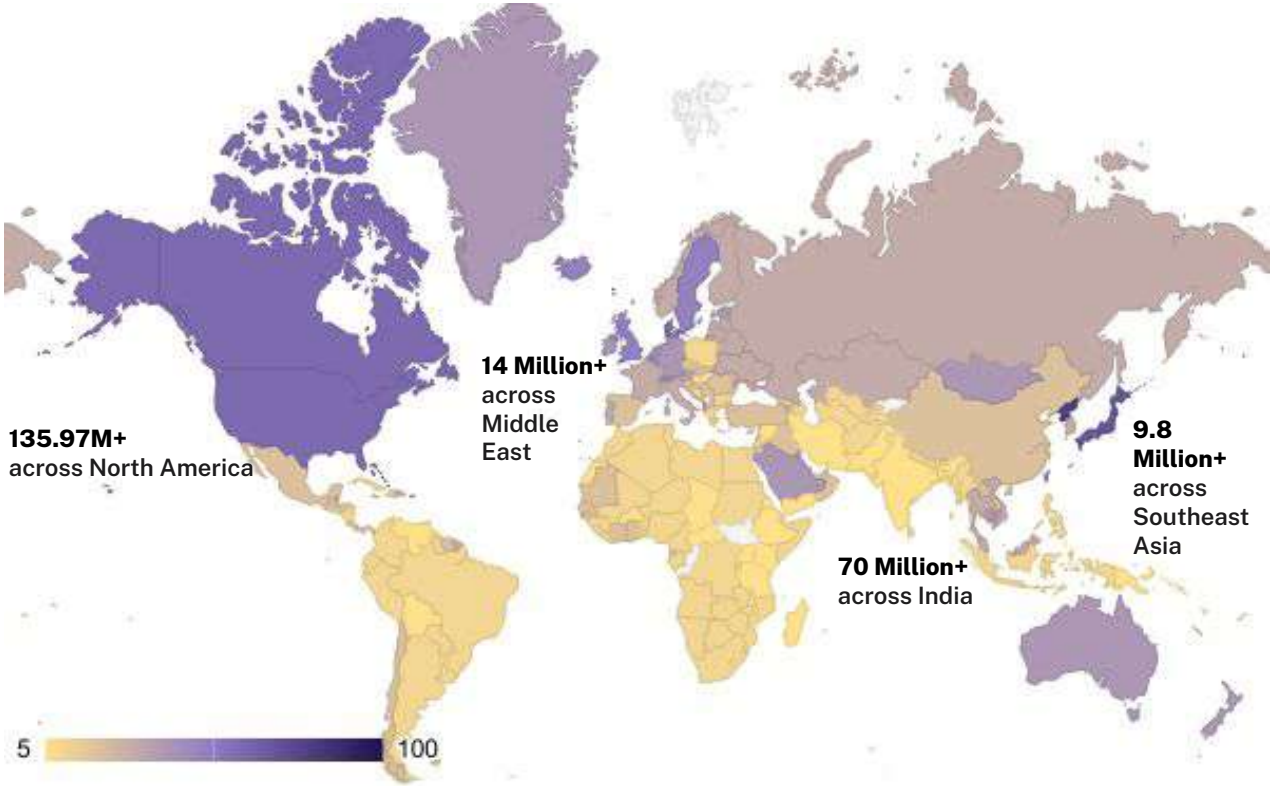


Intent+

by Focaccia Digital

Maximise your advertising potential with Apple App Ads Intelligence

iOS Market Share



Challenges

- Tracking limited due to ATT
- Precise Targeting
- Competition in App Store

Opportunities

- 25% Apple's market share
- High LTV user
- 50% more in-app purchases

User Journey in Apple App Store



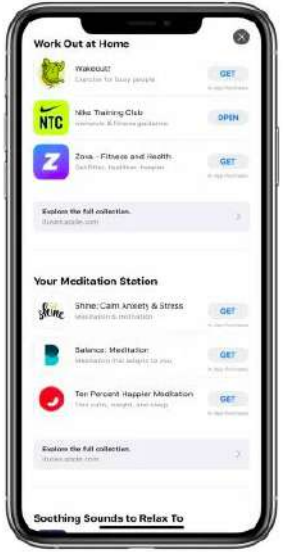
650Mn+

visitors per week



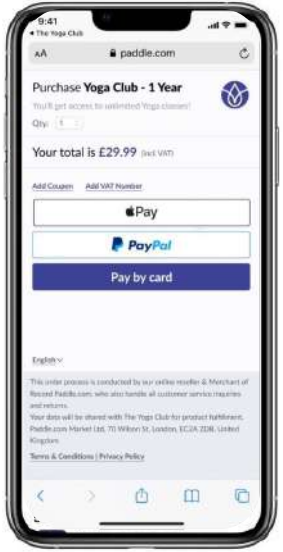
65%

Downloads comes directly through search on app store



50%

Average conversion rate of search ads

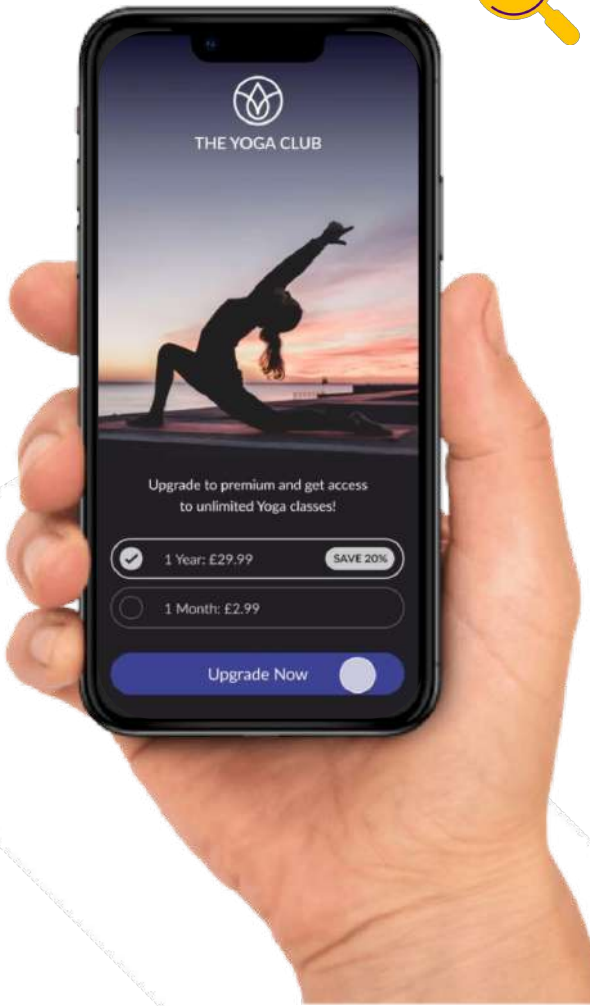


30%

Higher average revenue per user

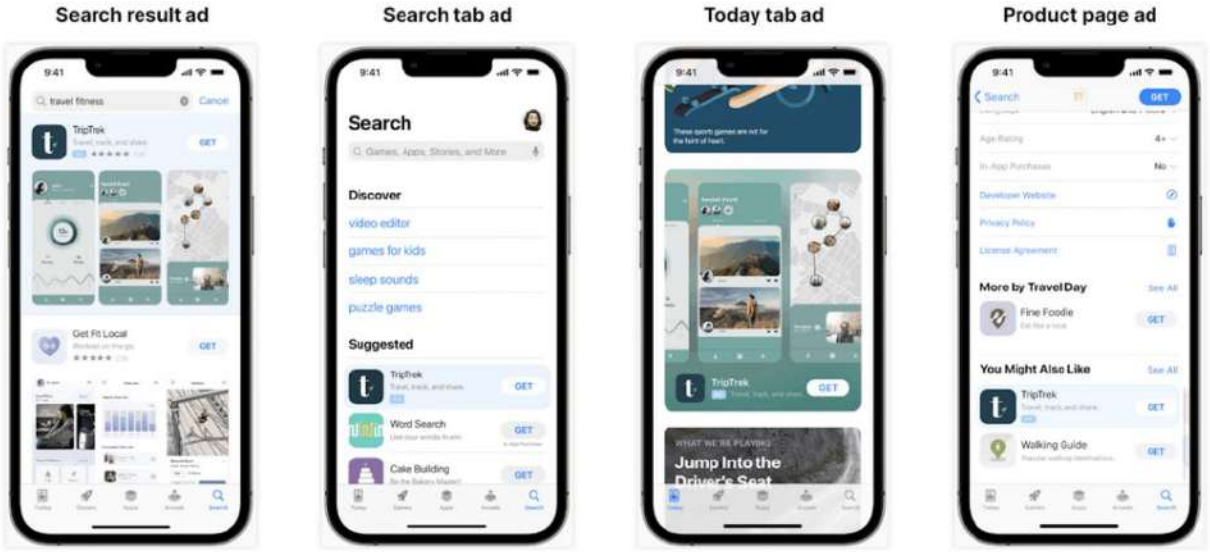
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Key Drivers of Growth in the iOS App Environment



