

#WWDC18

What's New in Search Ads

Session 304

Lindsay Verity, Advertising Platforms

Carol Hsu, Advertising Platforms

9:41

photo filters

LightRight
 Ad Photo filters for all light
 ★★★★★ 2K

LightRight gives photographers the capability to boost natural lighting conditions. Hone your photography skills with professional-grade filters and editing tools.

Rookie Cam - Photo Edit...
 Photo & Video
 ★★★★★ 3.92K

ROOKIE CAM™ Photo Editor & Filter Camera
 LIVE FILTER CAMERA
 PROFESSIONAL EDITING

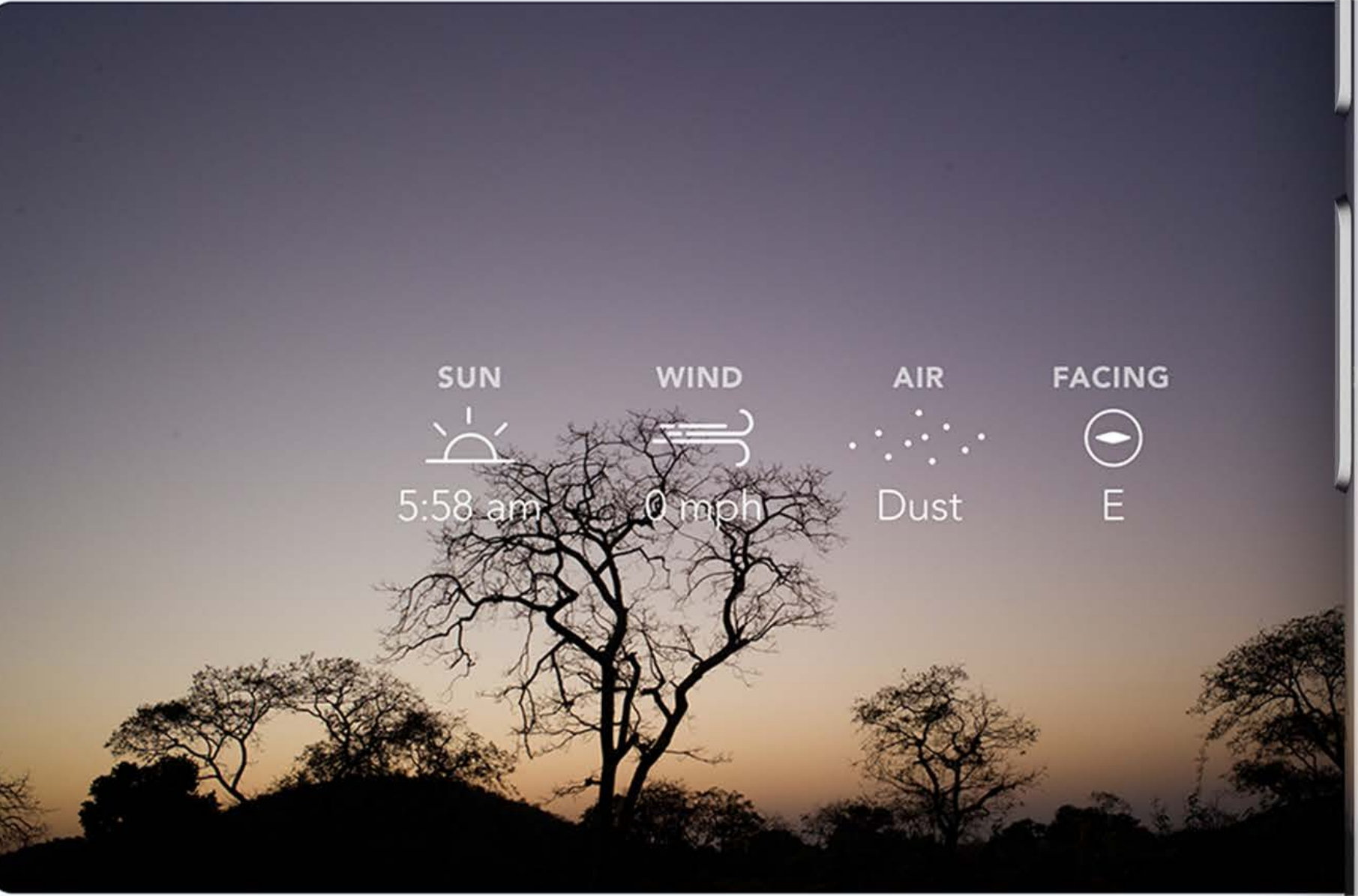
ECP Photo - Editor, Filter...
 Photo & Video
 ★★★★★ 136

Today Games Apps Updates

9:41

camera editing

LightRight
 Ad Photo filters for all light
 ★★★★★ 2K



Rookie Cam - Photo Edit...
 Photo & Video
 ★★★★★ 3.92K

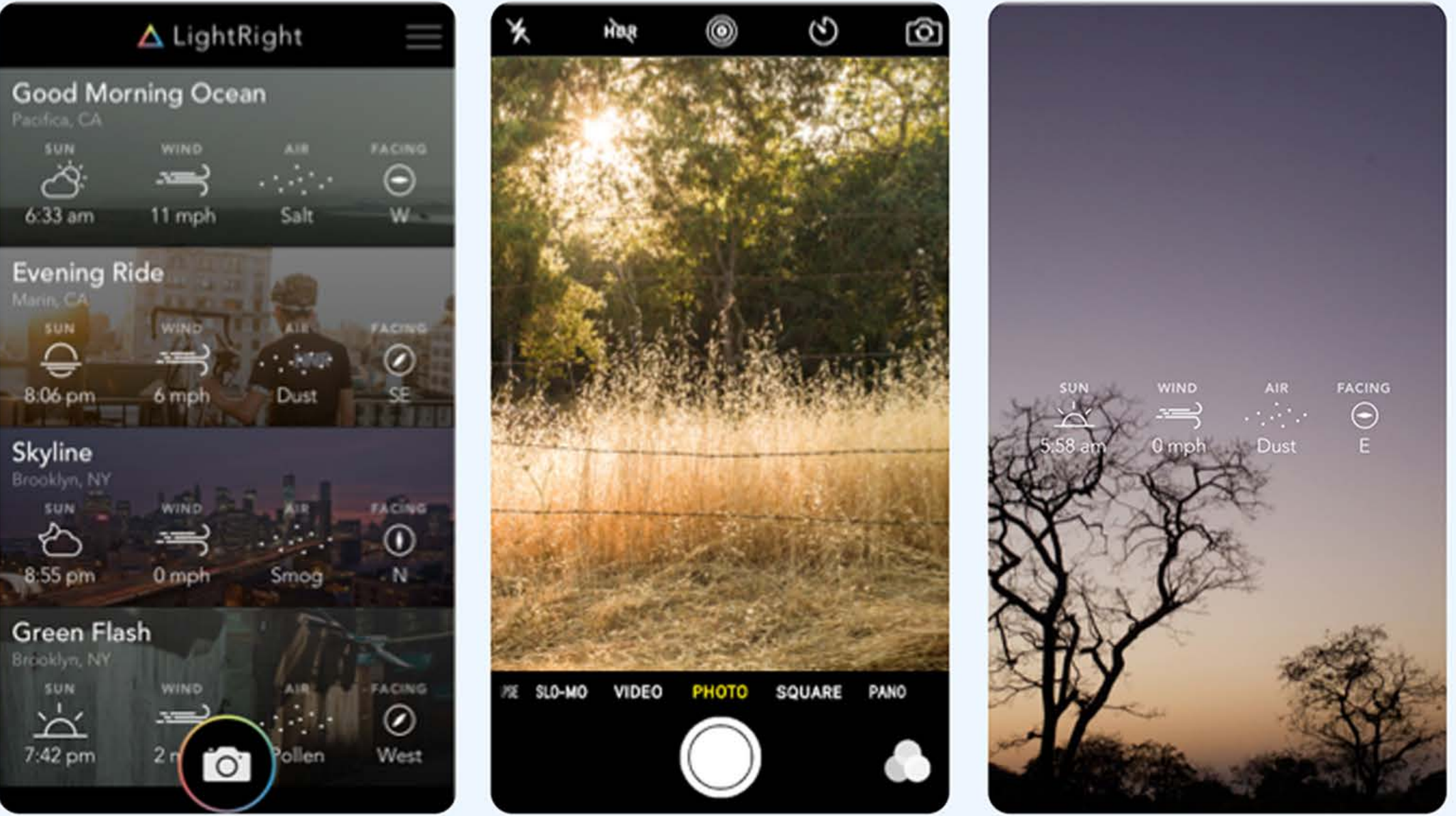
ROOKIE CAM™ Photo Editor & Filter Camera
 LIVE FILTER CAMERA
 PROFESSIONAL EDITING

Today Games Apps Updates

9:41

best camera app

LightRight
 Ad Photo filters for all light
 ★★★★★ 2K
 GET
 In-App Purchases

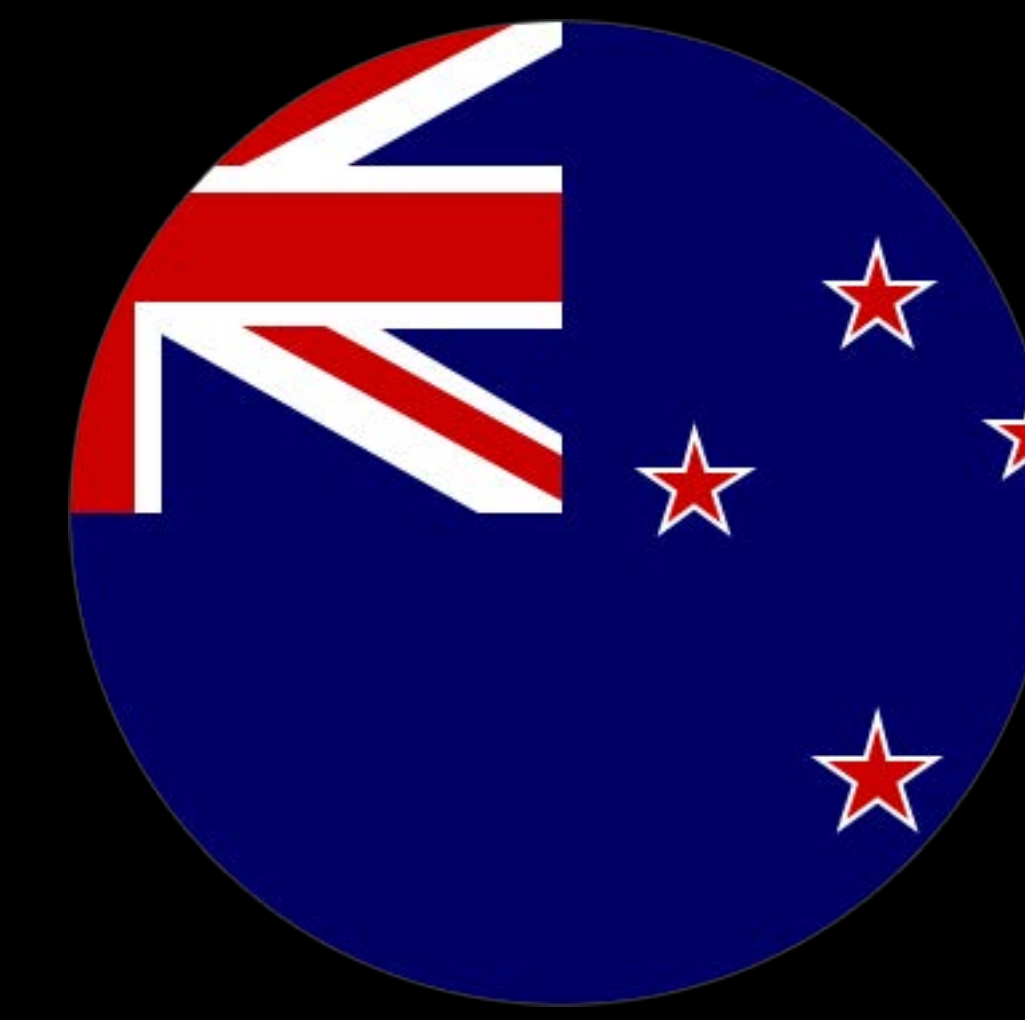


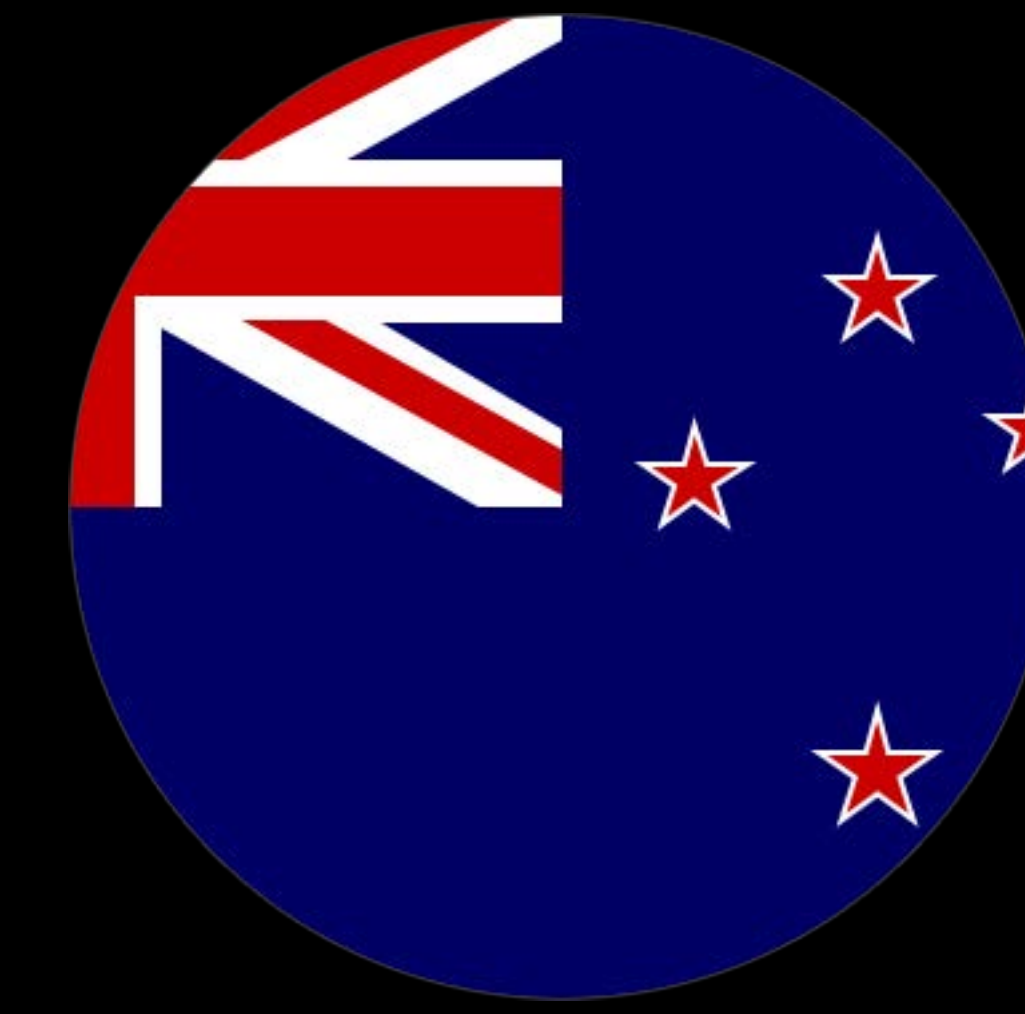
Rookie Cam - Photo Edit...
 Photo & Video
 ★★★★★ 3.92K
 GET
 In-App Purchases

ROOKIE CAM™ Photo Editor & Filter Camera
 LIVE FILTER CAMERA
 PROFESSIONAL EDITING

Today Games Apps Updates Search







Dashboard

Add an App

Current Month 31



LightRight

Installs

1,729

Avg Cost Per Install (CPI)

\$0.59

Spend

\$1,020.11

Status

Running

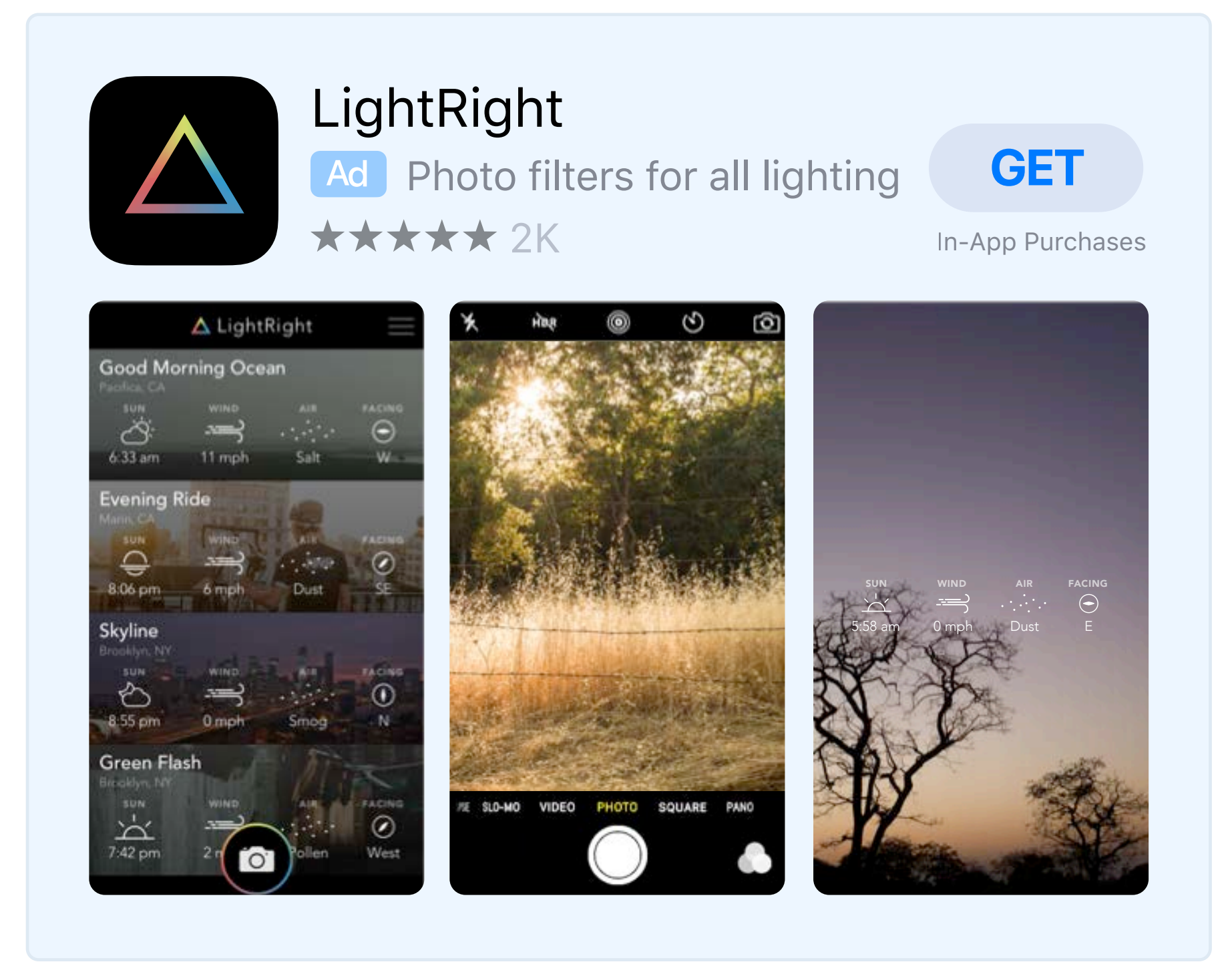
Maximum Cost Per Install (CPI)

\$0.60

Monthly Budget

\$2,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.



“Search Ads has given us a huge increase in high-value users in multiple regions. Now we’re using Search Ads to help us launch other apps too.”

- Stephen Homer, Postsnap



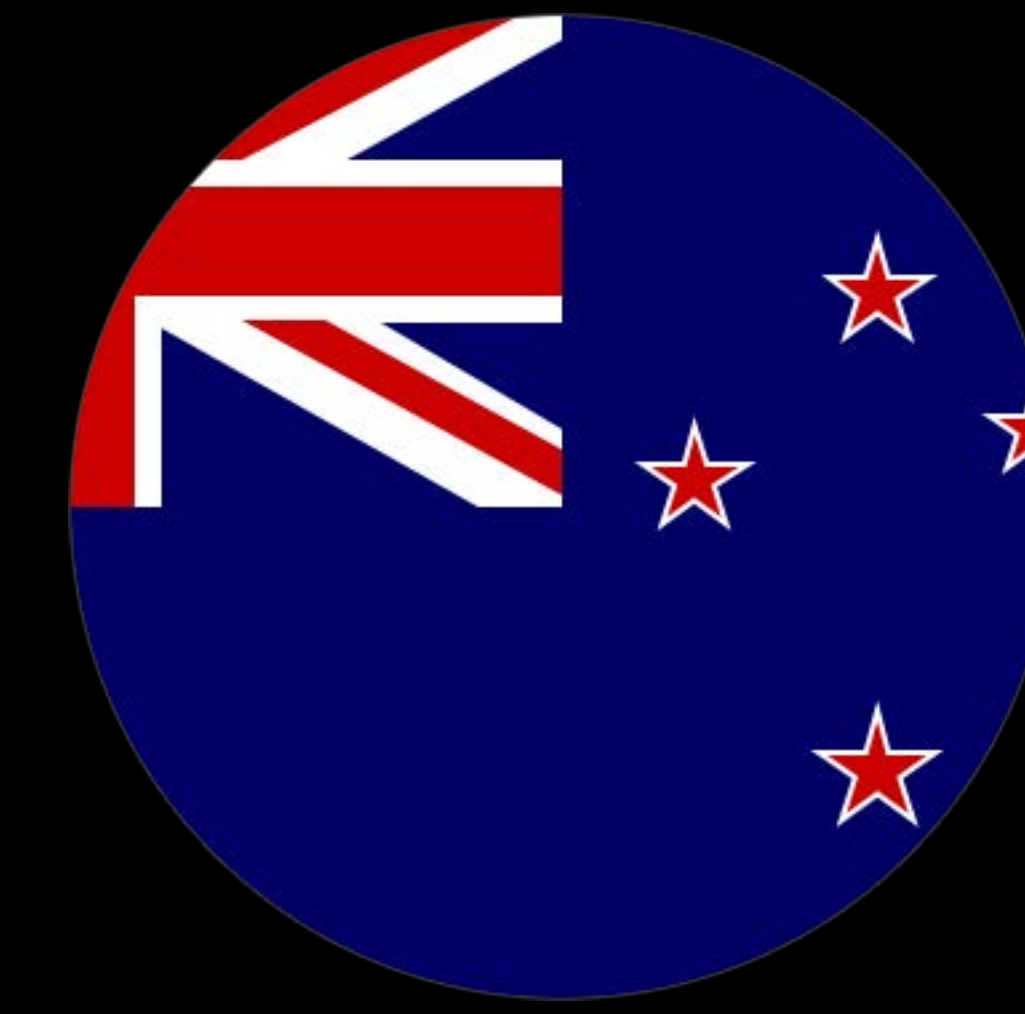
“The quality of users is so good that the numbers upgrading from free to subscription is double that of any other paid channel.”

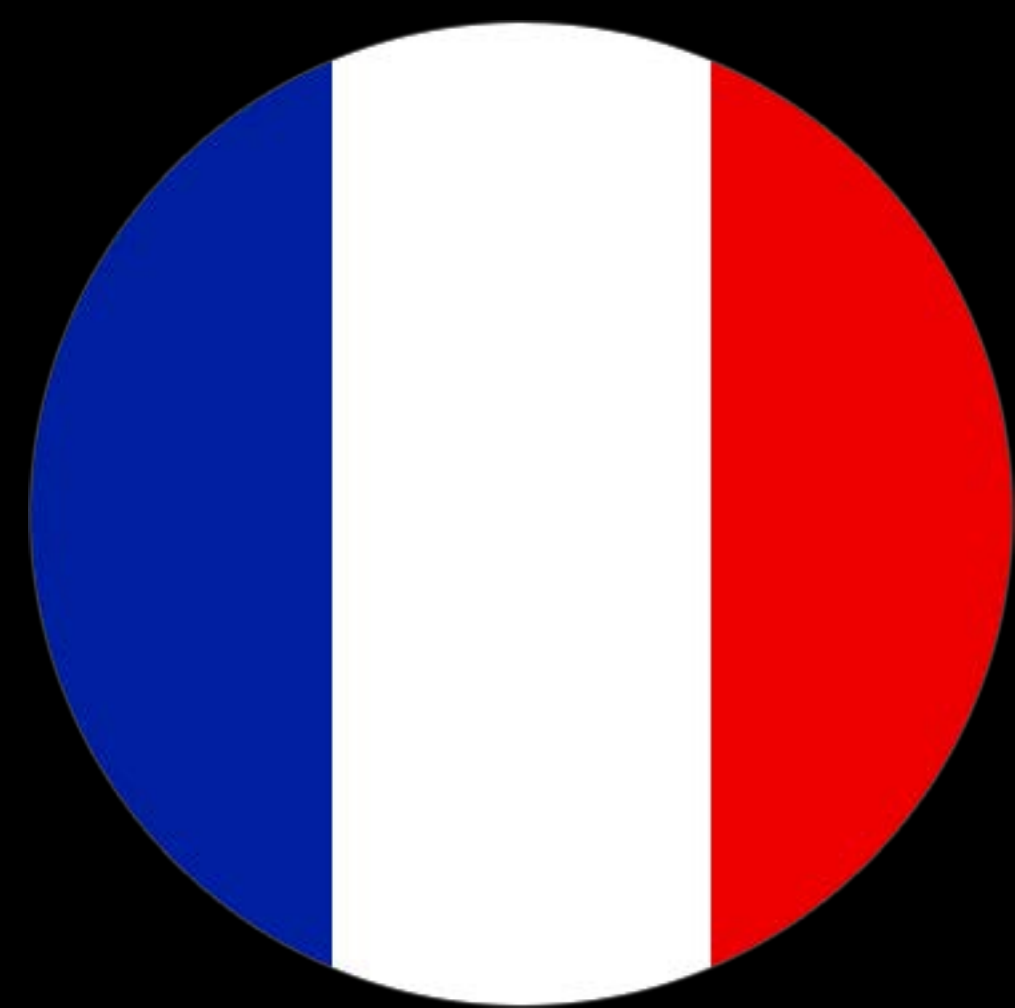
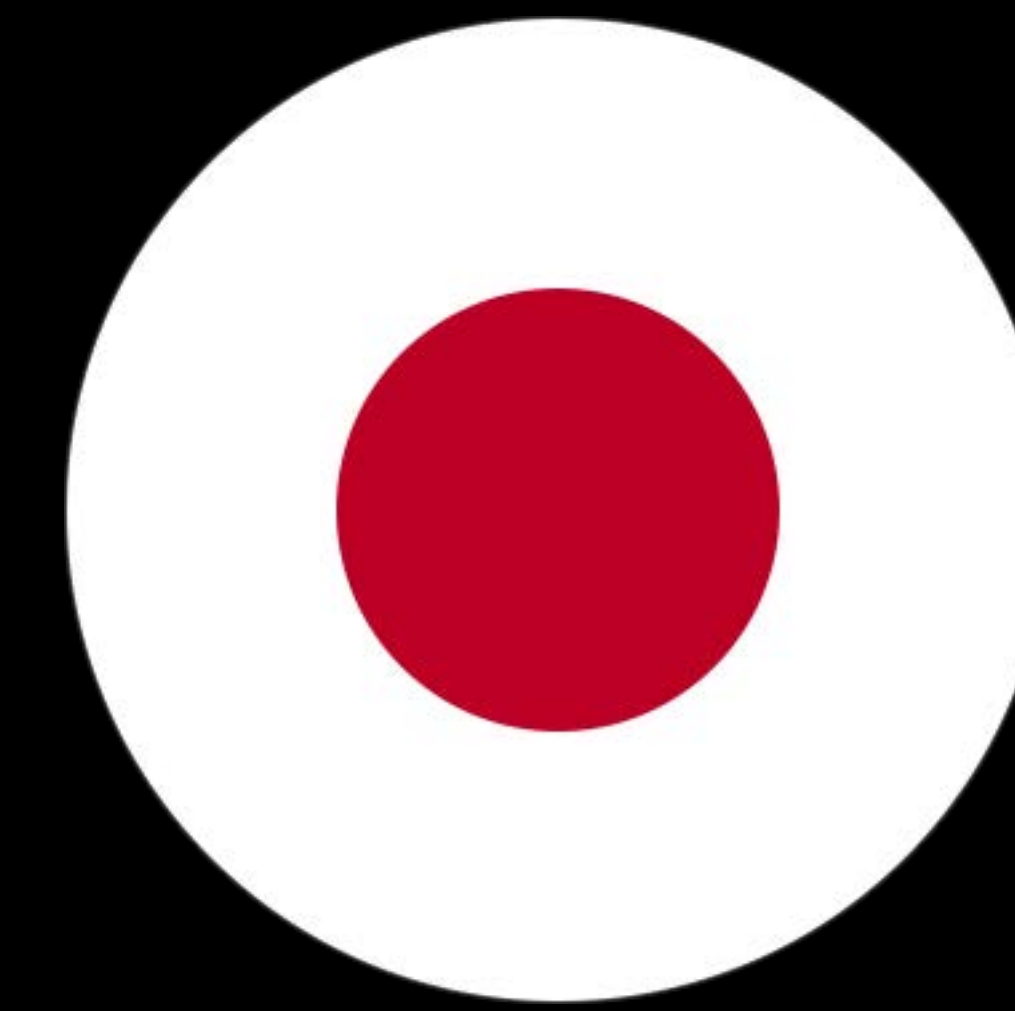
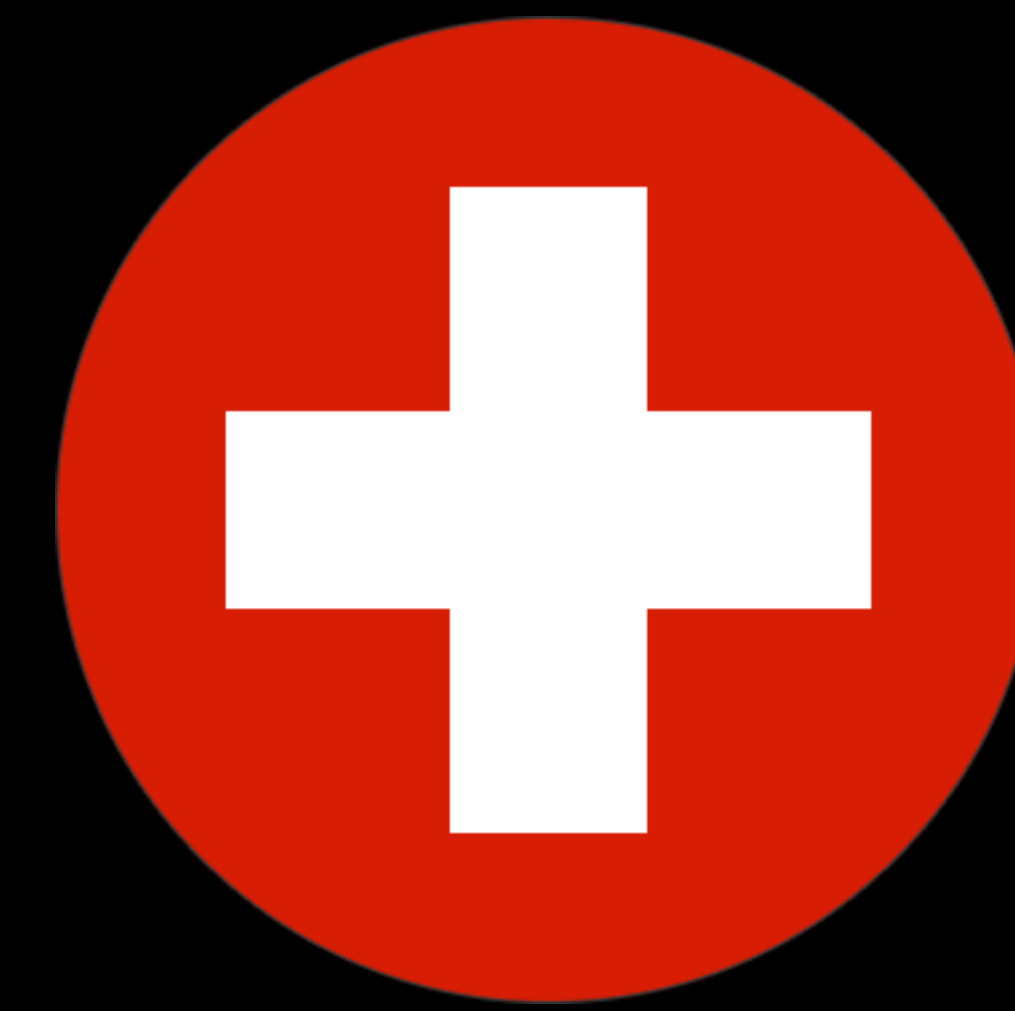
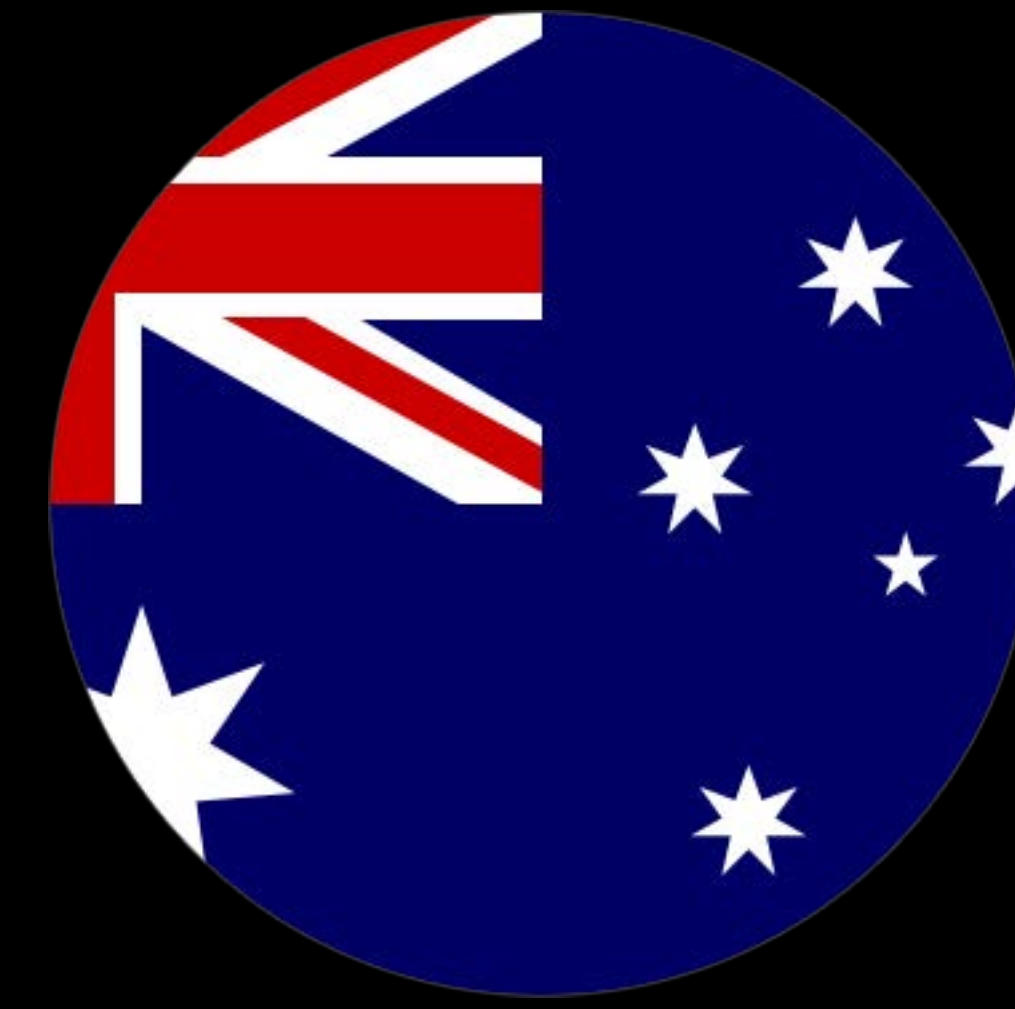
- Yuval Kaminka, JoyTunes



“An extremely powerful product that has brought us high-quality users and engagement rates 10 percent higher than average.”

