facebook

The Power of Facebook Mobile Advertising
Driving Mobile App Installs

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Advertising on mobile

CONNECT with *more* people *more* effectively on mobile

ENGAGE people at the center of their Facebook experience

INFLUENCE customers to drive your brand and business results

Connect with *more* people *more* effectively on mobile

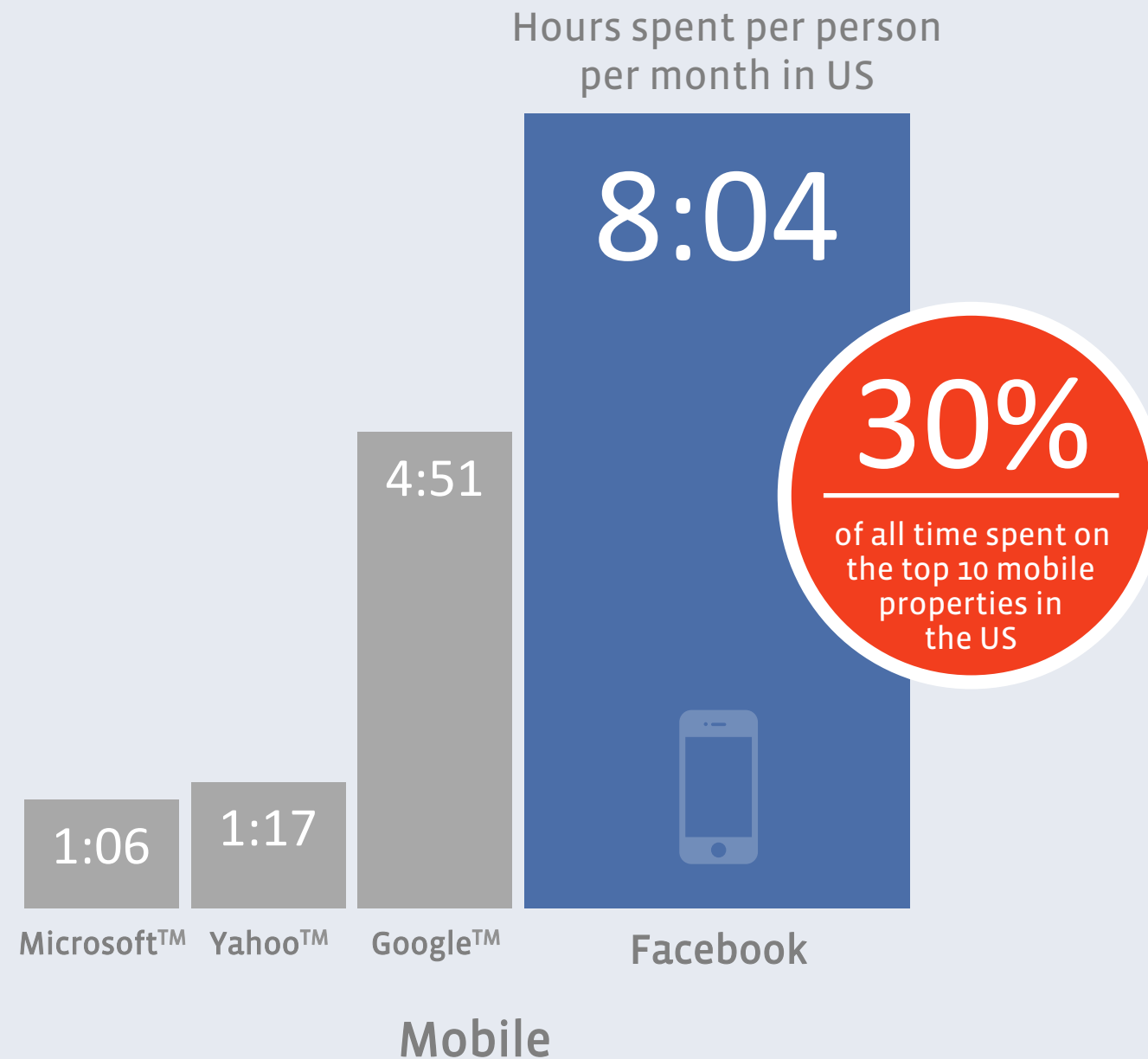# Facebook enables businesses to connect with more people on mobile

