

# Google UAC Playbook

# Getting Started

Google Ads All campaigns

Overview Campaigns

Recommendations Campaign status: All ADD FILTER

Campaign	Budget	Status	Optimization score	Campaign type	Impr.	Interactions	Interac
Total Campaigns							
UAC GodTools: Google Playstore Universal App Campaign #1 (android)	\$80.00/d.	Paused	-	App	27,184,175	1,401,470 engagements	5.1
UAC GodTools: Universal Campaign #2 (android)	\$68.00/d.	Paused	-	App	14,046,530	1,047,310 engagements	7.4
UAC MissionHub Android General	\$35.00/d.	Paused	-	App	2,567,274	675,305 engagements	26.1
UAC Godtools: Global Campaign - Italian CD (android)	\$10.00/d.	Paused	-	App	3,065,527	79,682 engagements	3.1
UAC Global Campaign - Indonesian (android)	\$28.00/d.	Paused	-	App	4,275,986	81,854 engagements	1.1
God Tools - General (Android)	\$35.00/d.	Paused	-	App	1,819,945	80,421 engagements	4.4
UAC Godtools: Global Campaign - Chinese Simplified B (android)	\$10.00/d.	Paused	-	App	855,466	38,772 engagements	1.1
UAC My Cru Android Growee	\$35.00/d.	Paused	-	App	3,071,888	33,856 engagements	4.1
UAC My Cru Android Disciples	\$35.00/d.	Paused	-	App	2,485,720	28,180 engagements	1.1
UAC My Cru Android General	\$35.00/d.	Paused	-	App	1,161,404	25,713 engagements	2.1
MH 2020 Jan	\$200.00/.	Ended	-	App	269,070	3,595 engagements	1.1
MH Pastors Campaign - Kevin Android	\$95.00/d.	Paused	-	App	171,985	2,586 engagements	1.1
UAC - MissionHub - Beth - Android v2	\$50.00/d.	Ended	-	App	60,021	20,729 engagements	34.1
UAC MPDX Android	\$35.00/d.	Paused	-	App	4,465	61 engagements	1.1

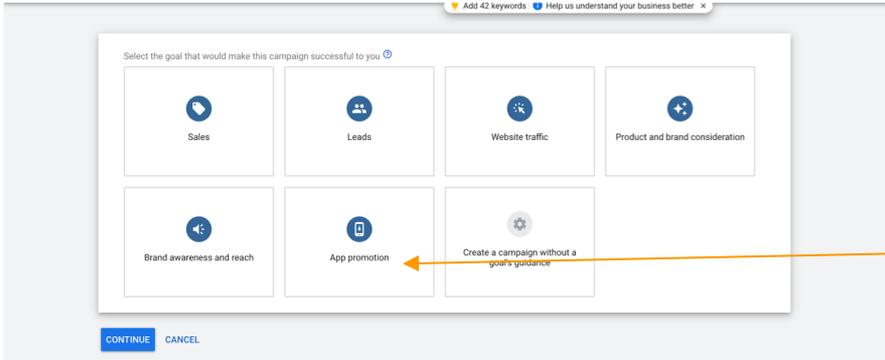
## Login or Don't get in

- Make sure you have access to the Cru Google Ad Account. If you don't have it, ask your team lead and they can give you access.

## A New Beginning

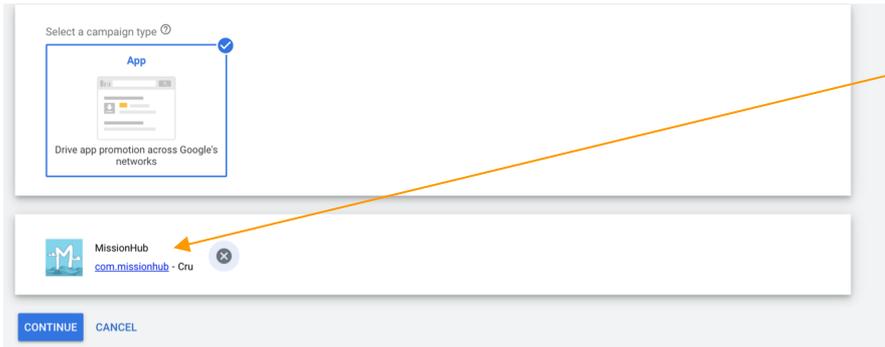
- In order to start a new campaign, click the little blue circle with the plus sign in it.

# Campaign Objective



## What are we Doing?

- When you start a Google Campaign you will choose an objective. Since this is a UAC campaign we will choose app promotion as the objective.



## Choose the App

- The apps that we own should be listed. Just choose the one you are promoting.

# Select Campaign Settings

Mobile app: MissionHub  
com.missionhub - On

Campaign name: App promotion-App-46

Locations: Select locations to target  
 All countries and territories  
 United States and Canada  
 United States  
 Enter another location  
Location options  
Target:  
 People in, or who show interest in, your targeted locations (recommended)  
 People in or regularly in your targeted locations  
 People searching for your targeted locations  
Exclude:  
 People in your excluded locations (recommended)  
 People in, or who show interest in, your excluded locations

Languages: Select the languages your customers speak  
English

Budget: Enter the average you want to spend each day  
\$ 70.00

Bidding: What do you want to focus on?  
Install volume  
All users  
Target cost per install  
\$ 2.00

Start and end dates: Start date: Feb 6, 2020  
End date: None  
Feb 13, 2020

## Label Everything!



- Give your campaign a name that you will remember.
- Check with your Ministry if any naming guidelines exist.

