

# The Asset Guide 2.0

A comprehensive guide to Assets & Formats in App Campaigns



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# Table of Contents

1. [What are Assets? Why is it important?](#)
2. **[NEW]** [Advertising with Text Ideas in App campaigns](#)
3. [Advertising with Video Assets in App campaigns](#)
4. [Advertising with Image Assets in App campaigns](#)
5. [Optimizing Creatives with Reporting Insights](#)
6. [Creative Asset Best Practices: Summary](#)
7. [Asset Quality Best Practices](#)
8. [Creative Tools & Services to support asset creation](#)
9. [Format Breakdown and Examples](#)

# What are Assets? Why is it important?

# Definitions



## Asset

An ad component such a text, image or a video. Can either be manual assets provided by advertisers or automatic assets pulled by App campaigns from either App / Play store.

## Ad Format

The specific format a creative is rendered on (e.g. Interstitial AdMob or YouTube TrueView. Ad Formats are auto generated from different assets in App campaigns

# Assets are the new building blocks for creative

## Manual Assets

Advertiser Uploaded Assets

Text Line 1  
10 levels of adventure  
23/25

Text Line 2  
Same fun new ducks  
19/25

Text Line 3  
Swim to Victory!  
16/25

Text Line 4  
The Duck Saga Continues  
24/25

Image Assets Max 20



Video Assets Max 20



HTML5 Assets Max 20



## Auto Assets

Generated from the Play Store/App Store automatically

App Icon App title



Adventure Duck

Ad Badge



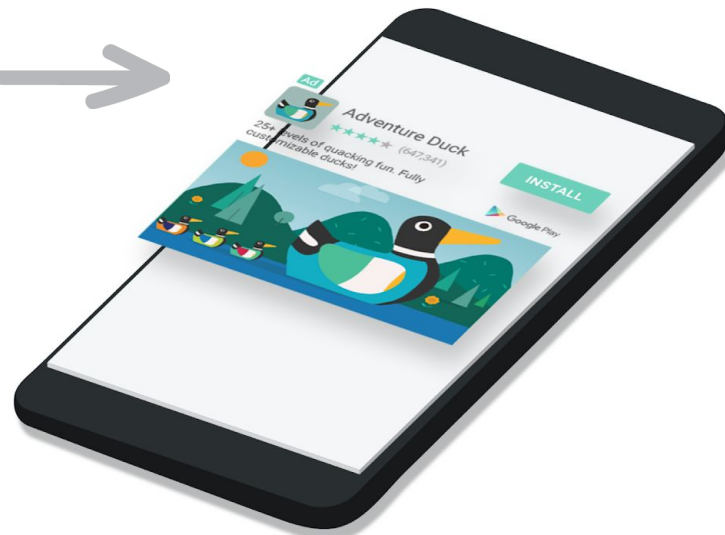
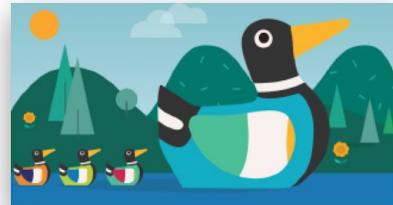
Rating



Google Play Logo



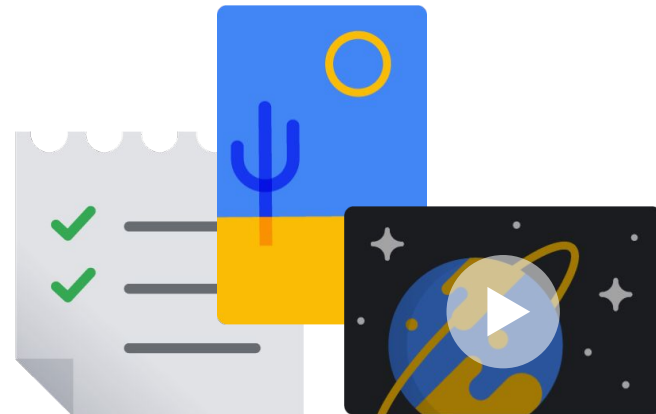
Feature Graphic



# Why do creatives matter?

Ultimately, good creatives generate better inventory & user reach.

- **KPI:** Good creatives are optimized for your KPI (e.g user value, installs)
- **Differentiate:** Good creatives help you stand out from the baseline auto formats App campaigns comes with (e.g. Play/App store assets)
- **Refresh & Test:** Different versions of creatives speak to different cohorts of users (e.g. shorter videos perform better with millennials)
- **Creative effectiveness:** If your creative is better, every single \$ spend is working harder



**Conclusion:** Creative assets play a critical part of your campaign optimization in App Campaigns. Maximizing inventory and user reach can only be accomplished by a good diversified creative asset mix.

# Benefits of Asset Ads

## Simplicity

Modularized creative “building blocks” allows AdWords to create a lot of different yet relevant ads with very little effort

## Control

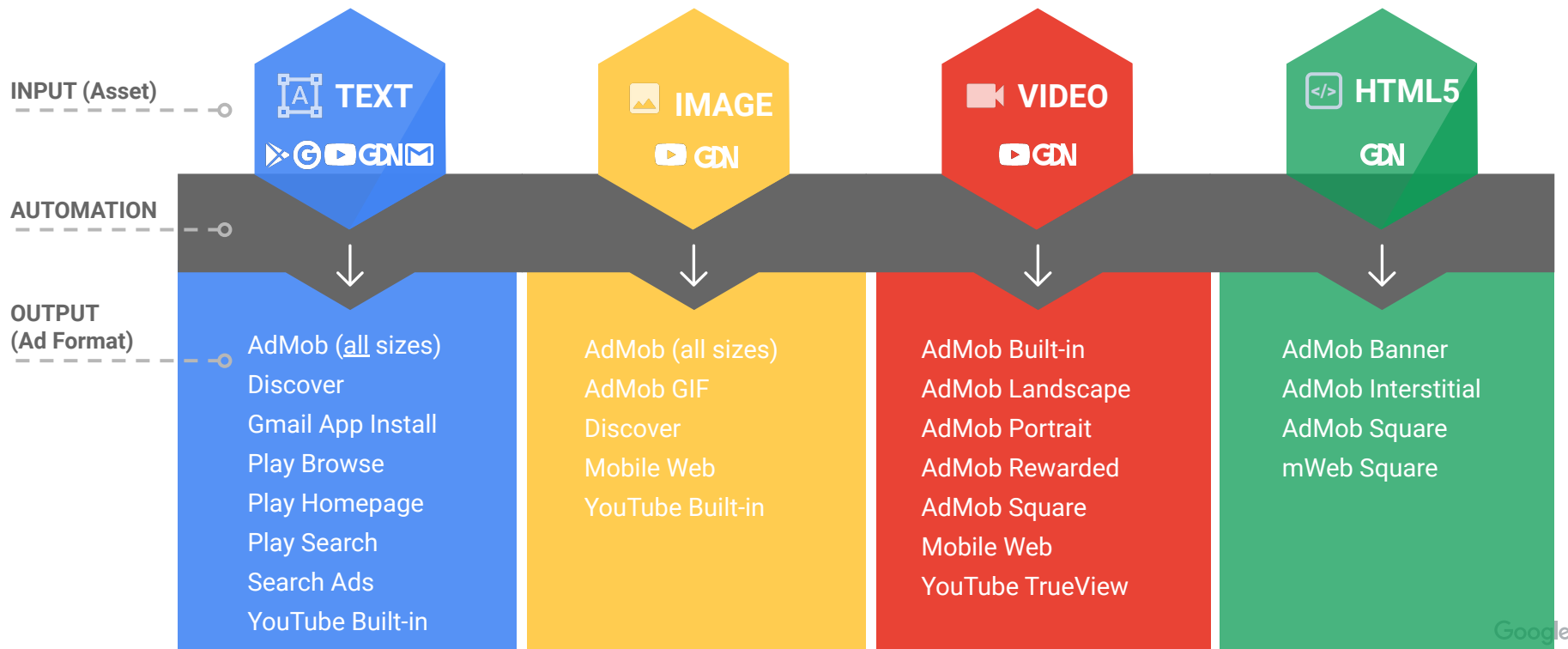
Define each building block to control the messaging to users

## Performance

Benefit from Google’s advanced Machine Learning models to assemble relevant ads for better performance

