

Google Partners

Mobile Advertising exam refresher guide



Welcome to the Mobile Advertising exam refresher guide - the perfect way to prepare for your Mobile Advertising exam. We'll cover everything from how mobile works, **mobile trends and opportunity**, bidding and targeting, mobile ads, measurement and more. This handy resource is a shortened version of the full **Mobile Advertising exam study guide**, which is available on our Partners Help Center. You'll also find additional information and plenty of helpful links throughout.

Remember that your Mobile Advertising exam covers basic and advanced concepts, including mobile fundamentals, bidding and targeting strategies, mobile ads and measurement solutions. You can expect **70 questions**, which are either **multiple choice or true/false**. There's a **90 minute** time limit and an **80% passing score**. You'll need to pass both AdWords Fundamentals and Mobile Advertising exams to become AdWords certified.

Here's what we'll cover in this refresher guide:

Module 1 Mobile Overview

- 1.1 Consumer behaviour and the impact of mobile
 - 1.1.1 Mobile trends and opportunity
 - 1.1.2 Ways consumers make decisions
- 1.2 How mobile can fulfill advertisers' objectives
 - 1.2.1 Promote an app
 - 1.2.2 Drive calls
 - 1.2.3 Drive online sales
 - 1.2.4 Drive store sales
 - 1.2.5 Build awareness
- 1.3 Google selling points
- 1.4 Best practices
 - 1.4.1 Importance of a mobile site
 - 1.4.2 Needs on mobile site
 - 1.4.3 App design insights

Module 2 Bidding and Targeting

- 2.1 Mobile bid adjustment
- 2.2 Keywords
- 2.3 Targeting
- 2.4 Mobile - specific bidding strategies
- 2.5 Remarketing

Module 3 Mobile Ads

- 3.1 Network overview: Display, Search, YouTube
- 3.2 Ad extensions
- 3.3 Ad formats
- 3.4 Mobile display
- 3.5 Interstitial/Video
- 3.6 App promotion
- 3.7 App engagement

Module 4 Measurement

- 4.1 Full value of Mobile
- 4.2 How mobile AdWords is different than desktop
- 4.3 Measuring mobile success
- 4.4 App conversion tracking
- 4.5 Call conversion tracking
- 4.6 Mobile analytics with third parties
- 4.7 Google Analytics integration
- 4.8 Reporting

Module 1 Mobile Overview



1.1 Consumer behavior and the impact of mobile

The mobile consumer

More people than ever are living their lives on multiple screens. Smartphone ownership continues to expand as more affordable devices and data plans hit the market. As a result, consumers can now use smartphones, tablets, and computers to interact with businesses 24/7, from anywhere - at home, at work, on a bus.

Serving the mobile consumer

All brands need to think deeply about what it means to serve mobile customers. The temptation to adapt a desktop strategy to fit mobile can be strong, but should be avoided.

The local mobile consumer

Your future customers are literally just round the corner, and mobile can get them through your door. In fact, four in five consumers use search engines to find products, services or experiences nearby. They conduct local searches wherever they happen to be; **84%** use search engines on their computer or tablet, and even more (**88%**) do so on their smartphone ([source](#)). **Learn more about the [mobile consumer](#) »**

1.1.1 Mobile trends and opportunity

Mobile trends

Use the [Consumer Barometer](#) to get a picture of the Multi-screen World, the Smart Shopper, and the Smart Viewer. The Multi-screen World aims to quantify and understand internet usage and attitudes across various devices. The Smart Shopper focuses on the consumer purchase journey and the role of internet in making purchase decisions. The Smart Viewer provides insights into people's recent online video use across different devices.

The mobile opportunity

Mobile has increased the opportunities that your customers have to reach out to you or a competitor. In turn, new opportunities have opened for conversion. A mobile conversion can be a customer filling up an online shopping basket and checking out, searching for store directions or calling your business directly. It can also be a person

visiting a store, downloading an app that leads to a purchase, or starting a shopping process on mobile and finishing it on a computer or tablet later in the day.

