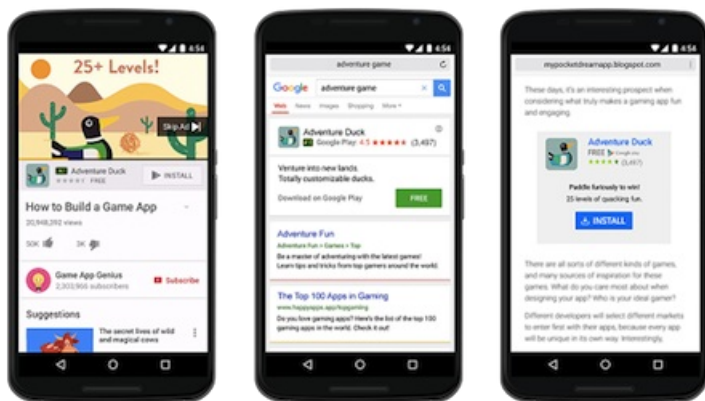


MARKETING

## Google invests further into machine learning for app install campaigns

August 17, 2017



Google expands its UAC hoping to help app marketers. Image credit: Google

By BRIELLE JAEKEL

Google is not just giving mobile advertisers an opportunity to connect with valuable consumers, but it is almost forcing companies to do so with a new policy change that will see luxury marketers benefit.

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Two years ago Google launched its new program that uses machine learning to help target consumers that are most likely to be receptive to advertisers' goals. Reflecting the programs growth, Google will now be moving all of advertisers' AdWords application install campaigns to its Universal App Campaigns, ensuring a wider range of advertisers can benefit from machine learning.

"This should show a positive effect for luxury marketers," said Bill Riddell, digital media manager at **Chacka Marketing**, Tampa, FL.

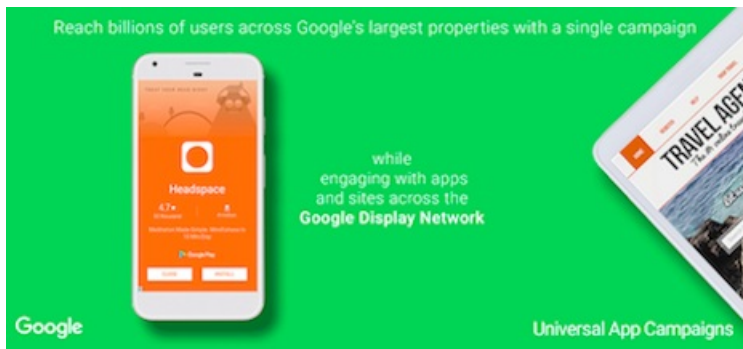
"The design of the algorithm is to identify and target those users, based on a variety of signals collected by Google, who would be the most valuable customers and who are most likely to complete actions in app," he said.

Mr. Riddell is not affiliated with Google but agreed to comment as an industry expert. **Google** was reached for comment.

### Mobile and machine learning

Google is now encouraging all advertisers on its AdWords network who are interested in driving installs and app usage to leverage its machine learning.

UAC is Google's platform that taps machine learning to find consumers based on various parameters that are most likely to support an advertiser's goal, such as download its app.



Google's communications for Universal App Campaigns. Image credit: Google

The program sorts through users on YouTube, Google Play, Google.com and all apps and sites in the Display Network to find the most possible receptive audience.

Google has found that in-app campaigns that leverage UAC have seen a 140 percent drive in conversions per dollar than all other Google app promotion platforms. To capitalize on this success, Google is moving all app install campaigns from its AdWords network to UAC.

Advertisers can simply add in their top performing campaigns, which Google will use to find the most high-valued users and a goal such as to drive in-app actions, app installs or in-app action value.

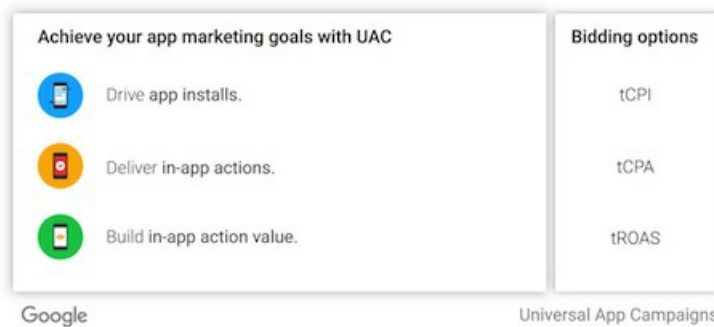


Chart expressing Universal App Campaigns. Image credit: Google

Advertisers will likely see a better unified campaign, more positive results and a receptive audience.

### App installs

The rapid advance of advertising technology in the past few years has completely reshaped the mobile business ecosystem.

More individuals are creating apps and operating as successful businesses, resulting in an increase in the number of mobile-first companies in the United States. ACT says 82 percent of apps are considered small businesses, which thrive in the app store model where they need not concern themselves with distribution, security or payments ([see more](#)).

Facebook similarly launched its dynamic advertisement feature aimed toward driving mobile app installs, and brands such as Hotels.com started to see the effects early on.

The feature was announced several months ago but is only now coming into effect. Facebook is looking to drive app installs will give marketers a boost ([see more](#)).

"This will definitely change the mobile app ads landscape on Google," Chacka Marketing's Mr. Riddell said. "This change will help to create a more unified strategy across search, display and YouTube.

"There could also be efficiencies for any first movers who utilize this technology before their competitors do, as they would have a greater access to advertising inventory exclusive to Universal App Campaigns," he said.