Creative
Insights & Best Practices

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△ AARKI

#1 The Role of Ad Creative in Mobile Advertising

Today's app marketing industry has a myriad of factors to consider in order to drive the success of your app. You must select your media, the strategy, the budget, your partners but without a doubt, one of the most important factors is your creative.

In this white paper we will share our creative insights and best practices that have delivered the most successful results for many user acquisition and re-engagement campaigns we have run.
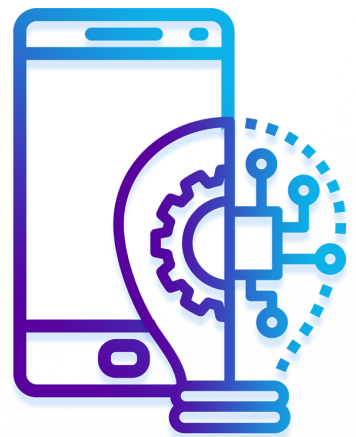
#2 Creative Strategies for User Acquisition

In your quest to increase awareness of your app, it can help to leverage these creative strategies that allow you to convey your message in the right language and at the right time.

Localization:
Speak Their Language

Speaking the same language as your target market makes it easy for your audience to understand and recall your ad message. If you are testing different combinations of creatives and ad formats, that's great! But if you are not investing in localization, you are not at peak performance.

Take a step up in the ad personalization game and speak to your audience using their language.

At Aarki, our team of professional translators can translate ad copy into 26 language variants for countries including Japan, Taiwan, China, Korea, Mexico, Argentina, Colombia, Peru, Costa Rica, Germany, and many more. However, it is not only the translation that matters.

Different cultures have different tastes. A creative that appeals to a North American audience may not appeal to an Asian or a European audience. True ad localization considers cultural preferences as well as language.

Our data shows that localization really works. In a recent campaign where we ran both localized and non-localized creative ads, the return on investment (ROI) was three times more when a localized ad was initiated, and, the click-through rate (CTR) of a localized ad was **20%** greater than a non-localized ad.
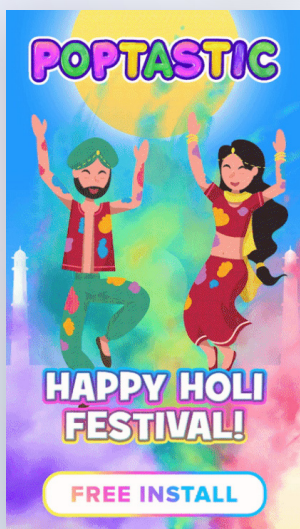
Seasonal Creative

As the seasons change, so does user behavior and purchasing power—sometimes dramatically. Knowing how to take advantage of seasonal trends and different festive periods is key to growing your app.

When you are planning your seasonal campaign calendar, here are some proven creative practices to try:

#1 Change the background, use the right colors

Tweak the background and borders of your creative to match the season. Choose flowery borders for spring, red leaves for autumn, palm trees for summer, snow for winter, etc. The color palette should also be carefully selected. Using greens and yellows for spring, and yellows and blues for summer will make the ad creative align with the users' moods.

#2 Make the characters relevant

Using characters and recognizable figures from your app could be the key to attracting and acquiring new users, as well as reactivating lapsed users. Present the characters in seasonal attire to grab the users' attention.

#3 Make the look and feel of the ad festive

During busy seasonal events, it is likely that some of your target audience will get distracted and stop engaging with your app. To stay relevant, take part in the celebrations! That could mean cute bunnies and colorful eggs for Easter; or costumes, ghosts and pumpkins for Halloween. When it is time for Christmas and end of year holidays, switch your app's visuals to cozy, snowy scenes. And, of course, pink and red are the colors of Valentine's Day. Festive and entertaining ads will help ensure maximum conversions.

#3 Creative Strategies for Re-engagement

No matter how great your app is, there will always be some degree of user churn. To rekindle the interest of your app users and make them active users again, you need a tried and tested re-engagement strategy.

Different Segments, Different Creative Opportunities: Creative Groups

Collecting audience data is the first step towards designing a winning re-engagement creative. This data will form the foundation that will enable you to design a creative ad with the best target audience fit. Audience data includes a user's spend level, the number of days since the user last opened the app, the features commonly used, highest game level reached and more. Once you have this data, you can define audience segments. At Aarki, we create **Targeting Groups** based on user behavior, such as spend and days lapsed.