- Jeet Niyogi, Marketing Director, Playtika





Search Ads Basic Overview

Promote an App

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app

Select storefronts ?

Choose an app for eligible storefronts

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?

Cancel Save

Promote an App

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app

Select storefronts ?

Choose an app for eligible storefronts

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?



Cancel Save

Promote an App

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app

Choose app... ▾

-  NoMoss - AR
-  TriKTrek

Choose an app for eligible storefronts

Enter your monthly budget ?



Enter your max cost-per-install (CPI) ?

Promote an App

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app

Choose app... ▾

-  NoMoss - AR
-  TriKTrek

Choose an app for eligible storefronts

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?

Promote an App

Select an app. If you'd like to promote more than one, you can add them later.

Choose an app

NoMoss

Select storefronts ?

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?

Suggested: \$1.50 ?

Ad Example

NoMoss - AR
 Ad Let the good times roll
 ★★★★★ 83K
 GET
 In-App Purchases

Ratings and price do not reflect actual numbers.

Select storefronts ?

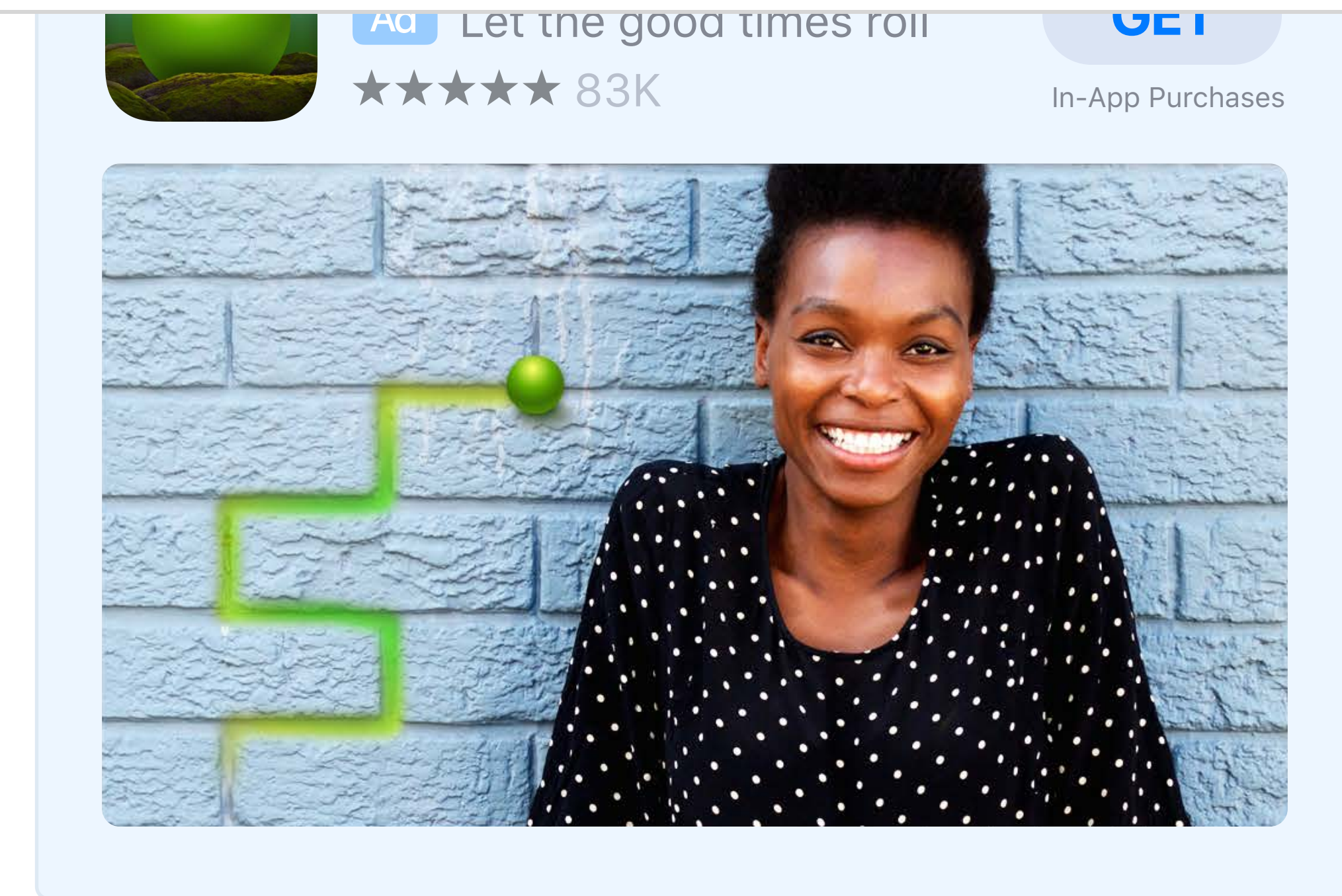
Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?

Suggested: \$1.50 ?



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts ?

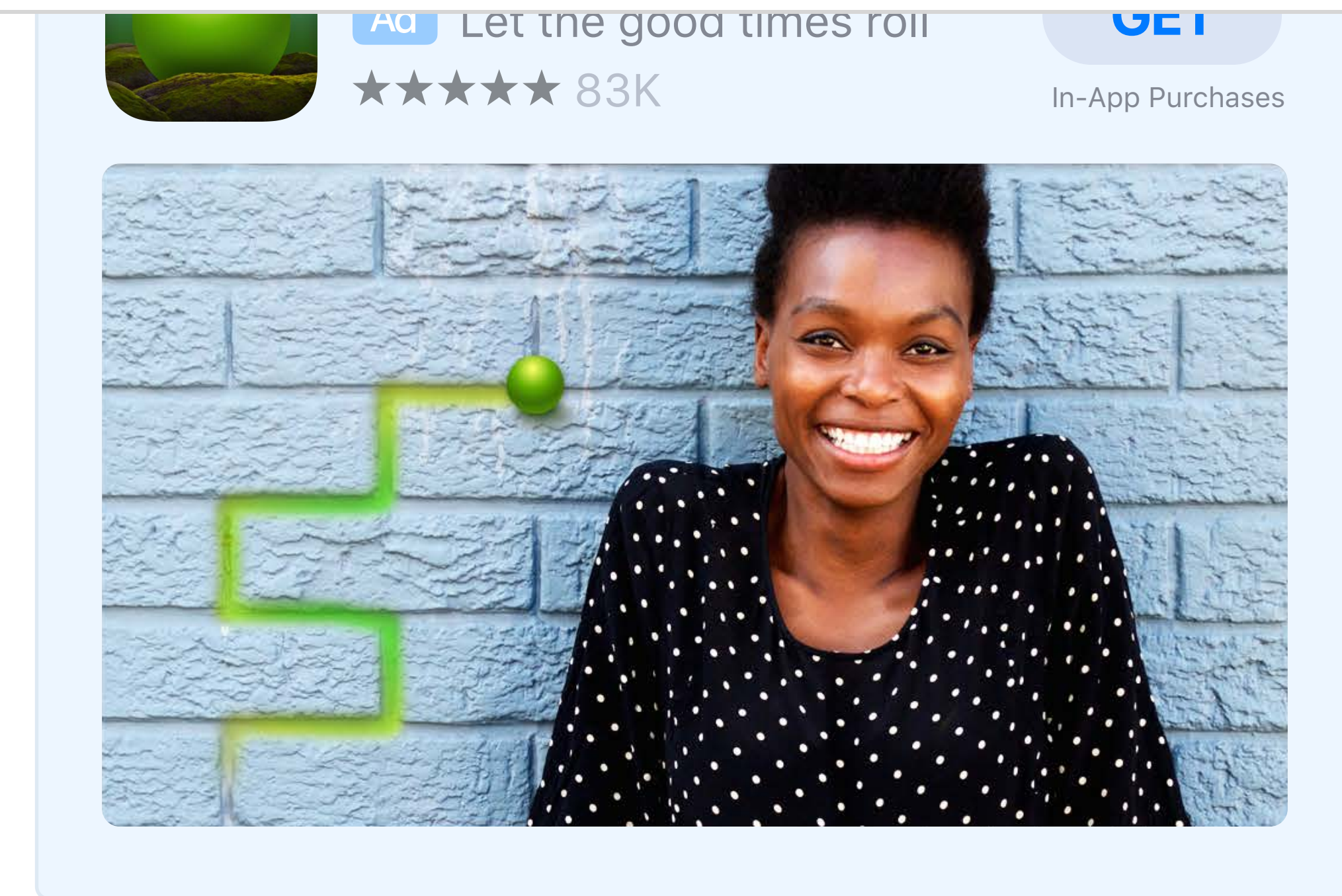
Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?

Suggested: \$1.50 ?



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts

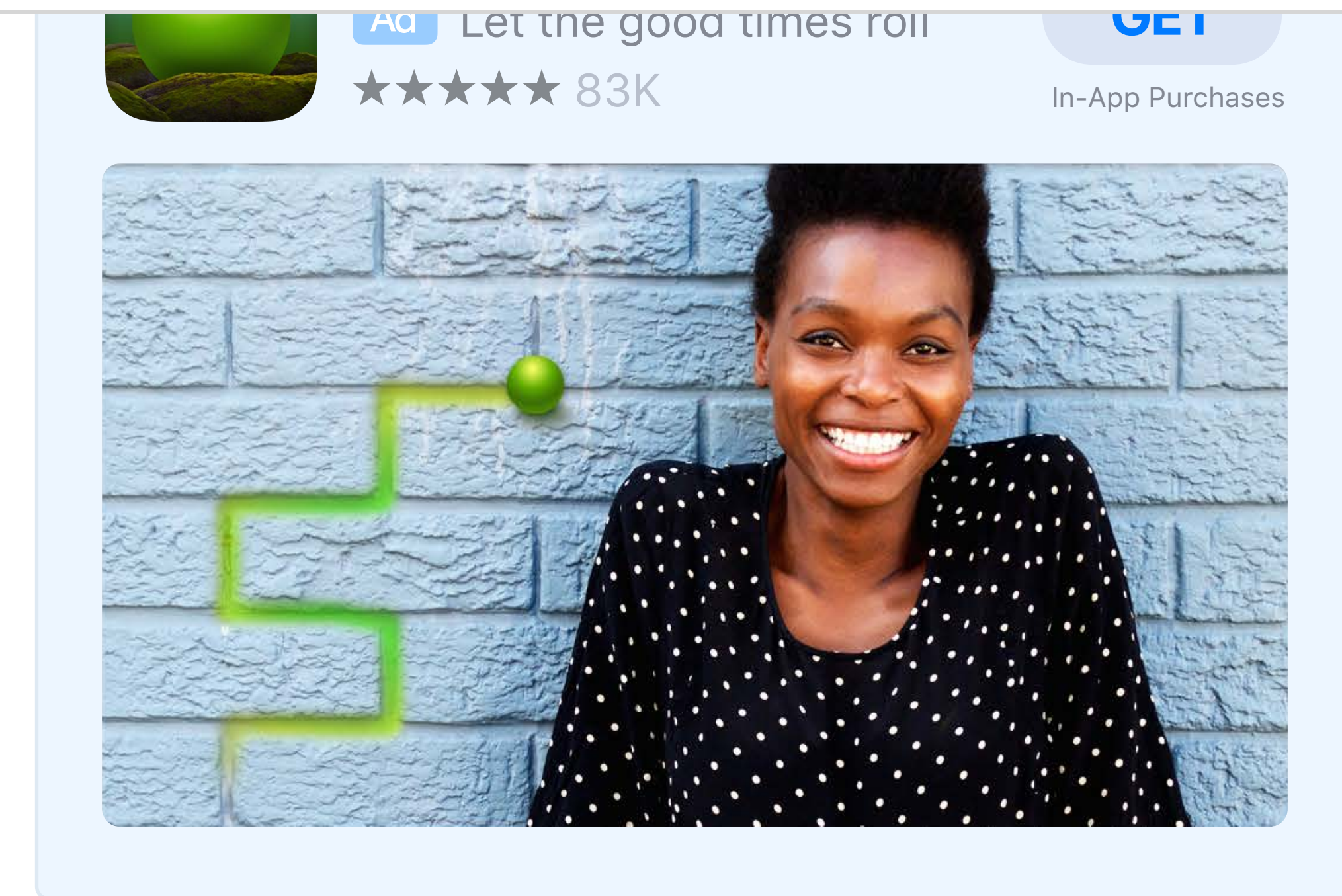
Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: \$1.50



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts

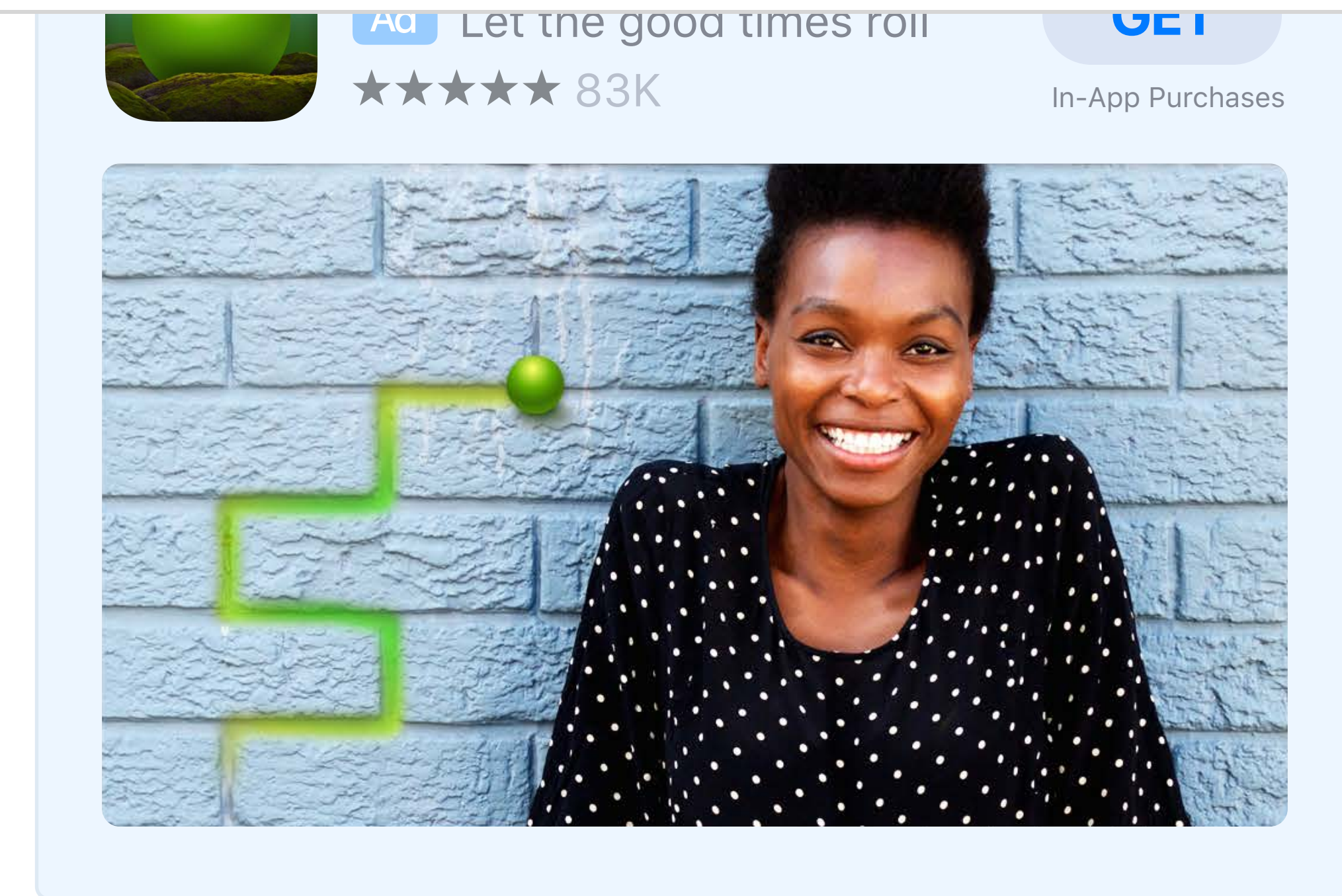
Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: \$1.50



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts

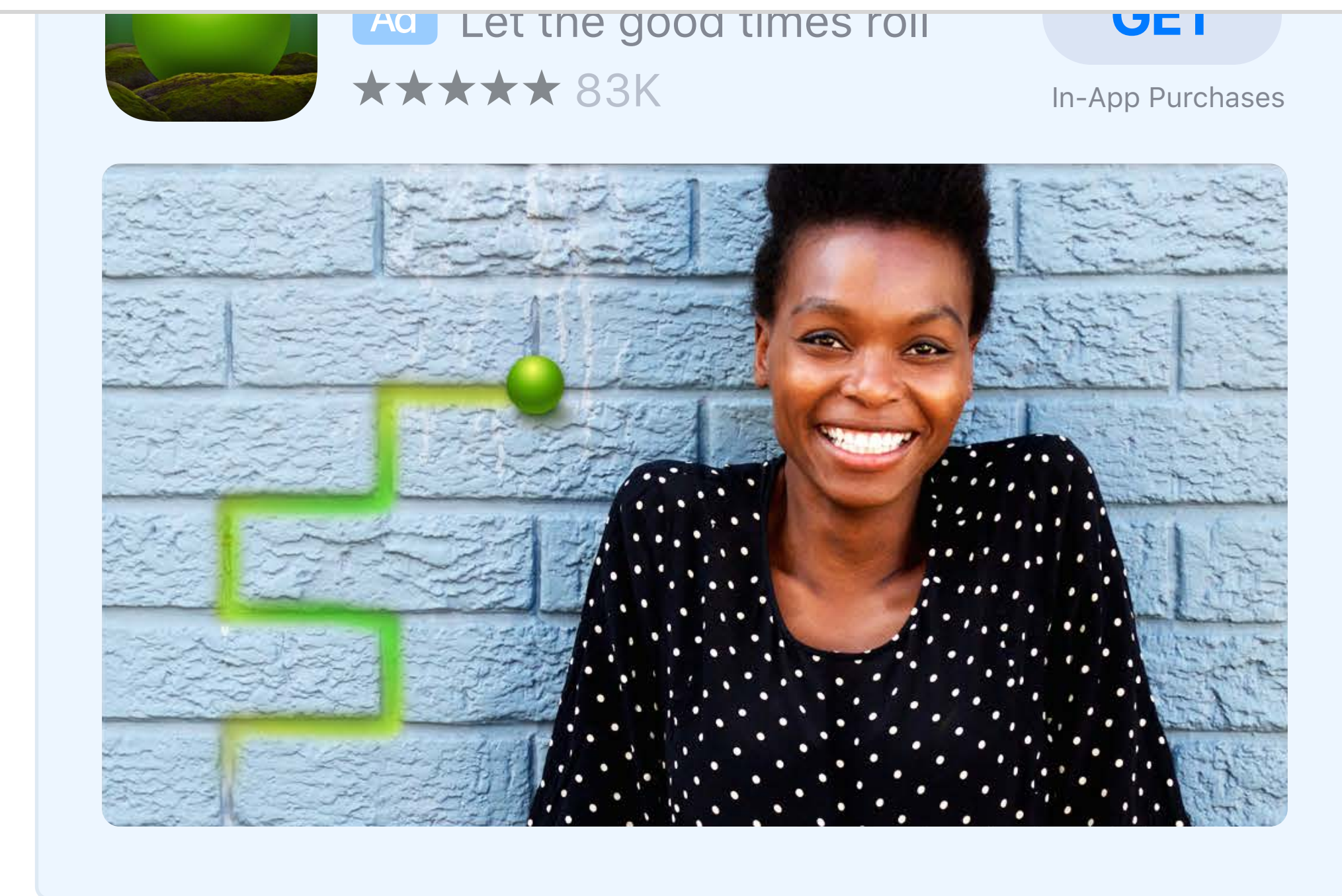
Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget

Enter your max cost-per-install (CPI)

Suggested: \$1.50



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts ?

Select all | Deselect all

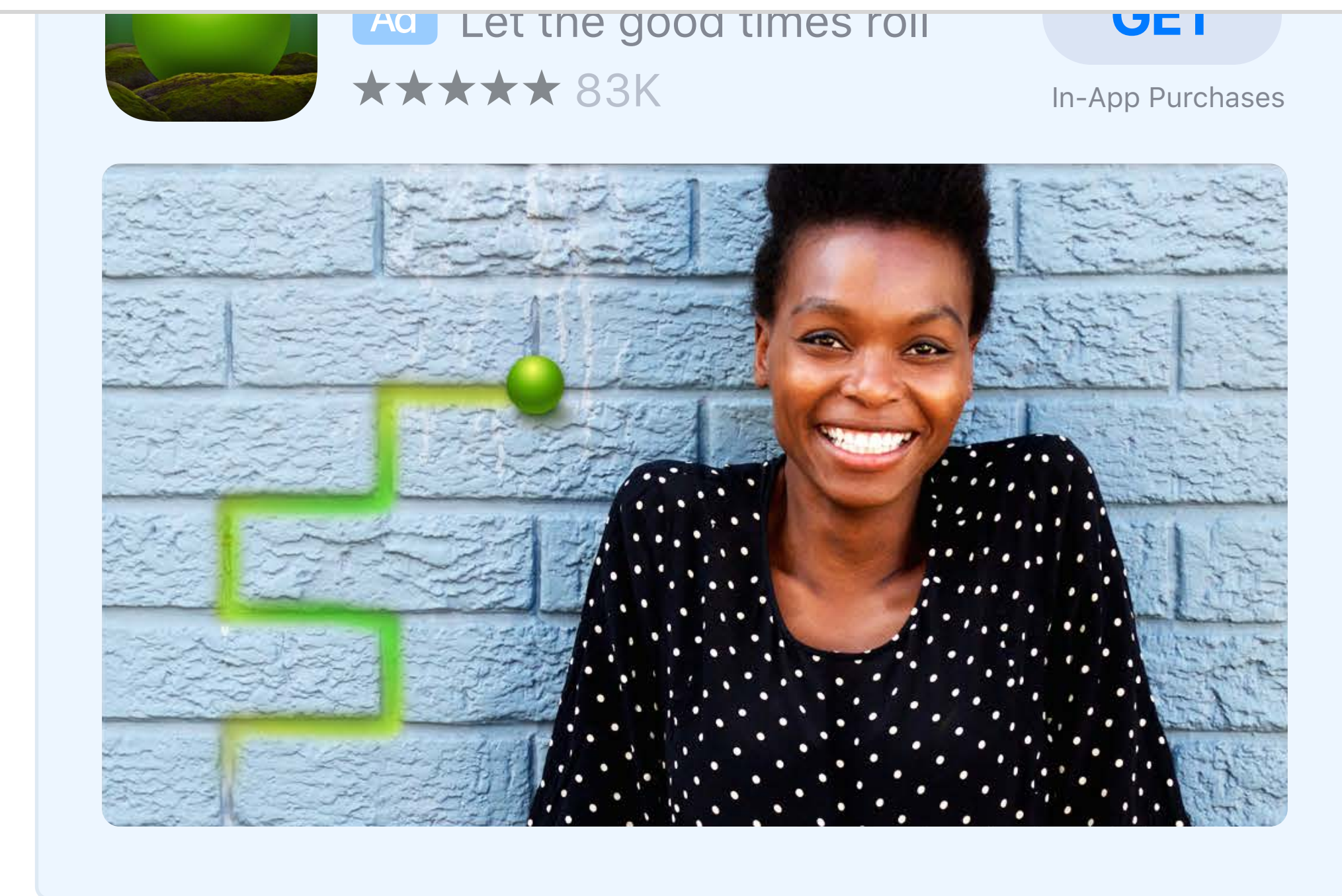
- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget ?

\$5,000.00

Enter your max cost-per-install (CPI) ?

Suggested: \$1.50 ?



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts ?

Select all | [Deselect all](#)

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

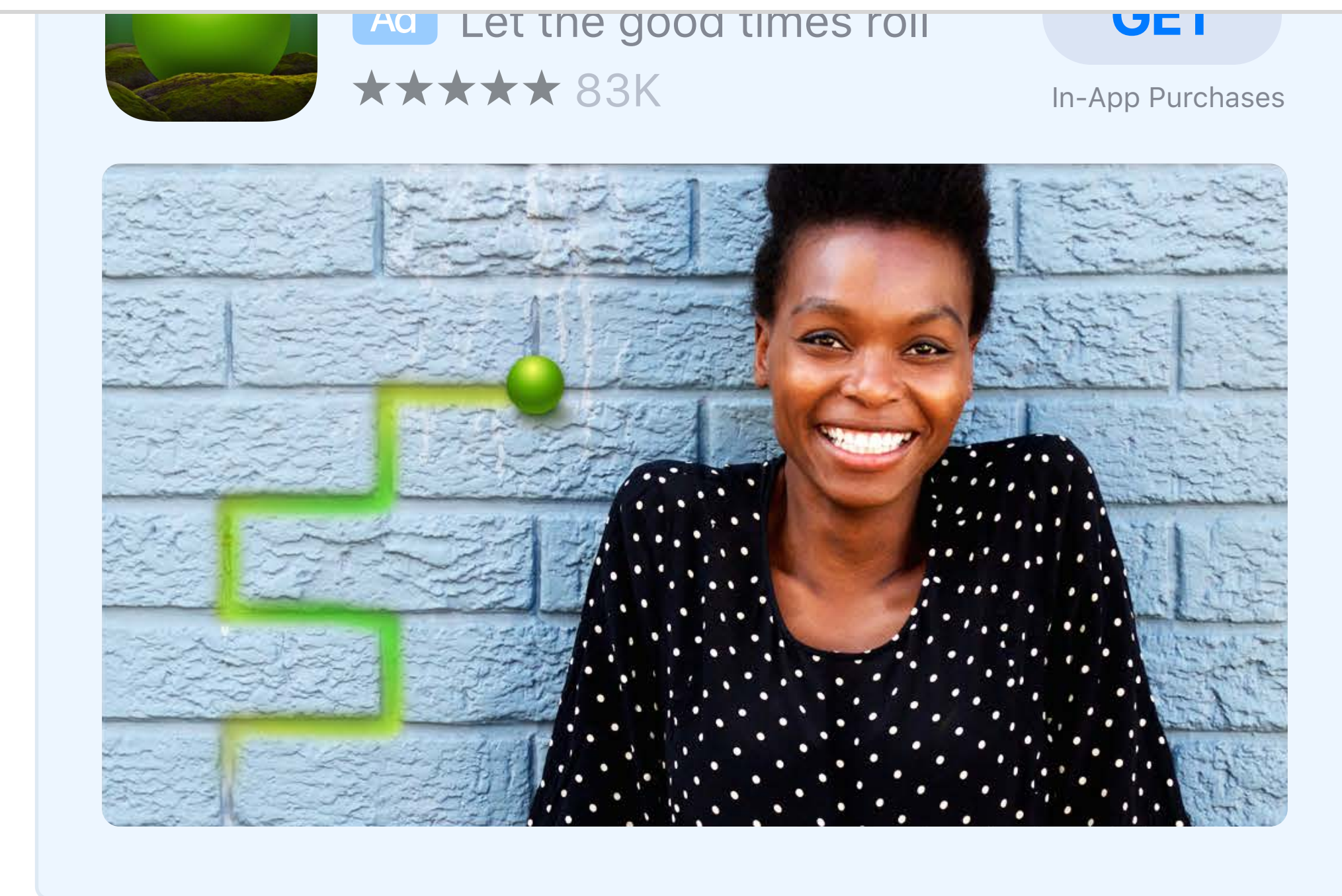
Enter your monthly budget ?

\$5,000.00

Enter your max cost-per-install (CPI) ?

1.50

Suggested: \$1.50 ?



Ratings and price do not reflect actual numbers.

[Cancel](#) [Save](#)

Select storefronts

Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

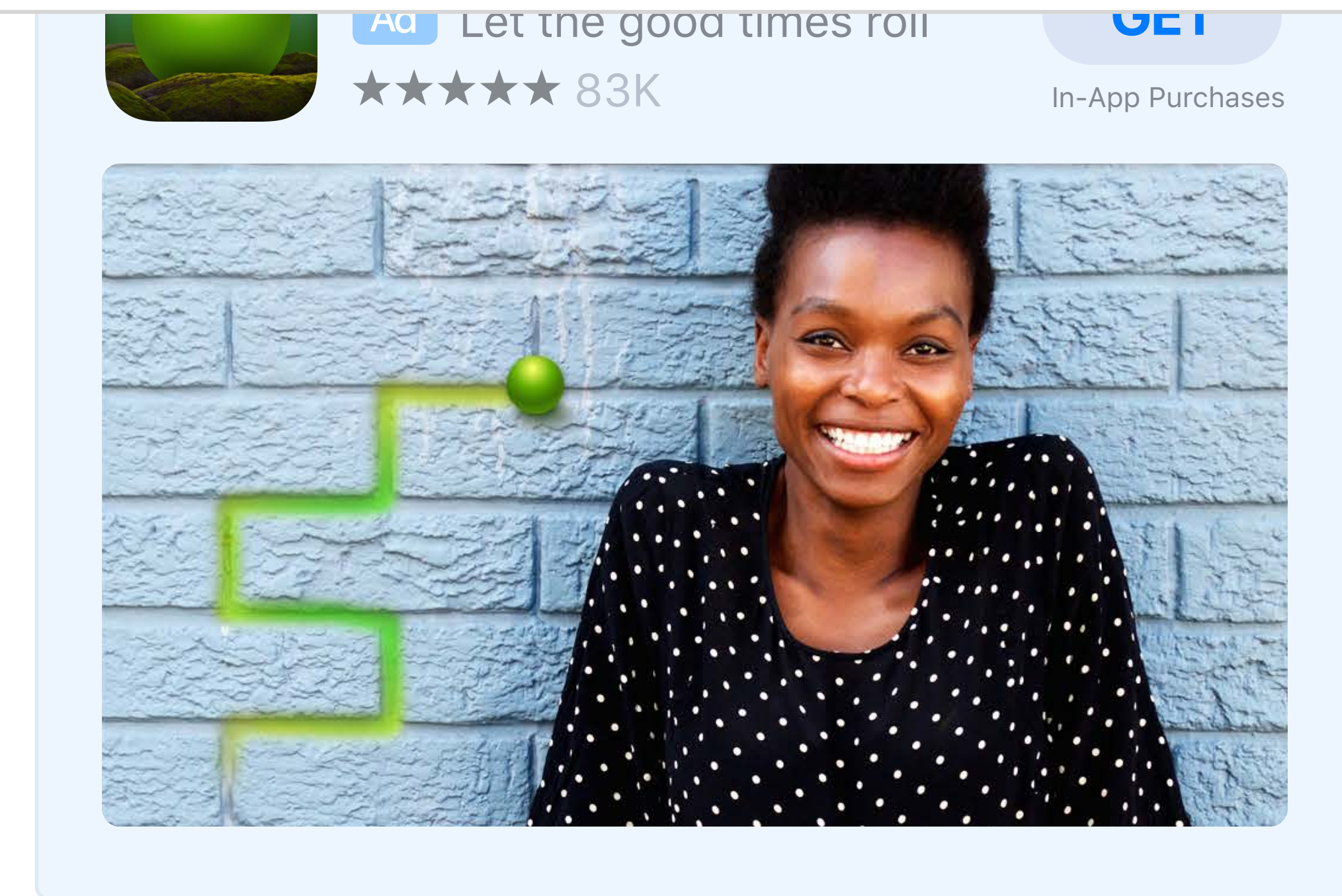
Enter your monthly budget

\$5,000.00

Enter your max cost-per-install (CPI)

\$1.50

Suggested: \$1.50



Ratings and price do not reflect actual numbers.

Cancel Save

Select storefronts ?

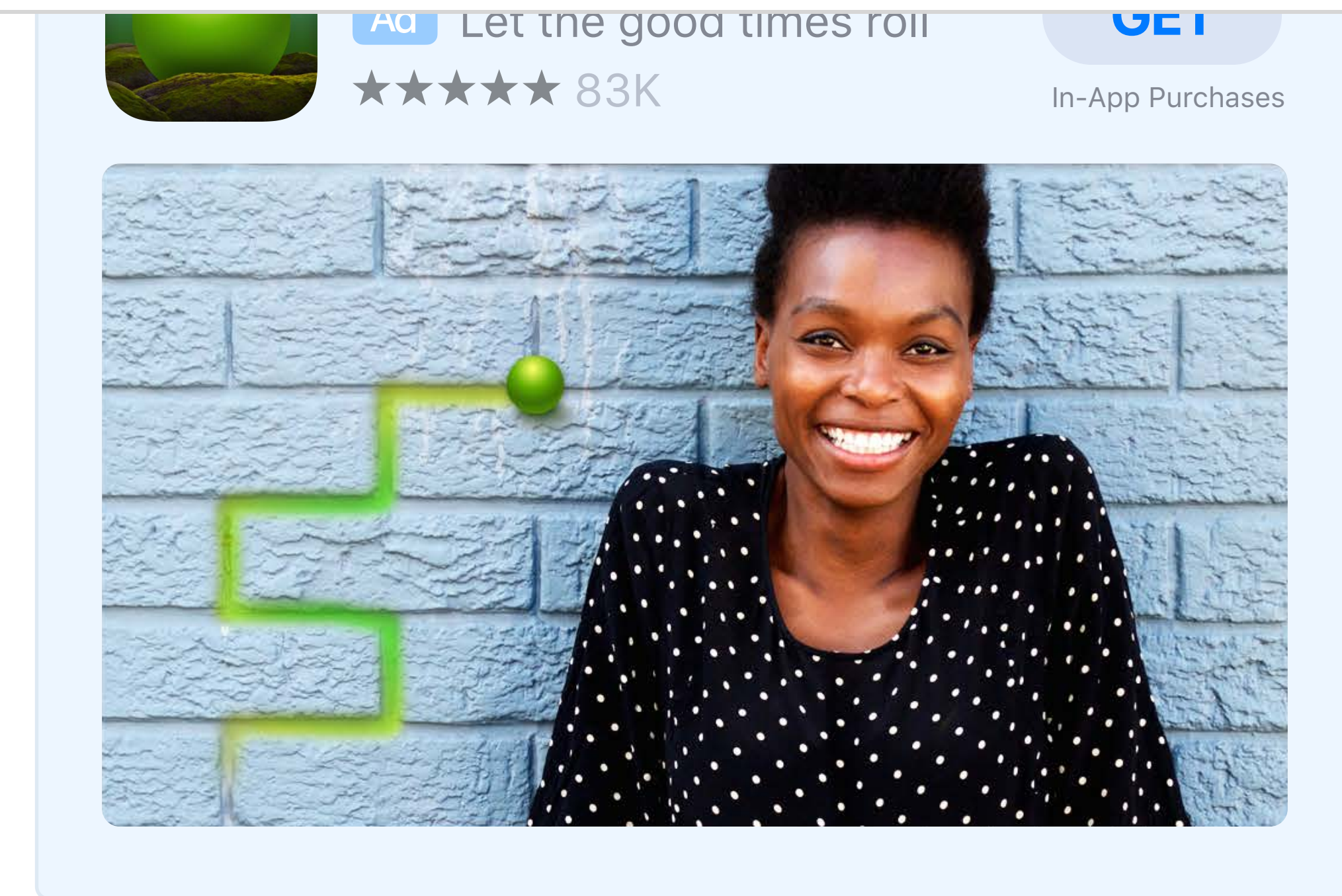
Select all | Deselect all

- Australia
- Canada
- France
- Germany
- Italy
- Japan
- Korea, Republic of
- Mexico
- New Zealand
- Spain
- Switzerland
- United Kingdom
- United States

Enter your monthly budget ?