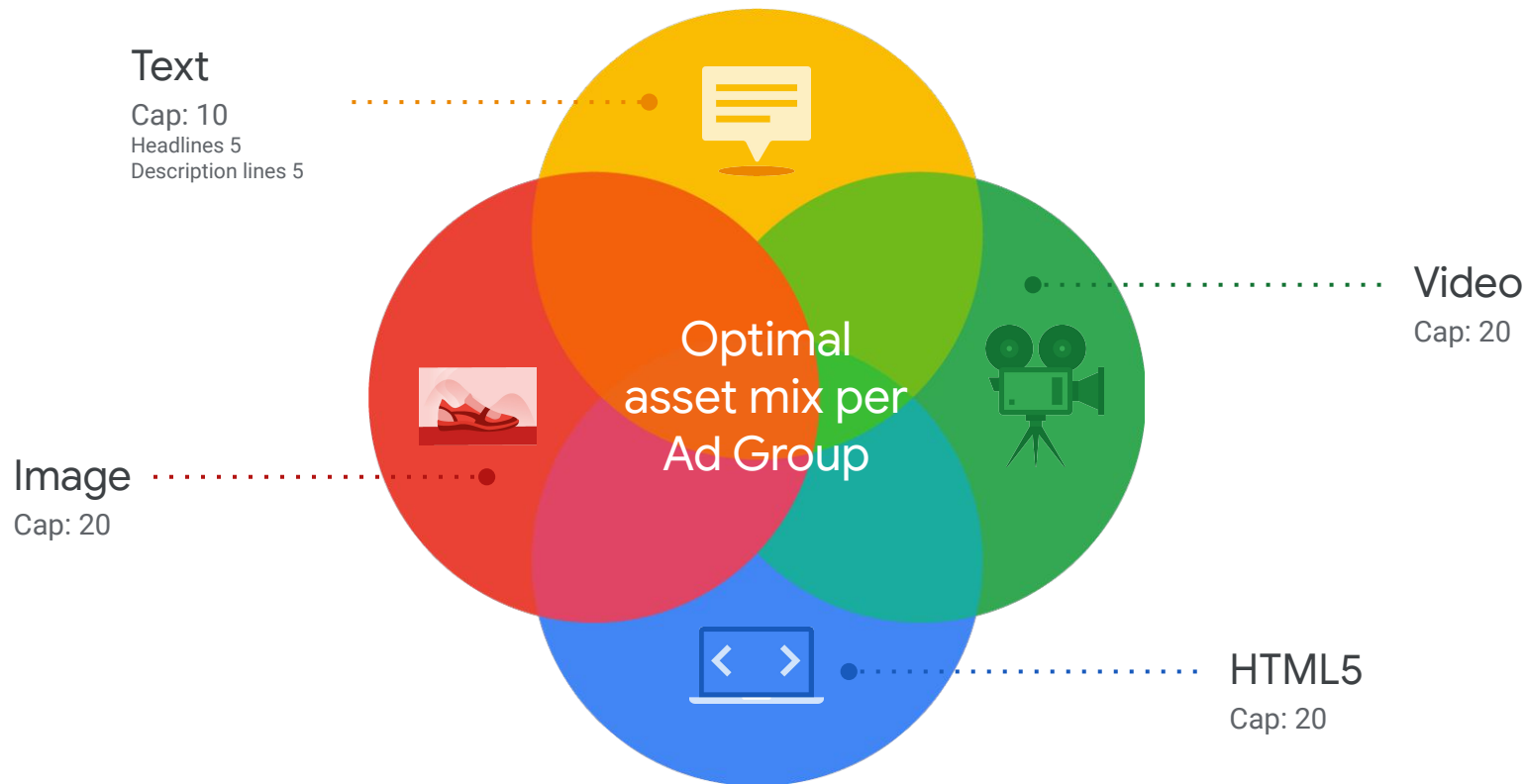
# Shifting to an Asset Mindset in App campaigns

Serve via ad formats depending on network and inventory across all Google properties





# What does the optimal asset portfolio look like in AC?



# Advertising with Text Ideas in App campaigns

# Acquire users at scale with the right text ideas

## Performance



Highest CVR compared to all other asset types

## Reach



Highest reach compared to all other asset types



## Data



New layouts led by a dedicated Google UX team

## Localization



Easily localise creatives

# Text Ideas 101: How to deliver a great ad experience

Focus on the right message to drive superior ROI for your business



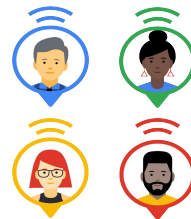
## Leverage both Headlines and Description Lines

Headlines should focus on highlighting key features of an app. Description lines should aim to educate and inform



## Use 1 USP per text idea

Some ad formats run on a single text idea



## Cater to different audiences

Cater each idea to different audiences (use Asset Reporting to iterate)

# Advertising with Video Assets In App campaigns

# General YT In-Stream best practices

Here are optional best practices on YT feed surfaces advertisers may find helpful:

- **Video thumbnail:** While all YouTube videos have a default thumbnail auto-generated from a video-frame, we recommend uploading a custom video thumbnail with 16:9 aspect ratio that best showcases the App and content of the video. Custom thumbnails can be uploaded directly on YT Studio (see instructions [here](#)). If a custom thumbnail is not specified, YouTube will auto-select a video frame as the default thumbnail, which can also be edited in YT Studio.
- **Captions:** To provide the best autoplay experience on home feed, we recommend that advertisers provide captions on the video. Instructions [here](#). Advertisers create new subtitles or closed captions from scratch on YT studio, or they can also use YouTube's auto-captions when available. When leveraging auto-captions, we recommend that you review and edit these directly. Instructions [here](#).
- **Host channel:** We recommend that the video is hosted on a YouTube channel that is associated with the App.
- **[NEW] Video title:** Ensure that the video title is representative of the message that the video is attempting to convey as we may render it as part of the format.

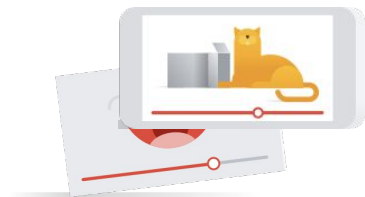


# Capture attention with great videos



## Grab attention early

Get ahead of the “skip” button by grabbing user attention within the first 2-3 seconds; Use audio to create another layer of connection and urgency



## Diversify length & content

Consider creating at least three videos with varying lengths between 15-30 seconds; Experiment with themes, styles, and subjects (different use cases or benefits) to speak to different audiences



## Be immersive

Emphasize app experience over storytelling. Emotional appeal is important, but prioritise showing the product experience as quickly as possible, with tightly framed shots focusing on app use and benefits



## Brand persistently

Introduce branding as early and as frequently as possible, both through logo and text placements in-ad, and through audio cues

# Video best practices for specific verticals

*Courtesy of Global Creative Works (fka Unskippable Labs)*



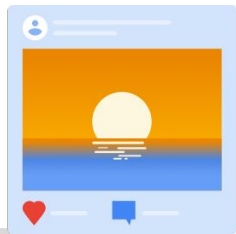
Gaming  
Released Q2'20

[The Report](#)  
[Content Training](#)



Music Streaming  
Released Q2'20

[The Report](#)



Social Media  
Released Q4'20

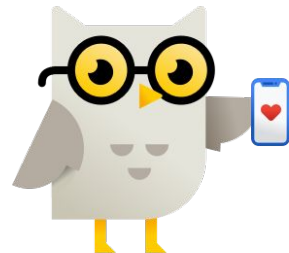
[The Report](#)  
[Content Training](#)



Retail  
Released Q2'21

[The Report](#)  
[One-Sheet](#)  
Training  
Recordings:

[AMER/EMEA](#)



App Experiment Insights  
Released Q2'21

[The Report](#)  
Training Recordings:

[APAC](#)

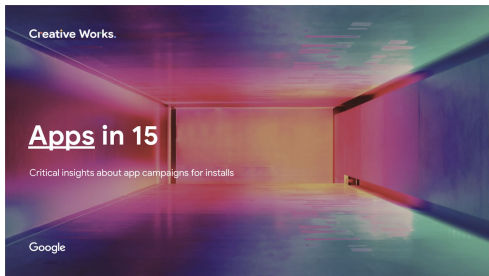
[AMER](#)

[EMEA](#)



# Additional video best practice resources

*Courtesy of Global Creative Works (fka Unskippable Labs)*



## Apps Quickstart Guide

### [Core deck](#)

5 critical creative insights to drive app installs in quick, easy-to-deliver narrative. (Built from ACi Early Insights for Gaming, Music Streaming, Social & Retail as well as ACi Experimentation Insights.)

**Externally Friendly**

## Behind the Deck

An audio series from  
Global Creative Works



Creative Works.

## 'Behind the Deck' Podcast, Episode 1

[YouTube link](#) | [Podcast link](#)

A pilot podcast series featuring some of Global Creative Works' app experts chatting about the nuance, backstories and journey to land on the key creative insights for ACi.

**Internal Only**

## Master App Campaigns with Google



## Master App Campaigns Sizzle Video

[YouTube link](#)

All of the key creative insights for ACi packaged in a short, whimsical, 8-bit story, featuring our App heroine, 'Juno'.

**Externally Friendly**

# Adding a video to your App Campaign can drive a **20% uplift in installs**.

Advertisers that **add a video to their campaign** can expect to see a **median 20% increase** in installs **without a significant increase in cost-per-install\***.



Google Play



YouTube



AdMob

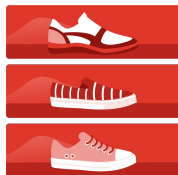
\*Based on internal analyses -- results may vary. Campaigns that add videos also generally increase campaign budget (to factor in the introduction of new inventory sources). Campaigns may see a short-term increase in CPA as your campaign explores video inventory but should expect stability after overcoming the campaign learning period within two weeks.

# Stand out with high quality images



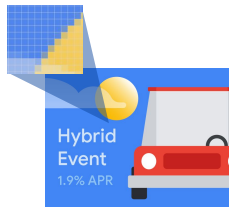
## Keep it simple

Use simple designs with minimal but accurate text for high visibility on smaller screens



## Engage with app content

Use engaging and relevant images taken directly from your app - for example, action shots or product images



## Appeal visually

Upload images with high pixel density to ensure visibility when resized for different screens—Minimise blank space and use tight framing



## Avoid superimposing text or logos

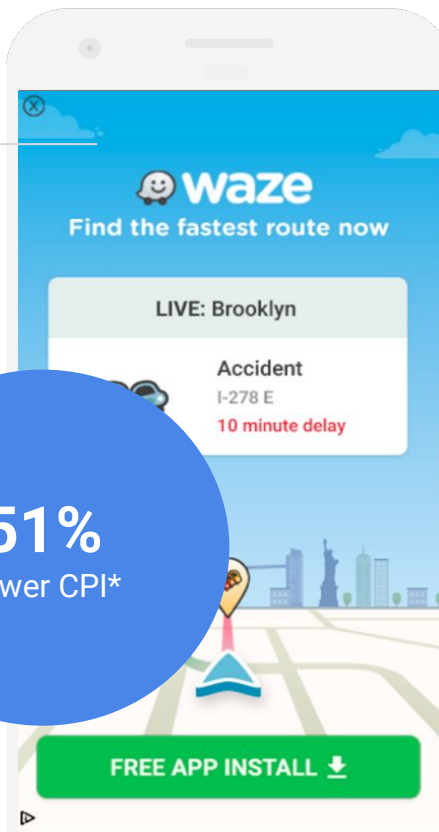
Ideally, any text or logo in an image would be organically integrated, such as on product packaging, clothing, signs/billboards, etc.

