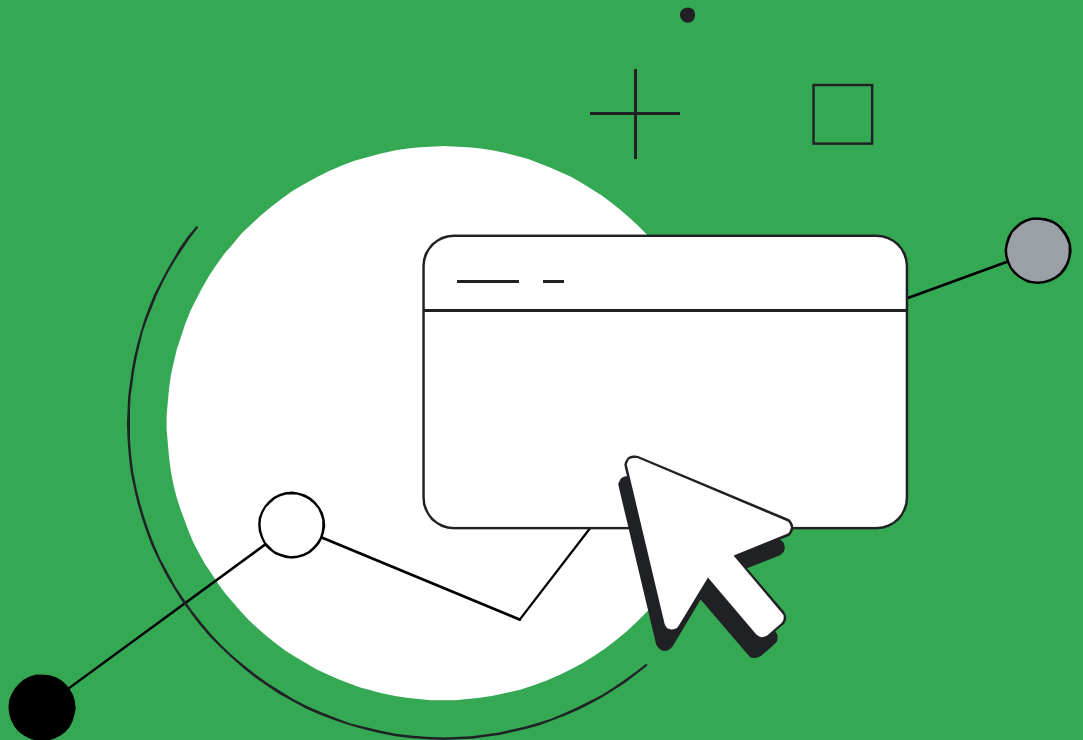


Grow Your Apps Business Faster with Ads



Questions we'll answer...

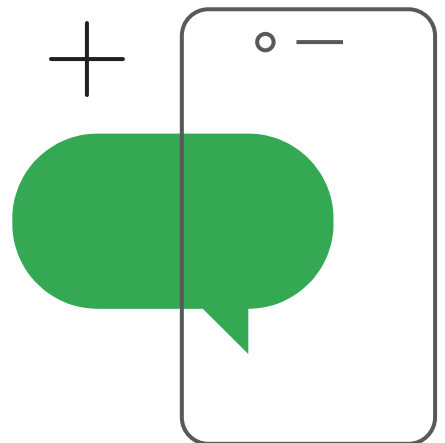


How do you **successfully scale and grow** your apps business with ads?



Which Google Ads solutions are the **best for you and your business goals**?

The Apps Landscape



Apps have **transformed** the way billions of people engage with the world.



63%

of consumers will continue to seek out the best app experiences even once stores reopen.¹

Why promoting your app is important



Get Discovered.

More than **60% of apps** have never been downloaded.¹



Stay Relevant.

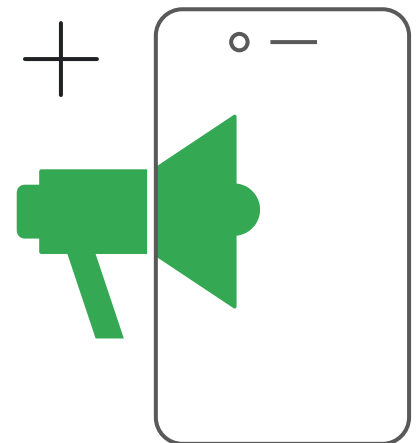
An average user has **>100 apps** but only uses **26 per month** — **five** at high frequency.



