**Facebook Lets Advertisers Target Mobile App Ads Based on Behavior**

Facebook has improved its mobile app install ads with App Event Optimization, which targets users who are the most “likely to take valuable actions within their apps,” the company said. Marketers can target consumers most likely to make a purchase, add an item to their basket or finish a level.

***VentureBeat 7/18/16***

<http://venturebeat.com/2016/07/18/facebook-adds-specific-action-based-bidding-to-its-mobile-app-install-ads/>