# H5 Assets

# Endless possibilities with innovative creatives in App campaigns

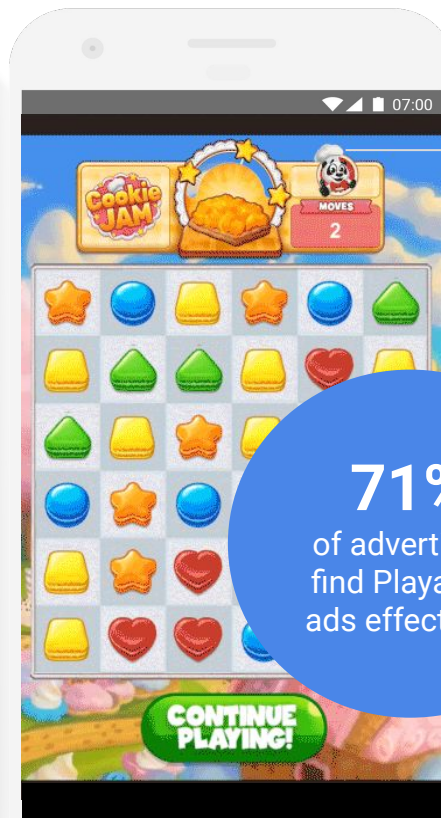
HTML5  
Custom  
Interstitial

**51%**  
Lower CPI\*



HTML5  
Playables

**71%**  
of advertisers  
find Playables  
ads effective\*\*



# HTML5 Assets:

## Creating an interactive ad in App campaigns



### Caption / Animation

Provide the user with an **intro card/ caption** before the playable starts



### Trailer-like

Make the ad an **easy “intro” / “trailer” version** of the game/app



### Length

Keep the ad short at 30-120 seconds; recommended: 90s



### Compatibility

Provide support on both Android and iOS. Add the Apple App store / Play store badge in each version (or use both in a single playable)



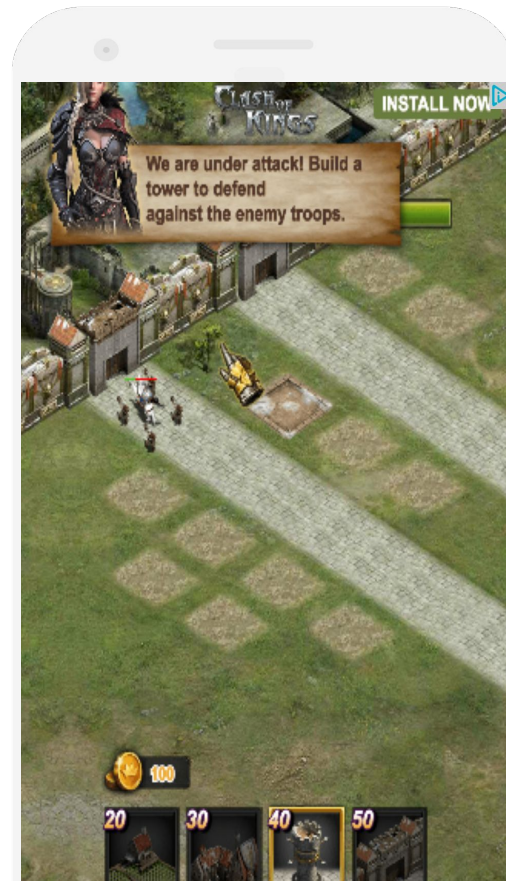
### Orientation

Prioritise a Portrait experience (70/30 split)



### End card

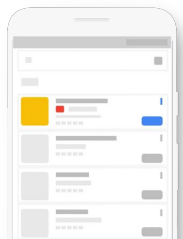
Provide the user with an **end card and a clear call to action** to *either* download the app or replay the experience when the trailer is over



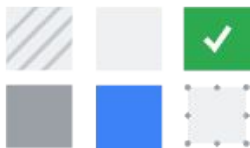


# Manage all your assets via ad groups

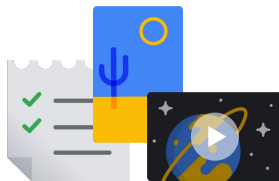
# Follow the Ad Groups Best Practices



Full coverage of asset types  
in each ad group:  
text + images + videos



Have at least 1-2  
always on (evergreen)  
ad groups



Leverage longer  
description lines and  
asset caps



Consolidate Campaigns  
to leverage historical  
learnings



# Optimize Creatives with Reporting Insights

# Asset Reporting: How to optimize creative assets

- Only replace assets after “learning” status turns into a performance indicator, keep the “best” and “good” performing assets
- Always use all asset slots, only replace assets flagged as “low”
- Add more assets similar to the “best” rated assets
- Use the segmentation icon to break down stats by network
- Localize assets at the geo level and compare the performance

## Pro Tip

Add strategic tags in your video title name. Easily see which lengths or themes work best for your KPIs.



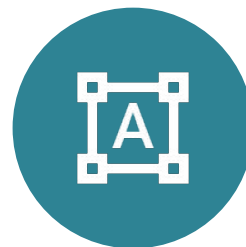
# Creative Asset Best Practice Summary

# Best Practice #1: Feed App campaigns with a healthy asset mix

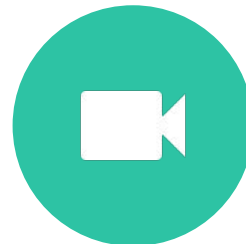
**Feed the machine with a healthy asset mix:** leveraging all creative opportunities to allow the machine to figure out the right asset is key to scale AC successfully.

**Pro-Tip:** Don't assume one format works better than another because you tested in a standard display campaign or advertiser did "A/B Testing" on Vungle for example (a 3rd party video network).

Google's inventory is unique. We have YouTube as the best digital video source in the world but also an ad network. We have Video on Play on our roadmap and as a result, video creatives perform differently if you serve it on a user looking for content on YouTube vs. someone opting in to a rewarded ad during a game.



10 text ideas  
per Ad Group



20 videos per Ad  
Group



20 Images per Ad  
Group

## Best Practice #2: How to deliver great text experiences



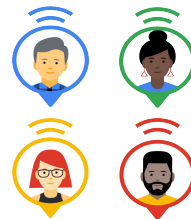
### Leverage both Headlines and Description Lines

Headlines should focus on highlighting key features of an app. Description lines should aim to educate and inform



### Use 1 USP per text idea

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### Cater to different audiences

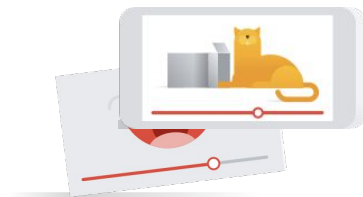
Cater each idea to different audiences (use Asset Reporting to iterate)

# Best Practice #3: Capture attention with great videos



## Grab attention early

Get ahead of the “skip” button by grabbing user attention within the first 2-3 seconds; Use audio to create another layer of connection and urgency



## Diversify length & content

Consider creating at least three videos with varying lengths between 15-30 seconds; Experiment with themes, styles, and subjects (different use cases or benefits) to speak to different audiences



## Be immersive

Emphasize app experience over storytelling. Emotional appeal is important, but prioritise showing the product experience as quickly as possible, with tightly framed shots focusing on app use and benefits



## Brand persistently

Introduce branding as early and as frequently as possible, both through logo and text placements in-ad, and through audio cues

# Best Practice #4: Stand out with high quality images



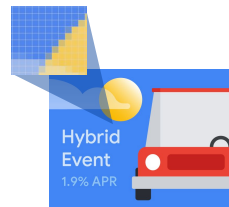
## Keep it simple

Use simple designs with minimal but accurate text for high visibility on smaller screens



## Engage with app content

Use engaging and relevant images taken directly from your app - for example, action shots or product images



## Appeal visually

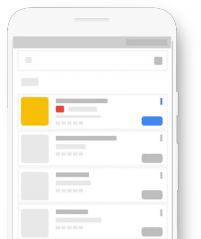
Upload images with high pixel density to ensure visibility when resized for different screens—Minimise blank space and use tight framing



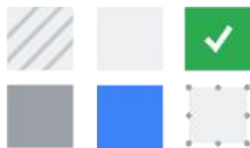
## Avoid superimposing text or logos

Ideally, any text or logo in an image would be organically integrated, such as on product packaging, clothing, signs/billboards, etc.

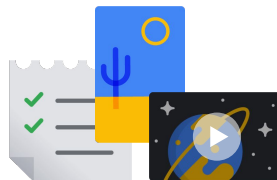
# Best practice #5: Ad Groups best practices



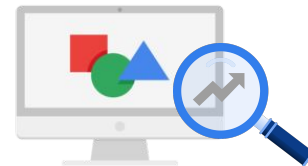
Full coverage of asset types  
in each ad group:  
text + images + videos



Have at least 1-2  
always on (evergreen)  
ad groups



Leverage longer  
description lines and  
asset caps



Consolidate Campaigns  
to leverage historical  
learnings



# Bonus! Quality best practices

## Align with brand's goals, voice, and style

- We recognize that each business is unique. Your creative assets is the “face” of your campaign and should certainly be reflective of your brand's goals, voice, and style.

## Align with campaign goals

- Campaigns focusing on driving Installs: creative assets should reflect the act of installing (e.g., a text asset calling the user to “Download now!” or “Play now.”)
- Campaigns focusing on driving purchases: creative assets should reflect sales, discounts, or items for purchase.  
(e.g., a text asset that says “Get \$5 off your first order.”)

## Align with the respective ad group's theme

- Create Ad group themes based on specific features, users, or seasonal messages. The assets associated with the themes should thus represent those distinct features, users, or messages.

## Engage your audience

- Assets should use conversational text in headlines and descriptions, recognizable visuals, and strong audio to attract and hold user attention.

