

Back-to-school seasonal insights

Slides for client meetings

Instructions for internal use only.

These slides can be used in 1:1 and 1:few meetings to help clients see the potential for optimizing campaigns to increase downloads during the back-to-school time period for the Education category.

Customize the slides where noted for your client.

Do not expressly state or imply that the results of the past are guaranteed.

Do not send these slides to any customer, post them externally, or reference them on social media. The slides must stay in possession of the presenter.

Drive more app downloads during back-to-school season

[Speaker] Date

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Instructions: Consider if the client has run seasonal campaigns before in the past. If they have, acknowledge the previous seasonal activities and customize this intro to the client.

Script:

[Introductions]

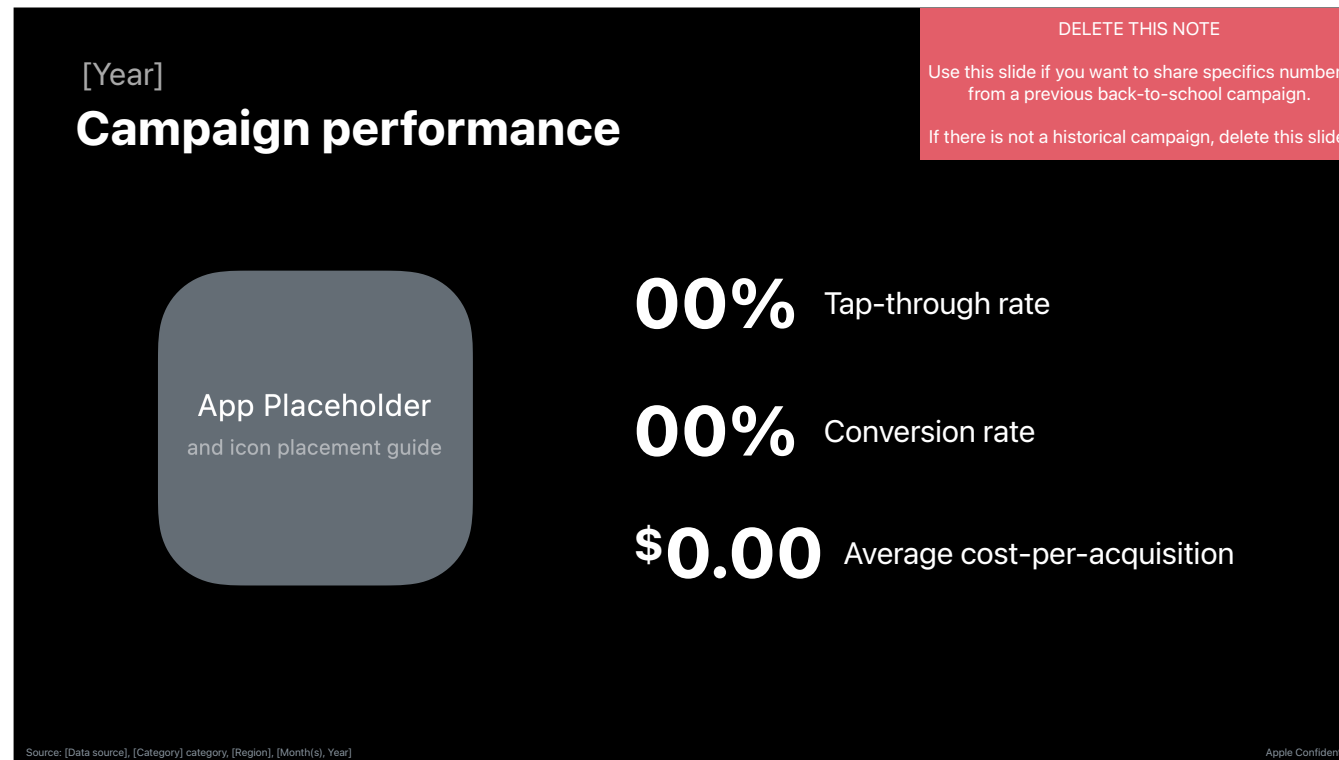
No prior seasonal campaigns:

I'd like to show you how the back-to-school time period can create opportunities for education apps like yours.

If relevant, add details about any previous conversations you've had about client campaigns and/or the client's holiday campaign specifically.