Retain Users.

Apps that re-engage with customers have a **2X higher day 30 retention rate** and share of paying users vs. apps that did not.²

Reach more
users at the
right time with
Google's App
campaigns



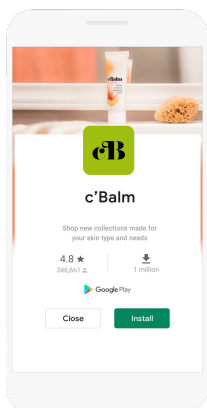
Reach more users at scale

As an app advertiser, you want to get your app into the hands of **more loyal customers**.

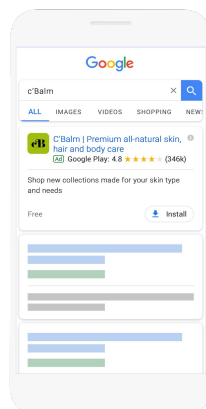
1B+
users
per channel

App campaigns streamline the process for you, making it easy to promote your apps to over **1 billion users** across Google's largest properties in a single campaign.

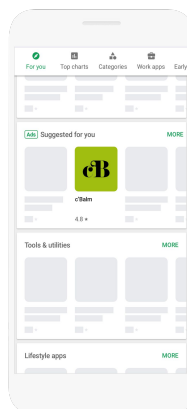
Display



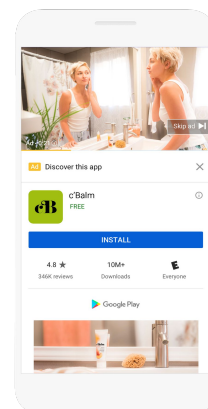
Search



Google Play



YouTube



The power of automation



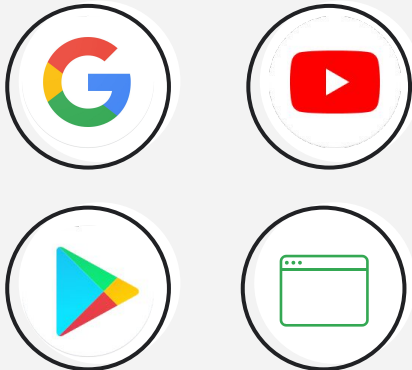
Goals + Audience + Budget

Share what matters to your business: **your campaign goals, budget and the audiences you'd like to reach for your app.**



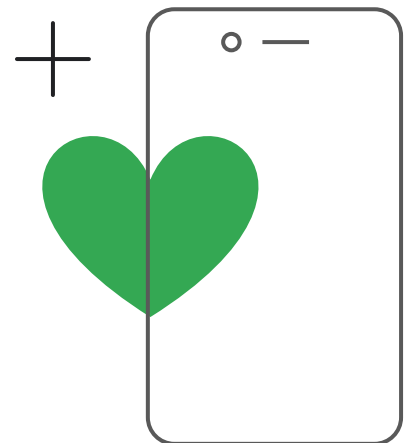
App campaigns

App campaigns use automation to analyze **hundreds of millions of signal combinations** to tailor your message to the right app users.



They test different **creative assets and channel combinations** to serve the best-performing ads cross Google's channels.

Get
started
with
4 easy
steps



1

Set conversion tracking

Conversion tracking can help you **measure events that matter to your business** and get important insights about **how your users engage with your app**.



Use one of the measurement options below that is the best fit for your app to track events and properties:

-
- [Google Analytics for Firebase](#)
 - [Third-party app analytics](#)
 - [App conversion tracking and Remarketing API](#)
 - [Track app conversions with Google Play](#)

Learn more [about mobile app conversion tracking](#)



Define your goal

In App campaigns, you're able to **optimize your targeting and bidding** for specific campaign objectives — like getting more app users, in-app actions or hitting a target return on your ad spend.



All bidding strategies for App campaigns are “Target” strategies — which seek to deliver the selected performance over the period of your in-app event's conversion window.

