Grow My App
with Google

Creative best practices checklist

Required assets & dimensions	Best practices

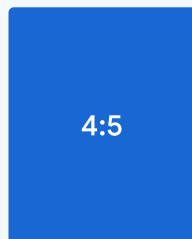## Required assets & dimensions

1

Text asset coverage

1 5 x short headline text lines
(30 characters)
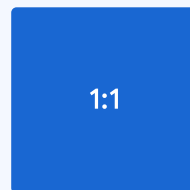
1 5 x long description text lines
(90 characters)

2

Image asset coverage

20 x image assets

4:5
Portrait

1:1
Square

1.91:1
Landscape

Portrait

4:5 ratio
Recommended size: 1200 x 1500, minimum size: 320 x 400

Square

1:1 ratio
Recommended size: 1200 x 1200, minimum size: 200 x 200

Landscape

1.91:1 ratio
Recommended size: 1200 x 628, minimum size: 1200 x 628
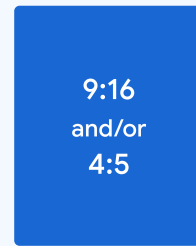Cover over 95% of AdMob inventor

Maximum file size: 5MB

Take me to Google Ads ↗
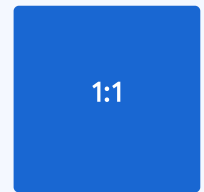
3

Video asset coverage

20 x video assets

16:9	Landscape video

9:16 and/or 4:5

Portrait video

1:1

Square video

Formats

AVI, ASF, Quicktime, Windows Media, MP4, MPEG

Preferred video codec

H.264, MPEG-3, or MPEG-4

Remember
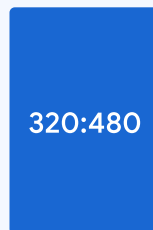
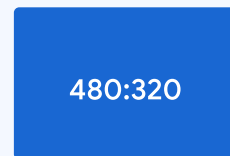Videos must be hosted on YouTube as a public or unlisted video.

Maximum file size: 1GB

4

HTML5 asset coverage

20 x HTML5 assets

320:480

Portrait

480:320

Landscape

Orientation tags

Your assets will appear as full screen ads on the majority of devices

Orientation	Orientation specified in HTML
Portrait	**Recommended:** <meta name="ad.orientation" content="portrait"> Also acceptable: <meta name="ad.size" content="width=320,height=480">
Landscape	**Recommended:** <meta name="ad.orientation" content="landscape"> Also acceptable: <meta name="ad.size" content="width=480,height=320">
Landscape & portrait	<meta name="ad.orientation" content="portrait,landscape">

Maximum file size: 5MB (wi-fi), 1MB (cellular)

Aim to upload all the assets and orientations at campaign launch, and observe which assets (text, images, videos or HTML5), length of the video or playable and orientations (landscape, portrait, square) perform the best, and then prioritize adding more of similar assets/formats/sizes.

Text asset best practices

1 Introduction

Introduce your app with a simple, straightforward description of the utility or experience being provided.

2 Call-to-action

Have a clear call-to-action in your text assets, such as "Protect your device" or "Install now", reflecting the value of your app and the objective of your campaign. Be relevant and mirror the user's end goal.

3 Language

Speak to your audience - what language and phrases will resonate with them? Use the same language the app listing is in.

4 Distinct statements

Make sure each line can stand by itself and conveys something different, since an ad will combine up to three different text elements.

5 Punctuation

Use full stops and proper punctuation to avoid confusion when text assets are shown one after another.

6 Character count

Utilize maximum character count and diversify keywords to add more contextual data to search bids. Don't be afraid to use multiple sentences in one description in order to maximize character count.

7 One shorter text line

Keep at least one text idea shorter than 20 characters to avoid truncation on properties like Gmail.

Headlines and descriptions

Google

adventure duck

ALL   IMAGES   VIDEOS   SHOPPING   NEWS

Adventure Duck Deux | A Quack-tastic Sequel to the Original
Ad Google Play: 4.8 ★★★★★ (346k)

A Brand New Beautiful Quest from the Creators of the Original Adventure Duck.