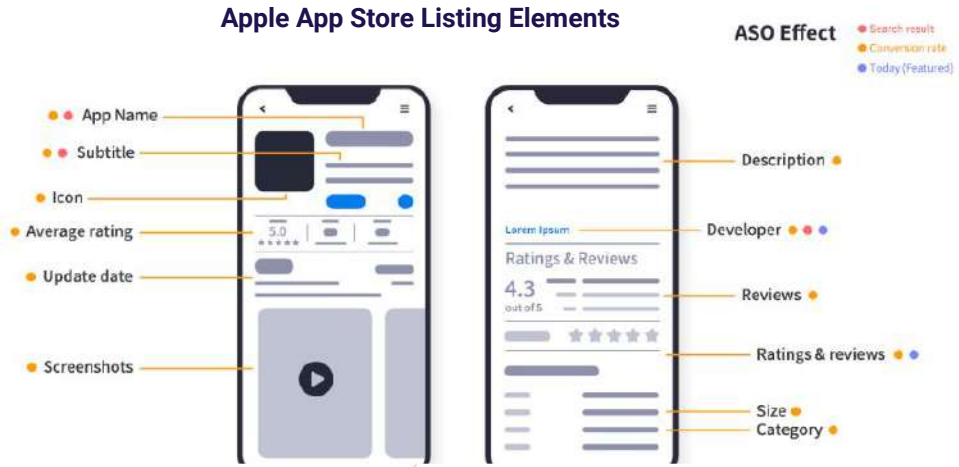
Paid user acquisition campaigns

- Enhancing visibility through keyword optimization
- Intent based search engine
- Diverse targeting options and placement selections



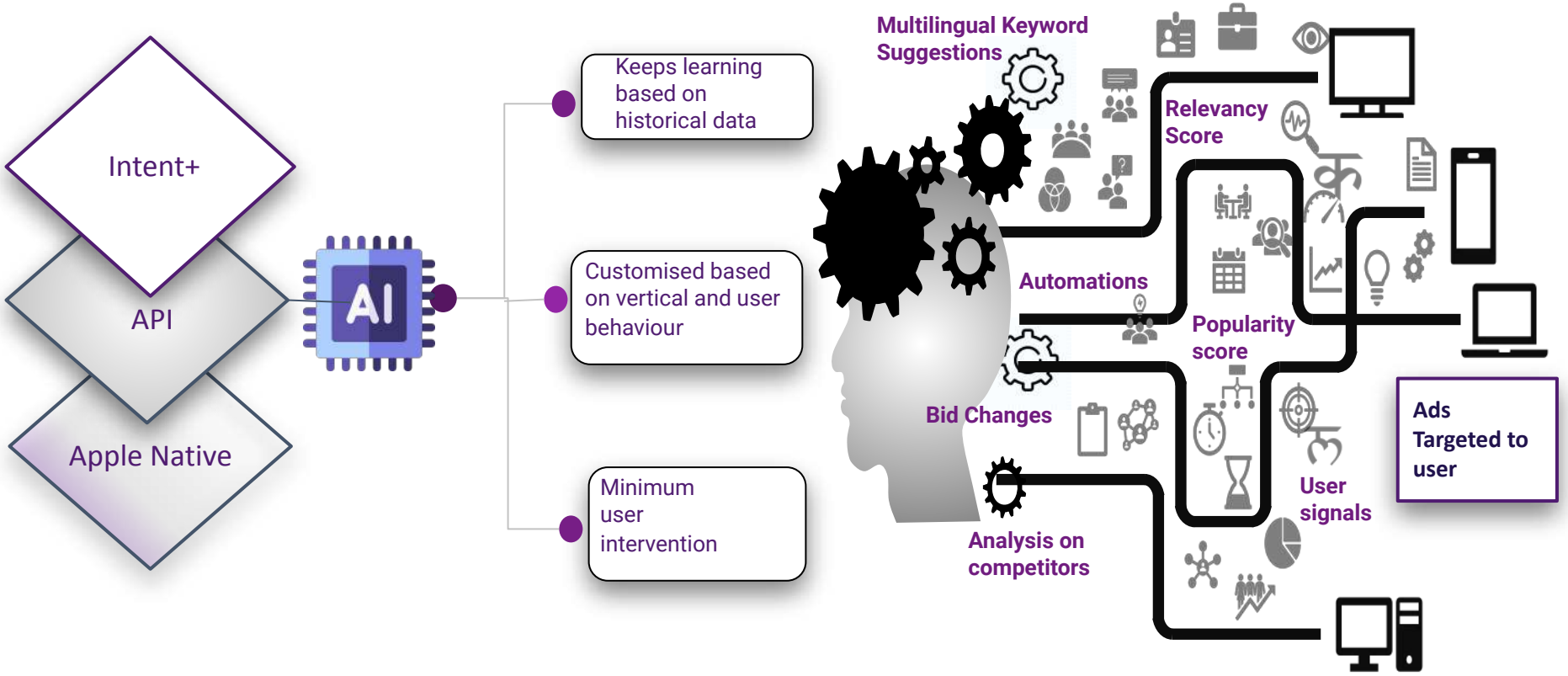
Different placements offered by ASA

Organic Growth through App Store Optimisation



- Increase visibility
- Increase brand awareness
- High conversion rate
- High competitive advantage
- Improved targeting
- Reduced acquisition cost

Introducing Intent+: The Game Changer



Intent+ : Driving comprehensive growth for iOS apps through organic and paid strategies

ASA

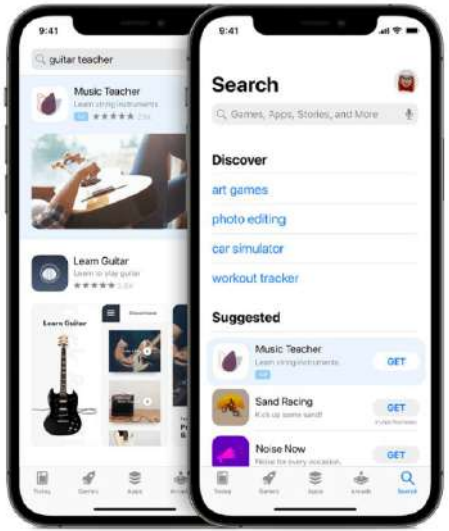
- Full funnel view with 100% Transparency
- AI recommended keywords
- Detect underperforming keywords
- Promote well performing keywords
- Competitive analysis
- Automated bidding

ASO

- Increase keyword rank
- Increase relevance
- Keyword gap analysis
- Competitor analysis on organic keyword
- Custom product page optimisation for user retention
- Increase conversion rate

Growth

Boost



Win more auctions at lower cost

Unlock higher ROAS with Intent+

Features	Apple Native	Intent+
Optimization on in-app events	X	✓
AI recommended keywords	X	✓
Multilingual Keyword translator	X	✓
AI bids and budget optimisation	X	✓
Full Funnel Reporting	X	✓
Competitor SOV insights on keywords	X	✓
Workflow Automation	X	✓
Transparency across campaign structure and analytics	✓	✓
Custom fine tuning	X	✓

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Scale organic growth with AI recommendations

