

# Apps + Mobile Growth

A complete guide to growing your mobile business with Google



What's new



Find inspiration



Take action

## Now is the time to invest in mobile

### Learn how Google can help with our latest Ads innovations



Billal Qureshi

Head of Mobile + Apps, Google Canada

As we look to the second half of 2020, a shift is underway. We're focusing less on immediate changes and more on the long term.

The speed of change has accelerated permanently. COVID-19 has hastened the pace of digital adoption especially for mobile platforms – from delivery apps to resources for curbside pickup; from content and entertainment to education platforms for kids learning at home. We're even turning to mobile devices to figure out how busy the public park down the street is.

We've seen exponential demand for seamless mobile and app experiences across industries and use cases. Consumer expectations are growing as mobile-first becomes table stakes.

Mobile excellence was a competitive advantage for years, but now it's a business necessity. Whether you're a web-first or app-first company, providing compelling and consistent experiences across both channels is crucial to the long-term resilience of your business.

Businesses that get it right are using technology and automation to adapt in this dynamic environment. They tie analytics and product strategy with growth, embrace automation and constantly experiment and iterate. As a result, they understand what really matters to consumers in the moment, and keep an edge over competition up and down the growth funnel. Investing in these capabilities can future-proof your business, allowing you to adapt more effectively in a still fluid environment.



80.9%

Time spent on mobile platforms is at an all-time high, growing 16.4% YoY. Apps make up 80.9% of time spent on the mobile as people rely on apps to stay healthy, productive, connected and informed.<sup>1</sup>



46%

Despite spending more time at home, 46% of Canadian smartphone users agree their phone has been indispensable to them during the pandemic.<sup>2</sup>



56%

And yet, brands are not meeting consumer expectations. As of May 2020, 56% of Canadian smartphone users expect companies and brands to have better mobile apps/sites at this time.<sup>3</sup>

# Google has invested in new products to drive growth on apps and mobile

Our three latest product innovations and tools will help you rise to this challenge and achieve three key goals:

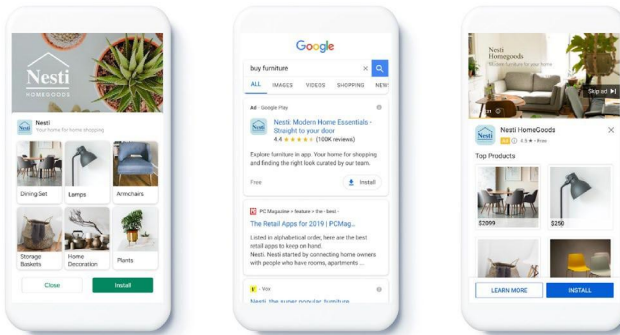
Test My Site  
Improve your mobile site to boost your business.

Enter your domain →



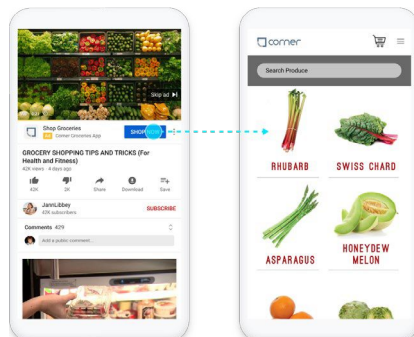
## Help customers get what they want faster

Use [Test My Site](#) to see how your mobile speed compares to the competition and get new personalized recommendations for how to improve.



## Give customers a better and more personal ad experience

Serve ads based on consumer preferences to increase install and action rates with the addition of [feeds for App campaigns](#).



## Make it easier for loyal customers to take action

Use [deep linking](#) to reduce friction for your loyal customers by sending them directly from your ad to the relevant page in your app.

Google can help you accelerate what matters and guide your digital transformation. We've designed our products to help you keep up with a fast-changing world.

[Learn more](#) about these product announcements and read on for the latest insights, tools and resources.