Enter your max cost-per-install (CPI) ?

Suggested: \$1.50 ?




Ratings and price do not reflect actual numbers.

Cancel Save

Dashboard

[Add an App](#)
[Download Report](#)
Current Month 31




NoMoss - AR

Promoting in 13 of 13 Storefronts [Edit](#)

<p>Installs</p> <p>—</p>	<p>Avg Cost Per Install (CPI)</p> <p>—</p>	<p>Spend</p> <p>—</p>
<p>Status</p> <p>● Running</p>	<p>Maximum Cost Per Install (CPI)</p> <p>\$1.50</p>	<p>Monthly Budget</p> <p>\$5,000.00</p>

Ad Example




NoMoss - AR
Ad Let the good times roll
 ★★★★★ 83K
In-App Purchases

[GET](#)

Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

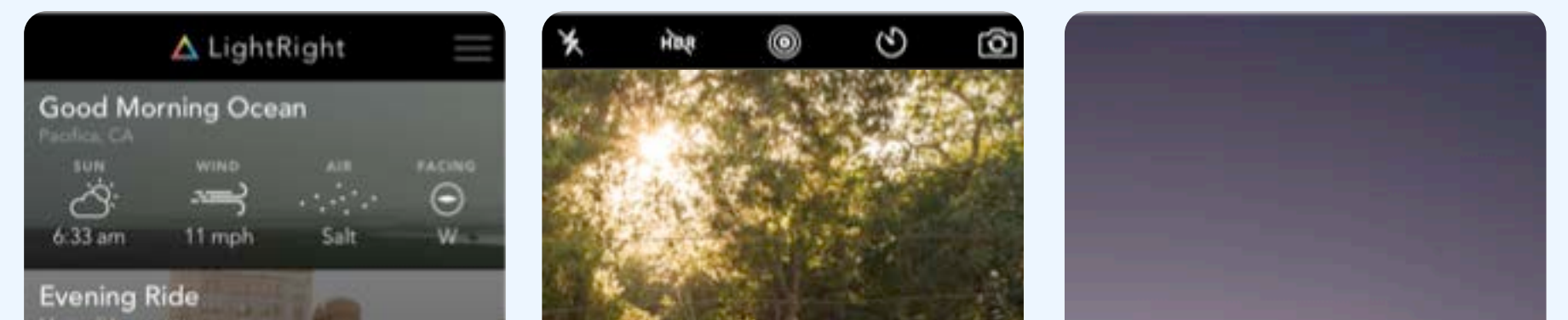


LightRight

Promoting in 1 of 10 Storefronts [Edit](#)

<p>Installs</p> <p>630</p>	<p>Avg Cost Per Install (CPI)</p> <p>\$0.67</p>	<p>Spend</p> <p>\$421.10</p>
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Ad Example



LightRight
Ad Photo filters for all light
 ★★★★★ 2K
In-App Purchases

[GET](#)

Dashboard

✓ Saved

Results Help

Add an App

Download Report

Current Month 31



NoMoss - AR

Promoting in 13 of 13 Storefronts [Edit](#)

Installs

—

Avg Cost Per Install (CPI)

—

Spend

—

Status

Running

Maximum Cost Per Install (CPI)

\$1.50

Monthly Budget

\$5,000.00

Ad Example

NoMoss - AR
Ad Let the good times roll
★★★★★ 83K
GET
In-App Purchases

Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018



LightRight

Promoting in 1 of 10 Storefronts [Edit](#)

Installs

630

Avg Cost Per Install (CPI)

\$0.67

Spend

\$421.10

Ad Example

LightRight
Ad Photo filters for all light
★★★★★ 2K
GET
In-App Purchases

Dashboard

Add an App | Download Report | Current Month | 31

NoMoss - AR Promoting in 13 of 13 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
—	—	—

Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00

Ad Example

NoMoss - AR
Ad Let the good times roll
★★★★★ 83K
In-App Purchases
GET

Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

LightRight Promoting in 1 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10

Ad Example

LightRight
Ad Photo filters for all light
★★★★★ 2K
In-App Purchases
GET

Dashboard

Results Help

Add an App

Download Report

Current Month 31



NoMoss - AR

Promoting in 13 of 13 Storefronts [Edit](#)

Installs

—

Avg Cost Per Install (CPI)

—

Spend

—

Status

Running

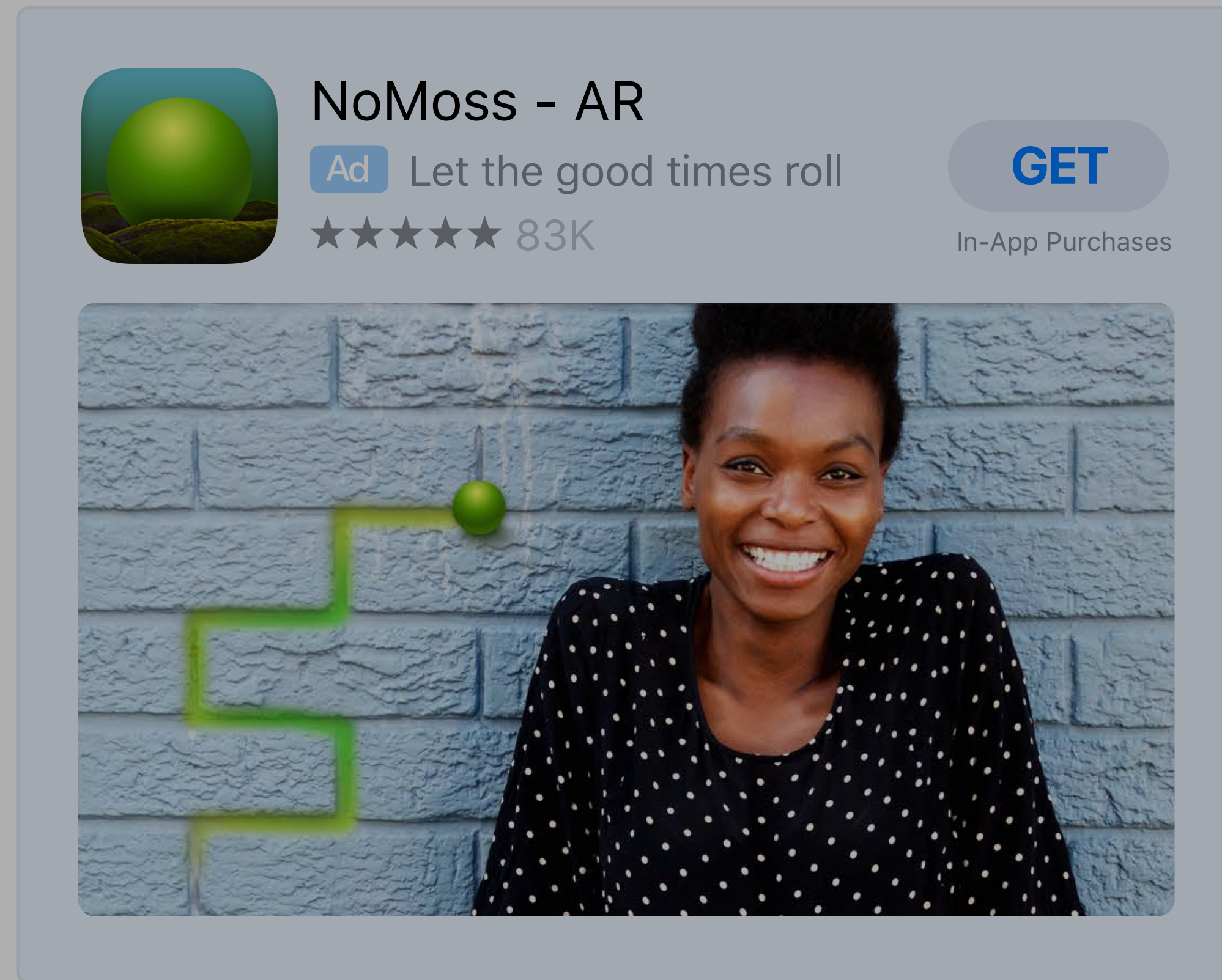
Maximum Cost Per Install (CPI)

\$1.50

Monthly Budget

\$5,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018



LightRight

Promoting in 1 of 10 Storefronts [Edit](#)

Installs

630

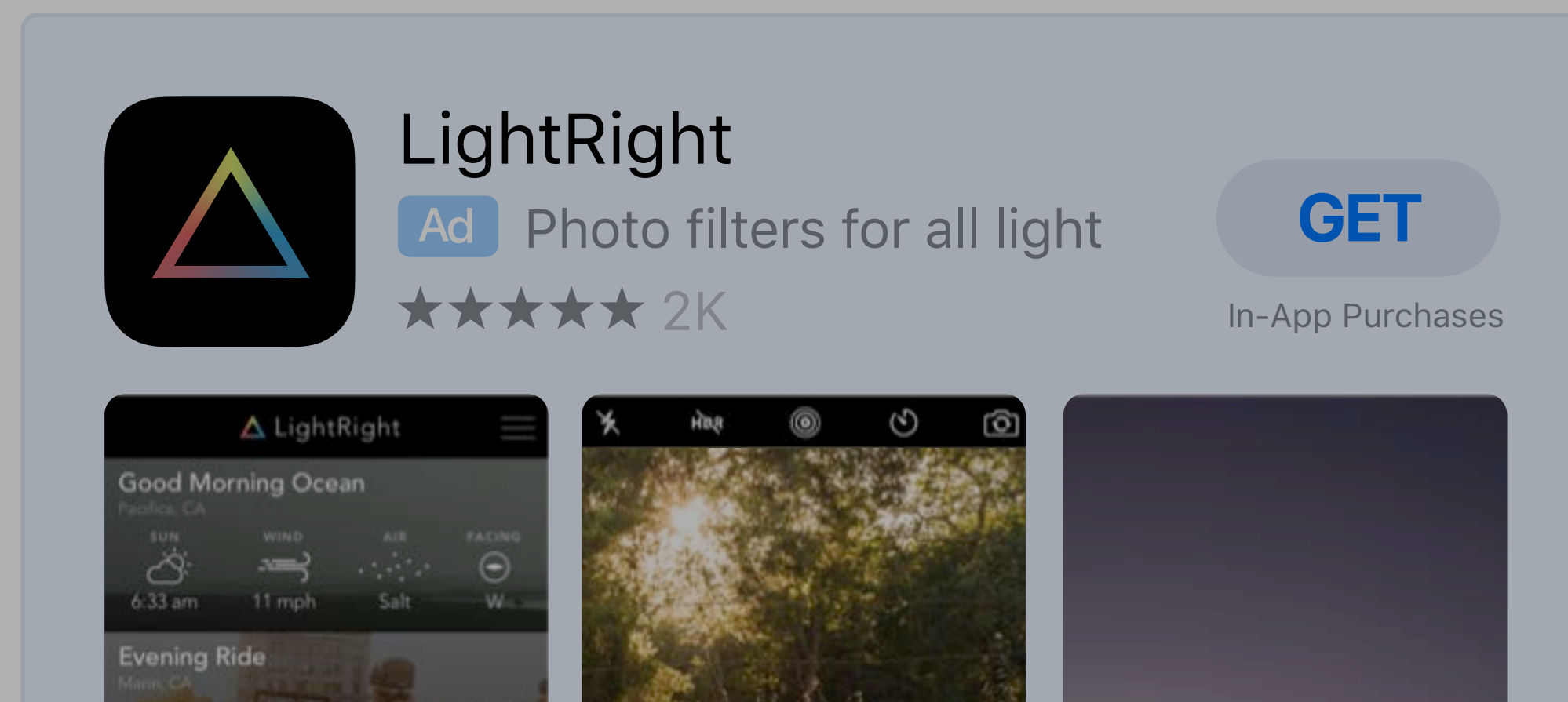
Avg Cost Per Install (CPI)

\$0.67

Spend

\$421.10

Ad Example



—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

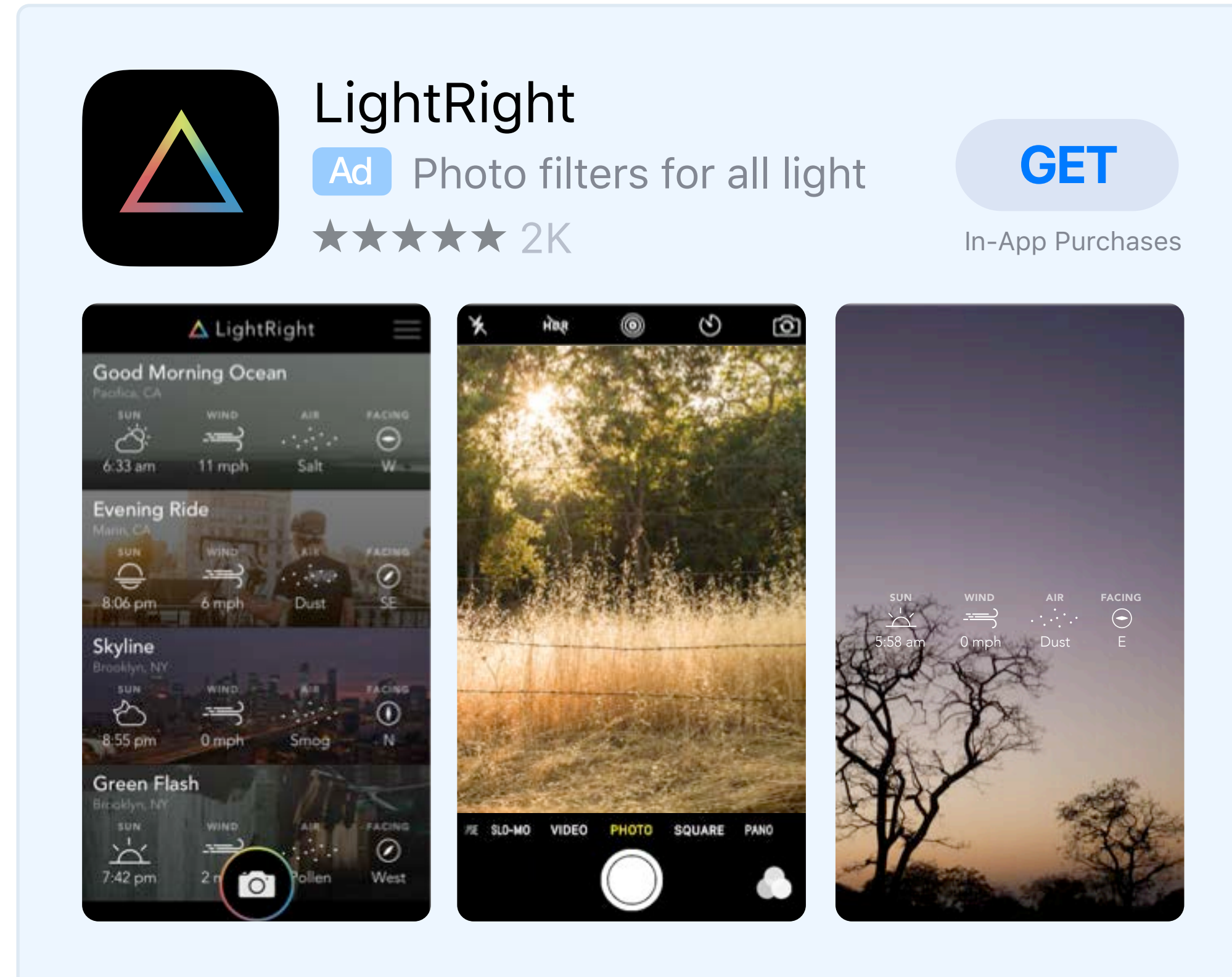
Created on Jun 8, 2018

LightRight

Promoting in 1 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

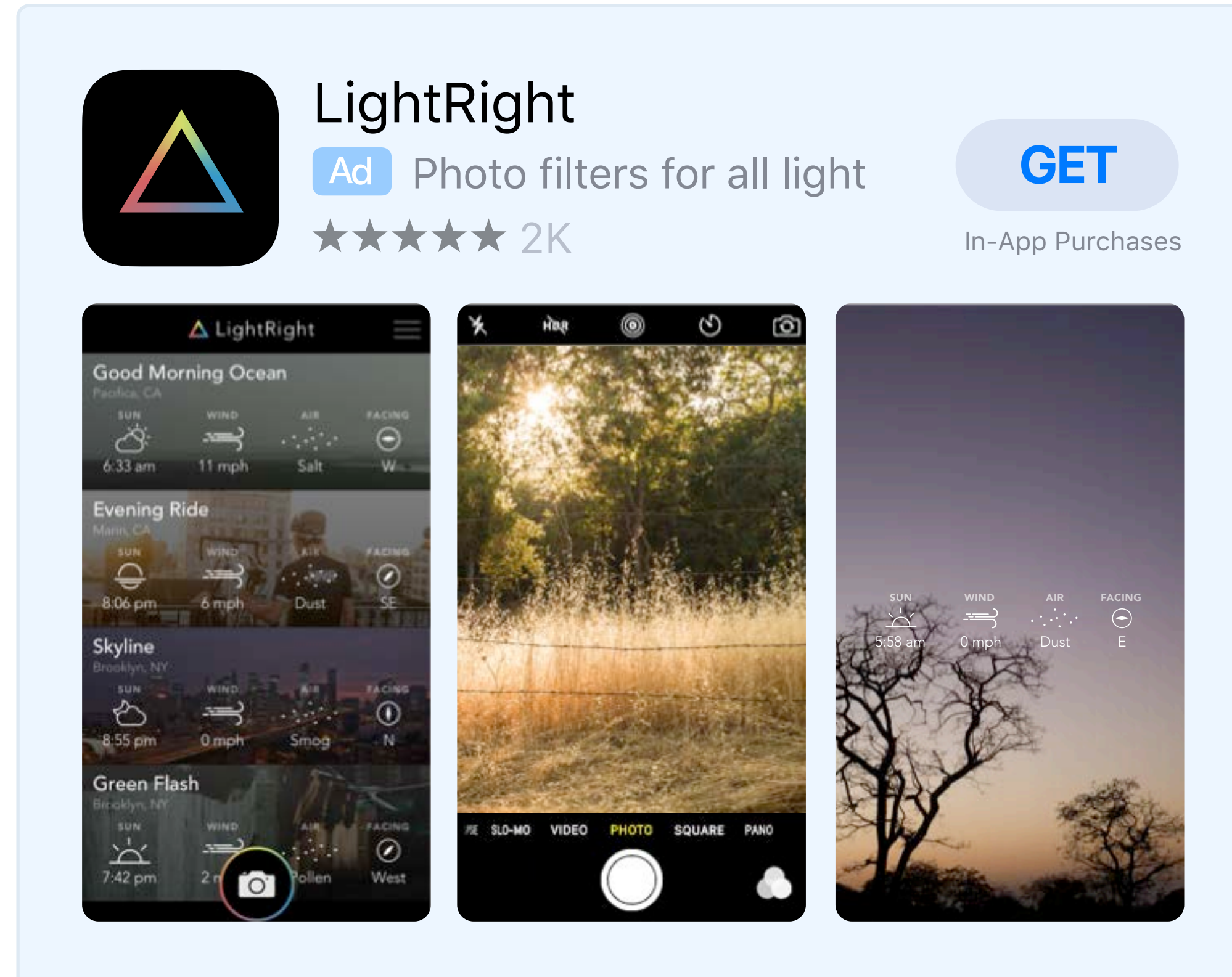
Created on Jun 8, 2018

LightRight

Promoting in 1 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

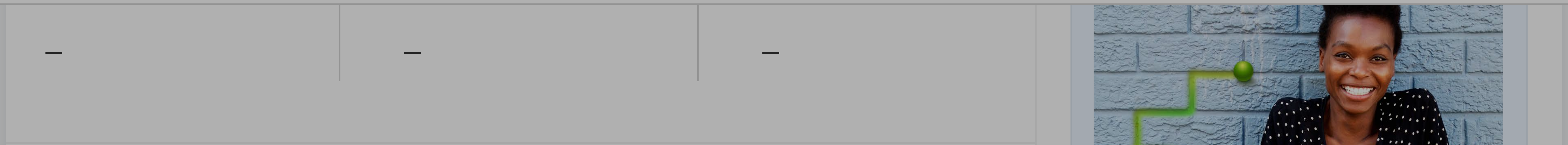
Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.



Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: —

Created on Jun 8, 2018

Ad Example

LightRight Ad Photo filters for all light **GET**
★★★★★ 2K In-App Purchases

Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

[Select all](#) | [Deselect all](#)

- Australia
- Canada
- France
- Germany
- Italy
- Korea, Republic of
- New Zealand
- Switzerland
- United Kingdom
- United States

[Cancel](#) [Save](#)

—	—	—
---	---	---

Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: —

LightRight

Installs: **630** | Avg Cost Per Install: **\$0.6**

Status: Running | Maximum Cost: \$1.15

Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

[Select all](#) | [Deselect all](#)

<input type="checkbox"/> Australia	<input type="checkbox"/> Switzerland
<input type="checkbox"/> Canada	<input type="checkbox"/> United Kingdom
<input type="checkbox"/> France	<input checked="" type="checkbox"/> United States
<input type="checkbox"/> Germany	
<input type="checkbox"/> Italy	
<input type="checkbox"/> Korea, Republic of	
<input type="checkbox"/> New Zealand	

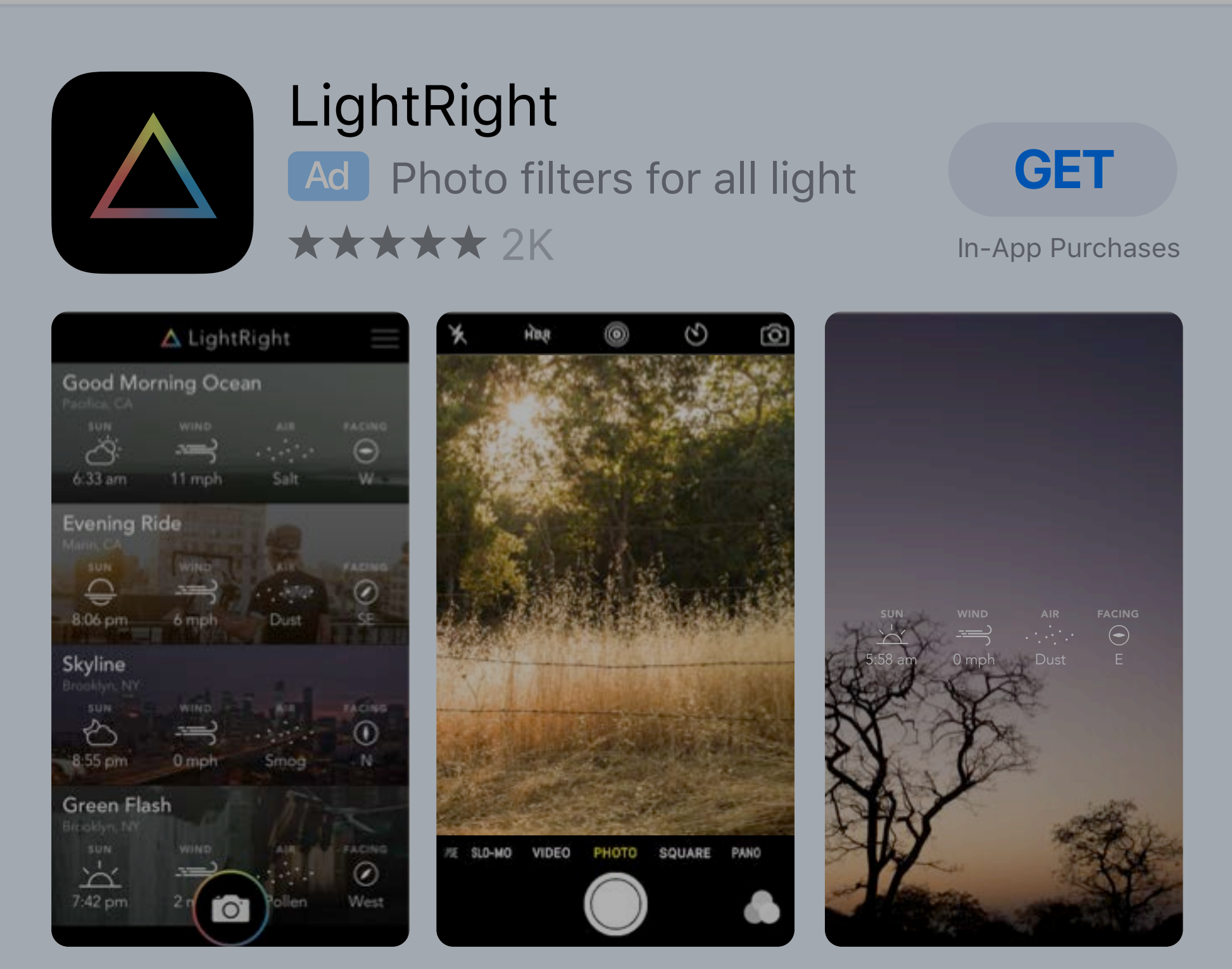
Cancel Save



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

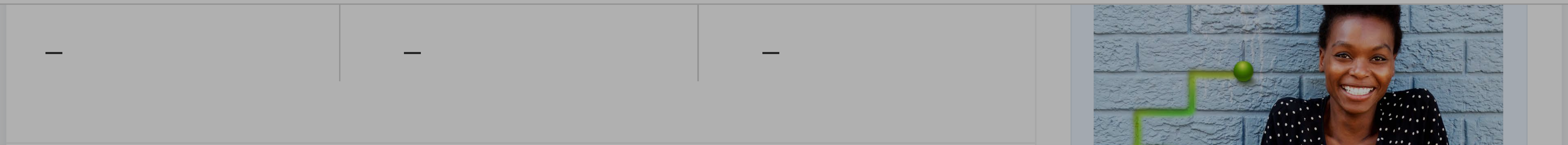
Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.



Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: —

Created on Jun 8, 2018

Ad Example

LightRight Ad Photo filters for all light **GET**
★★★★★ 2K In-App Purchases

Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

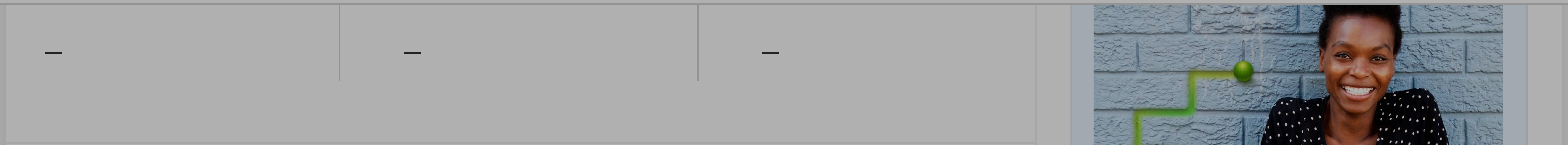
Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

[Select all](#) | [Deselect all](#)

<input type="checkbox"/> Australia	<input type="checkbox"/> Switzerland
<input checked="" type="checkbox"/> Canada	<input type="checkbox"/> United Kingdom
<input checked="" type="checkbox"/> France	<input checked="" type="checkbox"/> United States
<input type="checkbox"/> Germany	
<input type="checkbox"/> Italy	
<input type="checkbox"/> Korea, Republic of	
<input type="checkbox"/> New Zealand	

[Cancel](#) [Save](#)



Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: \$1,000.00

Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

[Select all](#) | [Deselect all](#)

<input type="checkbox"/> Australia	<input type="checkbox"/> Switzerland
<input checked="" type="checkbox"/> Canada	<input type="checkbox"/> United Kingdom
<input checked="" type="checkbox"/> France	<input checked="" type="checkbox"/> United States
<input type="checkbox"/> Germany	
<input type="checkbox"/> Italy	
<input type="checkbox"/> Korea, Republic of	
<input type="checkbox"/> New Zealand	

[Cancel](#) [Save](#)

LightRight

Installs: 630 | Avg Cost Per Install: \$0.60

Status: Running | Maximum Cost: \$1.15

LightRight

Ad: Photo filters for all light | GET | In-App Purchases | 2K reviews

Ratings and price do not reflect actual numbers.

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
---	---	---

Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: —

LightRight

Installs: **630** | Avg Cost Per Install: **\$0.6**

Status: Running | Maximum Cost: \$1.15

Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

Select all | [Deselect all](#)

- Australia
- Canada
- France
- Germany
- Italy
- Korea, Republic of
- New Zealand
- Switzerland
- United Kingdom
- United States

[Cancel](#) [Save](#)



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

Ad Example

LightRight Ad Photo filters for all light GET

★★★★★ 2K In-App Purchases

Ratings and price do not reflect actual numbers.

Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

—	—	—
---	---	---

Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: —

LightRight

Installs: 630 | Avg Cost Per Install: \$0.6

Status: Running | Maximum Cost: \$1.15

Edit Storefronts for LightRight

Select which eligible storefronts you want to promote in.

Select all | [Deselect all](#)

- Australia
- Canada
- France
- Germany
- Italy
- Korea, Republic of
- New Zealand
- Switzerland
- United Kingdom
- United States

[Cancel](#) [Save](#)



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

Ad Example

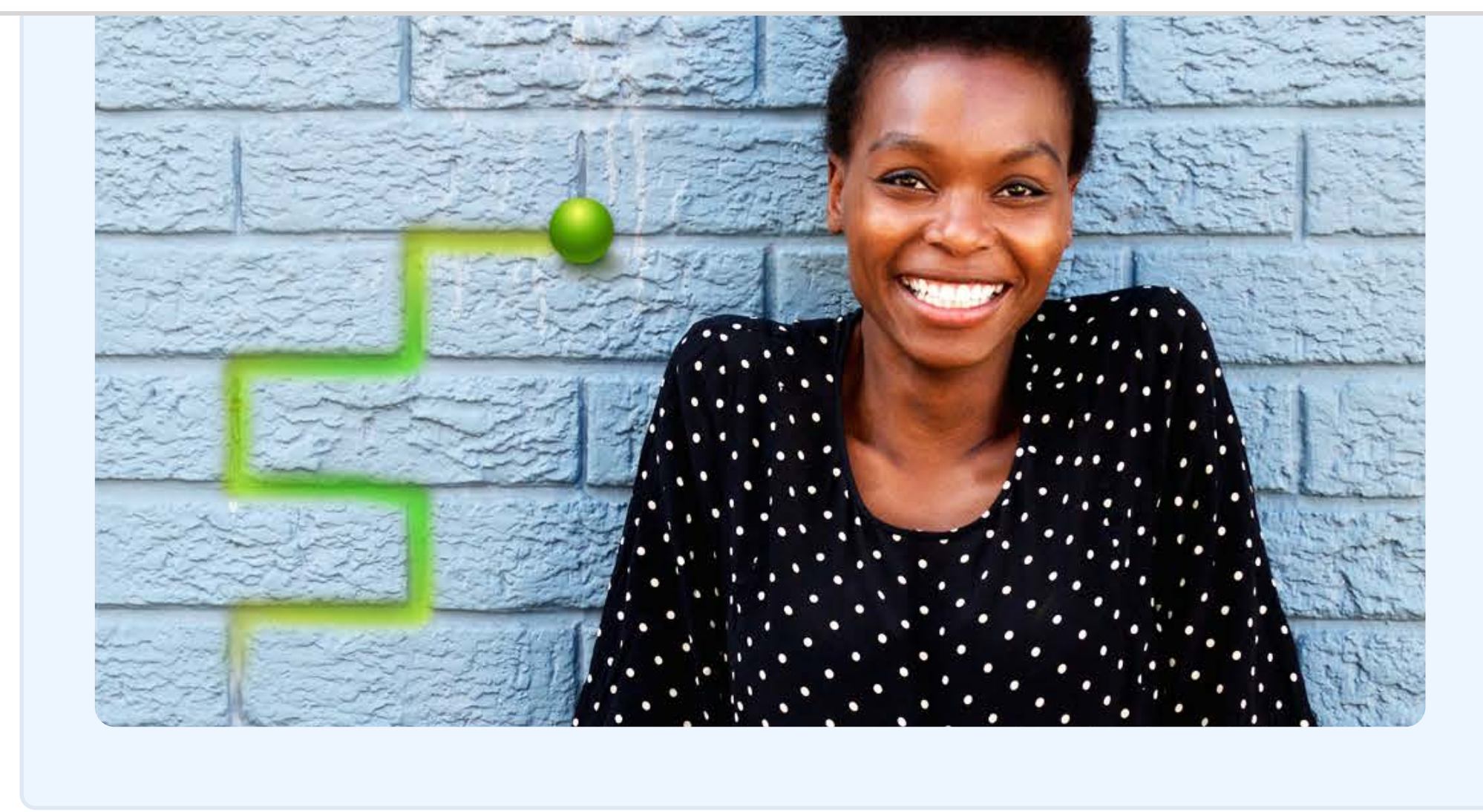
LightRight Ad Photo filters for all light GET

★★★★★ 2K In-App Purchases

Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

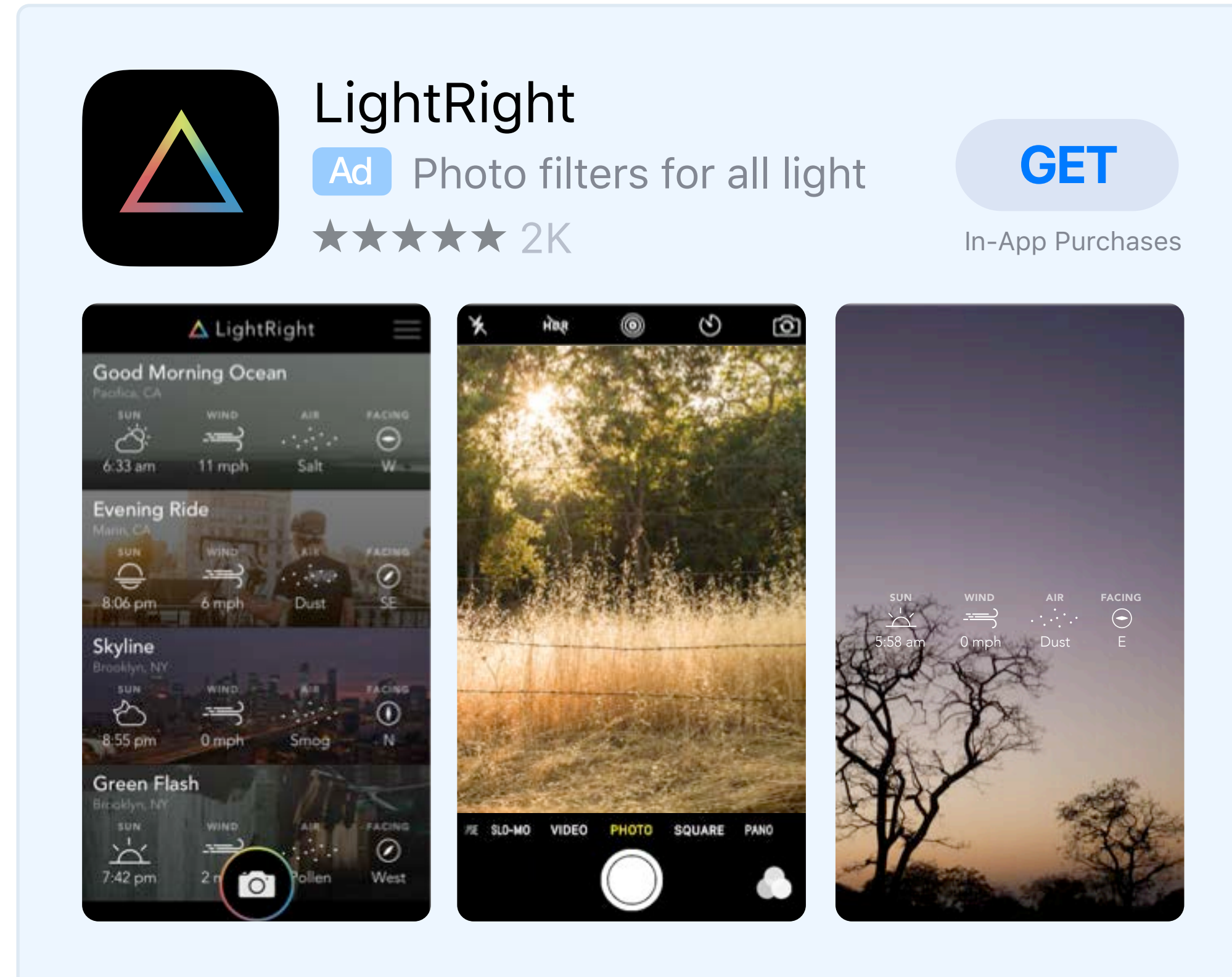
Created on Jun 8, 2018

LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.


