



UA soft launch integration

Hi there! 🙌

If you're reading this, that means you've applied for the Appodeal Accelerator Program

Each quarter, we are accepting a limited number of apps into this program.

To help us decide which apps to accept, we put together this handy guide on running a soft launch UA campaign that we are asking promising applicants to follow.

That way we can gather the metrics consistently and evaluate each app fairly to decide whether or not to accept it into the program. Ultimately, the main metrics we look at will be your app's new users' retention rates.

Integration steps

Here are the four major steps you must complete:

1. [Integrate Appodeal Growth SDK](#)
2. [Setup Meta Ad account](#)
3. [Prepare creatives for soft launch](#)
4. [Launch UA campaign](#)

Evaluating the Results

After you've completed the four steps and [submitted the soft launch completion form](#), we will begin observing and evaluating your app's metrics. It could take up to 30 days to achieve the necessary retention rates and other relevant metrics.

For the [Strategic Partnership](#) option of the Accelerator Program, we are looking for:

Android Casual gaming apps with

- Retention Rate Day 1 more than 30%
- Retention Rate:
 - ◆ Day 3 - 20% or more **or**
 - ◆ Day 7 - 12% or more
- Average Session Length more than 10 min.

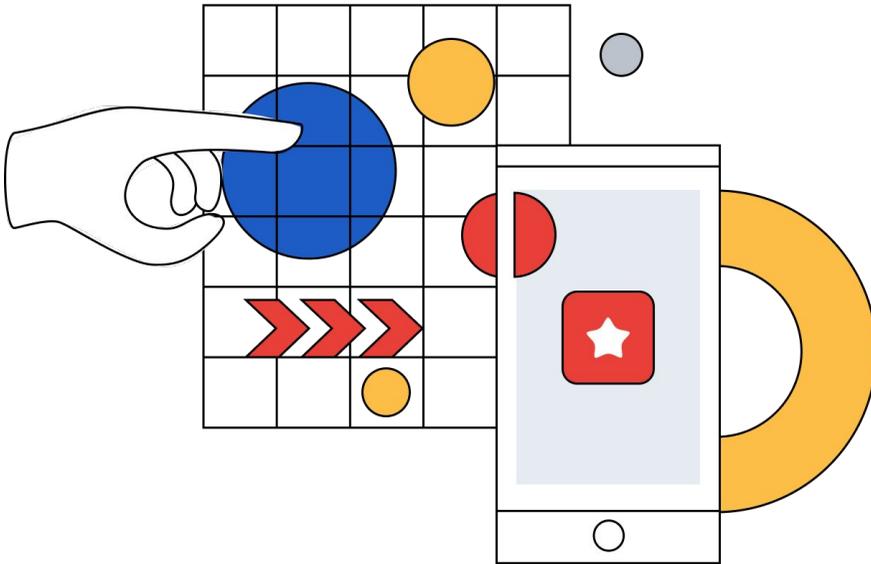
Android Hyper-casual gaming apps with

- Retention Rate Day 1 of 35% or more

Android application (utility, game of other categories) with in-app ads or hybrid monetization, the metrics of which we will also be evaluating for monetization opportunities after soft launch.

Please note that we highly recommend it that you start with soft-launching the Android version of your app (even if you applied with the iOS version). We will be making the decision based on your Android version metrics. That means we will accept **both** Android and iOS apps for strategic partnership if the Android app alone fits our target metrics.

**If you are ready, let's start
our soft-launch journey!**



1. Integrate Appodeal Growth SDK

Once Appodeal Growth SDK is integrated and starts serving ads, we can then start collecting the relevant ad revenue performance metrics and your app's retention rate as a part of the evaluation process.

With **Appodeal Growth Platform**, you get:

- Access to Appodeal Business Intelligence with extended reports to analyse your soft launch metrics;
- Access to Adjust attribution with data delivered directly to your Appodeal BI;
- Ads from 70+ ad demand sources to generate ad revenue for your app.



Follow the integration instructions in our documentation:

Please note the services that **Appodeal Growth SDK** already includes, don't forget to integrate them:

- **Adjust SDK** for attribution; ([Unity](#), [iOS](#), [Android](#))
(Required for soft launch)
- **Appodeal Growth SDK** for analytics and monetization
(Required for soft launch);
- **Meta SDK** (facebook-core) for UA (User Acquisition)
([Unity](#), [iOS](#), [Android](#)) (Required for soft launch);
- **Firebase SDK** for analytics and remote config for tests and settings ([Unity](#), [iOS](#), [Android](#)) (Optional for soft launch)

Unity Package

iOS SDK

Android SDK



Setting Up Monetization with Appodeal

After integrating Appodeal Growth SDK, you can use the guides listed on this slide to set up ad placements in your app. Adding ads to your app is an essential step for accurate metrics evaluation.

[Ad Type Configuration for Unity](#)

[Ad Type Configuration for iOS](#)

[Ad Type Configuration for Android](#)

Make Sure the SDK Uses These Ad Types:

- Rewarded video
- Banner
- Interstitial* (Static and Video)

* Please note that Interstitials shouldn't be displayed more than once per minute per user as it can negatively affect your retention rate metrics.

Best Practices for Creating Ad Placements

Balance is key. If you don't place a sufficient amount of ads, then your user's LTV will be not high enough to recoup the cost of acquiring users. Showing ads too frequently, however, can cause some product metrics to drop.



For **Interstitial ads**, we recommend maintaining intervals of at least 1-2 minutes between impressions per user.

After you've integrated Appodeal Growth SDK, it's easy to set up the intervals within the [Placement settings](#) on Appodeal dashboard:

The screenshot shows the 'Settings' page on the Appodeal dashboard. The page title is 'Settings' and the subtitle is 'Here you can create settings that can be applied to the Placements'. There are two main sections for 'Impression Interval'.

The first section is 'Impression Interval (Within Placement)'. It contains two rows of settings:

- 'Min Fullscreen Ads Interval' with a text input field containing '2' and a dropdown menu set to 'Minute'.
- 'Banner Interval' with a text input field containing '-' and a dropdown menu set to 'Second'.

The second section is 'Impression Interval (Global)'. It contains a yellow note box that reads: 'NOTE: This settings block is available for SDK versions starting 2.7.3'. Below the note is a row for 'Min Fullscreen Ads Interval' with a text input field containing '1' and a dropdown menu set to 'Minute'.

