

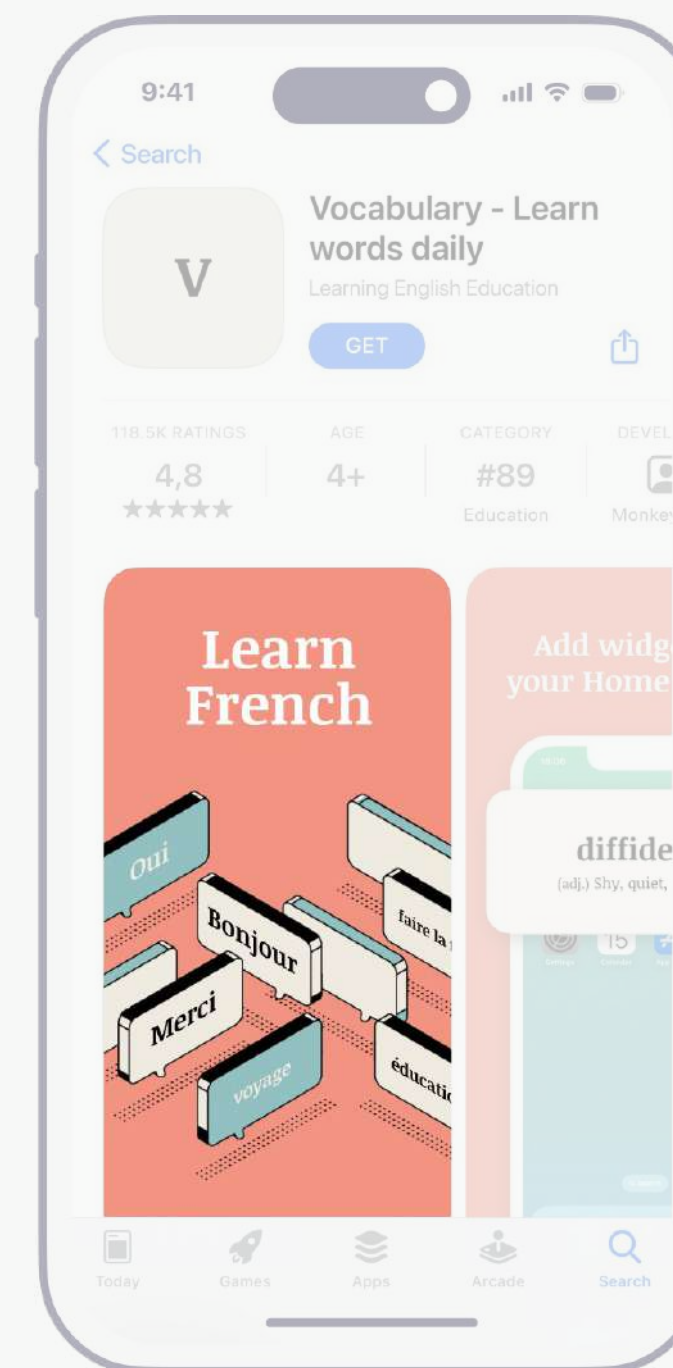
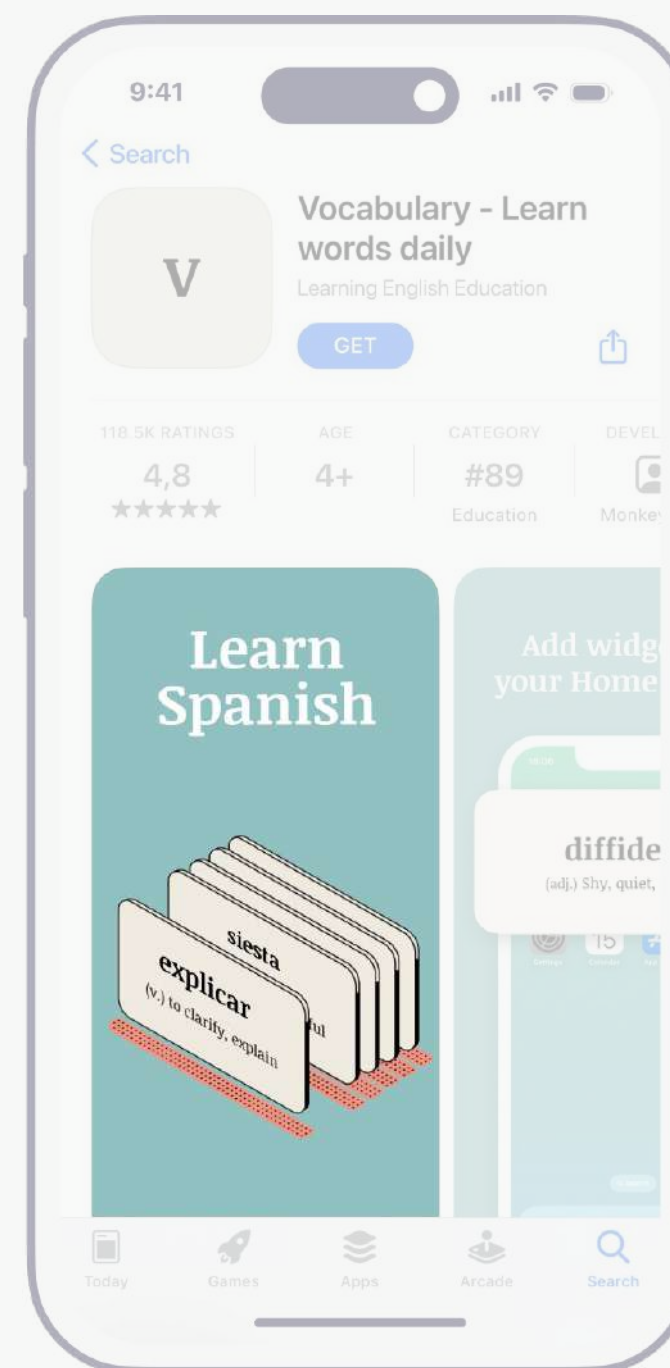


Custom product pages on the App Store



Get started with custom product pages

Publish additional versions of your App Store product page, each of which highlights a feature or specific content of your app.



