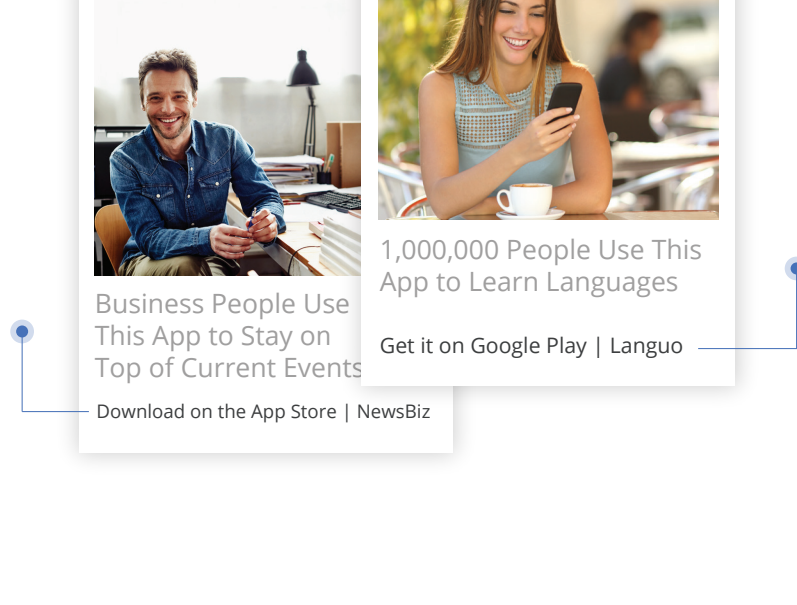


App Download Creative Best Practices

Prepare your users for the direct-to-app-store experience

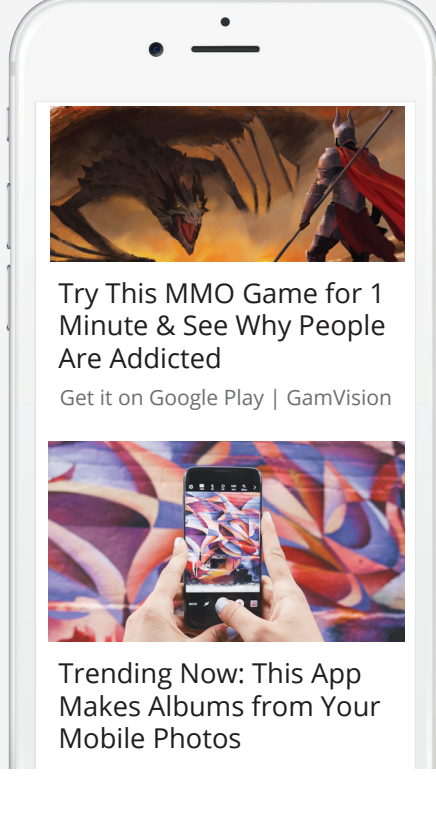
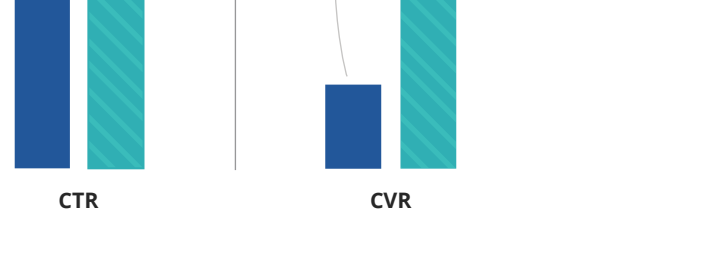
For successful install campaigns, your branding text should give users a heads up that rather than landing on an article, they are prepared for a direct-to-app-store experience.



Use keywords to filter to the 'right' users

Action words like 'download' are proven to filter out users who aren't interested in downloading apps.

You may encounter lower CTR rates but you will be reaching a highly targeted, higher converting audience.