Market Intelligence
Market Insights to beat your competitor

Keyword Intelligence
Find best keywords for your app

App Store Recommendations
Increased brand awareness

Reduced Acquisition Cost
Improved ad costs and conversion

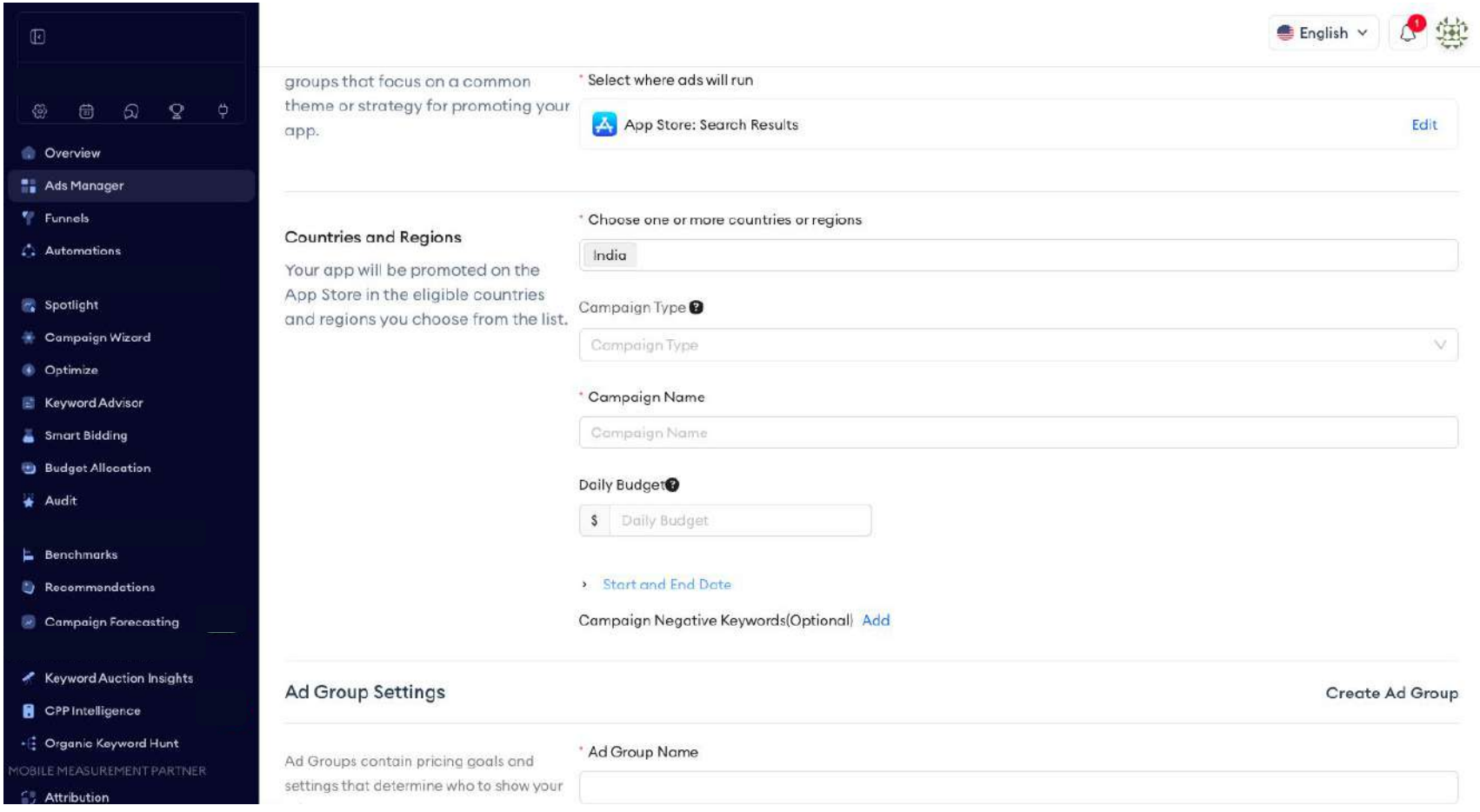
Localisation
Insights into the app's performance by country

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Platform Overview



Ad Creation Flow



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Add Keywords

Campaign: Ad Group:

Select Target — 2 Add Keywords — 3 Check Issues

Organic Keyword Suggestions from **Kintree: Family...** on **IN**

Kintree: Family ... | IN | Organic | ASO Tracked | Paid

Search keyword

Keyword	Popularity	Ranking(Today)
build app free	5	4
build mobile app	5	4
biuld app	5	7
tree	18	16
build app	5	8
build free app	5	11
trees	5	36 ↑1
app build	5	100 ↓67
family tree dna	5	7

Added Keywords

Enter or paste keywords. You can separate each keyword by commas or enter one per line.

