

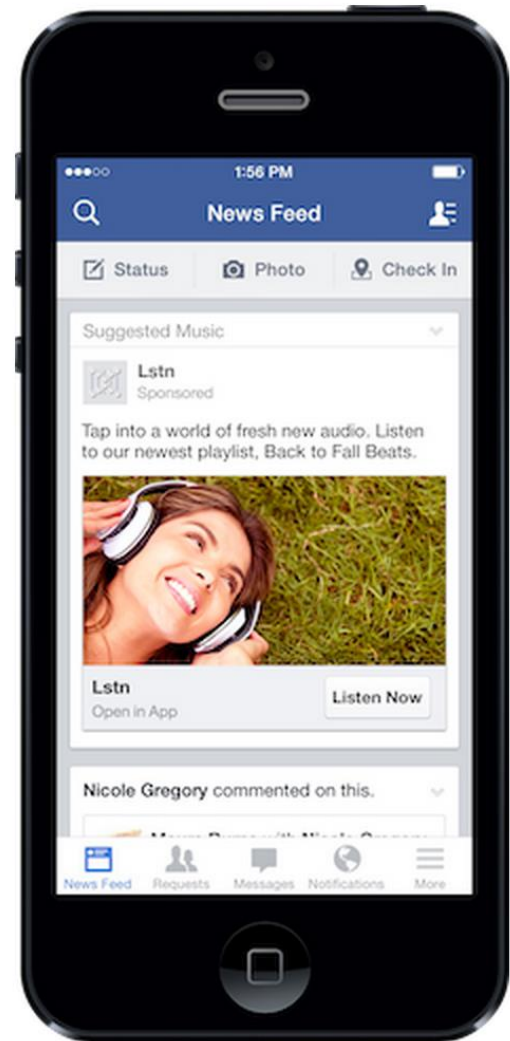


GUIDE TO Facebook Mobile App Installs



What are Mobile App Installs?

- The **Mobile App Install** (MAI) ad unit promotes mobile applications within the Facebook News Feed through a users' mobile phone by directly taking them to their respective app stores.





Key MAI Benefits

- **Target better** – more options are available for differentiated targeting(interest, demographics, lookalike audiences etc.)
- **Gain deeper insight** on your user base (demographic, creative, interests, geo-location, platform)
- **3rd party tracking** allows for deeper assessment of revenue and ROI for targeting optimization
- **MAI drives quality** installs at a low cost while driving higher user values



Pre-setup considerations

- **Define what success looks like for you**
 - Define what actions will have the most impact on your business
 - Define the results related to each action defined
- **Identify your audience**
 - Use custom audiences to identify your existing customers
 - Layer in additional native Facebook targeting options to further segment your audience
 - Ensure your audience size is large enough
 - At least 100k users for custom audiences
 - Minimum 30k users for any single campaign
 - Minimum 1000 users per adset



Pre-setup considerations

- **Create ads that speak to your audiences**
 - Keep your ad copy and images simple, engaging and authentic
 - Tailor your message to your audience
 - Test multiple sets of creative
 - Include mobile devices in your image to illustrate in-app experience
- **Measure effectiveness**
 - Closely measure traffic to your app
 - If possible, consider working with a third party Mobile measurement partner for deeper insights
 - Measure in-app actions to invest better in your campaign

