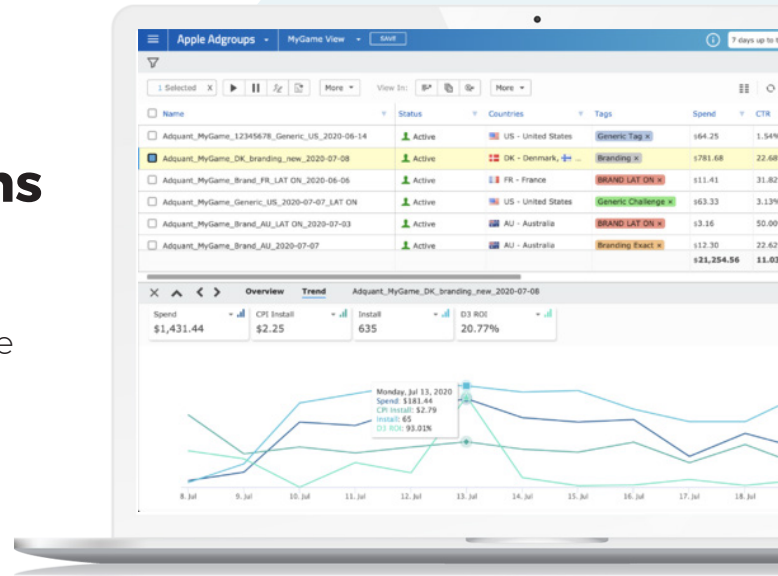
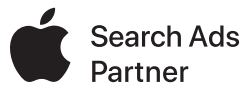




Maximize ROI on Your Apple Search Ads Campaigns

Skai has industry-leading automation, optimization, and reporting capabilities to help app marketers scale campaigns effortlessly, drive more installs and acquire higher lifetime value users from their Apple Search Ads campaigns.



Drive Installs



Increase LTV



Minimize Effort

Why Apple Search Ads?

50%

average conversion rate
with Apple Search Ads

Efficiently and easily help people discover apps at the top of App Store search results.

Source: Apple Search Ads Homepage

Why Skai?

3X

average growth
in media spend

Save time, improve performance & easily manage Apple Search Ads campaigns alongside other publishers.

To get started, contact your Skai representative or visit skai.io

Solutions for Fueling Success with Apple Search Ads



Time Saving Automation

- Build multiple campaigns in minutes
- Create efficient campaign templates
- Bulk editing and uploads
- Manage Creative Sets at scale
- Employ a unified keyword strategy



Optimization Targeted to KPIs

- Supports and enhances the Apple Search Ads auction
- Full funnel, automatic bid optimization
- Real time bid optimization
- MMP data enrichment
- Automatic Budget Management



Granular Reporting & Insights

- MMP + Apple Search Ads campaign data + Custom Metrics
- Bring in internal calculations
- Multi-layered reports and pivots
- Track and measure LTV of users
- Cohort reporting



Exponential Growth

- Search terms mining
- Keyword suggestion expansion
- Convert search terms into keywords
- Cross-publisher support
- Best-in-class strategic account support



Powering growth for the world's leading app brands:



Delivering game-changing results:

40%

Lower CPA

epixNOW

295%

Installs Increase

c.date

98%

Improvement in Day 3 ROI

Socialpoint

Integrations with all of the major mobile measurement partners:



KOCHAVA★



To get started, contact your Skai representative or visit skai.io