What elements can be changed?

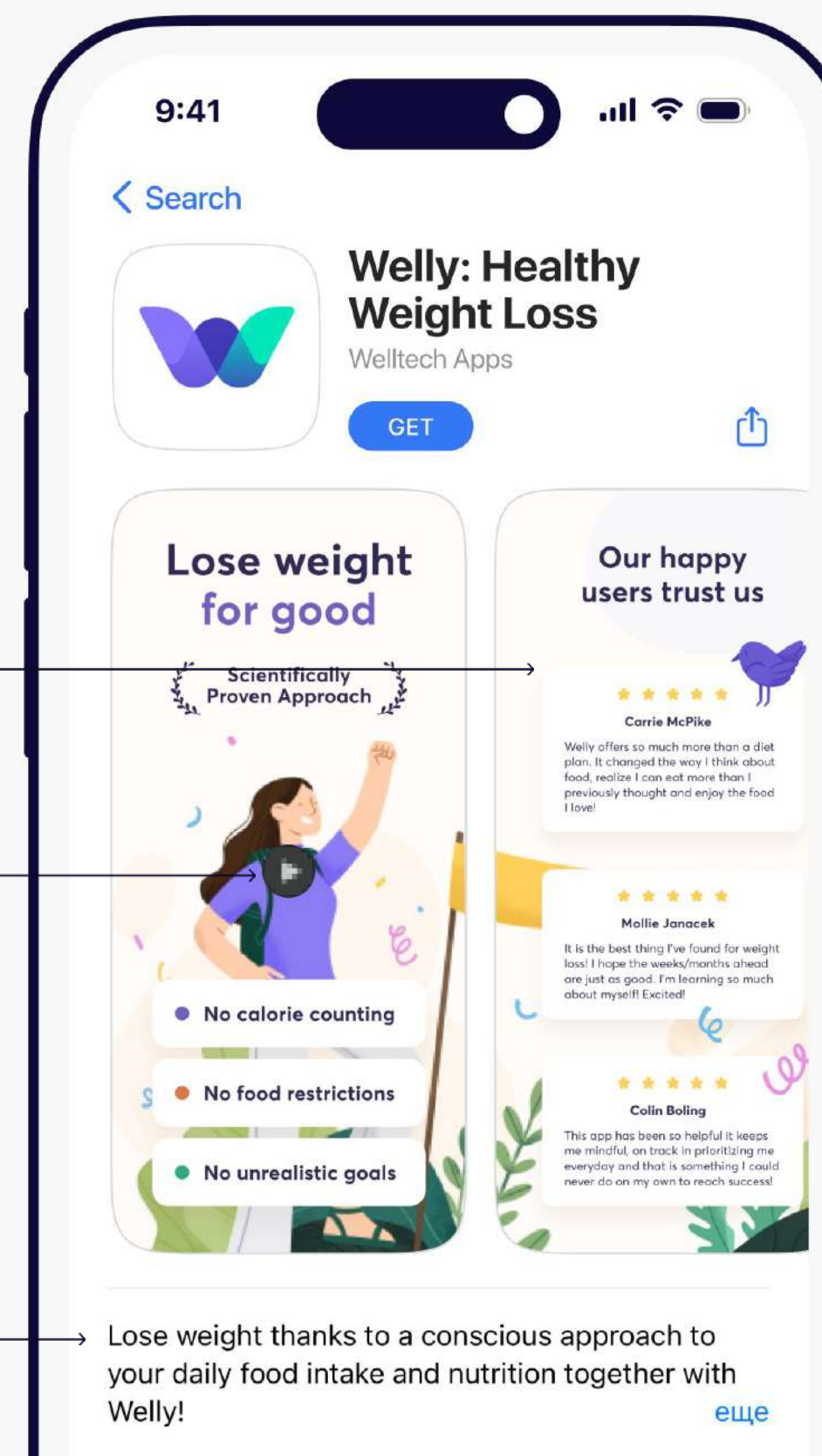


**Vary the screenshots,
promotional text, and/or app
previews** on each product
page to showcase specific
features or content for any
of your page's localizations.