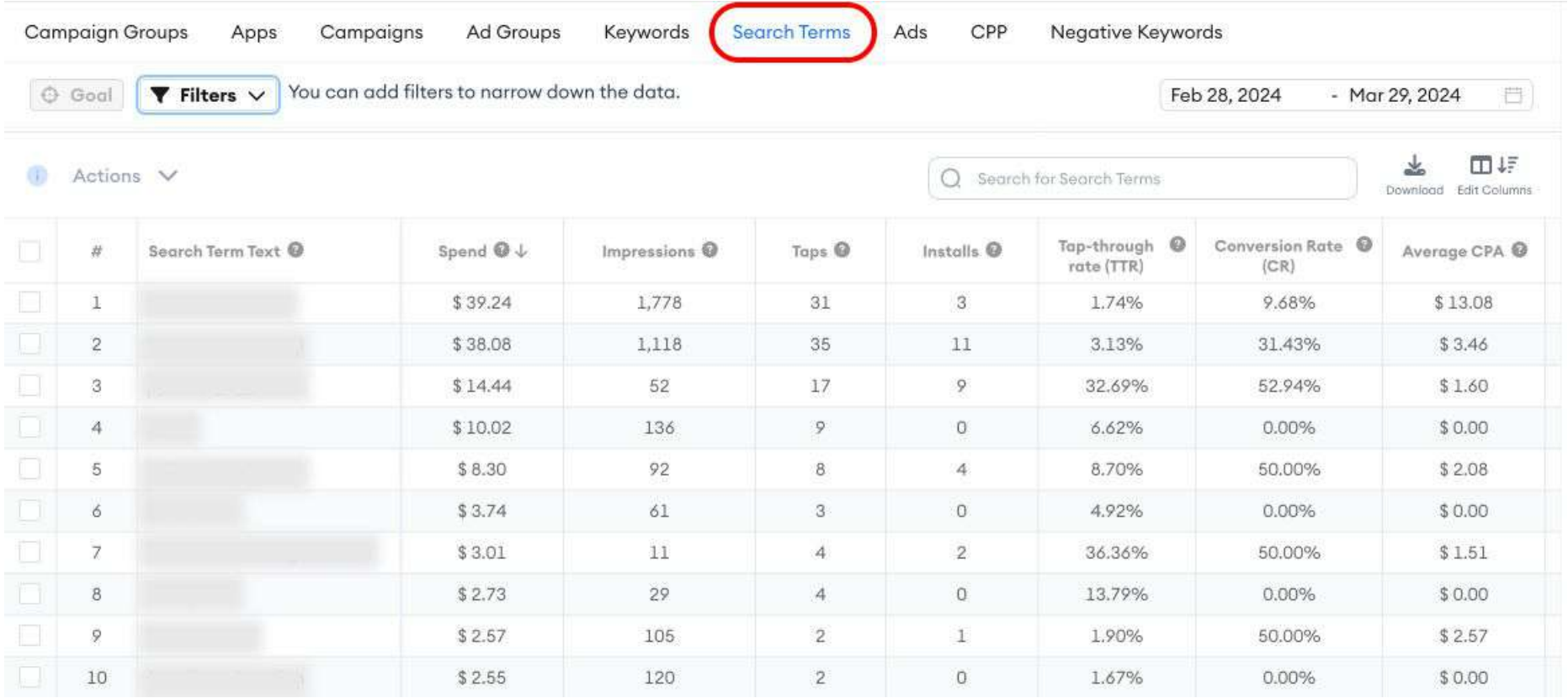
Keyword	Label	Match Type	Bid Amount

You can either add keywords manually here or choose from left side

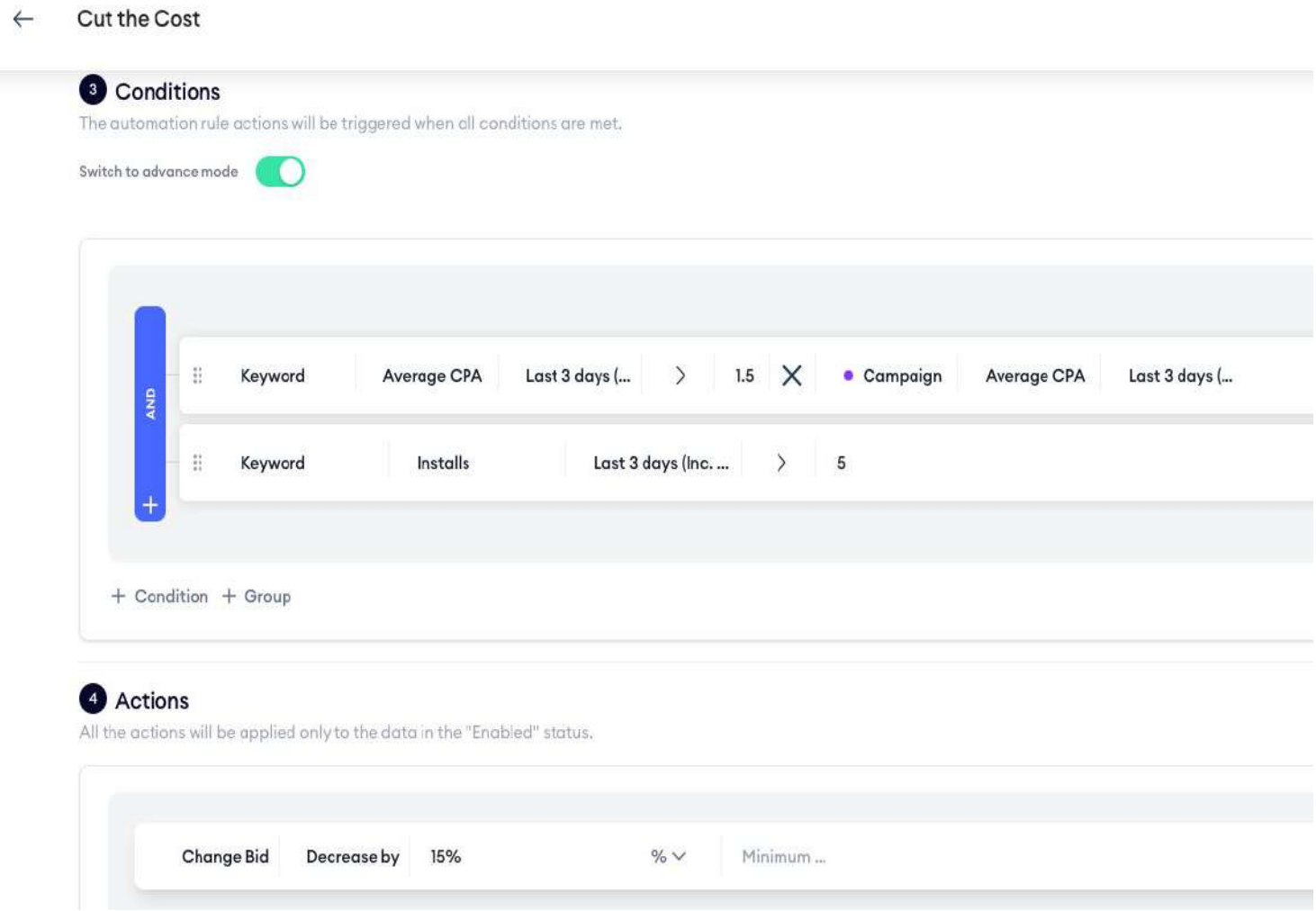
Keyword Suggestion based on Popularity and Ranking

Easy dashboard view of all search terms to take actions quickly

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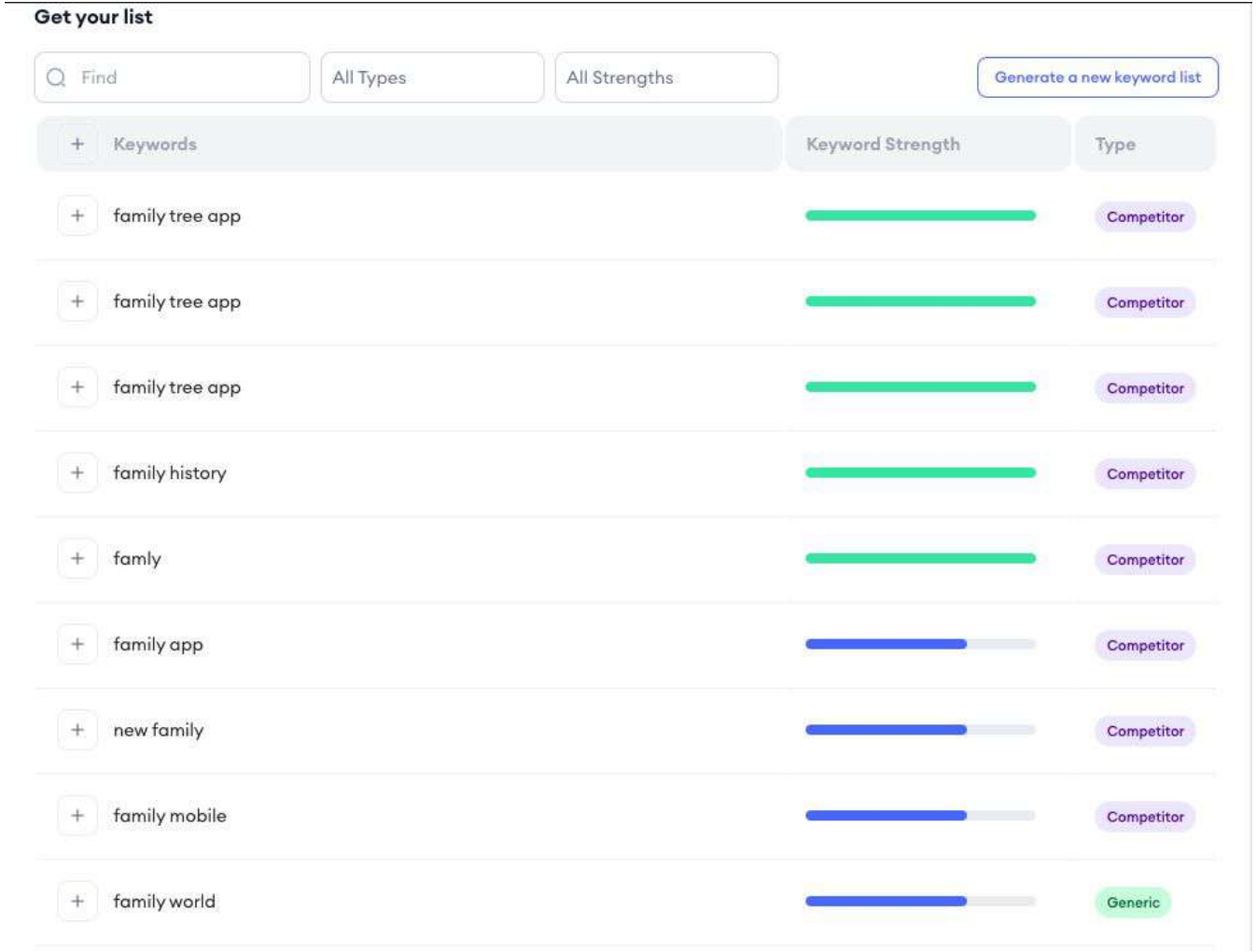
#	Search Term Text	Spend	Impressions	Taps	Installs	Tap-through rate (TTR)	Conversion Rate (CR)	Average CPA
1		$ 39.24	1,778	31	3	1.74%	9.68%	$ 13.08
2		$ 38.08	1,118	35	11	3.13%	31.43%	$ 3.46
3		$ 14.44	52	17	9	32.69%	52.94%	$ 1.60
4		$ 10.02	136	9	0	6.62%	0.00%	$ 0.00
5		$ 8.30	92	8	4	8.70%	50.00%	$ 2.08
6		$ 3.74	61	3	0	4.92%	0.00%	$ 0.00
7		$ 3.01	11	4	2	36.36%	50.00%	$ 1.51
8		$ 2.73	29	4	0	13.79%	0.00%	$ 0.00
9		$ 2.57	105	2	1	1.90%	50.00%	$ 2.57
10		$ 2.55	120	2	0	1.67%	0.00%	$ 0.00



