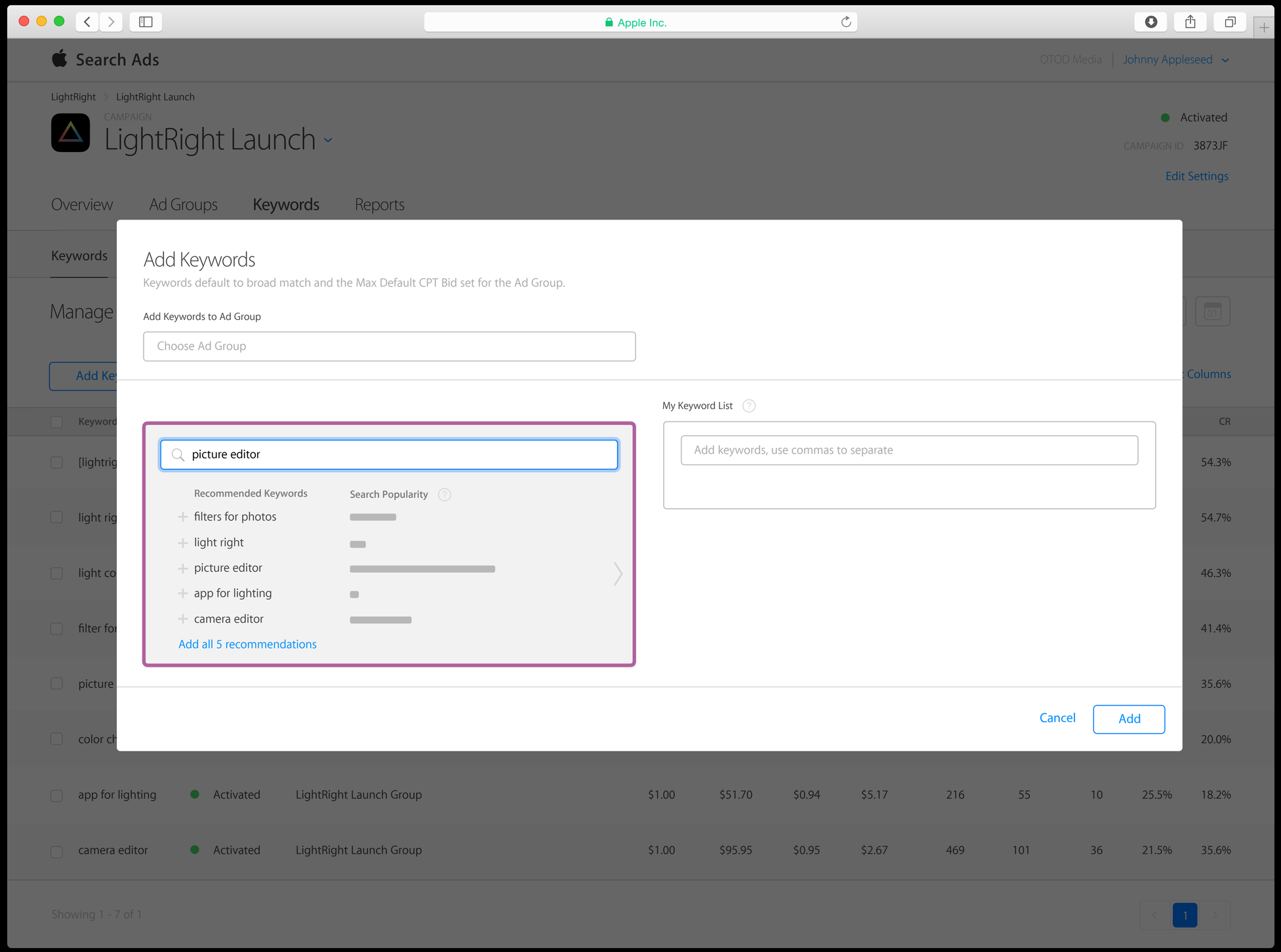
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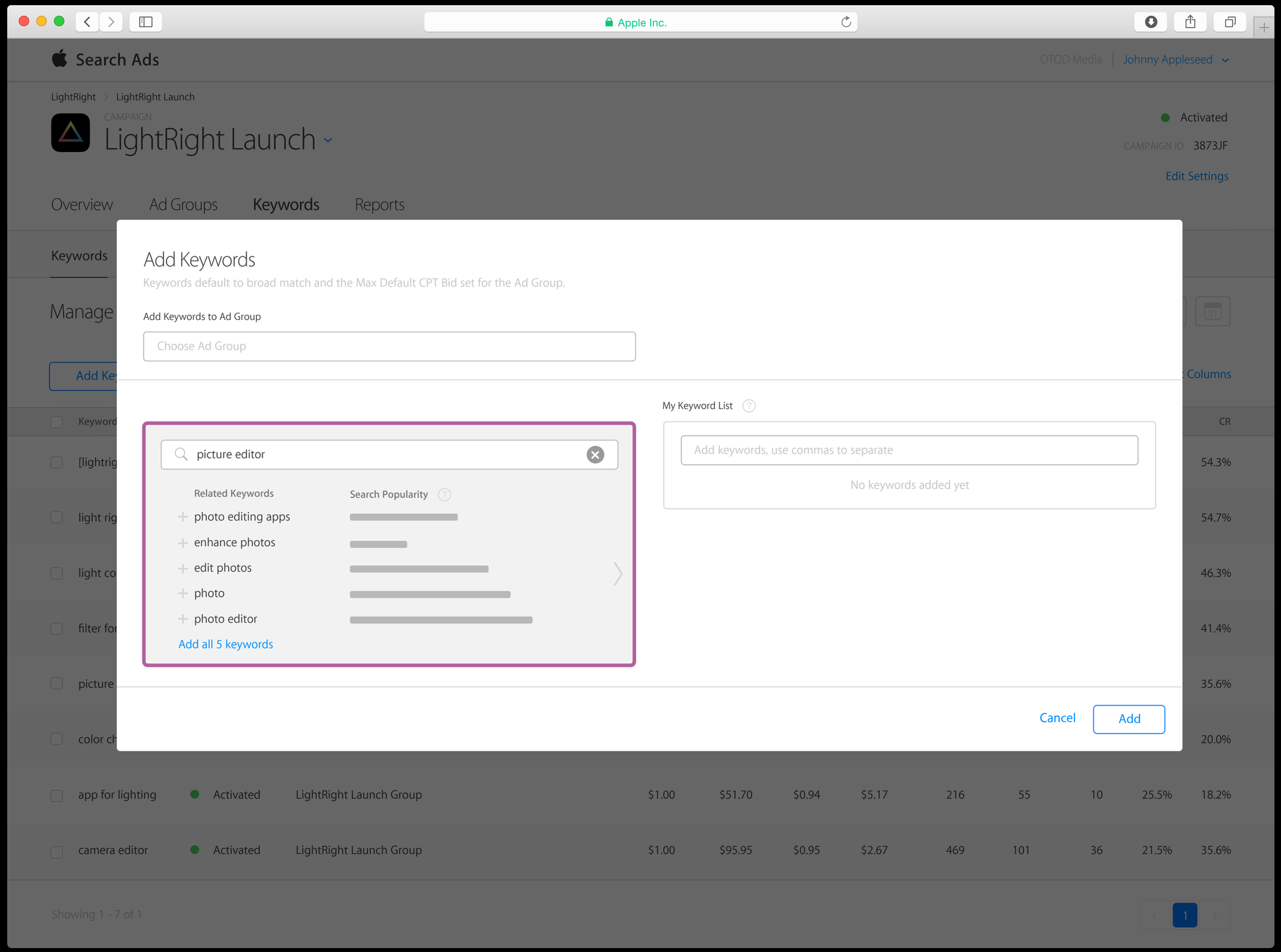
