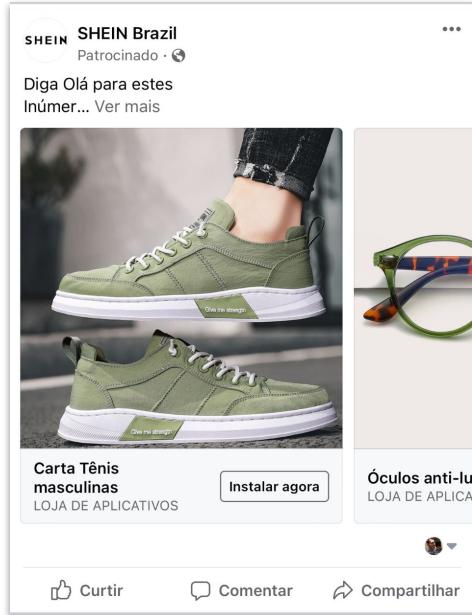


Facebook - Campanhas de Instalações de App

EWCK
ROCKY
FULL DIGITAL PERFORMANCE



INSTALAÇÕES DE APP



Objetivo

- Fazer com que os usuários setados nos grupos de anúncios baixem o aplicativo desejado

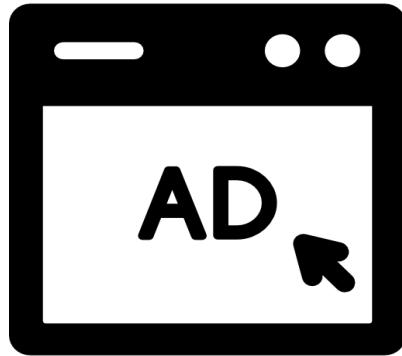
Importante dentro da estratégia de quem utiliza app pois ajuda a construir um público para reengajar e mirar em compras dentro do app.

INSTALAÇÕES DE APP



- É preciso implementar o SDK do Facebook no App;
- SDK (Software Development Kit), acompanha os eventos que o usuário realiza dentro do app;
- Após, é preciso vincular o app com a conta do Facebook;
- É preciso criar uma campanha para cada sistema operacional (iOS ou Android);
- Fora isso, funciona como as outras campanhas;
- iOS 14 afetou diminuindo o tamanho dos públicos.

INSTALAÇÕES DE APP



INSTALAÇÕES DE APP



The screenshot shows a mobile application store interface. At the top, there's a header with the store's logo and name. Below it, a product card for a "Dish Drying Rack Stainless Steel" by "alibaba_wholesale". The card features a large image of the product, which is a black, multi-tiered stainless steel rack mounted on a kitchen wall above a sink. Below the image, there's a green button labeled "Instalar Agora" (Install Now). At the bottom of the card, there's some descriptive text about the app and its benefits.

alibaba_wholesale
Patrocinado

Instalar Agora >

alibaba_wholesale Dish Drying Rack Stainless Steel
Download the world's leading B2B App to shop millions of products, find worldwide suppliers, and...

The screenshot shows a Facebook post from the page "ELSA - Pronúncia em Inglês". The post features a large image of a woman with dark hair and glasses, smiling. Below the image, there's a quote: "ELSA is the best hack to speak English like a native speaker!" attributed to Vivian Chan. The post includes a rating of 5 stars and over 15 million reviews. At the bottom, there's a call-to-action button "Instalar agora" (Install now) and some engagement metrics.

ELSA - Pronúncia em Inglês
Patrocinado •

★★★★★ Over 15 MILLION people have used ELSA's award winning artificial intelligence to learn English. Try for FREE today! 🌎🤖✈️

ELSA

"ELSA is the best hack to speak English like a native speaker!"
- Vivian Chan

LOJA DE APLICATIVOS
World's Best English Pronunciation App
Mais de 1 milhão de pessoas usam isto

Instalar agora

9 2 comentários 21,8 mil visualizações

Curtir Comentar Compartilhar

A large yellow graphic on the left side of the image depicts a circular arrangement of interlocking puzzle pieces. The pieces are white with black outlines and are arranged in a hexagonal-like pattern. The graphic is set against a white brick wall background.

Obrigado