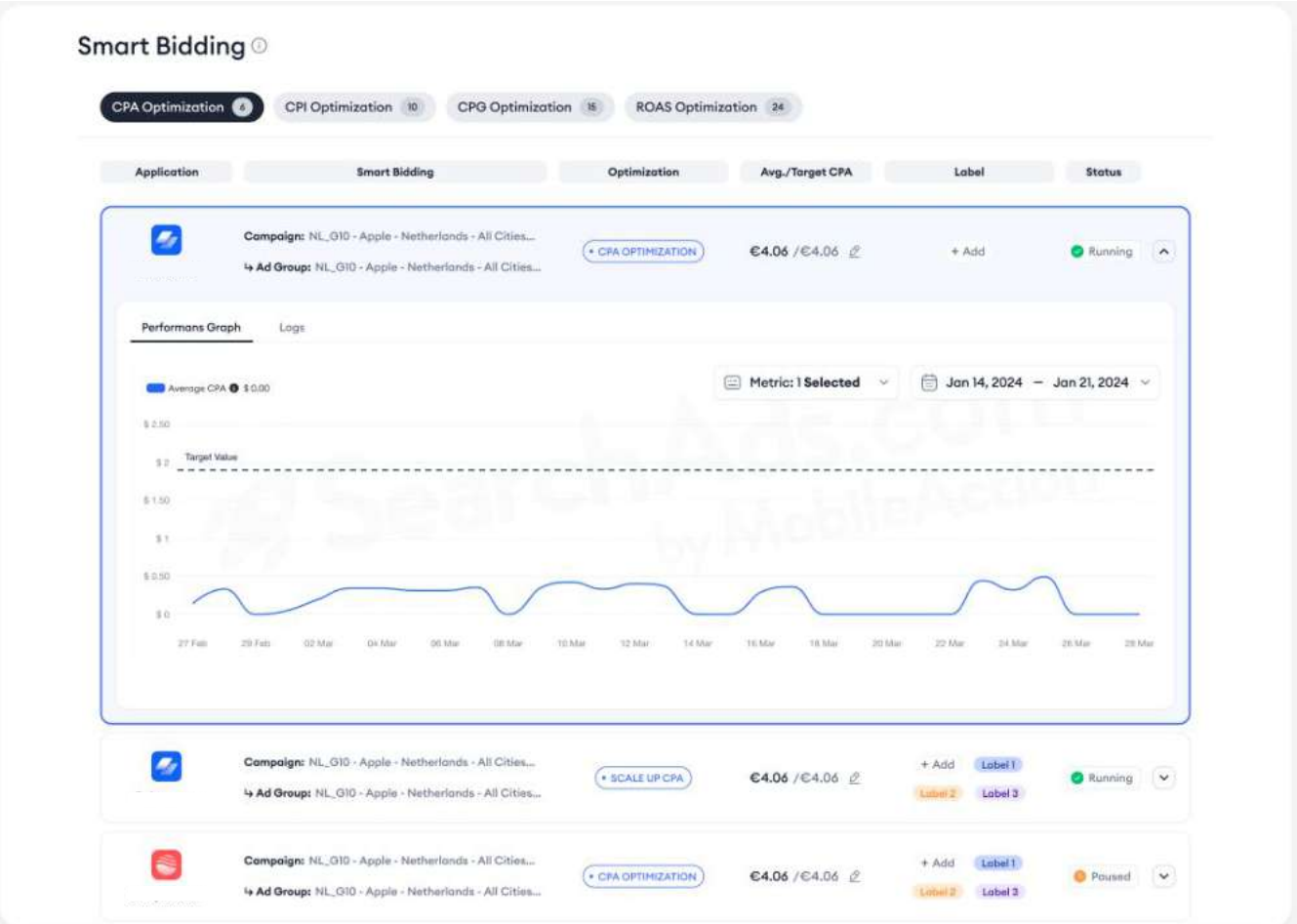
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Automation Rules to optimize the campaign management process by transforming time-consuming tasks into strategic actions

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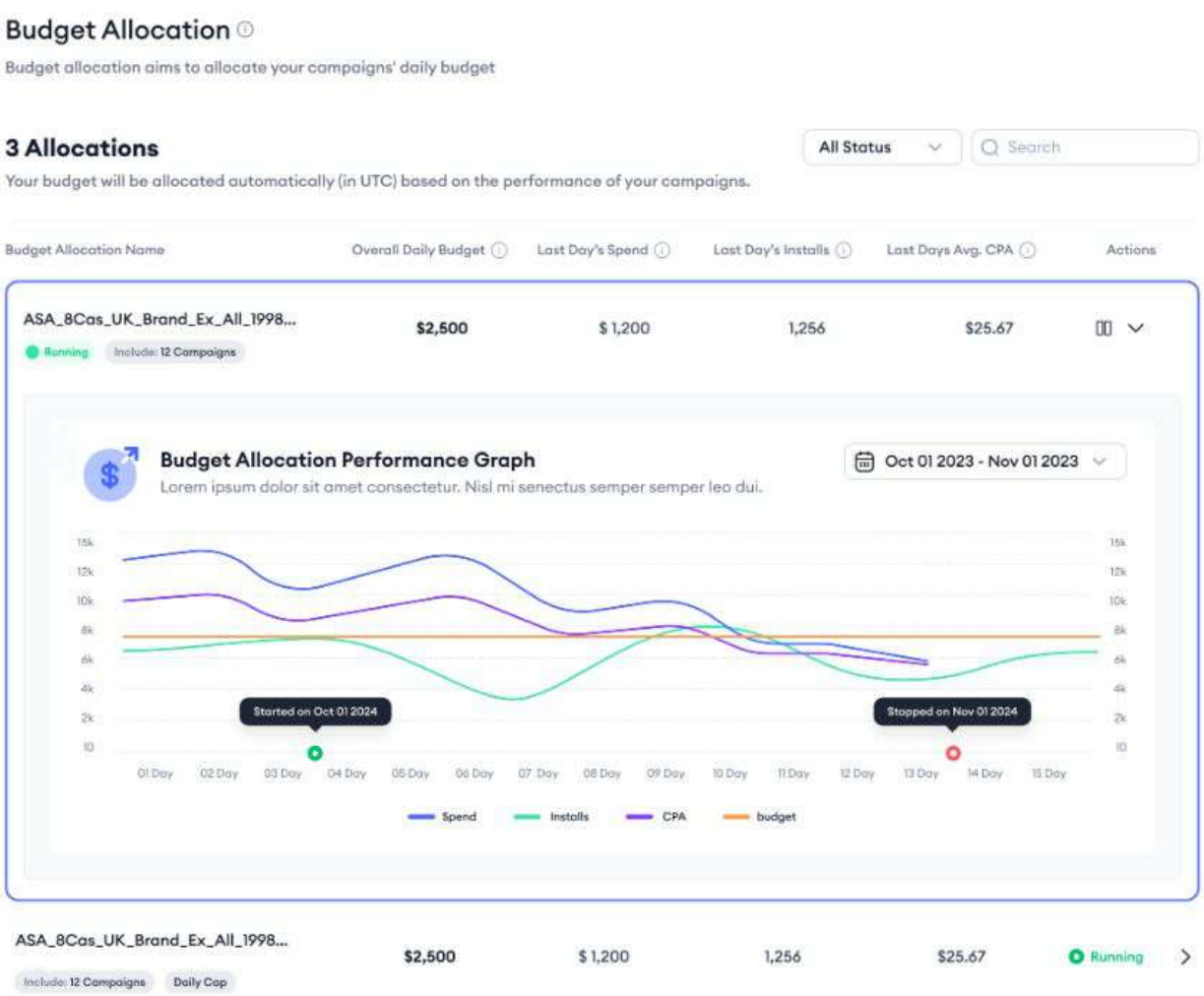


Keyword Generator to expand keyword pool with strategic keywords that the competitors are bidding on



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Maximize ad spend and ROI by automating bid adjustments because **Smart Bidding** uses advanced algorithms to automatically adjust bids based on performance goals such as CPA, CPI, CPG, and ROAS, integrating seamlessly with the overall campaign management strategy to ensure that the ads are competitive and cost-effective.



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Smart Allocation ensures that resources are allocated efficiently to high-performing keywords and campaigns, maximizing your ROI.

