

Lecture 35: Promote Your App In Google Search Results

The best way to reach potential users who are actually looking for apps similar to yours, is by creating a mobile search campaign. Aside from using a different ad type, this type of campaign is similar to search campaigns directing traffic to your website. Within the search campaign you'll need to create a new ad group, select App/digital content ad, and then enter your keywords people would use when searching for your app in the app store.

Now, Before your campaign can go live, you'll need to create the actual ad. "App promotion ads" formerly known as "click-to-download" ads make the ad creation process simple. App promotion ads link directly to the Google play store or Apple app store making it simple for users who click the ad to download. Remember, App promotion ads are much smarter than your average ad. Android app ads will automatically only show on android phones and iTunes apps will only show on iOS devices. Okay, I'll see you in the next lecture.