# How should I refresh creatives?

## Recommendations



**Do** refresh creatives  
every 2-3 months



**Don't** replace all  
creatives at once



**Do** replace low  
traffic creatives first



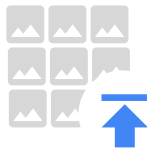
**Don't** remove a creative  
within first 2 weeks  
after uploaded

# Do I need A/B testing?

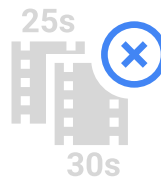
## Recommendations



**Do** use diverse creatives  
in content/theme/  
length/orientation



**Do** upload more  
creatives (use all 20  
slots) if available



**Don't** provide  
identical videos with  
minor differences  
(e.g. same videos of  
25s and 30s)

# Asset Quality Best Practices

## External Version

# Improving asset quality with our updated guidelines

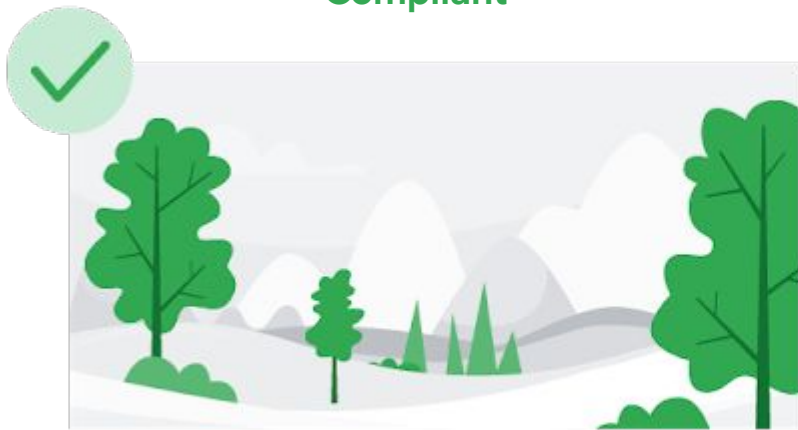
*We will be publishing a Google Ads Help Center article soon, re-emphasizing these principles/recommendations*

Quality Type	Guideline	Sample Questions
Technical	Assets should be hi-res; after-effects should be tasteful	Is the content blurry, pixelated, or distorted in a way that is likely NOT artistic or intentional?
Content	Assets must comply with policy and integrity guidelines	Is the non-text content of the image sexually suggestive or romantically inappropriate?
Composition & Aesthetics	Assets should avoid overlaid content that might clash with UI elements we render built-in	Does the image contain a call-to-action element that mimics an interactive component like a button?

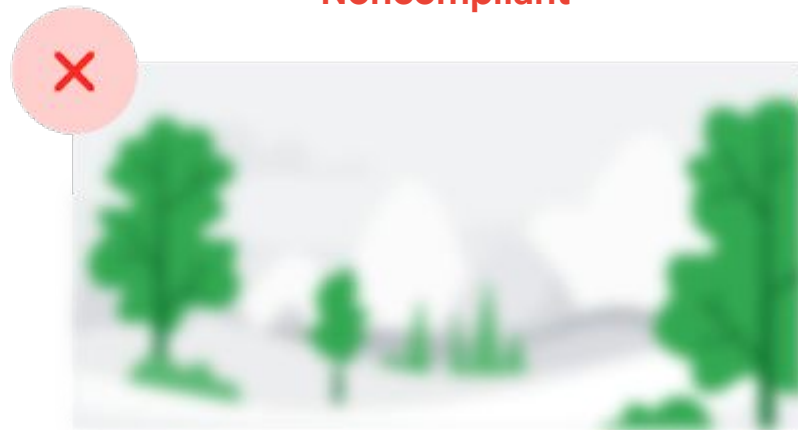
**Providing image assets that adhere to these updated guidelines will ensure maximum reach and campaign performance.**

# Image Resolution Examples:

Compliant



Noncompliant



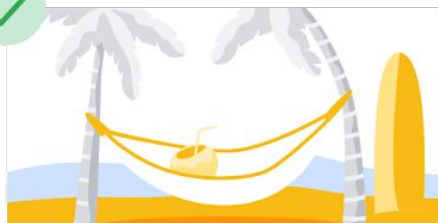
# Call-to-Actions (CTA)

- The most common rejection reason for image assets today is for having a CTA (41% of assets).
- A CTA is defined as **text** and a **UI element** combining to form what looks like a button that urges users to take action
  - **Text:**
    - Forms an action statement instructing the user to do something (i.e. almost always has a verb)
  - **UI Element:**
    - In a regularly shaped rectangle or square (sometimes has drop-shadows to indicate depth)  
OR
    - Can take the form of web-centric UI, like underlined text or text with an arrow pointing to the right
- **Exceptions:**
  - If the image is a screenshot or depiction of the app in-use, it will sometimes show an in-app CTA. These are acceptable and okay for use.
  - App Store and Google Play badges are **not** considered CTAs (depicted below):

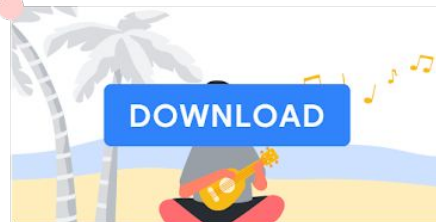
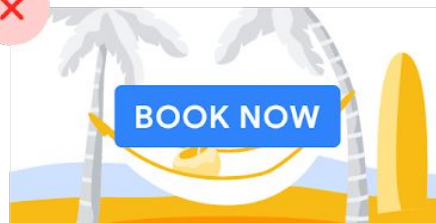


# Calls to Action (CTA) Examples:

## Compliant



## Noncompliant



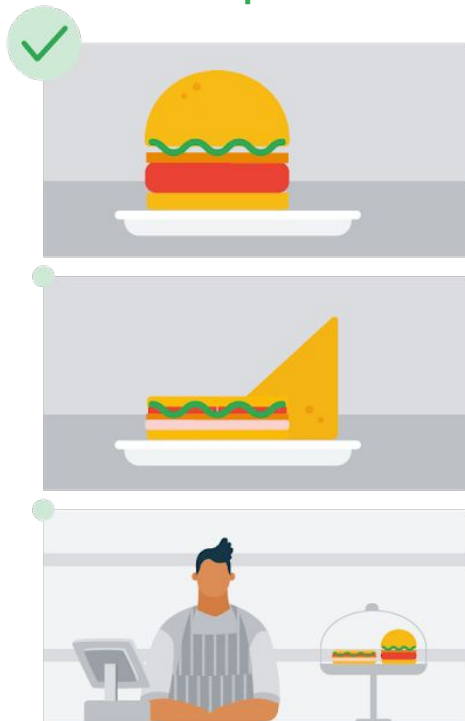


# Overlay Ratios

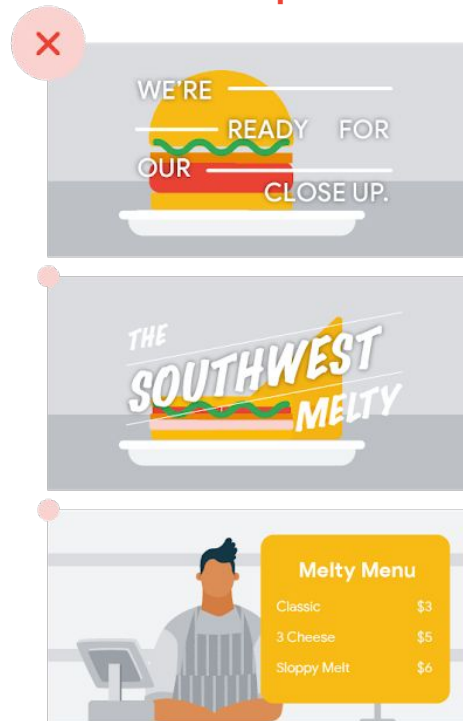
- The second most common rejection reason is for excessive overlay ratios (13% of assets)
- Considers any overlaid text, logos, or buttons that are not a part of the image's natural setting
  - This includes the App Store and Play Store badges
- Our rule is to accept images with **less than 20%** overlaid text + logo + button
- To calculate the ratio, one must draw a mental bounding box around each element and guesstimate what % of the asset they comprise
- **Exceptions:**
  - If depicting in-app content by way of a screenshot, in-app text does not count towards overlay

# Overlay Text Examples:

## Compliant

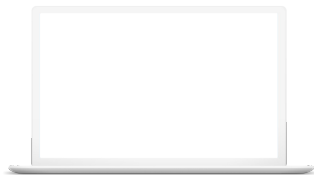


## Noncompliant



# Creative tools & services to support asset creation

# Need help building your creatives?



## Video Builder

A **free, self-service tool** that allows you to create videos from templates using static images, logo and copy.

Reach out to us for access!



## Director Mix

Want to create up to 250 video ads to use in your App Campaigns? Partner with your Google account team to learn more about Director Mix, a Google-tool that takes a base video asset and swaps in various elements like copy, audio, images, etc. to create versions at scale.

\*Min media spend & base video asset required



## Need help animating or editing an existing display or video asset?

Reach out to your Google account team with help in transforming your existing assets to fit your App Campaign.

\*Min media spend

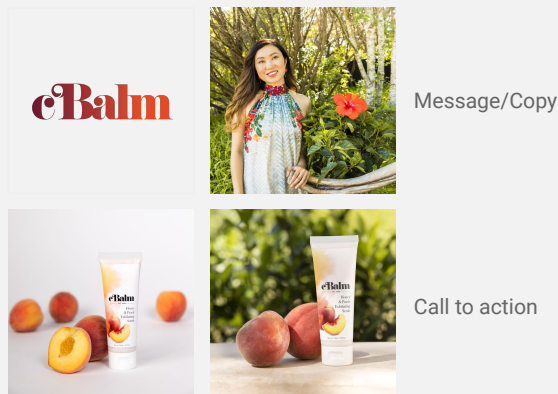
# Tools to Create Assets

## Tool demo

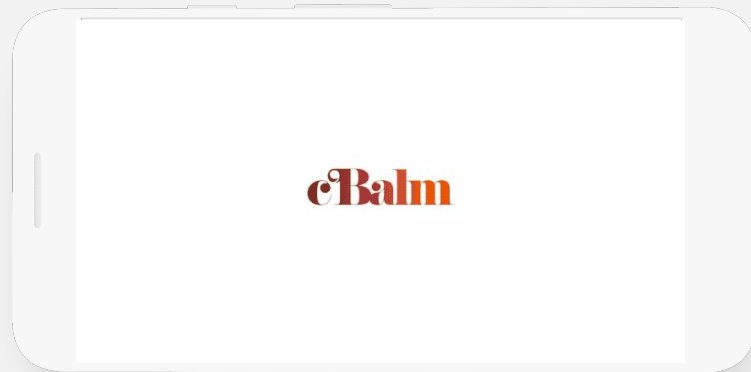
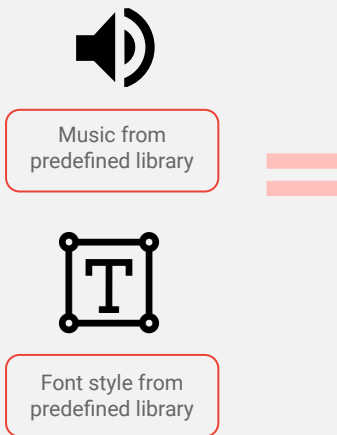
Self service production tool that allows users to generate a video ad for a Google campaign in 3 simple steps by using existing assets.

