

Mobile Ads

Hodge Podge

Q: Who does App remarking
allow you to target?

Q: Who does App remarking
allow you to target?

A: People who have
used your app before.

Q: If you make video games is it smart to do remarking on your own game?

Q: If you make video games is it smart to do remarking on your own game?

A: Yes. If you want to promote a paid version of a game you can remarked to users above a certain level.

Q: What are some techniques to reengage users to your app?

Q: What are some techniques to reengage users to your app?

A: You can build remarketing lists, engage in proactive outreach, offer something unique, use deep linking, and track everything

Q: How can you create remarking lists based on how frequently a customer uses the app?

Q: How can you create remarking lists based on how frequently a customer uses the app?

A: Studying usage data.

Q: What type of extension will allow your ad to appear within Google Maps for Mobile?

Q: What type of extension will allow your ad to appear within Google Maps for Mobile?

A: Location Extensions.

Q: What are some
mobile ad extensions?

Q: What are some mobile ad extensions?

A: Sitelink Extensions; Call Extension; Location Extension; Offer Extension; App Extension.

Q: When is it better to use an app extension instead of an app promotion ad?

Q: When is it better to use an app extension instead of an app promotion ad?

A: Use it if you want to drive app downloads but also want to give the user a chance to visit the mobile website.

Q: What are Sitelink
Extensions?

Q: What are Sitelink
Extensions?

A: They allow users to go directly
to specific pages on your site.

Q: What can Location Extensions be used to do?

Q: What can Location Extensions be used to do?

G: “Location extensions show your business address, phone number, and a map marker with your ad text.