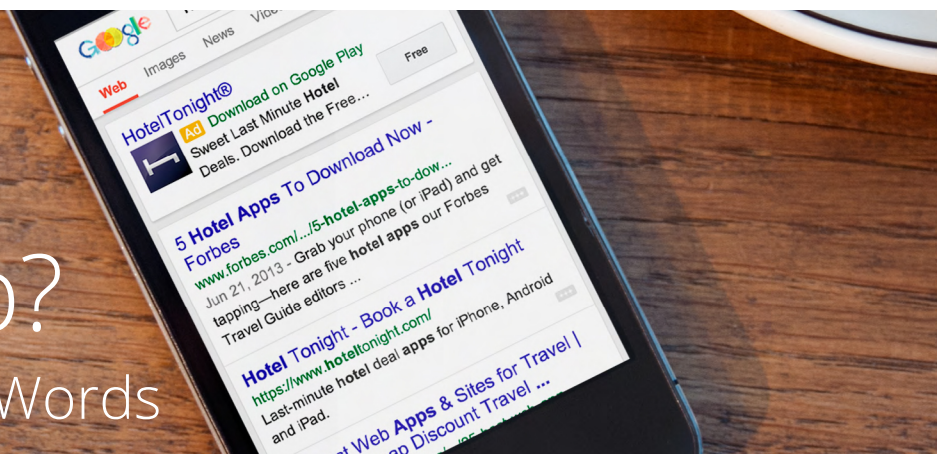
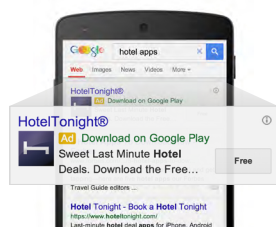


Got an app?

Promote it with AdWords



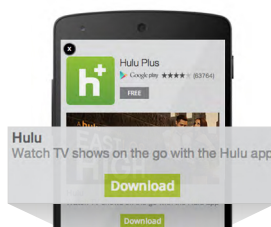
Promote your app and drive installs



Search Ads

Highlight your app just as people are searching

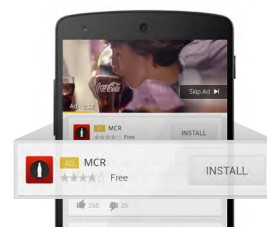
[Get Started](#)



Display Ads

Reach out to people when they're engaging with similar apps

[Get Started](#)

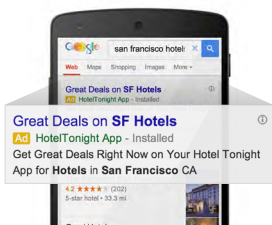


YouTube TrueView Ads

Showcase your app while people watch their favorite video

[Get Started](#)

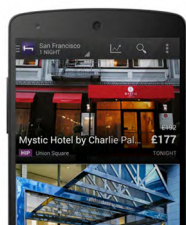
Engage existing users so they keep coming back



Search Ads

Deep link directly from Google Search to specific pages in the apps they're using

[Sign Up](#)



Display Ads

Drive people to a customized location within your app while they're using another app

[Sign Up](#)