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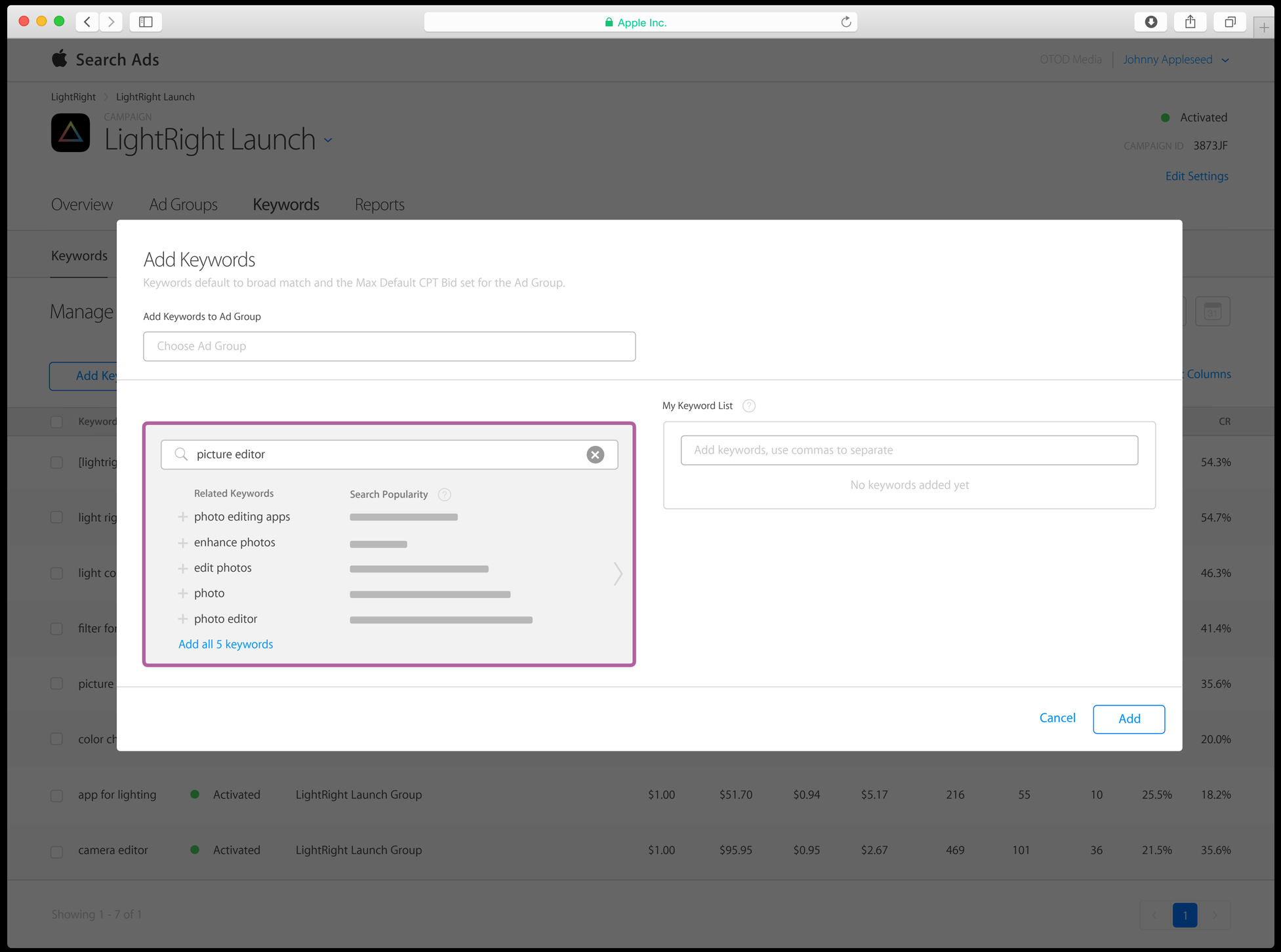
