

Best Practices

Successfully reach more people on the [Client Property]

Over XXX million people visit the [Client Property] every week to discover and download apps. And with ads on the [Client Property], you can drive visibility and awareness of your app throughout their entire visit. A well-executed plan can help you get the most out of your campaigns.



Structure campaigns for efficiency and growth

Organizing your account into four different campaign types will make it easier to manage your keywords, bids, and budget—and will help you optimize campaigns in response to insights.



Refine your approach

Reach the broadest audience

Your [audience settings](#) are automatically optimized to help you reach the most [Client Property] customers. If you decide to modify audience settings for specific campaigns, it's a good idea to create another campaign that will reach all eligible users.

Determine your Apple Ads budget

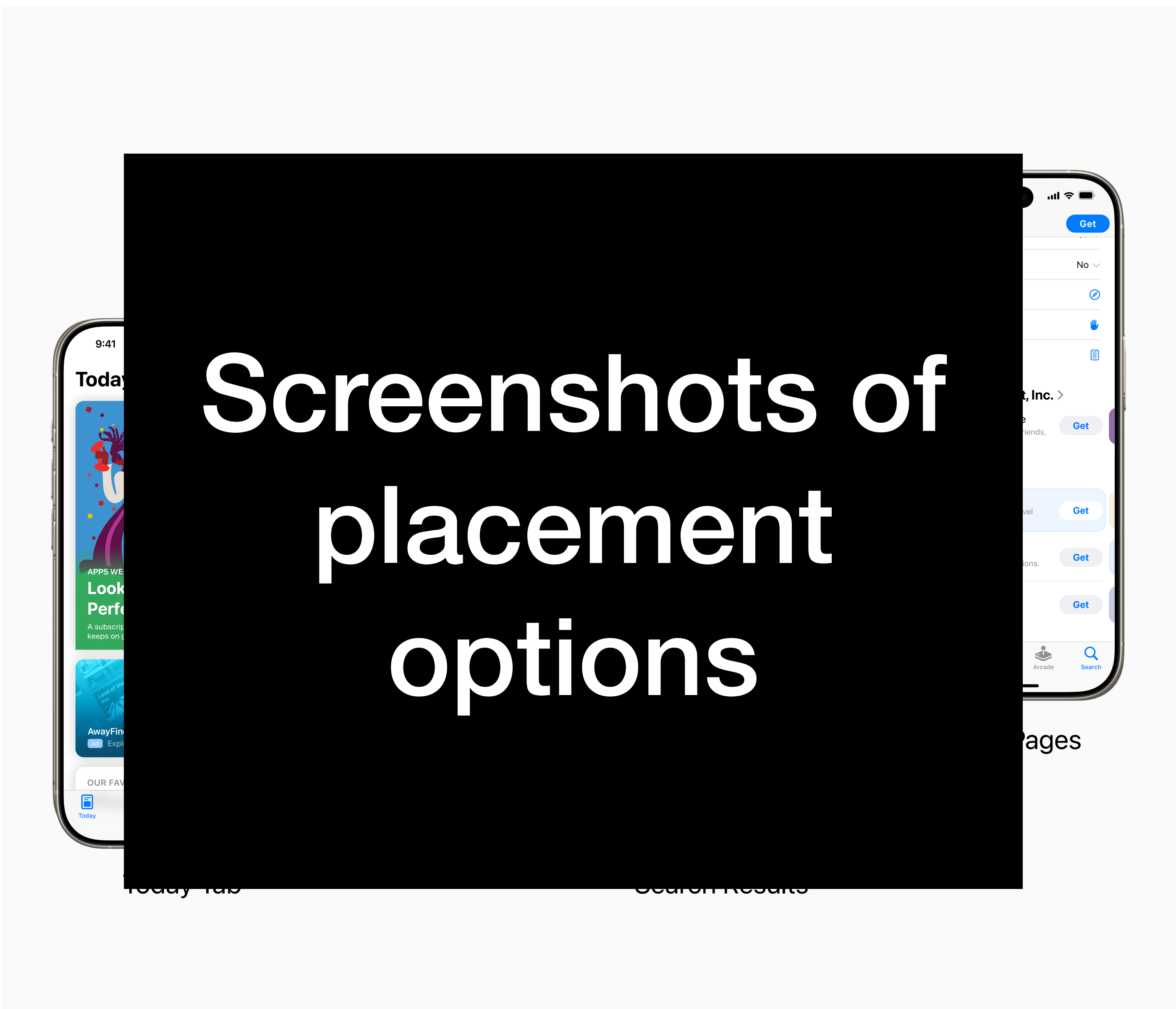
Set the right budget, and get allocation recommendations from our team that help you hit your campaign goals. You can [adjust your daily budget](#) at any time.

