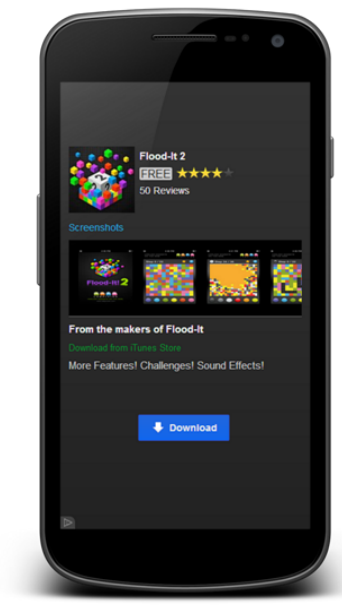
Introducing CPC Interstitials in AdWords

AdWords advertisers can now bid on CPC Interstitial ads running within mobile applications. These engaging full screen units can be used to drive app downloads or commerce on mobile sites.

Key benefits

✓ Ability to reach over 300M users on Google's mobile app network
✓ Strong interaction and conversion rates
✓ App Promotion Interstitials require minimal creative investment

New formats



App Promotion Interstitial

Image Interstitial (300x250)

How to book

App Promotion Interstitials: Build a mobile app-specific campaign in your AdWorc account. Create a text ad with an Apple App Store or Google Play Store Destination URL. These ads will automatically run on both Banners and Interstitials. If you want to run only on Interstitials, exclude the "In-app Banners' category in the Display Network tab.

Image Interstitials: Build a mobile app-specific campaign in your AdWords account. For smartphones, upload 300x250, 320x480, and/or 480x320 images. For tablets, upload 1024x768 and/or 768x1024 images.

AdWords

AdWords is Google's main front end for digital advertising. AdWords is a stable, refined, and efficient vehicle for getting your message to the right user at the right time.

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