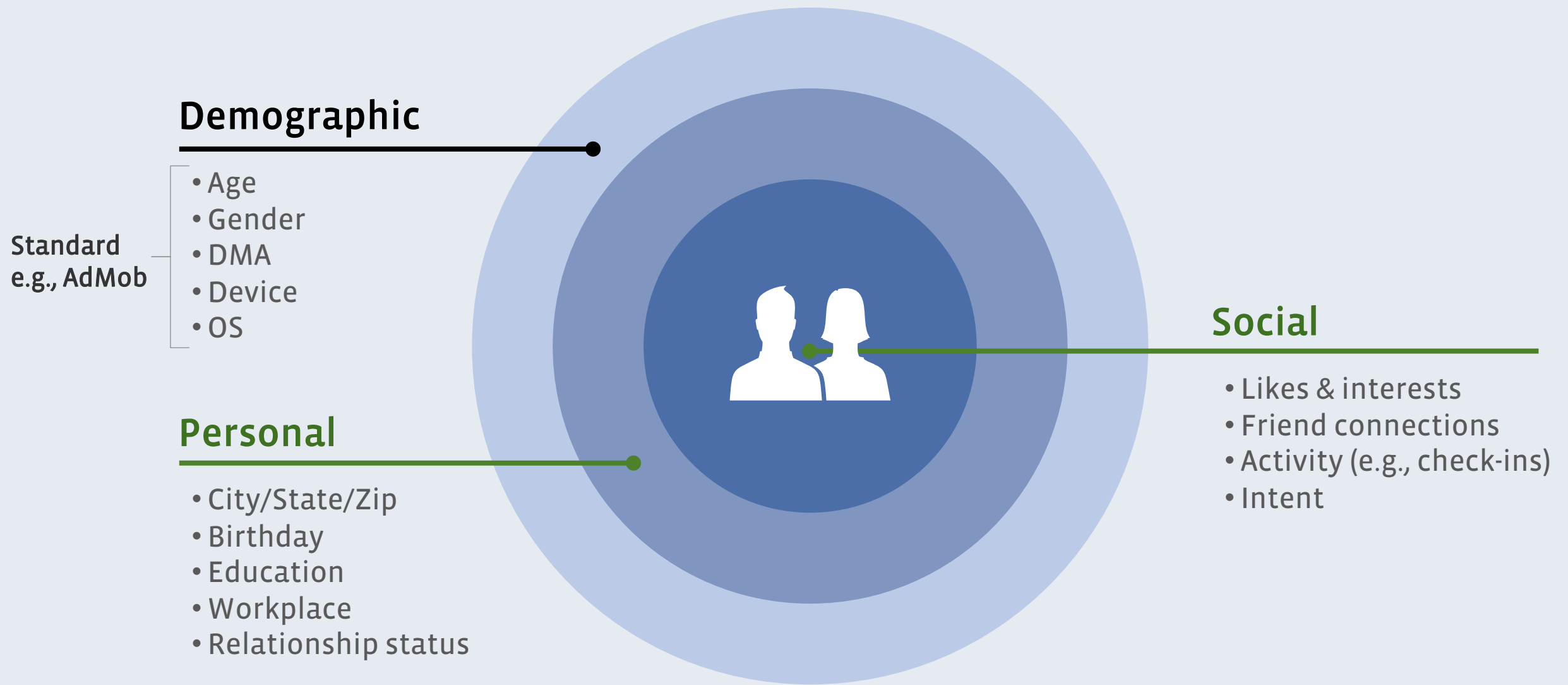**543M**
mobile monthly active users

67%
YOY mobile MAU growth

...more often than anywhere else

Hours spent per person
per month in US

8:04

30%

of all time spent on
the top 10 mobile
properties in
the US

4:51

1:06   1:17

Microsoft™   Yahoo™   Google™   Facebook

Mobile

Source: comScore, June 2012.

Find the right customers with more sophisticated ad targeting than other mobile platforms

Demographic

Standard e.g., AdMob
- Age
- Gender
- DMA
- Device
- OS

Personal
- City/State/Zip
- Birthday
- Education
- Workplace
- Relationship status

Social
- Likes & interests
- Friend connections
- Activity (e.g., check-ins)
- Intent