At this stage, we test several creative approaches to see which performs the best for each specific targeting group. Once we know what works and what doesn't, we develop **Creative Groups** around the best creative theme, for each targeting group.

Planning out creative groups allows a more granular and user-focused approach to re-engagement. Instead of showing the same ad over and over, the goal of creative groups is to use multiple variations that are hyper-personalized for that specific segment, so as to maximize the user engagement.
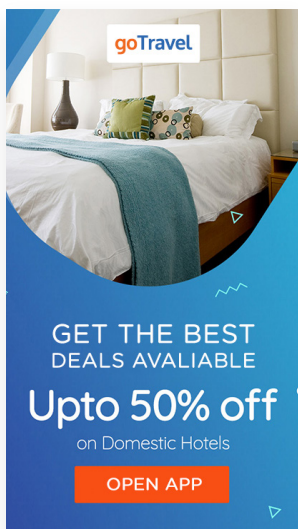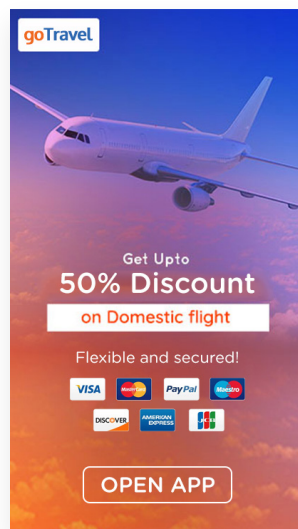
So, how to apply creative groups?

Spend Level

Days Lapsed

Level Reached

Items in Cart
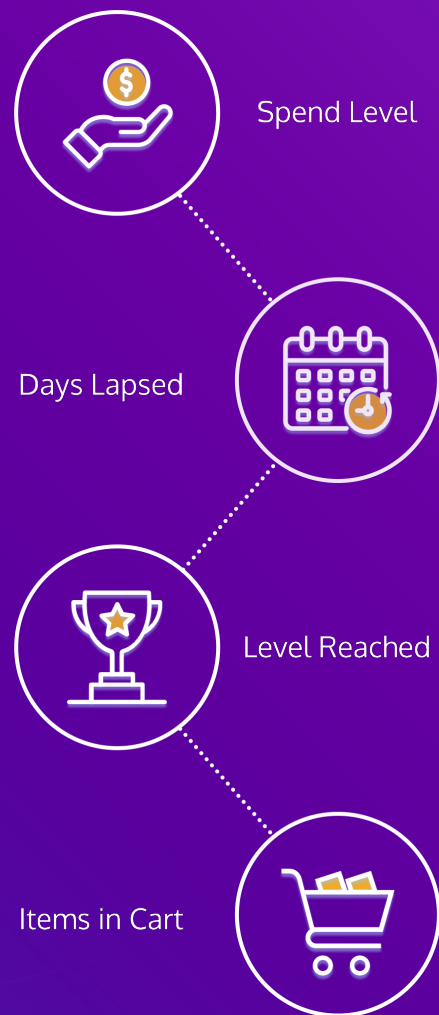
Non-gaming

The different spend levels of travel app users can be used to define creative strategies. For example:
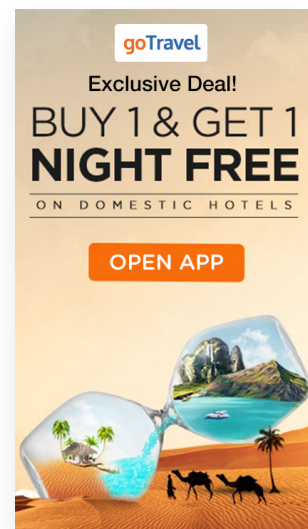

Non-spender

Remind the user of the app's core features

Low spender

Promote app features that have not yet been used

High spender

Offer loyalty bonuses or special discounts such as VIP event sales

Gaming

In the case of gaming apps, the target groups can be based around information about the user, such as the number of days since the user last opened the app, level reached, and spend level. With this type of information, you might define a personalization strategy such as:
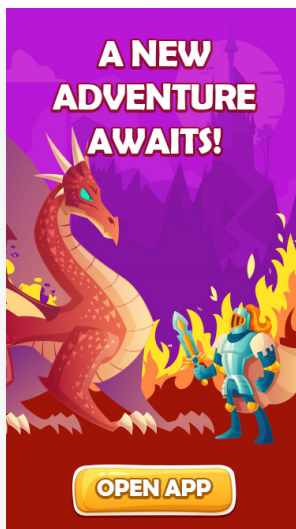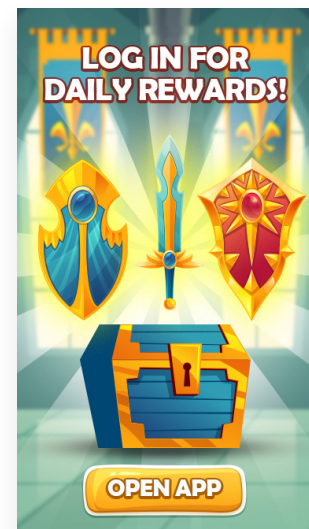