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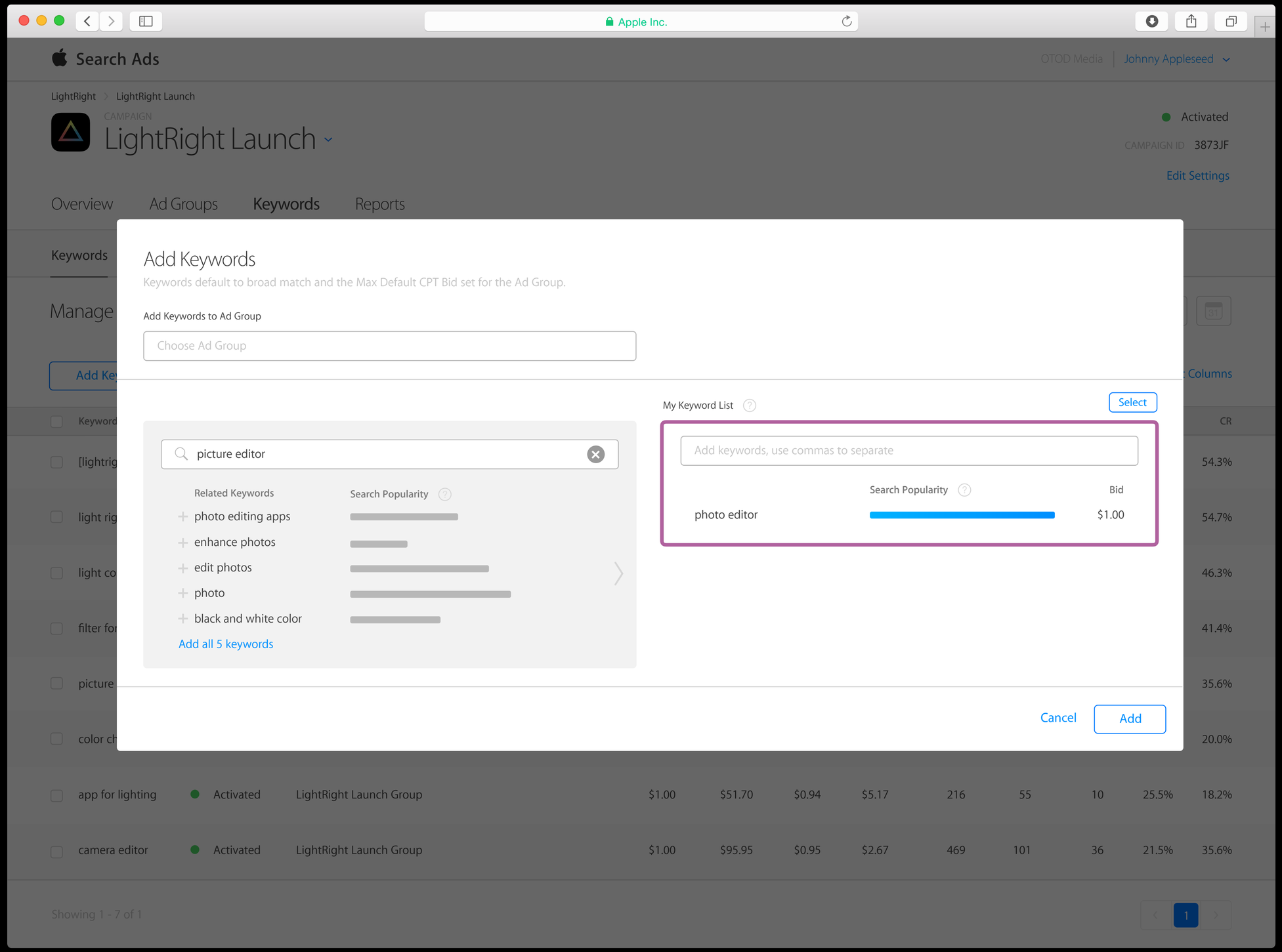
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