— — ✓ Saved

Status: Running | Maximum Cost Per Install (CPI): \$1.50 | Monthly Budget: \$5,000.00



Ratings and price do not reflect actual numbers.

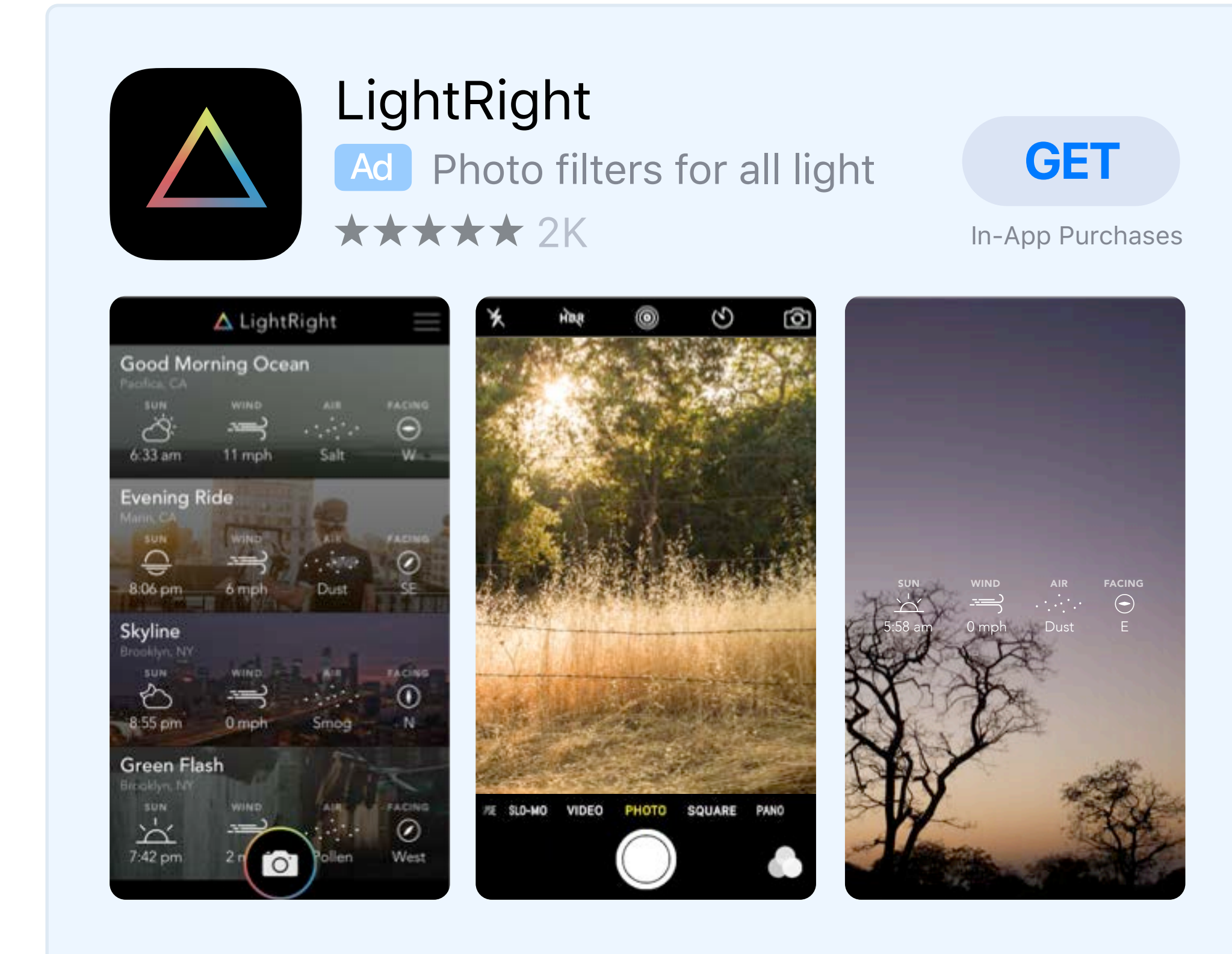
Created on Jun 8, 2018

 **LightRight** Promoting in 10 of 10 Storefronts [Edit](#)

Installs: 630 | Avg Cost Per Install (CPI): \$0.67 | Spend: \$421.10

Status: Running | Maximum Cost Per Install (CPI): \$1.15 | Monthly Budget: \$1,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017


Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

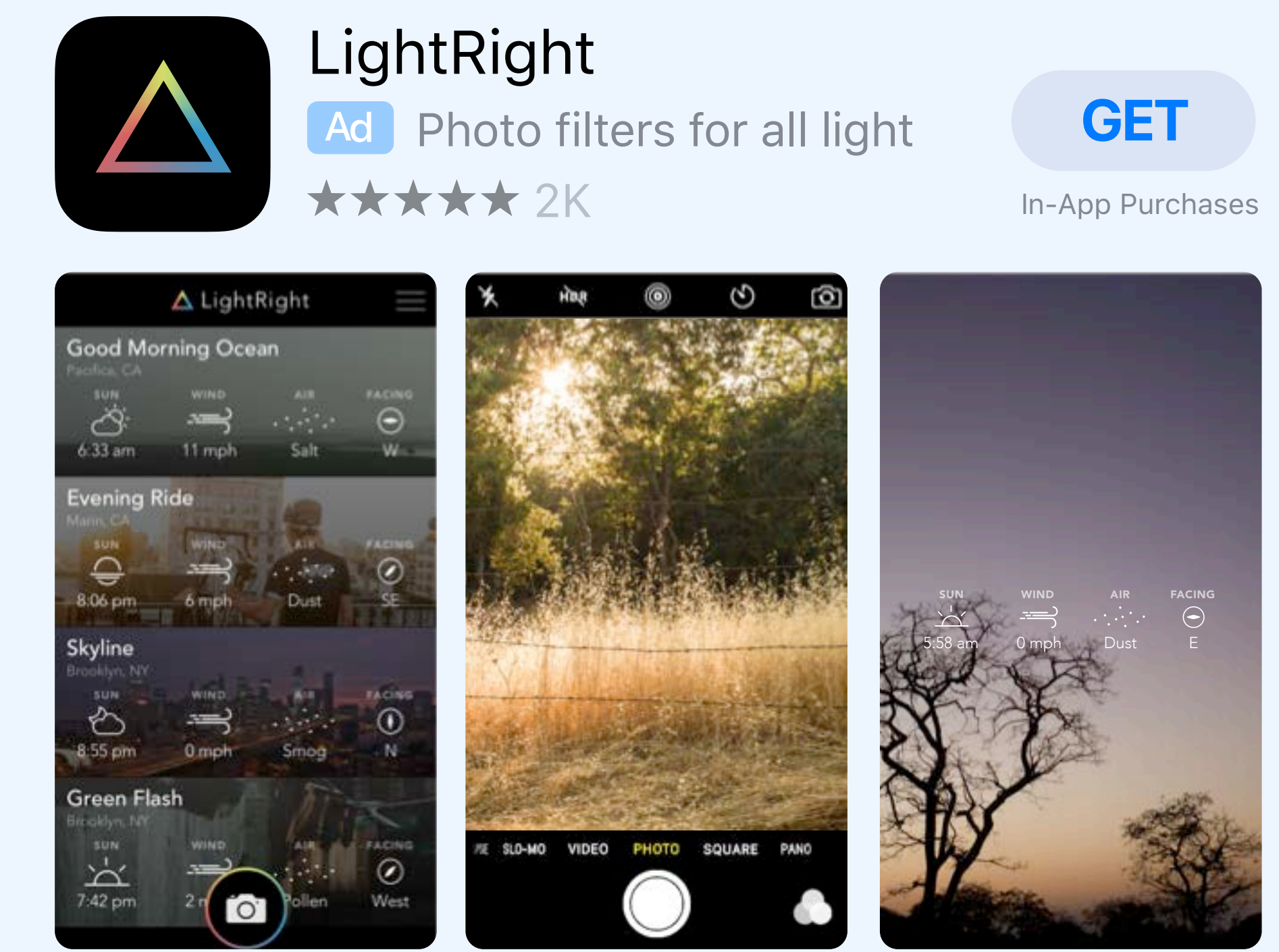


LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

Ad Example



LightRight
Ad Photo filters for all light
★★★★★ 2K
GET
In-App Purchases

Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

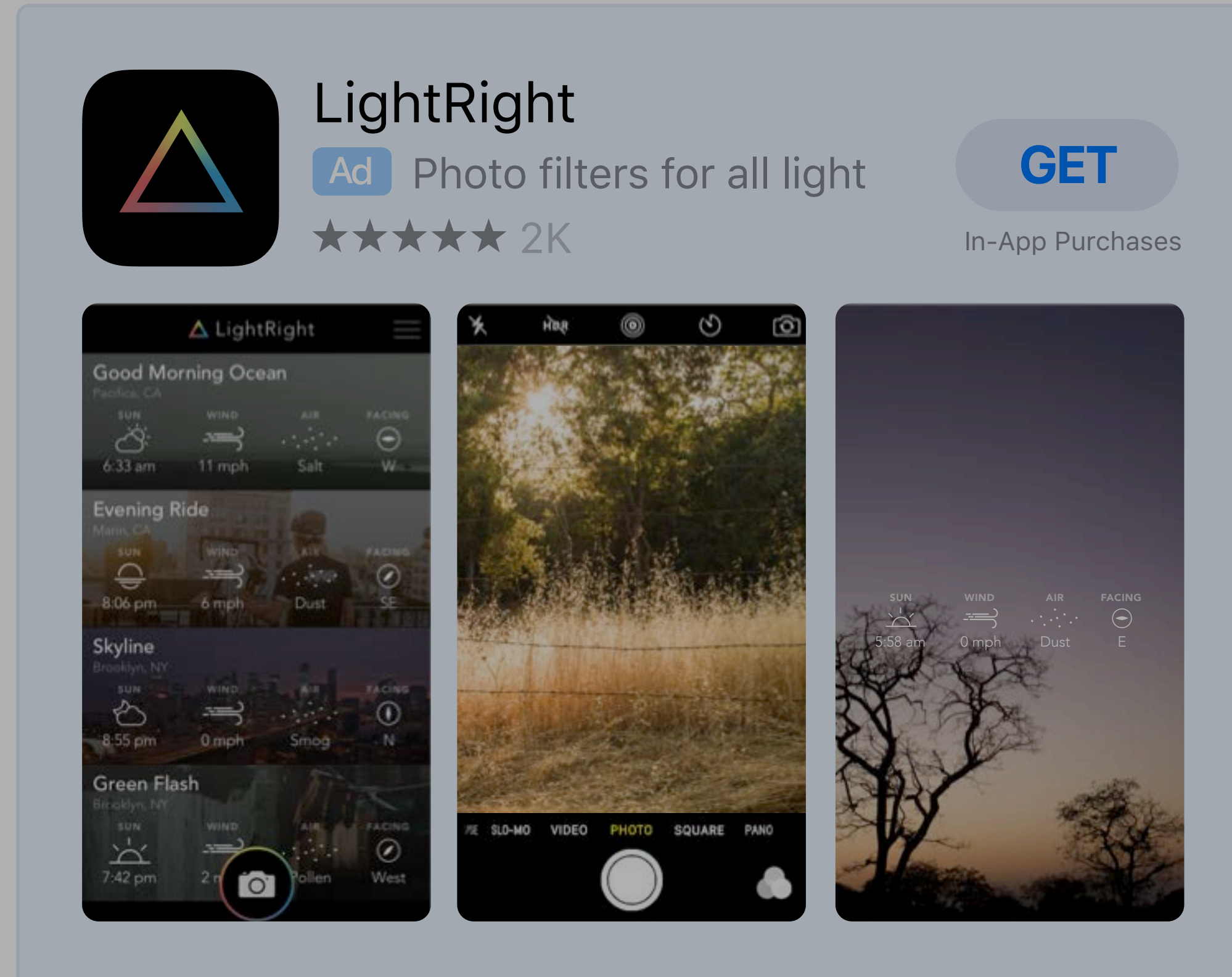


LightRight

Promoting in 10 of 10 Storefronts Edit

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

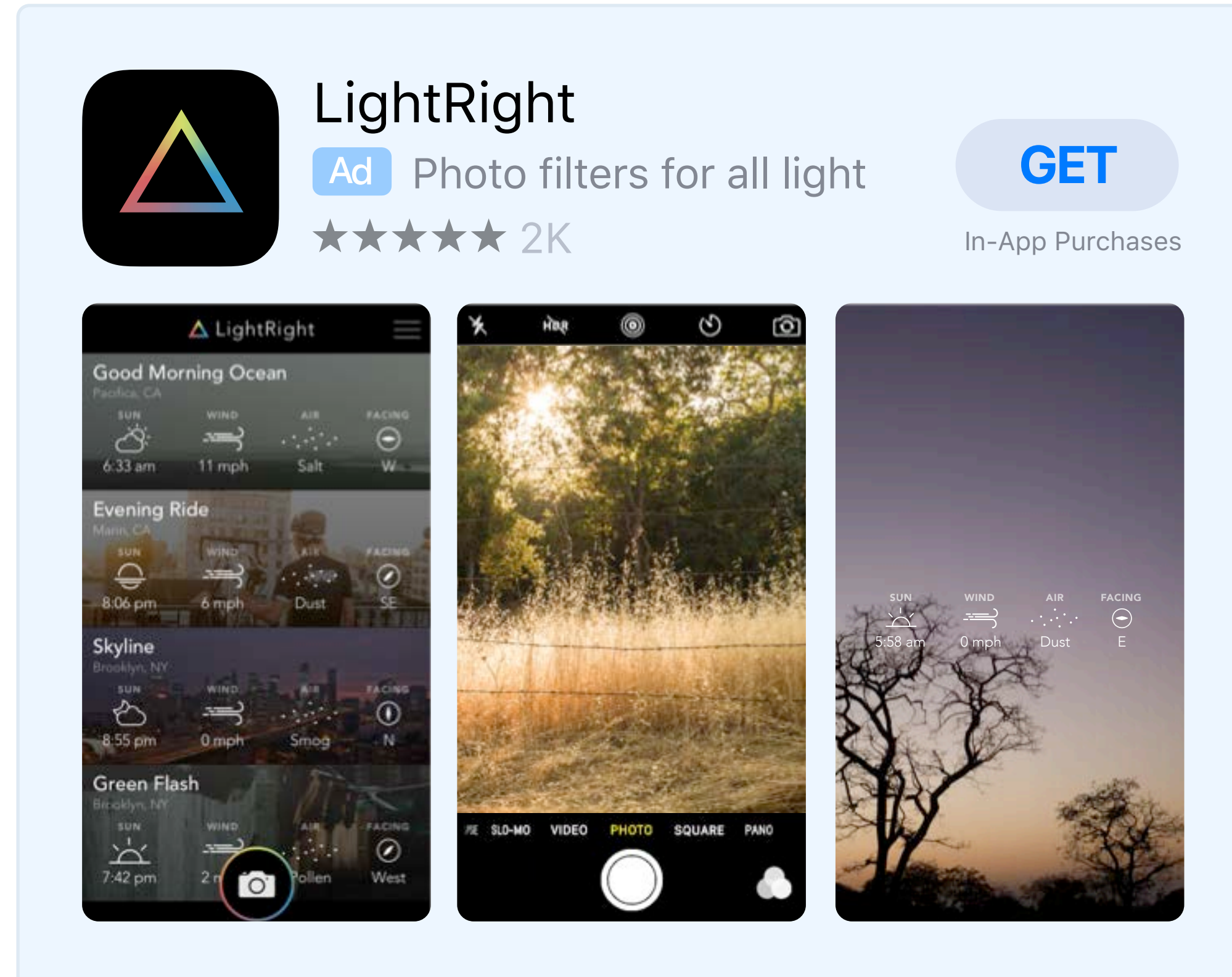
Created on Jun 8, 2018

LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

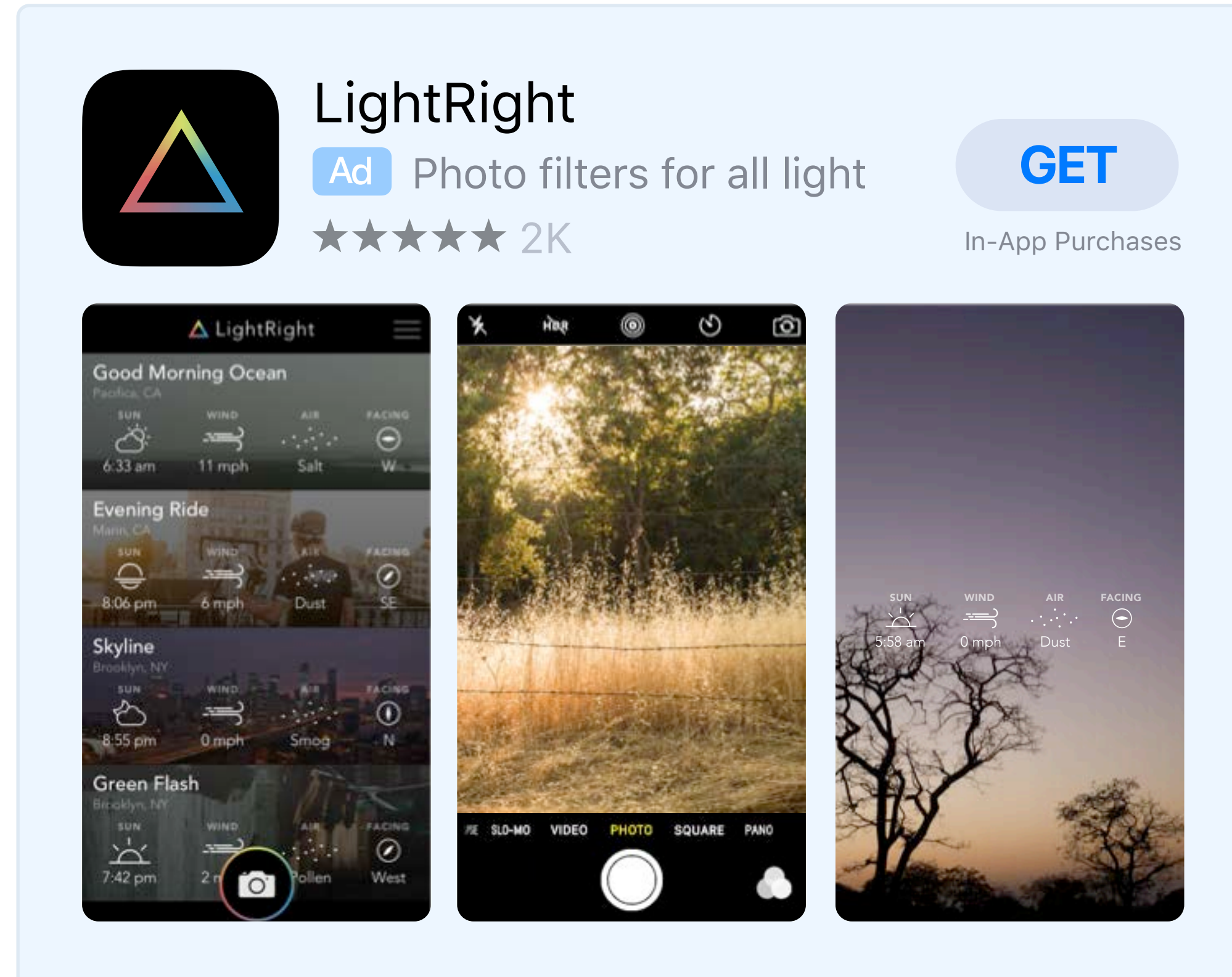
Created on Jun 8, 2018

LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$1,000.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017


Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

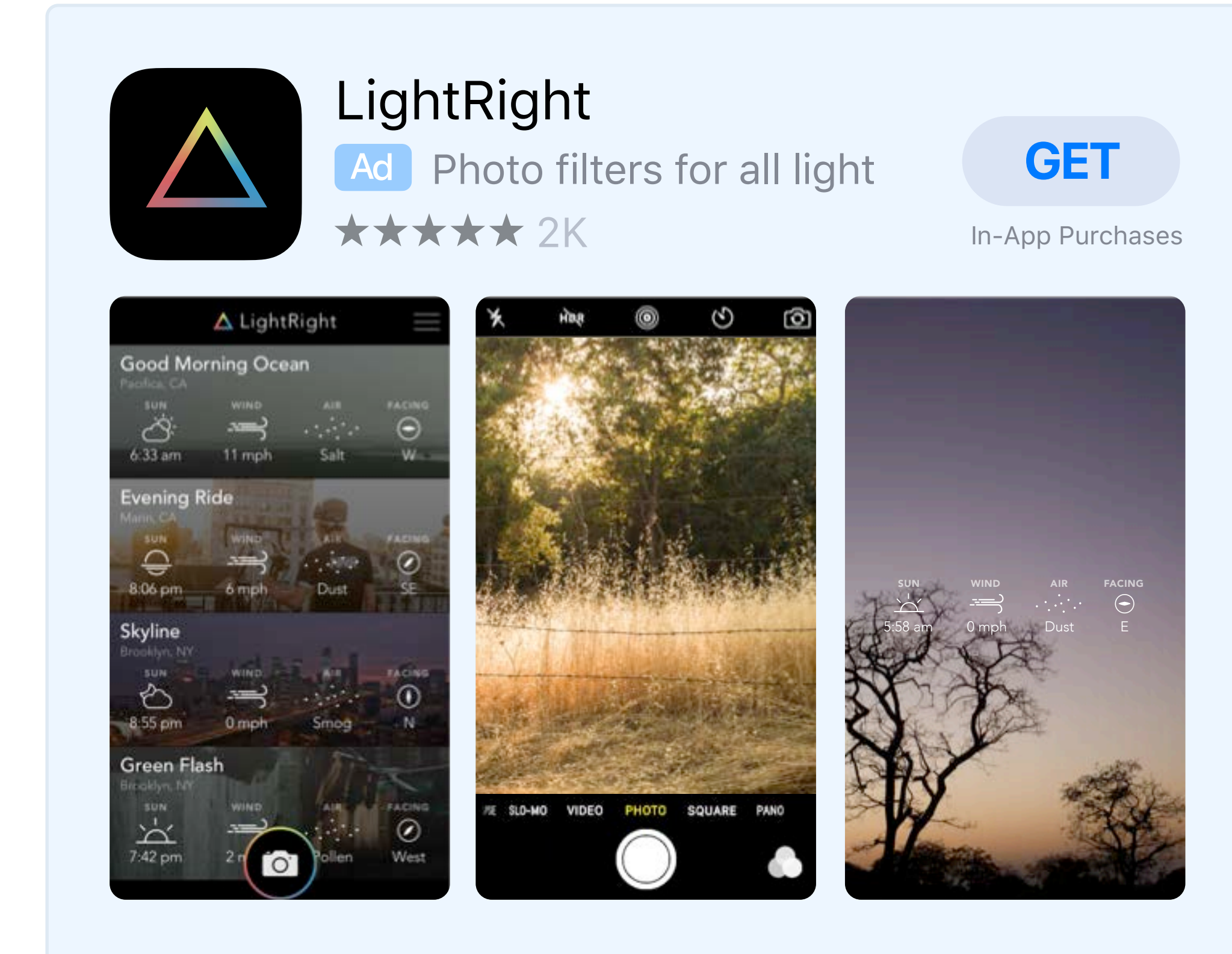


LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	1000

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017


Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

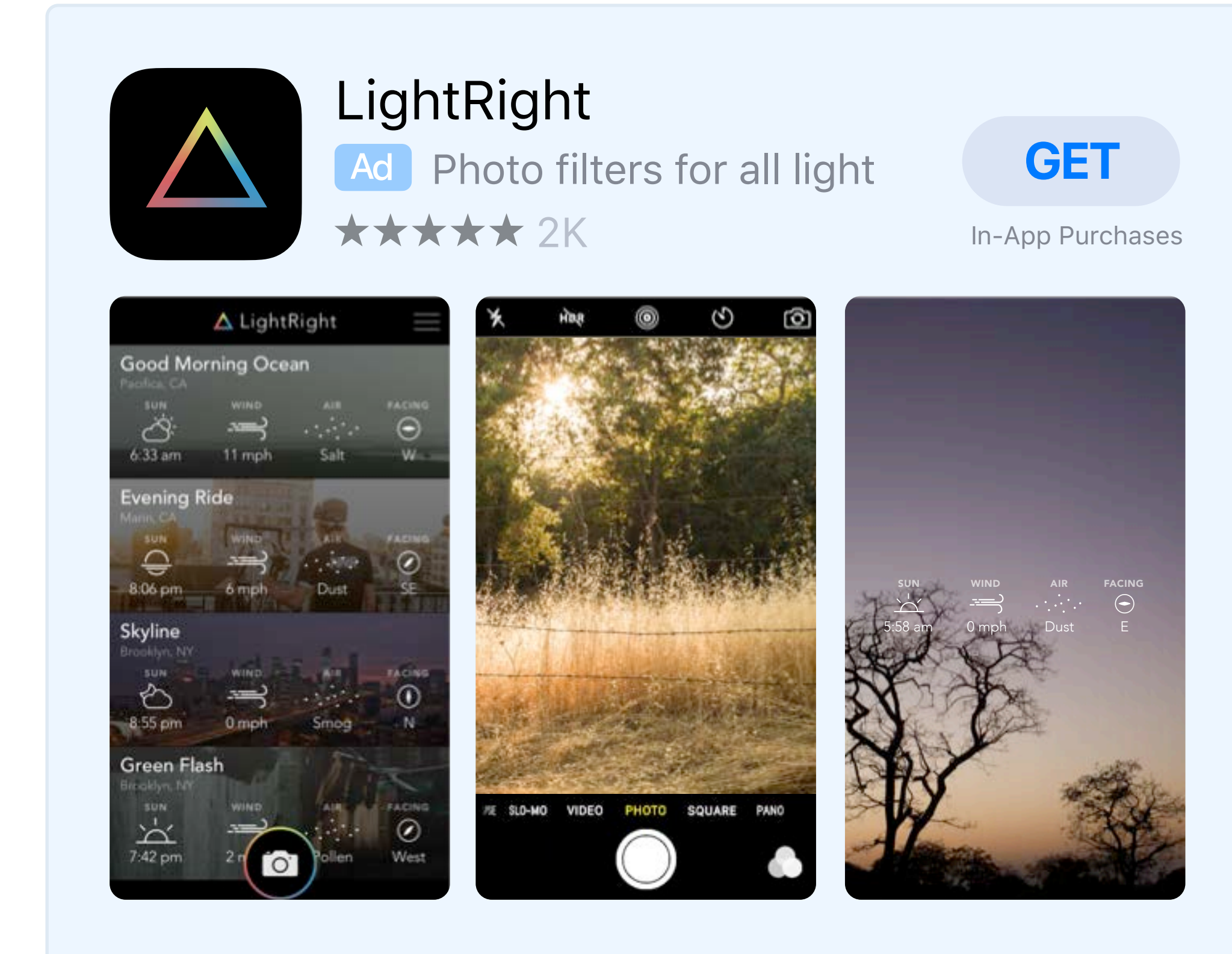


LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017


Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

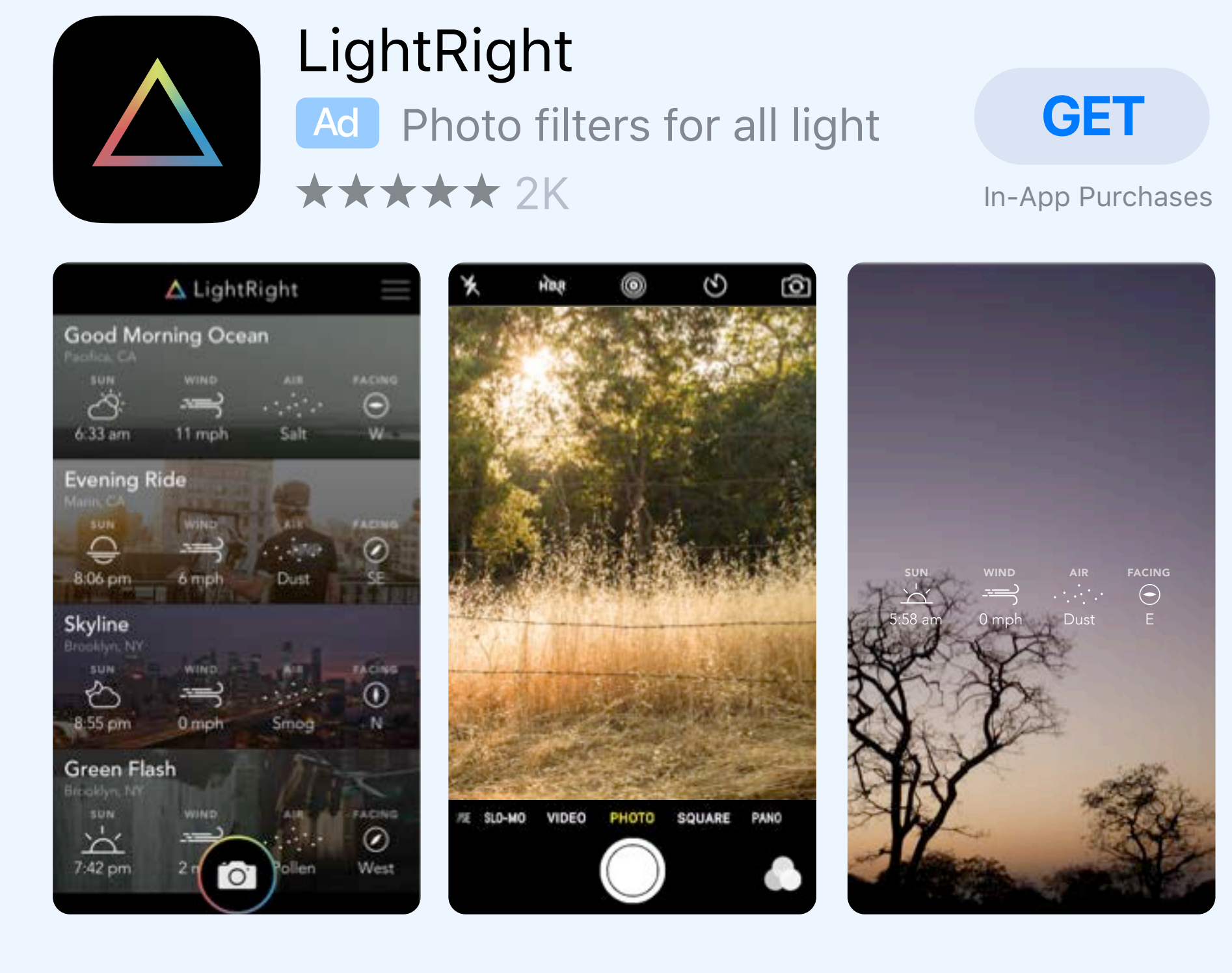


LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	3500

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
● Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

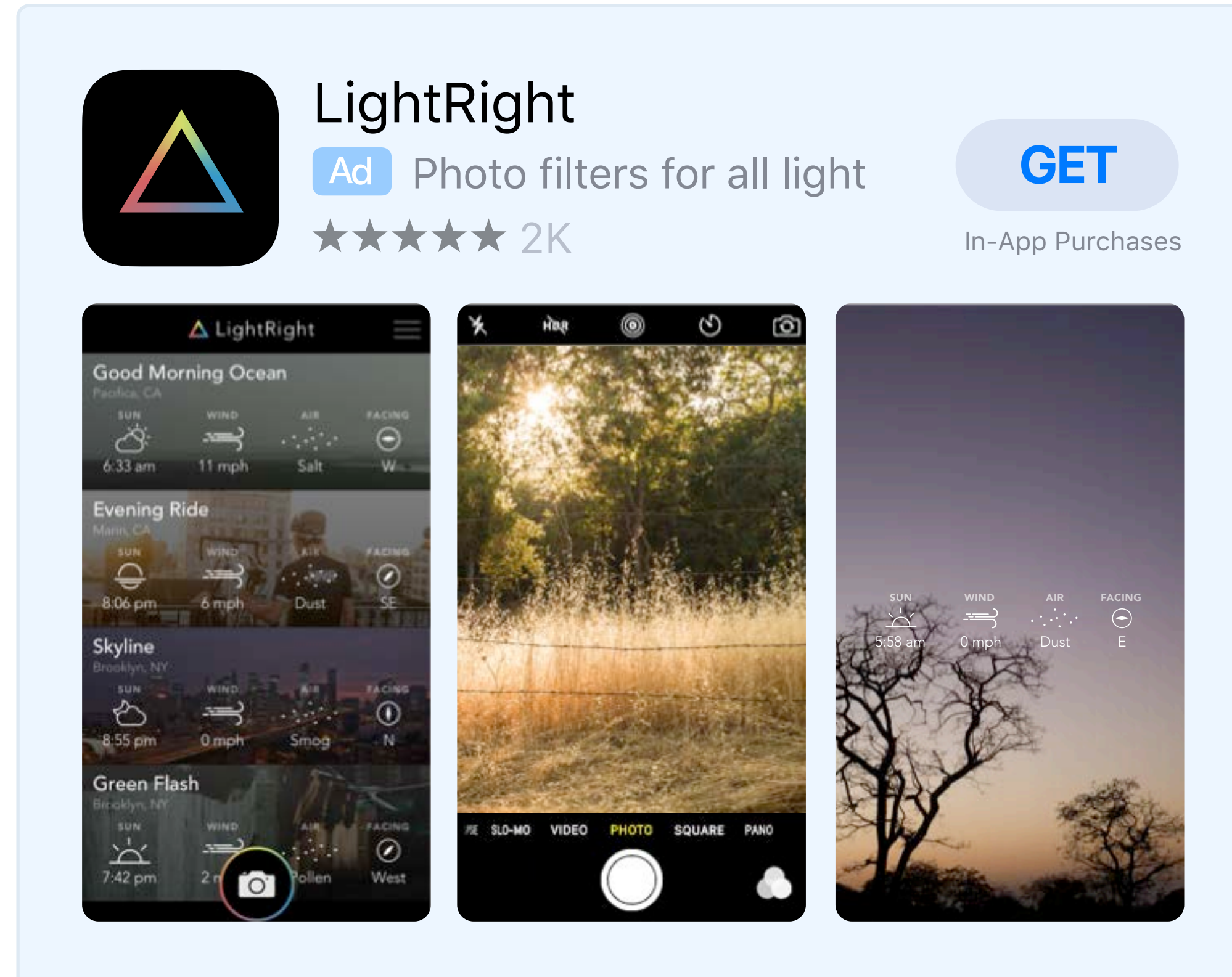
Created on Jun 8, 2018

LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
● Running	\$1.15	\$3,500.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

Saved



Ratings and price do not reflect actual numbers.