Learn more about [mobile trends and opportunity](#) »

1.1.2 Ways consumers make decisions

When, where, and how a customer can search for your products has grown exponentially. Mobile devices empower consumers with many new moments for search and discovery, and in turn, many new opportunities for customers to connect with your brand. At Google, we have observed that tablet and computer usage peaks in the evening hours at home. In contrast, mobile usage is spread more evenly throughout the day and across many more contexts - whether it's occurring on-the-go, during working hours, or at home. **Learn more about [ways consumers make decisions](#) »**

The price transparency challenge

An additional aspect affecting the way consumers make decisions using mobile devices is through price. Price transparency is pervasive in today's retail environment.

The usage of mobile phones in stores has led to the phenomenon of "showrooming" which turns brick and mortar stores into showrooms for products which are then purchased online or via mobile.

1.2 How mobile can fulfill advertisers' objectives

Mobile can be a powerful tool in fulfilling advertisers' objectives. This section will take you through how mobile can help you promote your app, drive calls to your business, drive online leads or sales, drive in-store sales, and help you build awareness.

1.2.1 Promote an app

Apps offer unique ways to engage with your best customers, including connecting through social media and gaming. They can aid the offline experience, driving e-commerce and loyalty.

There are a few things to consider when promoting your app, such as how to:

- Drive its discovery and installation
- Drive engagement
- Drive users back into it, once installed
- Identify customers that you want to bring back
- Drive conversion of your most valuable customers
- Improve measurement and customer targeting

Learn more about [how to promote an app](#) »

1.2.2 Drive calls

How to drive calls

The first step to success with calls is to make it easy for your customers to connect with you from every channel (e.g. search, website, app, etc.). **Call extensions** enable your customers to "click to call" directly from search ads. Leverage **Call-only ads** if you're primarily focused on driving calls.

Measurement

Next you need to measure the performance of calls and determine which campaigns are delivering the best results.

This includes:

- Measuring conversions
- Leveraging performance data to optimize the performance of your ads
- Leveraging flexible bid strategies to automatically optimize bidding

Google forwarding numbers enable rich call reporting. Calls are routed through a dynamic Google forwarding number to your business.

When you set up your call extensions, you can enable Google forwarding numbers to allow measurement of the performance. We route the call through a unique number (in fact different numbers for every campaign, ad group, ad, and keyword), in a way that's seamless for the user. **Learn more about [driving and measuring calls](#)** »

1.2.3 Drive online sales

Be relevant to engage with new consumer contexts

Make yourself relevant to mobile consumers with the right ad formats. Use context-powered bidding to deliver your ads to customers in a more targeted way.

Understand and account for all mobile conversions

It's crucial that you account for all mobile conversions to avoid under-investment in mobile. In addition to conversions that start and end on your mobile site, you should be counting those from cross-device sessions and calls sourced from click-to-call actions. It's also important to count conversions from in-store visits, and purchases that were facilitated by store locator searches from smartphones, and finally conversions happening from your mobile app. **Learn more about [driving online sales](#)** »

1.2.4 Drive retail sales

Mobile has changed the digital experience, especially local retail. It's a mistake to assume that because it's so easy for consumers to buy items online, visits to local shops matter less.

There are four key ways to successfully drive retail sales:

1. Target consumers at the right locations
2. Drive them to your business with the right ad
3. Measure the offline impact of your online spend
4. Optimize for omnichannel performance

Learn more about how to [drive store sales](#) »

1.2.5 Build awareness

Building awareness means helping your customers to get to know your brand and what you offer. It's all about making sure that people see you and remember you, so that they're aware of your brand when the time comes for them to consider a purchase.

Once you understand how and where your audience is spending time, it's not enough just to run your online campaign on those websites. A [recent study](#) found that 56% of all impressions are not seen.