Prior seasonal campaigns:

Last year during back-to-school time, you were able to take advantage of seasonal opportunities for education apps. [Refer to past strategy and performance and what might be different about this back-to-school season.]



Instructions: Update the orange font. Pull the blended TTR, CR, and CPA if clients ran multi-placement campaigns last year. Leverage relevant TTR, CR and CPA if clients ran single campaign / placement. Follow CLICK prompts.

Script:

Let's look at your [campaign(s)] from last year and see if we can bring any learnings into this year. [Add relevant details to recap results such as; timeframe, CR, TTR, CPA, and anything else relevant].

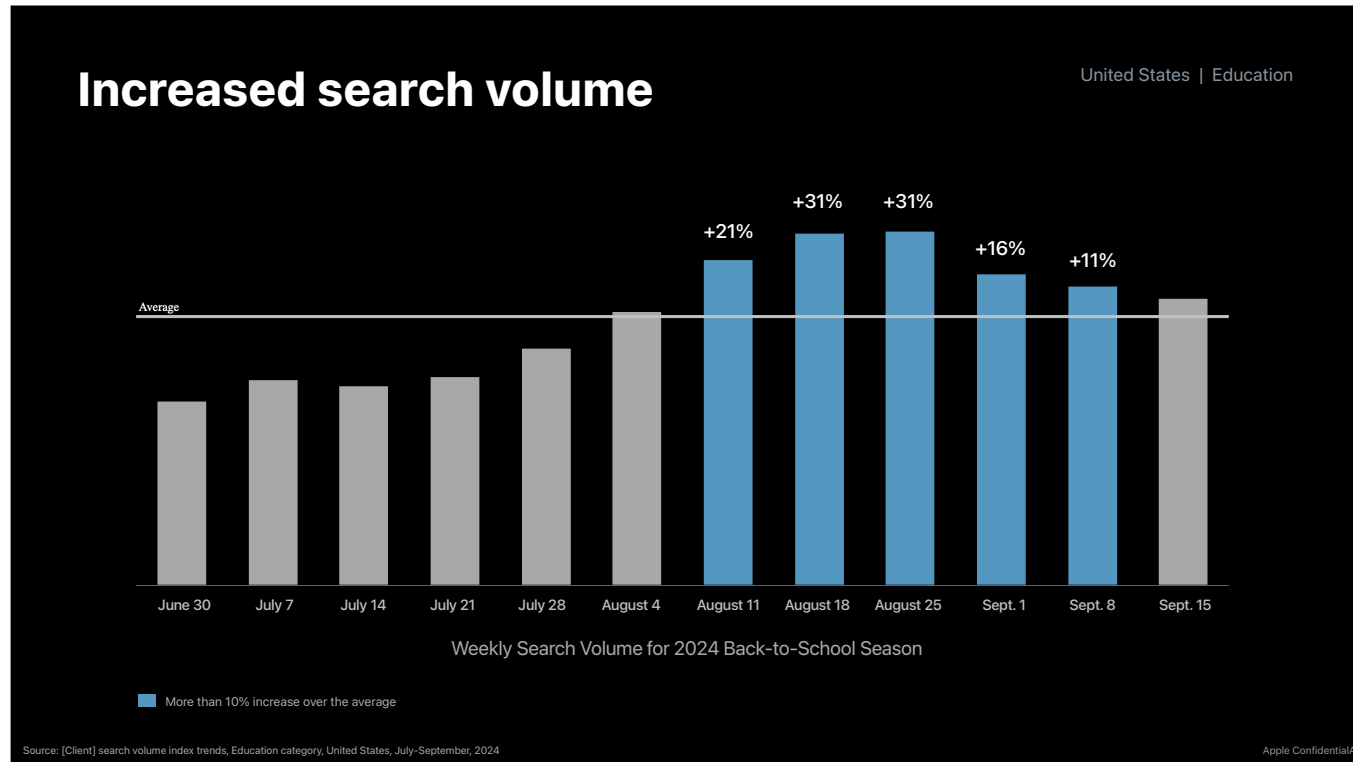
Do you have any specific campaign goals in mind for this back-to-school season? [Pause and give the client some time to respond. Based on client response add detail on what they're currently missing out on or use a competitive angle.][CLICK]

**Capture increased interest
during back-to-school.**

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Script:

As people prepare for the start of a new school year, we tend to see increased search volume for education apps, such as brain trainers and learning tools. Teachers make lesson plans, and students look ahead to exams, so interest in learning ramps up.



