APP DEEP LINKING

App deep linking

For many brands, your experiences span mobile web and apps, and directing your customer to the right experience is critical to acquiring new customers and building loyalty with existing ones. Last year at Google Marketing Live, we announced app deep linking from Search, Display and Shopping ads. In the coming months, we'll be rolling out deep linking from YouTube, Hotel, Gmail and Discovery ads. This means your customers will be able to complete their desired action—buy something or order food delivery—seamlessly from an ad click right to your app. This delivers a better experience for your loyal customers while improving insight and measurement for you. On average, deep linked ad experiences drive 2X the conversion rates.

Key benefits

Deliver a more seamless mobile ad experience
Direct your app customers from your ads to where they can easily complete their desired action in your app.

Close the loop on mobile conversions
Define and measure important conversions for both your mobile website and app.

Help improve mobile ROI
Optimize for performance using conversion data from your mobile website and app.

Getting started

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.

Customer story

Magazine Luiza, one of Brazil's largest retail companies, recognized that its app was growing in popularity. By enabling deep linking, loyal customers who tapped on a Magazine Luiza ad were taken directly to the mobile app they already have installed. They saw a **35% increase** in **conversion rate** from mobile devices, leading to a **110% increase** in **sales** through the app and **40% growth** in **overall mobile purchases**.

35%
Increase in conversion rate from mobile devices
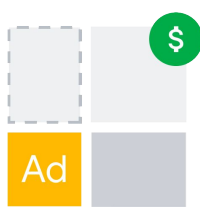
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Google Ads