

App Install Ads Cheat Sheet

	Mobile Users (% of total users)	Ad Placement (Pricing Model)	Creative Requirements	Targeting Capabilities	Perfect for...
	1.2 Billion (82%)	Suggested App – Mobile News Feed & Partner Apps Dedicated app install ad feed on its mobile app (CPA)	Images: up to 6 Headline: 25 characters Text: 90 characters CTA: 11 choices Facebook will add your Store rating, Category or Number of users	Location, Age, Gender, Languages, Interests, Behaviors, Custom Audience, Platform, Device, OS, Wifi Retarget App Users: Yes	Short campaigns targeted to specific user personas.
	227.2 Million (80%)	App Card – Twitter Feed (CPA)	Images: 1 Headline: n/a Text: 140 characters CTA: 2 choices Twitter will add your Review count, Store Rating	Location, Gender, Language, Devices, Keywords, Followers, Interests, TV Targeting, Tailored Audiences Retarget App Users: Yes	Real-time campaigns targeted to specific user personas
	<i>Over a billion unique users per month, mobile users undisclosed (n/a)</i>	Search Network (CPA) Display Network (CPC or CPA)	Headline: 25 characters Description: 60 characters Adword will add Price, Store Rating, Review count In-app Interstitial, Banners	Location, Language, Keywords, OS, Device (option to exclude tablet), Carrier, Wi-Fi-enabled Interests, Demographics (Display) Retarget App Users : Yes (Android only for Search)	Longer campaigns Reaching large audience. Traditional display buying is great for branding & awareness
	550 Million (55%)	TrueView video pre-roll (CPA)	Link your App Promotion YouTube video, Description & Price. YouTube will add your App name, Icon, Ratings, YouTube channel	Location, Age, Gender, Interest, OS, Device, Carrier, Video Topics Retarget App Users: No	Video preview of your app to targeted audience
	129.4 Million (65%)	User Dashboard Sponsored App (Testing Price Models)	Headline, Description CTA: Install Now	Interests, User activity, Location, Gender Retarget App Users: No	Still new, promising for targeting younger user demographics.