New users

Show parts of the game yet to be explored

Users who didn't pass a certain level

The user probably got tired of the game; challenge them to beat their high score, or give them a hint to solve a difficult level

Users who ran out of free life to continue playing

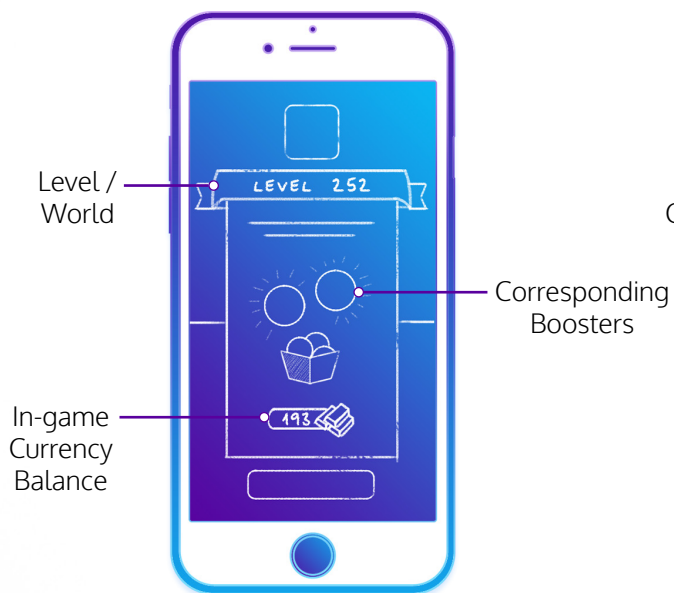Offer ways to get free energy/life, boosters, power-ups, etc.

User-Level Attribute

Delivering a hyper-personalized approach will help you gain users' attention and entice them back to your app. By intersecting users' app attributes like recent spend, the level reached, wallet balance, and more, we create ads that dynamically optimize messaging to an individual user at ad serving time. These creative strategies are integrated with AI-powered media optimization to ensure advertising is not only personalized but also optimized for efficiency at scale.

Don't forget! Data informs the creative approach, so start by taking a data-driven approach to designing your ad creatives. Use phrases like:

"Are you stuck at level x?"

"Why don't you use your x coins to buy x boosters to get rid of x blockers?"

"Forgetting something?"
(show users the items in their cart)

"Use your credits to score discounts!"

Level / World — LEVEL 252

Corresponding Boosters

In-game Currency Balance — 193

Categories — Because you like FASHION

New Items or Promos

Items in Cart — 5

Tips & Tricks

- Make the creative straightforward, without excessive animation, and give the user time to read the whole text.

- Remind the user of the place/level where they are stuck.

- Incorporate elements from this level in the creative (for example, the level's background or icons).

#4 Iterative Creative Optimization

When your ad creative is ready, it is time for testing. Here is how we at Aarki do creative testing.
We start with a few different concepts, often informed by proven best practices and run them for a short period of time. Once the top-performing "champion" creative is identified, a "challenger" creative ad in the same ad format is added, but with a slight difference in the ad elements. After testing and comparing the performance of these two creatives, we identify the best performing creative and increase its media and budget allocation to reach the audience with the highest engagement.

The creative with the best KPI is the Champion

App store updates, social media, live ops, & client feedback

Challenger creative compete with the Champion

Storyboards for Challenger creative every 2-3 weeks

The process does not end there. Through multivariate optimization, we test multiple variants of creative elements to determine the most effective combination. The multivariate testing helps us gain valuable insight to determine which elements carry the most influence. Machine learning algorithms choose the best performing combinations of these elements.

The iterations continue as we set new challengers for the champion creative again and again to be sure that the winning creative never becomes outdated.

Take the
"Aarki Multivariate Challenge!"

Bring your best creative variant to us. We will set it up in Aarki Encore and use multivariate optimization to elevate your ad performance. Experience what multivariate optimization can do for your campaign!

