



App Creation



1. Idea & Plan

Concept & Strategy



2. UI/UX Design

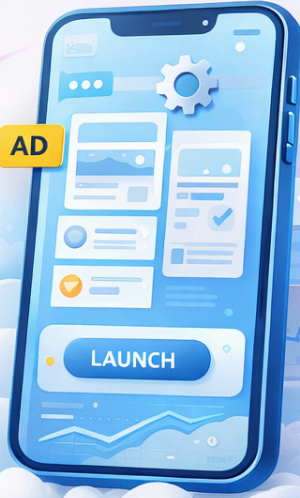
How App Looks



1. Idea & Plan

Concept & Strategy

AD



5. Launch & Market

Publish & Promote



3. App Development

Application Coding



4. Testing & QA

Find & Fix Bugs

App Creation

1. Idea & Plan

2. UI/UX Design

How App Looks

3. App Development

Application Coding

4. Testing & QA

Projects - Cal x Delicious & T. x the royal pla x the royal Pla x The Royal Pla x google ads x New campai x Best Multi-Cu x Google ads x +

ads.google.com/aw/campaigns/new?ocid=7598668316&workspacelid=0&ascid=7598668316&cmpnlInfo=%7B%22%3A%27%3A918D1-7F59-4506-BB...

Google Ads "What are my top performing campaigns?"

Ads Advisor Appearance Help Notifications 613-033-5866 nirmala 11.15 nirmala.konamki89@gmail.com

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



App promotion

Get more installs, engagement and pre-registration for your app



Awareness and consideration

Reach a broad audience and build interest in your products or brand



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Cancel Continue

16°C Mostly cloudy

Search [Taskbar icons]

ENG IN 12:16 AM 1/9/2026

ads.google.com/aw/campaigns/new?ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B%22%3A%27%3A918D1-7F59-4506-BB...

Google Ads "What are my top performing campaigns?"

Select a campaign type

- Search**
Drive action on Google Search with text ads
- Performance Max**
Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)
- Demand Gen**
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads
- Display**
Reach potential customers across 3 million sites and apps with your creative
- Shopping**
Promote your products from Merchant Center on Google Search with Shopping ads
- Video**
Drive action on YouTube with your video ads
- App**
Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads

Snipping Tool
Screenshot copied to clipboard
Automatically saved to screenshots folder.
Markup and share

16°C Mostly cloudy Search 12:16 AM 1/9/2026


ads.google.com/aw/campaigns/new?ocid=7598668316&workspaceId=0&ascid=7598668316&cmpnInfo=%7B%22%3A%27%3A918D1-7F59-4506-BB...

Google Ads "What are my top performing campaigns?"

- Shopping**
Promote your products from Merchant Center on Google Search with Shopping ads
- Video**
Drive action on YouTube with your video ads
- App**
Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads

Select a campaign subtype [Learn more](#)

- App installs
Get new people to install your app
- App engagement
Get existing users to take actions in your app (Minimum 50K installs required)
- App pre-registration (Android only)
Get new users to pre-register for your app before launch

 Zomato: Food Delivery & Dining
com.application.zomato - Zomato

Campaign name

16°C Mostly cloudy Search 12:21 AM 1/9/2026

Google Ads interface showing campaign settings for a mobile app. The left sidebar includes options for App, Campaign settings (Mobile app, Locations, Languages, View-through conversion optimization, EU political ads), Ad group, Bidding and budget, and Review. The main content area is titled "To reach the right people, start by defining key settings for your campaign".

Mobile app

Zomato: Food Delivery & Dining
com.application.zomato - Zomato

Locations

Select locations for this campaign

All countries and territories
 India
 Enter another location

Locations (1)
Bengaluru, Karnataka, India city

Enter a location to include or exclude [Advanced search](#)

While we will attempt to only show ads in countries where your app is available to download, we highly recommend you to additionally restrict your country targeting to regions where the app is accessible.

Google Ads interface showing campaign settings for a mobile app. The left sidebar includes options for App, Campaign settings (Mobile app, Locations, Languages, View-through conversion optimization, EU political ads), Ad group, Bidding and budget, and Review. The main content area is titled "To reach the right people, start by defining key settings for your campaign".