Let's look at **some examples** of goals you may have...

Goal 1

Build a user base for a new app. Create an App campaign that optimizes for “install volume” and targets “all users” to get the most installs for a **target cost-per-install (CPI)**.



Set a target CPI based on the average value of a new user. Let Google Ads collect enough data without running out of budget, so set a daily campaign budget that’s at least 50 times your target CPI.

Goal 2

Focus on users who complete in-app actions. Once you’ve determined which in-app action is most valuable to your business, create an App campaign that optimizes for “In-app actions.”



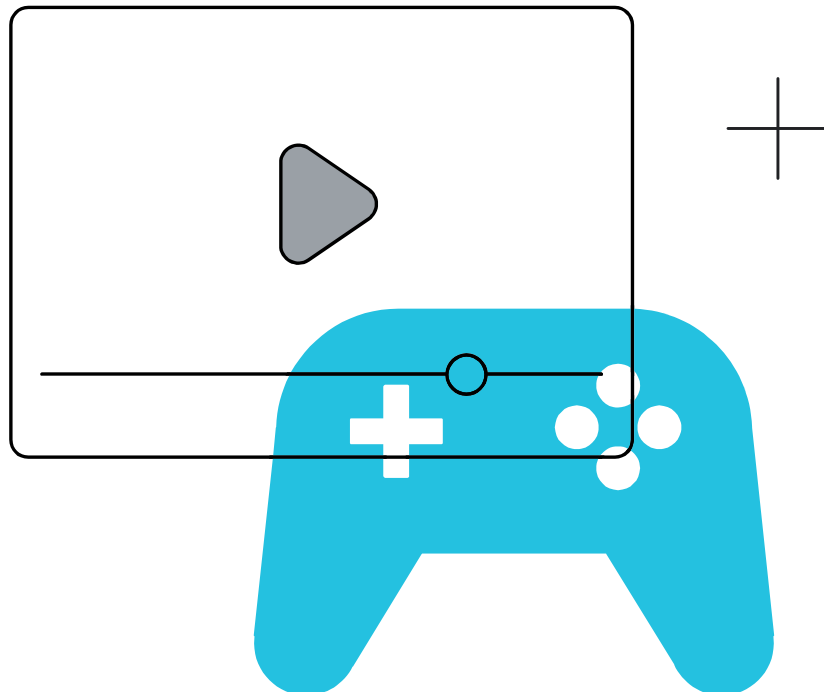
Give Google Ads enough data to identify new users who are likely to complete an in-app action. Pick an in-app action that’s completed by at least 10 different users per day in the campaign. Let Google Ads collect enough data, so set a daily campaign budget that’s at least 10 times your target cost per acquisition.

Goal 3

Get pre-registration sign ups for an upcoming app. This campaign type uses the **Target CPA** bid strategy to help you get the most conversions for pre-registrations.



When you set your bid, you're telling Google Ads the average amount you'd like to spend each time someone pre-registers for your app. The specific bid is target cost-per-pre-registration.





Make the right creative

App campaigns give you **flexibility** to serve a variety of visually engaging ads that can help **differentiate your app** from others.

People need to be hooked to **invest their attention** in your app experience.

3-5 seconds
is the average
human attention span

Creative is the most impactful lever you have to **drive performance**.