Who is this for?

- ▶ Advertisers who have little to no experience or resources to develop a video ad for a Google campaign.
- ▶ Advertisers with some experience that would like to use Video Builder to complement their video ad portfolio for smaller, less resourced campaigns.



User provided images, branding elements (logo, brand colors) and message/copy.

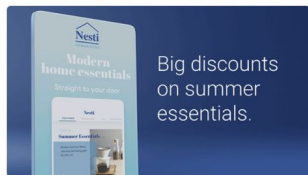


\* Please note this product is still in beta, which means:

- This tool is still under development, with improved features and functionality in the roadmap
- Access requires beta approval through your Google sales team
- Limited support of languages and browsers

# Select a video layout from our library

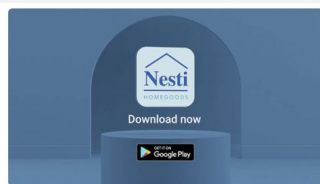
Promote your app or website by showing vertical screenshots.



Promote app download

16s

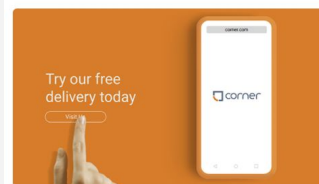
4 images  
1 logo  
6 text areas



Promote your app

16s

4 images  
1 logo  
5 text areas



Show phone interaction

16s

3 images  
1 logo  
7 text areas

Vertical videos >>



Promote app download

16s

4 images  
1 logo  
6 text areas



Promote your app

16s

4 images  
1 logo  
5 text areas

## Scaled video production for App Campaigns

Director Mix is a creative multiplier that enables Advertisers to create **customized** video ads, **at scale**.



Swap copy



Swap images



Swap videos

### Why care?

- By scaling creative using Director Mix, you will **keep your app creative fresh and reduce wearout**.
- Scaling creative allows for **more optimisation opportunities** to drive effective app performance.
- Showcasing different storylines, images, copy and audio allows you to **deliver your message in a variety of ways**.
- **Saves time and resources** for production and customisation of ads.



## Production Capabilities



### Copy and Language

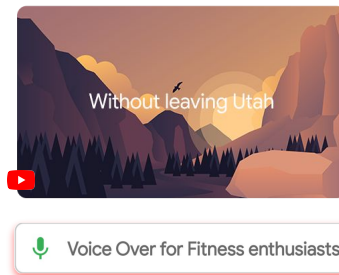
Quickly scale creative through copy variations or translations in different languages to suit the market needs.

Learn more: [go/mix-commdoc](https://go/mix-commdoc)



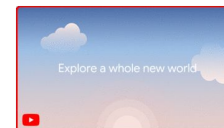
### Images

Swap different images as needed, from products to logos to illustrations.



### Audio

Swap or match multiple audio layers to ensure the right message is getting through to your audience.



### Video

Swap your base footage to support your message with fresh visuals or merge different video clips together to create a truly distinct viewing experience.

# Custom Details Page (alpha)

**What it is:** Allows advertisers to customize the Play Store landing page to align with the ad creative.

**Why it is useful:** This continuation of context is expected to drive higher conversion rate for advertisers.

**Who is using it:** 'Developers wanting to test and promote different themes and unique selling points in creatives.'

**Additional info:** 'Inventory channel available for alpha: Play Browse and AdMob.'

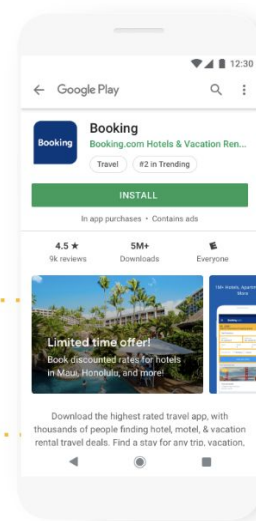
## Custom Details Page maps landing page with relevant creative themes

### First screenshot (Image or video):

Match with image and video assets from ad group

### Short app description:

Match with text assets from ad group



# Get the creative help you need from top partners

Work with one of Google's App preferred creative partners to up-level your assets and creative strategy.

- Top partners vetted by Google
- Coverage across small & large businesses, 75 languages across global markets
- Access services ranging from creative strategy and design consultations to end-to-end asset development for all Google App campaign inventories and formats
- Partner agencies also provide vertical- or country-specific insights and can help implement the latest creative best practices and innovations

apptamin



CRAFTSMAN+



CREADITS

jellyfish



Vidsy.

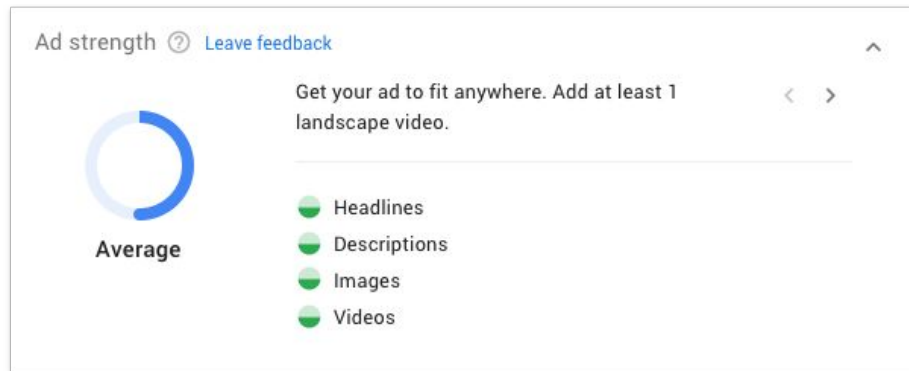
[\(click agency logos to view offerings\)](#)

# Tools that measure creative asset strength

# Maintain asset coverage via Ad strength

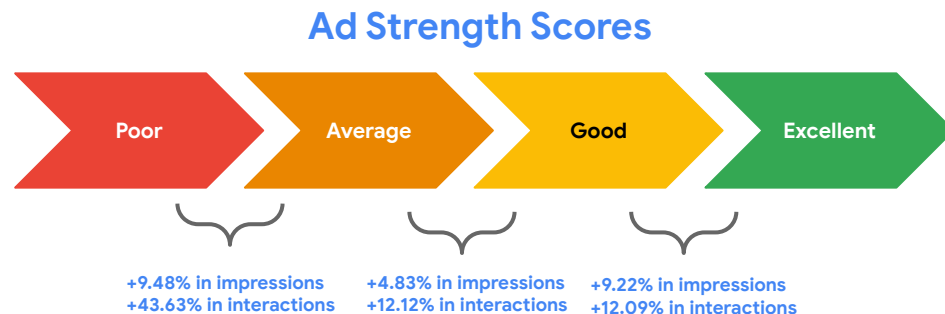
Ad strength is a front-end asset coverage scorecard. This visual scorecard sits at the ad groups level, guiding clients on key areas of asset coverage they should consider while they create/modify their campaigns.

- This will be the first time we're providing asset guidance to users in the UI for App Campaign Clients.
- Advertisers may be familiar with Ad strength as the feature is currently available in both RSA and RDA.



Improving your Ad Strength score for your App Campaign Ad Groups is positively correlated with **an increase in impressions and interactions\***.

Addition of assets to your Ad Groups, resulting in an improvement in your Ad Strength score, **is positively correlated with an increase in impressions and interactions.**



*\*Based on internal analyses -- results are correlational and directional and may vary. An Ad Group's inclusion of additional assets, resulting in Ad Strength score improvement, may result in a short-term increase in CPI/A as the campaign explores the new assets/inventory. However, the campaign should expect stability after overcoming the campaign learning period, typically within two weeks.*

*\*\*Results are correlational and directional, are not guaranteed, and may vary based on campaign daily budget, daily budget utilization, auction dynamics and campaign tCPI/A.*

# Regional dashboard/program guide

## GCS: "App Insights Report Dashboard [Gambino]"

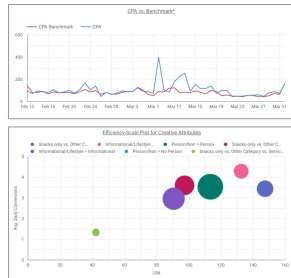
**What it is:** A Data Studio report that allows advertisers to view cohort campaign performance, evaluate asset performance over time, and analyze the performance of creative themes and variations.

**Why it is useful:** Provides advertisers a rigorous way to evaluate campaign performance, make asset rotation decisions, and adapt their creative strategies based on data.

**Who is using it:** Creative-focused clients in AppDev/LCS Global Gaming/Non-Gaming (GoPuff, Amanotes, Peak Games, DoubleDown, Machine Zone, Calm, etc.)

**Additional info:** For GCS clients, contact [abshrivastava@google.com](mailto:abshrivastava@google.com) (for LCS clients, have your AL create one at [go/gambinods](https://go/gambinods))

Points of contact: [abshrivastava@google.com](mailto:abshrivastava@google.com)  
Relevant link: [go/gambinods](https://go/gambinods)



Proprietary + Confidential

Google

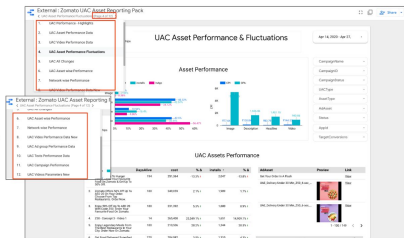
## APAC LCS: Project Tintin - Asset and Campaign analysis

**What it is:** An uber-dashboard of 12 dashboards. Shares performance and asset data

**Why it is useful:** Shows 12 different dashboard around campaign and asset performance. Dashboards include Asset, Video, Change History, and more data

**Who is using it:** Zomato, and numerous clients in India. Usage extends into more parts of APAC, too (250+ clients are using this)

**Additional info:** Is based off of the same backend as the UAC Asset Reporting Pack from the Russia team



Points of contact: [Nadresh@pochini](mailto:Nadresh@pochini) and [Pochini@pochini](mailto:Pochini@pochini)  
Relevant link: [Project Tintin usg.us](https://projecttintin.usg.us)

Google

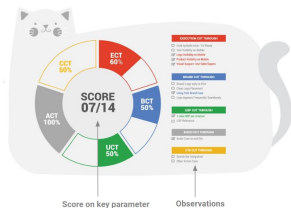
## APAC LCS: CAT for App Campaigns

**What it is:** A creative assessment tool for an videos that scores, identifies gaps, and suggests corrective measures.

**Why it is useful:** Takes learnings, insights, and intelligence from multiple Google resources around the world to analyze video performance and distills them into binary parameters.

