

GOOGLE APP CAMPAIGNS FEATURE: DEEP LINK CALCULATOR



GEORGI ZAYAKOV

DEEP LINK CALCULATOR

WHAT IS IT?

The Deep Link Impact Calculator in Google Ads helps advertisers identify missing deep links (App Links for Android, Universal Links for iOS) in their apps and measure missed conversion opportunities.



DEEP LINK CALCULATOR

BENEFITS OF USING IT

The tool shows how implementing these deep links can improve conversion rates and user experience.



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HOW TO ACCESS

In Google Ads, go to Tools > Planning > App Advertising Hub > Deep Link Impact Calculator tab.



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FEATURES

- Identifies URLs that should be deep-linked for Android and iOS.
- Shows current mobile traffic spend coverage and potential missed conversions.
- Provides downloadable reports for sharing with stakeholders.



DEEP LINK CALCULATOR

UNDERSTANDING THE MISSING OPPORTUNITY

App advertising hub

Deeplink impact calculator

Missed app conv. (top 10 URLs)

21.8K - 65.6K

Missed app conv. (top 20 URLs)

23.1K - 69.6K

All missed app conv.

46.5K - 140K

Spend coverage on mobile traffic

44.4%

Spend on deep linked URLs

\$1.01M

Spend on non-deep linked URLs

\$1.27M



DEEP LINK CALCULATOR

CALCULATING MISSING CONVERSIONS

Android: Based on non-deep linked URL clicks, app installations, and improved conversion rates from deep links.

iOS: Based on non-deep linked URL clicks, modeled data (due to Apple's ATT policy), and conversion rate improvements.



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WEB TO APP CONNECT

A feature for setting up deep linking and app conversion tracking, providing a smoother user experience and increasing conversion rates.



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SPEED COVERAGE & MISSED LINKS

- Displays current mobile traffic spend and shows URLs that could benefit from deep linking.
- Sorting and filtering options allow prioritization of URLs with the highest missed conversions.



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PLATFORM FILTERING & TIME RANGES

Data can be filtered by OS platform (Android or iOS) and specific time periods to refine analysis.



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DOWNLOAD REPORTS

Option to download detailed reports with all URLs and metrics for further analysis.



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ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



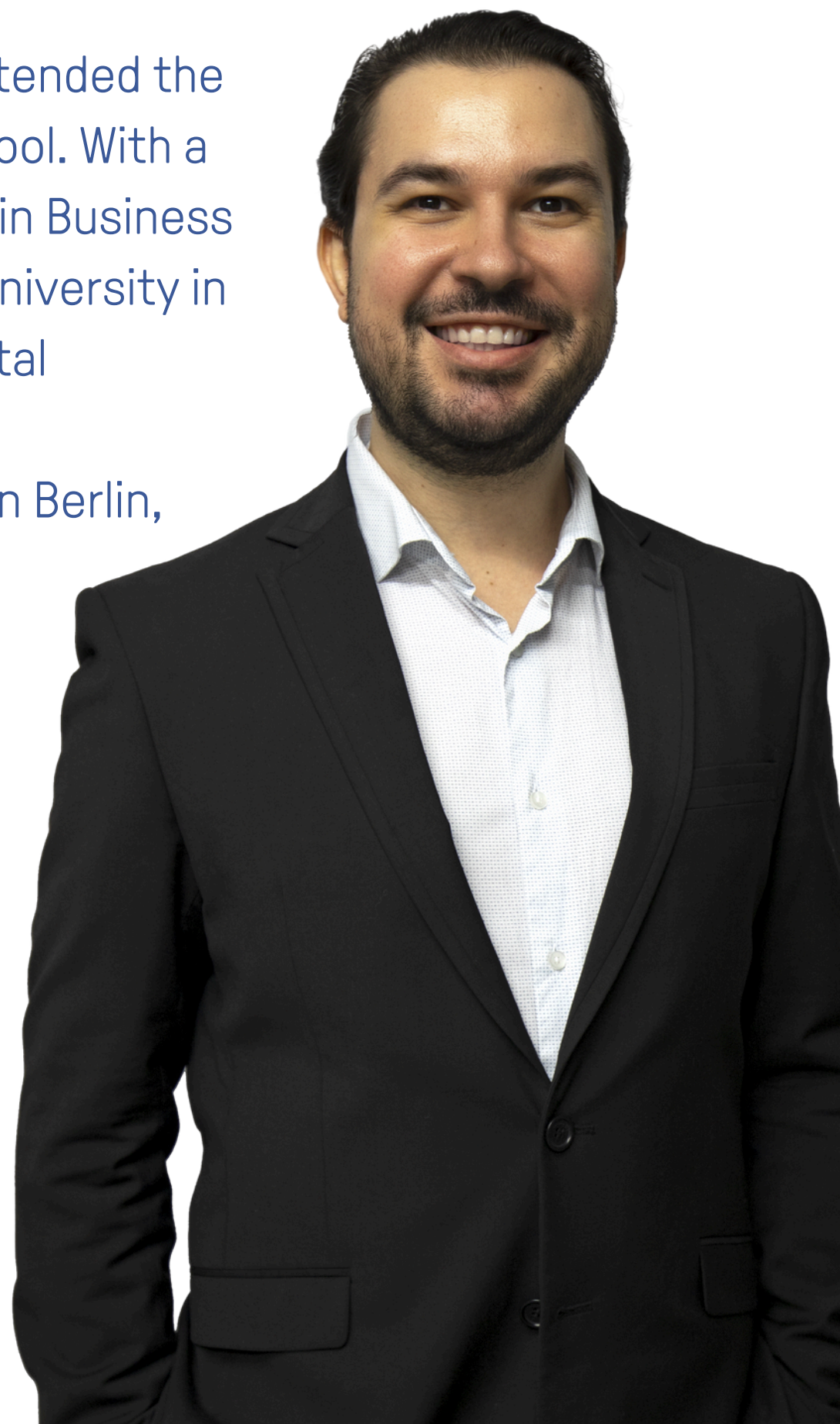
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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