

# Introdução a Campanha de App

BB  
CC

escola  
britânica de  
artes criativas  
& tecnologia

**ROCKY**  
FULL DIGITAL PERFORMANCE



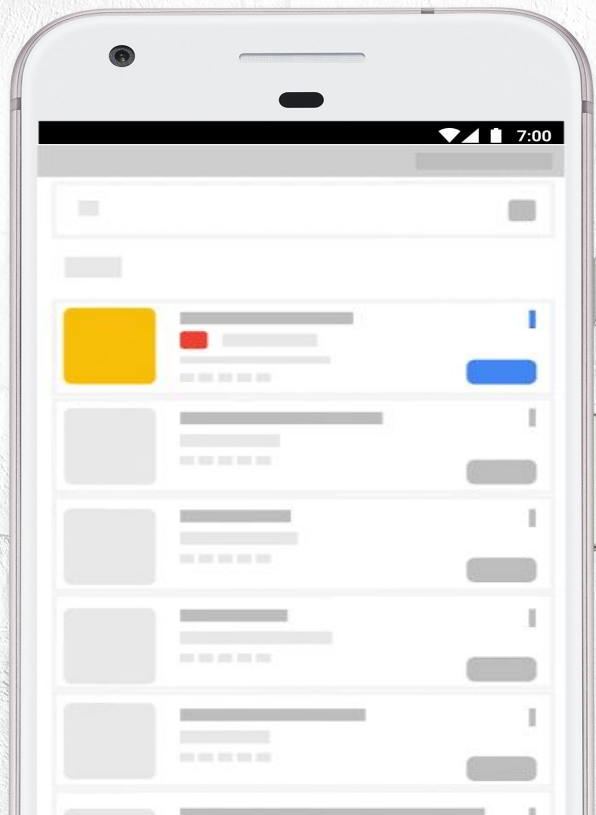




### Objetivo

O objetivo das campanhas de aplicativos é ajudar empresas a fortalecer o canal em três etapas diferentes, pré-registro, instalações e engajamento.

## Como Funciona



**Junção de todas as campanhas em uma só**



**Fáceis de configurar e simples para otimizar**



**Efetiva para devolver resultados**



**Única campanha que leva para as lojas de Apps**

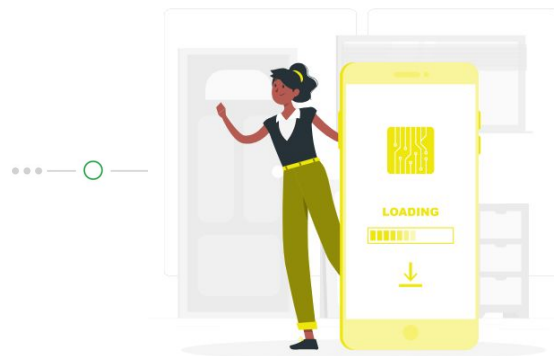
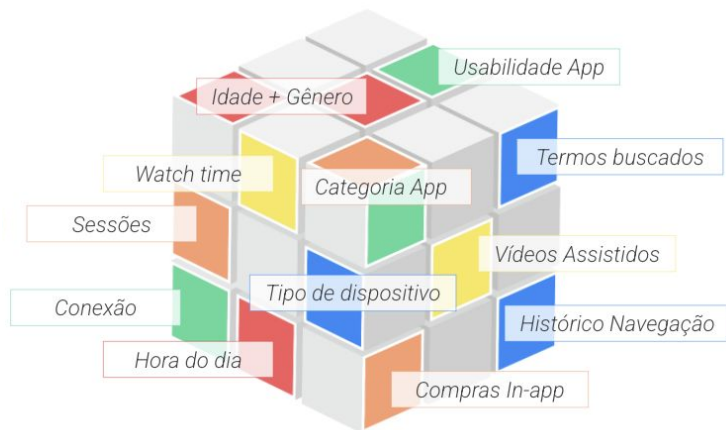