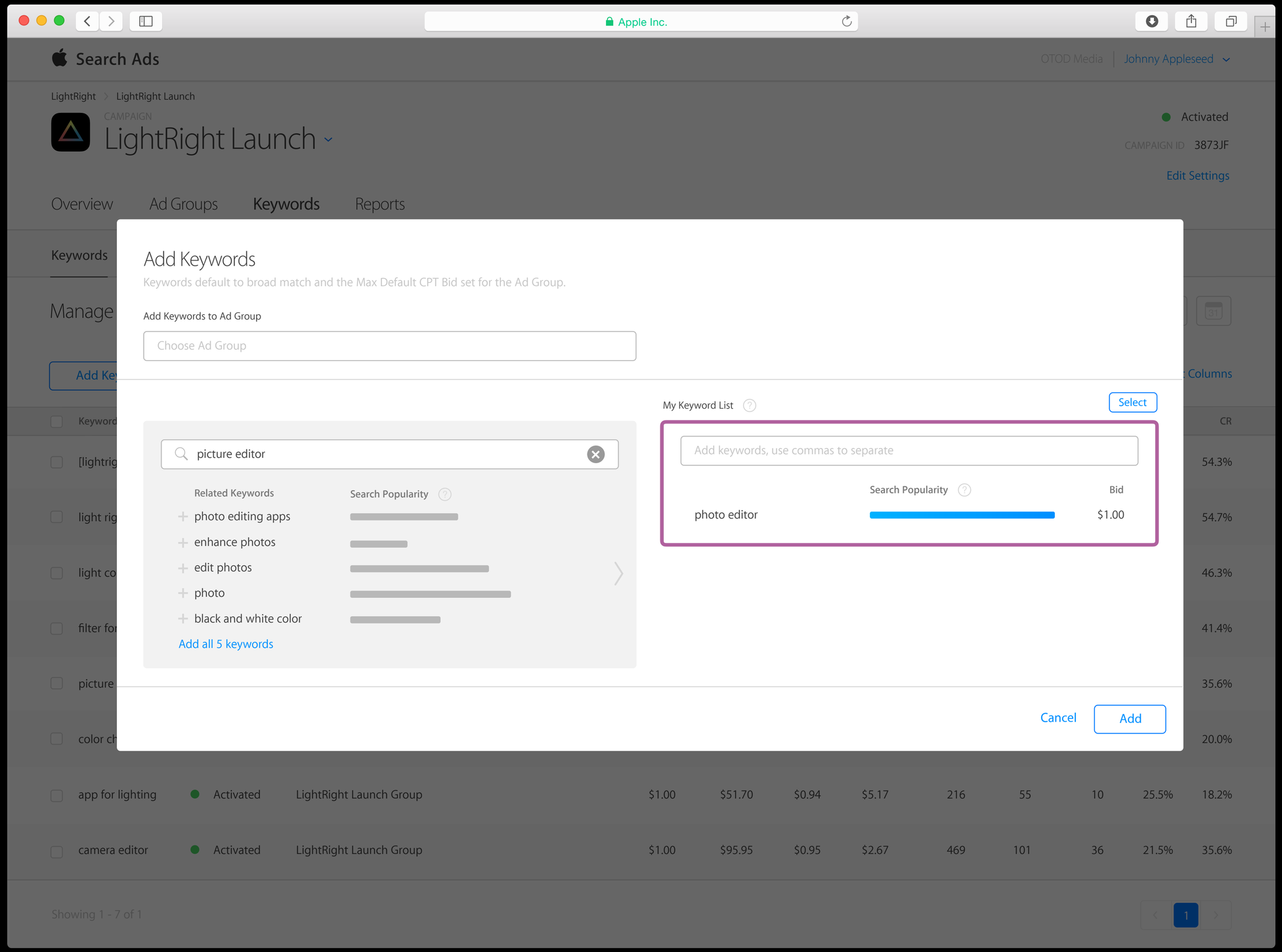
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Apple Inc.