By monitoring spending and adjusting budgets based on performance metrics, we can maintain cost-effectiveness and optimize results

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1 selected country | App Store Search Results | July 2, 2024 - August 1, 2024

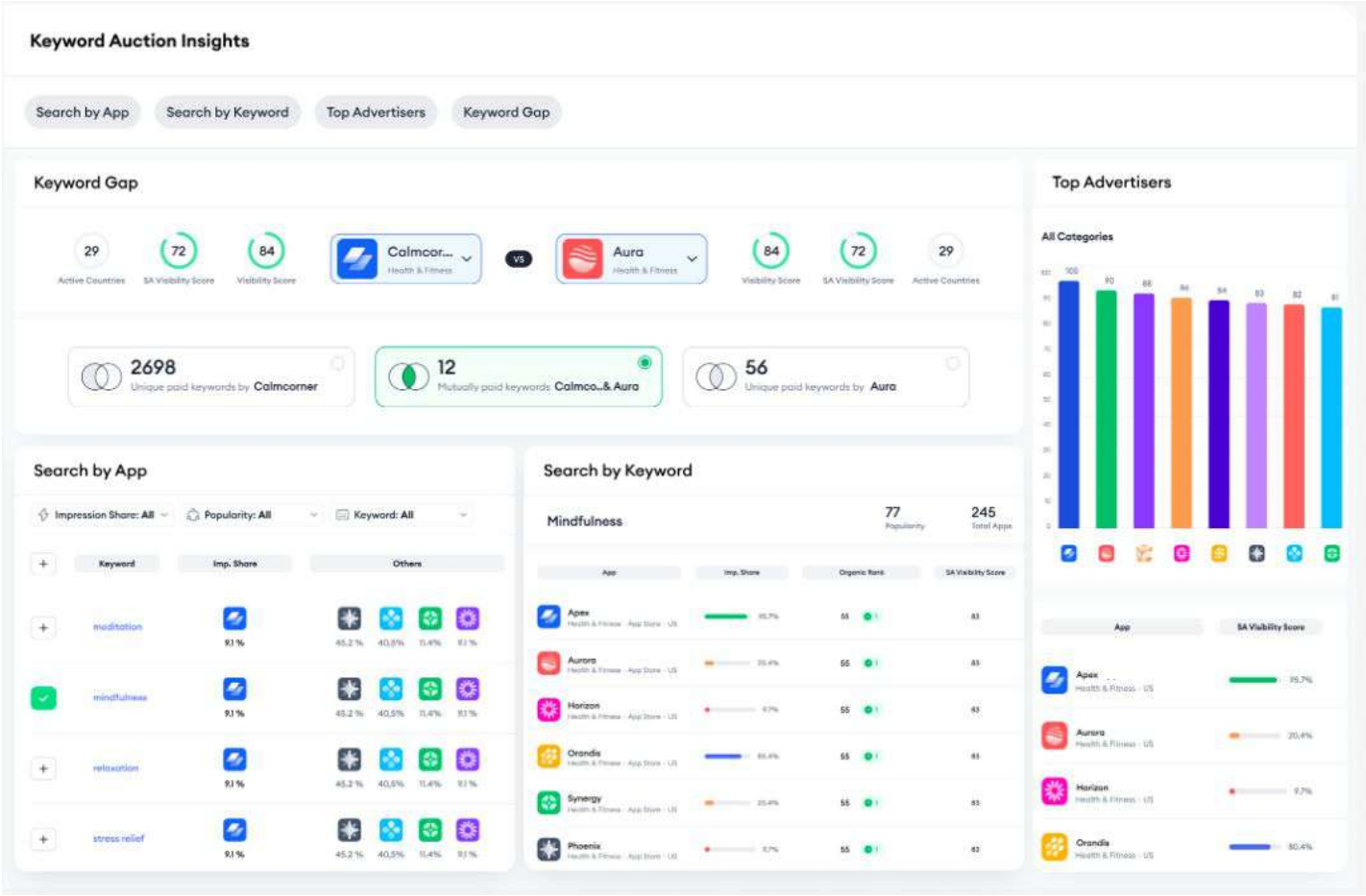
	Category	CPA	CPT	CR	TTR
1	Food & Drink	$0.17	$0.15	86.23%	46.31%
2	Utilities	$0.09	$0.07	77.76%	24.48%
3	Medical	$0.1	$0.06	57.33%	20.23%
4	Reference	$0.54	$0.34	62.49%	12.36%
5	Productivity	$0.6	$0.36	61.10%	11.73%
6	Business	$0.41	$0.28	66.55%	9.11%
7	Navigation	$0.1	$0.07	67.01%	9.10%
8	Photo & video	$0.17	$0.1	59.02%	7.30%
9	Graphics & Design	$0.33	$0.17	52.34%	7.07%
10	Social Networking	$0.62	$0.45	72.78%	6.61%
11	Lifestyle	$0.7	$0.44	61.93%	6.51%
12	Shopping	$0.54	$0.28	50.92%	6.16%
13	Games	$0.54	$0.32	59.99%	6.04%
14	Music	$0.08	$0.04	50.21%	5.21%
15	Health & Fitness	$0.6	$0.27	45.80%	4.49%
16	Travel	$0.81	$0.45	55.28%	4.46%
17	Education	$0.76	$0.36	47.40%	3.95%
18	Weather	$1.32	$0.3	23.08%	3.36%
19	Finance	$16.11	$5.34	33.13%	3.25%
20	Magazines & Newspapers	$2.78	$0.75	26.94%	3.10%
21	Books	$1.24	$0.32	26.01%	3.05%
22	News	$0.72	$0.24	33.33%	1.62%
23	Sports	$2.44	$0.92	37.50%	1.09%

Benchmarks gives insights into the campaign performance by comparing metrics against industry standards. Key benchmarks include:

- CPA
- CPT
- CR
- TTR

These benchmarks helps spot areas for improvement and make the most of the app marketing budget.