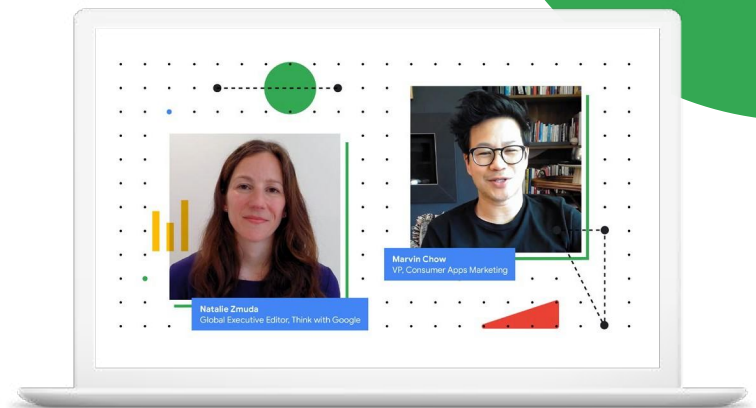


# Learn how best-in-class marketers create great mobile experiences

**Investing in mobile performance can transform your business.**

## Inside Google Marketing: A human-first approach to great mobile experiences

Marvin Chow, VP Consumer Apps Marketing at Google, explains how brands can put their customers first and deliver great mobile experiences.



### Key takeaways

✔ **Think user-first versus channel-first.**

Data is critical to decision making. But so is understanding and empathy for the humans behind the data and what they're trying to achieve. With a human-first approach, you'll see not just better experiences, but also more resonant storytelling.

✔ **The time to transform is now.**

We're living a part of history – both with new technology and the current global pandemic. Use this opportunity to shape the future of your customer experience and over deliver on expectations.

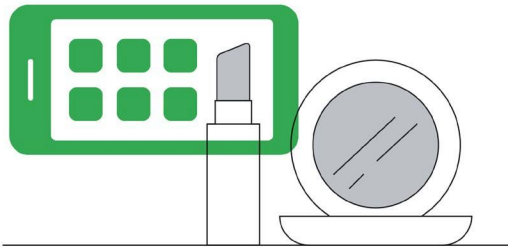
✔ **You're in it for the long run.**

You'll probably never reach the "perfect" customer experience, so take some pleasure in the journey. Push for continual progress. Make testing fun.

[WATCH](#)

## How Sephora gave its app a customer-first makeover

Andrew Birgiolas, Sephora's Director of User Experience (UX)/Product Design and Research, shares the three principles the prestige beauty retailer follows to create exceptional mobile experiences and drive business results.



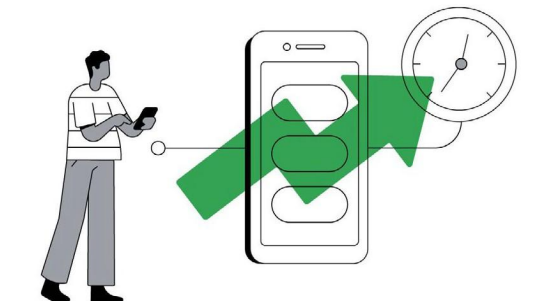
### Key takeaways

- ✓ **Test everything. Prepare to be humbled.**  
In order to put the customer first, brands need to establish a culture of testing so that the customer's voice is never lost.
- ✓ **New feature? Don't just cram it in. Think holistically.**  
Brands often try to incorporate a lot of features in their apps, leaving the customer experience disjointed. Sephora reimaged its app navigation from the ground up to ensure only the best features remained.
- ✓ **Knock down the silos. Include everyone in the design process.**  
Cross-functional collaboration across Product, Dev and UX is critical. Sephora brought everyone into the same room and created a shared set of priorities.

[READ](#)

## How speeding up your mobile site can improve your bottom line

A new Deloitte study found three mobile page speed opportunities for brands.