Free   Install

HEADLINE

DESCRIPTION

Adventure Duck Deux

Adventure Duck Deux

A brand new beautiful quest from the creators of the original Adventure Duck

4.8 ★   1 million
346,661 ⬇
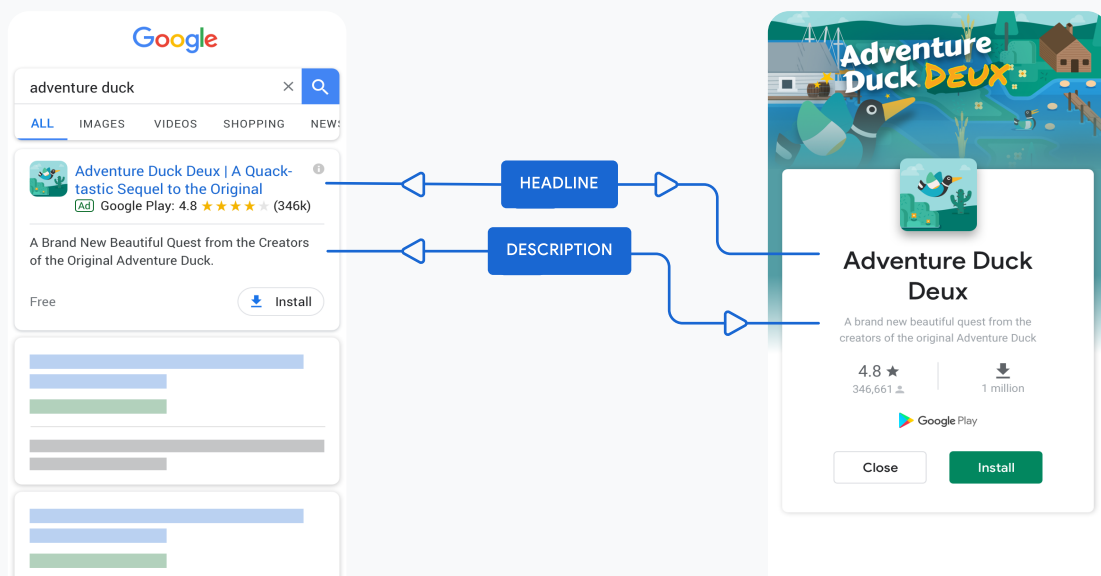
Google Play

Close   Install

Image asset best practices

1 ## Showcase your product

When size permits, give the users a sense of the app experience by utilizing engaging and relevant images taken directly from your app. For example, you can use product images from your shopping app or menu screens from your music library.

2 ## Keep it simple

Many image ads will need to stand out on busy web pages, so only include the elements that are crucial to conveying the message. Keep your layout clean, easy to read, and avoid unnecessary decorative elements and phrases. Do not allow the use of excessive filter effects or washed out images that are unnatural.

3 ## Don't fear empty space

Leveraging negative space in your layout can create smooth transitions between elements and a clear visual hierarchy.

4 ## Variations

Vary your content by uploading different variations of the same asset. For example, image assets for a travel app could showcase different cities or countries.

5 ## Appeal visually

Upload high-quality (72dpi) images and HD ads with file sizes up to 5MB. Use bold and high contrast visuals, visible for low screen brightness.

