

# Tapping into Mobile App Installs

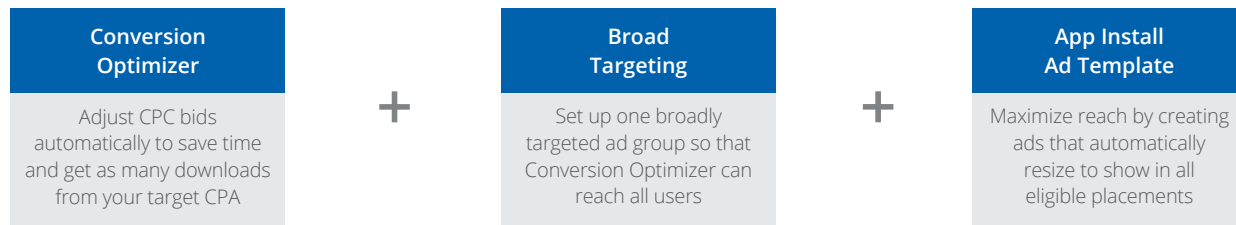


## Building a Valuable User Base for Your App

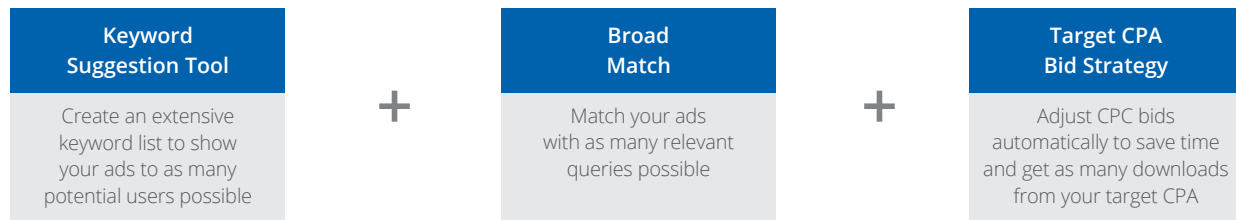
If you want to find out more about how to drive mobile app downloads, download the full guide [here](#).

- 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



### 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.*