### Key takeaways

- ✓ **Faster mobile sites mean more customers will reach checkout.**  
Improving site speed increases progression rates on almost every step of the mobile purchase journey for the majority of brands across four industries.
- ✓ **Faster mobile sites mean people will stay longer and purchase more.**  
For retail sites, improving your site load time by just 0.1 seconds can help you improve conversion rates by 8%.<sup>4</sup>
- ✓ **Faster mobile site speeds are correlated to larger order size.**  
In retail alone, the average order value grew by 9.2%, and luxury sites saw an 8% rise in page views per session.<sup>5</sup>

[START](#)

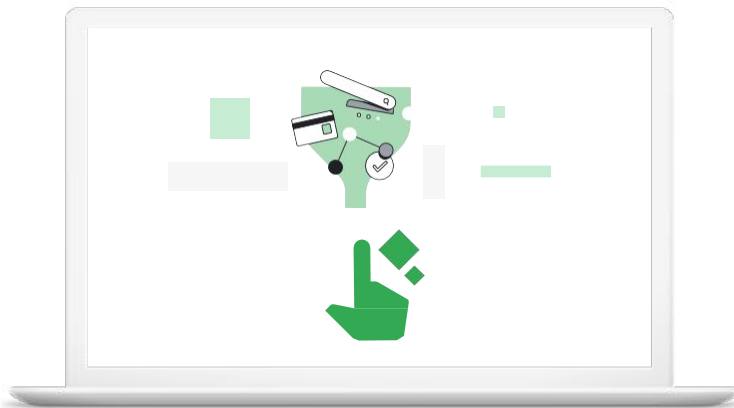


# Make the most of your ads investment

## Our newest deep dives with product experts

### Go deeper with product: app deep linking, app feeds and deferred deep linking

This session features Google product managers breaking down recent launches for app deep linking and feeds.



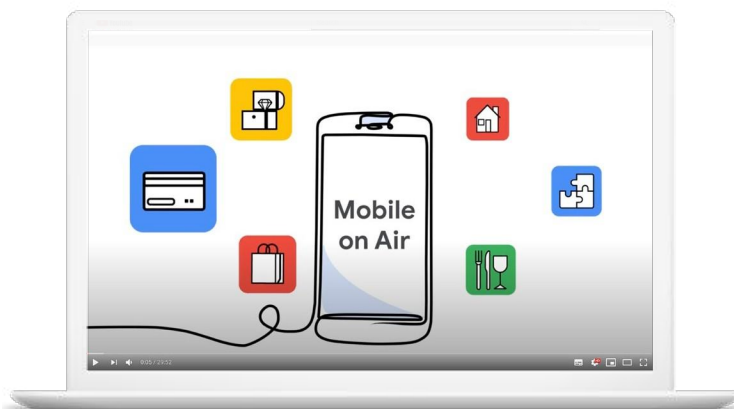
#### Key takeaways

- ✓ Linking feeds to App campaigns lets you showcase more of your products and create more engaging ads. Enabling deferred deep linking for feeds gives new users a smoother introduction to your app.
- ✓ App deep linking lets you direct loyal users to your apps when they interact with your ads, taking them right to where they should be. Use the new ad destination reporting tool to track your users' journeys and discover their value.
- ✓ Tracking and reporting in-app conversions is a low-effort, high-reward investment to capture more value from users through smart bidding.

WATCH

### Deliver better mobile experiences on your website and app

This session focuses on products, solutions and tools available to improve the mobile experience and performance. It also explores ways to foster collaboration between your app and website teams.



#### Key takeaways

In this tutorial, you'll learn how to:

- ✓ Deliver a great first impression when users land on your mobile site.
- ✓ Effortlessly convert more visitors into customers.
- ✓ Offer a personalized experience to your most loyal customers.

