

Lecture 38: Sway Your Users Back To Your App Using FB Mobile App Engagement Ads

Facebook has started something called mobile app ads to help drive engagement from users who have already downloaded your app. Uses deep-links to direct users to specific locations inside your app, such as a sale, and gets them interested in your app again.

For this type of ad to work though. Your app must support deep-linking, and be registered on Facebook, and app settings must be configured. Be sure to check the Recommended Links below. Okay, I'll see you in the next lecture.

Recommended Links:

You can find all of the instructions [here](#).

<https://developers.facebook.com/> (Instructions)

<https://business.twitter.com/solutions/drive-app-installations-or-engagements>

<http://www.mopub.com/platform/>