#5 Creative Format Matters

The days of "one ad fits all" have long gone. To grab a user's attention, it is vital to choose the right ad formats for your app marketing campaign.

Mobile ads must be relevant and deliver an enhanced user experience. The focus of the creative should be to grab attention and stimulate action. The call to action should be single minded and clear e.g. install an app, register for an account, or make a purchase.
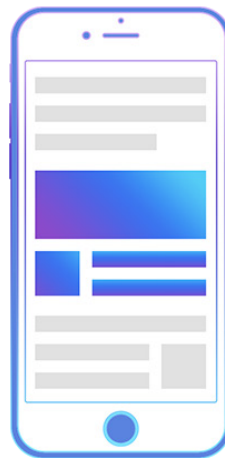
Choosing the right ad format will help to drive more conversions. At Aarki, we can compose advanced rich media ad creatives using multiple elements in multiple formats:
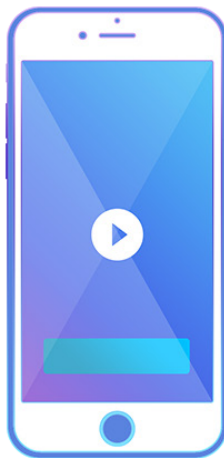
| Display | Video | Native | Banner |

#6 Bonus!
More Creative Tips

We've kept some of our best tips for last!

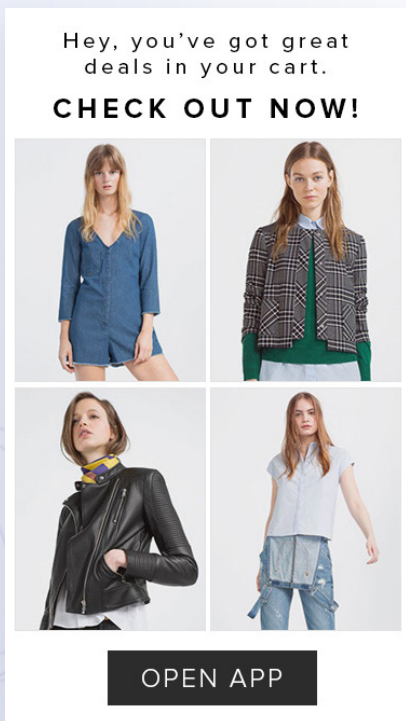For user acquisition campaigns:

- Highlight product
- Leverage your brand
- Showcase trends
- Highlight favorite characters
- Use power-ups
- Gameplay/feature strategy

For Re-Engagement Campaigns:

- Use sad characters
- Remind the users of what they loved
- Promote app updates
- Provide daily game bonuses
- Showcase special events
- Issue a challenge

Flashy Animations

- Use flashy animations for social casino and hardcore/midcore games to add excitement to the user experience.
- Younger demographics tend to respond better to flashy effects and fast animation.

Simple Animations

- Use simple ad creative for non-gaming apps such as e-commerce apps (e.g. food, shopping, travel).
  - Simple ads allow the user to focus on the visuals and to easily read about the benefits of the app.
- Older demographics tend to respond better to slow-paced animation.

#7 Why Partner with Aarki for Creative Optimization

Aarki's mission is to build the best performing mobile app marketing ecosystem by connecting users to apps they love, and by delivering the strongest performance to advertisers and publishers.

Creativity is at the core of our mobile advertising offering and we continue to innovate, serving compelling ad creatives that achieve superior results.

With our extensive creative expertise and **Aarki Studio**, our proprietary creative suite, we're able to compose hyper-personalized ads that dynamically optimize messaging to an individual user at the point of ad serving.