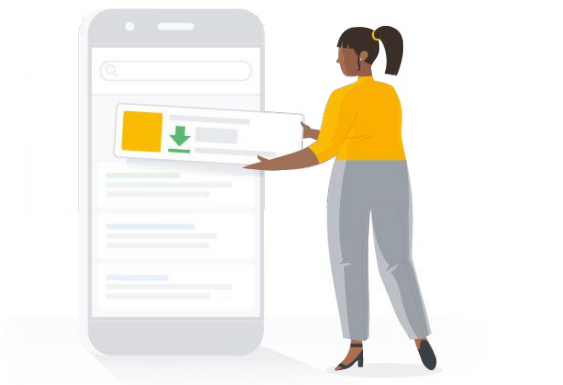
WATCH



## Our top two online education trainings for apps.

### Become an app growth expert with Skillshop for App Campaigns

Learn how to grow your app business with a new apps certification on Skillshop.



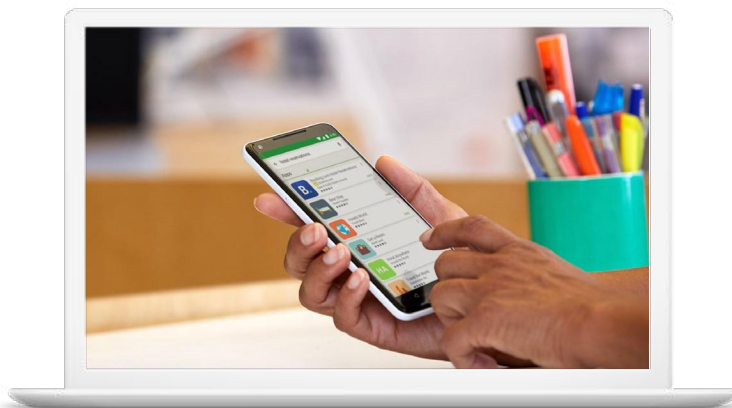
#### Key takeaways

- ✓ Understand key trends in app behaviour.
- ✓ Refine campaigns based on your goals.
- ✓ Use machine learning to your advantage.
- ✓ Take the next step beyond app advertising.

GET CERTIFIED

### Take your skills to the next level with Academy for Apps

This session features Google Ads product experts sharing the latest consumer app trends, user acquisition and retention strategies, and innovations from App campaigns.



#### Key takeaways

After joining this advanced one-hour session, you'll be able to:

- ✓ Apply new principles to adapt your app strategy.
- ✓ Launch new App campaigns following best practices.
- ✓ Put Google's creative and measurement features to work for you.
- ✓ Use advanced strategies to grow customer engagement beyond app installation.

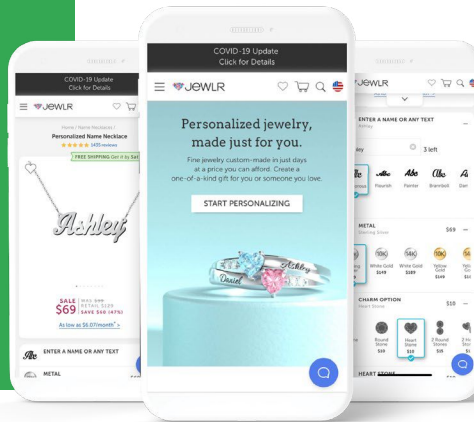
WATCH

Check out the [Mobile & Apps](#) collection on [Think with Google](#) for more content and product innovations designed to help you deliver great mobile experiences.

## Two brands using automation to drive app and mobile growth



In 2020, Jewlwr was seeing more than 80% of their website traffic coming from mobile users. With a best-in-class digital marketing strategy in place, they prioritized creating the most frictionless shopping experience for their customers. Jewlwr partnered with Google to build a successful mobile-first strategy through Micro-Moments, UX and Measurement. The results exceeded expectations. Jewlwr saw their mobile score improve 6x, with load times improving by 40%. Furthermore, their conversion rates on mobile improved by 45%, exceeding those of desktop.



“We obsessed over every visible detail of the customer journey and realized it’s actually everything *invisible* that affects the buying experience the *most*. Google helped our team refocus on improving site speed and now our exceptional products match our world class mobile web experience.”