**Who is using it:** Amazon, Pepsi, Unilever, Singapore Airlines, and more!

**Additional info:** Wraps insights into a simple report that the advertiser can use for building an optimized asset through their teams or Ignition Labs.



Points of contact: [kajal@advent](mailto:kajal@advent)  
Relevant link: [cat.lcs.app.campaigns](https://cat.lcs.app.campaigns)

Google

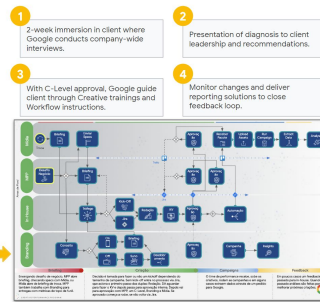
## BR LCS Creative Performance Program

**What it is:** The Creative Performance Program (CPP) aims to change the way clients create for automated campaigns by adjusting their internal processes, upgrading their creative skills and providing them with relevant tech for reporting.

**Why it is useful:** The CPP requires an interview and diagnostic phase where Googlers act as consultants interview client-employees from different areas and present a diagnostic to the clients leadership that is the basis for all future recommendations.

**Who is using it:** The largest App companies in Brazil implemented the program revolutionized the way they create for App Campaigns - Ifood and 99 App.

Example of one Diagnostic slide analysis (EOD) workflow by area (i) and creative stage (ii)



Points of contact: [@patrek](mailto:patrek), [vincentp@patrek](mailto:vincentp@patrek), [patrek@patrek](mailto:patrek@patrek)  
Relevant link: [Project Tintin usg.us](https://projecttintin.usg.us), [ifood.br/creative](https://ifood.br/creative), [99.br/creative](https://99.br/creative)

Learn more about this comprehensive regional dashboards and programs guide: [slide pack](#)

# Format Breakdown and Examples



# YouTube Formats

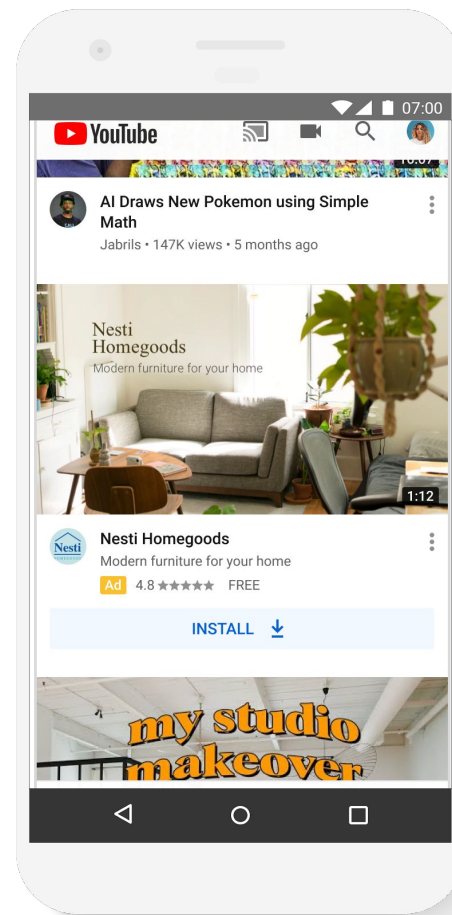
# YT Home Feed Video

## What is it?

- A rich built-in ad experience introduced to App Campaigns last year.
- This format was exclusive to images but we're now expanding this to Advertiser uploaded landscape videos!
- When users click on the video from the home feed, they are directed to the watch page to watch the video with sound on
  - Users will also see an auto-open an [immersive panel](#) that contains additional app metadata, similar to what we show for in-stream video app install format.

## Observations:

- Encourage Advertisers to upload landscape videos
- Follow [Video best practices](#) and optional [YT In-Stream guidance](#)



# Play Formats

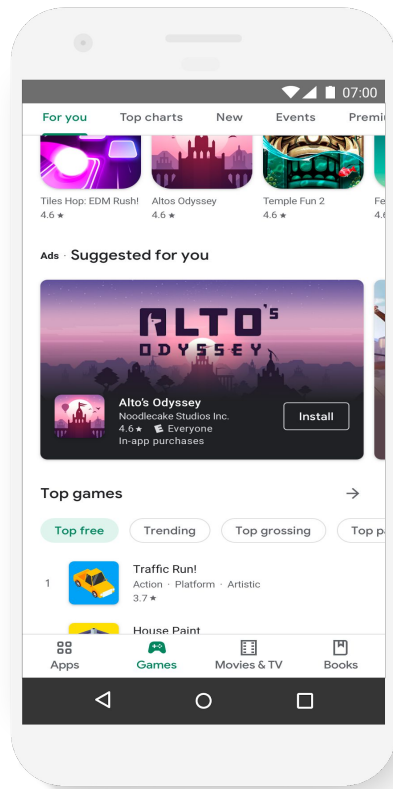
# Play Immersive Banner

## What is it?

- A new format exclusive to App campaigns that uses high quality images
- Allows for direct in-line install
- Helps apps visually stand out
- Currently surfaced in **Games Homes**
  - Expanding to other categories in the future

## Observations:

- Increase in clicks and CTR
- Encourage advertisers to upload high quality landscape images (on Play and in App campaigns)
  - Images that do not meet the quality bar (e.g. have logos, text overlay, etc.) will be filtered out



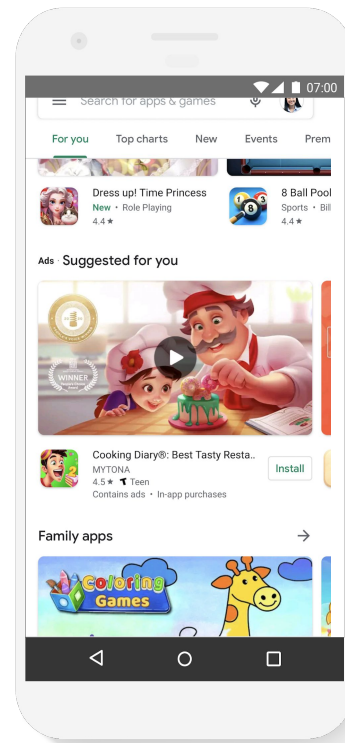
# Play Modulo Video with Install Bar

## What is it?

- Install bar includes additional information and the install CTA button.
- This gives users a better understanding of whether the app is relevant to them.
- Currently surfaced in **Games Homes** & Expanding to **Apps Home**

## Observations:

- Increase in clicks and CTRs
- Encourage advertisers to upload high-quality video content



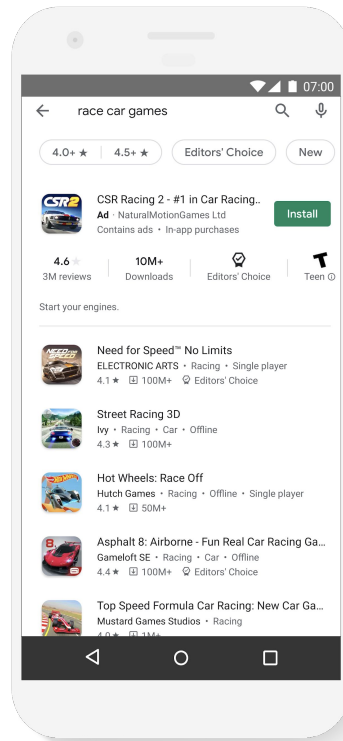
# Play ADF

## What is it?

- Users will sometimes see a single Ad using the ADF format (instead of 2 ads in list view) for eligible categorical and unknown queries.
- ADF provides great visual diversity and shows ratings and reviews to help users decide whether to download an app
- Currently surfaced in **categorical SERP**

## Observations:

- Increase in CTR and conversion rate
- Provide better app recommendations based on targeted queries



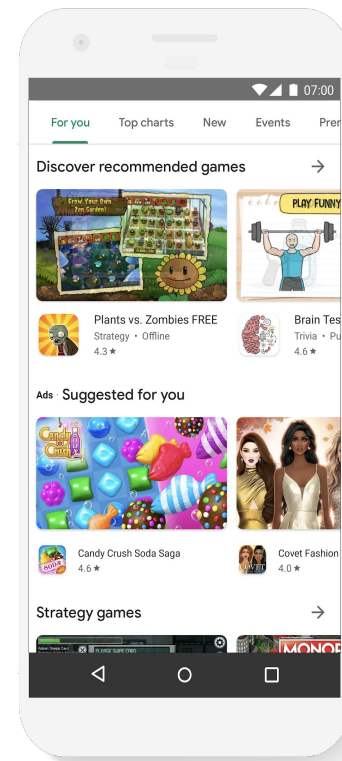
# Play Screenshot Format

## What is it?

- Currently top ads cluster in **Games Homes**

## Observations:

- Increase in clicks and CTR
- Encourage advertisers to upload high quality landscape images