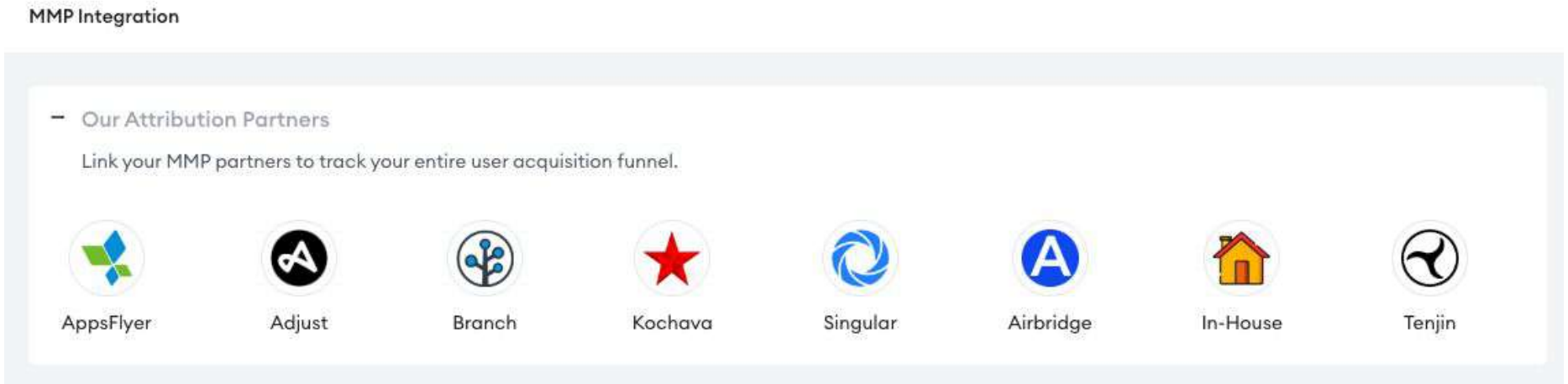
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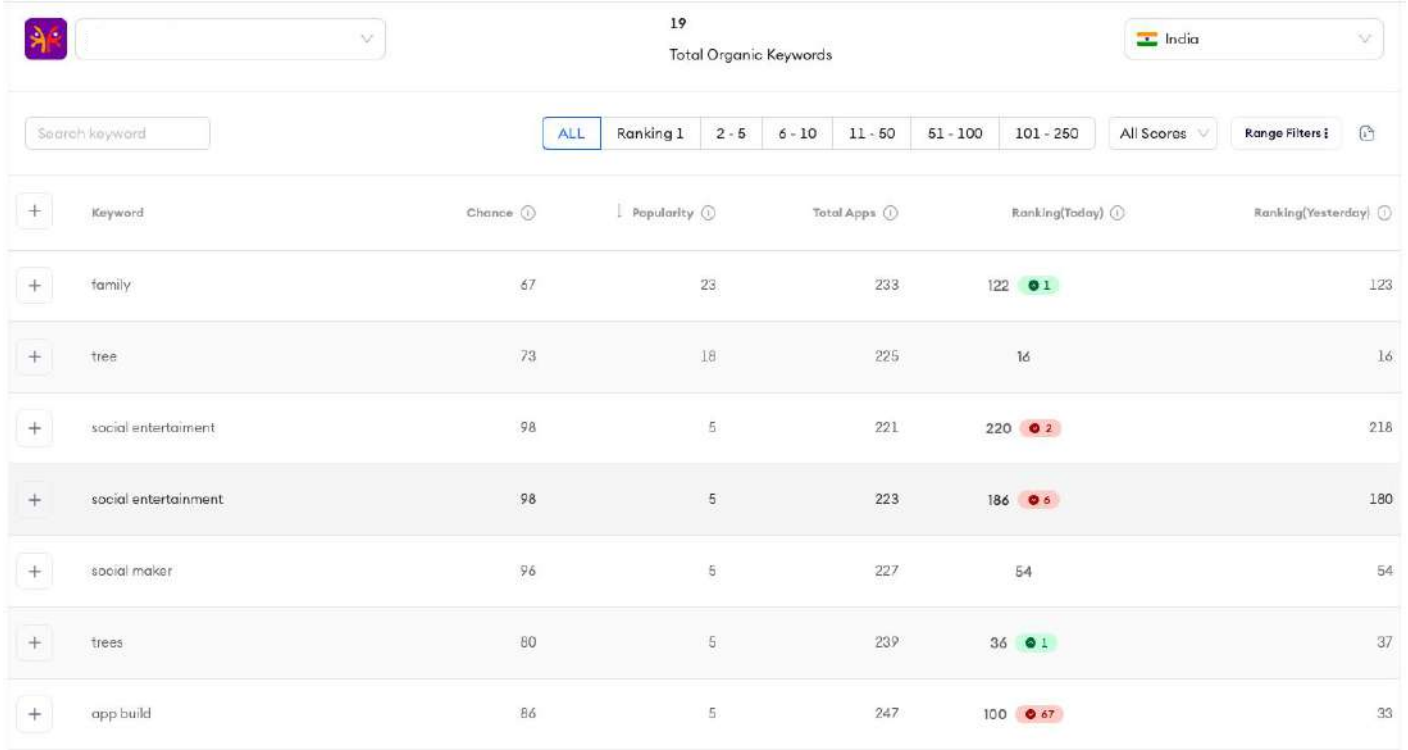
Keyword Auction tool provides data to enhance the app's keyword strategy and a deep dive into competitors' paid marketing efforts.

It reveals the keywords they're targeting and their share of ad impressions.

MMP integration to get full funnel insights



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The Organic Keyword Hunt tool offers valuable insights into the organic keyword rankings of any app on the App Store. By discovering the organic keywords an app ranks for, we can select the best ones to target in the ad campaigns.

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Calm: Sleep & Meditation
Calm.com · Health & Fitness · 4.62 · Free · 75 · NA · View in App Store

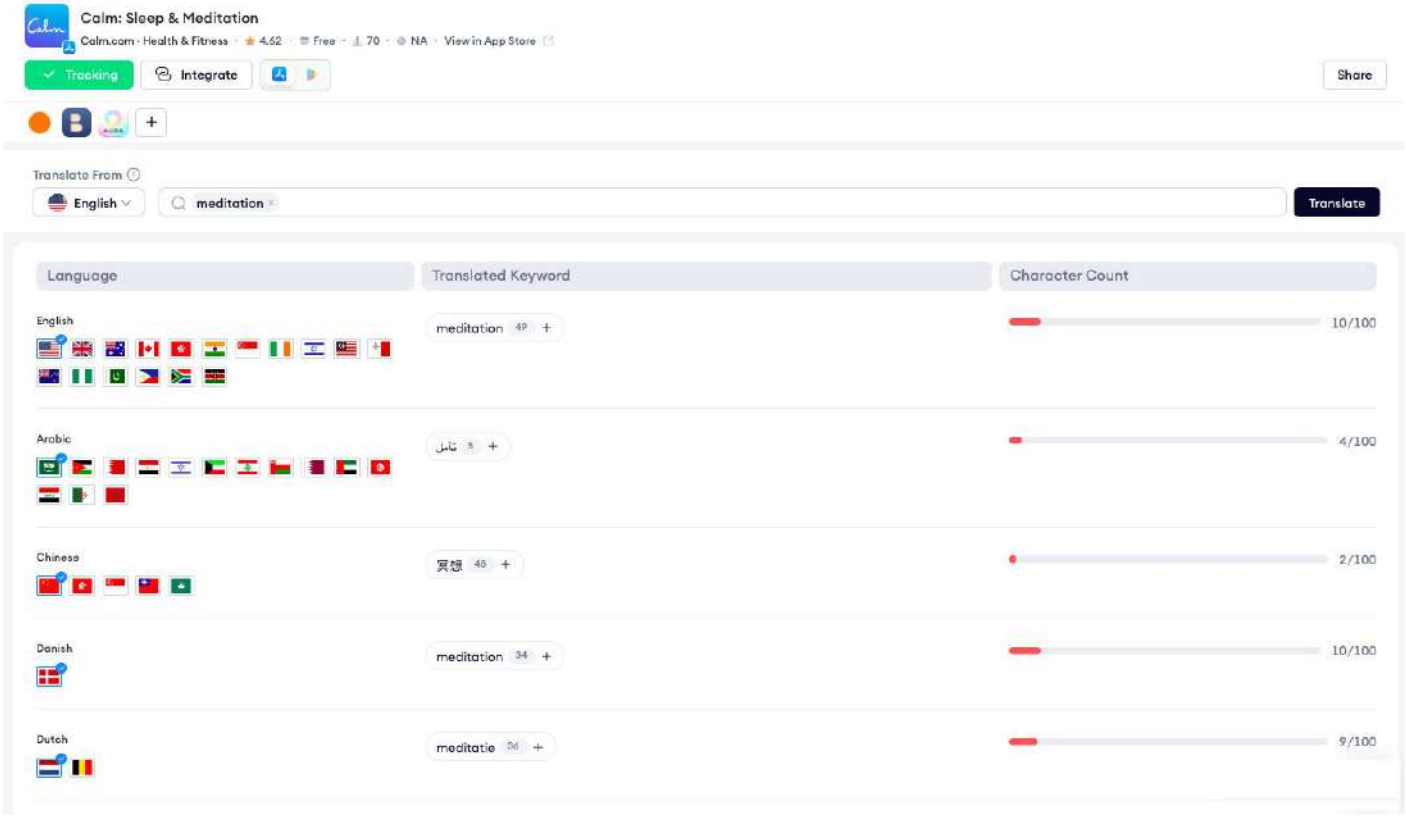
Tracking | Integrate | India 49

Tracked Keywords | Competitor Analysis | Ranking History

Keyword		Search Score	Calm	Headspace: Sleep & Meditation	Breathe: Sleep & Meditation	Aura: Meditation
health	ASA M	50	92 ▼3	169 ▼12	unranked	unranked
calm	ASA B M	37	1 —	2 —	32 ▼4	21 —
sleep	ASA M	36	5 —	6 —	15 —	26 —
meditation	ASA M	34	3 —	1 —	17 ▼1	18 —
sleep tracker	ASA	33	15 —	16 —	55 ▼4	61 —
wellness	ASA	28	6 ▲6	24 ▼7	unranked	unranked
mental health	ASA	24	9 ▲1	3 —	143 ▲16	unranked
sleep cycle	ASA B	24	17 —	10 —	108 ▼6	72 ▲1
mindfulness	ASA M	22	3 —	2 —	12 —	17 ▼1
breathe	ASA M	17	7 ▼1	8 —	5 ▼1	164 ▼2
sleep music	ASA	5	2 —	8 —	141 ▼7	76 ▼1
relaxation techniques	ASA	5	unranked	unranked	unranked	unranked
sleep meditation	ASA	5	2 —	1 —	10 ▼3	11 ▼1