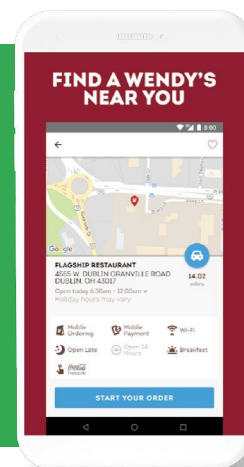
Tony Davis  
CEO, Jewlwr

**40%** improved load times

**45%** higher conversion rates



Going into 2020, Wendy's had a goal to drive additional store visits and increase orders by promoting their app. When COVID-19 forced restaurants to close their doors, their goal pivoted to driving sales through alternative methods (i.e. drive-thru and delivery). Wendy's and their agency team partnered with Google to develop a best in class app campaign strategy to promote downloads and drive incremental sales, equipped with the newest version of the app that supports mobile ordering, provides exclusive offers and helps locate the nearest drive-thru. Diligent management of automated bidding has resulted in a CPI over 75% lower than the goal within the first two weeks of launch, and App Campaigns is on track to become the number one install driver across all marketing channels.



“With the launch of our updated mobile app, it was important for our consumers to experience the new app functionalities and offers for themselves. We saw great success in using the data and tools available to us to drive efficiency and performance to propel the new Wendy's app into the marketplace.”

Kaitlin Sylvester  
National Marketing Manager,  
Wendy's

**75%** lower CPI than the goal



## Four steps to mobile excellence

01

### Set up your measurement strategy

Use [Google Analytics for Firebase](#) to get free, unlimited reporting to measure the things that uniquely matter to your business. Plus, you'll be able to see both your app and website performance in your existing Google Analytics dashboard.

02

### Seamlessly direct your customers to your website or app

Enable your customers to engage with your website or app with deep links. Deep links take customers from your ads directly to specific content, such as a page on your website or app. Visit our developer website to learn more about [App Links](#) for Android apps or about Universal Links for iOS apps.

03

### Acquire quality customers with automated solutions

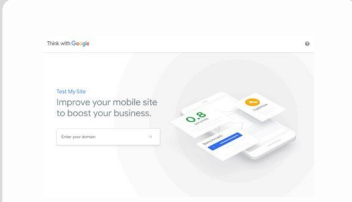
Find the right customers, at the right value, at scale, using [App campaigns](#) and [Smart campaigns](#).

04

### Build audiences that matter and re-engage them

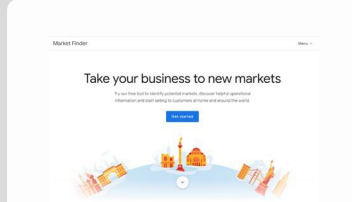
Only 37% of the users who install an app remain active after seven days.<sup>6</sup> Create an audience for these lapsed users or for users who need to be nudged to take an important action within your app. Re-engage these users through [app engagement campaigns](#).

## Key tools to boost your business




**Product**

[Test My Site](#) gives you an immediate analysis of your mobile site speed and provides recommendations on how to improve.



**Business**

[Market Finder](#) helps you identify new markets in which to launch your app or website.



**Measurement**

[Ad destination reporting](#) gives you insight into the customer journey and allows you to compare your effectiveness in converting customers across both websites and apps.

Reach out to your [Google Account Team](#) to discuss how to take action.





# Sources

1. eMarketer, April 2020.
2. Google commissioned Ipsos COVID-19 tracker, CA, n=840 Online 18+ smartphone users May 28-31, 2020.
3. Google commissioned Ipsos COVID-19 tracker, CA, n=840 Online 18+ smartphone users May 28-31, 2020.
4. Google/55/Deloitte, EMEA and U.S., Speed Impact study, Oct. 2019–Nov. 2019.
5. Google/55/Deloitte, EMEA and U.S., Speed Impact study, Oct. 2019–Nov. 2019.
6. Verto Watch™ data, 18+ U.S. adults, March - August, 2017.