Maximize campaign results with insights

You can implement the [\[Client Property\] Attribution API](#) directly or through a third-party provider so you're ready to measure performance from day one. When your campaigns are live, you'll be able to monitor campaign metrics using the Campaigns dashboard. We also offer ways you can leverage performance insights to reach your goals.

Review countries and regions

Over 50 percent of downloads come from outside a developer's home region. Review the available [countries and regions](#) to identify opportunities for you to reach more customers with ads on the [Client Property] and drive even more downloads.



Consider a multi-placement ad strategy

Promote your app across [multiple placements](#) to engage customers throughout their [Client Property] visit. By using a variety of ad placements across the [Client Property] you can positively impact app recall, app perception, and intent to download.

Choose the right keywords for success

Keywords are relevant words or terms you can bid on to match searches to your search results ads. With [Client Property], you bid on keywords to trigger and include your ad within relevant App Store search results — so when an Client Property] customer types in a search query that uses one of your keywords, your ad could appear.

- Think like your customers. Which words would they use to find an app that meets their needs, or the services and products they're looking for?
- Prioritize important keywords. Consider terms that are important for your brand, competitors, category, and new keyword discovery.
- Focus on the most relevant and popular keywords. Search intent is already very strong. You don't need to be exhaustive about lower-volume keywords.

Using keywords effectively can boost search results campaign performance and help you uncover opportunities for growth. Some important things to know include:

- Bidding on both general and specific keywords increases your coverage and helps your ad appear for more App Store searches.
- Exact match will match a specific search term to your keyword, while broad match is the default match type and matches your keyword to the widest pool of related search terms.
- Negative keywords ensure that your ads won't display when users search certain terms.
- Search Match automatically matches your ad to relevant keywords.
- The keyword suggestion tool can give you ideas for additional relevant keywords, and the Recommendations page offers keyword insights that can help increase the likelihood that your search results ad will be shown.

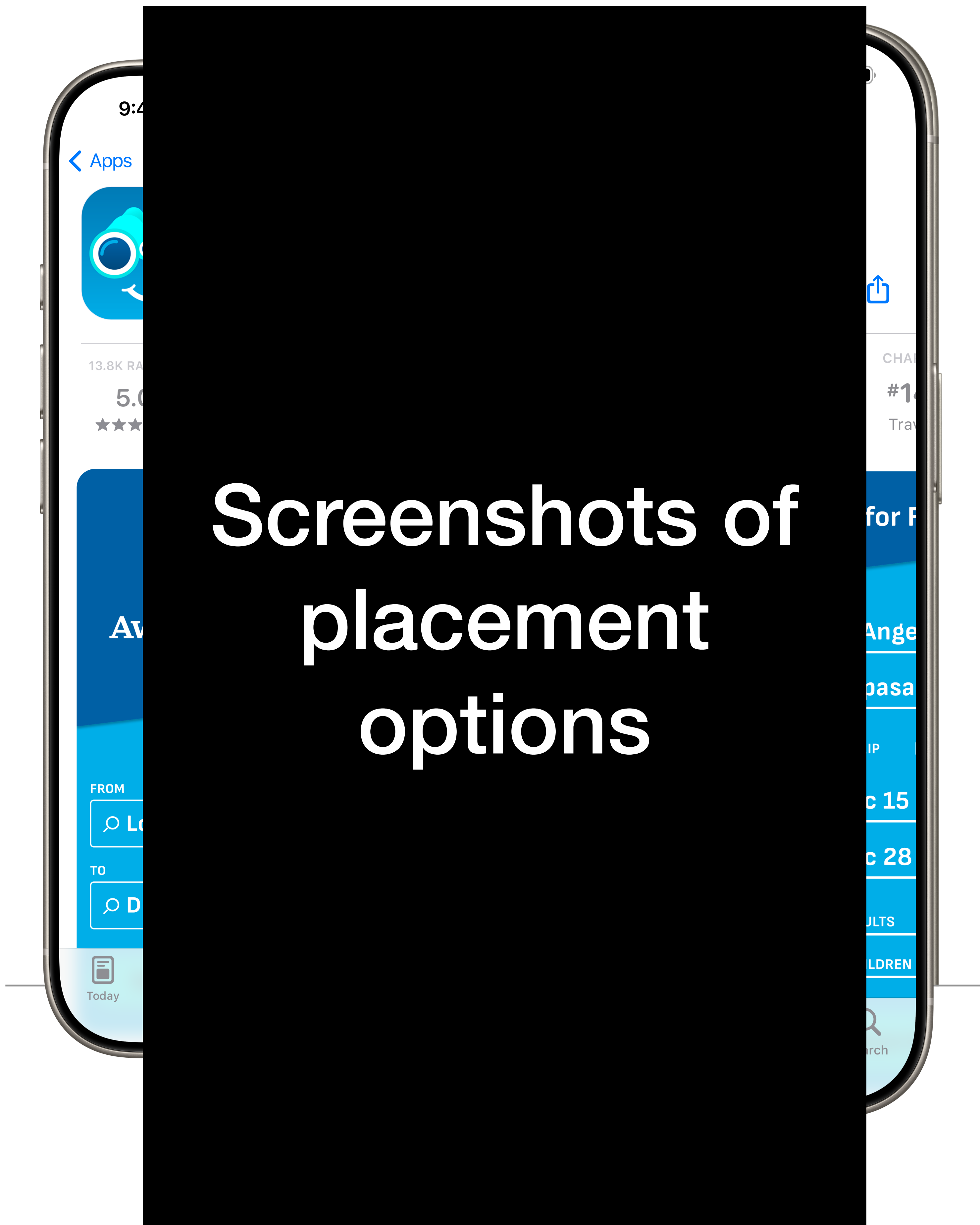
There's a lot to learn about [best practices for keywords](#), and we're here to help.