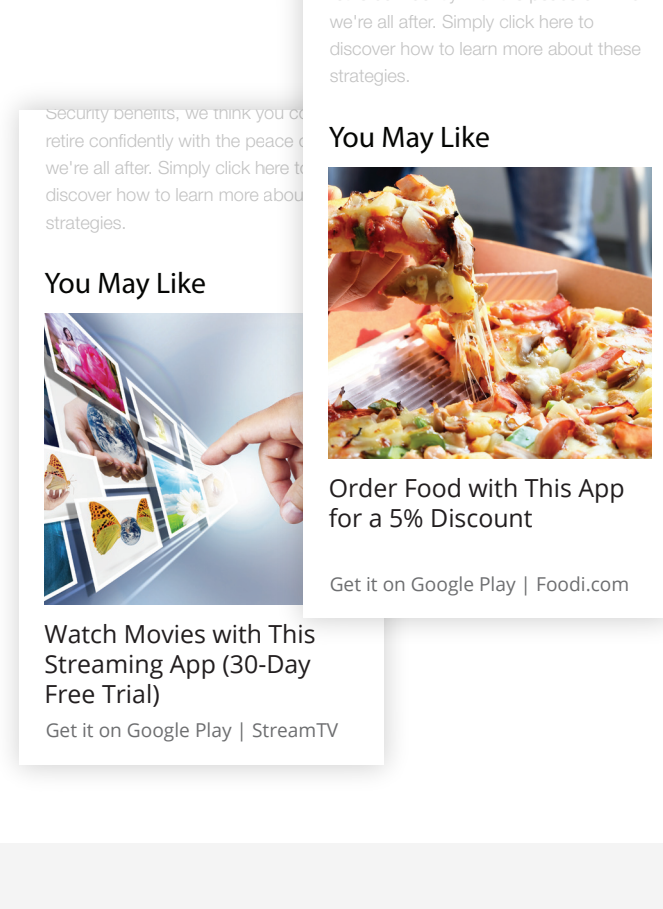
Make your headlines descriptive

Highlight what the app does or its value proposition. This allows the right users to enter your funnel, increasing your CVR.



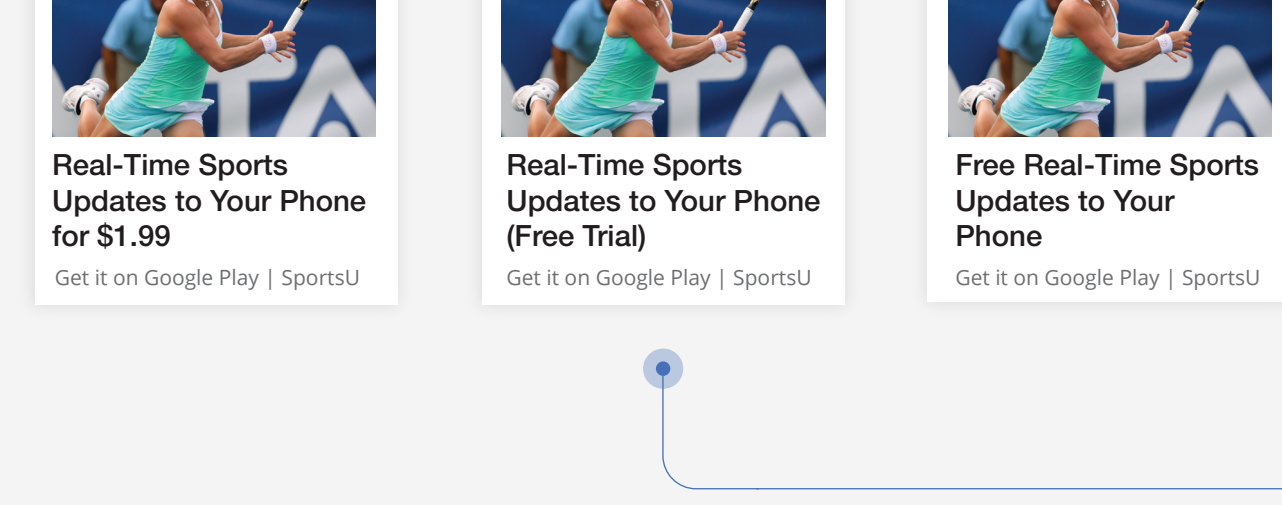
Give users a reason to download

No one wants to waste phone memory or battery power on a new app without good reason. Be sure to explain the value of the app and try to give users incentive to download such as a free trial, discount or other.