View-through conversion optimization

Google Ads will include view-through conversion data, in addition to click-through and engaged-view conversion data when bidding.

Turn on view-through conversions

EU political ads

Does your campaign have European Union political ads?
Required

Yes, this campaign has EU political ads
 No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)

More settings

Start and end dates Start date: January 9, 2026 End date: Not set

Data feed Attach a feed to improve targeting and enable ads that feature your feed items

[Next](#)

Google Ads interface showing campaign settings for a mobile app. The left sidebar includes options for Campaign settings, Ad group, Bidding and budget, and Review. The main content area displays ad assets: text (e.g., "Cook at home & get groceries delivered to you"), images (up to 20 recommended), and videos (up to 20 recommended). A preview window on the right shows a Zomato app advertisement on a smartphone screen with an "Install" button.

Notifications at the top include: "Protect your account from unauthorized activity" and "Agree to ad transparency".

System tray at the bottom shows: 16°C Mostly cloudy, Windows search, and system clock: 12:32 AM 1/9/2026.

Google Ads interface showing campaign settings for a mobile app. The left sidebar is identical to the first image. The main content area displays ad assets, including a new text asset: "Find the perfect restaurant for dining out". The preview window on the right shows a video advertisement for Zomato: Food Delivery & Dining, featuring a "Skip" button and a "YouTube" logo. Below the video, it shows the app name, "4.4" rating, "11M reviews", and "India's top food delivery" banner.

Additional metrics at the top of the main area include: "Ad strength" (Average), "Headlines" (5/5), "Descriptions" (3/5), "Images" (20/20), and "Videos" (1/20).

System tray at the bottom shows: 16°C Mostly cloudy, Windows search, and system clock: 12:33 AM 1/9/2026.

Google Ads interface showing the "Descriptions" section for a campaign. The left sidebar includes "App", "Campaign settings", "Ad group", "Bidding and budget", and "Review". The main content area displays "Descriptions (up to 5)" with four text boxes containing promotional text for Zomato, such as "Order food from your favourite restaurants & eat in the city" and "Get Free Delivery On Tasty Food From Hundreds Of Restaurants". A "Preview" window on the right shows a mobile ad for Zomato with the text "India's top food delivery app". A "Snipping Tool" notification is visible, stating "Screenshot copied to clipboard Automatically saved to screenshots folder." The browser's taskbar at the bottom shows the date as 1/9/2026 and the time as 12:32 AM.

Google Ads interface showing the "Bidding" section for a campaign. The left sidebar includes "App", "Campaign settings", "Ad group", "Bidding and budget", and "Review". The main content area displays "Bidding" options. Under "What do you want to focus on?", "Install volume" is selected. Under "How do you want to track install volume?", "Zomato: Food Delivery & Dining (Android) installs 2026-01-09T00:23:16.755" is selected. Under "What kind of users do you want to target?", "All users" is selected, and the checkbox "Set a target cost per install (optional)" is checked. The "Target cost per install" is set to ₹20. A "Focus new installs on" gauge shows "Install volume" as the selected focus. A green checkmark at the bottom indicates "This campaign will use the Target CPA bid strategy to help you get the most conversions at your target cost per acquisition." The browser's taskbar at the bottom shows the date as 1/9/2026 and the time as 12:37 AM.

Google Ads interface showing campaign configuration for Target CPA.

Target cost per install (optional): ₹20.00

Target CPA bid strategy: This campaign will use the Target CPA bid strategy to help you get the most conversions at or below your budget. [Learn more](#)

Budget warning: Your budget is too low for your target cost-per-install, which means your ads may not show. To improve campaign performance, increase your budget to at least 50x your target cost-per-install. You can make changes to your budget in the "Budget" section of this page.

Budget: Set your average daily budget for this campaign: ₹500

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

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Google Ads interface showing campaign details for "Zomato App Network".