Keep these four steps in mind to help your brand build awareness:

1. **Tell a richer story with eye-catching ads:** Video is a great way to grab the attention of your audience and make sure they see you and remember your brand message
2. **Choose where you want to reach your audience:** Next, choose targeting so you can find the right content and buy it efficiently to reach the right people at the right time.
3. **Only pay when your ad is viewable:** Make sure you buy viewable impressions to make every impression count.
4. **Measure and optimize against real brand metrics that matter:** Connect more with

your audience and measure what matters, so you can be sure your campaigns are running in the most efficient way possible.

Learn more about how to [build awareness](#) »

1.3 Google selling points

There are five key ways Google's platform can help advertisers:

1. **Mobile reach:** Google enjoys a global reach across the mobile landscape. It's the top mobile search engine, has a mobile app network with over **650,000** apps ([source](#)), and its mobile web display network has over **500,000** mobile optimized sites on the GDN ([source](#)).
2. **Ad formats to drive engagement and value:** Not only does Google let you reach your target audience (intent), advertisers can reach that audience wherever they are on the web (context), not just in one single app.
3. **Performance and tracking focused ROI:** Google can measure many of your customers' valuable actions, regardless of which device or channel drove it. It can also measure mobile actions that users take across channels and multiple devices.
4. **Integration with Google Play for tracking and targeting:** Because Google has its own app store, Google Play, you get unique insights and custom targeting.
5. **Inventory transparency:** Google has an open philosophy regarding the Play store and app marketplace which gives you visibility into your advertisers' apps.

Learn more about [Google selling points](#) »

1.4 Best practices

The best practices below are part of [Google's Best Practices Series](#), which provides advice on search engine marketing tactics to help you get the most out of AdWords.

- Smartphone tips
- Tapping into mobile app installs
- Tapping into mobile app engagement
- Good call

Learn about [Google best practices](#) to help form the foundation of your paid search strategies.

1.4.1 Importance of a mobile site

While apps can deepen relationships with loyal customers, most of your traffic will probably come from the web. Apps must be designed for specific platforms, whilst a mobile website is accessible to all users across all screens. So having just an app is not the same as having a mobile strategy.

If you have to prioritize between an app and a mobile site, your first step should be to create a mobile-optimized website. Once your site is live, you can then launch a mobile app for your power users.

1.4.2 Needs on mobile sites

Mobile-optimized websites

Mobile-friendly experiences typically feature simplified navigation, quick-to-load images, and streamlined text. Successful mobile sites reduce or eliminate the need for scrolling or typing, and may have large “touch targets” that take into account the lack of precision on a touch screen.

1.4.3 App design insights

Once you've built a mobile site, your next step is to start using apps to enrich your relationship with users. Below you'll find the key points to remember when you're working with a branded app:

- Offer user entertainment, utility, or both
- Design your app for the largest mobile platforms
- Consider developing 'hybrid' apps that work across smartphones and tablets
- Build a 'made-for-app' experience; don't port your mobile website into an app
- Promote your app to grow your user base
- Think past the install

Learn more about [app design insights](#) »

App Guidelines

Here are more guidelines on how you can continue to invest in and maintain your app.

[Measurement](#)
[Management](#)

Module 2 Bidding and Targeting



2.1 Mobile bid adjustment

Just like desktop AdWords campaigns, mobile campaigns use bidding and targeting to determine when and where your ad shows up. Sometimes a click is worth more to you if it comes from a mobile device, at a certain time of the day or from specific locations. By setting bid adjustments, you can increase or decrease your bids to gain more control over when and where your ad is shown.