Reach the right people more efficiently with more accurate ad targeting

Broad campaign accuracy

Online average: 72%

Facebook: 95%

25% cost savings
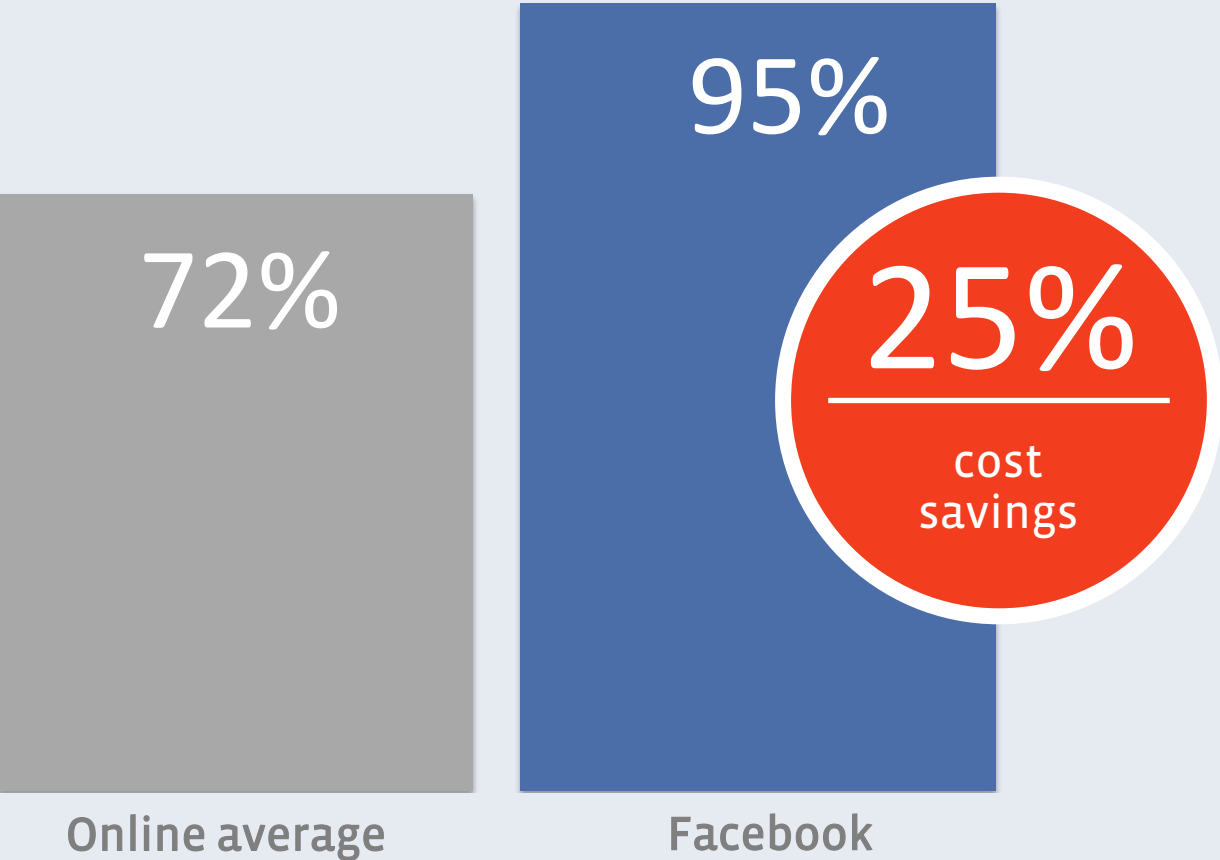
Narrow campaign accuracy

Online average: 35%

Facebook: 90%

60% cost savings
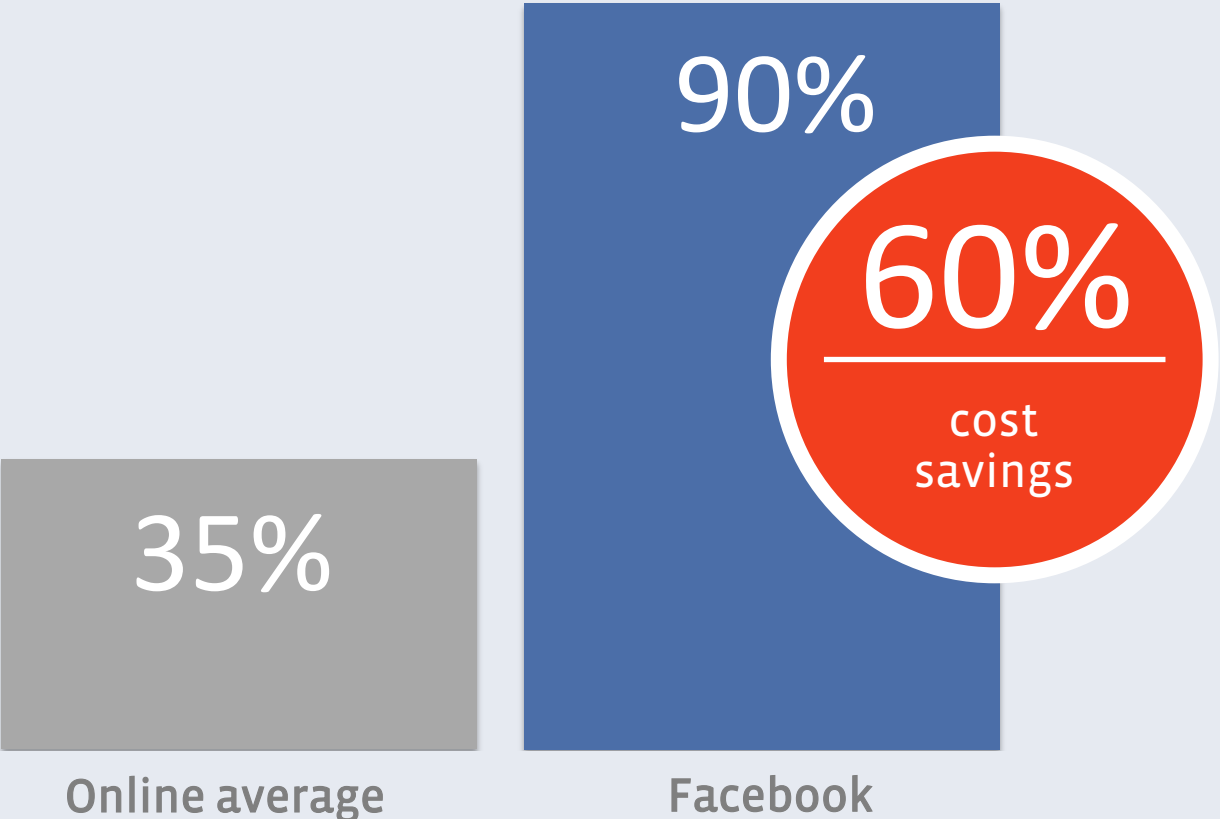
Engage people at the center of their Facebook experience

