

# Lecture 37: Promote Using Facebook Mobile App Ads

If you want more downloads or installs, then Facebook App Install ads are right for you! Show your ads on the Facebook news feed and direct users to the app store to download. Increase downloads by using Facebook's targeting options to reach your app's most relevant demographic. Easily create and run these ads with just a URL!

The ability to customize your app ad is also a new feature you'll like. Before, all content within the ad was originally pulled directly right from the App store. Now you can add a custom message, change the title, and upload a new app icon. You can also choose from several other call to action buttons besides the "Install Now" one. Be sure to check the Recommended Link below. Okay, I'll see you in the next lecture.

## **Recommended Link:**

**<https://developers.facebook.com/docs/ads-for-apps/mobile-app-ads>**