Created on Jun 8, 2018

Status

Running

Maximum Cost Per Install (CPI)

\$1.50

Monthly Budget

\$5,000.00



LightRight

Promoting in 10 of 10 Storefronts

Installs

630

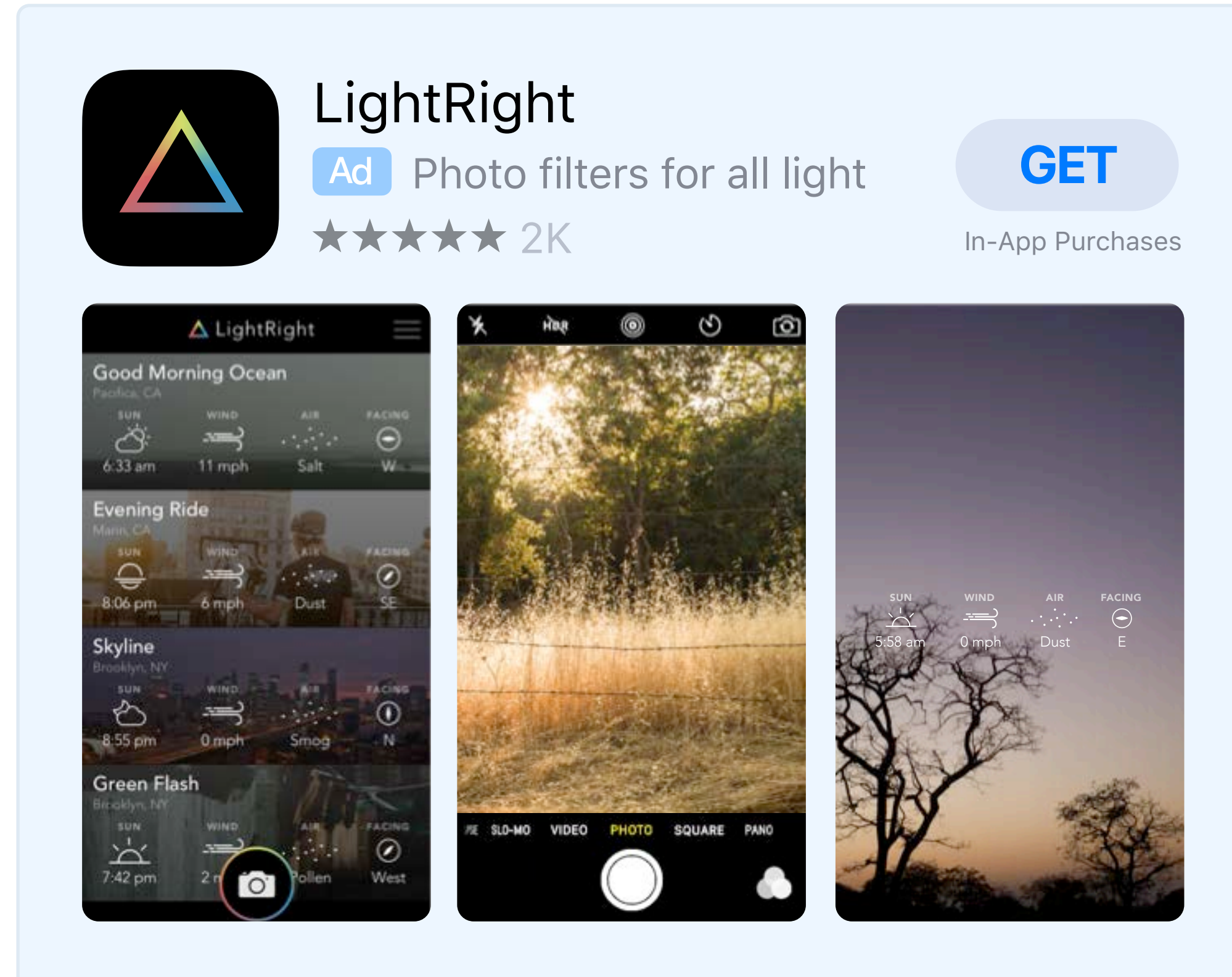
Avg Cost Per Install (CPI)

\$0.67

Spend

\$421.10

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

—	—	—
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.50	\$5,000.00



Ratings and price do not reflect actual numbers.

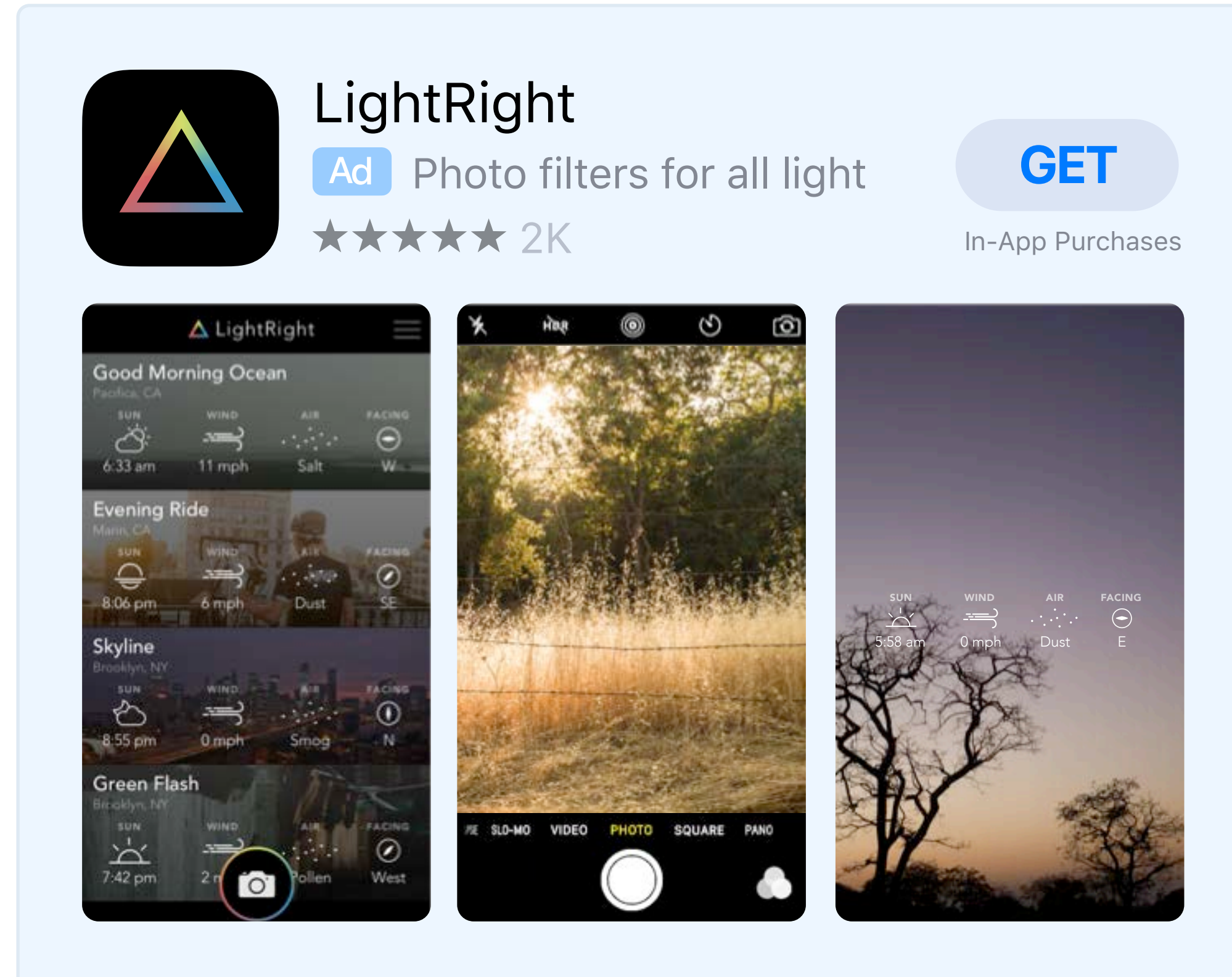
Created on Jun 8, 2018

LightRight

Promoting in 10 of 10 Storefronts [Edit](#)

Installs	Avg Cost Per Install (CPI)	Spend
630	\$0.67	\$421.10
Status	Maximum Cost Per Install (CPI)	Monthly Budget
Running	\$1.15	\$3,500.00

Ad Example



Ratings and price do not reflect actual numbers.

Created on Dec 5, 2017

Reporting is not real time. Data received within the last three hours may not be reflected in reporting. Time zone for all dates and times: UTC. Metrics will be reported in U.S. Dollar.

Search Ads Basic

Search Ads

Search Ads

Search Ads Advanced

Creative Sets

9:41



trip journal



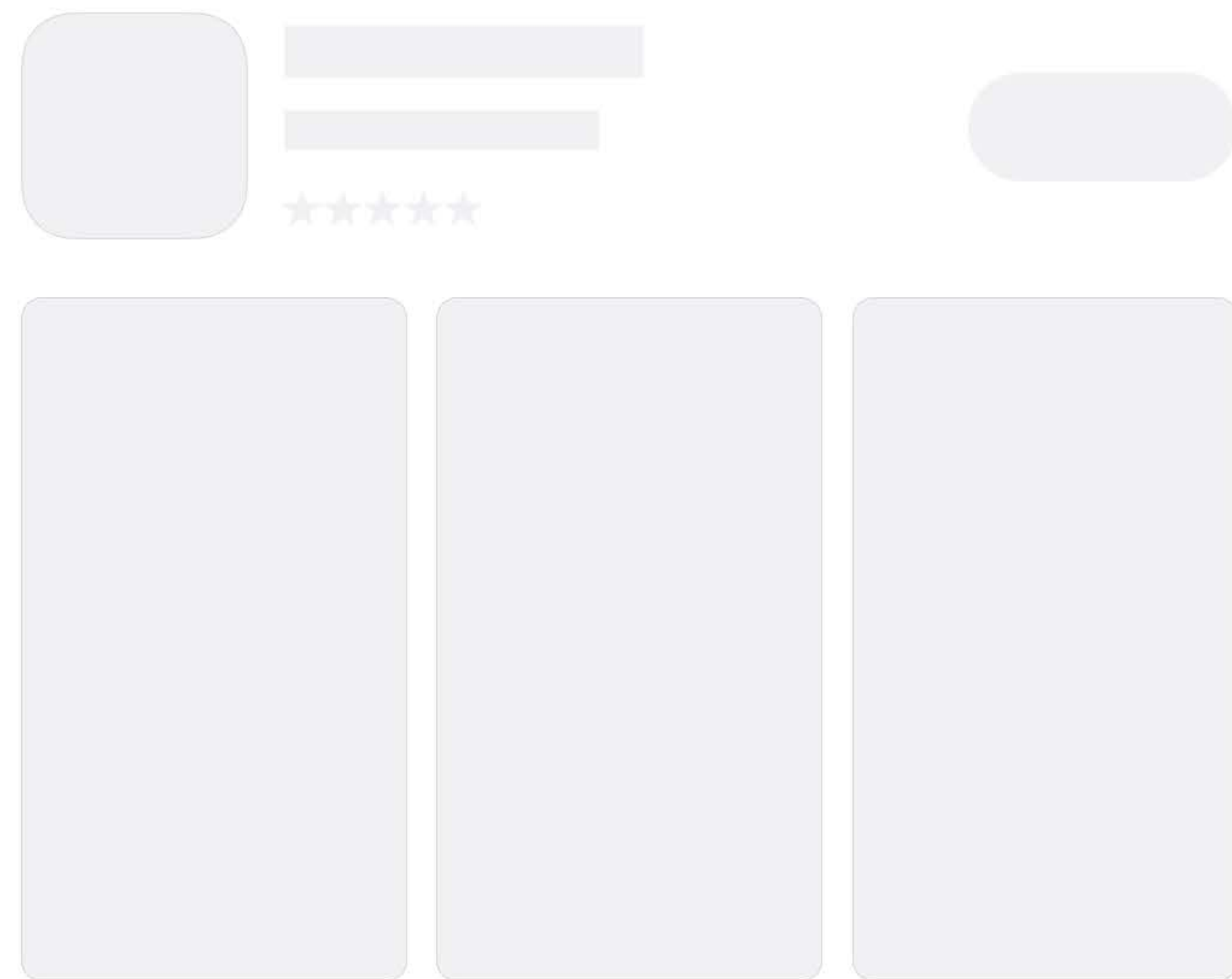
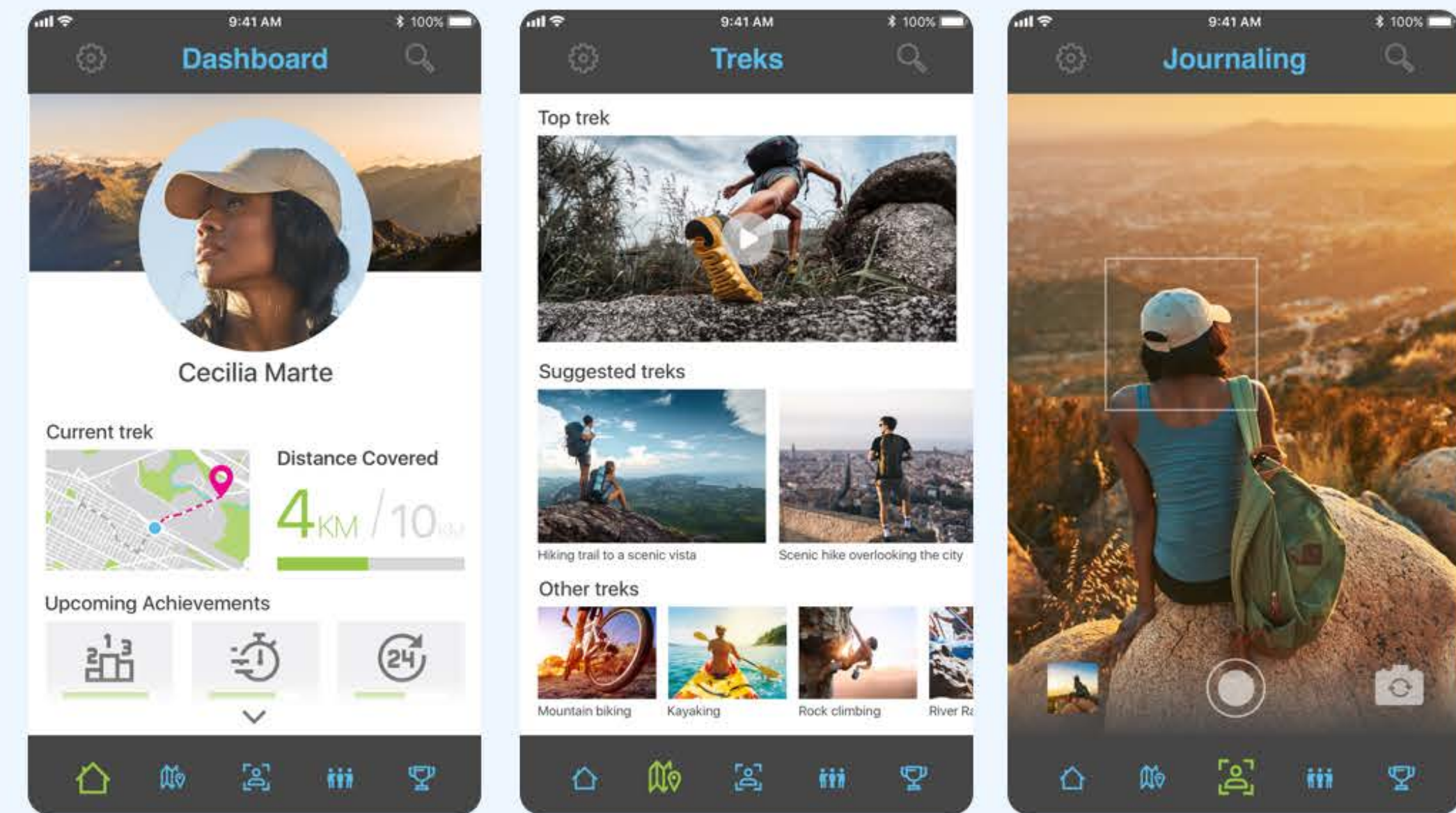
TripTrek

Ad Document your journey

GET

★★★★★ 2K

In-App Purchases



Today



Games



Apps



Updates



Search

9:41



< Search



TripTrek

Document your journey

GET

In-App Purchases

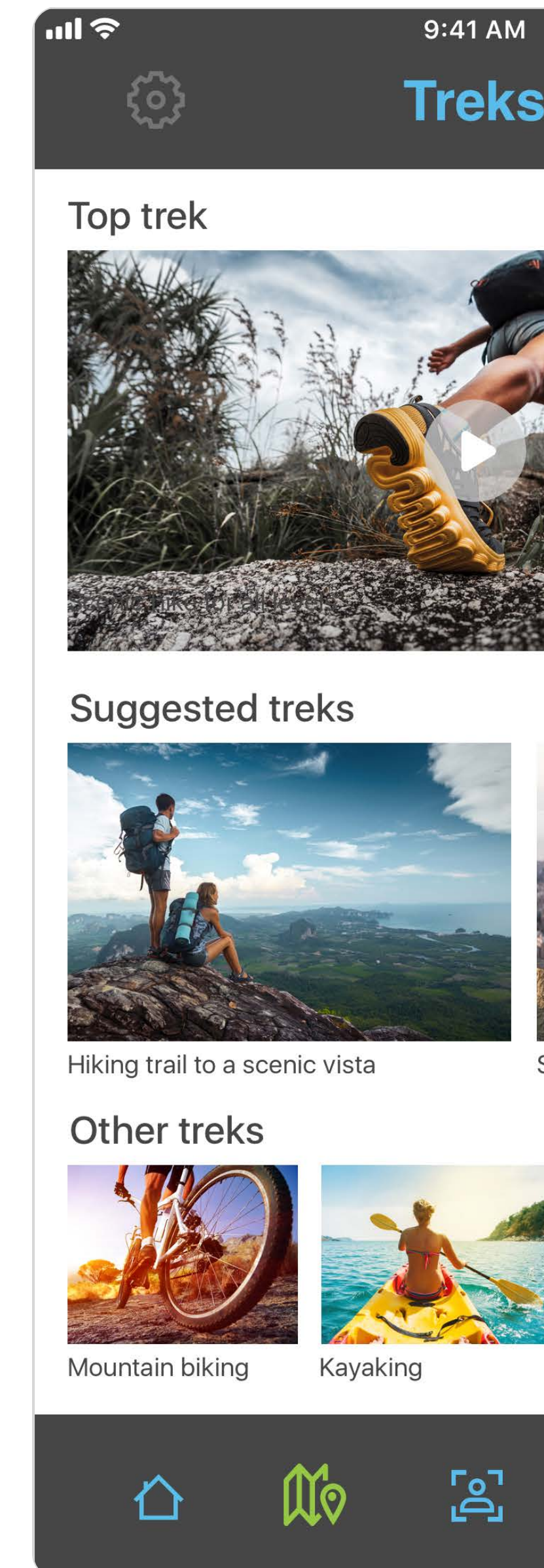
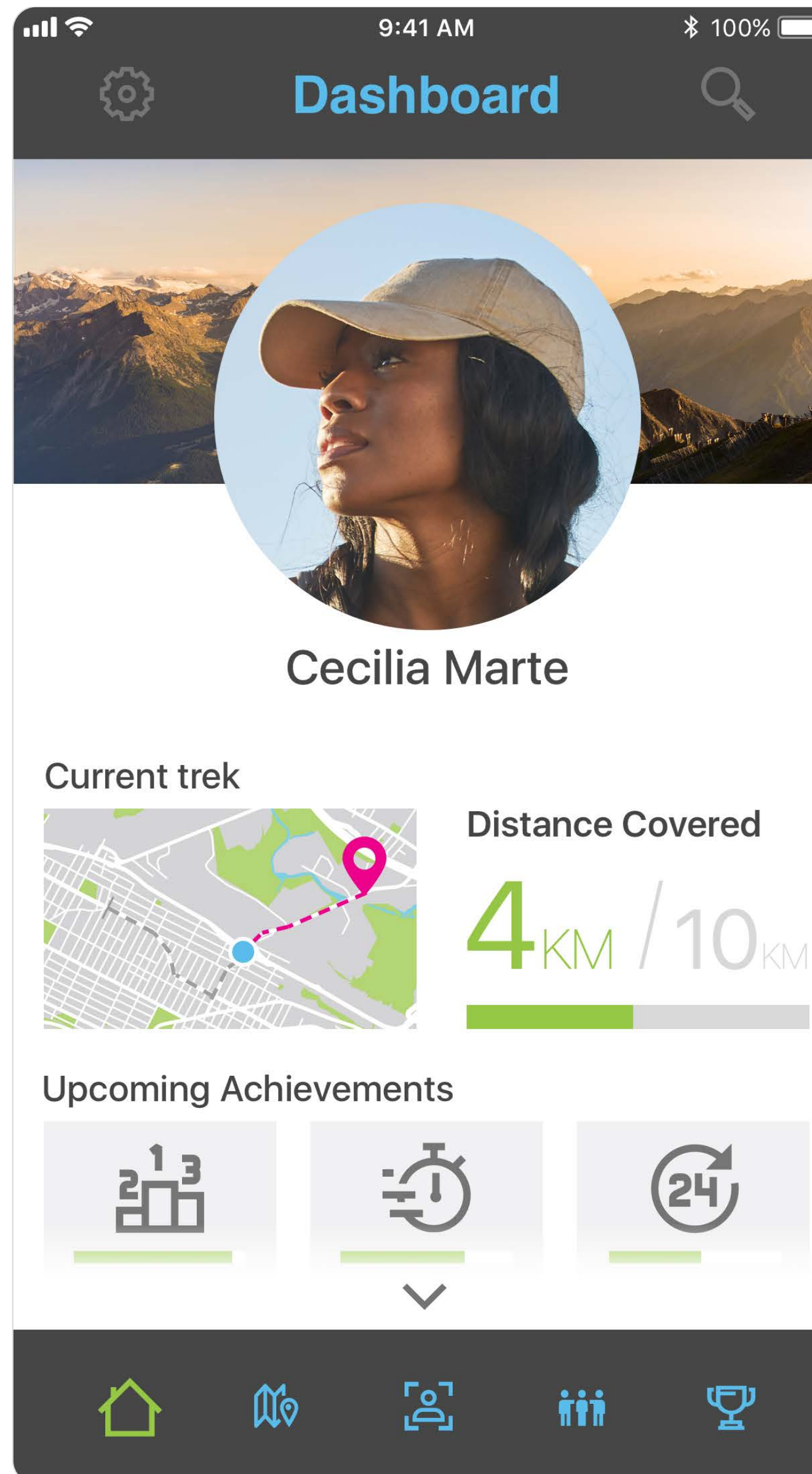


5.0 ★★★★★

89k Ratings

4+

Age



Offers iPad App



Today



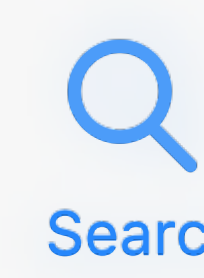
Games



Apps



Updates



Search

9:41



< Search



TripTrek

Document your journey

GET

In-App Purchases

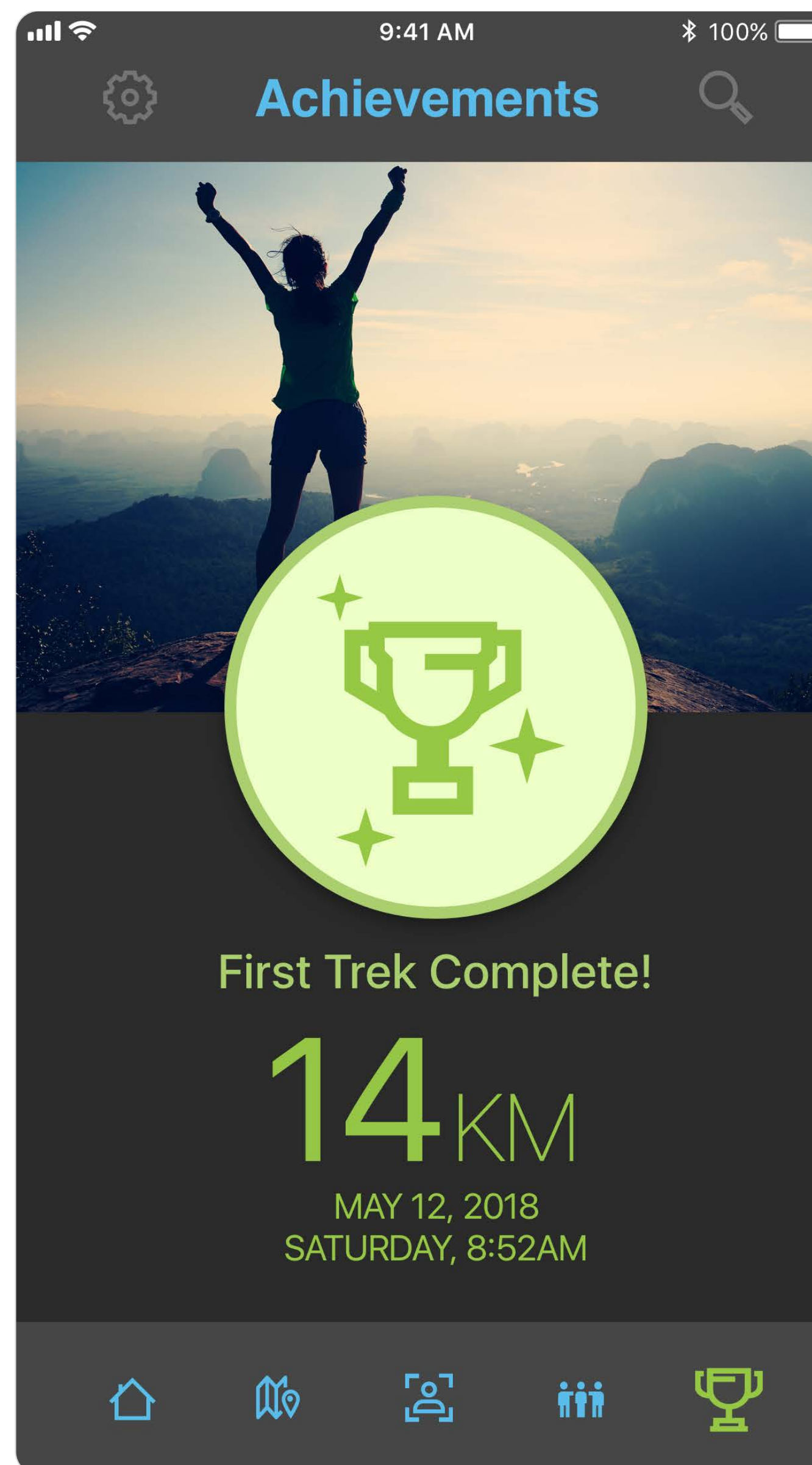


5.0 ★★★★★

89k Ratings

4+

Age



Offers iPad App



Today



Games



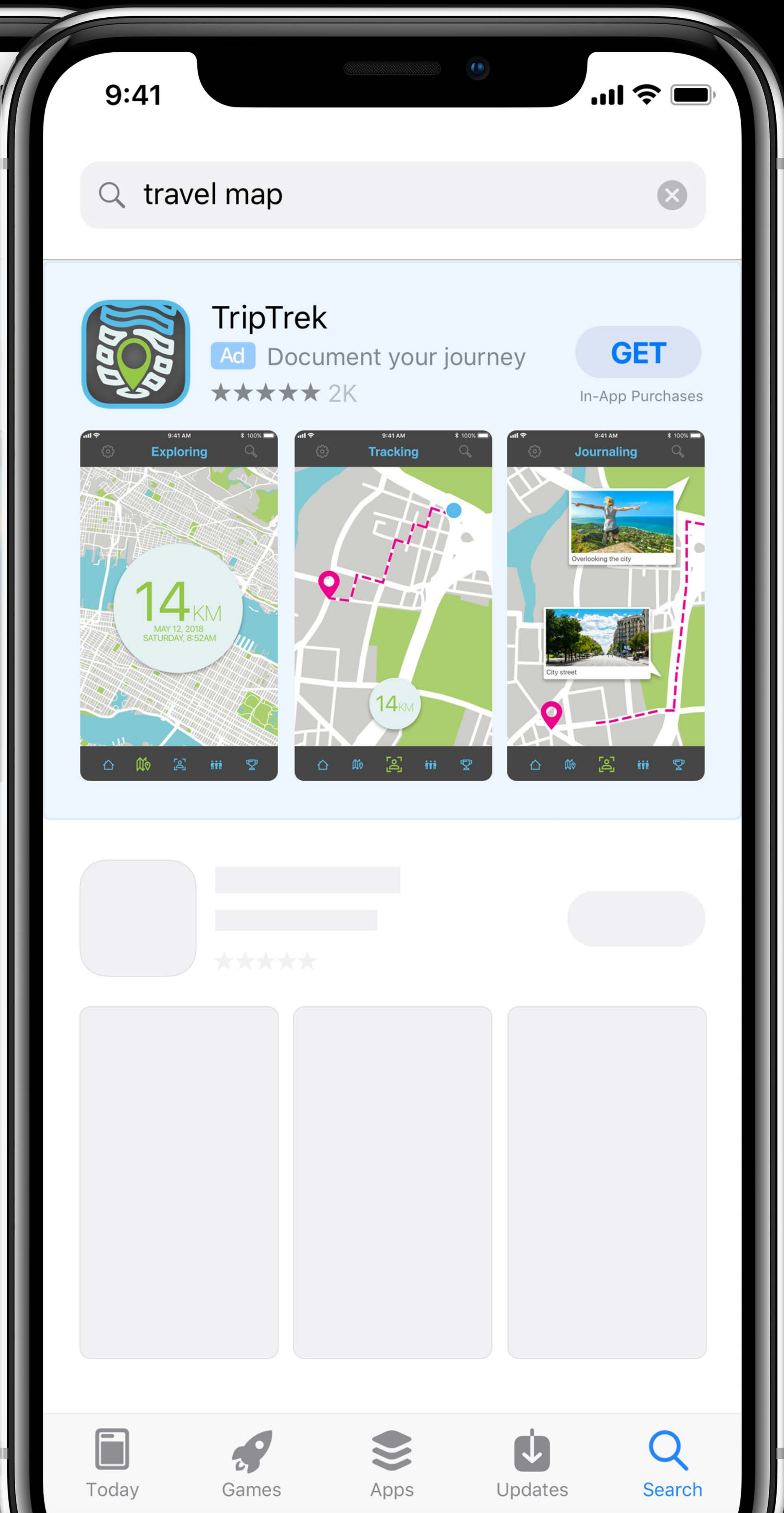
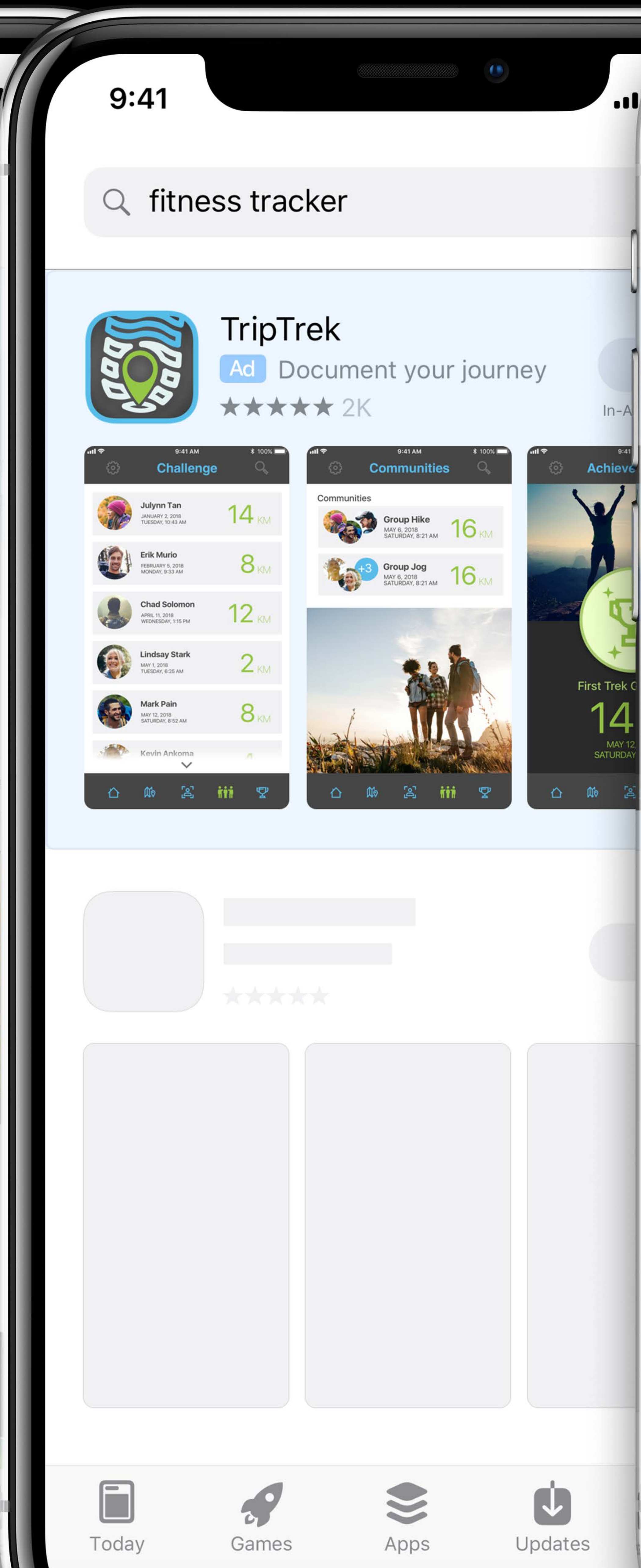
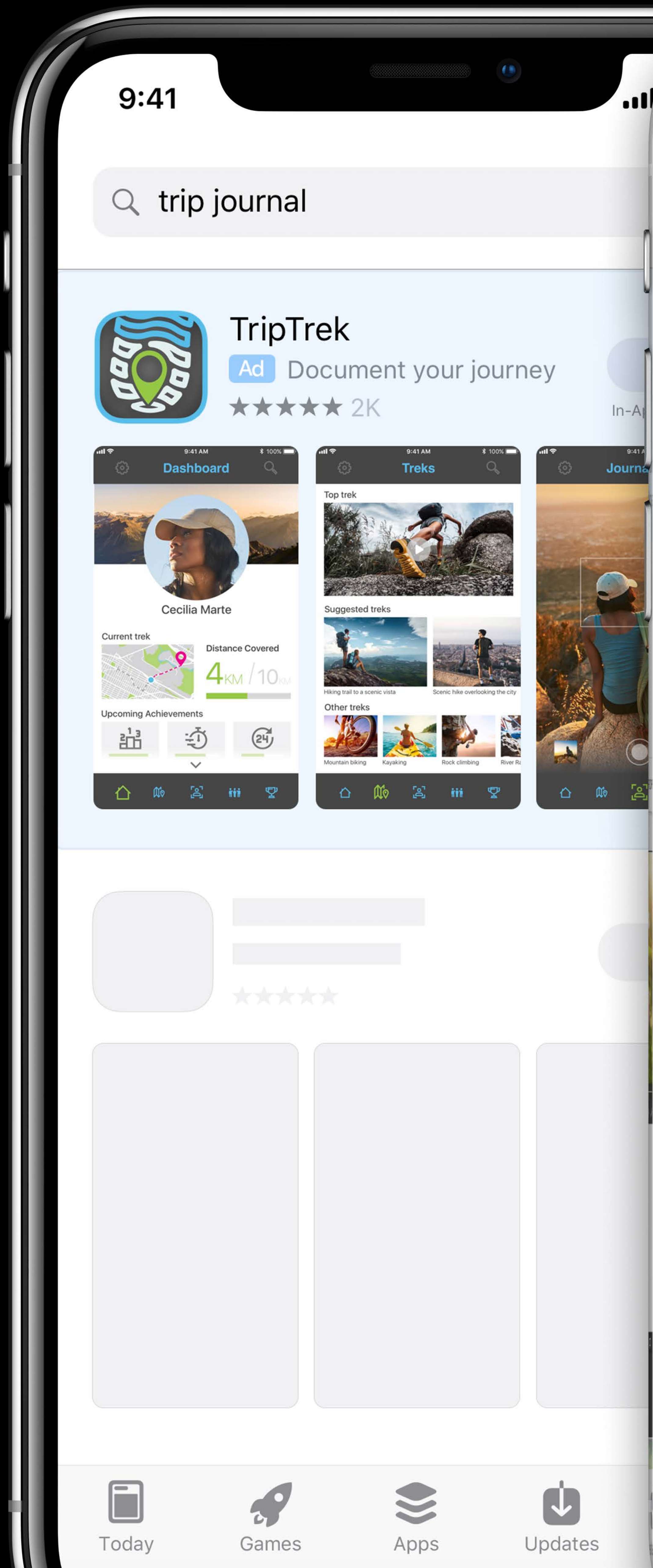
Apps