Interested? Give us a try!
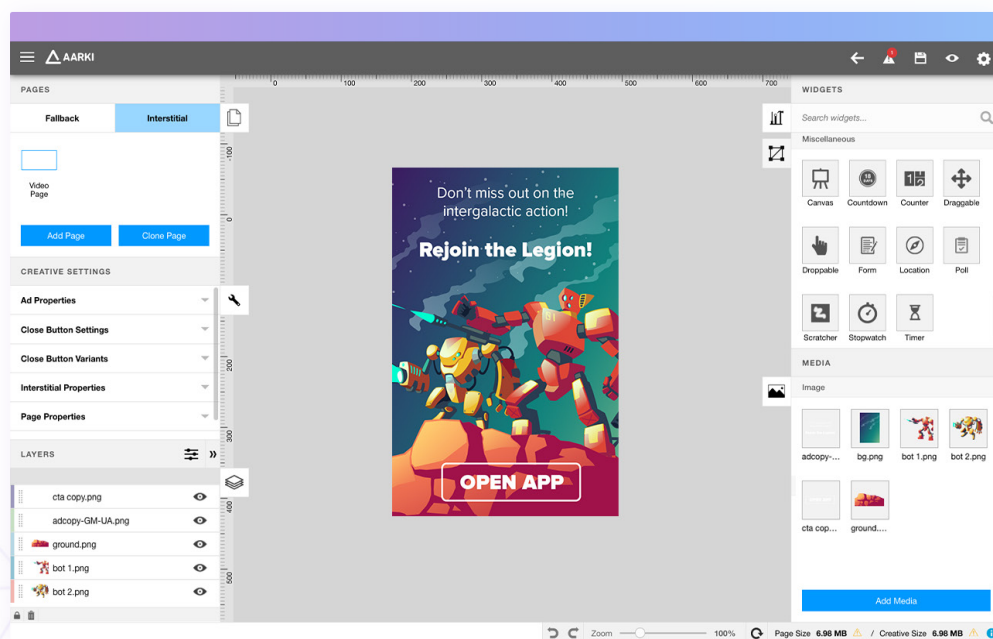
#8 About Aarki
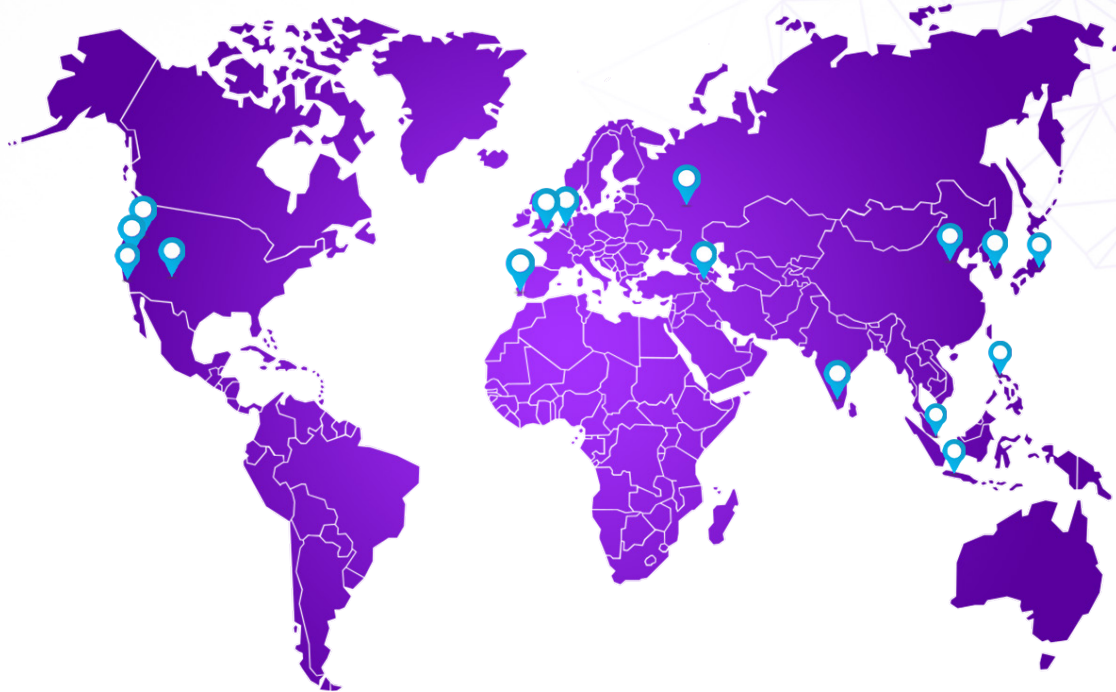
Aarki helps companies grow and re-engage their mobile users, using machine learning (AI), big data, and engaging creative. We strive to deliver performance at scale across various marketing objectives to meet the target ROI (return on investment). Our data offers deep insights into user intent and usage habits. To drive performance, we activate our data assets through proprietary machine learning algorithms and engage users in real-time with personalized creative.

Aarki has been recognized by The American Business Awards, Red Herring 100, Internet Advertising Competition, Deloitte's Technology Fast 500, The Drum Advertising Awards US, Horizon Interactive Awards, Effective Mobile Marketing Awards, The Wires by Exchange Wire, and Artificial Intelligence Excellence Awards.

For more information, please visit www.aarki.com or follow us on Twitter: @aarkimobile.