Mobile news feed is the most engaging place on Facebook for marketers

65B
mobile news feed story impressions daily

65%
of likes happen in news feed

45%
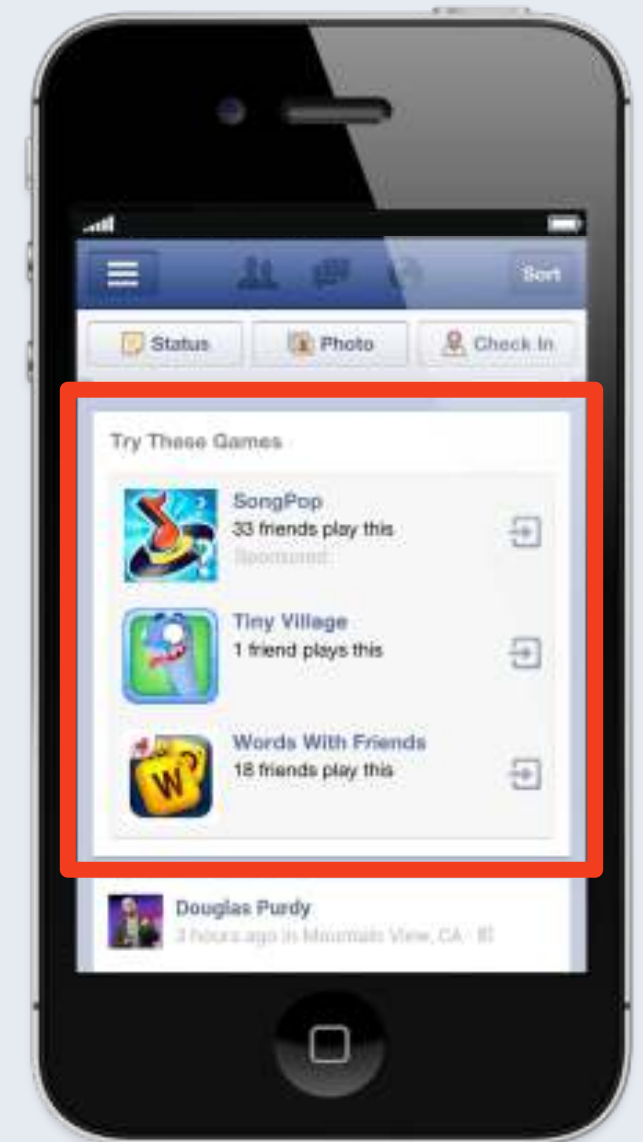of comments happen in news feed

Mobile drives higher engagement than desktop

Based on rate of likes and comments

Your brand can be in the center of this engagement
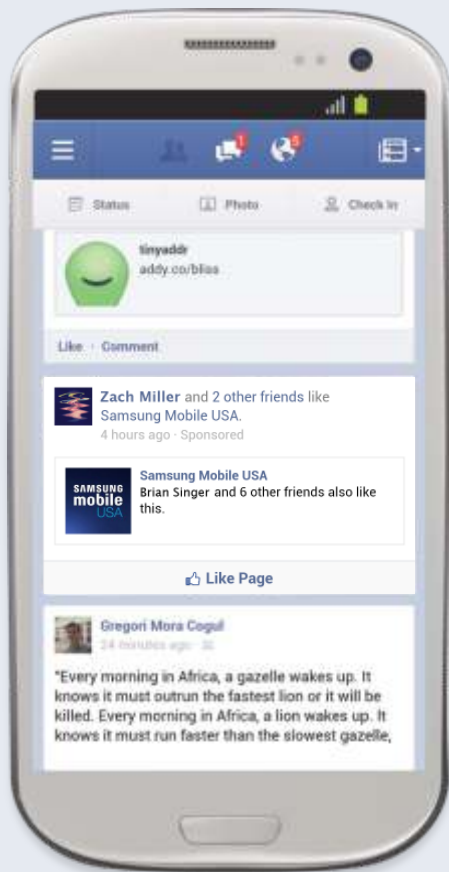## With more real estate than other publishers
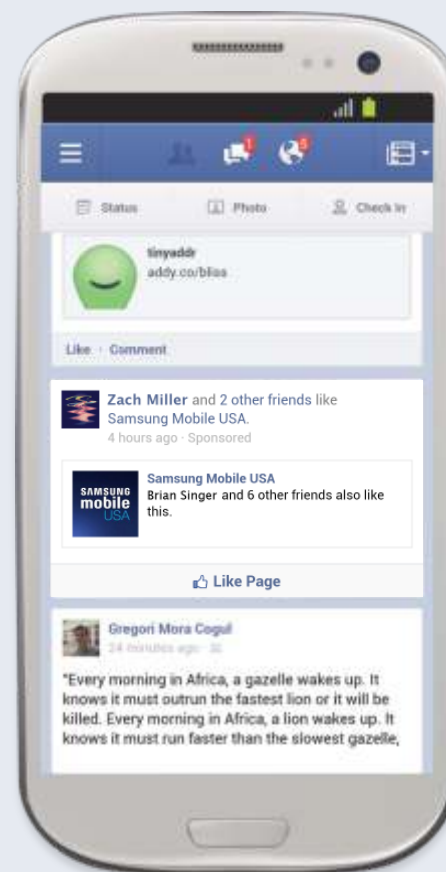

Full screen on mobile

How to market and influence on mobile

Your approach to mobile will vary based on your business objective

- Drive fan acquisition

- Drive awareness and engagement

- Drive mobile app installs

Page like
sponsored story

Page post
sponsored story

Mobile app install
ad

We designed an ad unit developed specifically to drive native mobile app installs

Benefits of mobile app install ads

Distribution — Ads appear in the most engaging place on FB: mobile news feed