As a reference, you can use this list of typical **Interstitials placements** in gaming apps:

- During game start
- Inside the gameplay, like an “ad break”. (Please add a notification window about ads before showing interstitials) - no more than once per 2 minutes
- Returning from background
- End of round
- Tapping on any item without reward (Use [Rewarded Video](#) for placements with reward) - no more than one per 30 seconds
- Returning from background

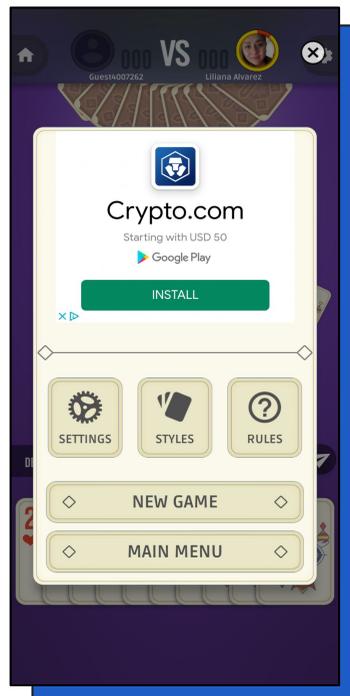
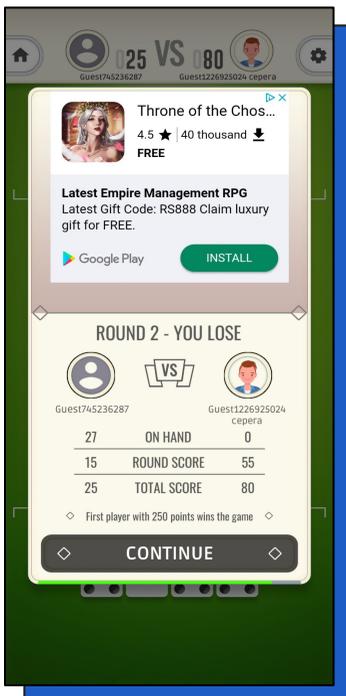


You can use some of the listed placements or any others, but note that ***interstitials shouldn't be displayed more often than once per minute per user***, as it can negatively affect your retention rate metrics. To avoid this, pay attention to interstitials' frequencies during your tests.

Also, you can consider adding the **MRECS** ad format to the:

- Pause menu
- Score table
- Dialog menu
- Settings menu

Here are some good examples of MREC implementations:





We also recommend adding **Rewarded Video** to reward app users with in-app currency for watching video ads. Implementation and placements depend on app type and monetization strategy, so we recommend reading [this article](#) if you want to learn how to use this ad type in your app.



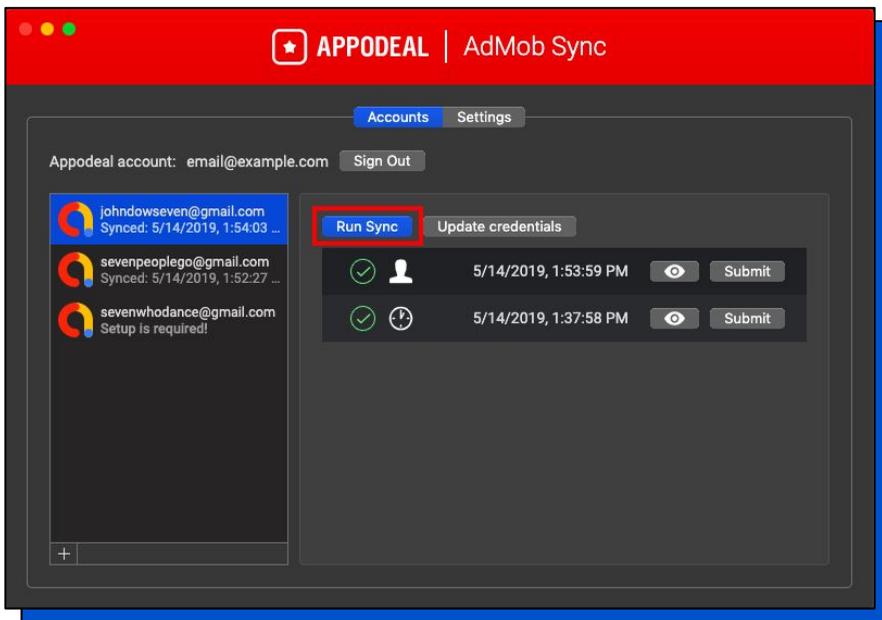


Link your Admob account to Appodeal:

Appodeal yields optimal results when used with Admob. In order to link your Admob account, follow this step-by-step [guide](#). You can use our [Admob sync application](#) to link them conveniently. The application will allow Appodeal to access your Admob reports over API, create new ad units on Admob and submit them to Appodeal.

Please see [this page](#) for more information.

 If you don't have an Admob account, please sign up on [admob.com](#)





2. Create a Meta Ad Account

1. You need to create an app on Meta according to this [guide](#). If you also want to use Meta for monetization, please refer to this [guide](#).
2. After you have created your app, setup monetization, published it and submitted for review ([documentation here](#)), and added the link to the privacy policy (**App Settings** → **Basic**) and user data deletion (you can add the same as the link to the privacy policy), you can switch the app state to **Live** and choose **Business** for App type, then you need to go to your App Settings → Basic and **turn off** Log In-App Events Automatically.

Example for Android:

Android + Add App Store Quick Start

Key hashes ⓘ

Enter a key hash or package name to add your Android app.

Deep Linking
Launch app from Feed links.

Log in-app events automatically (recommended) ⓘ 
Note: When this toggle is turned on, you should stop manually logging in-app purchase, start trial and subscribe events on Android. Otherwise you will see duplicate reporting. [Learn More](#)

Google Play

Package Names Class Name ⓘ

Enter a package name or key hash to add your Android app.

Install Referrer Decryption Key ⓘ

Remove App Store



Example for iOS:

iOS Quick Start ×

Bundle ID

iPhone Store ID
The ID to identify your app in the iOS Store

URL Scheme Suffix · Optional

iPad Store ID
The ID to identify your app in the iPad Store

Shared secret

Deep Linking
News Feed links launch this app

Log in-app events automatically (recommended)
Turning this toggle on automatically logs in-app events, including Purchase, Start Trial and Subscribe, that are processed through the iTunes Store. To automatically log Purchase events, use Facebook SDK for iOS v4.39 or higher. For Subscribe and Start Trial events, use Facebook SDK for iOS v5.1. Note: When this toggle is turned on, you should stop manually logging in-app Purchase, StartTrial, and Subscribe events on iOS, otherwise you will see duplicate reporting. [Learn more](#)

3. For Adjust to work correctly, you need to accept "Data Use Terms for Advanced Mobile App Measurement" for the app [here](#).