50-80%
of ROI can be
attributed to creative

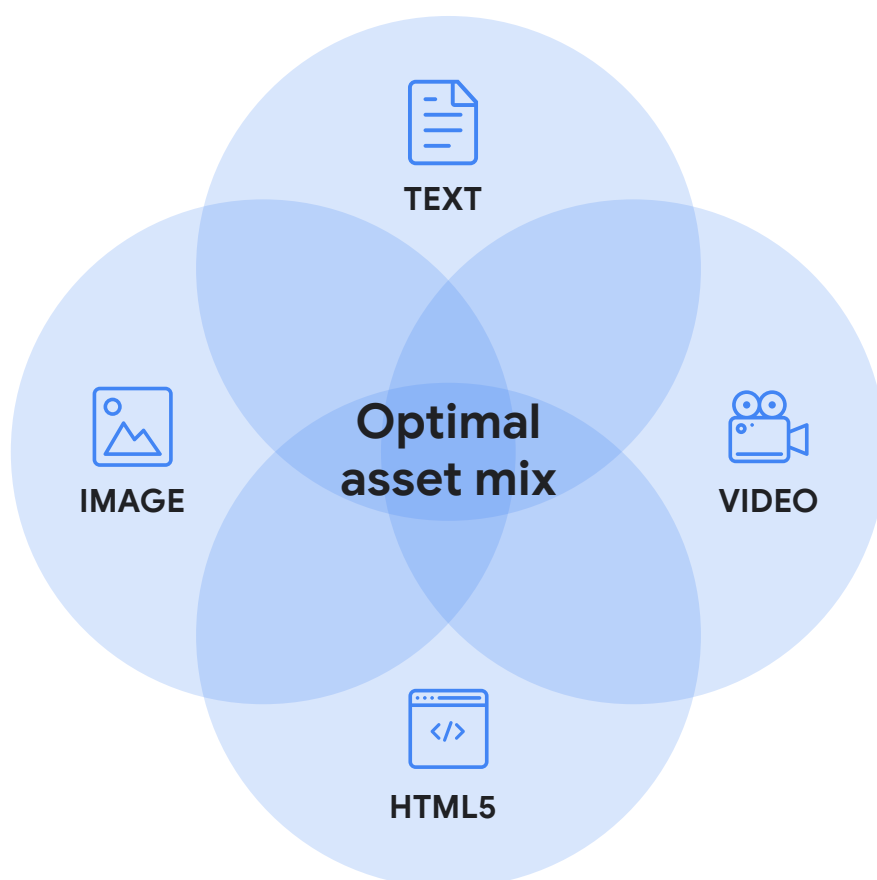
Ad strength indicator



Evaluate whether your App campaign assets are sufficiently diverse for achieving optimal performance.



Improve your ratings by adding more ad creative across each of the primary asset types: text, image, and video.



Best practices for creative excellence



[Diversify and refresh your assets](#) to help App campaigns create ads and deliver a **compelling message**.



Asset variety allows App campaigns to create more ads that can resonate with different users — and helps your ads qualify to serve more broadly across ad channels.



To maximize ad combinations and placements, upload up to the maximum number of assets allowed for each asset type: 4 for text, 20 each for images, videos, and HTML5.



Make your ads more relevant to users by tailoring your marketing message for different customer groups. **Use ad groups** to organize your assets by theme by uploading assets with similarities.

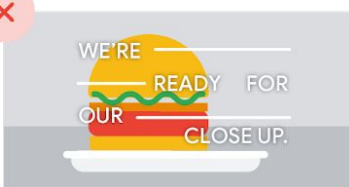
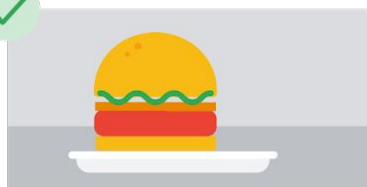
Unlock inventory and engage users with **high quality assets**



Image assets should utilize the **full ad frame**, have **high resolution**, **minimal text overlay** and **avoid superimposing** logos and calls to action.