Targeting — Ads can be targeted to exactly the right mobile audience using all targeting options

**Measurement** — Drive and measure CPI for native mobile apps and games

Who should use mobile app install ads?

- Brands and developers who want to drive installs from the Apple iTunes App store or Android Google Play store for their native mobile app

- Most relevant verticals
  - Gaming
  - Ecommerce
  - Retail
 - Financial Services
  - Travel

Introducing mobile app install ads

- Support for Facebook connected AND non-connected native games and apps

- Text and icon pulled from the Facebook Developers site
  - App must be registered with FB (app ID)

- Users are sent to the Google Play (Android) or iTunes App Store

- Optimized for installs for iOS, Android

- Buy via oCPM or CPC

- *Coming soon:* Simple text, uploaded image (800x150 resized for retina display), and more
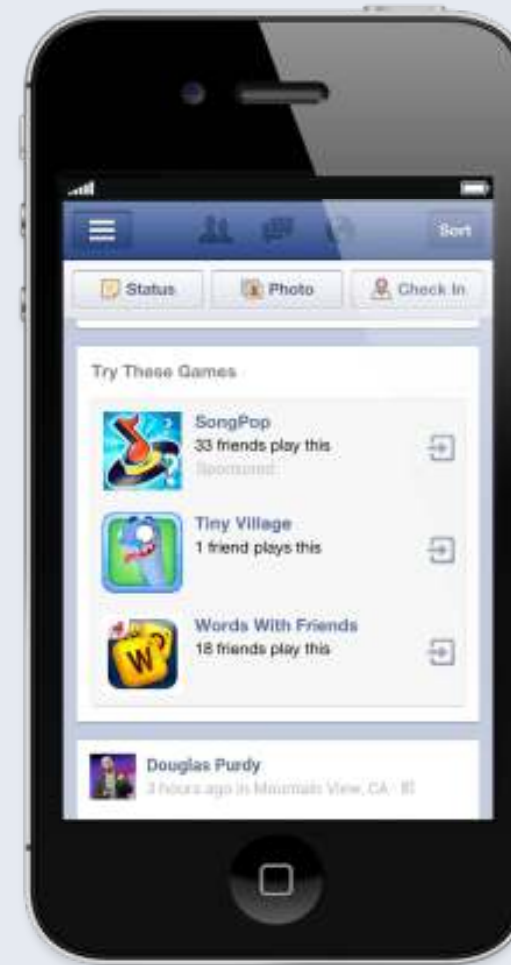
Current
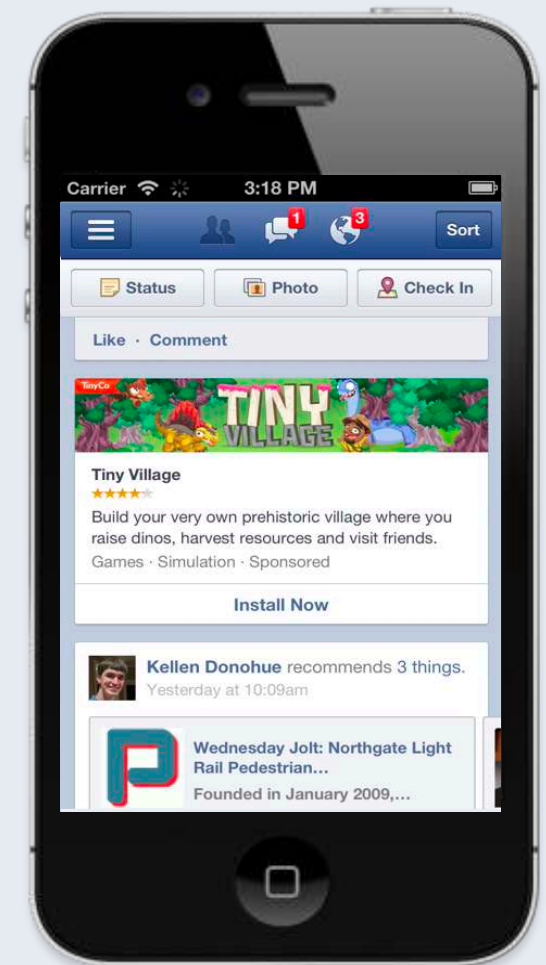
Coming soon