Search Ads

OTOD Media | Johnny Appleseed

LightRight > LightRight Launch

CAMPAIGN

LightRight Launch

Added

Activated

CAMPAIGN ID 3873JF

Edit Settings

Overview | Ad Groups | Keywords | Reports

Keywords | Search Terms | Negative Keywords

Manage Keywords

Find search terms

6/14/16 - 7/14/16

Add Keywords | Actions | Filter

Edit Columns

Keyword	Status	Ad Group Name	Bid	Spend	Avg CPT	CPA	Impressions	Taps	Conversions	TTR	CR
photo editor	Activated	LightRight Launch Group	$1.00	—	—	—	—	—	—	—	—
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Manage Keywords

Find search terms

6/14/16 - 7/14/16

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Edit Settings

Overview | Ad Groups | Keywords | Reports

Date

Ad Group

Keyword

Device Class

Age

Gender

Location

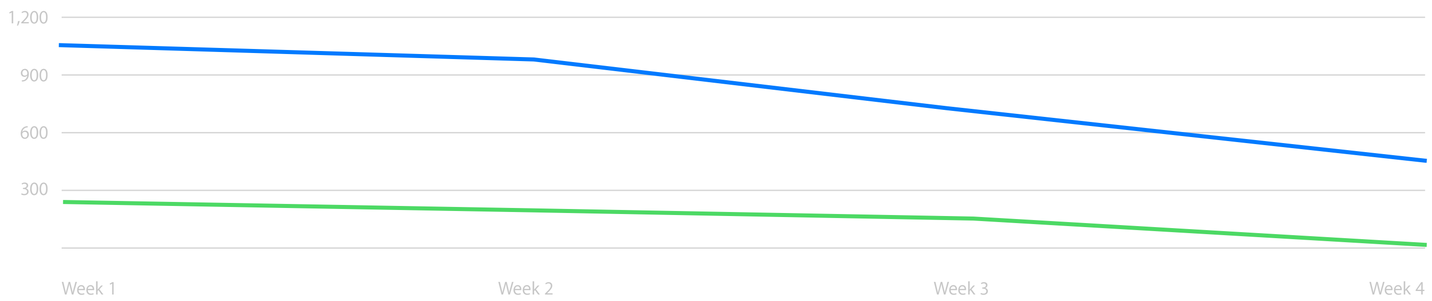
Search Term

4,276
Impressions

6/14/16 - 7/14/16

Filters

Daily | Weekly



Last updated on 7/14/16 at 4:45PM PST

Download

Device class	Impressions
iPhone	3,677
iPad	599

Showing 1 - 2 of 1

1

Apple Inc.