Showcase ad creative

To get creative assets that impress, start by building [custom product pages](#) in [Client Property], with relevant and engaging creative to help people understand what your app has to offer. Then, use these pages to set up search results ad variations in [Client Property]. According to a recent global analysis, over 50% of advertisers see an increase in tap-through rate when using ad variations for their search results campaigns versus using a default ad.¹

Using custom product pages and ad variations is a great way to tailor your search results ad creative for different audience groups, keywords, seasonal events, or app features. For Today tab ads, you'll also select a custom product page as the tap destination.

¹ [Client Property], custom analysis, June 2024 - June 2025. Based on campaign results of 1,728 advertisers running search results campaigns in available countries and regions over this time period. Their analysis spanned app categories, as well as countries and regions. 54.22% of advertisers are seeing a TTR increase when using a CPP for a search results campaign ad variation.





Resources



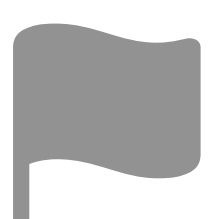
Get certified

Take advantage of free, online training, and learn how to effectively promote your app and reach more people across the [Client Property] with [\[Client Property\] Certification](#).



Learn best practices

[Get the tips and advice](#) you need to effectively reach customers and help maximize results on [Client Property].



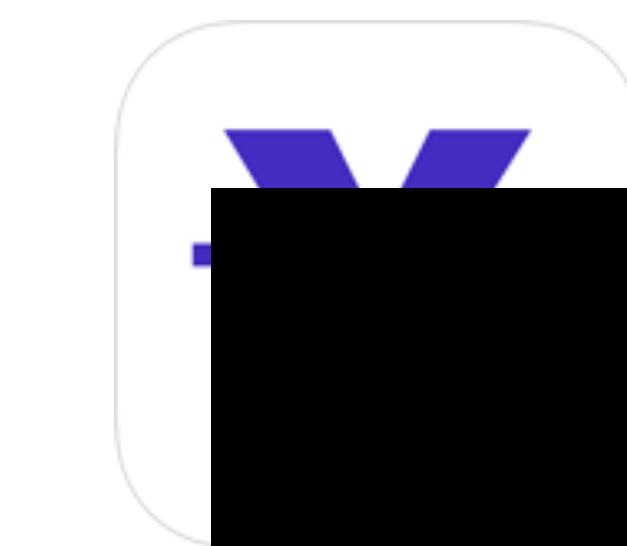
Explore helpful articles by topic

Find answers to questions, easy-to-follow instructions, and tips for using Apple Ads in the [Help](#) section.



Find the right partner

Whether you need campaign optimization, custom product page expertise, or both, an [\[Client Property\] Partner](#) can help.



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Quote from
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For questions, contact your account strategist.