How to set up mobile bid

1. From the 'Campaigns' tab, click 'Segment' and choose 'Device'.
2. Choose campaigns with enough data for consistent results (90 days and more than 20 conversions on both mobile and desktop).
3. Find the desktop conversion rate and mobile conversion rate using the 'Estimated Total Conversions' column.
4. Divide mobile conversion rate by computer conversion rate -1

Remember, here is the mobile bid formula:

mobile bid = (mobile conversion rate/desktop conversion rate) - 1

Read more about [mobile bid adjustments and how to set up mobile bids](#) »

2.2 Keywords

Just like with desktop, it's important for advertisers to plan a keyword strategy for a successful campaign. They can use the Display Planner or Keyword Planner for their Display and Search campaigns. [Learn more about keywords](#) »

2.3 Targeting

Targeting apps

Advertisers can reach an audience using mobile phones and tablets by showing their ads within apps. They can use AdWords to match ads to apps through the Display Network, or they can choose particular app categories to target.

Targeting your ads to appear on Google Search and search partner sites

You can target your text ads on Google Search and the Google Search Network by using:

- Keyword targeting
- Location and language targeting
- Device targeting

Targeting your ads to appear on websites that partner with Google to show ads

You can target your text and display ads on the [Google Display Network](#) by using:

- Contextual targeting
- Keyword targeting
- Topic targeting
- Placement targeting
- Audience targeting
- Device targeting

Learn about [targeting your ads](#) »

2.4 Mobile-specific bidding strategies

Mobile and desktop drive different value per campaign. It's important to adjust your bid for each campaign based on the value that you see from mobile. Use conversion data to assess which channel drives more value.

Learn more about [mobile - specific bidding strategies](#) »

2.5 Remarketing

App remarketing allows advertisers to target users who have used their app before. Some uses for app remarketing include showing app engagement ads announcing a new feature to current app users, reminding users who had downloaded an app, but haven't been using it recently, and encouraging users to upgrade to the latest version of your app. [Learn more about remarketing](#) »

Module 3 Mobile Ads



3.1 Network overview: Display, Search, YouTube

Take a brief look at [how advertisers use Search, Display, and YouTube for their mobile apps](#).

3.2 Ad extensions

Ad extensions are a type of [ad format](#) that show extra information (“extending” from your text ads) about your business. Some can be added manually and others are automated.

The most common types of mobile extensions are call extensions, location extensions, app extensions, and sitelink extensions. [Learn more about ad extensions »](#)

3.3 Ad formats

Once you have an understanding of where advertisers can run their ads, you can [explore what types of mobile ads can run »](#)

3.4 Mobile display

Google offers an array of flexible creative formats to meet advertisers’ brand needs:

- [Lightbox Ads](#)
- [Viewable CPM Ads](#)
- [In-App Display Ads](#)

3.5 Interstitial/Video

Google’s video offering on mobile

Google offers a variety of video formats to meet advertisers’ brand needs, the following run seamlessly cross-screen:

- Video Masthead - Including optional interactivity
- TrueView In-Stream ads - Skippable pre-rolls & mid-rolls, including optional interactivity features
- Reserve In-Stream ads - Reservation-booked skippable (In-Stream Select) & non-skippable (Standard In-Stream) pre-rolls & mid-rolls
- TrueView In-Display Ads - Banner template with video thumbnail and text description which drives YouTube video watch page.

Learn about [Google’s video offering on mobile](#) in greater detail.

3.6 App promotion

App promotion ads let advertisers add a link directly to the Google Play Store so that customers can quickly and easily download their app. To make sure they are reaching potential customers at the right place and time, we only show app promotion ads on the device from which the app can be installed (Search only).

If an advertiser is going to use an app promotion ad, they will most likely be using the Install App ad format. These are a key part of [Mobile app installs](#) campaigns, along with the types of app promotion campaigns on Display, Search & YouTube networks.

When to use an App Extension vs an App Promotion Ad:

- For any keywords that you definitely want to use to drive app downloads, you should use App Promotion Ads.
- For keywords that you want to keep directing to the mobile website, but want to give users the option to download the app, use App Extensions.

3.7 App engagement

Mobile app engagement campaigns are a great choice for advertisers who want to reengage users. They allow advertisers to show customized ads to people who already have their app and therefore drive users back into their app. These types of ads allow flexibility for counting conversions, bidding and targeting.