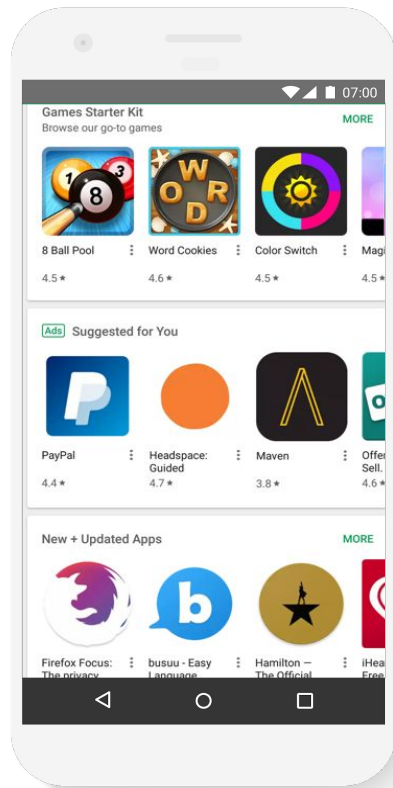
# Google Play Homepage Ads

## What is it:

- Previously [announced](#) at I/O, Google is now extending ads on the homepage of the Play app exclusively to App campaigns
- Displayed on the Play homepage and across App Listing pages
- Show several apps within a dedicated promoted app placement

## Observations:

- Ensure high bids to maximize the opportunity to show Play homepage ads





# AdMob Formats

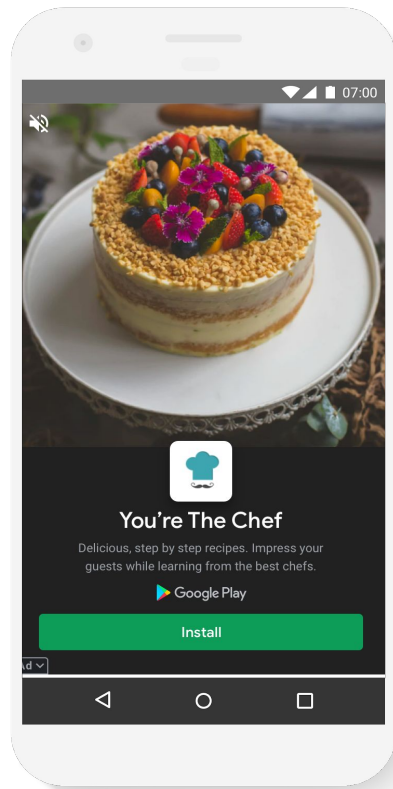
# Square Video on AdMob

## What is it:

- Square video on AdMob
- Square video assets offer a great user experience by maximizing screen real estate with your text ideas to drive actionability
- The square video format runs on AdMob interstitial impressions

## Observations:

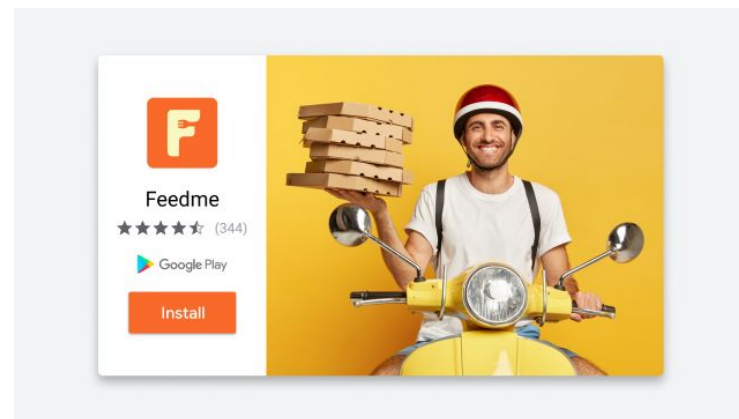
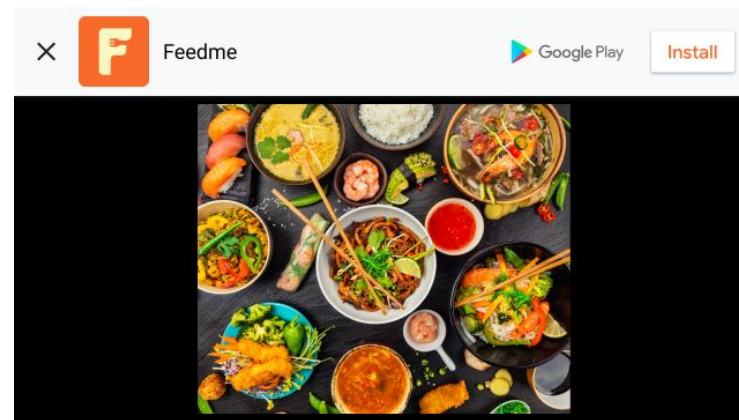
- 70% of all interstitial impressions across 1M+ Apps on AdMob are portrait
- 30% higher CVR, 40% lower CPI for square assets in portrait impressions, comparing to landscape videos on AdMob App Install
- Try 5 different concepts of square assets (1:1) for optimal performance in App campaigns



# Image CTD Formats

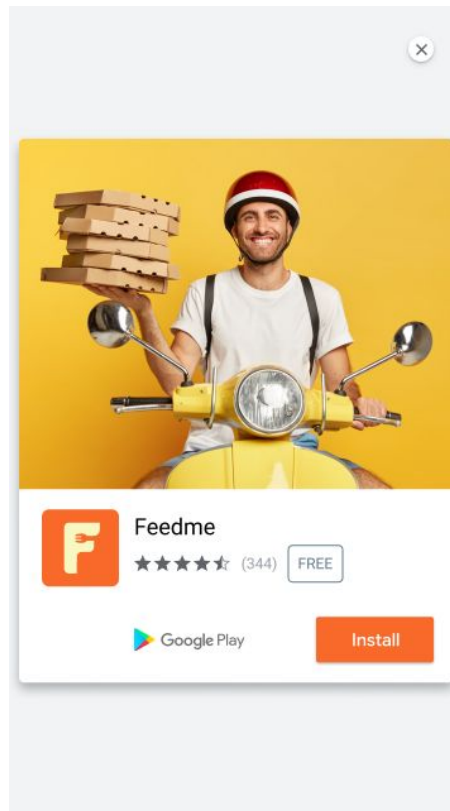
# Android Image CTD Landscape Formats

- Leverages App icon and advertiser-uploaded image.
- Includes Play icon as well as auto-gen CTA.
- Some variations may include number of reviews as well as star rating of App ID.



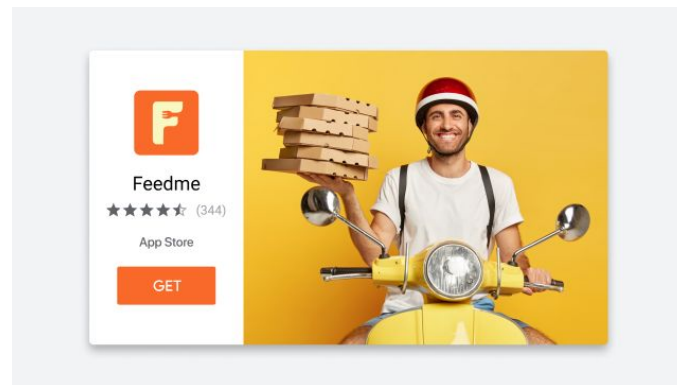
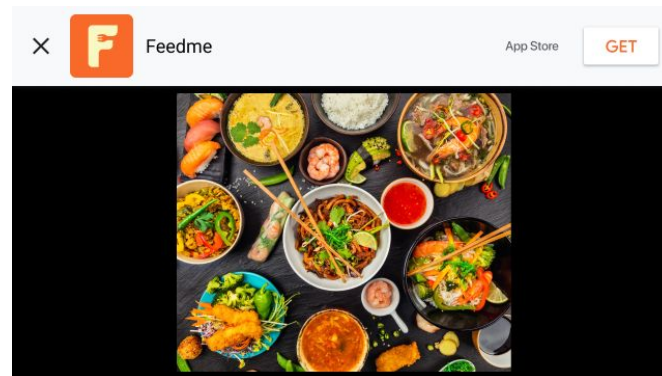
# Android Image CTD Portrait Formats

- Leverages App icon and advertiser-uploaded image.
- Includes Play icon as well as auto-gen CTA.
- Some variations may include number of reviews as well as star rating of App ID.



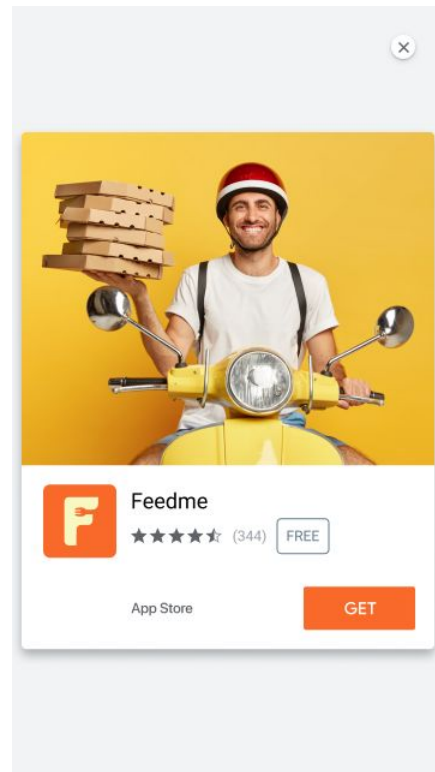
# iOS Image CTD Landscape Formats

- Leverages App icon and advertiser-uploaded image.
- Includes App Store icon as well as auto-gen CTA.
- Some variations may include number of reviews as well as star rating of App ID.



# iOS Image CTD Portrait Formats

- Leverages App icon and advertiser-uploaded image.
- Includes App Store icon as well as auto-gen CTA.
- Some variations may include number of reviews as well as star rating of App ID.