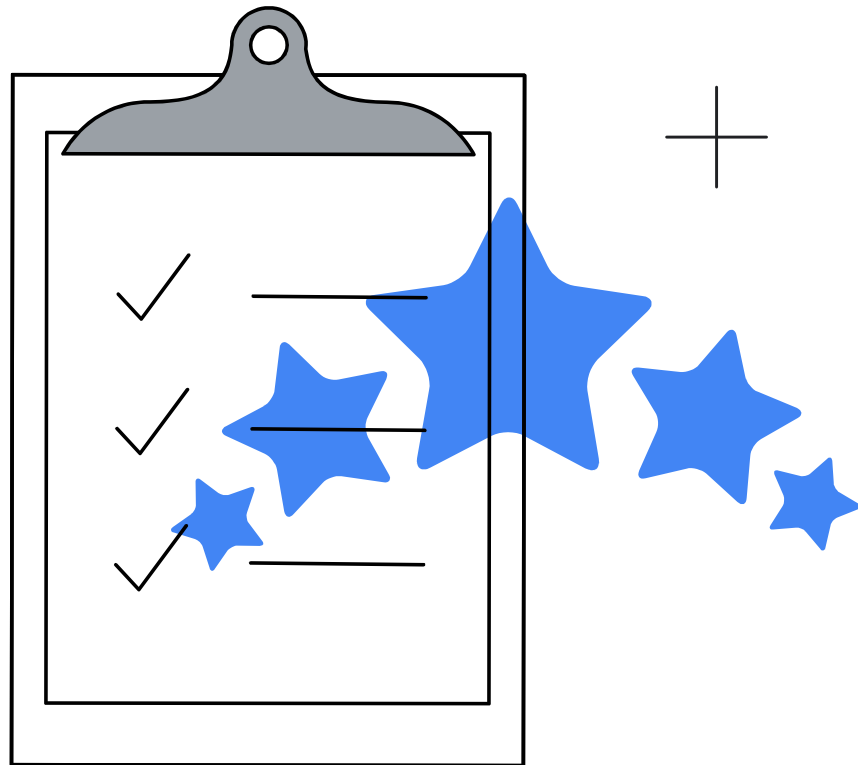


Video assets should be **diverse in length and content**, **grab attention** early, and **showcase the in-app experience** and brand.





Monitor asset performance based on “**low**,” “**good**,” or “**best**” ratings in your asset report. Use this information to replace low-performing creative and learn what creative elements resonate with customers.



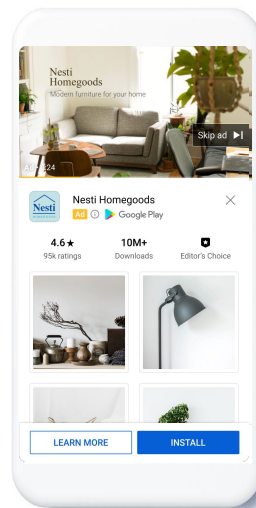
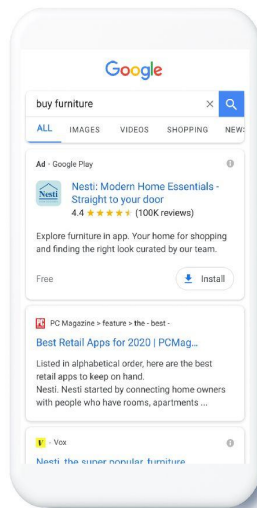
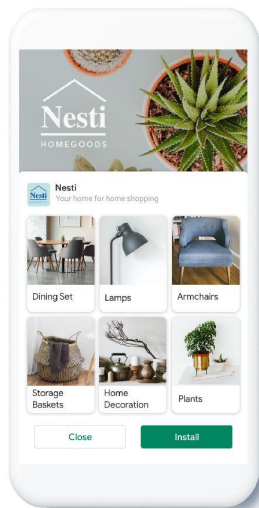
Feeds with App campaigns can make your app ads more discoverable and relevant



Demonstrate that your app has what customers are looking for by surfacing more product images in your ads on YouTube and the Google Display Network.



Feeds can also expand your ads' eligibility to run on Google.com. By giving Google's ad algorithms more signals on what's available in your app, feeds increases the likelihood of your app ads matching with related user queries.





Implement deep linking

Today's users stick with brands who make it **easy for them to take action** — no matter where they engage.



74%

of consumers are more likely to be loyal to a brand if its app is seamless and easy to use.¹