How do I measure performance (app installs)?

- You can measure mobile app install performance by integrating with...

1. **Facebook SDK (*recommended*)**

   - In addition to measurement for mobile app install ads, the latest FB mobile SDKs offer many more benefits including:

     - iOS 6 integration (only for iOS)

     - Better user session management

     - Ready-to-Use Native UI Views

     - Improved API support

   - Measurement supported in iOS SDK 3.0+, Android SDK as of 8/29

2. **Mobile measurement partner SDK**

   - If clients are interested in using a 3rd party provider for mobile measurement and other aggregate performance metrics (i.e., LTV), we support the following companies:

     - HasOffers, AD-X, Apsalar

       ... and more are on the way

   - For more information, please visit: https://developers.facebook.com/preferredmarketingdevelopers/mobile/measurement/

How to set up an app for mobile app install ads

1. Set up measurement in the app by integrating:

   - The latest FB SDK for iOS or Android
     (with the relevant code snippet) OR

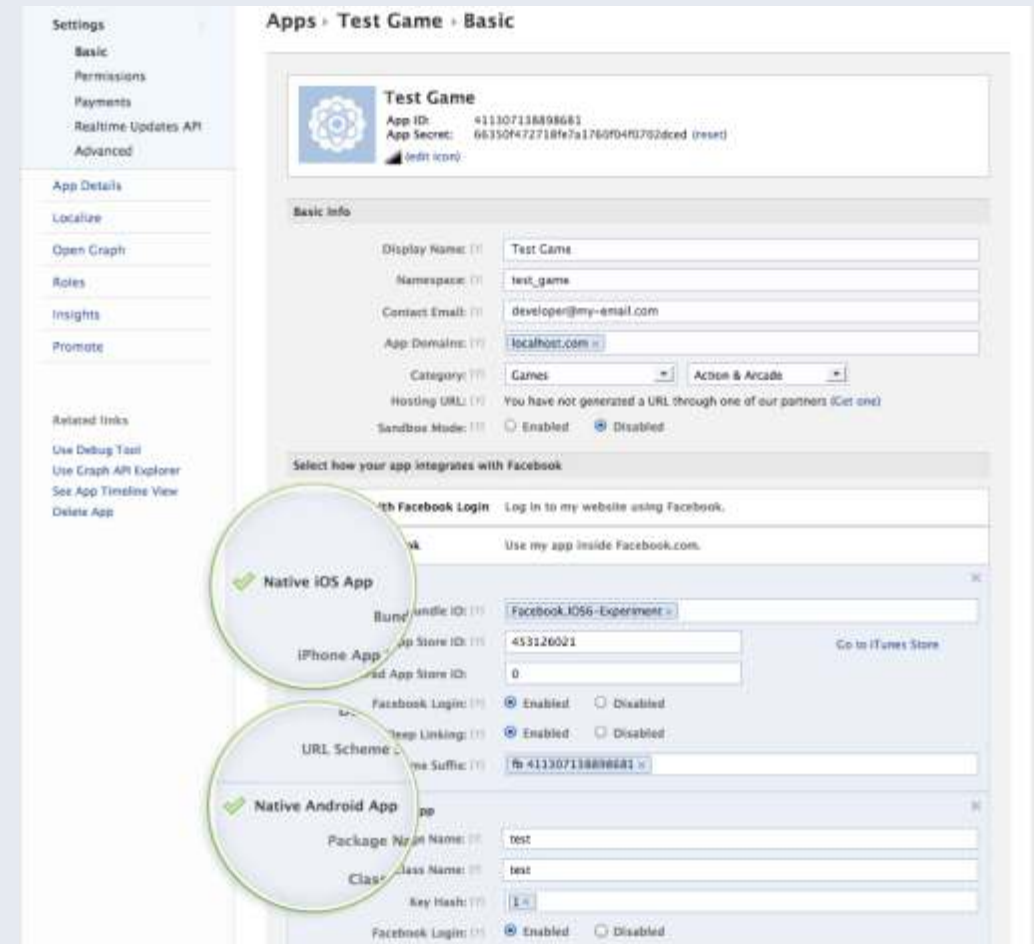   - The FB-enabled 3rd party mobile measurement SDK