You will be eligible to perform advanced mobile measurement after you accept the data usage agreement below.

▾

4. Be sure to add a [payment method](#) for your Business before the next step.

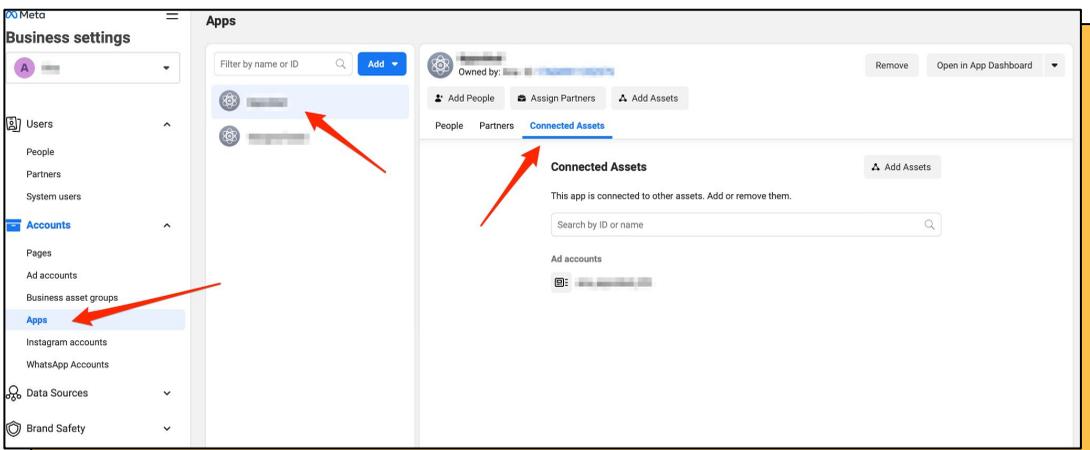


5. Then add an ad account in the **Business Manager**:

Go to [Business Settings](#)

1. Click on **“Accounts”** and click on **“Ad Accounts”**
2. Click **“+ Add”**
3. Choose the option **“Create a new ad account”** if you don't have ad account for soft-launching app
4. For new account add:
 - Ad account name (AppName_Platform)
 - Your Time zone
 - Currency (Usually USD)
 - On the next page, choose your business account
 - After creating account add Your Payment method

6. In **Business Settings** → **Apps** → **Connected assets** → **Add Assets** → Choose the ad account created on the previous step for the necessary app and then choose **Add Assets**.





7. Then go to **Business Settings → Pages** and create a page (Choose Brand or Product → App Page)

Create Page

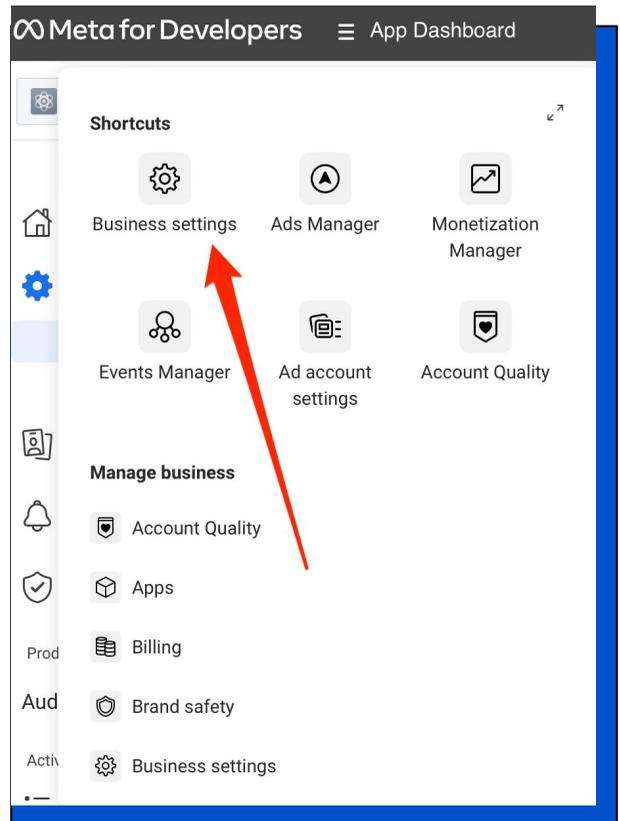
Page Name

Category

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

Create Page **Cancel**

8. Then press **App Dashboard** and choose **Business Settings** as shown on the screenshot:





9. Then choose **Partners** as on the screenshot :



Add Appodeal as a partner, please use this business ID:

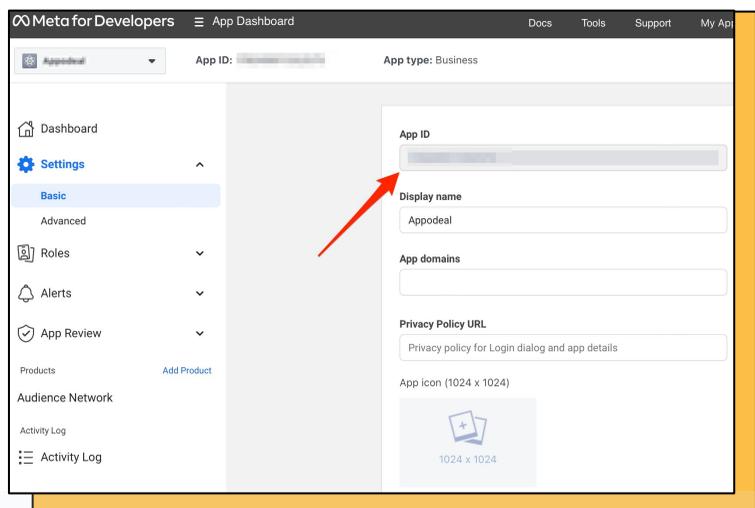
2461083314162875. This is required for sending information about your ad spend for soft launch campaign to Adjust and Appodeal BI to calculate such important UA metrics as CPI, Spend, ROAS, etc.

10. Then select **Ad account** and choose yours, for access choose **View Performance**.

11. Also send to our Accelerator Program Manager

<mailto:max.haroshka@appodeal.com> the **Install Referrer Decryption Key** (Android only) and App ID from Meta, you can find them in Meta for Developers App Settings -> Basic.