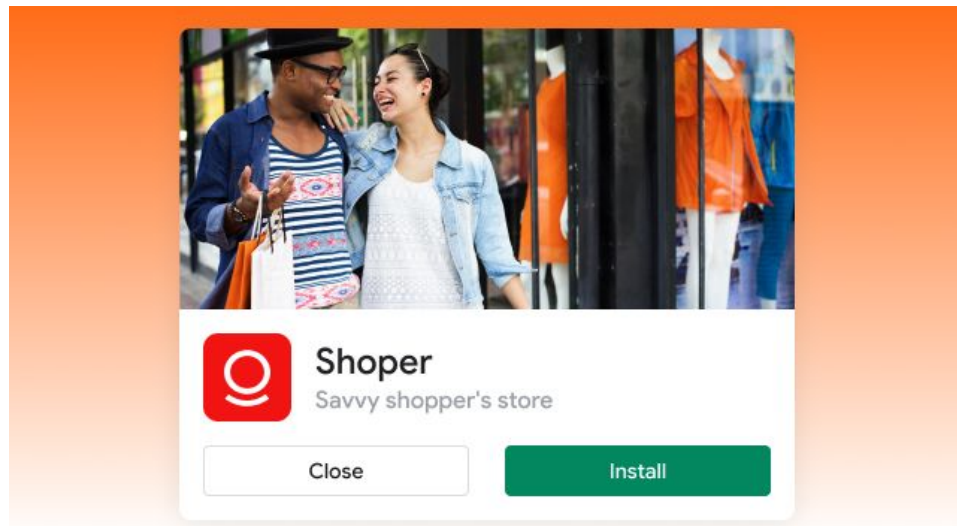


# Text CTD Formats



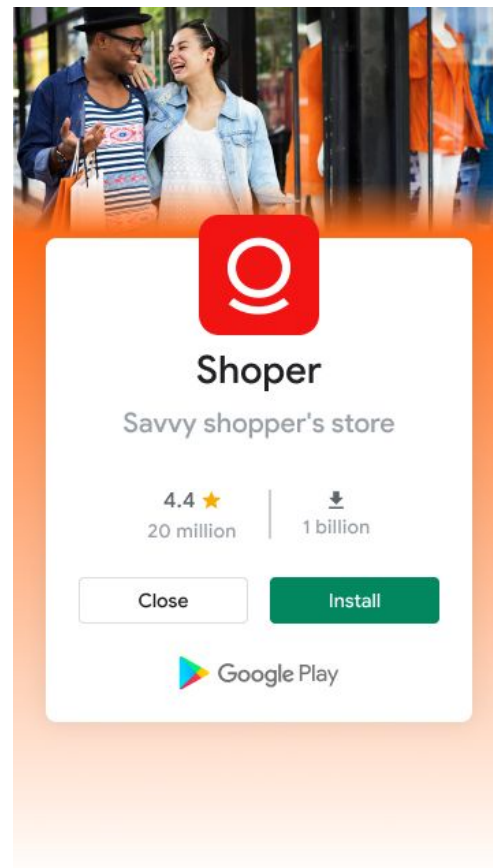
# Android Text CTD Landscape Format

- Leverages App icon and app store image.
- Includes Play icon as well as auto-gen CTA.
- Some variations may include number of reviews as well as star rating of App ID.



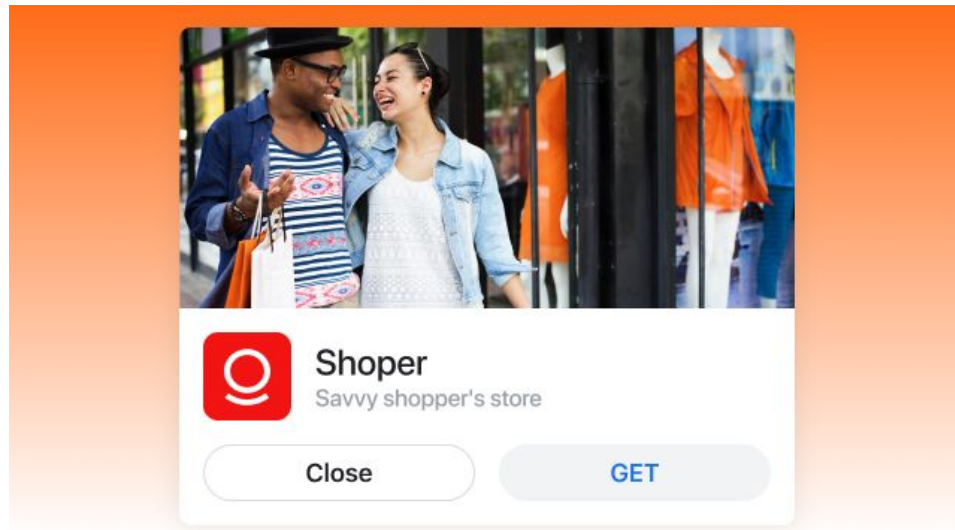
# Android Text CTD Portrait Format

- Leverages App icon and app store image.
- Includes Play icon as well as auto-gen CTA.
- Some variations may include number of reviews, downloads, as well as star rating of App ID.



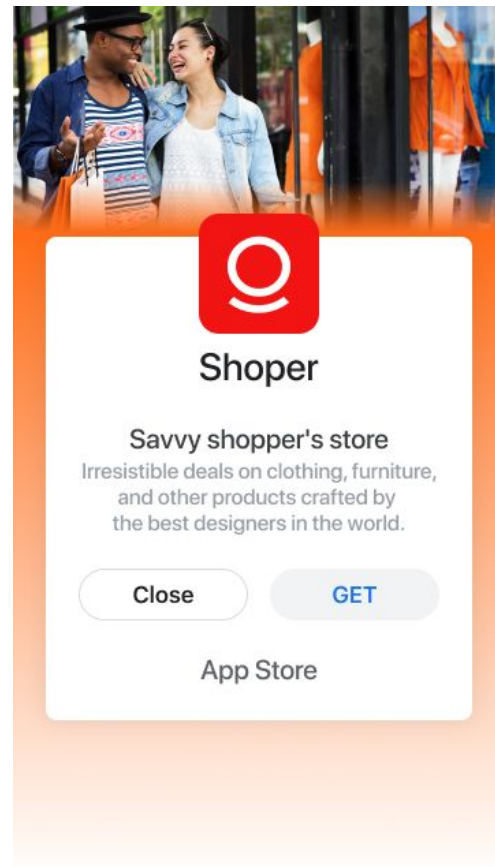
# iOS Text CTD Landscape Format

- Leverages App icon
- Includes auto-gen CTA.
- Some variations may include number of reviews, downloads, as well as star rating of App ID.



# iOS Image CTD Portrait Format

- Leverages App icon
- Includes auto-gen CTA.
- Some variations may include number of reviews, downloads, as well as star rating of App ID.



# Web Banner Formats

# Web Banner Formats

Android



Install

iOS



INSTALL



GET



Arrivl

It's about the destination

App Store

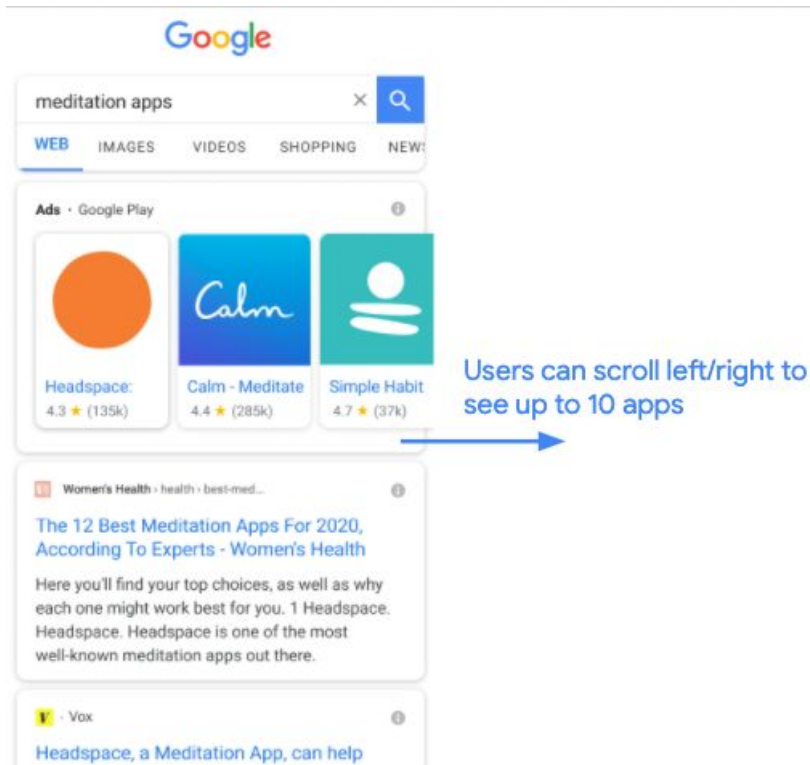
GET

Leverages app icon, star rating, as well as auto-gen CTA.

# Carousel Ads on g.com

## Why'd we launch this?

- It is crucial on Google Search to provide results which address user search intent.
- For broad categorical queries like meditation apps, top gaming apps, users are often looking to explore multiple results.
- Sponsored Clusters provide users with a broad variety of alternatives to explore, while still ensuring high visibility for the advertisers.
- This is just the first step for app ads in unlocking the caterocial query opportunities on Google Search.



# Gmail Formats



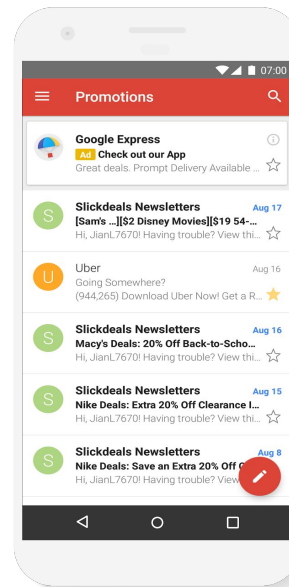
# Gmail App Install Ads

## What is it:

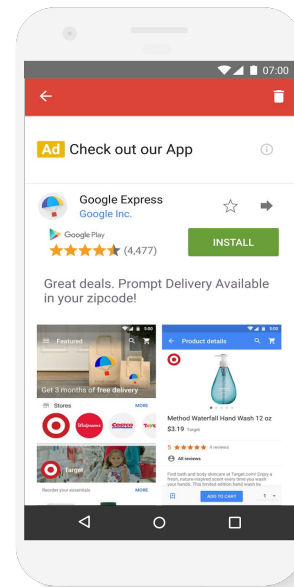
- A collapsed ad is displayed on the Promotions tab to reach users in a commercial mindset

## Observations:

- Show one line of text asset in the pre-teaser
- Keep each text asset as a standalone sentence
- Focus on short sentences so Gmail doesn't truncate longer text lines (see mock on the right)
- Use good cover photos on App/Play listing page



Pre-teaser



Expanded view