Updates



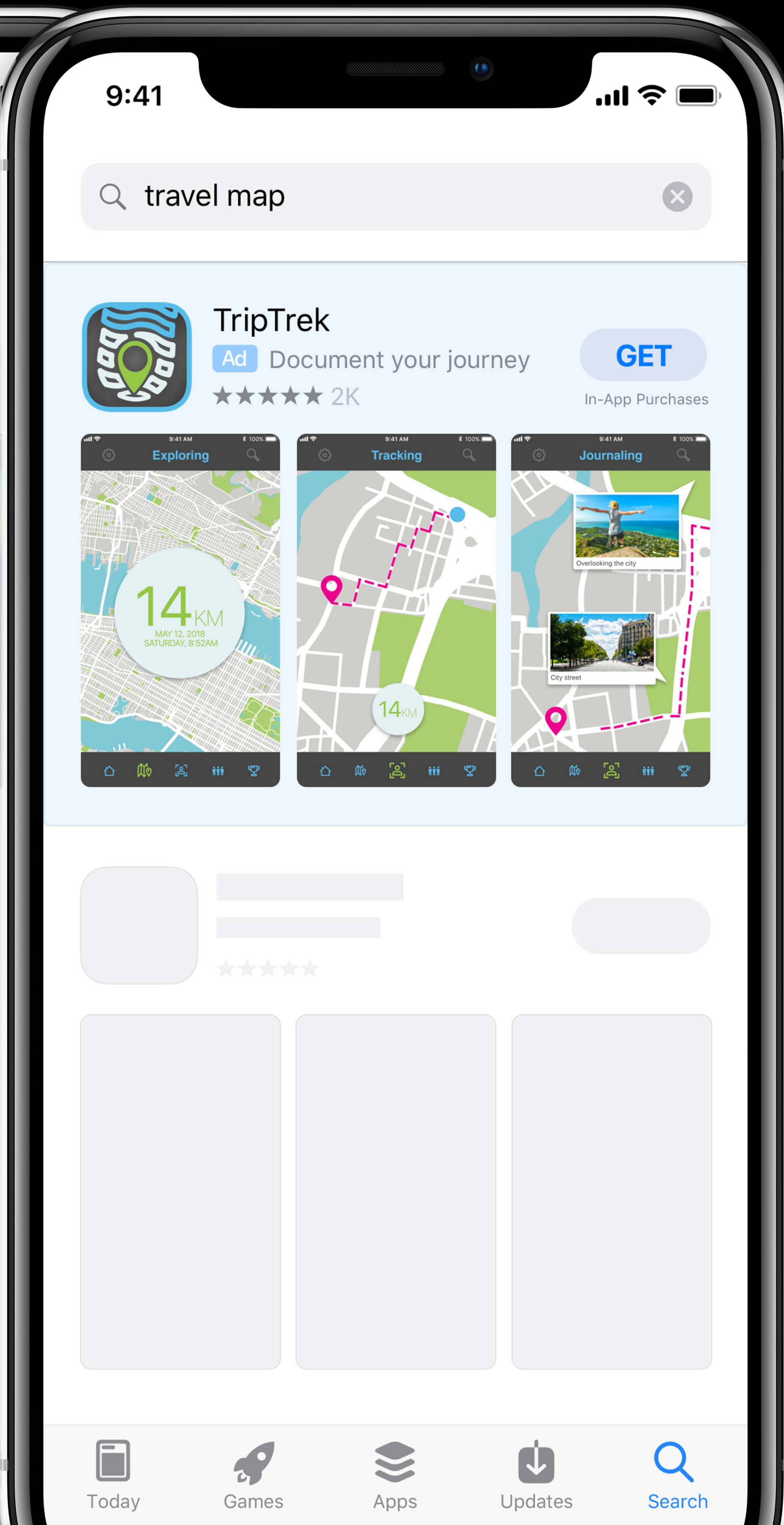
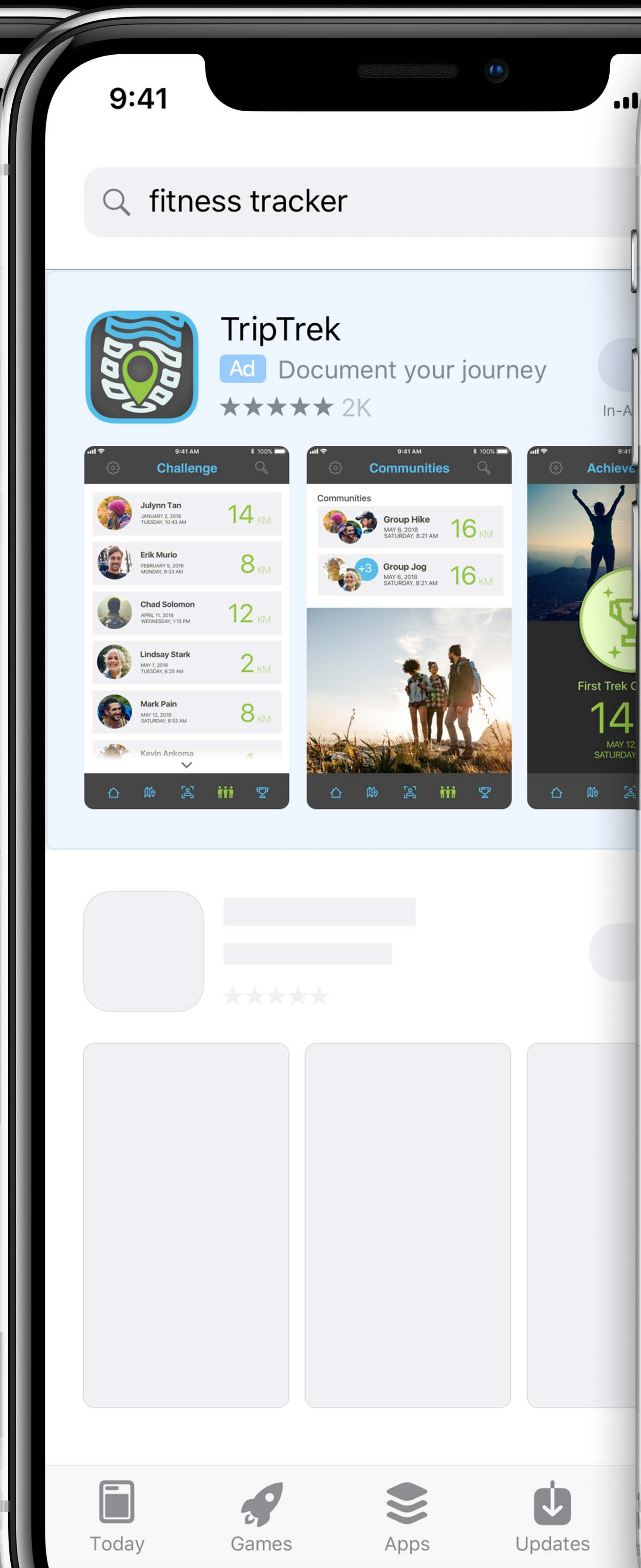
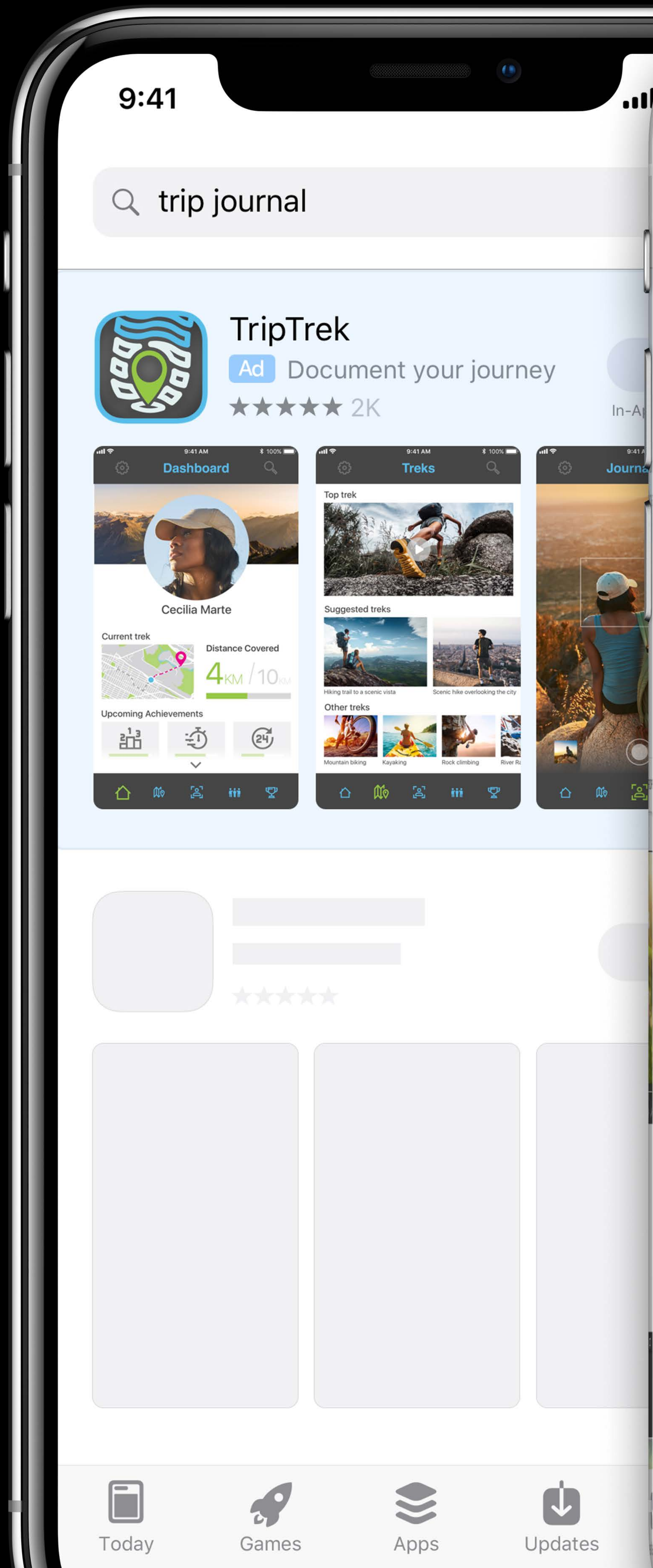
Search

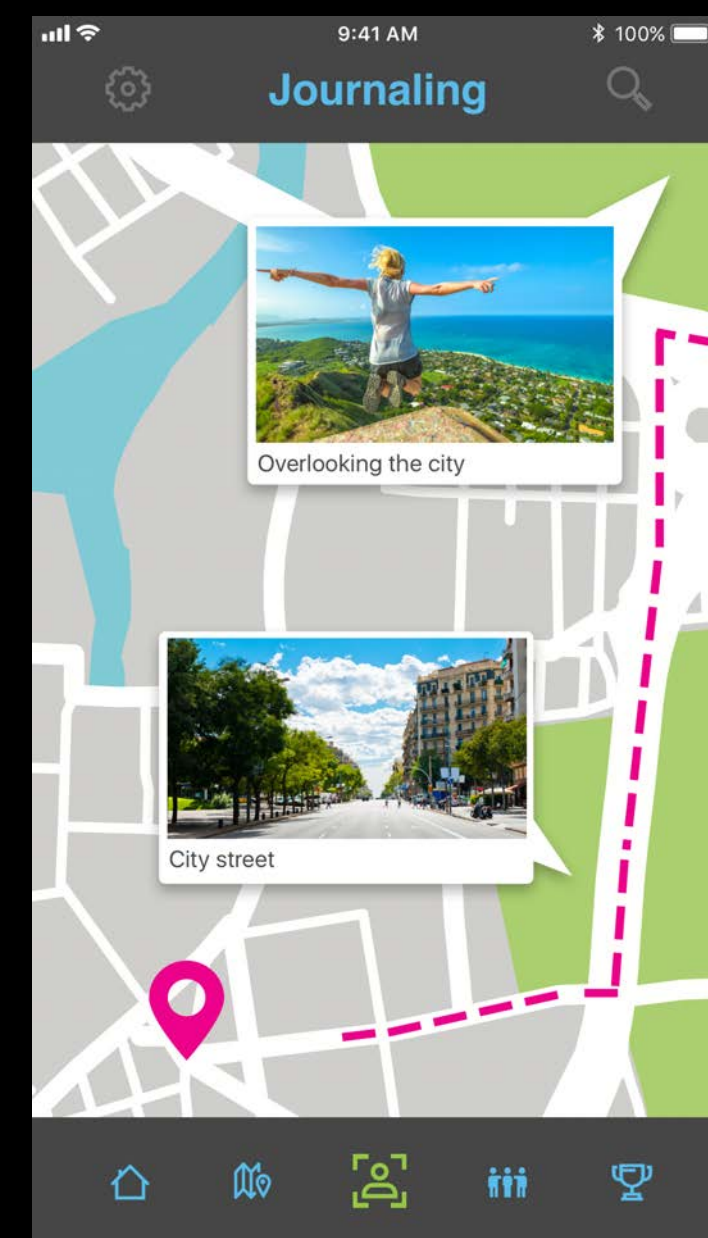
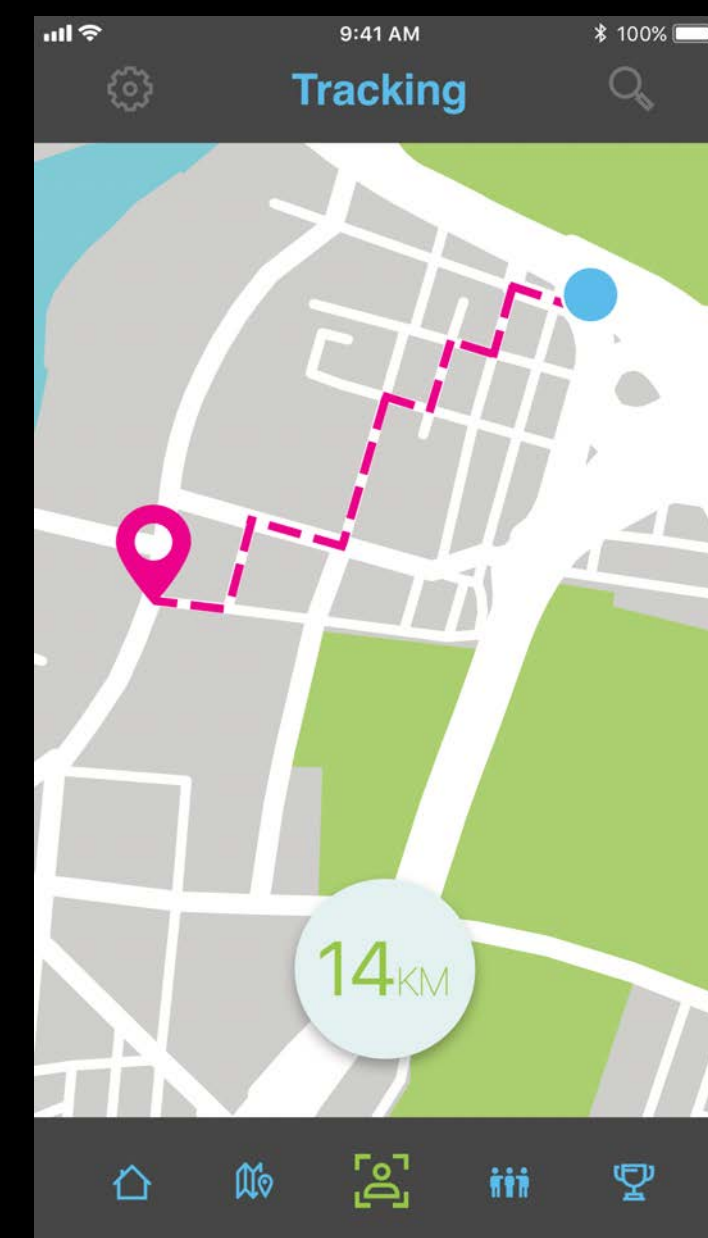
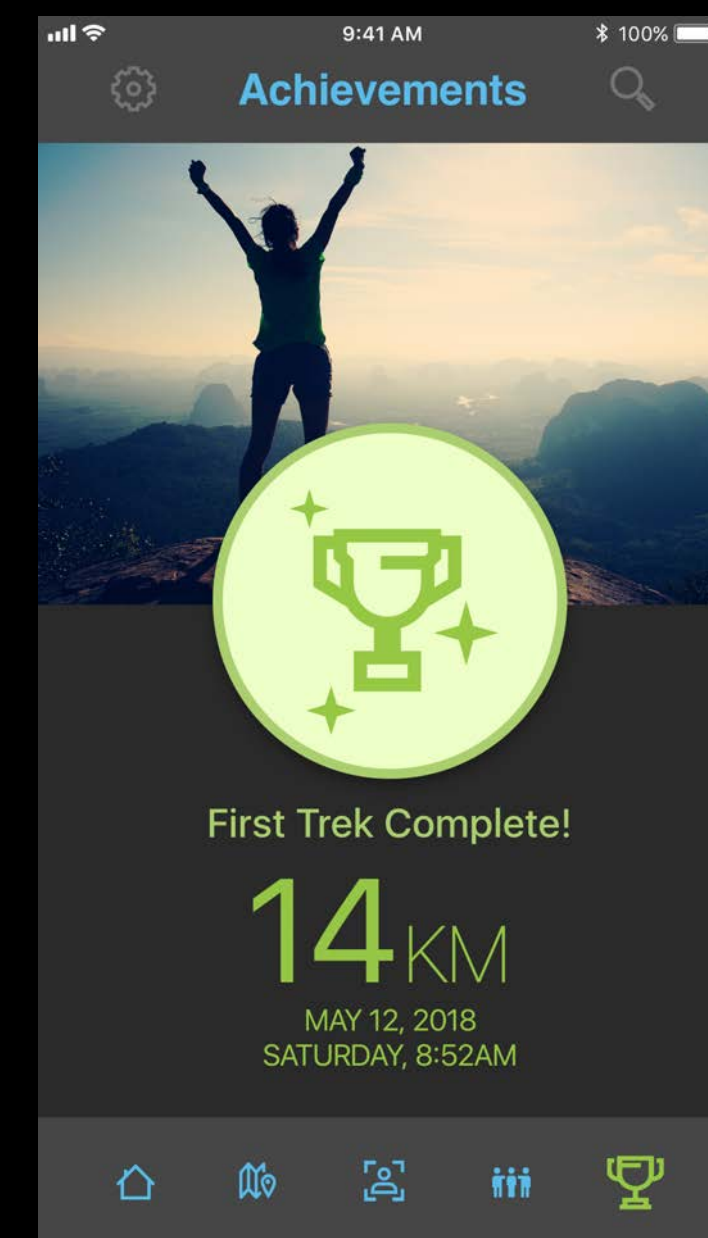
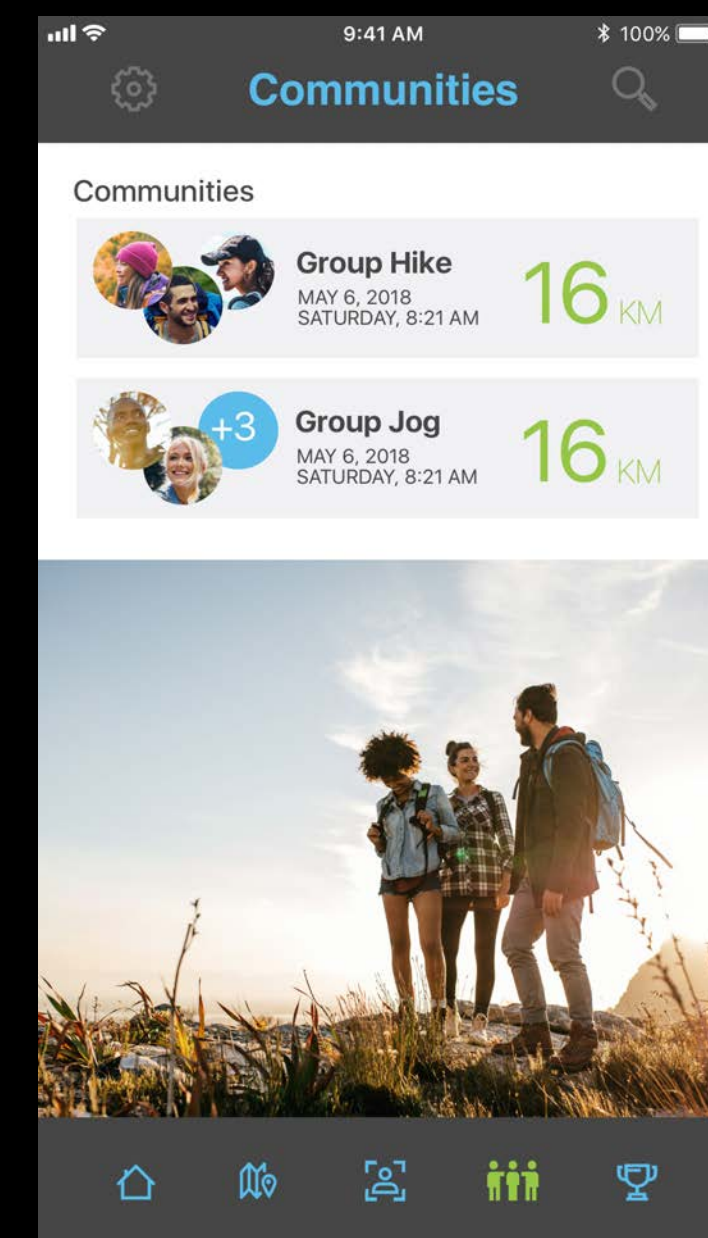
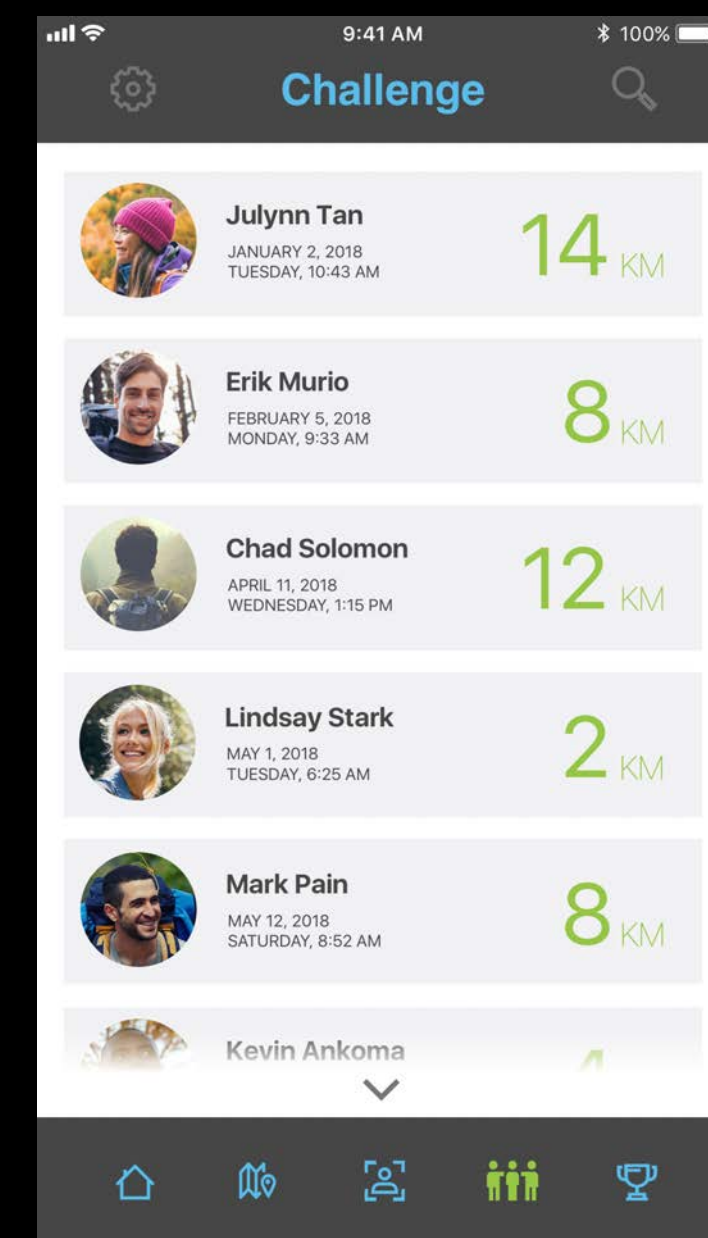
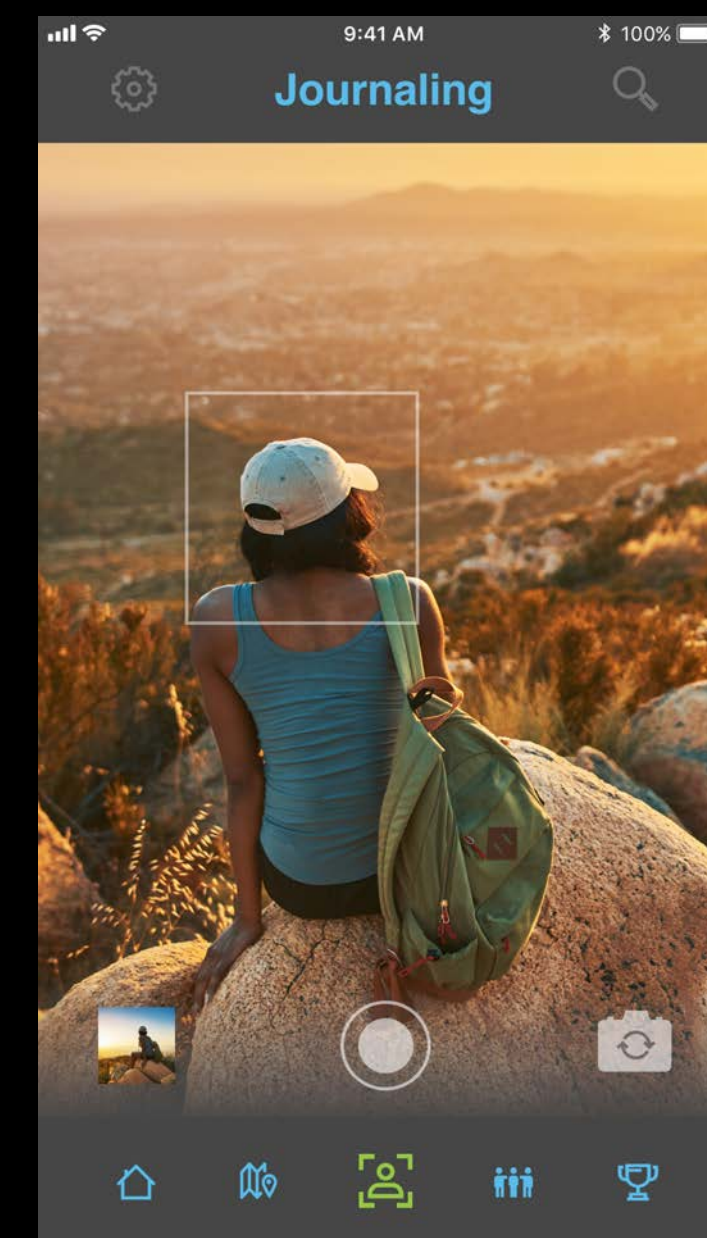
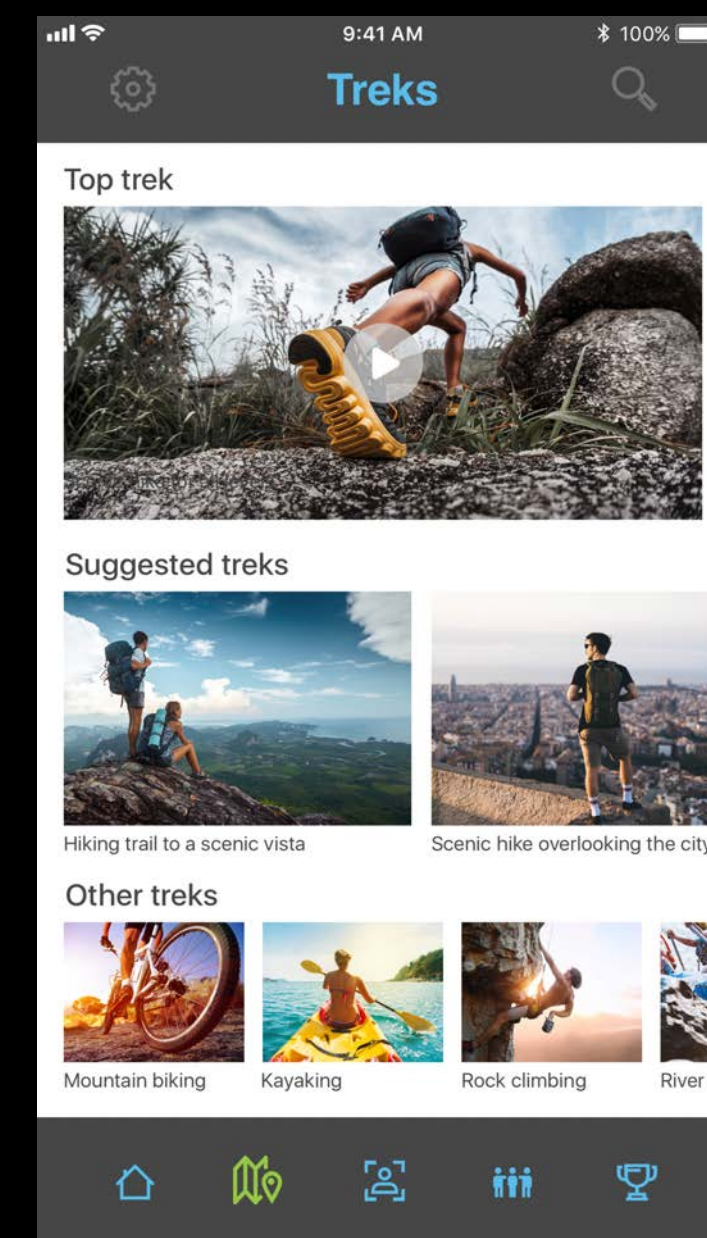
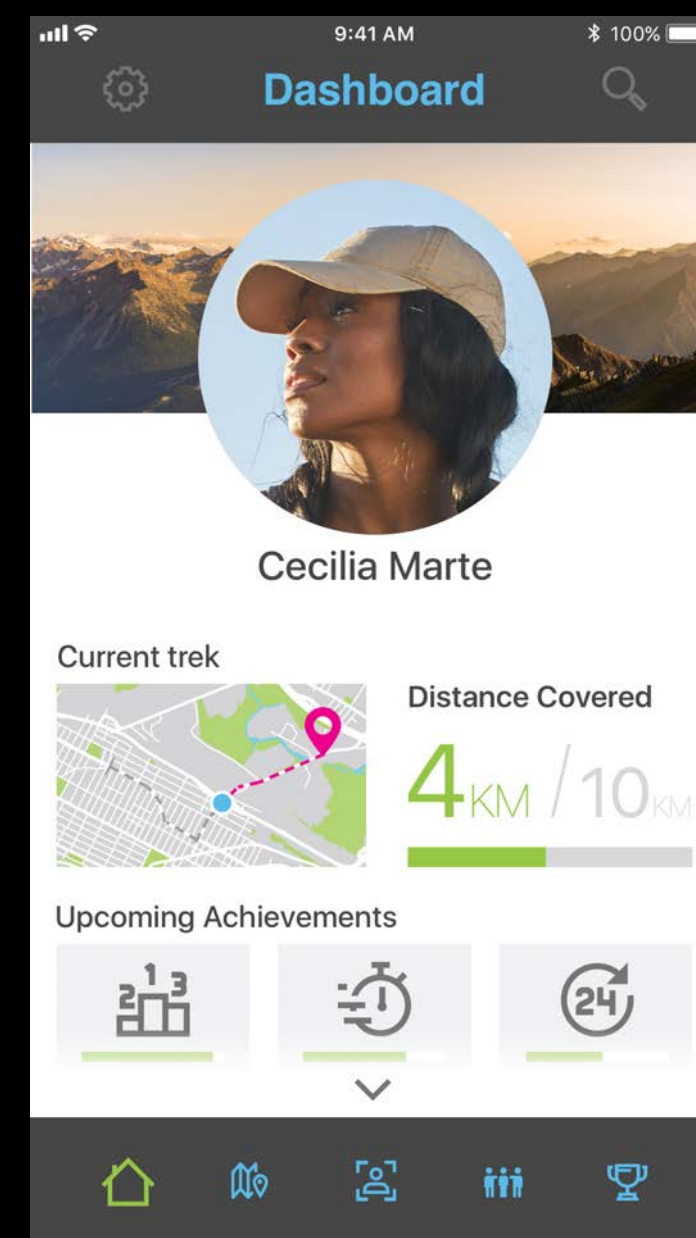


