

# Lecture 36: Promote Your App Within Other Apps on the Google Display Network

The Google Display network includes over 2 Million Publisher sites as well Admob's 650,000 plus active apps.

Promoting apps within other apps is a great way to expand the reach of your campaign outside of the search network. Since apps are part of the display network, you'll need to create a campaign targeting the Mobile Apps option within the Display Network campaign type. You can then choose which types of device models, operating systems, and carriers you want your ads to show on.

Once you create your first ad group, you'll have to choose which apps you want your app to show in. You can select all available apps, only particular app categories, or individual apps. These ads will use the same "App promotion ad" which you used for campaigns targeting the search network. You also have the option to use image ads.

If you choose to use an image, you'll need to have image sizes that are supported by mobile, which are the following: 320×50, 320×480, 480×32, 480×320, 768×1024, and 1024×768. Be sure to check the Recommended Link below. Okay, I'll see you in the next lecture.

## **Recommended Link:**

<http://www.google.com/ads/displaynetwork/>