Your campaign is ready to publish [Publish campaign](#)

Recommendations: Apply these recommendations to optimize campaign performance 1 / 3

Bidding: Your budget is too low for your target cost-per-install, which means your ads may not show. To improve campaign performance, increase your budget to at least 50x your target cost-per-install. You can make changes to your budget in the "Budget" section of this page. [View](#)

Campaign name: Zomato App Network

Campaign type: App

Campaign subtype: App installs

Bidding and budget:

Bidding	Install volume (All users)
Budget	₹500.00/day

Campaign settings

Google Ads interface showing Campaigns for Zomato App Network. The search bar contains "What are my top performing campaigns?". The left sidebar includes navigation options like Overview, Recommendations, Insights and reports, and Campaigns. The main content area displays a table of campaigns with columns for Campaign, Budget, Status, Optimization score, Campaign type, Cost / Install, and Cost app. The Zomato App Network campaign is highlighted with a budget of ₹500.00/day and a status of Eligible. A date range of Dec 12, 2025 to Jan 8, 2026 is selected. A tooltip for Thursday, Dec 25, 2025 shows a cost of 0. The bottom status bar indicates 16°C Partly sunny and the time is 9:43 AM on 1/9/2026.

Google Ads interface showing Ad groups for Zomato App Network. The search bar contains "What are my top performing campaigns?". The left sidebar includes navigation options like Overview, Recommendations, Insights and reports, and Ad groups. The main content area displays a table of ad groups with columns for Ad group, Status, Target CPA, Conversion, Cost / conv., Cost / Install, Cost / In-app action, View-through conv., and Brand Inclusions. The Zomato ad group is highlighted with a target CPA of ₹20.00 and a status of Eligible. A date range of Dec 12, 2025 to Jan 8, 2026 is selected. A tooltip for Thursday, Dec 25, 2025 shows a cost of 0. The bottom status bar indicates 16°C Partly sunny and the time is 9:44 AM on 1/9/2026.

Ad assets - nirmala 11.15 - Google Ads

ads.google.com/aw/unifiedassetreport/assetdetails?campaignId=23437037973&adGroupId=188582177982&ocid=7598668316&workspaceId=0&euid=1471052070&_u=4144557430&uscid=7598668...

Google Ads "What are my top performing campaigns?"

613-033-5866 nirmala 11.15 nirmala.konamki89@gmail.com

Ad assets Ad group Zomato ad group Custom Dec 12, 2025 - Jan 8, 2026 Show last 30 days

Show your ad in more places. Add at least 1 landscape video. Ad strength Average

Headlines 5/5 Descriptions 3/5 Images 20/20 Videos 1/20

Asset status: All enabled Add filter

Asset	Status	Asset type	Performance	Orientation
Great food delivered @ Home View ad previews	Eligible	Headline	Pending	-
Stars Order From Zomato. View ad previews	Eligible	Headline	Pending	-
Enjoy Food Like A Superstar. View ad previews	Eligible	Headline	Pending	-
Midnight Munchies? We Got You View ad previews	Eligible	Headline	Pending	-
Something new every day View ad previews	Eligible	Headline	Pending	-
Order food from your favourite restaurants & eat in the comfort of your home View ad previews	Eligible	Description	Pending	-
Get Free Delivery On Tasty Food From Hundreds Of Restaurants Near You. Download Zomato. View ad previews	Eligible	Description	Pending	-
With Zomato, Enjoy Up To 60% Off Along With Free Delivery. Order Today! View ad previews	Eligible	Description	Pending	-

16°C Partly sunny 9:44 AM 1/9/2026

Ad assets - nirmala 11.15 - Google Ads

ads.google.com/aw/unifiedassetreport/assetdetails?campaignId=23437037973&adGroupId=188582177982&ocid=7598668316&workspaceId=0&euid=1471052070&_u=4144557430&uscid=7598668...

Google Ads "What are my top performing campaigns?"



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Asset status: All enabled Add filter

Asset	Status	Asset type	Performance	Orientation
your home View ad previews				
Get Free Delivery On Tasty Food From Hundreds Of Restaurants Near You. Download Zomato. View ad previews	Eligible	Description	Pending	-
With Zomato, Enjoy Up To 60% Off Along With Free Delivery. Order Today! View ad previews	Eligible	Description	Pending	-
 1372 x 1365 View ad previews	Eligible	Image	Pending	Square
 1372 x 1365 View ad previews	Eligible	Image	Pending	Square

Show rows: 10 1 - 10 of 29

Reporting is not real-time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

16°C Partly sunny 9:44 AM 1/9/2026

Thank You!