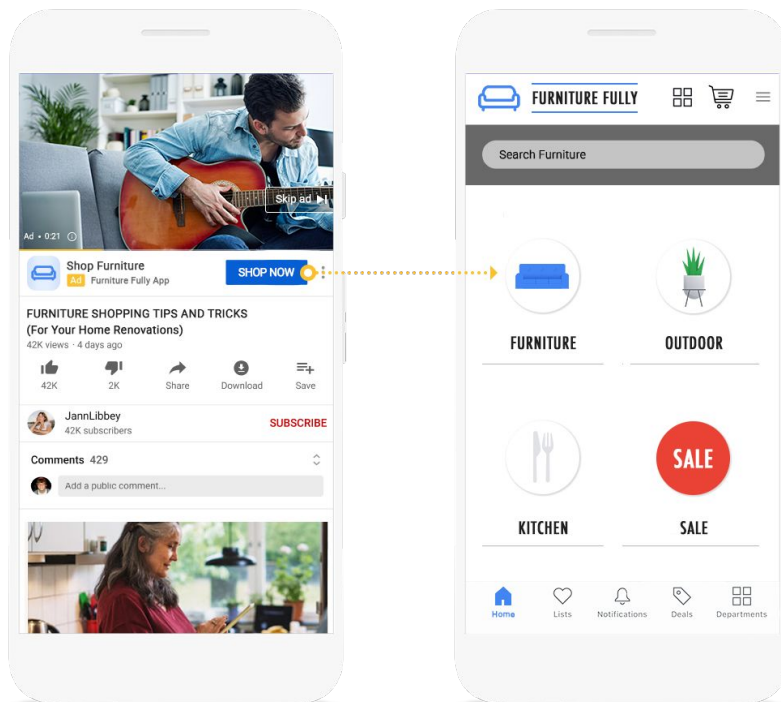
One of the most important ways to deliver a seamless experience is by implementing **deep links**.

Deep linking brings users to **specific places in your app** so it's easier to find what they're looking for.



2X

conversion rate driven by deep linked ad experiences on average.¹



¹Google Studies

Here's how it's done



Enable app deep linking using [App Links](#) on Android or [Universal Links](#) on iOS.



Report app conversions through [Google Analytics for Firebase](#) and link your account to your Google Ads account to see reporting.

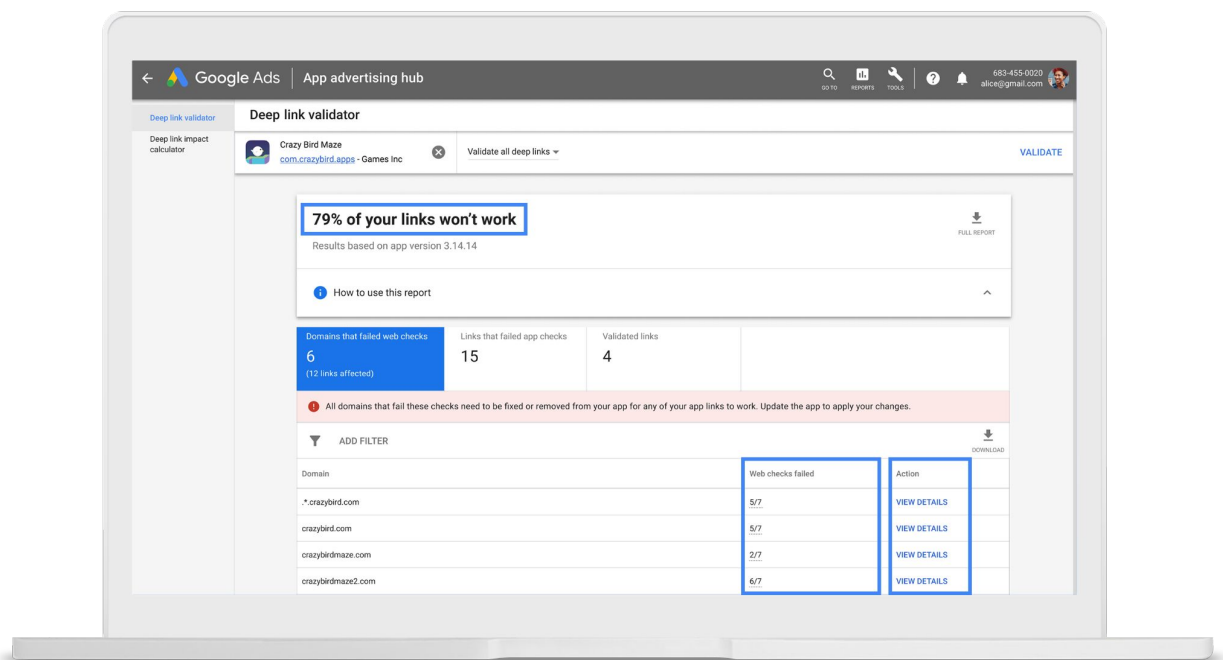


Use [Smart Bidding](#) to optimize for mobile web and app conversions based on the performance of each destination.

