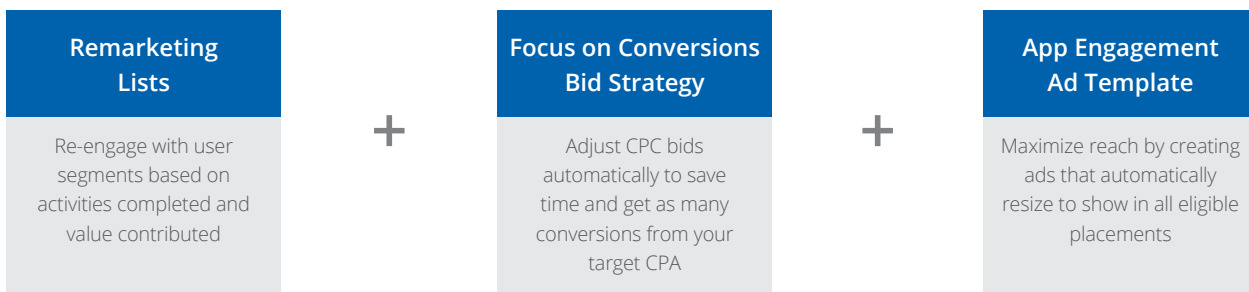


Increasing User Engagement for Your Mobile App

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

- 1 Track what users do in your app after they've installed.
Why: Understand how users engage with your app and when folks drop out.
- 2 Advertise a compelling reason for users to re-engage with your app.
Why: Tailor your messaging for different user segments based on what you'd like them to do.
- 3 Set up custom deep links that will take folks directly to the parts of your app.
Why: Make it easy for your users to perform a specific action once they click through your ad.
- 4 Re-engage your app users across display and search.
Why: Reach users who already have your app installed while they're using other apps and when they're looking for you.

The DISPLAY Formula for Engagement



The SEARCH Formula for Engagement