It's extremely important for an advertiser to re-engage with a customer that has already downloaded their app to prevent it from being abandoned. With app engagement ads, advertisers can show customized ads to people who already have their app, and therefore drive users back into it.

App engagement campaigns on the Search Network help show ads in search results on mobile phones and tablets to people who have already installed an app.

App engagement also allows clicks to 'deep link' into a specific page/section of the app. Deep linking is a type of destination URL in an ad that takes people to a specific page in an app.

Learn about [App engagement](#) including Search Network and Display Network campaigns, and deep linking and app indexing »

Module 4 Measurement



4.1 Full Value of Mobile

Full Value of Mobile and untracked conversions

When a consumer doesn't use a mobile phone for all the steps in the purchase funnel, AdWords is unable to track and attribute that conversion to the device.

This can happen in four ways:

1. Cross-device
2. Calls
3. In-store
4. In-app

Untracked conversions happen on all devices. Mobile phones, however, generally tend to have more untracked conversions compared to other devices for a number of reasons - small screen size and non-optimized mobile sites being two of them.

Learn more about the [Full Value of Mobile and untracked devices](#) »

What is Full Value of Mobile?

Full Value of Mobile (FVOM) accepts that mobile conversions are about more than mobile commerce, and that conversions in-store, via a call, or on desktop may have originated from a mobile phone.

FVOM is also a way of estimating leaked conversions and properly assessing the value of mobile. Not attributing leaked conversions undervalues mobile devices because of their assisting characteristic (such as call conversions and in-store conversions).

How to access Full Value of Mobile?

We created a simple and intuitive tool that helps you input estimated leaked conversions and get a recommended mobile bid adjustment based on the Full Value of Mobile. Understand the full value of mobile for your business with the [Full Value Calculator](#) »

4.2 How mobile AdWords is different than desktop

Mobile adds new and valuable customer actions – including app downloads, calls, and store visits. With AdWords for mobile, you can measure these actions to see the full value of mobile and make better budget decisions.

When adapting measurement for mobile, ask how valuable calls, app downloads, store visits and cross-device conversions are for your business.

- Do they vary in value?
- Do they vary in success rate?
- What mobile actions do you want customers to take?

Use the data generated by these conversions to adjust how you bid for mobile to maximize its value.

Conversion tracking

Conversion tracking can help you see how effectively your ad clicks lead to valuable customer activity, such as website purchases, phone calls, app downloads, newsletter sign-ups, and more.

Types of conversion actions:

- Website conversions
- App conversions
- Phones - calls, Google forwarding no., phone no clicks
- Imports - offline conversion

Learn about [conversion tracking](#), its benefits, the different types of actions and how to set up advanced conversion tracking features.

4.3 Measuring mobile success

There are two types of app conversion tracking: app download conversions and in-app conversions:

1. App downloads are tracked when a user downloads or installs a mobile application for the first time
2. In-app conversions are tracked when a user takes a specific action within a mobile app

Read our brief overview of [what is considered a conversion across Google's networks](#) »

4.4 App conversion tracking

It's vital that you start measuring and attributing value to all mobile conversions, not just online commerce orders happening on your mobile site, so you don't under-invest in mobile.

An important aspect of mobile conversions is setting up apps so that you're tracking all conversions including signing up for purchases, phone calls, app downloads, and newsletter sign-ups. Depending on whether you have an Android or iOS app, we offer different solutions.

Learn more about [app conversion tracking](#) and how to implement it on **Android and iOS** »

4.5 Call conversion tracking

Use conversion tracking to discover how:

1. Effective ads with call extensions lead to phone calls
2. Your keywords, ads, ad groups, and campaigns are working for your business
3. To invest more wisely and help boost your return on investment (ROI)
4. Conversion tracking also allows you to take advantage of advanced flexible bid strategies such as target cost-per-acquisition (CPA) and target return on ad spend

(ROAS), tools that can help you optimize your campaigns according to your business goals

Related links

[Using phone call conversion tracking](#)

[Setting up conversion tracking](#)

4.6 Mobile analytics with third parties

Third party integrations

Third party app analytic companies play an important role for advertisers and app developers. These companies provide a similar service as Google Analytics, but specifically for mobile apps. In addition to reporting on basic usage analytics, these services tell advertisers and app developers which of their new users came from recent advertising clicks or views.

