Google Ads case study

13,136 App Installs for $3,817

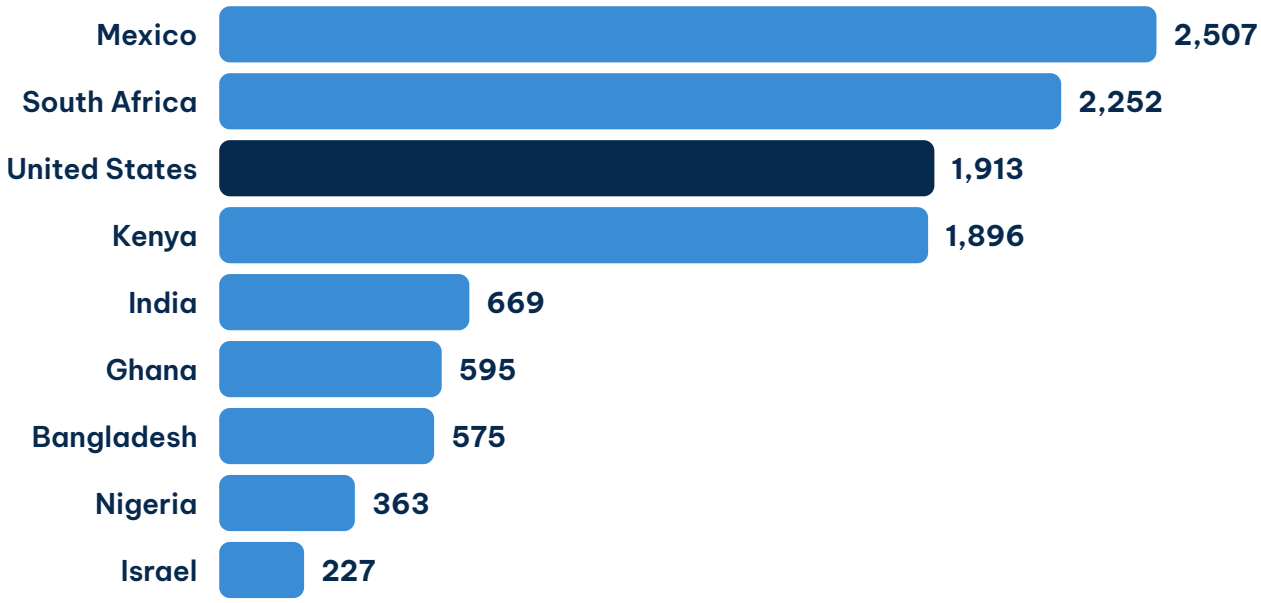
Google App campaigns for an Android finance app

A financial markets app on Android. The client's name is withheld under NDA. Every number here comes from the client's own Google Ads account.

13,136	$0.29	1,913
Android installs	Average cost per install	Installs in the United States

Industry	Platform	Channel	Ad spend
Finance app	Android	Google App campaigns	$3,817

Installs by country, top 9



Source: Google Ads, matched locations report. Dark bar: United States.

The goal

Get real Android installs at a low cost, on a small daily budget.

- ✓ Track installs as the goal, not clicks
- ✓ Keep the cost per install under a $1.05 target

What we did

1. **Set up App campaigns**
   Google App campaigns that show the app across Search, Google Play, YouTube and the Display Network, with installs tracked as the goal.

2. **Bid to a target cost per install**
   The main campaign used a target cost per install of $1.05, so Google aimed for installs, not just clicks.

3. **Tested a second campaign**
   A separate test campaign ran beside the main one. The main campaign brought 12,423 installs at $0.22 each, the test brought 713 at $1.05.

4. **Kept budgets small**
   $12 a day for each active campaign. Total spend across the account: $3,816.62.

The results

Google Ads, all time	Result
Android installs	13,136
Spend	$3,816.62
Average cost per install	$0.29
Main campaign cost per install	$0.22 (target was $1.05)
Times the ads were shown	1,306,496

Google Ads, all time	Result
Clicks	42,569
Clicks that became installs	25.1%
Countries and regions reached	198

Matched location	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
Kenya	4,822	221,408	2.18%	USD0.04	USD187.23	38.34%	1,896.00	USD0.10
United States	4,090	76,783	5.33%	USD0.52	USD2,125.78	20.85%	1,913.00	USD1.11
Bangladesh	1,808	38,923	4.65%	USD0.02	USD36.17	30.05%	575.00	USD0.06
Ghana	1,521	59,089	2.57%	USD0.04	USD57.48	37.63%	595.00	USD0.10
Israel	1,428	8,677	16.46%	USD0.06	USD86.46	11.88%	227.00	USD0.38
Nigeria	1,195	51,193	2.33%	USD0.03	USD38.89	28.52%	363.00	USD0.11
Singapore	1,068	3,028	35.27%	USD0.03	USD36.35	7.29%	40.00	USD0.91
Total: Locati...	42,569	1,306,496	3.26%	USD0.09	USD3,816.62	25.13%	13,136.00	USD0.29
Total: Ac...	42,569	1,306,496	3.26%	USD0.09	USD3,816.62	25.13%	13,136.00	USD0.29

Google Ads, matched locations report with account totals. App name hidden under NDA.

Where the installs came from

Google found users in 198 countries and regions. Most installs came from markets where clicks cost a few cents.

Matched location	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
South Africa	7,290	360,341	2.02%	USD0.05	USD349.58	30.40%	2,252.00	USD0.16
Mexico	5,887	189,227	3.11%	USD0.08	USD479.36	42.28%	2,507.00	USD0.19
India	5,565	130,164	4.28%	USD0.02	USD94.88	11.54%	669.00	USD0.14
Kenya	4,822	221,408	2.18%	USD0.04	USD187.23	38.34%	1,896.00	USD0.10
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Top locations by clicks. The United States: 1,913 installs at $1.11 each.

What the numbers say

- United States installs cost $1.11, close to the $1.05 target.
- Mexico, South Africa and Kenya gave 6,655 installs for about $1,016.
- One in four clicks became an install across the account.

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Book a free call. We will look at your app or website, your ad accounts and your goals, and tell you what we would do first.

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About this report

Data was pulled on 12 November 2026 from the client's Google Ads account. Screenshots are unedited, apart from cropping and the yellow circles we added. The client's name is withheld under NDA.