When it comes to apps, free is a fail

The majority of apps are already free, so adding this to a headline or branding text is unnecessary. If the app isn't free, include the price or offer a free trial in your headline.



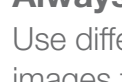
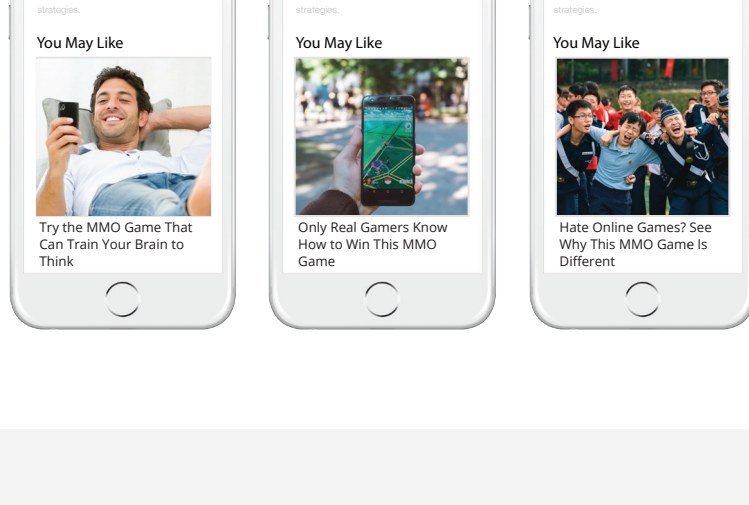
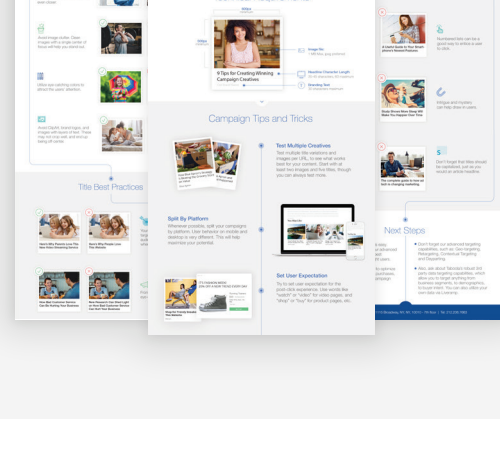
Test headlines with different terms

Try different keywords in your headlines. Words such as: App, Addict & Deal were all found to increase both CTR and CVR.



Follow our best practices for higher CTR

For increased CTR, follow our best practices and consider testing autoplay videos which engage users more than still images.



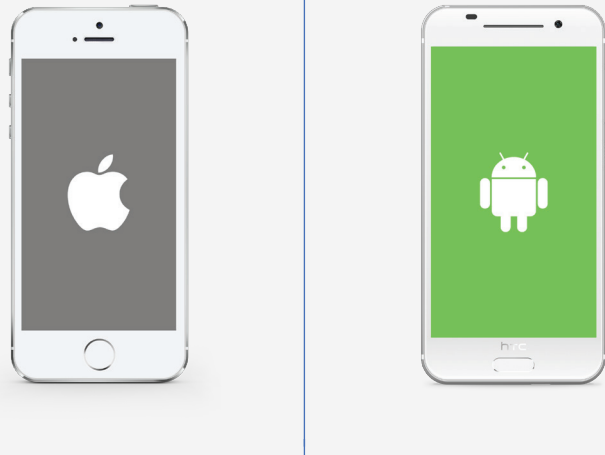
Always A/B test

Use different headlines with various images to see which versions perform best. Be sure to assess and retest new creatives every 2-4 weeks.