screenshots

video

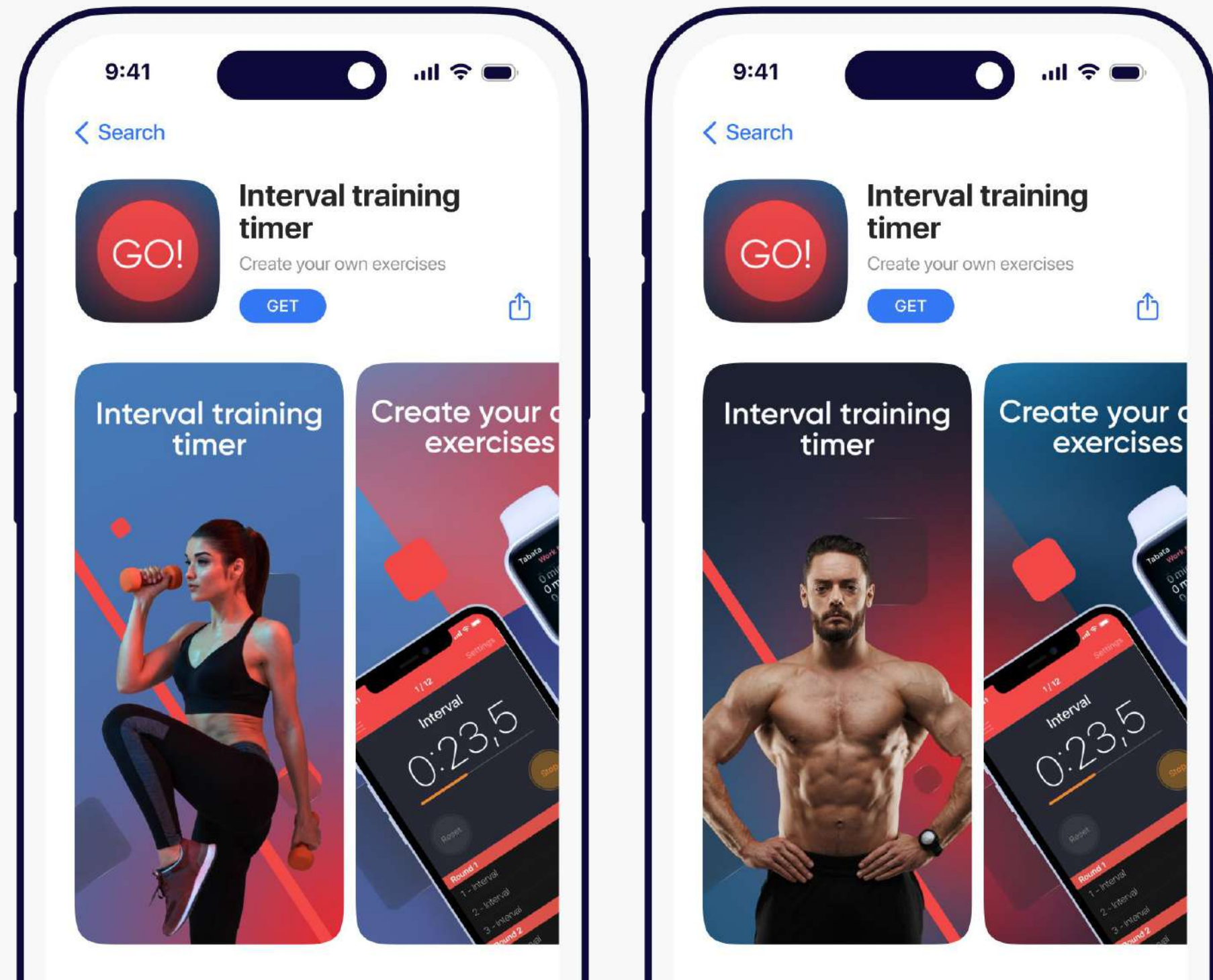
promo text



Future overview

You can publish up to 35 additional versions of your product page on the App Store for iPhone and iPad.

Share your custom product pages with different audiences through unique URLs, and use them within Apple Search Ads campaigns to promote your app on the App Store. Apps that are available for pre-order can also use custom product pages.



How to promote custom product pages?

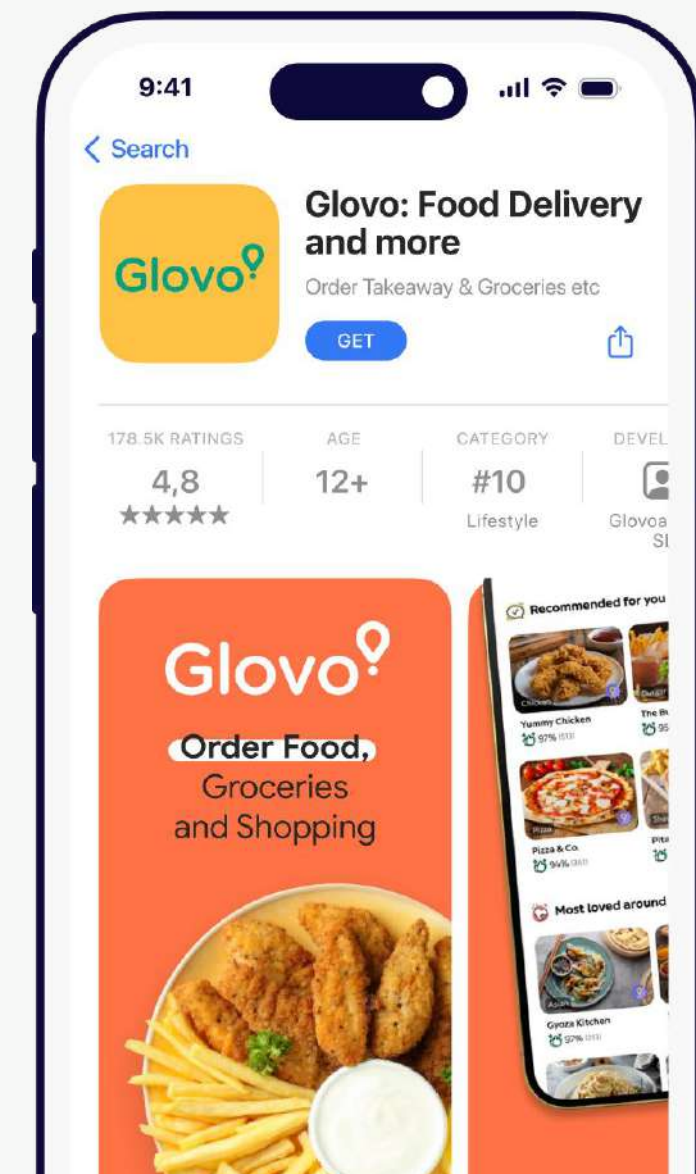
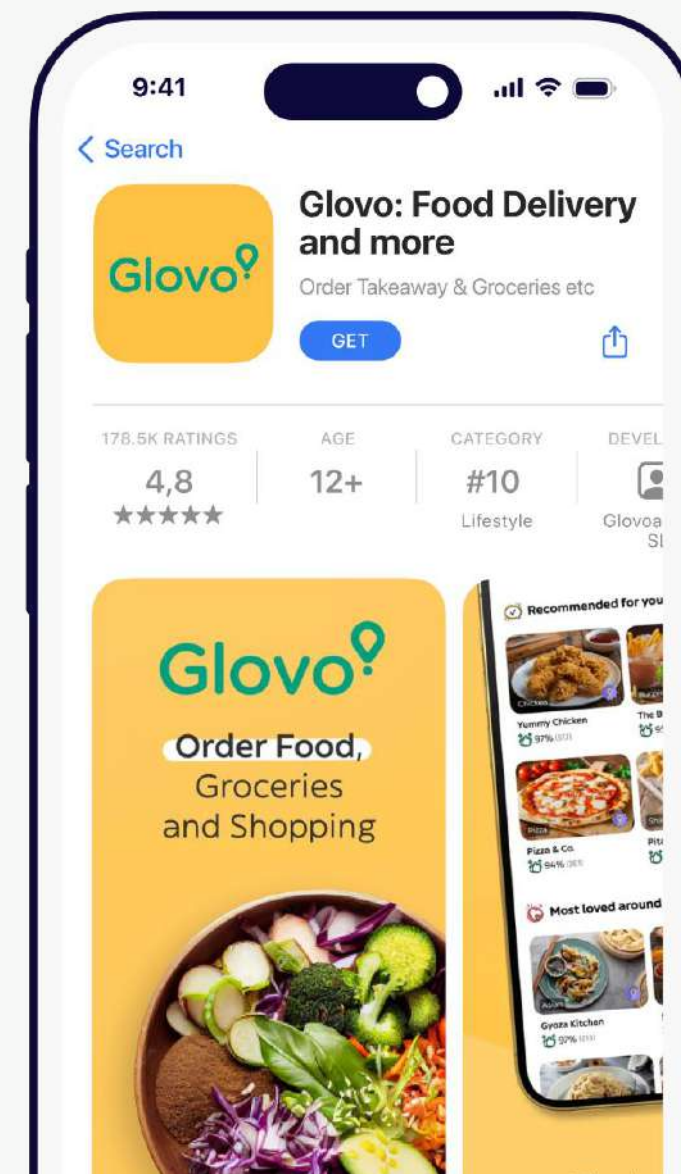
- Share a custom product page by including its unique URL in your communication channels, such as social media ads or promotions.
- Custom product pages can appear in editorially curated stories and collections on the Today, Games, and Apps tabs.
- Create ad variations for search results based on different custom product pages — with ad messaging and images tailored for specific audiences, feature launches, or seasonal promotions.