Meta App ID:





Install Referrer Decryption Key:

The screenshot shows the Meta for Developers app dashboard. The top navigation bar includes 'Meta for Developers', 'App Dashboard', 'Docs', 'Tools', 'Support', 'My Apps', and a search bar. The main content area is titled 'Android' and contains several sections:

- Key hashes:** A section with a yellow background and a warning icon, containing a text input field and the instruction: "Enter a key hash or package name to add your Android app."
- Deep Linking:** A toggle switch labeled "Deep Linking" with the subtext "Launch app from Feed links."
- Log in-app events automatically (recommended):** A toggle switch with a note: "Note: When this toggle is turned on, you should stop manually logging in-app purchase, start trial and subscribe events on Android. Otherwise you will see duplicate reporting. [Learn More](#)"
- Google Play:** A blue button.
- Package Names:** A section with a yellow background and a warning icon, containing a text input field and the instruction: "Enter a package name or key hash to add your Android app."
- Class Name:** A text input field.
- Install Referrer Decryption Key:** A section with a grey background and a warning icon, containing a text input field. A red arrow points to this section.
- Remove App Store:** A button at the bottom.



Test Integration:

1. Before we can launch the campaign, you need to test your app with completed steps 1 and 2 from this guide
2. Please launch your app along with the Console/ Logcat open and check the logs by tag **Appodeal** as written in our guides ([Android/iOS/Unity](#)).
3. You need to make sure you have completed the following steps :

Note

Below you will see Android logs sample.

3.1 You can see that Appodeal is initialized

```
D SDK-Public [Appodeal]: initialize Appodeal
```

```
D SDK-Public [Initialize]: v3.1.3/040923 initialized, appKey:  
..., package name: ...
```

3.2 Adjust is initialized :

```
Service [Info]: Adjust - ver. android4.33.4 initialized
```

3.3 Meta is initialized. If you get any errors, ensure you fully complete our Meta integration guide. ([Android/iOS/Unity](#))

```
Service [Info]: FacebookAnalytics - ver. 16.0.1 initialized
```

3.4 Make sure you initialized the required ad types (Rewarded Video/ Interstitial/ Banner):

```
Banner [Initialize]: done  
Interstitial [Initialize]: done  
RewardedVideo [Initialize]: done
```



Test Integration:

3.5 Do not exclude the ad networks :

```
Network [Info]: A4g - ver. 22.1.0
```

```
Network [Info]: Admob - ver. 22.1.0
```

```
Network [Info]: Admob_native - ver. 22.1.0
```

```
Network [Info]: Applovin - ver. 11.10.1
```

```
Network [Info]: Appodeal - ver. 1.0.0
```

```
Network [Info]: Bidmachine - ver. 2.3.1
```

```
Network [Info]: Mraid - ver. 1.5.2
```

```
Network [Info]: Nast - ver. 1.5.2
```

```
Network [Info]: Notsy - ver. 22.1.0
```

```
Network [Info]: Unity_ads - ver. 4.6.1
```

```
Network [Info]: Vast - ver. 1.5.2
```

3.6 You can show all initialized ad types in your app :

```
Appodeal com.example.app D Interstitial [Notify Shown]
```

```
Appodeal com.example.app D RewardedVideo [Notify Shown]
```

```
Appodeal com.example.app D Banner [Notify Shown]
```

4. Send our Accelerator Program Manager

<mailto:max.haroshka@appodeal.com> all those logs in one .txt file for checking with test mode disabled (it is disabled by default).



Best Practices:

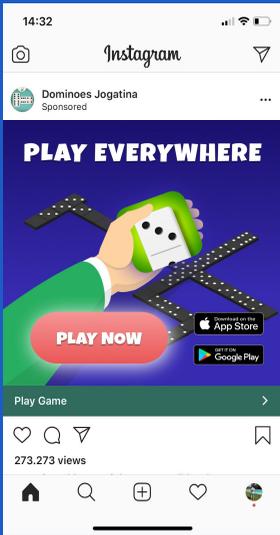
- Do not initialize Appodeal SDK more than once in your app
- Do not check if you can show Banner as it is an automatically updated ad type, and it will be shown as soon as it is loaded
- **(Unity only!)** Do not perform any UI changes (change colors, positions, sizes, texts, and so on) directly in our callback functions. ([guide](#))

After these steps, you need to wait for the approval of our Accelerator Program Manager that everything is integrated correctly and you can continue with the next steps.



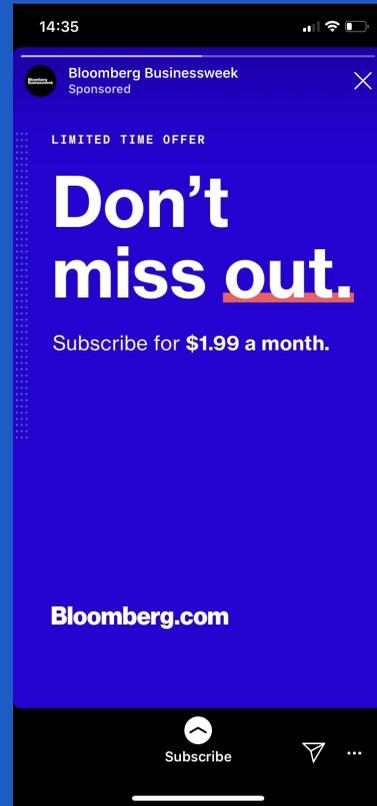
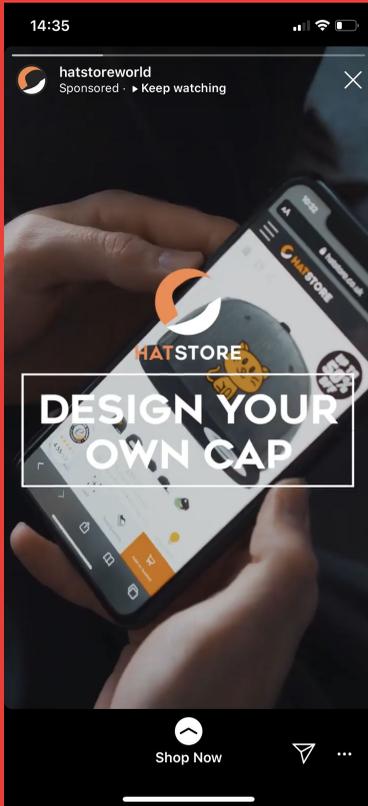
3. Prepare creatives for soft launch

Having strong creatives for your soft launch ads is essential for generating higher install rates. We recommend preparing 2 types of video creatives featuring the gameplay **without** misleading elements (i.e. no clicks baits), following the requirements below.