Script:
You can see that in the weeks leading up to and during back-to-school time, we've seen increases in search volume of more than 10% above average in the education app category.

Back-to-school time creates demand

Brain training

Curriculum planners

Childhood education

Exam prep

Learning tools



Script:

At back-to-school time, more people search for things like gamified learning and brain training, curriculum planning, and subject-specific interactive learning tools. [\[Add your client's subcategory or app type.\]](#) These are just some of the types of education apps that can experience higher demand during the time leading up to and just after students return to school.

Optimize keywords and budget
to drive discovery
during back-to-school.

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Script:

When search volume increases, you have a greater opportunity for your app to be discovered on the [Client's Property] by adding seasonally relevant keywords and making sure you have adequate budget. It's important to make the most of your campaigns at this time.

Campaign keyword optimization

- ✓ Put the keyword suggestion tool to work
- ✓ Review keywords recommendations
- ✓ Add new and relevant keywords for back-to-school

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Instructions: Update the talk track in orange font. Follow CLICK prompts.

Script:

When setting up and managing your back-to-school campaigns, there are a few things to keep in mind. You'll want to make thoughtful adjustments to dial up your campaigns and maximize download opportunity. For search results campaigns, consider reviewing your keywords in the keyword suggestion tool. Also take a look at the Recommendations page for keyword insights. Add new keywords that might be particularly relevant during back-to-school.

If you'd like, I can provide you with a list of suggested terms to add for your app. [Give the client a moment to respond. If they agree, you can pull these details and email them to the client after the presentation.] [CLICK]

Campaign bids and budget optimization

- ✓ Use bid recommendations and estimates to gauge keyword competitiveness
- ✓ Use budget recommendations to help capture increased demand

Bid Recommendations and Estimates
Estimates and current performance metrics reflect a 7-day range. There is no guarantee of specific results. Actual outcomes may vary.

AwayFinder

Estimated Avg CPA: < \$5.00

Actions	Keyword	Country or Region	Rec. Max CPT Bid	Estimated installs (Tap-Through)	Estimated Spend	Estimated Avg CPA (Tap-Through)
☒	[travel journal writing]	United Kingdom	\$2.30	254 +104%	\$932 +104%	\$3.67 +38%
☒	[travel blog]	United Kingdom	\$4.25	117 +45%	\$597 +45%	\$5.10 +10%
☒	[travel log]	United States	\$3.30	91 +10%	\$417 +10%	\$4.58 +3%
☒	[travel blog]	Canada	\$3.60	68 +8%	\$375 +8%	\$5.51 +8%
☒	[holiday journal]	Canada	\$3.20	82 +10%	\$322 +10%	\$3.93 +2%
Totals for 5 Recommendations				612	\$2,643	\$4.32

Recommendations and estimates are designed to help you with campaign optimization. Estimated outcomes represent potential changes over a 7-day period based on applying the recommendations. Estimates are based on various factors including historical data related to past performance and recommendations. Actual outcomes, including changes in spend and average CPA, may vary.

SELECTED: 0 OF 5

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Instructions: Update the talk track in orange font. Follow CLICK prompts.

Script:

I'd also recommend gauging the competitiveness of your keyword bids by using the Bid Recommendations and Estimates page in your account. Alongside each keyword/country or region combination, you'll find performance metrics and estimates to inform your decisions and help increase the likelihood of your ad showing.

In addition, you can use budget recommendations with estimated results across all placements to help optimize your campaign and increase opportunities for app downloads during the back-to-school season.

Take steps to get more downloads

Add relevant keywords

Monitor and adjust your bids

Adjust your budget

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Script:

To review, here's a summary of how you can optimize your back-to-school campaigns.

As mentioned, make sure you review search results campaign keywords. Consider temporarily adding seasonally relevant keywords to your existing category-themed ad groups. I can share trending terms from last year to help you get started.

Also monitor and adjust your bids. As search volume increases during back-to-school time, monitor the competitiveness of your bid strength and suggested bid range insights. Even small changes can help you reach more users.

And finally, think about adjusting your budget. Consider temporarily increasing your campaign budget and daily caps during back-to-school time to help you reach more potential users when search volume is higher than normal.

If you'd like to take advantage of these opportunities, I'm happy to help you set up and optimize seasonal campaigns.