## Como Funciona



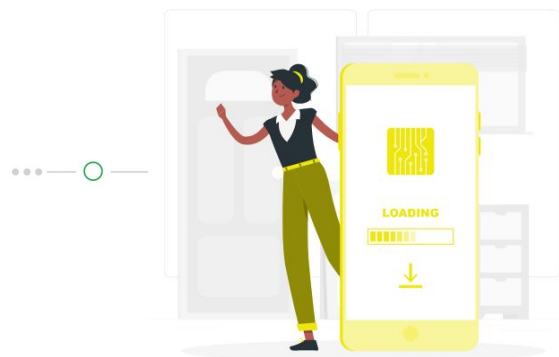
### Sinais multidimensionais



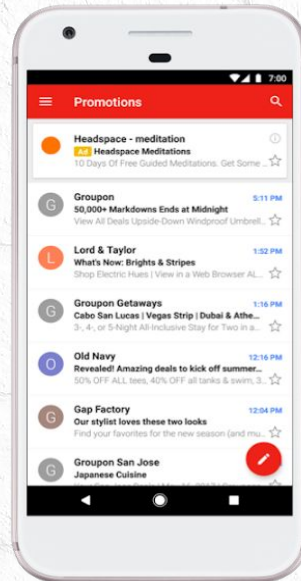
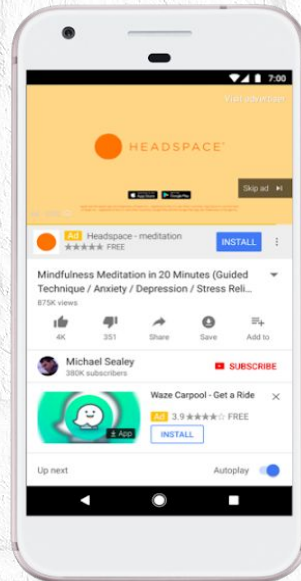
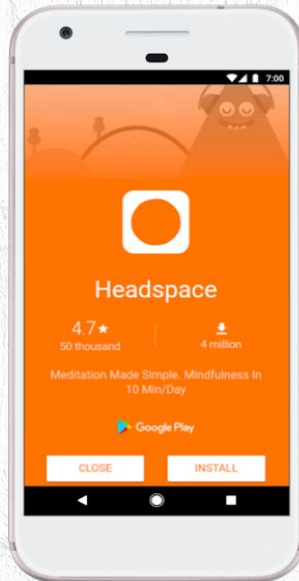
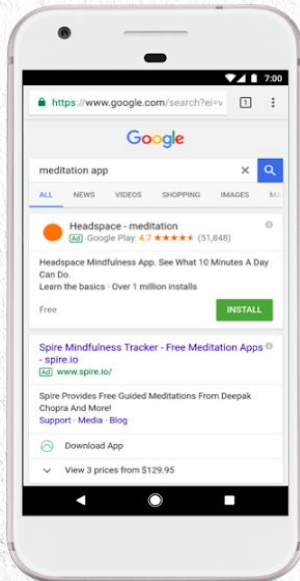
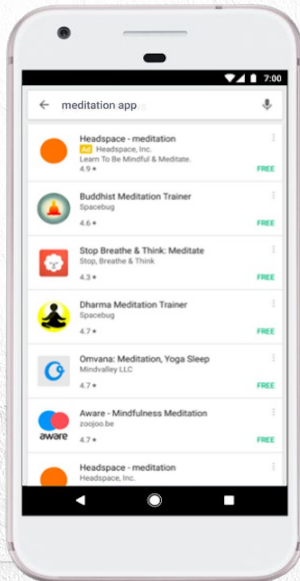
Com as configurações da campanha, a tecnologia de aprendizado de máquina do Google otimiza automaticamente os lances, os posicionamentos de anúncios e as combinações de recursos para promover seu aplicativo nos serviços e redes do Google.