COMPLIANT   NON-COMPLIANT
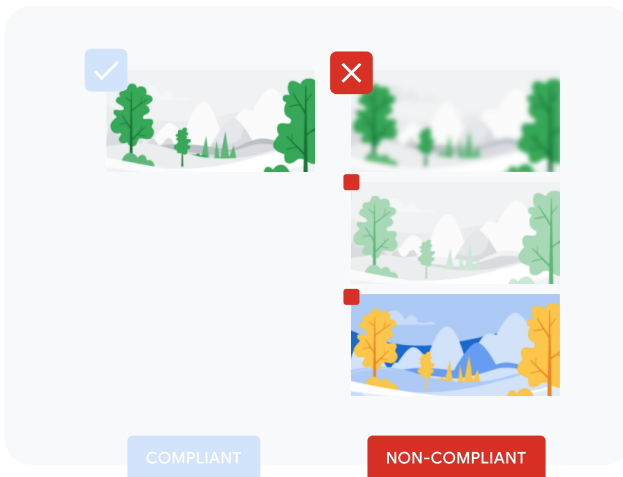
6 ## Branding
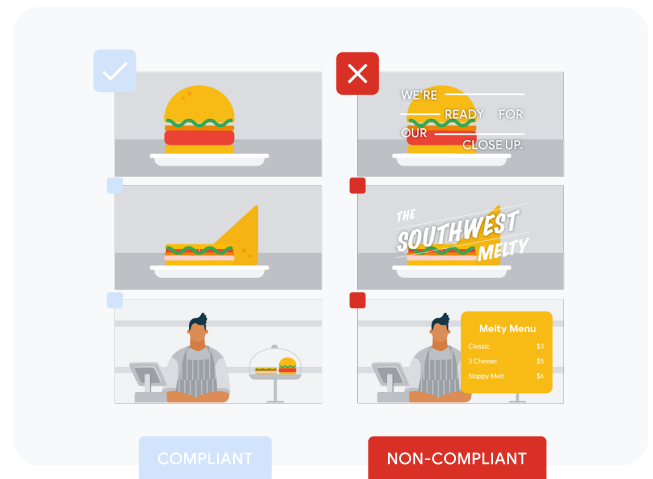
Include logo and brand colours by organically integrating them in your image, such as on product packaging, clothing or signs/billboards.

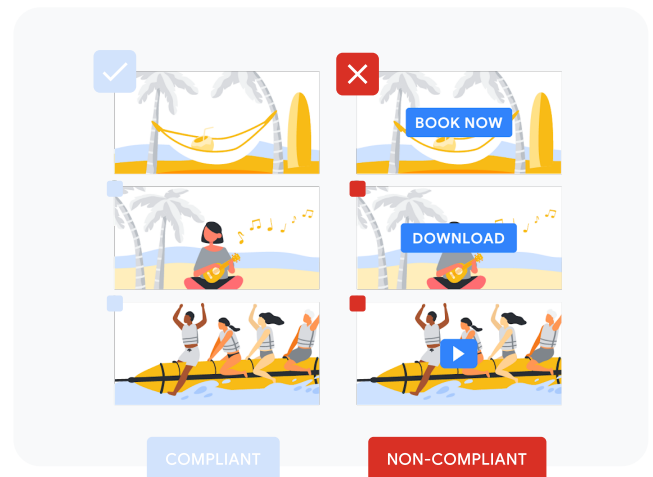**7** ## No excessive overlaid content

An image should have <20% of text or content overlaid.

COMPLIANT   NON-COMPLIANT

8 ## No CTA buttons

Do not include call-to-action (CTA) buttons in your image assets.

COMPLIANT   NON-COMPLIANT

Video asset best practices

1 Video length

Upload videos between 15-30 seconds. There is no perfect video length, but make sure to add a variety of video lengths - some shorter, some longer.

2 Dimensions

Portrait video is the optimal handheld experience, and conversion rates for portrait videos are generally higher than for landscape videos.

| 16:9 | 1:1 | 4:5 | 2:3 | 10:16 | 9:16 |

ANY ASPECT RATIO IN-BETWEEN

3 Audio

Music is great, particularly when it's upbeat or action-orientated. But don't rely on it - if a user's sound is off, make sure your content is visually appealing. Voice-over is optional, but recommended.

4 Localization

Make the video locally relevant. Localize content or use subtitles. Engage with app content: Lead with the benefit, focusing on the problem your app solves. Show people how to use your app.

5 Engage with app content

Lead with the benefit, focusing on the problem your app solves. Show people how to use your app.