## Location, Location, Location



- Set up locations that would be relevant to your campaign. We mainly target the United States, but we do launch ads in other countries. Here is a list of Countries that must be excluded [https://docs.google.com/document/d/1V1fe1A9AUCFeXdI-4xqngyfH0mcnIB06i\\_-B2IrlLo3j/edit?usp=sharing](https://docs.google.com/document/d/1V1fe1A9AUCFeXdI-4xqngyfH0mcnIB06i_-B2IrlLo3j/edit?usp=sharing)
- There are additional options below. You can target people based on where they are or if they show interest in the location you are targeting. You may also exclude people as well. (We usually don't mess with these)
- Make sure you select a relevant language

## Mo' Money



- Budget: Enter the **average** you would want to spend each day. You are able to spend more here too. However, keep an eye on how much you're spending. For example, if I have \$500 to spend in a week, I could probably spend \$50 - 70 a day.
- Bidding: You can focus on bidding for Downloads (Install Volume) or In-app actions.
- Users: You can choose targeting all users or those likely to perform in-app actions. If you want to maximize install volume, target all users
- Cost-per-Install: This sets how much you're willing to pay for an install. This works with your daily budget. For example, Budget = \$100 and Cost-per-install = \$2, you're looking at about 50 app installs a day.

# Set Up Ad Group

Mobile app  MissionHub  
com.missionhub - Cru

**Ad group**  
For more accurate targeting, organize each ad group around a specific theme, audience, or message.

Ad group name

**App ad**  
Enter multiple text ideas, images, videos, and other assets to combine with content from your Google Play and Apple App Store listings. Google Ads will test different combinations and show the ads that are expected to perform best.

**Ad assets** Your ads are generated from your text ideas, your uploaded assets and content from your Google Play store and Apple app store listings

**Headline ideas**   
Add 2 headline ideas (required) and up to 5 (recommended)

Live on Mission 16 / 30

Take Steps of Faith 19 / 30

[ADD HEADLINE](#)

**Descriptions ideas**   
Add 1 description line idea (required) and up to 5 (recommended)

Engage others on their spiritual journey with prover 67 / 90

[ADD DESCRIPTION](#)

**Images**   
Add up to 20 Images (recommended)

[+ IMAGES](#)

**Videos**   
Add up to 20 Videos (recommended)

[+ VIDEOS](#)

**Preview**

DISPLAY SEARCH YOUTUBE GOOGLE PLA >

Example of your text ad at 320x568



MissionHub

Take Steps of Faith

4.2 ★  
100 | 20 thousand

[Close](#) [Install](#)

## Guess What? Label Everything!

- Make sure you give your ad group a name

## Write the Ad Copy and Upload Other Assets

- Write *at least* two headlines for the ad. You can write up to five. The best headlines describe the purpose of the app.
- Write a description for your ad. You can write up to five. Some of the best descriptions usually describe the function of the app.
- It is not required, but you can upload others files that will be shown in your UAC campaign. You can upload images, videos, HTML5 files. You can upload 20 of each.

# Confirmation

Congratulations! Your campaign is ready.

Review your campaign summary



MissionHub  
[com.missionhub](https://com.missionhub) - Cru



Feb 6, 2020 - Feb 13, 2020

Campaign budget  
\$70.00/day

Campaign optimization  
Install volume



United States

Campaign goal  
App promotion

Target cost per install  
\$2.00



English

CONTINUE TO CAMPAIGN

**Your Campaign is Ready!** 

- The page to the left will be your confirmation page. This means your campaign is ready to go!

# Maintain and Iterate



Ad group	Status	Target CPA	Conversions	Cost / conv.	Conv. rate
Ad Group 1	Eligible	\$2.00	0.00	\$0.00	0.00%
Total: Ad groups			0.00	\$0.00	0.00%
Total: Campaign			0.00	\$0.00	0.00%

## I'll be Watching You...

- When your campaign launches, you'll want to be tracking how much you're spending and keep an eye on the conversion rate and number of conversions. You'll want to let ads run for at least 2 weeks to accrue impressions. If ads are performing well, our budget will go further as our Cost Per Click will decrease.
- If the ad is underperforming, stop the ad(s) and create a summary report. Pause the underperforming ad group and set up other ad groups to test the different elements of an ad to see what's not resonating. Write a summary upon completion.
- If the ad(s) are performing well. You can continue the ads or end it and write a summary report.

# Additional Resources

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UAC Training Video - [https://drive.google.com/file/d/1kG3-qkTEA3iXk5z8tZgPVXu\\_9o7ozkxw/view?usp=sharing](https://drive.google.com/file/d/1kG3-qkTEA3iXk5z8tZgPVXu_9o7ozkxw/view?usp=sharing)

MissionHub Location Exclusion List -  
[https://docs.google.com/document/d/1V1fe1A9AUCfeXdl-4xqnqyfH0mcnIB06j\\_-B2lrLo3l/edit?usp=sharing](https://docs.google.com/document/d/1V1fe1A9AUCfeXdl-4xqnqyfH0mcnIB06j_-B2lrLo3l/edit?usp=sharing)

# THANK YOU

**Questions?** Please contact [marketinghelp@cru.org](mailto:marketinghelp@cru.org) .