

## Mobile display advertising on the AdMob network provided G4 with measurable ROI from Android app promotion.



### About G4

G4 is the one destination on the tube that feeds young guys' addiction for the latest must-have tech gadgets, web culture and video games. G4 provides fresh and original shows with groundbreaking interactive features and covers unique live events such as E3 and Comic-Con. G4 is TV that's plugged in.

*"Partnering with AdMob for Android app promotion enabled G4 to quickly grow our Android user base at launch. We were also able to easily measure our performance and optimize the campaign using real install analytics."*  
 —David Angehrn, VP, Marketing & Strategic Planning, G4

### Results

- Implementing download tracking enabled G4 to refine creative and ad targeting based on top performing ad variations and Android devices
- **8.01%** conversion rate for campaign overall
- **12.25%** conversion rate on top ad creative
- **16.47%** conversion rate on top Android devices
- Campaign drove over **3,800 installs**

### Goal

The G4 app gives users access to up to the minute gaming news, trailers, expert reviews, cheats and over 25,000 videos. G4 worked with AdMob to drive cost-effective installs of their new app for Android. With over 200,000 Android devices shipping every day, G4 sees Android as a strategic platform to grow their user base on mobile.

### Solution

G4 ran CPC text and banner ads across the AdMob mobile display network, which includes thousands of Android apps and mobile websites. Mobile advertising enabled G4 to reach potential app users across more than 60 different types of Android devices.

Tracking performance of different versions of creative enabled G4 to evaluate what message was most effective in driving a high conversion rate. Analyzing conversion rates across different device type opened up more opportunities to optimize for maximum return from advertising budget.



G4 text ad in Paper Toss app

Ad leads to G4 app install page on Android device

User opens G4 app on Android device