6 Grab attention early

Make sure that you hook attention in the first 5 seconds. Ads should immediately catch the viewer's eye and provoke interest. Make sure to introduce the brand or product right away.
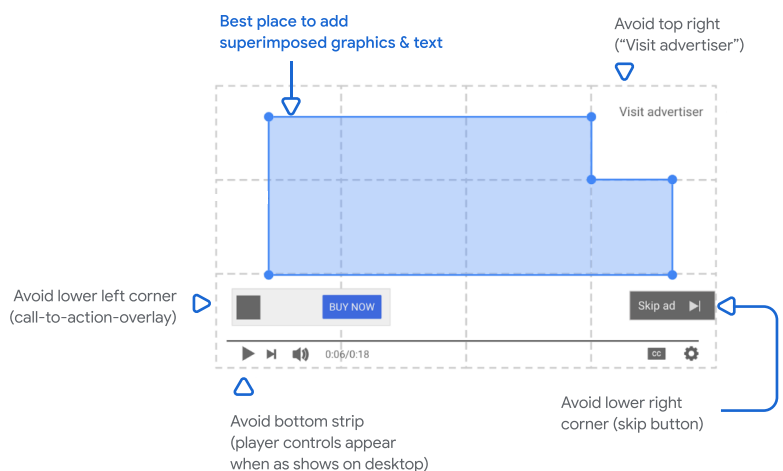
7 Persistent brand

Introduce branding early and as frequently as possible, both through logo and text placements in-ad and through audio cues.

8 Content overlap

Avoid adding core information to areas where it may be overlapped, the top 10% and bottom 25%, as this is where App campaign metadata may show. Try to put essential information in the centre.

Content guidelines for landscape videos

Best place to add superimposed graphics & text

Avoid top right ("Visit advertiser")

Visit advertiser

Avoid lower left corner (call-to-action-overlay)

BUY NOW

Skip ad

0:06/0:18

Avoid bottom strip (player controls appear when as shows on desktop)

Avoid lower right corner (skip button)

HTML5 asset best practices

1 **Validation**

To validate your HTML5 assets before uploading, run your .ZIP file through the
Google Ads HTML5 Validator tool.

2 **File format**

Upload your asset as a .ZIP file with a maximum size of 5MB and no more than 512 files within the .ZIP. You can upload up to 20 .ZIP files for each ad group. UTF-8 must be used for non-ASCII characters.

3 **Responsive**

The HTML5 asset should have a responsive design because it will render in a range of full-screen display sizes.

4 **Audio and video**

You can use both sound and video in your HTML5 assets.

5 **Content**

1

Provide the user with an intro card or caption before the playable starts.

2

Make the ad an easy "intro" or "trailer" version of the game or app.

3

Provide the user with an end card and a clear call to action to either download the app or replay the experience when the trailer is over.

6 **Length**

Keep the ad short at 30-120 seconds; recommended length is 90 seconds.

7 **Compatibility**

Provide support on both Android and iOS. Add the Apple App store / Play store badge in each version (or use both in a single playable).

8 **Orientation**

Prioritise a portrait experience (70/30 split).

Ad groups best practices

Ad groups allow advertisers to organize and create 'sub groups' of relevant assets inputs for the machine.

1 **Coverage**

Within each ad group, ensure you have full coverage of text, images and video. Leverage longer description lines and the maximum number of assets.

2 **Evergreen**

Have at least 1-2 always on (evergreen) ad groups within each campaign.

3 **Topics**

Make sure to group assets by topic and that they fit together.

4 **Experiment**

Try out different ad group structures and figure out what setup works for your app.

Example Ad group structure

Evergreen Ad Group	Experimental Ad Group #1	Experimental Ad Group #2	Special/Promo Ad group
Eg. Introductions, features, USPs	Eg. New asset types, appeals, interests (more in example section)	Eg. New asset types, appeals, interests (more in example section)	Eg. Special deals, discounts, price cuts and bundles
5 headlines (short)	5 headlines (short)	5 headlines (short)	5 headlines (short)
5 descriptions (long)	5 descriptions (long)	5 descriptions (long)	5 descriptions (long)
20 images (varying ratios)	20 images (varying ratios)	20 images (varying ratios)	20 images (varying ratios)
20 videos (portrait, landscape, varying duration)	20 videos (portrait, landscape, varying duration)	20 videos (portrait, landscape, varying duration)	20 videos (portrait, landscape, varying duration)

Ready to create your campaign?

Sign in to Google Ads and apply your learnings.

Let's go!