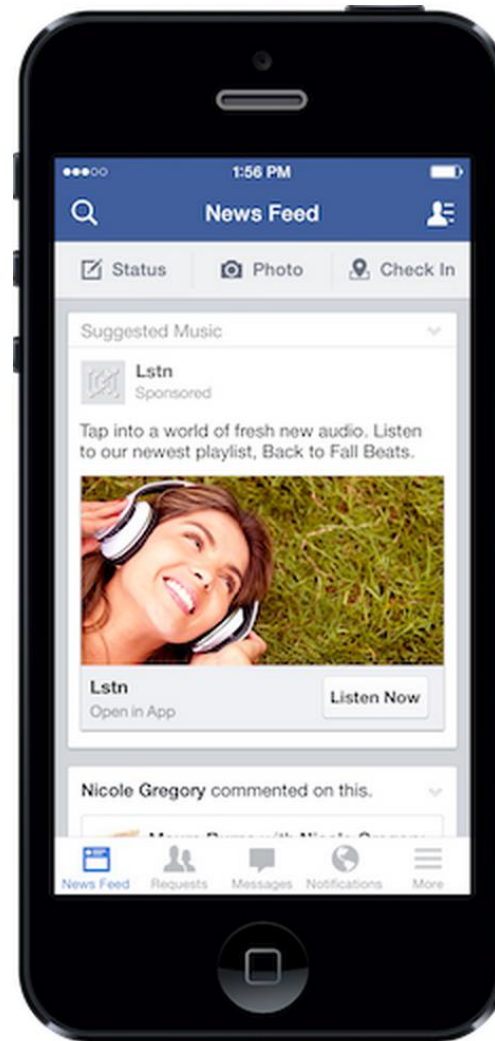


Set-up Process

1. **Register** your app
 - If desired, a developer can register an App via [Facebook](#).
2. **Configure** app settings
 - add information about your app in the App Settings page
3. Add your **Advertiser account** to the App settings
4. Access Social Ads Tool and **link your account**
5. **Start creating ads** in Social Ads Tool!

Creative best practices

- Less than 20% text
- Clear call to action
- Relatable content
- Attractive mobile device images



Text: 130 characters maximum

Image: 600 x 360px

Creative best practices

Create ads that speak to the audiences you want to reach

– Keep it simple, engaging, and authentic

Ad Copy

- Tailor your message to your audience and the goal you're looking to achieve
- Detail prices, special offers, and discounts in the ad text to call out promotions
- Select the call-to-action that most aligns with your business goals
- Adhere to 90 character maximum: Your ad copy will be truncated after 90 characters (3 lines of text)

Ad Image

- Customize images to target audience and their interests
- Test multiple sets of creative and invest in the ones with best performance
- Use lifestyle or product images along with in-app screenshots
- Include mobile devices in your image to illustrate in-app experience
- Limit text overlay to no more than 20% (Facebook ads guideline)



Mobile measurement

Measure consistently, learn what works, and optimize for better performance

- Invest in ads that are performing best
- Get started quickly by measuring traffic to your app (CTR reported in Ads Manager, no SDK required)
- Measure in-app actions associated with your mobile app ads campaign with the Facebook SDK or via a Third Party Mobile Measurement Partner
- Consider working with a Third Party Mobile Measurement partner if you want deeper
- insights (e.g., ROI, lifetime value) or if you want performance analysis across channels

Mobile measurement

In order to track post-install information (retention rate, in-app purchases, registrations etc...), it is necessary to install the Facebook SDK or utilize [a third party mobile measurement partner](#)

	FB SDK	Third Party SDK
Tracks app installs	Yes	Yes
Tracks downstream conversions	No	Yes
Free	Yes	No
Attribution	Installs = Post-Click 0-28 days and Post-Impression 0-24 hours. (Post-Impression 1-28 days also available in Actions by Impression Time report)	Installs = Post Click only, attribution window varies, usually 0-14 days
oCPM Bidding	Yes	No

A blue background with a pattern of white social media icons including a pie chart, speech bubbles, thumbs up, and various communication symbols.

Why use SocialAdsTool

SocialAdsTool (technology developed and owned by 77Agency) is an advanced Facebook Ads Platform offering a unique solution to everyone's needs.

Our technology has been built with an insight of an experienced digital agency specialized in managing **DR** and **Performance media campaign**.

Time saving and **campaign optimization** are the 2 main pillars that drive our development.

How can clients benefit from our solution?

Although most of our clients choose our service on a licensing model we still offer a free campaign management strategic support to help them achieving their desired objectives.

Furthermore we offer **free ad-hoc** functionality development to trusted clients.

Contact us info@socialadstool.com