apps.apple.com/.../healthy



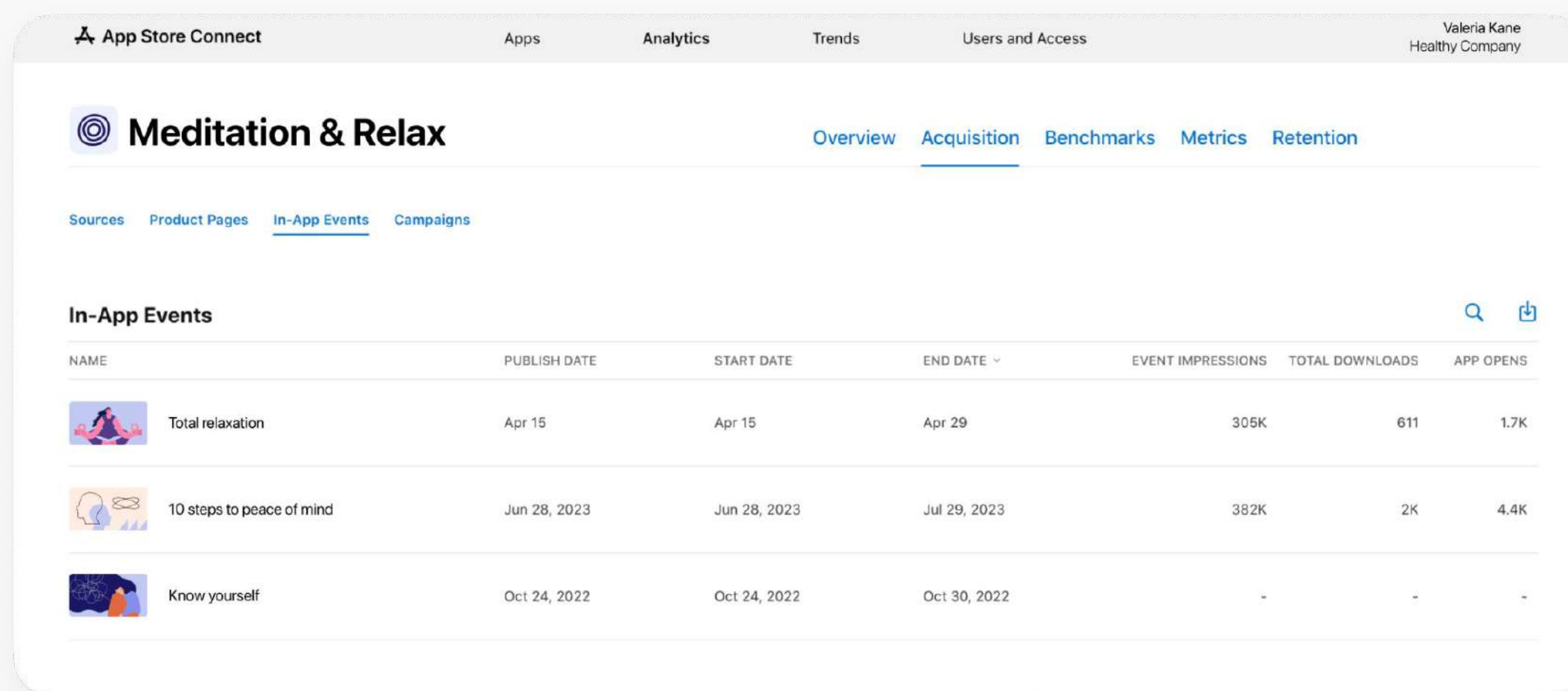
apps.apple.com/.../hot



Measuring success

On the Acquisition tab, you'll see a product page:

- impressions
 - downloads
 - redownloads
 - conversion rates
- to understand how effective each page is at encouraging app downloads



The screenshot shows the App Store Connect interface for the app 'Meditation & Relax'. The 'Acquisition' tab is selected, and the 'In-App Events' section is active. The table below lists three in-app events with their respective metrics.