Use our deep link validator to get started



First, go to the App Advertising Hub in Google Ads. Use the **deep link validator** find out what kinds of deep links you have and if they're seamlessly connecting from web to app.





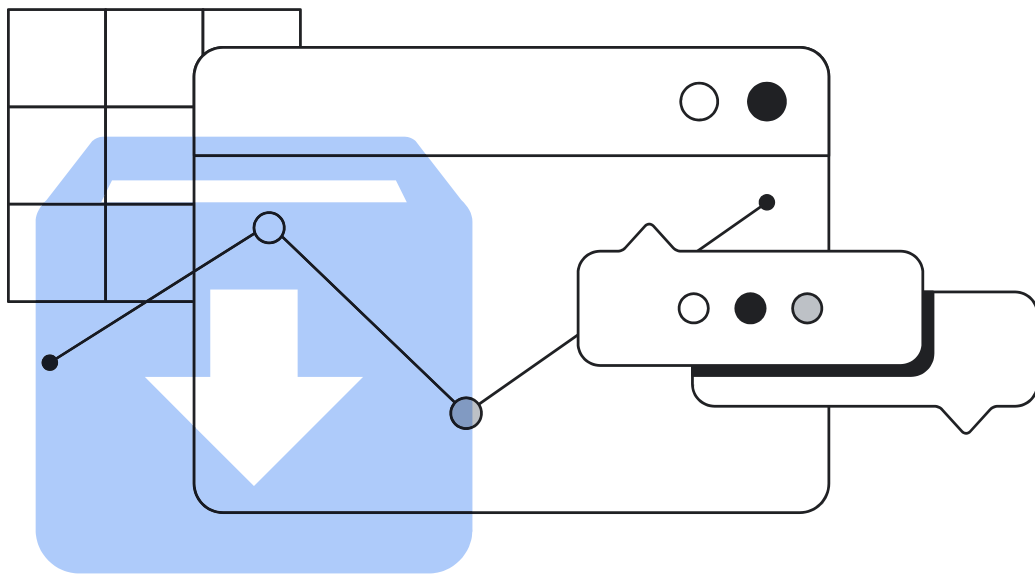
Then, use the **deep link impact calculator** to see how implementing deep links connects to your ROI so you can prioritize better.

The screenshot shows the Google Ads 'Deep link impact calculator' interface. At the top, it says 'Google Ads | App advertising hub' and '7 days up to yesterday Jul 7 - 14, 2028'. The main heading is 'Deep link impact calculator'. Below this, it says 'Select the app platform for this report: iOS and Android'. A key insight is highlighted: 'Only 29.4% of your spend on web campaigns is eligible to send users to your app'. A pie chart titled 'Spend coverage on mobile traffic' shows 29.4% for 'Spend on deep link URLs' (\$10.33K) and 70.6% for 'Spend on non-deep linked URLs' (\$24.8K). Three boxes show missed conversions: 'Missed conv. (top 10 URLs) 2K - 3K +12.5% spend on deep links', 'Missed conv. (top 20 URLs) 5K - 6K +25.9% spend on deep links', and 'All missed conv. 50K - 70K +71.6% spend on deep links'. A table below lists URLs with columns for Clicks (Mobile), Cost (Mobile), Conv. (Mobile), Missed conv., and Action.

URL	Clicks (Mobile)	Cost (Mobile)	Conv. (Mobile)	Missed conv.	Action
https://url-1.com	607	\$1846.82	507	30-91	CHECK IN DEEP LINK VALIDATOR
https://url-2.com	1503	\$1767.71	1403	84-252	CHECK IN DEEP LINK VALIDATOR
https://url-3.com	977	\$1163.75	1063.75	52-158	CHECK IN DEEP LINK VALIDATOR
https://url-4.com	729	\$479.47	629	38-113	CHECK IN DEEP LINK VALIDATOR



Finally, **download the reports** from each tool to share with your developer teams so you can work together and get started.



To find out
more visit the

[Advertising Solution Center](#)