Instagram/Meta feed	
	
<p>Video:</p> <ul style="list-style-type: none">• H.264 compression• fixed frame rate• stereo AAC audio compression at 128kbps+• 1080x1350• recommended length 15-30s• video thumbnails should contain no more than 20% of text	<p>Image:</p> <ul style="list-style-type: none">• png/jpg• 1080x1350• no more than 20% of text
<p>The placement button (Learn more/Install now) is located at the bottom of the banner. It will be logical to use a CTA (call-to-action) that points to the button.</p>	



Instagram/Meta stories



Video:

- H.264 compression
- fixed frame rate
- stereo AAC audio compression at 128 kbps+
- 1080x1920
- recommended length 15-30s

Image:

- png/jpg
- 1080x1920
- no more than 20% of text

This placement adds 2 elements to the banner: the logo and application name at the top and the swipe button at the bottom. Don't place text/important elements at the top (150px). Show users that they should tap/swipe up the button (180px) at the bottom.



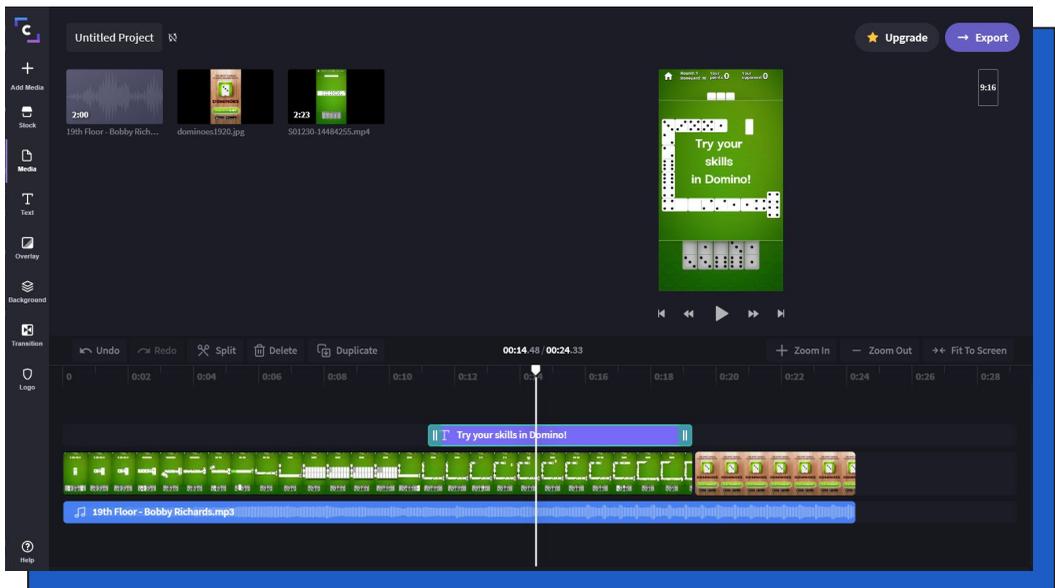
How to produce UA creatives



Clipchamp

Guide to making video creatives of required format and resolution using a free online tool. Includes sample creatives.

You can also use any other suitable tool.

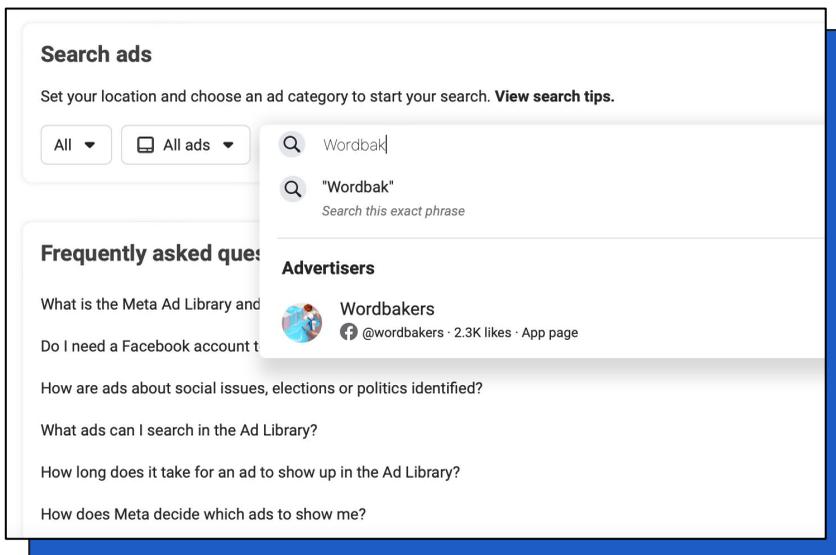




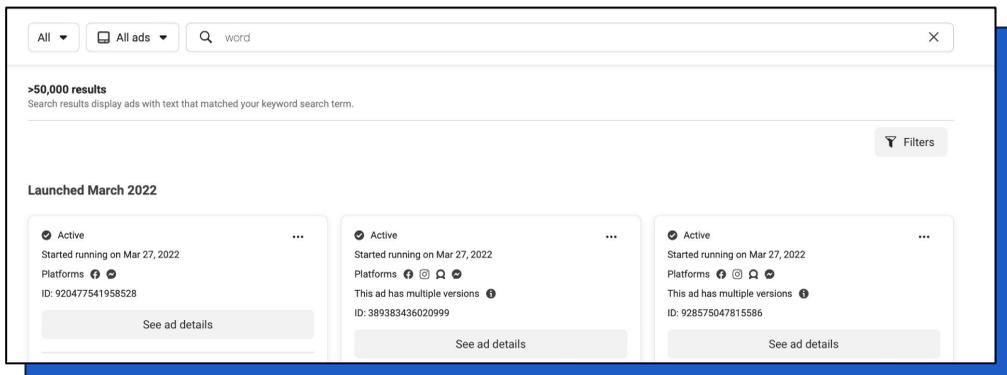
Finding creative ideas

If you need ideas for your ad creatives, you can explore the [Meta Ad Library](#).

