

## Pre-Install Native App

**Description:**

Capture eyeballs & cut through the clutter of the app discovery phase with users on day one. Generate awareness of your app in the most native mobile with AOL's Pre-Install App solution, which silently pre-loads apps to Android smartphone for a truly native and highly visible way to educate & engage users. With exclusive relationships with leading carriers, access hundreds of millions of premium Verizon customers activating new devices. Target currently engaged users, or those who have not yet been exposed to your brand. Plus, using Verizon's proprietary data, including device, location, demographics, HHI you can further target your ideal audience.

**Mock:**

**Spec Classification:** Native

**File Type:** Custom

**Backup Image Submission Guidelines:** Tag must always deliver either a primary experience or acceptable backup for instances when the user's browser does not support creative functionality (e.g. Flash, HTML5, JavaScript).

**Z-Index Guidelines:** [Click here for z-index range](#)

**Submission Guidelines:**

2 week SLA

**Supported Countries:** US