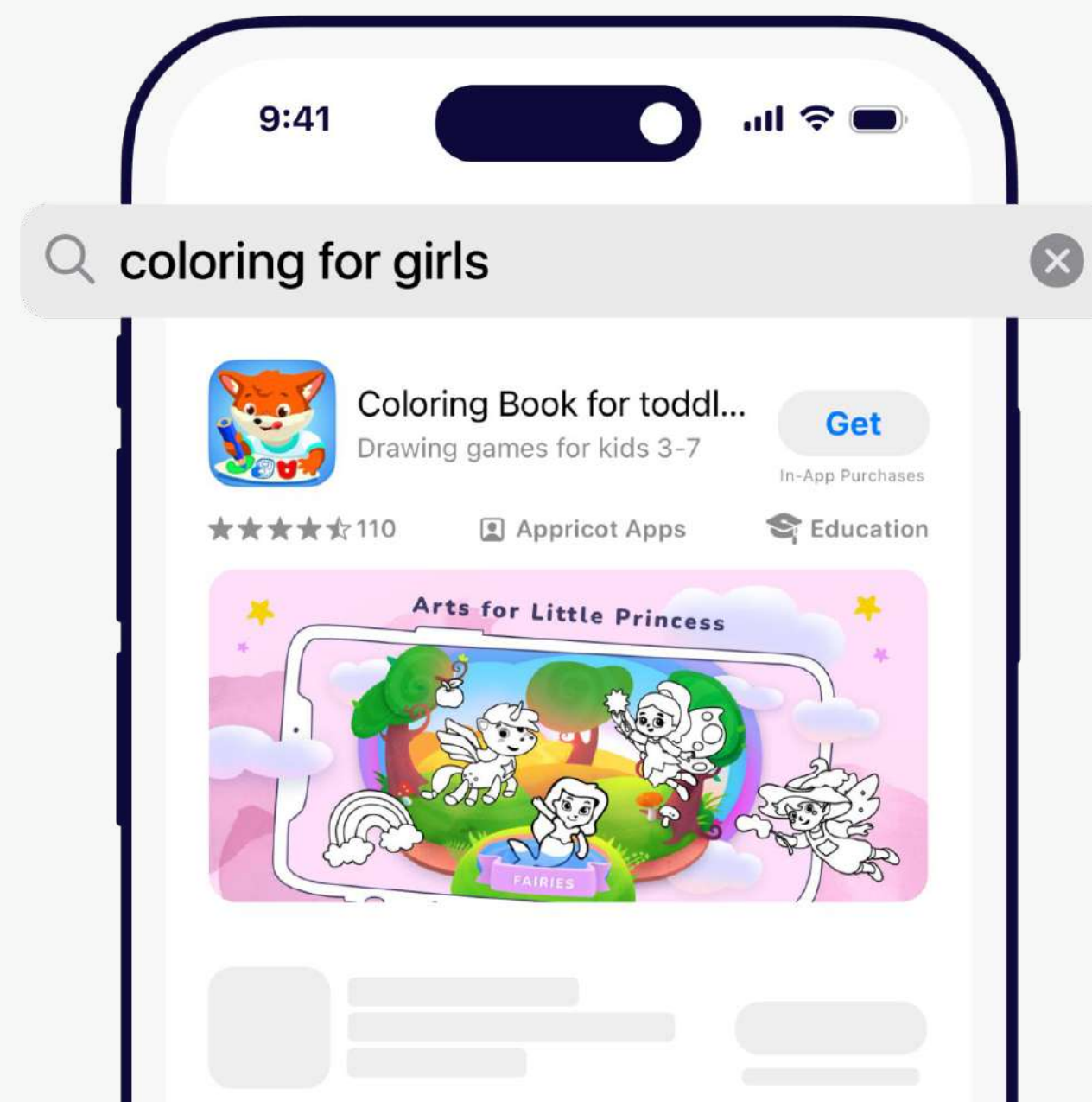
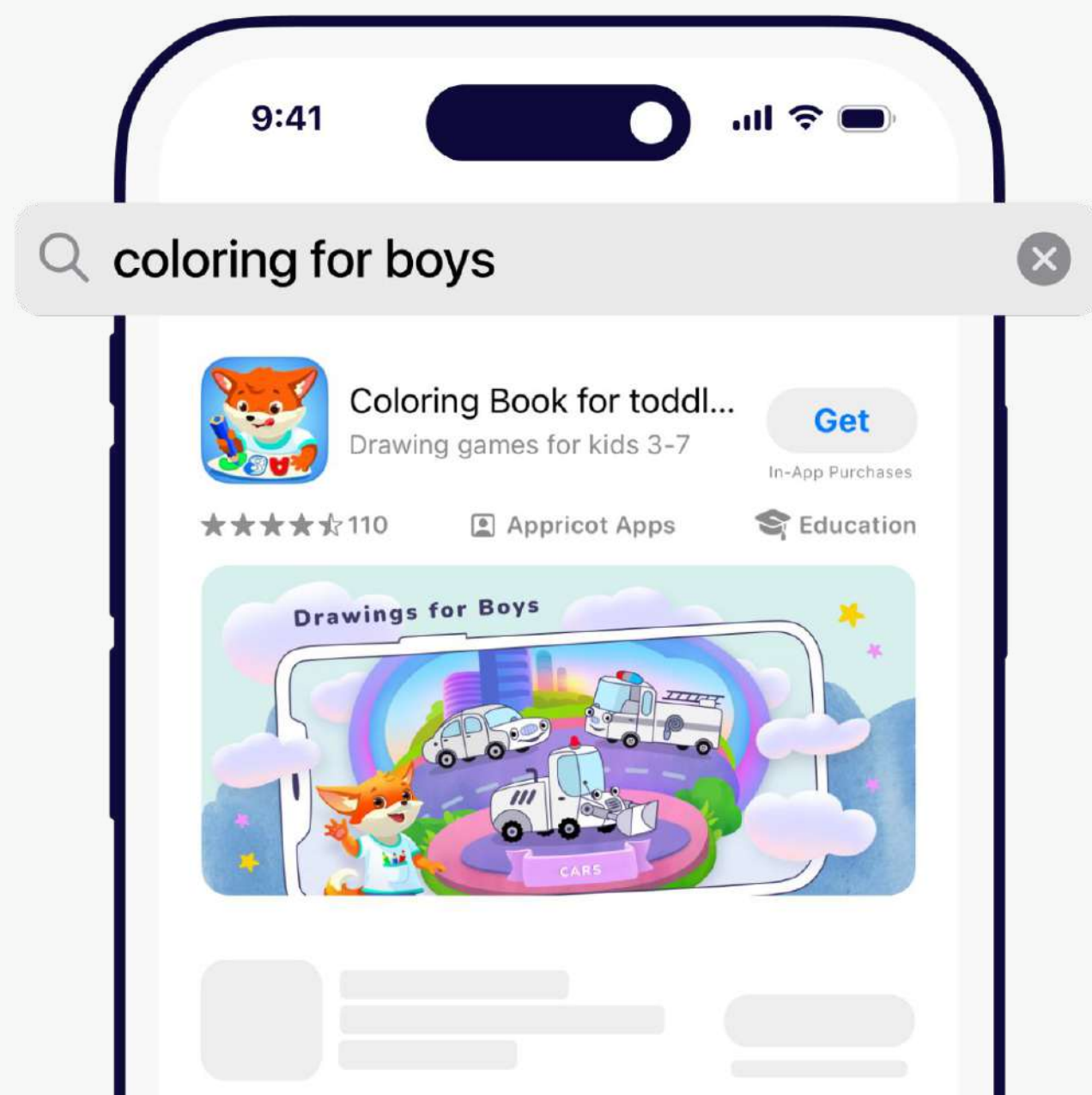
NAME	PUBLISH DATE	START DATE	END DATE	EVENT IMPRESSIONS	TOTAL DOWNLOADS	APP OPENS
 Total relaxation	Apr 15	Apr 15	Apr 29	305K	611	1.7K
 10 steps to peace of mind	Jun 28, 2023	Jun 28, 2023	Jul 29, 2023	382K	2K	4.4K
 Know yourself	Oct 24, 2022	Oct 24, 2022	Oct 30, 2022	-	-	-