To use the Meta ad Library, first click on **“All Ads”**. Then enter an app’s name of your game category to find ads for this app:



You can use different filters to sort creatives:





Where to find creative assets



Envato Elements

- Stock video, video templates
- Music, sound effects
- Graphic templates, illustrations
- Presentation templates
- Photos
- Fonts

Members get unlimited downloads

Everything you need for your creative projects

Unlimited downloads of 53+ million creative assets. All for one low cost.

 <p>Video templates 26,000+</p>	 <p>Audio 500,000+</p>	 <p>Presentation templates 46,000+</p>	 <p>Graphic templates 100,000+</p>
 <p>Fonts 12,000+</p>	 <p>Photos 51M+</p>	 <p>WordPress themes 2,500+</p>	 <p>3D 39,000+</p>



4. Configure & Launch the UA campaigns

Now that you have your creatives ready, it is time to soft launch your UA campaign on Meta! Be sure to follow each step here carefully, especially the audience targeting, so that we can evaluate the metrics with data that's consistent.

Please make sure you have contacted our team after Step 1 via support@appodeal.com and got the approval to launch the UA campaign, so that everything is setup correctly and we will be able to evaluate metrics.

What we are looking for is **300 new paid installs**.

Create ads with Guided Creation in Ads Manager

To create an ad using Guided Creation in Ads Manager, go to [Ads Manager](#) and select **“Create”** to get started. Make sure to create the campaign in the same Ad Account you have previously shared the access.

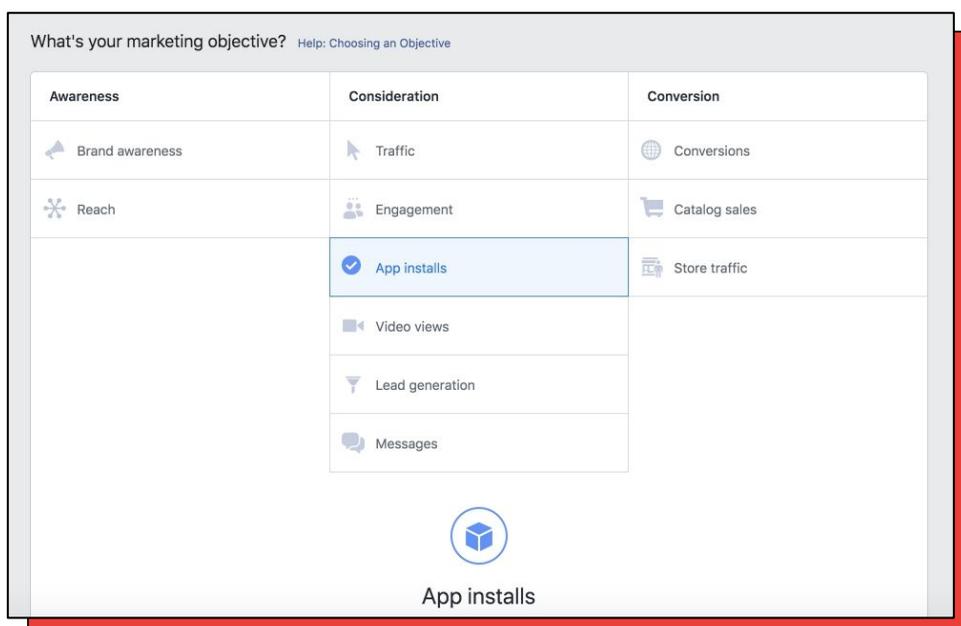
 You will have to create a complete campaign and ad set before you can publish an ad using Guided Creation.



Create a campaign

First, you will have to create a campaign and define your campaign's overall objective at this level.

1. Go to [Ads Manager](#). Select **“Create”** to get started.
2. Choose the **“App Installs”** objective from the list.



3. Enter a descriptive name in the **Campaign Name** text box.



4. Choose App Ads(manual setup)

App installs campaign type

Automated App Ads
Drive campaign performance and continue to sustain it over time. [Learn more](#)

App Ads
Manually set up and run your app campaigns.

Name your campaign • Optional ▼

Cancel Continue

5. Set a **Lifetime Budget**, the amount you're willing to spend over the entire run-time of your campaign. For the **Campaign Bid Strategy**, select “Highest volume”.

Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign Budget

Lifetime Budget ▼ \$100.00 USD

You won't spend more than \$100.00 during the lifetime of your Campaign. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

Campaign bid strategy

Highest volume ▼

[Show more options](#) ▼



We recommend to set up the sum of \$100 for this launch. Though keep in mind that the sum will depend on your app's CPI (cost per install).

Meta will automatically deliver ads to get you installs with the lowest CPI.

For us to be able to evaluate your metrics, you would need at least 300 new paid installs.

If you complete *all four* of the major steps from this soft launch guide, Appodeal will reimburse you for the soft launch expenses of up to \$100 for the first soft launch!

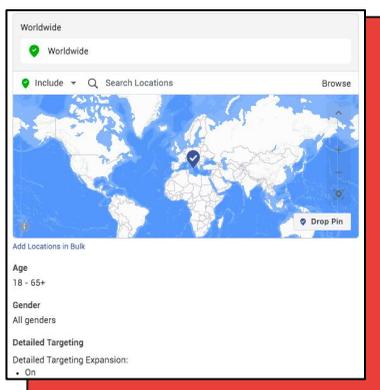
If the metrics [meet our target](#) after the 1st soft launch, you may be eligible for a refund on the 2nd soft launch up to \$500. The Accelerator Manager will inform you if you meet the requirements for it.



Create an Ad Set

Once you have created your campaign, you can move on to creating your ad set. You'll define the targeting, budget, schedule, bidding and placement at the ad set level.

1. Enter a descriptive ad set name in the **Ad Set Name** text box.
2. Choose the previously created app from the drop down list.
3. Define your audience as below:
 - **Choose Location:** Select one country
If your app supports English language, choose either India or Philippines, for example. If your app's target is another Tier 2 or Tier 3 country, you can choose that instead. At this stage, try to avoid Tier 1 countries and focus on a Tier 2 or 3 country for low CPI instead (see list of country tiers [here](#)).
 - **Age:** 18 - 65+
 - **Gender:** All genders
 - **Detailed Targeting Expansion:** ON
 - Select "Save This Audience", for future use.





4. Select your ad placements. This is to select where your ads will appear, across Meta, Instagram or Audience Network.

→ Select **Automatic Placements**, this lets Meta to show your ads where they're likely to perform best.

Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

5. Scroll to **“Optimization & delivery”**

→ Optimization for Ad Delivery — **App Installs**

→ Set up Schedule: Duration — **3-4 days**

Optimization & delivery

Optimization for ad delivery
App Installs

Cost per result goal

\$X.XX

Meta will aim to spend your entire budget and get the most app installs using the highest volume bid strategy.



→ Schedule :

Budget & schedule

Schedule ⓘ

Start date

Jun 19, 2022 4:07 PM
Kiev Time

End

Jul 22, 2022 4:07 PM
Kiev Time

→ Press Continue



Create an Ad

Once you've created your campaign and at least one ad set, you can move on to create your ad. This is where you'll select your ad's creative and add text.

1. Select your **Facebook page**. All ads are required to have an associated Facebook Page.

The screenshot shows a white rectangular box with a red border. Inside the box, the word "Identity" is written in bold black text at the top left. Below it, "Facebook Page" is also written in bold black text. Underneath "Facebook Page" is a blue-bordered dropdown menu. The dropdown menu contains a red circle with a white letter "A" on the left, a blurred grey text area in the middle, and a small black downward-pointing triangle on the right.

2. Select an ad format: **Single Image or Video**.
3. Choose **Select videos** and upload your video creative.

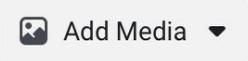


4. Add the text you'd like your ad to display:

Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Media

 Please specify an image to run with this ad.

Primary text

Headline

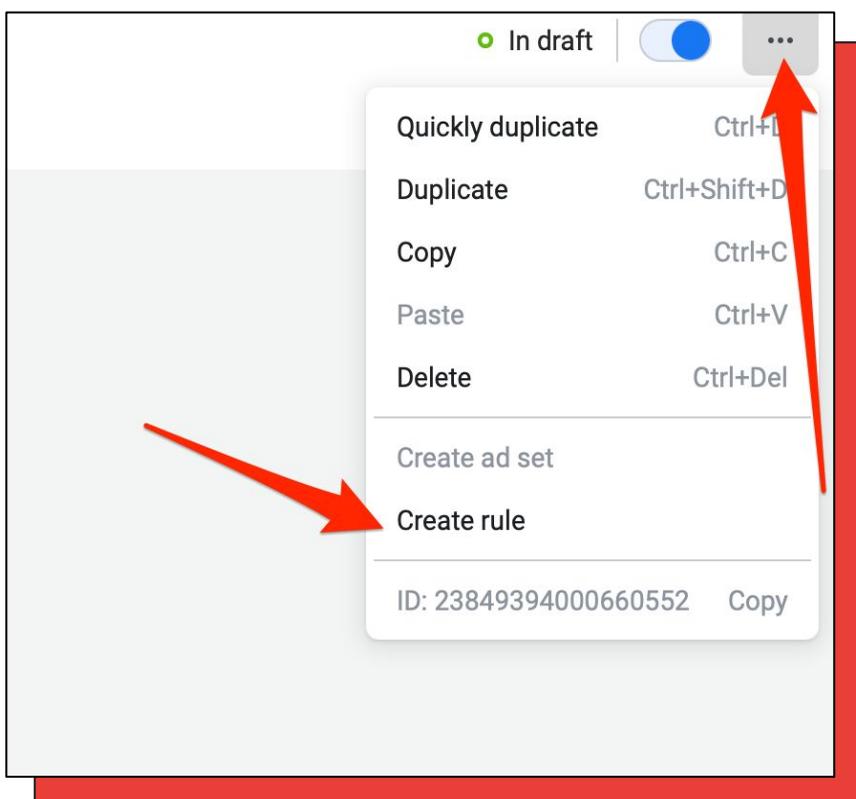
Call to Action

Not sure where to begin with writing Meta ad copy?
Start [here](#) for 14 tips to write Meta ads that convert.



To have enough data for analysis, it's sufficient to have about 300 installs for this campaign. To stop this campaign automatically after you receive 300 installs, you can create a rule in [Ads Manager](#).

Go to **the right upper corner** then press 3 dots and **Create rule**:





Create rule: Custom rule ✕

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. [Learn more](#)

Rule name

Apply rule to

Action

Your rule will apply to ads that are active at the time the rule runs.

Conditions ⓘ

All of the following match

🔍 Mobile app install: > 300 ✕ +

Time Range ⓘ

Schedule ⓘ

Continuously
Rule runs as often as possible (usually every 30 minutes).

Daily
at 12:00AM Kiev Time

Custom
Adjust rule schedule to run on specific days and specific times of the day. If start and end time are the same then the rule will run once per day. All times are in **Kiev Time**.



5. Preview your ad and select **Confirm**.

- To see how your ad will appear across placements, select the placement icons alongside your ad preview.
- Learn how to [customize your ad creative for different placements](#).
- The first time you publish an ad, you'll be asked to enter your payment information.

Good job! 👍

Your campaign is now live (pending review from Meta).

There is no need to review and publish. Meta will publish your ad upon approval.



Evaluating the Results

To see the results of your campaign, you can use:

- 1) Meta Ads Manager
- 2) Appodeal's Report

In **Meta Ads Manager** you can monitor the standard statistics of your campaign:

The screenshot shows the Meta Ads Manager interface with a search bar at the top and navigation tabs for 'Campaigns', 'Ad Sets', and 'Ads'. Below the navigation, there are buttons for 'Create', 'Export', and a dropdown menu. The main table displays performance metrics for four campaigns, including Name, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate Ranking, Conversion Rate Ranking, Amount Spent, Ends, and Schedule.

Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends	Schedule
CB...	10,177 Mobile Ap...	747,007	2,584,819	\$0.13 Per Mobile ...	-	-	-	\$1,318.58	Ongoing	-
AE...	7,889 Mobile Ap...	504,576	1,171,259	\$0.11 Per Mobile ...	-	-	-	\$880.31	Ongoing	-
MA...	5,715 Mobile Ap...	1,485,827	3,428,947	\$0.55 Per Mobile ...	-	-	-	\$3,147.55	Ongoing	-
CB...	5,211 Mobile Ap...	792,448	1,651,874	\$0.32 Per Mobile ...	-	-	-	\$1,690.87	Ongoing	-



Here you need to pay attention to:

Results: App Installs

We expect that with the specified campaign duration, you will receive at least 300 installs. If you see that your campaign generates impressions, but has a low amount of installs (less than 70 daily), that means you probably need to rework the creatives.

Cost per Result (per Install)

Good campaign result for **hypercasual** apps is generally <\$0.20.