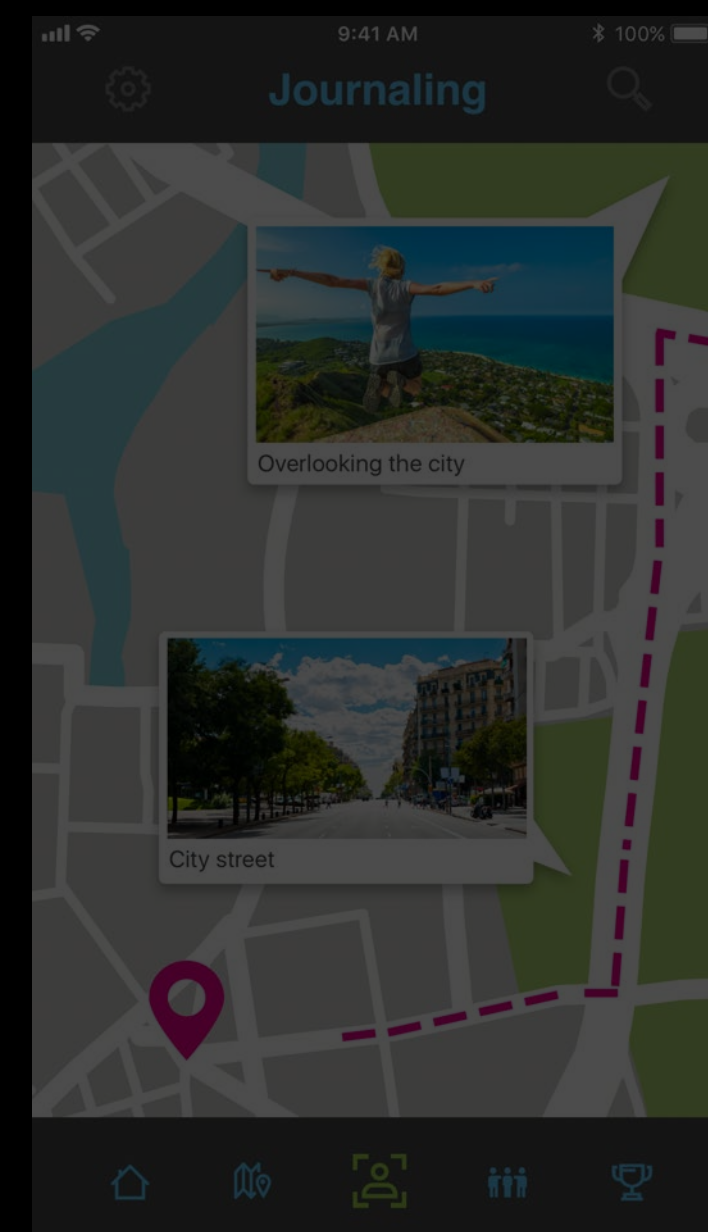
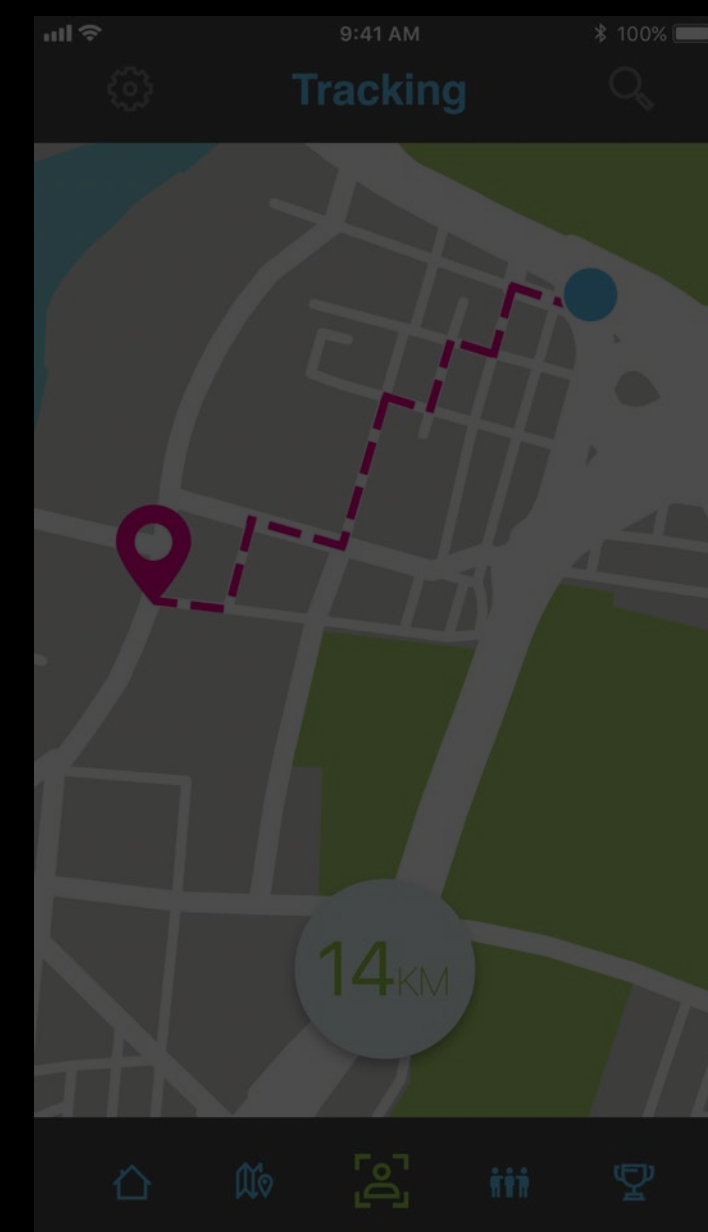
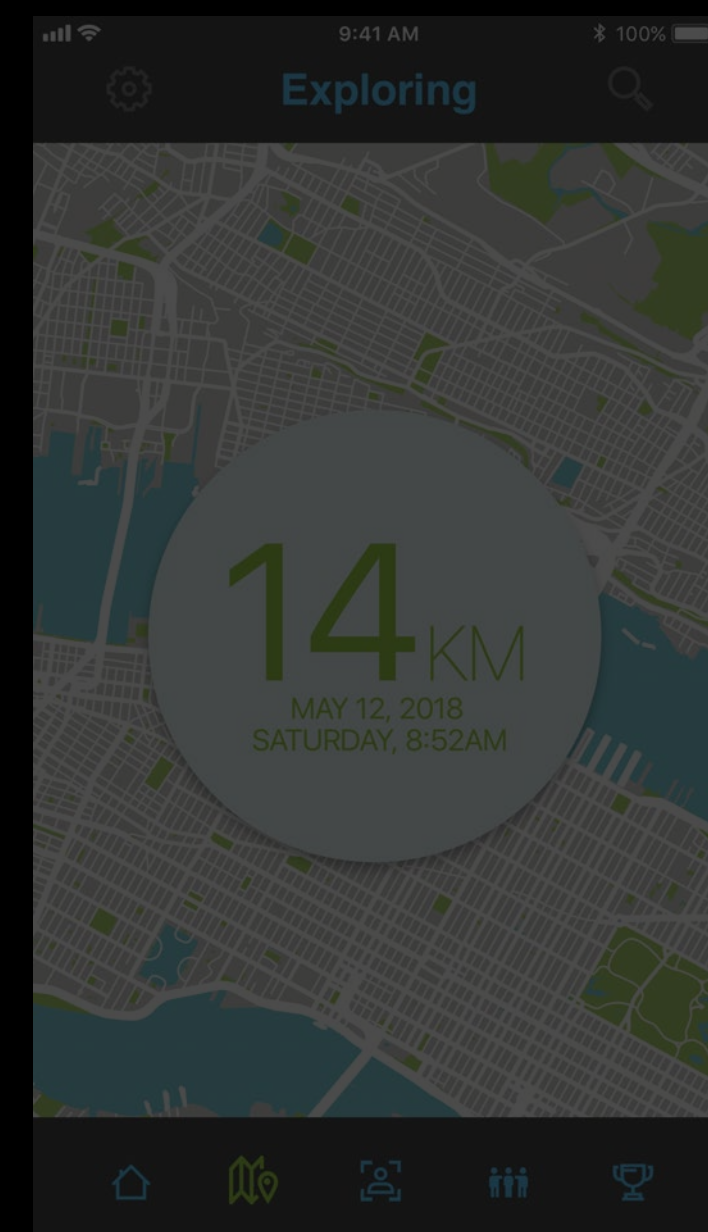
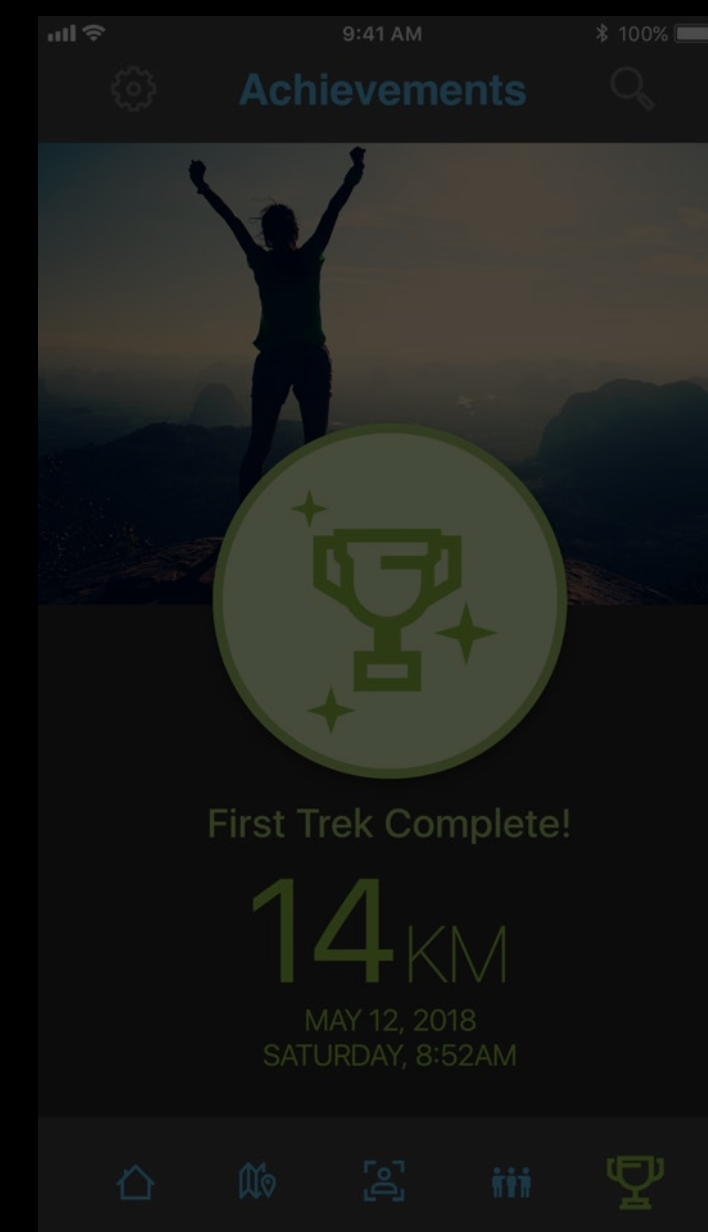
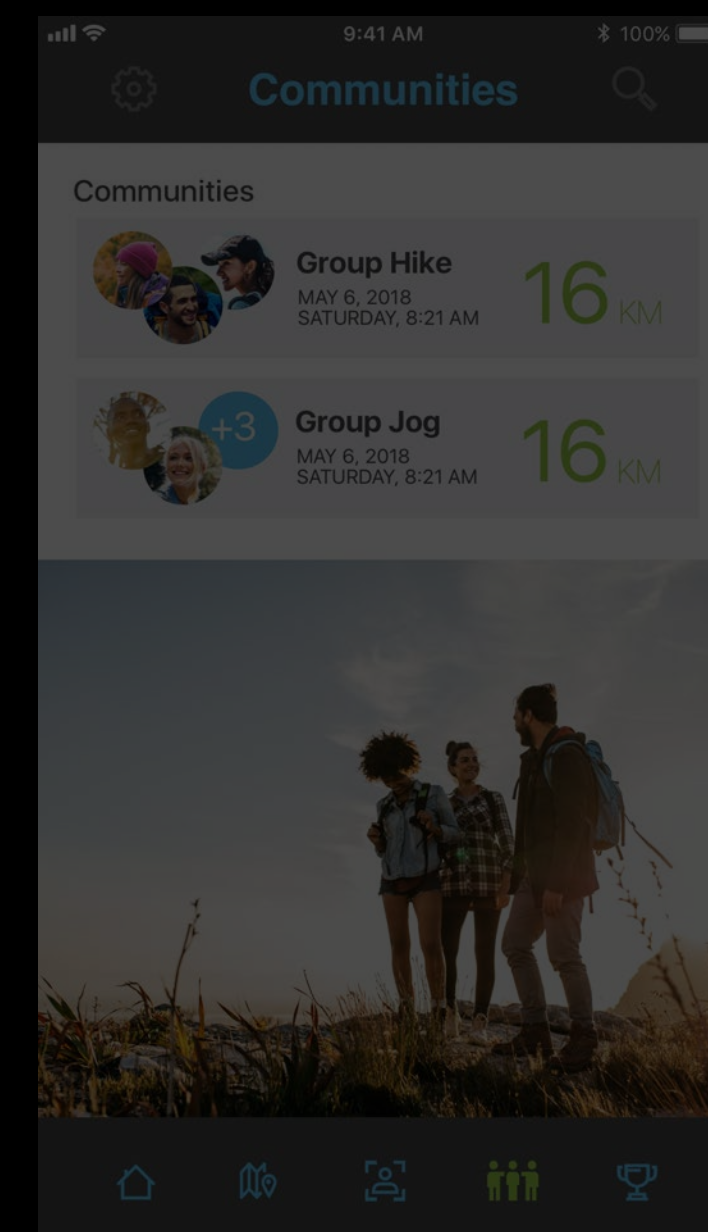
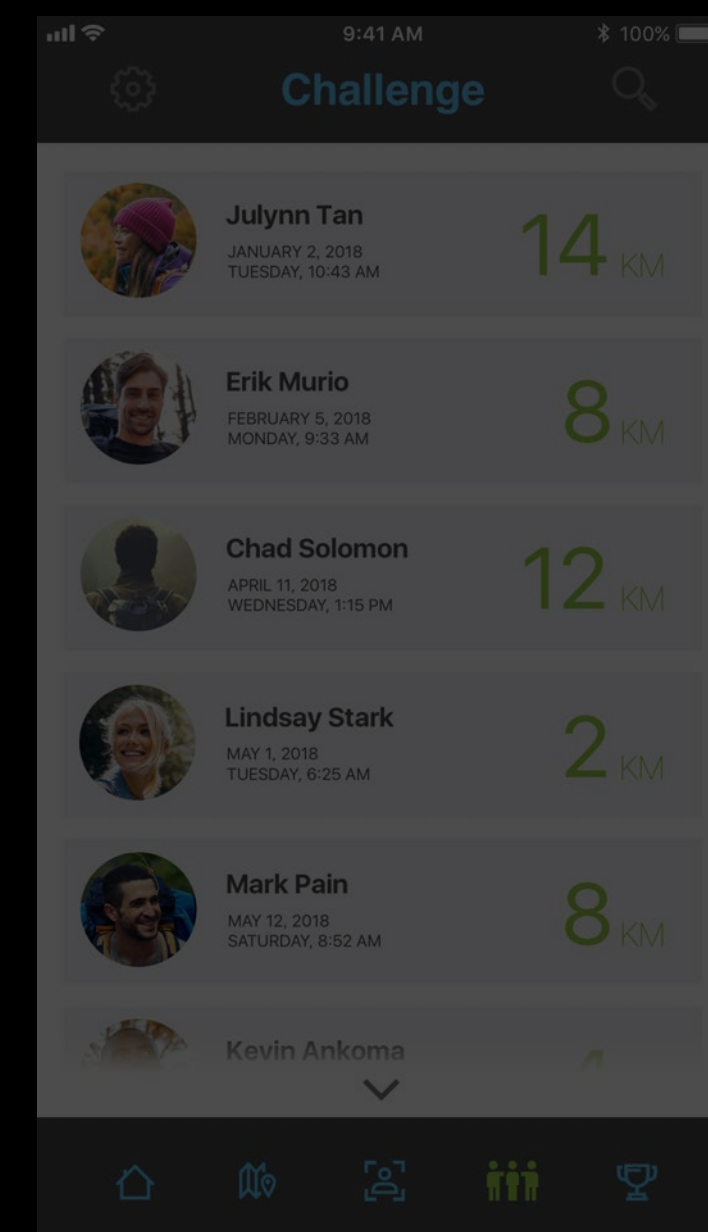
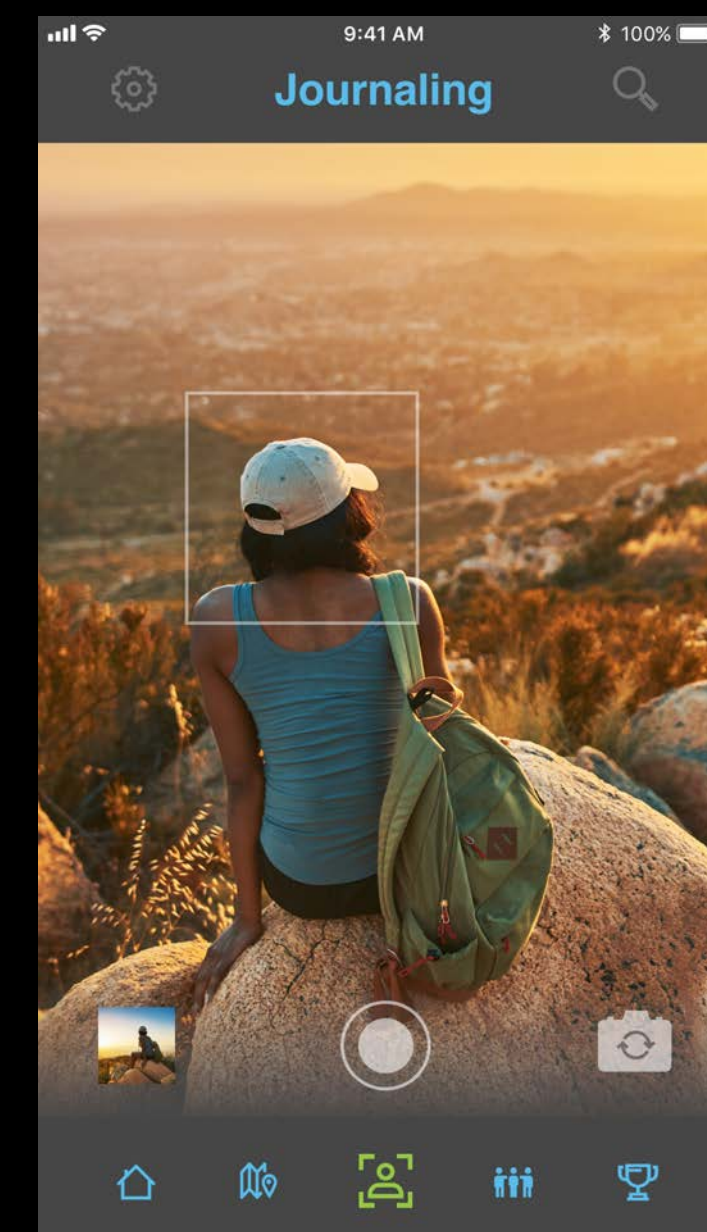
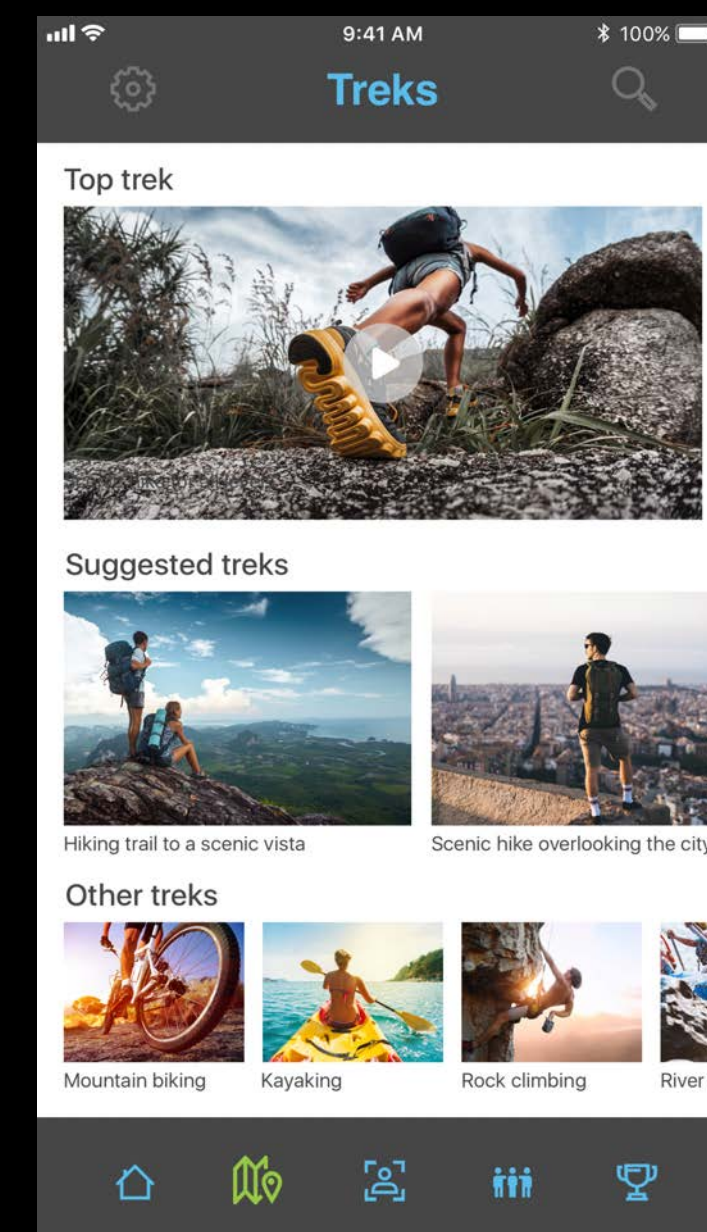
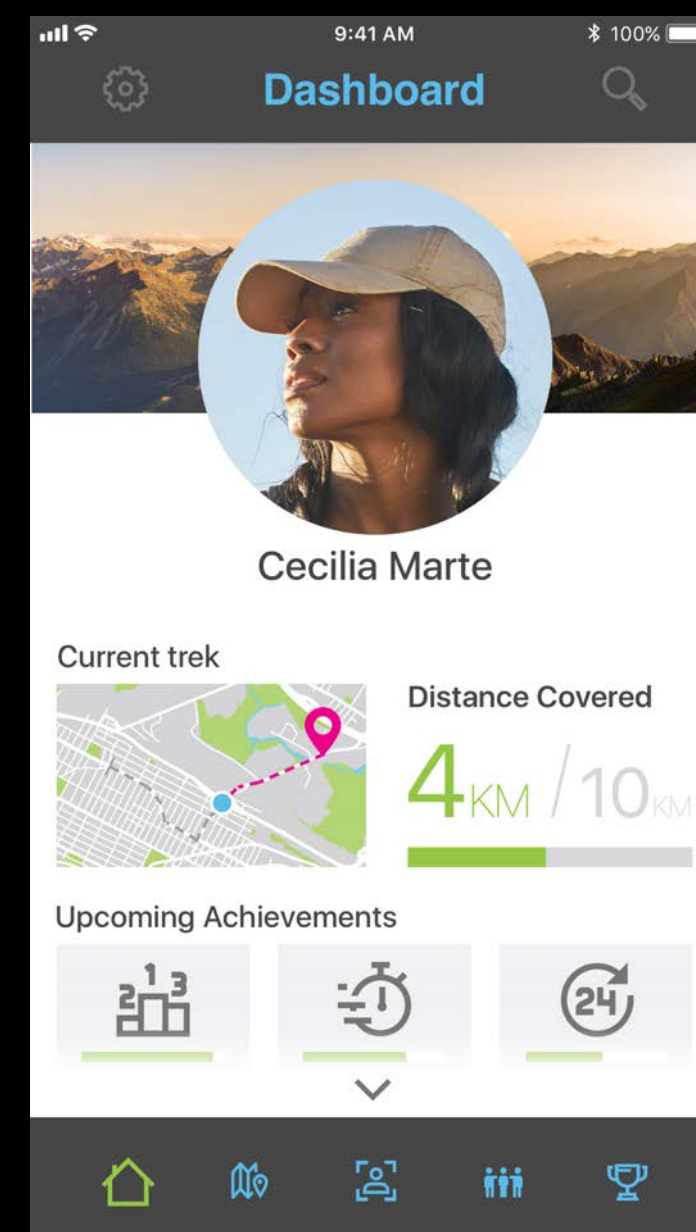
Demo