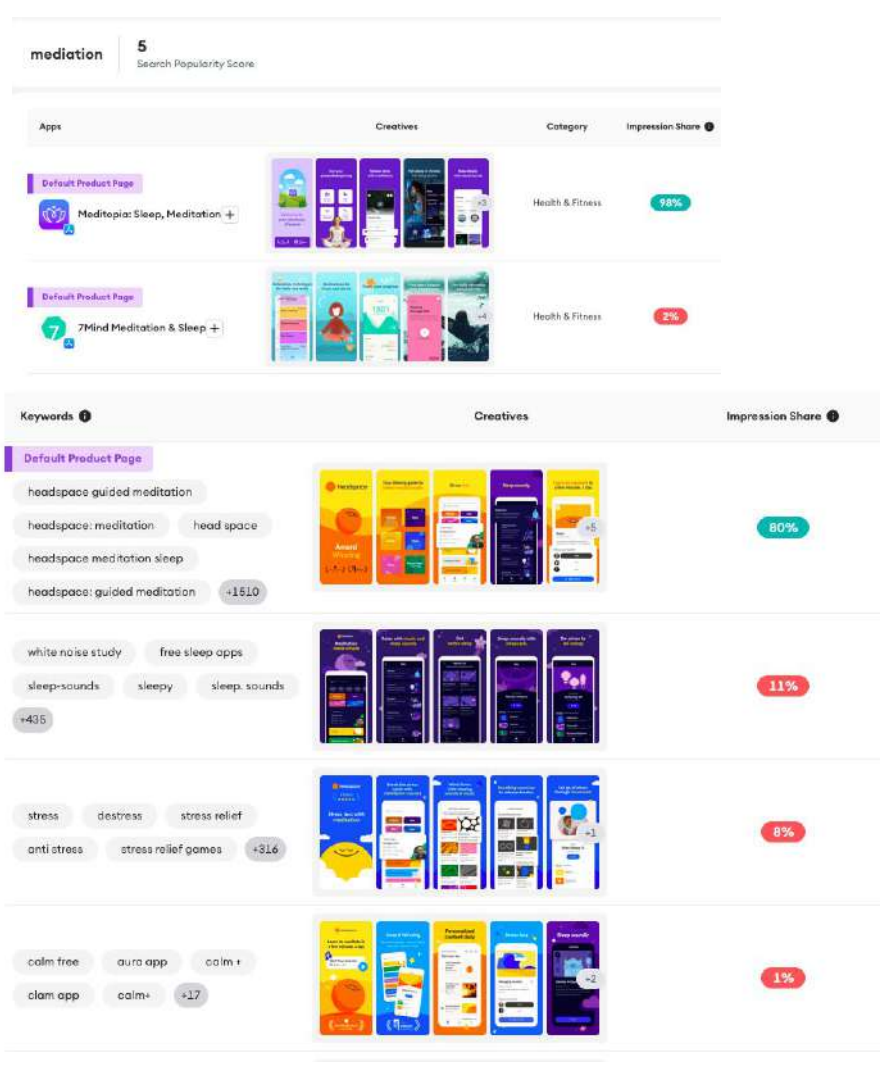
Apple Search Optimisation for organic keywords gives insights on competitor's rank on specific keyword, the search volume of that keyword and if any apple search ads are running on them and top advertisers running ads on these keywords

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Translate the keywords on metadata such as the title, subtitle and the description for an international audience.

Localize the app for the countries you'd like to be active in. The character counter on the right-hand side of each line shows how much more space you have for keywords, in that language.



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Custom product pages (CPPs) are additional versions of App Store product pages that help you to target various audiences & increase your conversion rate.

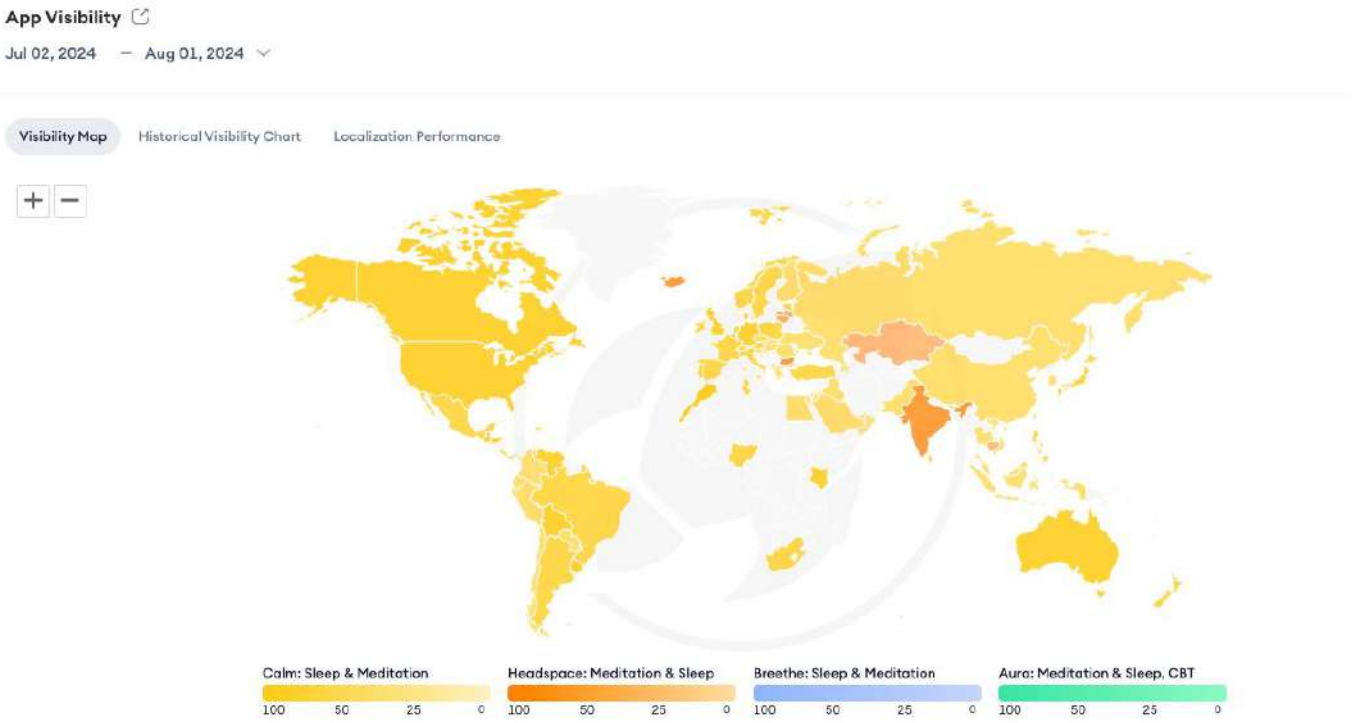
Our CPP Intelligence helps you to search for app/keyword and analyze different CPPs, accordingly

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Ranking tool helps you review your and your competitors' apps by breaking down into categories, countries and pricing plans (free, paid or grossing) for Apple App Store and Google Play Store within a desired timeframe

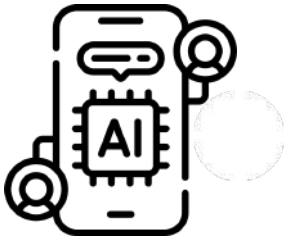


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Visibility Report gives the trends of your apps and its competitors visibilities over time and localization performance

Platform Key Takeaways



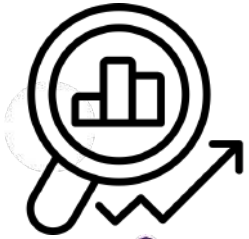
AI Recommended Keywords

Intent+ leverages search volumes and impression share insights to optimise keyword selection



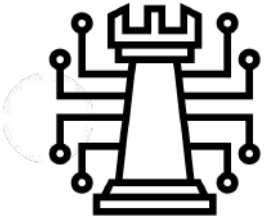
Discover Untapped Opportunities

Identifies overlooked opportunities to outperform competitors and expand market reach



Optimise Apple App Strategies

Enhances app performance and visibility through organic search optimisation recommendations



Automated Ad Strategy Management

Utilises automated rules for efficient management of complex advertising strategy

Intent+
by Focaccia Digital



Take Action with Focaccia Digital

Elevate Apple Search Ads with Intent+

+91 8586957525

ayush@focacciadigital.com