Good campaign result for **casual** apps is generally \$1-2.

To evaluate the CPI, it's generally enough for you to have about 2,000 impressions. If you see your CPI is high, that might mean you would need to continue testing for better variants of ad creatives.



During the soft launch stage, you need to find creatives that will give you a low CPI.

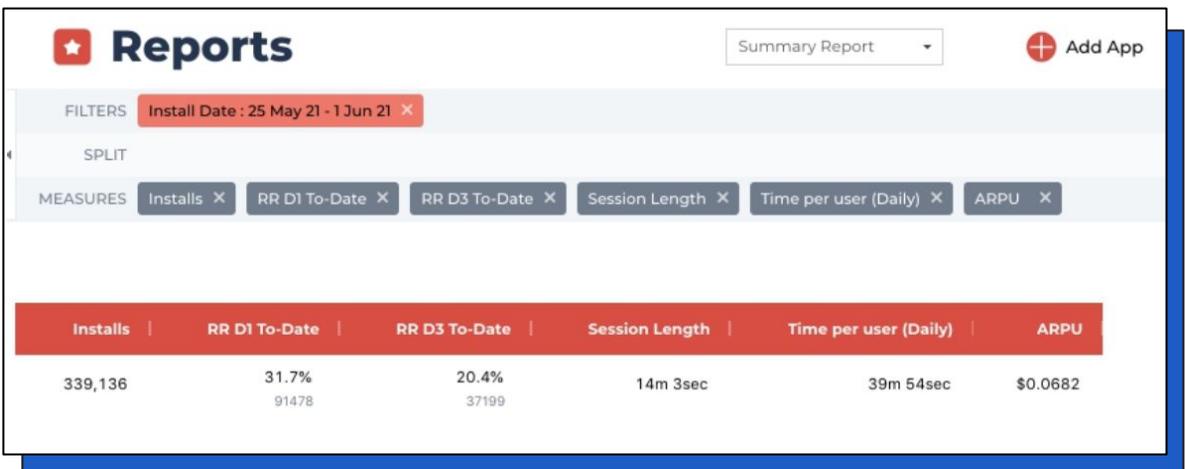
Therefore, if the creatives showed high CPI and low CTR, you need to test other concepts. A quick and easy approach is to experiment with different creative concepts of apps similar to yours (refer to page 16 for more info).



On **Appodeal's report** you can see the important metrics of your soft launch, such as:

- 1) Number of installs
- 2) Session length
- 3) Time spent per user per day
- 4) Retention Rate
- 5) ARPU

Please use [this preset](#) and choose the period of your UA campaign (install date).



You can also check a lot of additional metrics. Please note that for checking CPI and Spend you need to provide Appodeal with access to your Meta Business.

The qualifying metrics



After you've completed the four steps, please [submit the soft launch completion form](#).

We will begin observing and evaluating your app's metrics. It could take 30 days to acquire the necessary retention rates and other relevant metrics. To qualify for the [Strategic Partnership](#) of the Accelerator Program, we are looking for:

Casual games (Android):

- Retention Rate Day 1 — more than 30%
- Retention Rate Day 7 — 12% or more

Hybrid-casual games (Android):

- Retention Rate Day 1 — 35% or more
- Retention Rate Day 7 — 10% or more

Or other app types which we will also evaluate for monetization opportunities.



Please note! If you feel your app's metrics might not meet the requirements above, we still encourage you to complete this form. We will still provide you with all the support you need for self-service: business intelligence, UA automation, growth insights, monetization, soft launch reimbursement and more (see the full list of features [here](#)). You can request reimbursement of soft launch costs (up to \$100) by filling in [this](#) form and attaching the receipt.

Feel free to reach us if you need any help

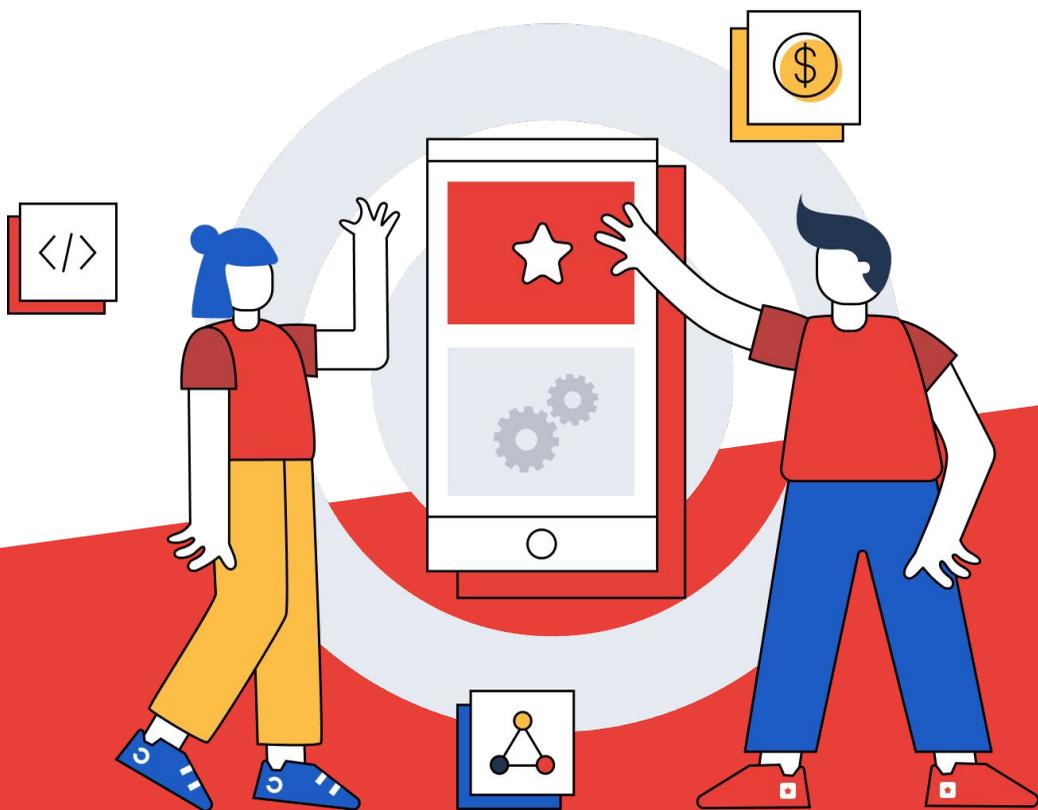
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