

# A WINNING COMBINATION

## Apple Search Ads & Kenshoo Apps



Now, app marketers can reach more iOS app users with Apple Search Ads to drive the install and continue user app engagement, all through Kenshoo Apps.

### What is Apple Search Ads?

An efficient and easy way to put apps at the top of search results on the App store for iPhone and iPad, letting your app be discovered.

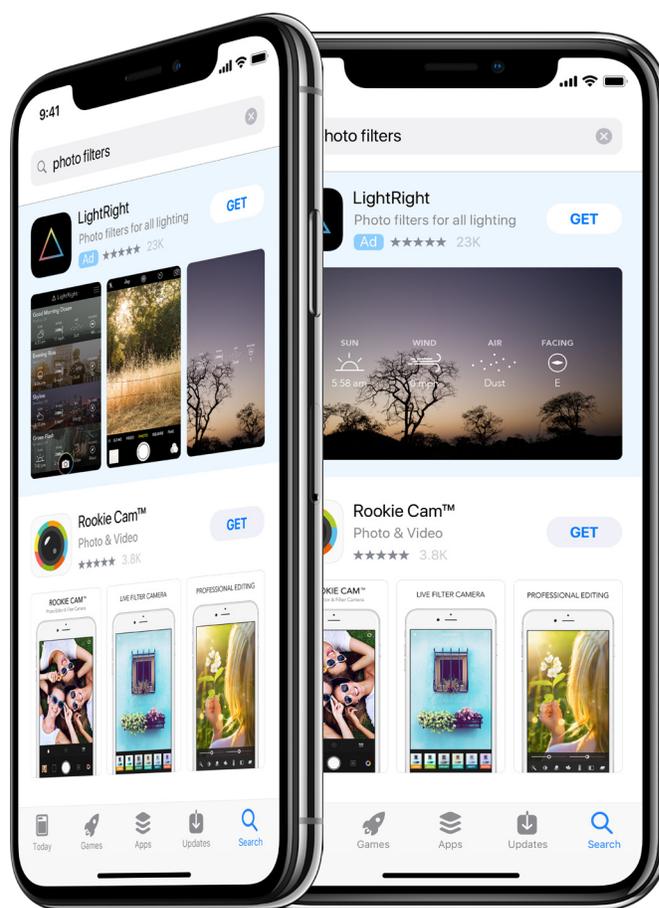
**65%** App downloads that come from the app store

**30%** Higher average revenue per user than other mobile app ads/platform

Source: [Apple Search Ads Homepage](#)

### What is Kenshoo Apps?

An integrated app marketing platform to reach the right users across the publishers that matter, while driving the install and optimizing towards user lifetime value (LTV).



## How Kenshoo Apps Powers Your Apple Search Ads Campaigns



### Campaign Creation & Management at Scale

- Build hundreds of ads in minutes.
- Change bids and budgets in bulk.
- Leverage automated workflows.



### Lifetime Value Optimization

- Access to users with high LTV.
- Full coverage of app user lifecycle.
- Optimize towards in-app actions.



### Granular Reporting & Insights

- Advanced cohort analyses.
- Detailed data of app ads trends.
- Layer MMP and publisher data.

App marketers need a solution as intricate and sophisticated as today's app users, and this is where Kenshoo Apps comes in.

### ▶ from **Discovery**

Kenshoo Apps delivers campaigns that reach your users at scale and in the locations where apps are most likely to be discovered!

 **Search Ads**  **facebook.** 

### ▶ to **Stores**

Access all the right levers for total control of placement in the app stores and activate high app store ranking to acquire new and lasting users.

*Did you know? 50% of users who search on the App store actually convert!*

### ▶ to **Retention**

Retain your users well beyond the install –access granular cohort analyses to truly understand user retention patterns, and optimize towards those in-app actions that grow lifetime value (LTV)!

*Did you know? There's 30% higher revenue per users from Apple Search Ads vs. other at platforms.*

### ▶ and **Beyond!**

Access expert scale, automation, reporting and optimization tools that take your campaigns to the next level in Apple Search Ads and other popular app ad destinations.



## Clients Are Excited and Ready for Apple Search Ads on Kenshoo Apps!

"Adquand (now Kenshoo Apps) as been a key partner to support our growth efforts and we are very excited to partner with them as well to help us scale our Apple Search Ads efforts."

Or Resnitzky - VP Acquisition, Playtika

