

App Marketing Guidelines

App campaigns streamline the process of promote your apps across Google’s largest properties including Search, Google Play, YouTube, and the Google Display Network, optimized to help users find you.

Universal App Campaigns

Automate how you find the right people for your mobile app. Meet your goals faster with the help of machine learning to optimize your bids and ads. Here is what we need to get started:

- (4) independent lines of text that can be rotated in your ads in any order.
- Each idea needs to be 25 characters or less.
- Include one idea that is 20 characters or less to fit in smaller spaces.

You have the option to add up to 20 of each of the following assets:



Video

- Videos must be hosted on YouTube.
- Orientation can be landscape, portrait, or square.
- If you don’t have videos to add, AdWords may make a video ad for you using assets from your app store listing.



Image

- Images such as .jpg, .gif, or .png can have a maximum size of 150KB.
- For native ads, landscape images are the most valuable format.
- For interstitial ads, portrait images are the most valuable format.
- Other valuable formats include: 320 × 50, 320 × 480, and 300 × 250.



HTML5

HTML5 sizes currently accepted include:

- 300 × 250 (fixed size)
- 480 × 320 (landscape interstitial, variable size)
- 320 × 50 (fixed size)
- 320 × 480 (portrait interstitial, variable size)

If needed, update any location or language settings. Keep in mind, AdWords doesn’t translate your ads, so you should only target languages that match your ads.