YOU CAN ALSO:

- Find out if people who downloaded your app from a custom product page stay engaged longer or spend more on in-app purchases.
- View retention data and average proceeds per paying user for each custom product page.
- Compare the performance of your custom product pages against your default product page.

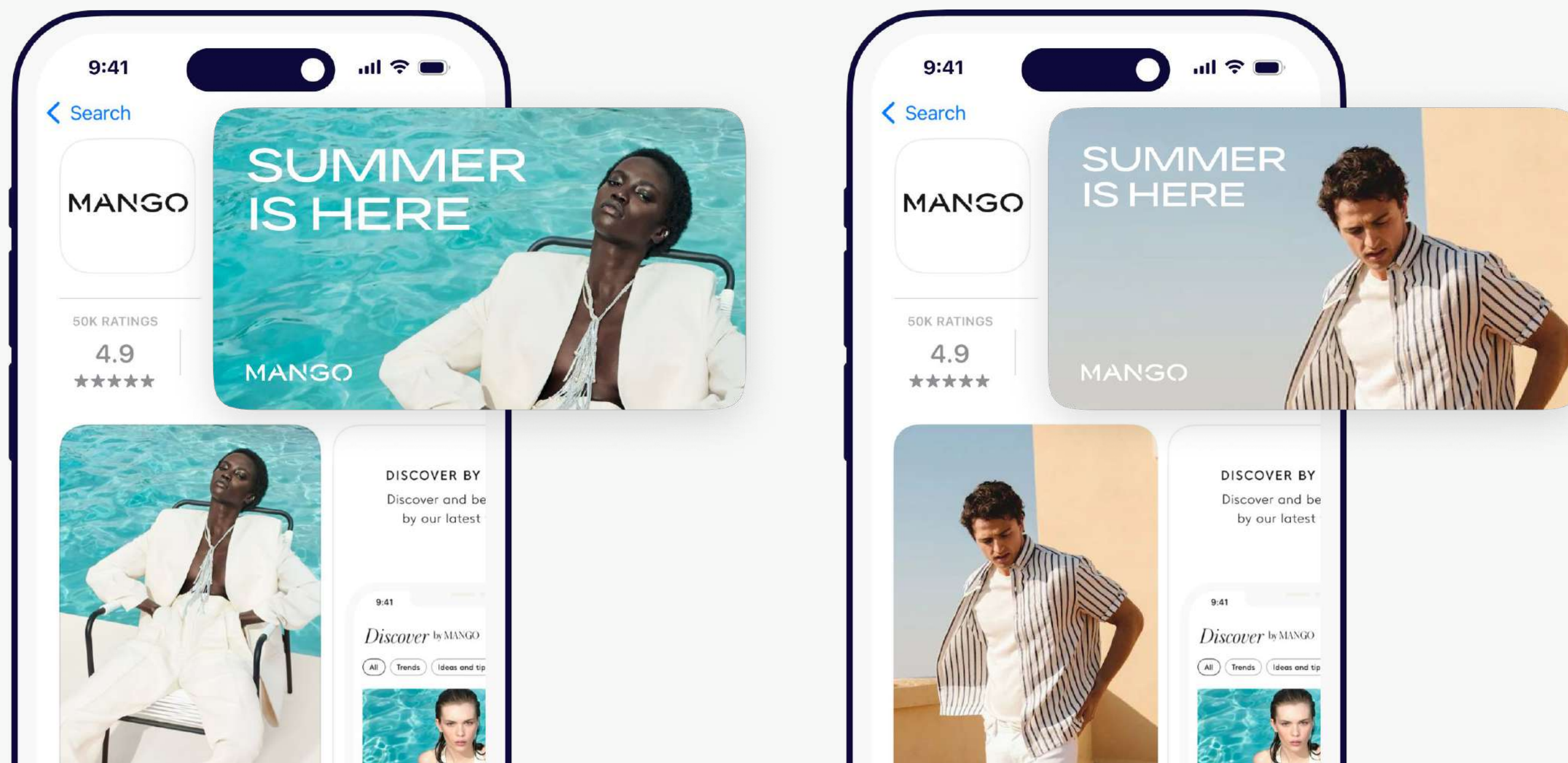
Examples of using CPP

ASA can be launched using various keywords. For example, for the query "coloring for boys", there will be blue screenshots, and for the query "coloring for girls", there will be pink ones.