2. Register the app with Facebook

   - Apps must have Facebook app ID, but don't
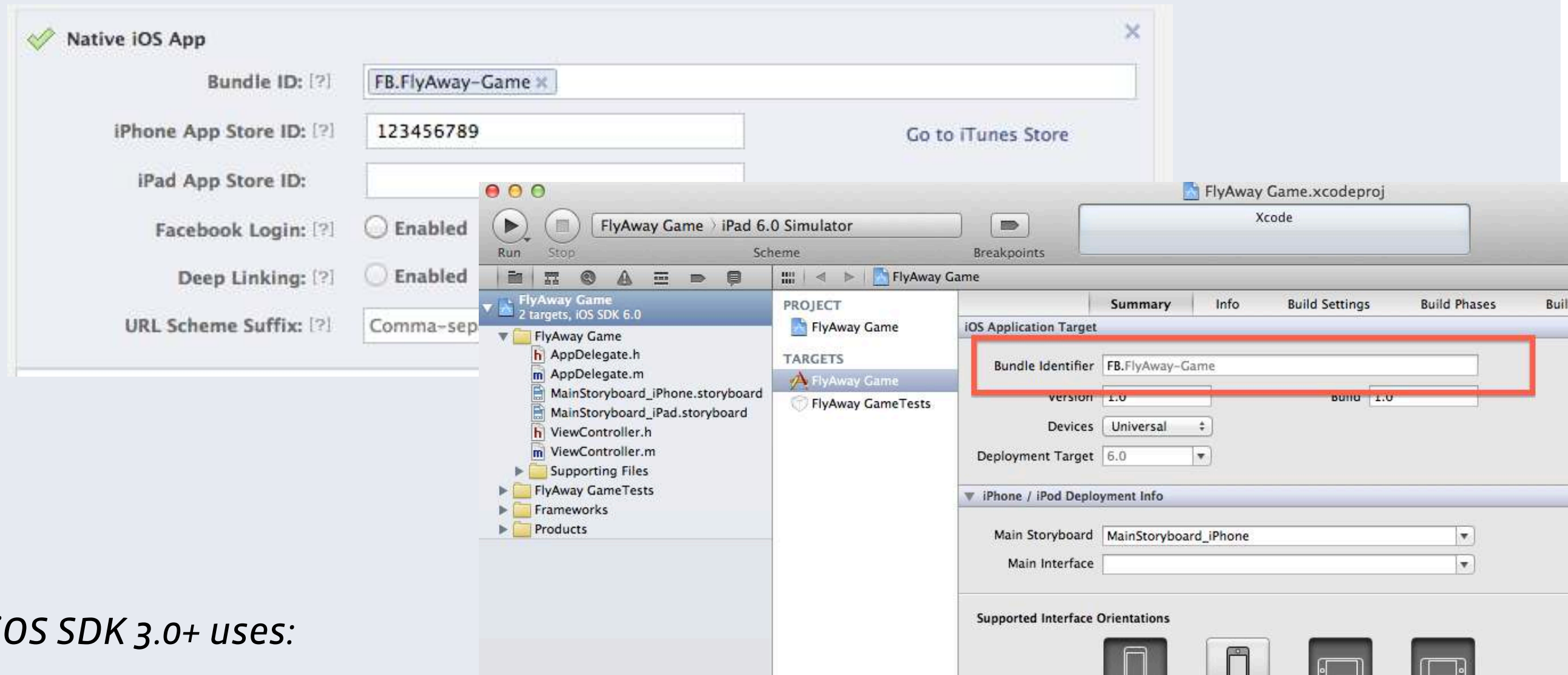   have to have a Facebook login