Search Ads

LightFlight Launch

Overview Ad Groups Keywords Reports

Date

Ad Group

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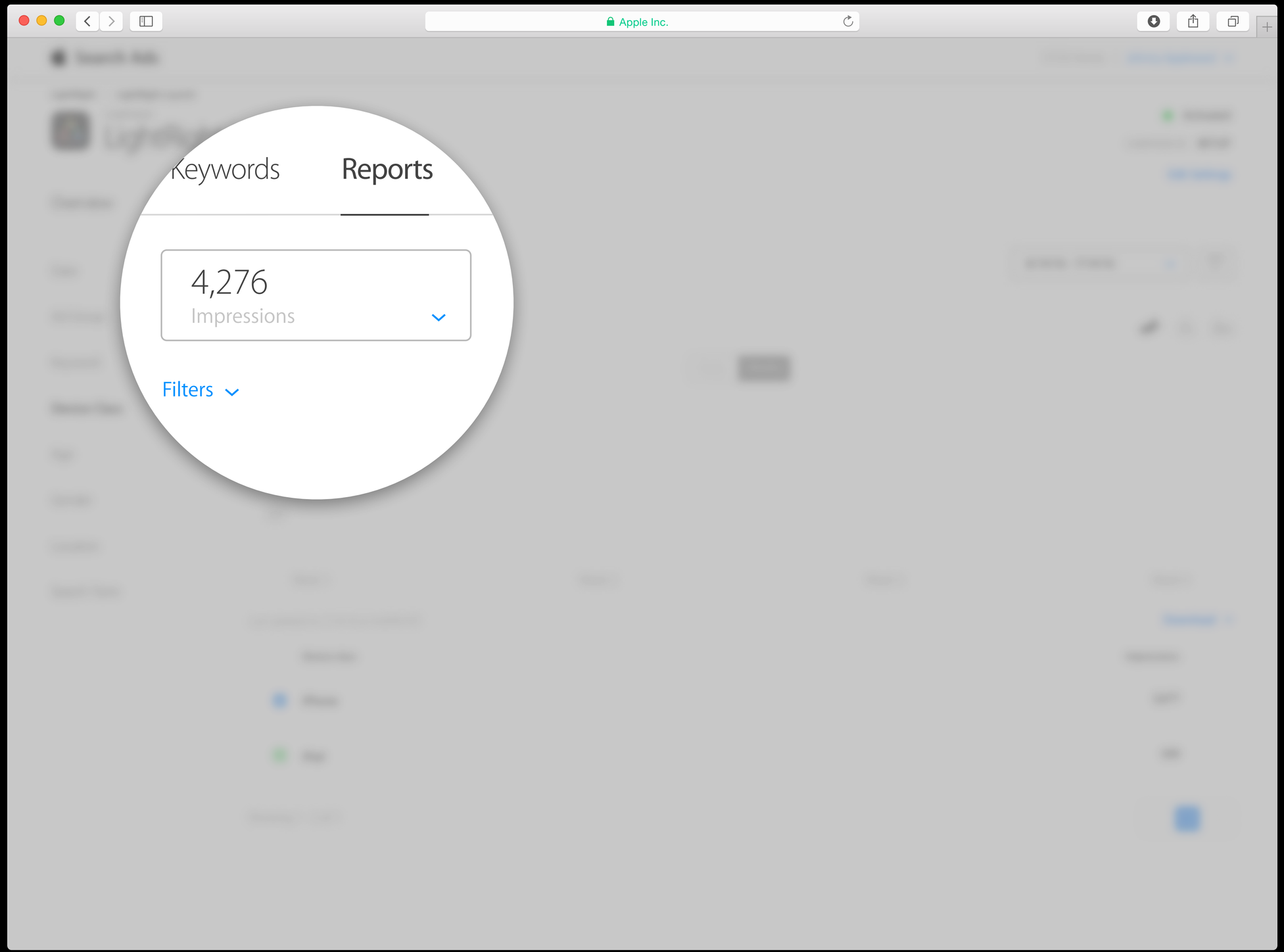
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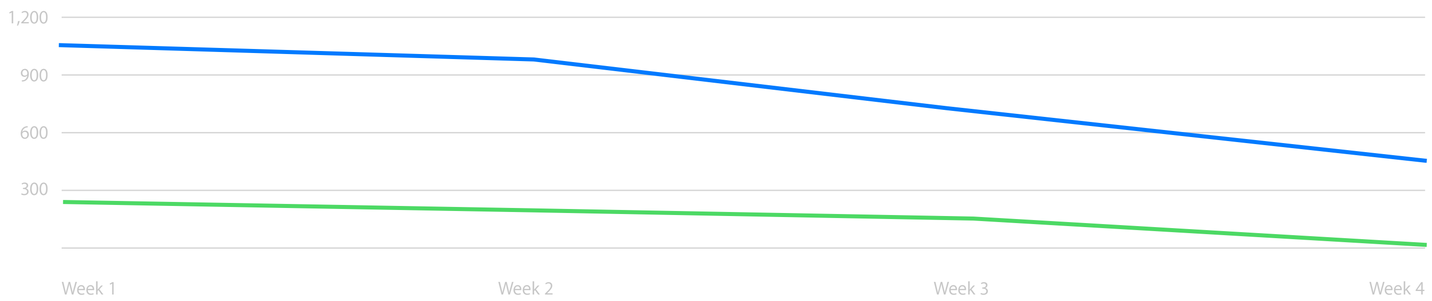