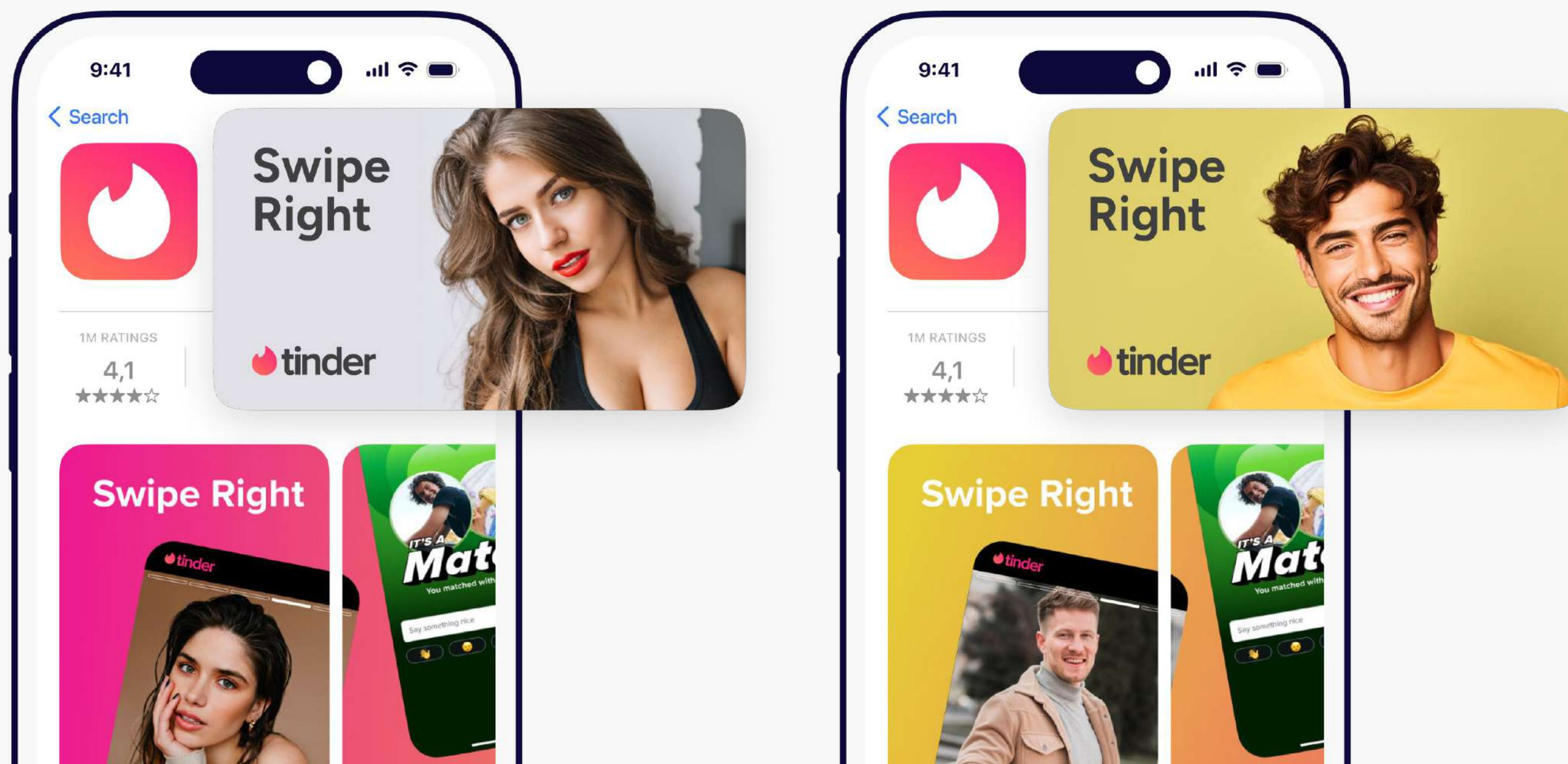
Examples of using CPP

To increase the conversion rate from advertising to app installation, display product screenshots tailored to different target audiences and combine them with advertising creatives.