3. Complete the Basic info in Settings (i.e., name,
   URLs to iOS app store or Google Play store)

4. Complete the App Details (i.e., description, icon, cover)

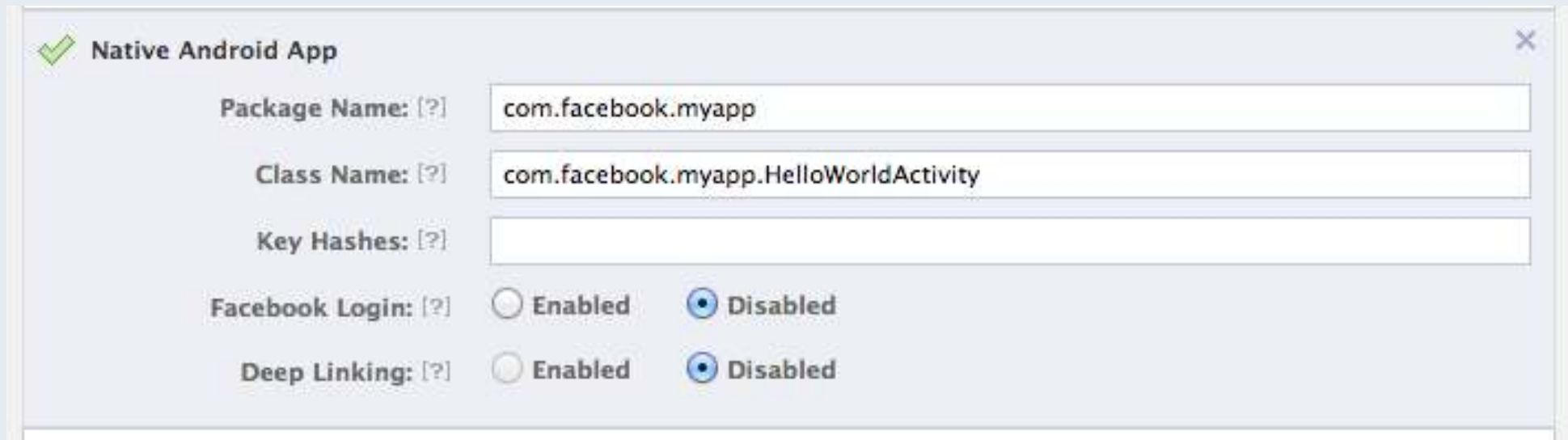5. Create an ad via **an PMD / Ads API partner**, Power Editor or the Developer site

Set up measurement using Facebook iOS SDK

iOS SDK 3.0+ uses:

[FBSettings publishInstall:appId];

Set up measurement using Facebook Android SDK

Native Android App

Package Name: [?]   com.facebook.myapp

Class Name: [?]   com.facebook.myapp.HelloWorldActivity

Key Hashes: [?]

Facebook Login: [?]   ◯ Enabled   ⦿ Disabled

Deep Linking: [?]   ◯ Enabled   ⦿ Disabled

```xml
<manifest xmlns:android="http://schemas.android.com/apk/res/android"
    package="com.facebook.myapp"
    android:versionCode="1"
    android:versionName="1.0" >

    <uses-sdk
```

Android SDK (8/29/12+) uses:

Facebook fb = new Facebook(appId);
fb.publishInstall(context);

```xml
    </activity>
    <activity
        android:name=".HelloWorldActivity">
        <intent-filter>
            <action android:name="android.intent.action.MAIN" />
            <category android:name="android.intent.category.LAUNCHER" />
        </intent-filter>
    </activity>
    <activity
```

Bidding guidelines

1. Bid the true value of the user and iterate based on performance

   - Have advertisers identify the value of the average user and back into CPC using click-to-conversion rate

   - Due to high demand for quality traffic and more sophisticated targeting, CPCs may be higher than other channels

2. Test combinations of Age, Geo, Gender, Precise Interests, and BCTs

3. Create multiple campaigns for each device (i.e., iPhone, iPad, Android, etc)

4. Experiment with oCPM vs CPC bidding

Tool design recommendations

1. Optimize your UX for mobile use cases and business objectives

    - Drive app installs (vs. fan acquisition or engagement)

2. Provide in-tool contextual help and guidance

    - Many clients will be unfamiliar with Facebook advertising

    - Walk through how to register an app on Facebook (it's not easy)

    - Offer tips on bidding, targeting and campaign management

    - Facilitate mobile measurement set up (FB SDK or 3rd party SDK)

3. Simplify targeting

    - Make it easy to specify basic mobile targeting

    - Optimize targeting by providing insights into high intent actions (if applicable)

Next steps

1. Review mobile app install documentation

   - Blog Post:
     https://developers.facebook.com/blog/post/2012/10/17/drive-installs-and-discovery-with-mobile-app-install-ads/

   - App Setup and Tutorial:
     https://developers.facebook.com/docs/tutorials/mobile-app-ads/

   - API Docs:
     https://developers.facebook.com/docs/reference/ads-api/mobile-app-ads/

2. Enhance tools to support new mobile app install ad unit QUICKLY

   - Focus on business objectives and incorporate design recommendations

3. Leverage the **PMD Facebook Group** if you have questions and contact PMD@fb.com with success stories