Last updated on 7/14/16 at 4:45PM PST

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Device class	Impressions
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Measure Performance

Attribution API

Measure Performance

Attribution API

Method of ADClient class

```
ADClient.shared().requestAttributionDetails {
    (attributionDetails: [NSObject : AnyObject]?, error: NSError?) in
    if error == nil {
        // ...
    }
    // ...
}
```

Measure Performance

Attribution API Response Object 3.1

```
{
    "Version3.1" = {
    "iad-attribution" = true;
    "iad-campaign-id" = 15292426;
    "iad-campaign-name" = “Light Bright Launch";
    “iad-conversion-date" = “2016-06-14T17:18:07Z";
    "iad-impression-date" = “2016-06-14T17:17:00Z";
    "iad-adgroup-id" = 15307675;
    "iad-adgroup-name" = "LightRight Launch Group";
    “iad-keyword” = “light right”;
    ”iad-org-name” = “Light Right Org";
    };
}
```

Measure Performance

Attribution API

Search Ads

OTOD Media | Johnny Appleseed

Create Ad Group

Ad Group Settings

Choose where your ad is shown and set your pricing targets

Ad Group Name

Light Right Launch Group

Storefronts

United States English

Devices

iPad and iPhone

› Ad Scheduling

Default Max CPT Bid

$1.00

› CPA Goal

eywords

each your target

Search Match

Search Match is the easiest way to get your ads up and running. We will automatically match your ad to users who are searching for apps like yours.

Automatically match my ad to relevant searches

Keyword Targeting

Choose phrases that customers would use to search for your app. Your keywords will default to Broad Match and your default max bid. Learn more about match types.

Ad example

View all examples

LightRight
Ad OTOD Media
★★★★★ (646)
GET

Ratings do not reflect actual numbers

9:41 AM 100%

photo filters

Related: filters for pictures› photography effects› photo ed

LightRight
Ad OTOD Media
★★★★★ (646)
GET

Rookie Cam - Photo Editor & Filter Camera
JellyBus Inc.
★★★★★ (6,420)
GET
In-App Purchases

ROOKIE CAM™
Photo Editor & Filter Camera

LIVE FILTER CAMERA

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MacBook Air

Search Ads

Get prepared

Optimize your app metadata

Understand the value of your customers

Implement attribution API code

More Information

SearchAds.apple.com

Labs

Bring your questions for the Search Ads Team

Get tips on preparing for the upcoming launch and how to measure your results

Search Ads (Lab by Appointment)	App Store Lab C	Wednesday 9:00AM
Search Ads Lab	Fort Mason	Wednesday 11:00AM

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