Tapping into Mobile App Installs Google Best Practices



Building a Valuable User Base for Your App

If you want to find out more about how to drive mobile app downloads, download the full guide here.

- 1 Estimate how much an app user is worth to your business. Why: Know the maximum limit you can spend per install while remaining profitable.
- 2 Develop ads and an app store page that clearly describe your app's value. Why: Attract qualified users who will download and engage with your app.
- 3 Check that you're accurately tracking and attributing installs. Why: Measure the effectiveness of your app install campaigns based on reliable conversion data.
- 4 Promote your app broadly across display, search, and video. Why: Reach all potential new users while they're using other apps, looking for you, and consuming media on their devices.

The DISPLAY Formula for Success

Conversion **Broad** App Install **Optimizer Targeting Ad Template** Maximize reach by creating Adjust CPC bids Set up one broadly automatically to save time targeted ad group so that ads that automatically and get as many downloads Conversion Optimizer can resize to show in all from your target CPA reach all users eligible placements

The SEARCH Formula for Success



The YOUTUBE Formula for Success



■ 5 Start with broader targeting and then fine tune around high value users. **Why:** Look for ways to generate more of the types of users that you want for your app.