## Como Funciona

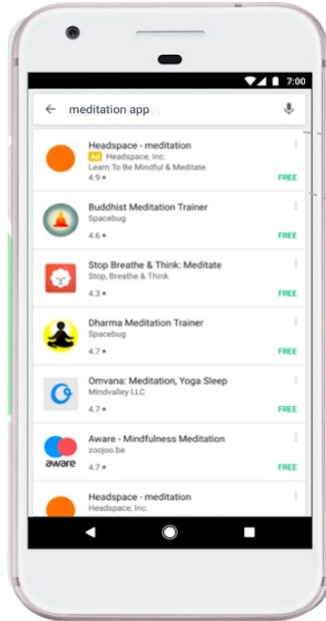








## App Store



**Headspace - meditation**

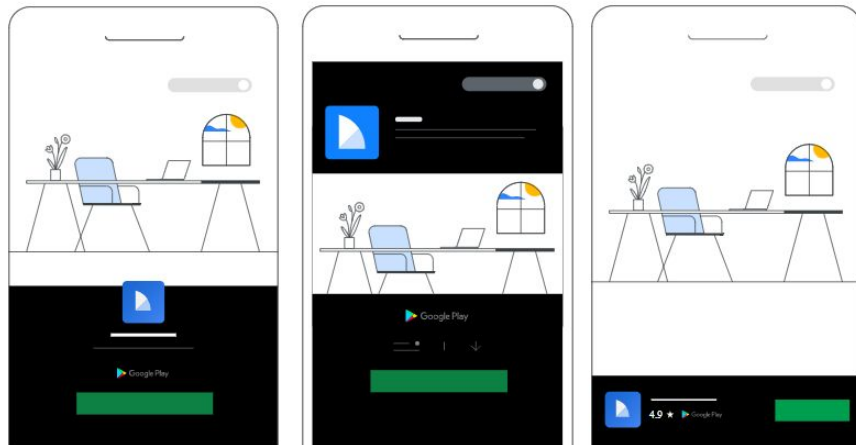
**Headspace, Inc.**  
Learn To Be Mindful & Meditate.  
4.9 ★

**FREE**





### App Store

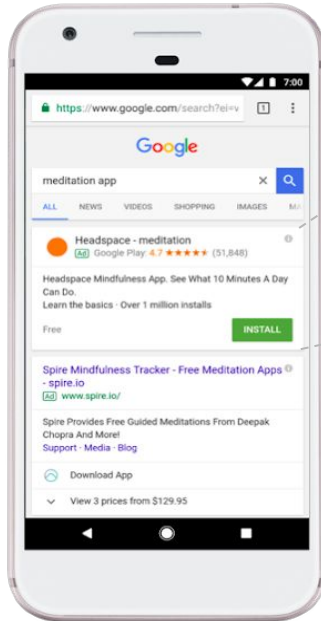
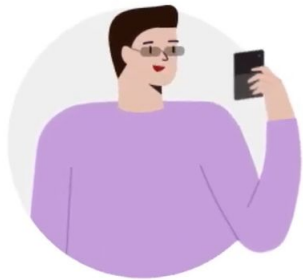


- Seção de aplicativos relacionados ao Google Play: "Você também pode gostar de" e "Relacionados a este app"
- Página inicial do Google Play: "Sugestões para você"
- página de detalhes de um app semelhante ao seu





Google Search



Headspace - meditation

Google Play 4.7 ★★★★★ (51,848)

Headspace Mindfulness App. See What 10 Minutes A Day Can Do.  
Learn the basics · Over 1 million installs

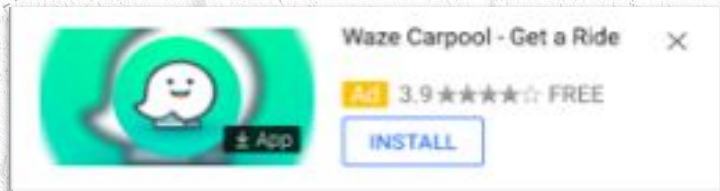
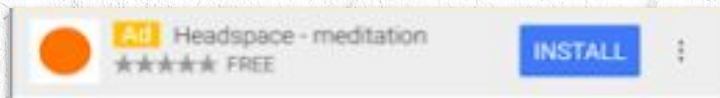
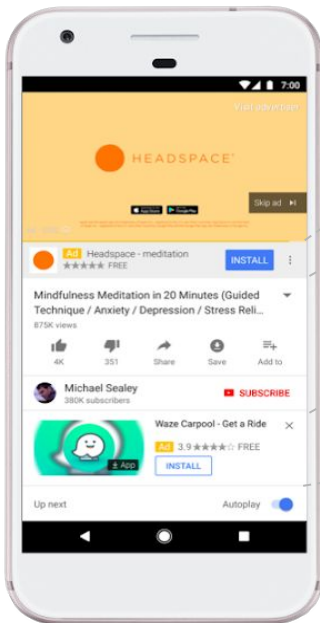
Free