Learn about [conversion tracking with third parties on Android & iOS](#) »

Visit the [Google Developers guide](#) to learn about best practices when setting up conversion tracking with a third party.

Usage tracking

Generally, third parties collect usage data first and then share this data with Google by sending a server-to-server ping. Google can then use the usage data for future reference. S2S pings for reporting usage data will also work for clients who may be using an in-house tracking system instead of a third party.

It's important to keep in mind that Google will count the usage based on the time the ping is sent. Therefore, if the ping is not sent in real time, the usage data will only be approximate.

Learn about [usage tracking with third parties on Android & iOS](#) »

4.7 Google Analytics integration

Google Analytics is an excellent way to measure visitor activity on your mobile website or app. It's a powerful digital analytics tool that you can use to find out important information like: How many people visit your site? How much time did they spend there? Where did they come from? And much more.

Analytics can help you understand how customers engage with your site, not just when they convert. Here are a few examples of the insights you can uncover with Analytics reports:

- Audience reports tell you more about what kinds of visitors are coming to your site or app – by demographics, location, language, devices, etc. You can use this information to create more targeted ads to attract the right kinds of visitors
- Acquisition reports let you compare traffic from different sources, from your AdWords campaign to non-AdWords sources. You can use this information to invest your budget in sources that send you high-quality traffic.
- Behavior reports can help you improve the content on your site to better fit your visitors' needs and expectations. For instance, you can find out how frequently each page was viewed, or if people left your site right away.

Learn more about [Google Analytics integration](#) »

4.8 Reporting

Get a summary of your app performance

The App Overview report is a summary of salient data from all the Mobile App Analytics reports. Use this report to assess the general health of your app and to follow data trends from the key reporting areas: [Audience](#), [Acquisition](#), [Behavior](#), and [Conversions](#). The App Overview is the default report for app properties.

Learn more about [reporting](#) »

Learn about mobile user characteristics

The Audience reports can help you get to know the people using your app – where they are, how often and long they use an app, and what devices are popular with your users. Data from these reports can help you uncover new markets and help you improve the performance of the app itself.

Find out how often your mobile apps are installed and opened

The Acquisition reports give you data about how users find your app, including the total number of new users and the most popular devices and operating systems. Use these reports to find out how often your app is downloaded and installed, and how successful certain marketing campaigns are in attracting users.

Use the New Users report to identify characteristics of the user groups adopting your app. The Sources report can help you discover which channels you can optimize to attract more downloads and launches. The Google Play Referral Flow report displays the app downloads and installs from the Google Play Store in an intuitive and interactive visualization.

Track the detailed ways users interact with your app

The Behavior reports help you discover how users interact with your app. You can use this set of reports to track a wide range of information about your users, including:

- The total number of screens seen per session
- The order in which screens are viewed
- The number of technical errors, including app crashes
- How long individual app elements take to load

Mobile App Conversions: Goals and Ecommerce Reports

Find the real value of your mobile apps. Use the Conversion reports to track performance objectives and revenue targets.

Goals are a versatile way to measure how well your app fulfills customized, targeted objectives. You can set up individual goals to track discrete actions like a minimum session duration or completing a certain level in a game, and use the reports to measure conversions, or completion rates of these actions.

Ecommerce reports let you track in-app purchase data, including product or service sales, total revenue, and revenue per transaction. You can also track the average number of sessions it takes to complete a transaction.

To learn more about any of the reports listed above, [visit these articles »](#)

Happy with what you've learned? [Take the Mobile Advertising exam »](#)