

Mobile Ads

Terminology

Q: What does Deep-linking allow?

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A: Deep Linking can be used in ads to direct potential customers to more targeted sections of your app. It can be used for both

Q: What allows you to specific a location in an app to correspond with the content you wish to show?

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A: Deep link.

Q: What is the formula for the right mobile bid according to Google?

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A; $(\text{mobile conversion rate} / \text{desktop conversion rate}) - 1$

Q: What tool shows you what happens after a customer clicks on your ad?
And what does this tool show?

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And what does this tool show?

A: Conversion tracker shows what happens after a customer clicks on your ad: did they make a purchase, did they download the

Q: What type of data would the Mobile App Analytics Acquisition report provide you?

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A: It would tell you how often your mobile apps are installed and opened. It will not tell you how to find the lowest cpa. It will not tell

Q: Who does App remarking
allow you to target?

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allow you to target?

A: People who have
used your app before.

Q: What sort of data does Mobile App Analytics Behavior Reports give you?

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A: It will help you discover how users interact with your app.

Q: What can app engagement
ads help you with?

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A: It can show customized ads to users who already have the app in order to create further engagement with the app.

Q: What is AdMob?

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A: It is a platform for analyzing, monetizing, and promoting apps online.

Q: What are App
extensions?

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A: They are a type of ad format which shows extra information about your business.

Q: What are viewable impressions?

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A: An impression that has been viewed.

Q: If you want to create and manage video campaigns in AdWords which format should you use?

Q: What type of ad is an app install?

A: TrueView (CPV).

Q: What type of ad is an
app install?

Q: What type of ad is an app install?

A: An ad that takes the user straight to the app store to download the app.

Q: What is a lightbox
Ad?

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Ad?

A: A cross-screen expandable ad format that can be optimized for taps or swipes on mobile and for mouse-overs or clicks on

Q: What is
showrooming?

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showrooming?

A: The phenomenon of going into a
brick and mortar store but buy
through mobile.