

GREE uses the Conversion Optimizer in Google AdWords to maximize ROI across the AdWords network



About GREE

GREE is focused on building the world's leading gaming ecosystem for users and developers, while creating and supporting unique free-to-play game content from around the world. GREE is continuing to expand globally and has offices in Tokyo, San Francisco, London, Singapore, Seoul, Beijing, Amsterdam, Dubai, Sao Paolo, and Vancouver.

Goal

GREE used app promotion solutions across the Google AdWords search and display networks to drive cost efficient app downloads. Efficiently marketing your app is key to GREE's goal of securing top rankings in the Google Play and iTunes App Stores.

Results

- Implementing Conversion Optimizer in their mobile AdWords campaigns enabled GREE to reach their target cost-per-download quickly and automate campaign optimization for their game promotions.
- **150%** improvement in app download rate
- **52%** decrease in cost-per-download
- **49%** improvement in clickthrough rate (CTR)

Since turning on the Conversion Optimizer, GREE has maintained their target cost-per-download and download volume with limited manual campaign management. Sho Masuda, VP of Player Marketing for GREE says, "Google's app promotion solutions have exceeded our return on investment goals. Driving downloads at an efficient scale is vital to our business. With AdWords Conversion Optimizer for apps, we've driven a 150% increase in conversion rate and a 52% drop in cost-per-download. AdWords is one of our key launch partners for promoting our apps."

*"We chose Google because of the unparalleled scale of their app network. Google's host of tracking and optimization tools helps us to quickly iterate and maximize our ROI across our app promotion campaigns."
—Sho Masuda, VP of Player Marketing*

Solution

Knowing that Google AdWords search and display solutions work better together, GREE ran text and banner ads within other apps on the display network and click-to-download ads on the search network. They track return on investment by using Android and iOS conversion tracking. Google's automated bidding feature, Conversion Optimizer, helps them reach their target cost-per-download. By using historical conversion performance data in AdWords, Conversion Optimizer automatically optimizes ad placement so ads show more often when conversions are likely to occur.