INSTALL

# Canais



YouTube





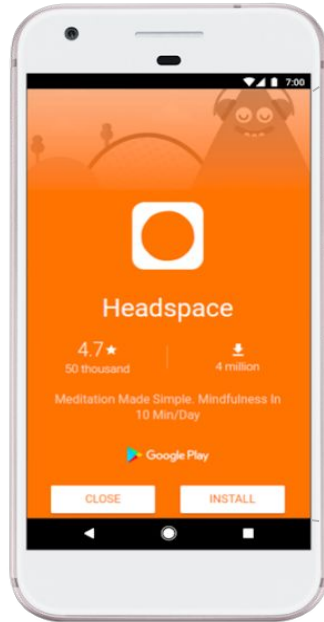
Canais



Google AdMob



Google Display



Headspace

4.7★  
50 thousand

↓  
4 million

Meditation Made Simple. Mindfulness in  
10 Min/Day



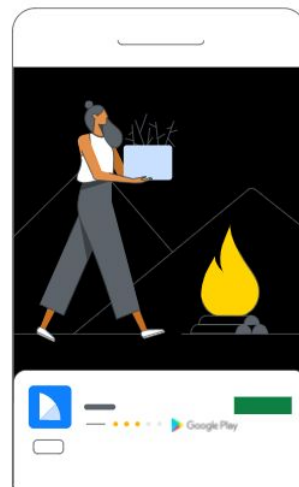
CLOSE

INSTALL





Google Display



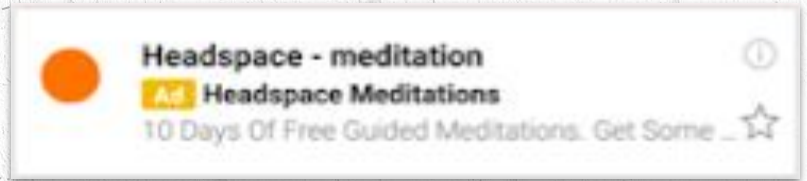
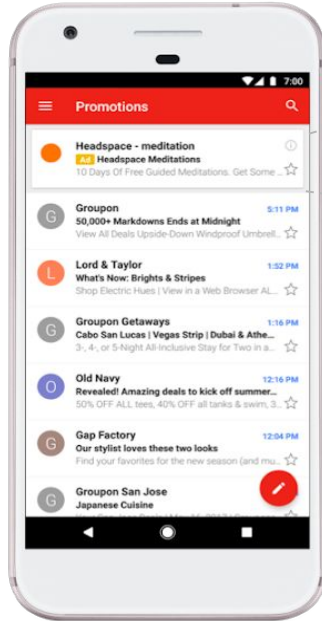
**Sites para dispositivos móveis de sites de notícias, blogs, entre outros, em toda a Internet**



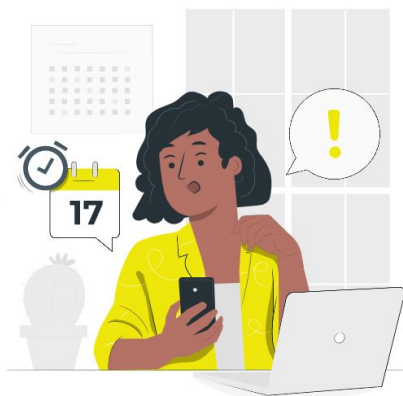
# Canais



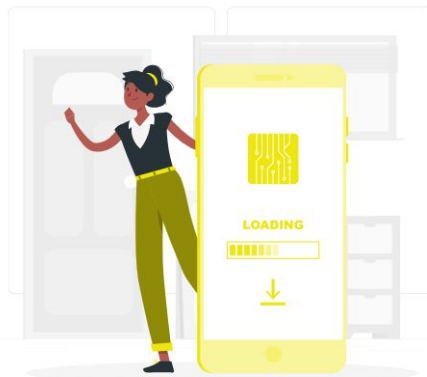
## Gmail



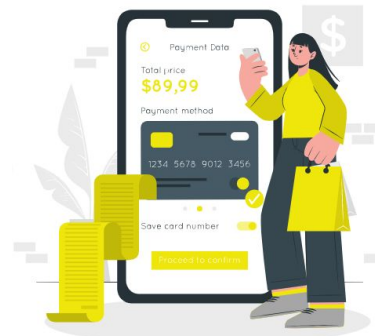
## Tipos de Campanhas



**Pré Registro**



**Instalação**



**Engajamento**



# Campanha de App

IBV  
1100

escola  
britânica de  
artes criativas  
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