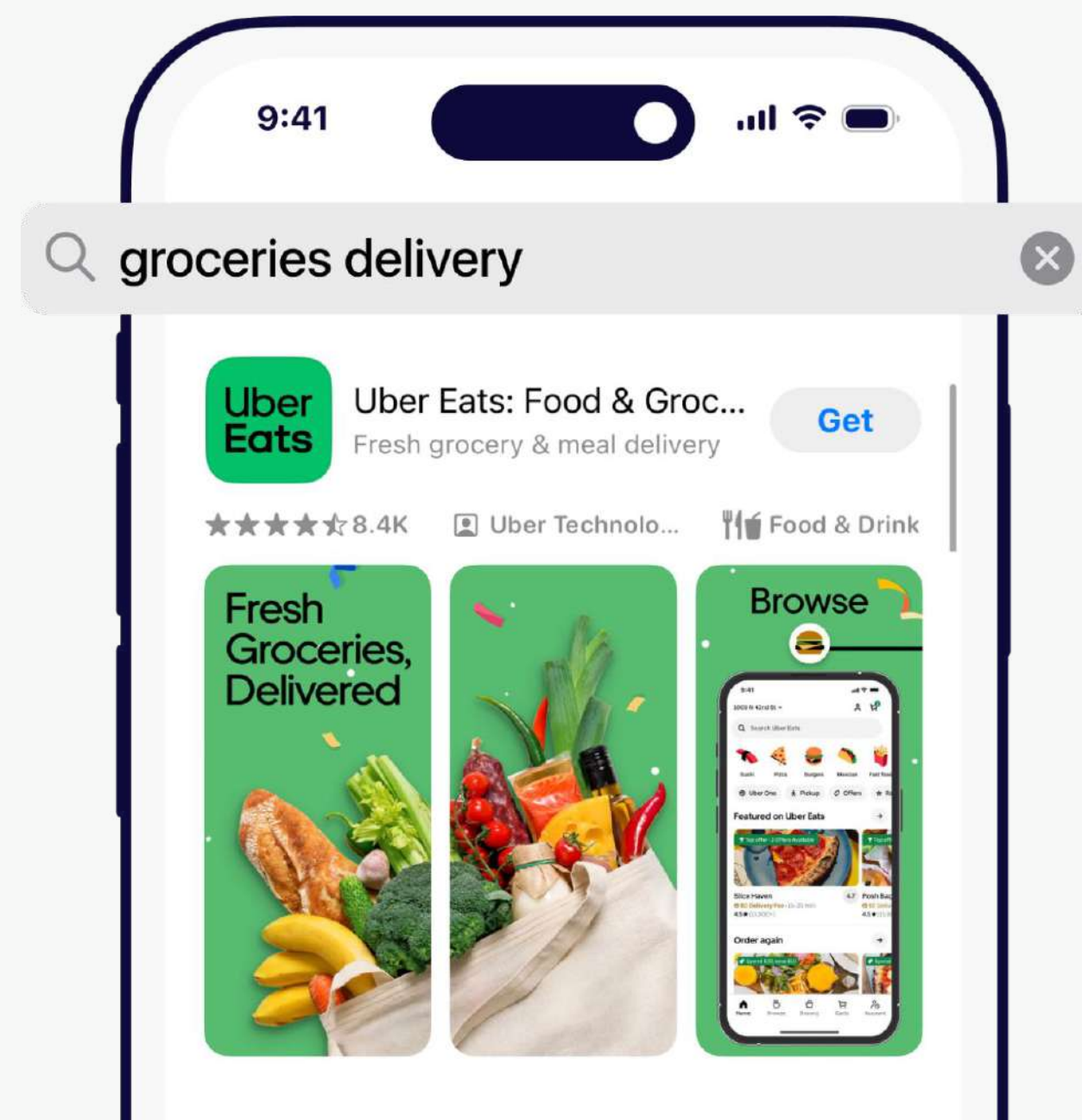
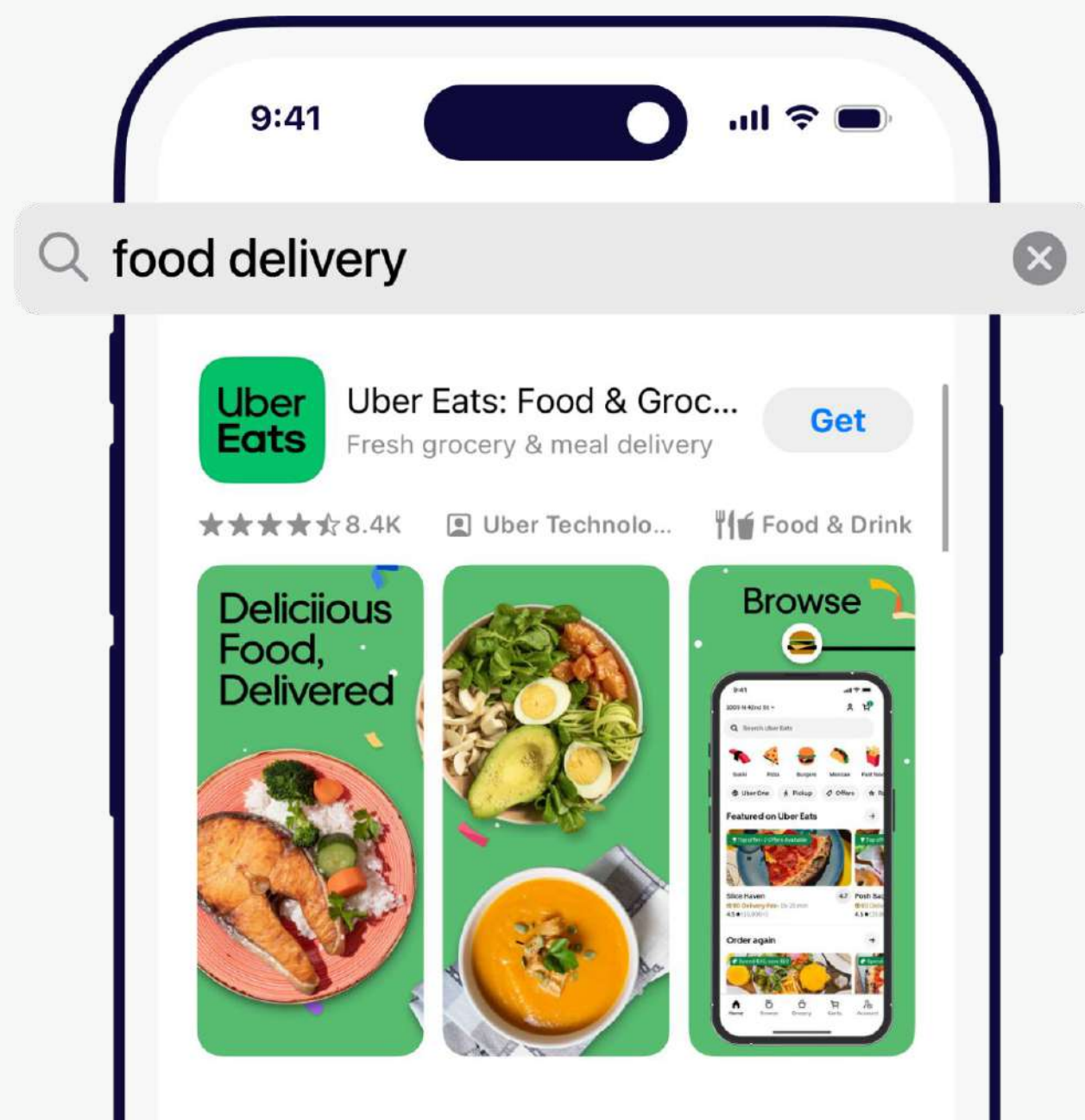
Examples of using CPP

Also, customization of the app introduction advertising according to the preferences of the target audience is possible.



Examples of using CPP

In case the app boasts a significant number of features, customizing creatives for individual functions is an option.





We'd love
to hear
from you

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