Creative Sets

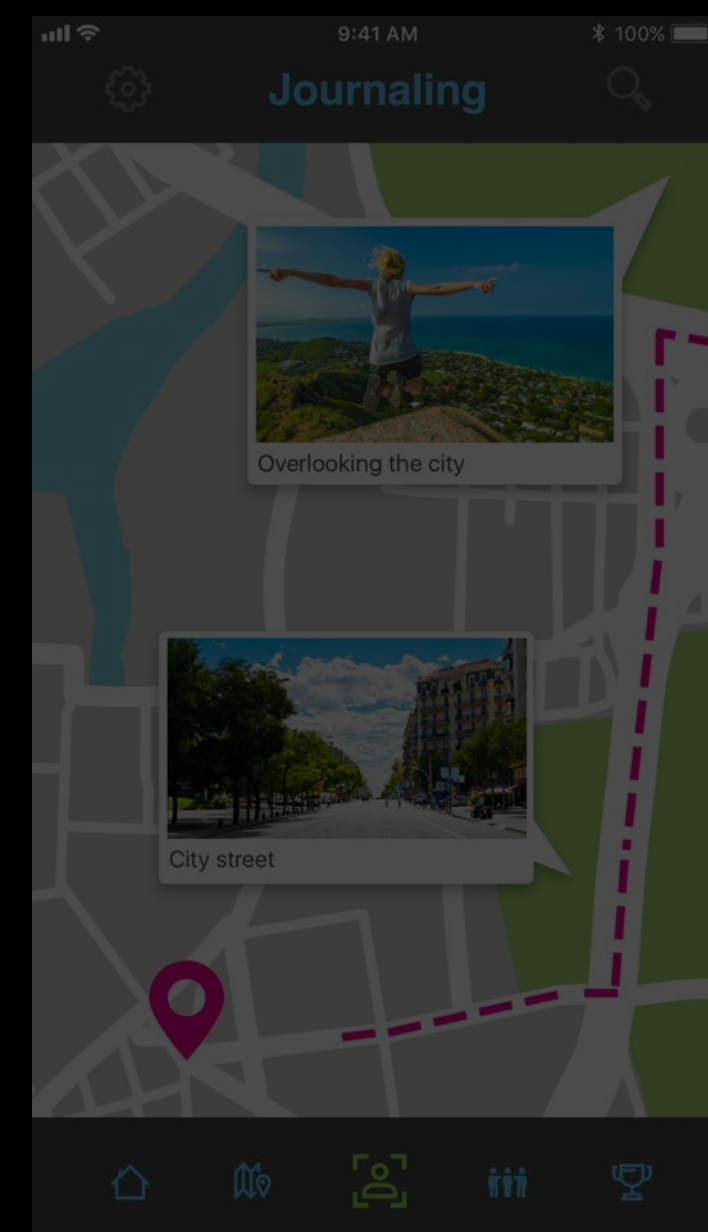
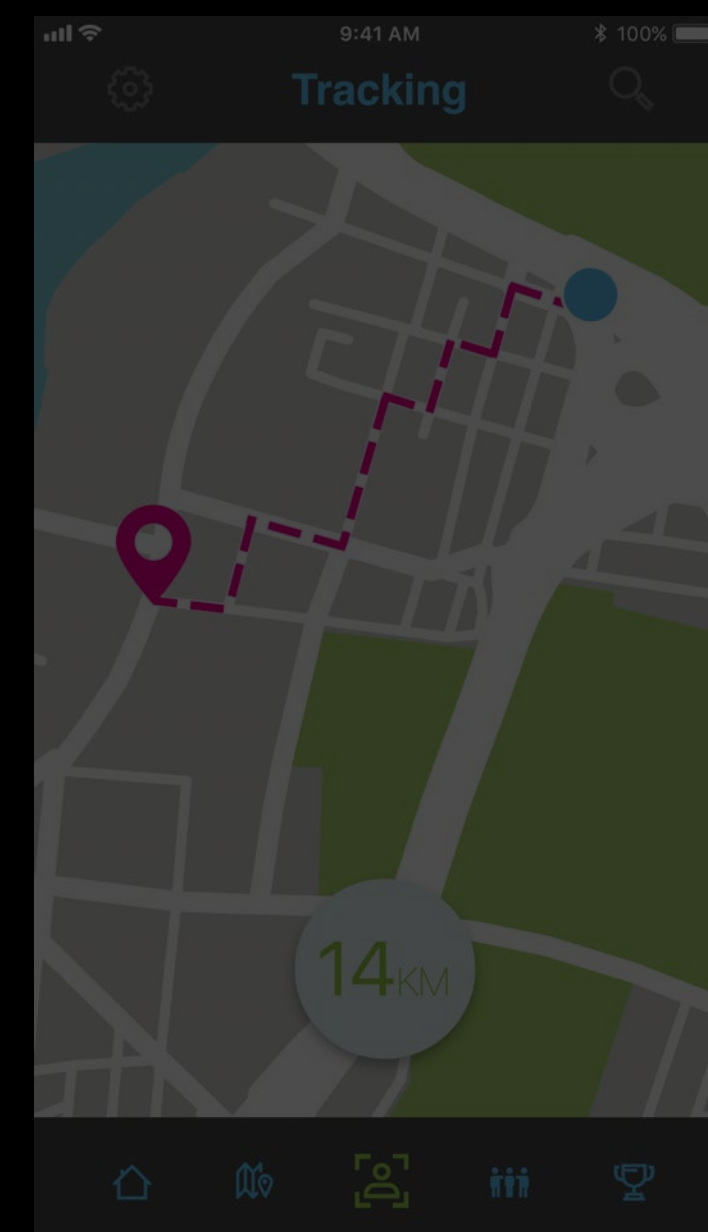
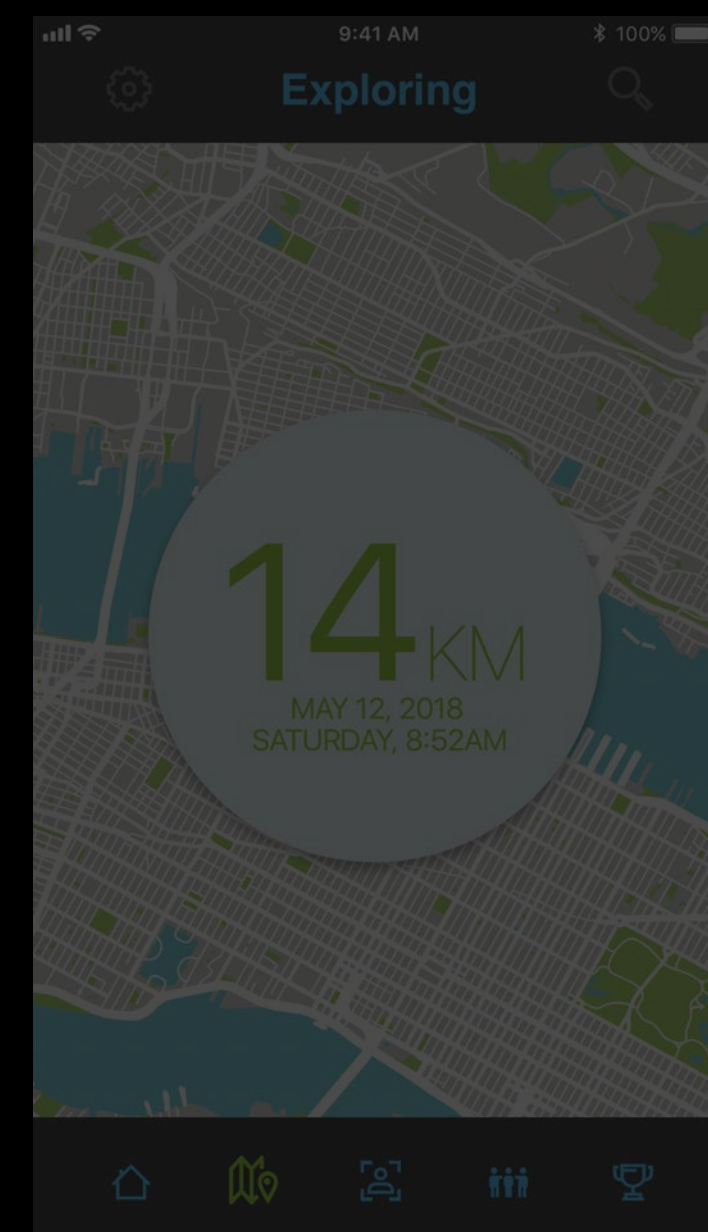
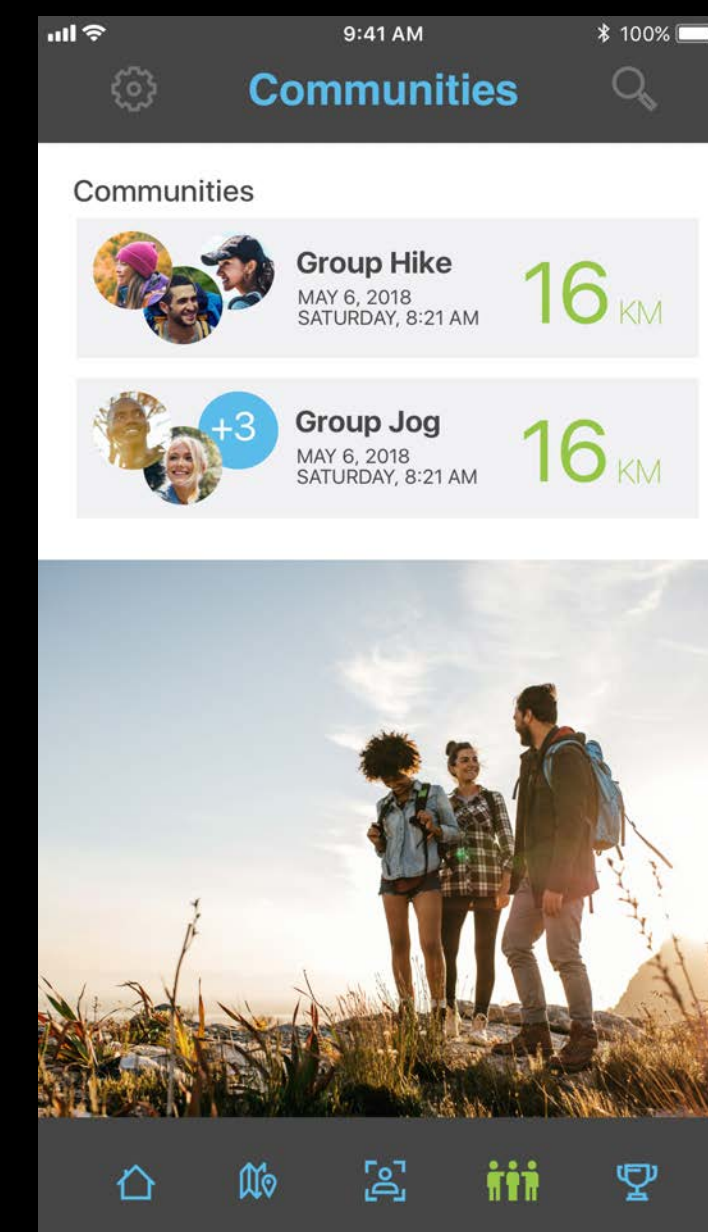
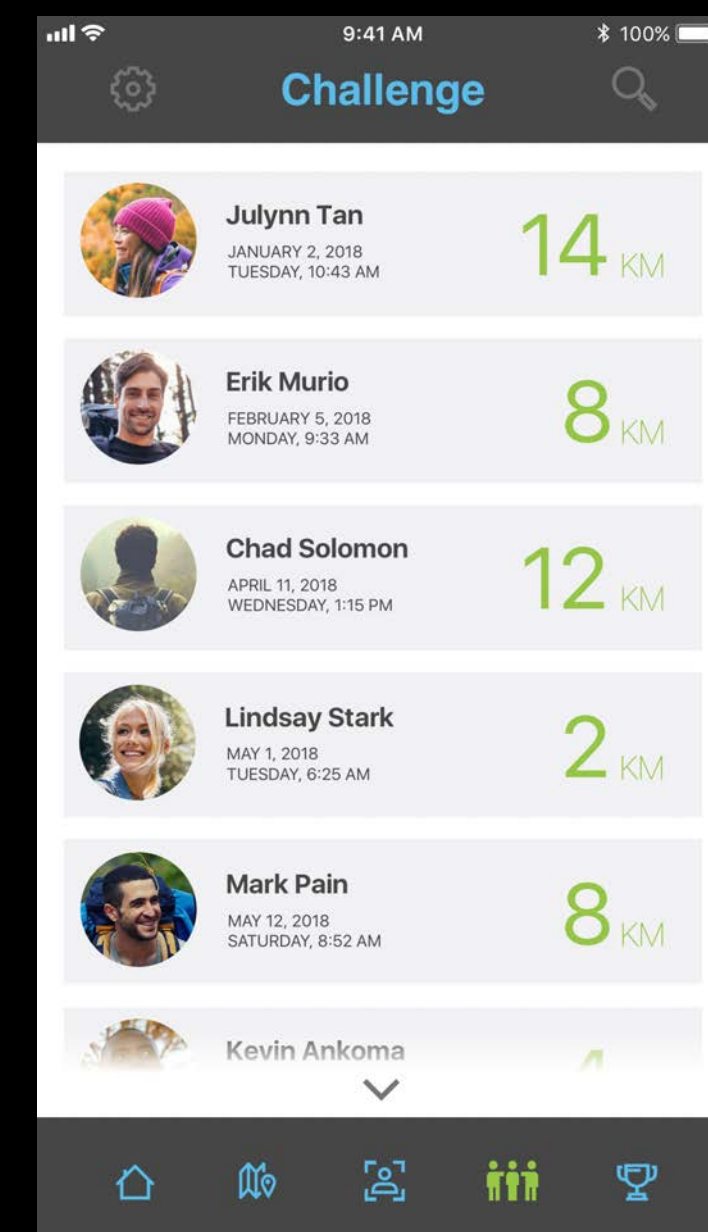
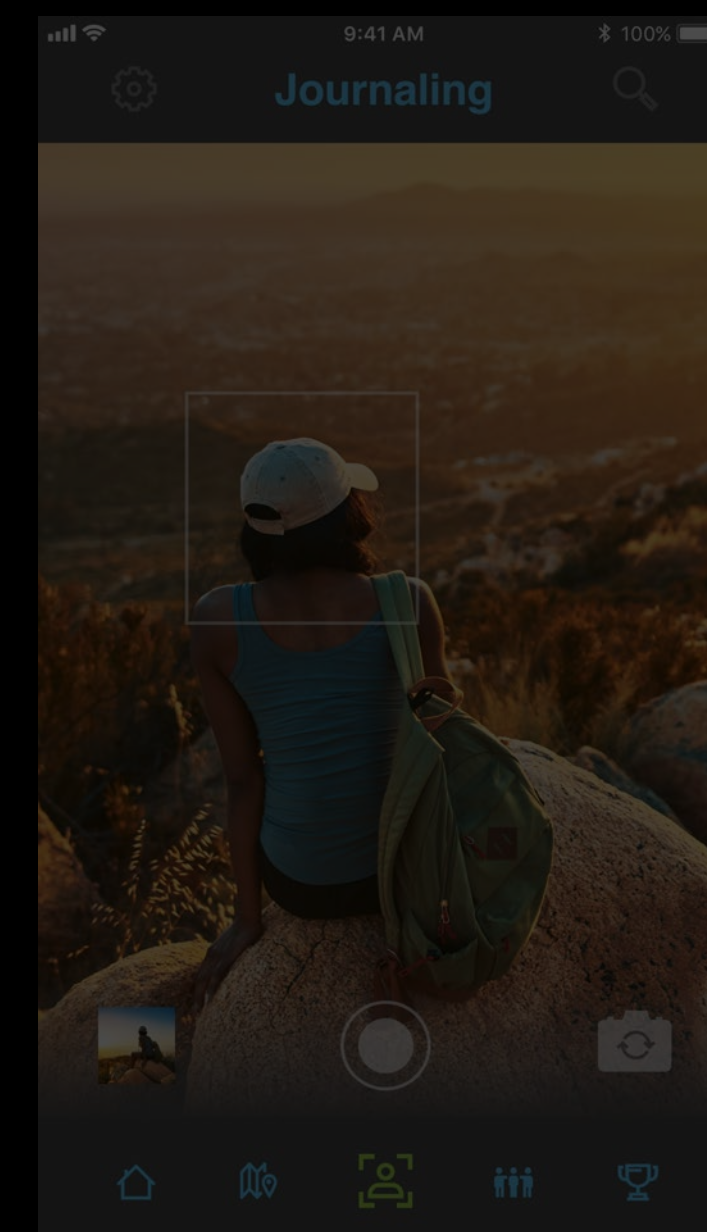
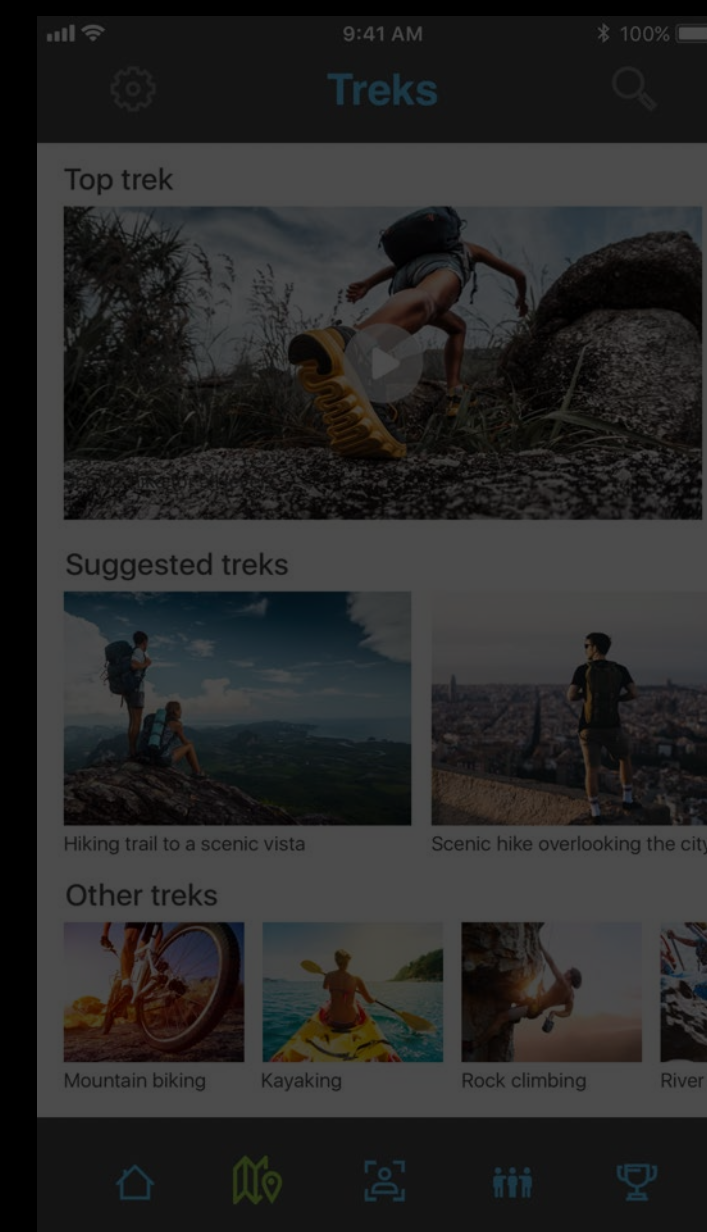
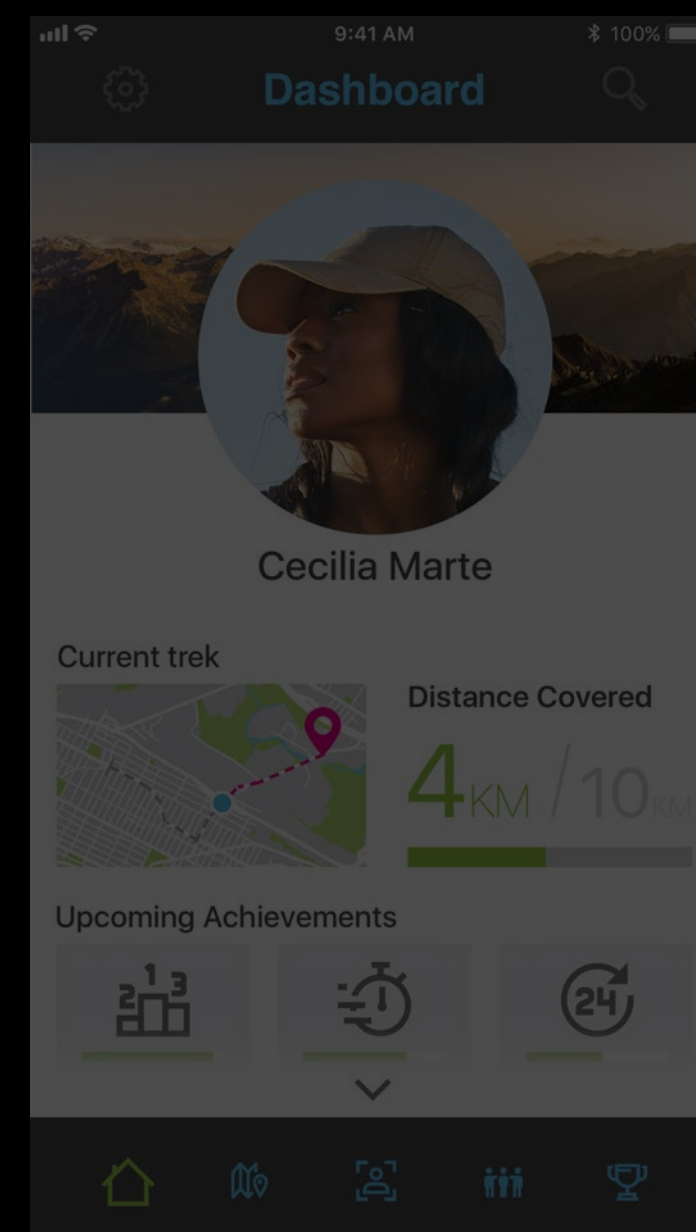
Carol Hsu, Advertising Platforms



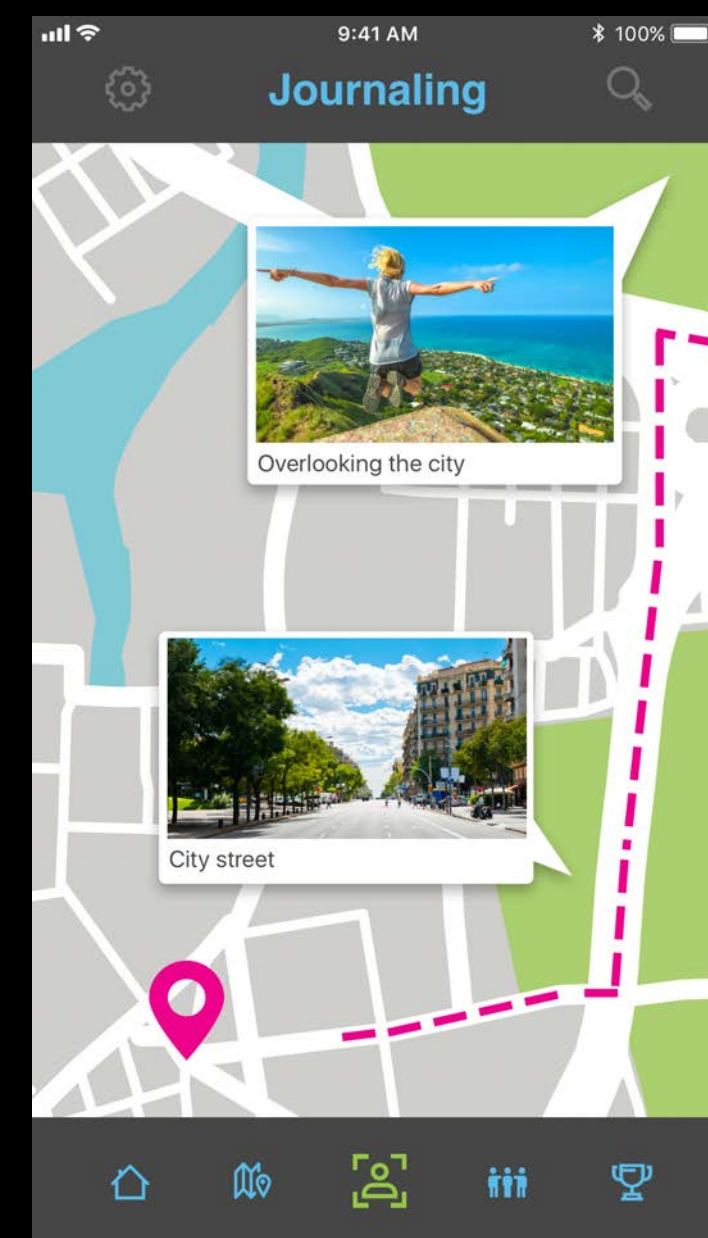
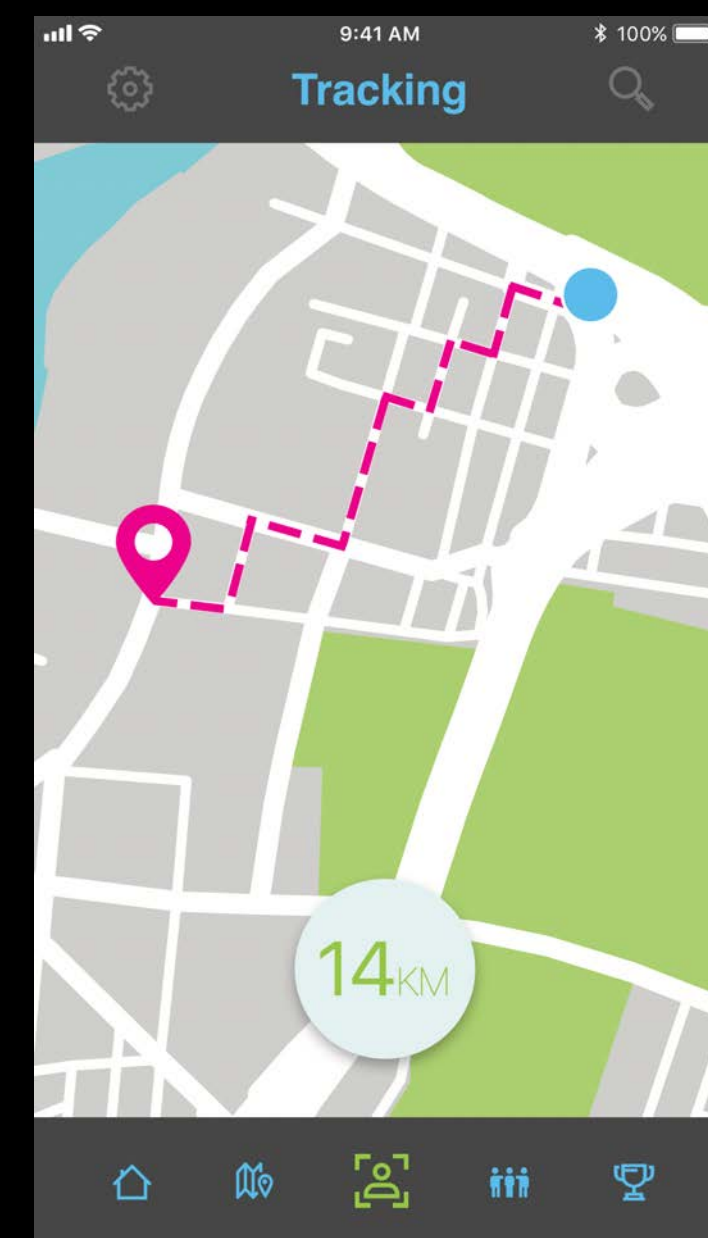
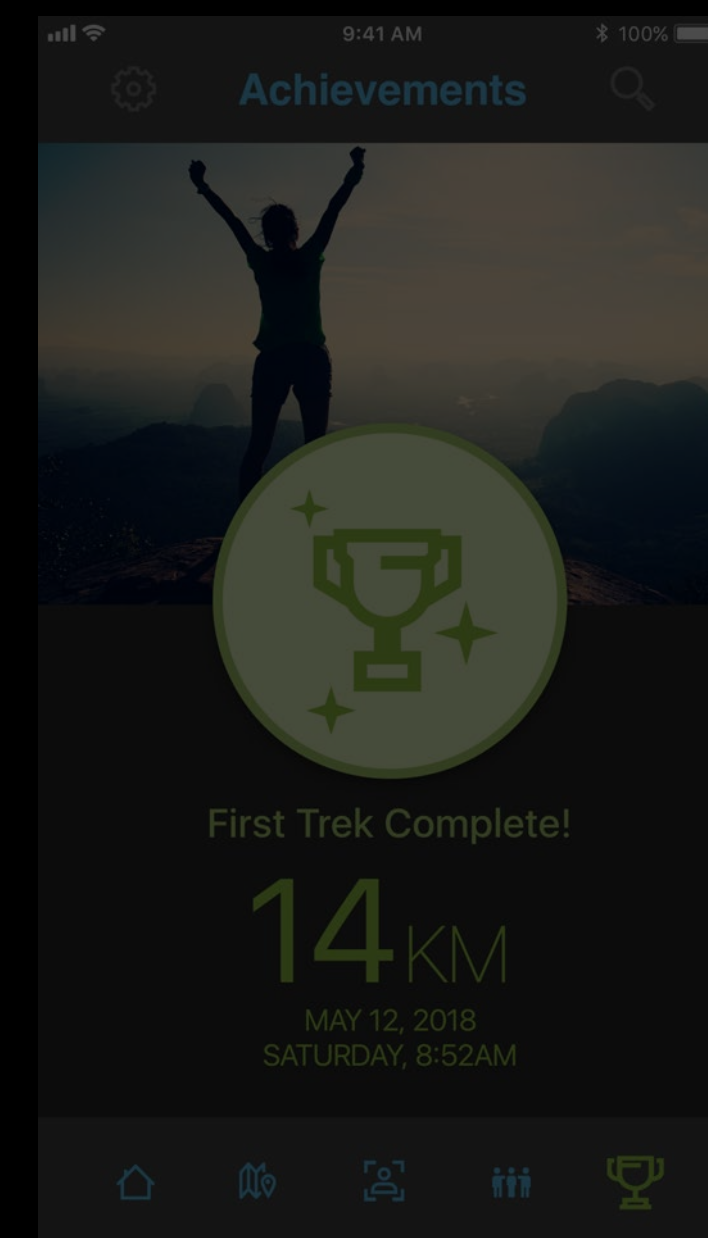
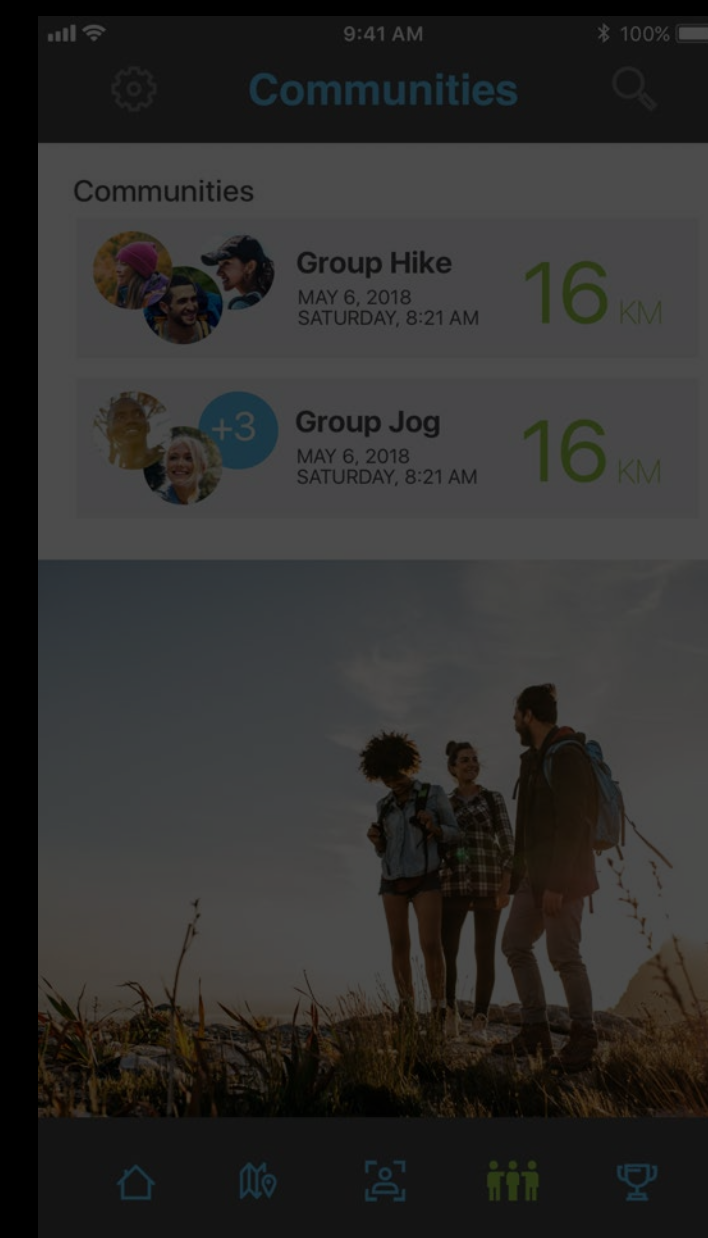
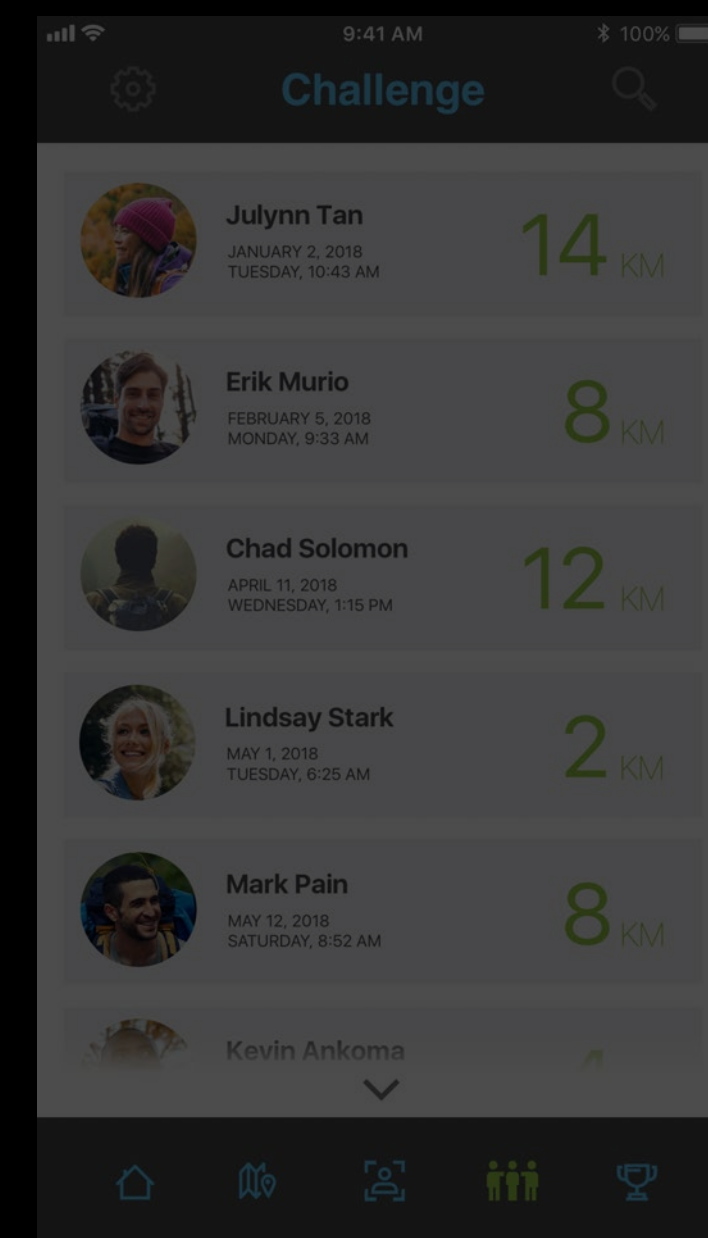
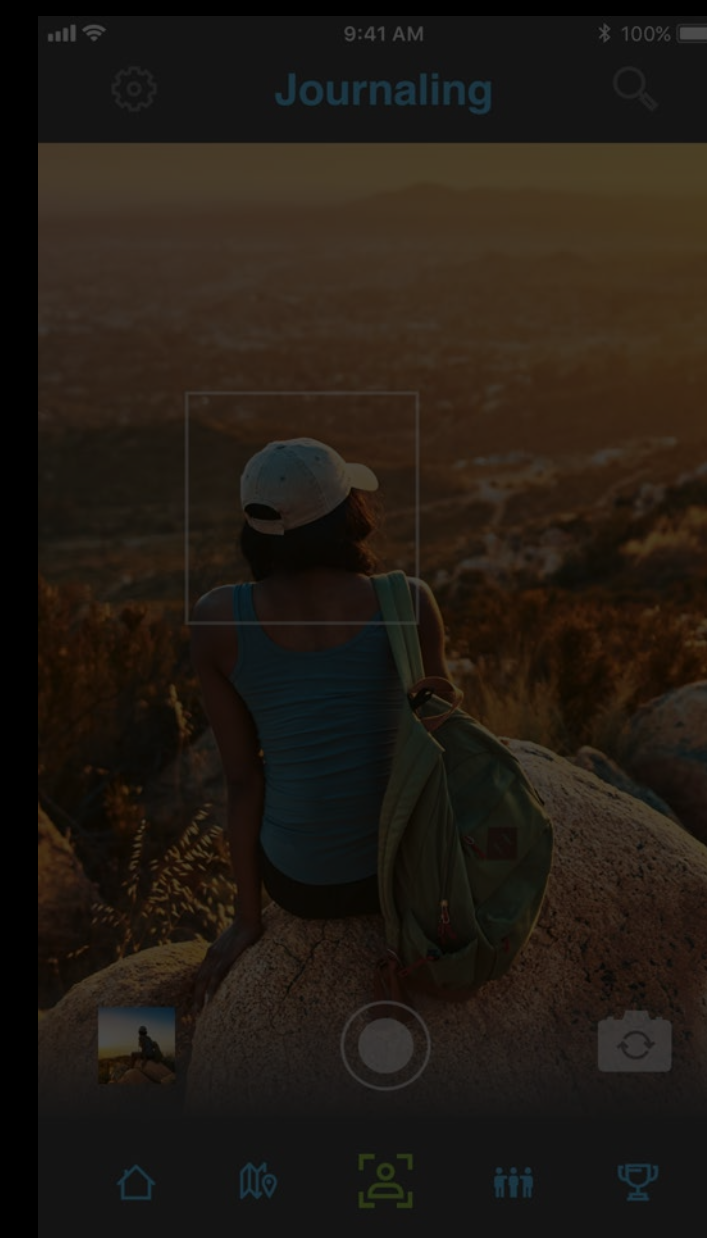
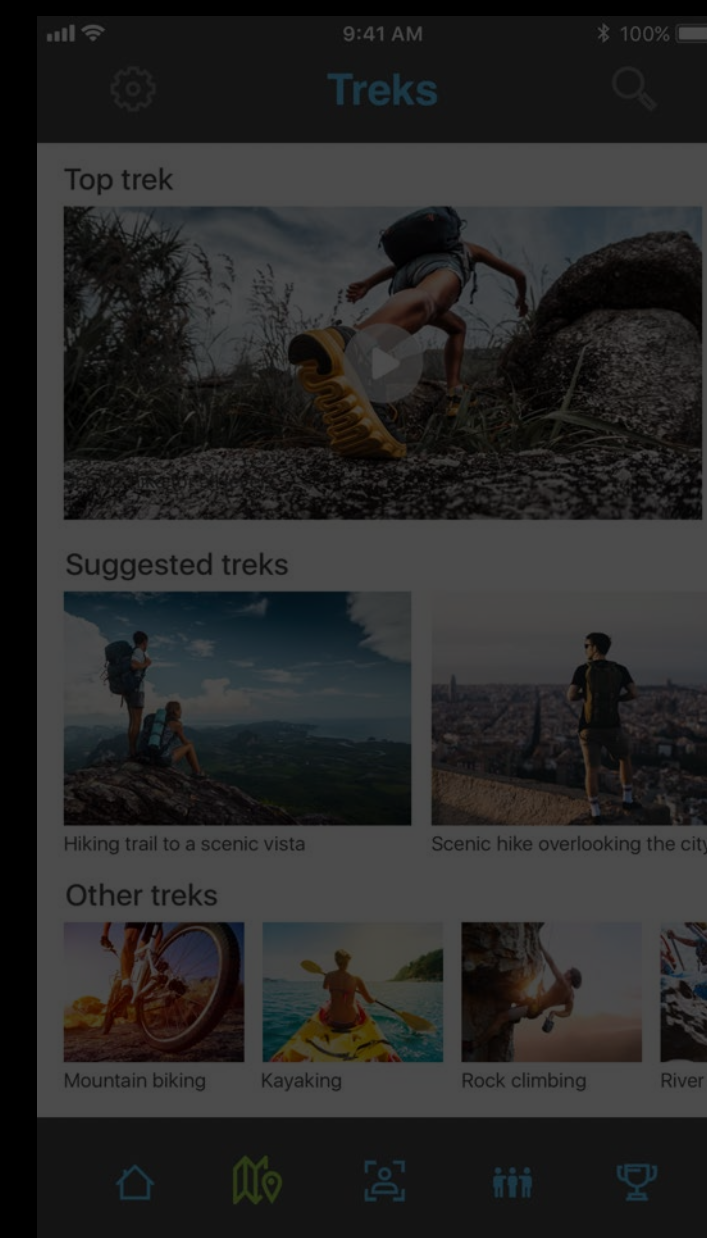
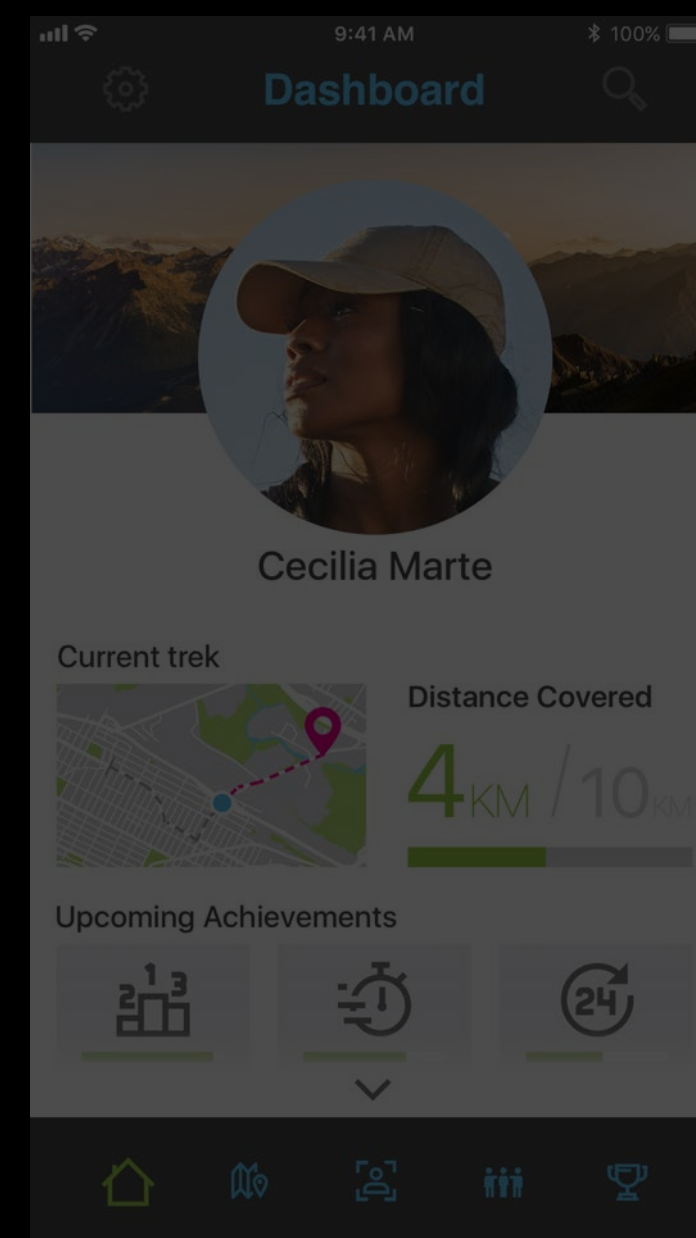




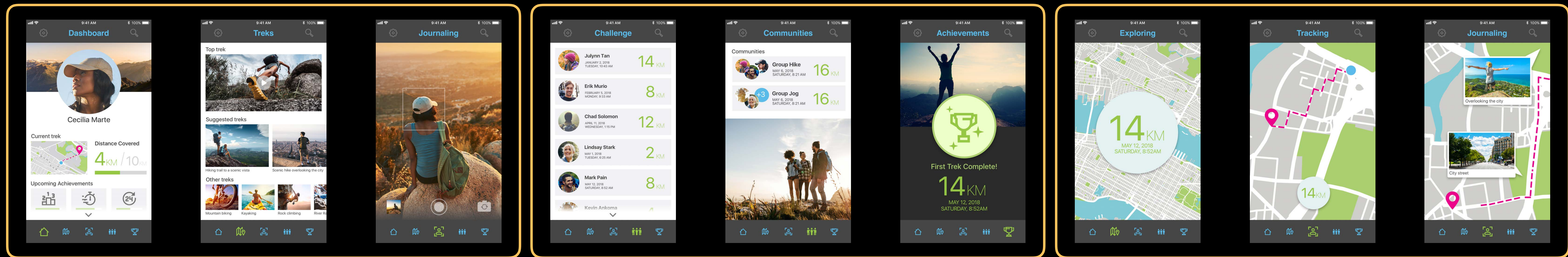
DEFAULT



FITNESS



MAPPING



DEFAULT

FITNESS

MAPPING

Creative Sets

App Store approved

More ad variations

Machine learning optimized

Summary

New markets

New Creative Sets

More Information

<https://developer.apple.com/wwdc18/304>

<https://searchads.apple.com>

 **WWDC18**