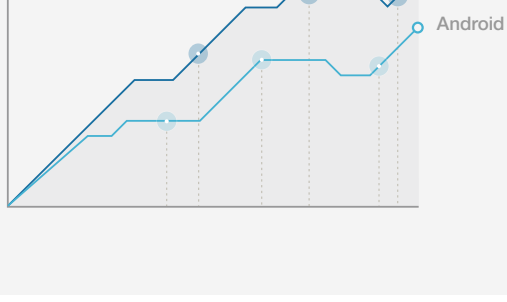
Campaign Set Up

iOS and Android users behave differently, so split campaigns by operating system. This allows our algorithm to gain insights and share precise data for each group.



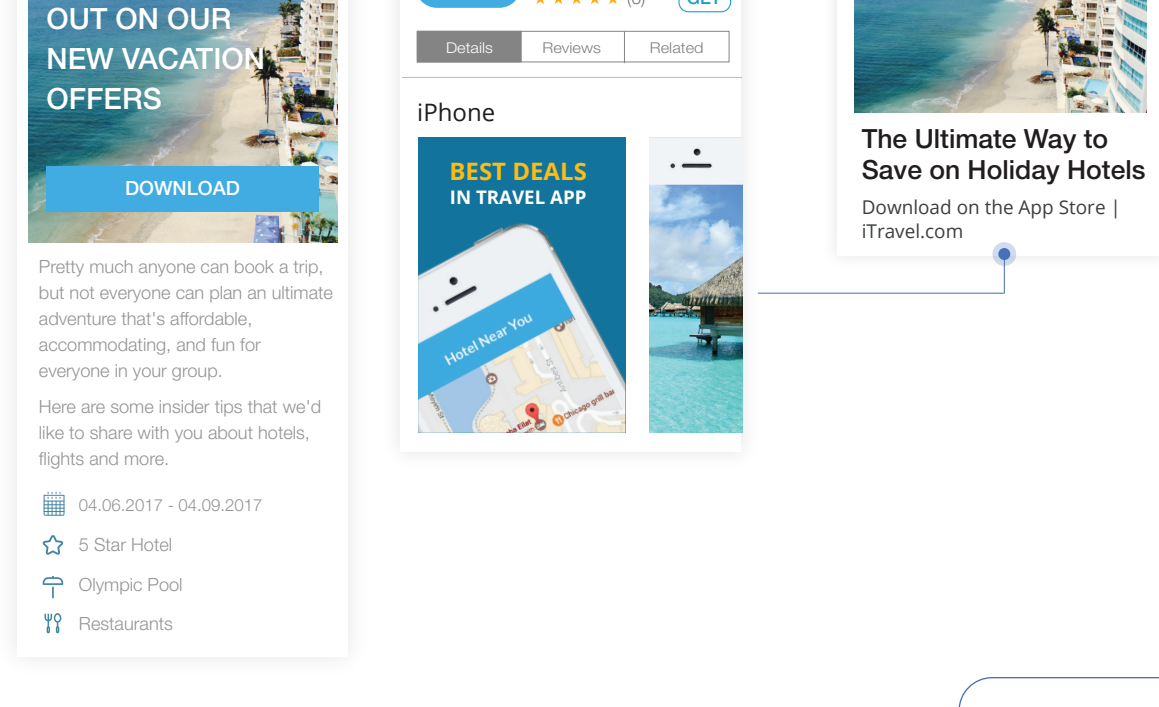
Increase CPC for iOS

While iOS campaigns may have higher CPIs, they often have better post-install performance.



A/B test using landing pages

While many are successful using direct-to-app-store campaigns, we also recommend testing a similar campaign that leads to a landing page with a more detailed app description.



Get a clear picture of your data

Be sure to drive your install data to Taboola via one of our many mobile attribution partners. This will provide concise insights into which creatives are leading to app downloads.

