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Introduction to Custom Product Pages


English

Introduction to Custom Product Pages

Custom product pages are unique versions of your app's main product page. They consist of a variety of videos and images that highlight your app's unique functionalities and features.

When you make a variety of creative packs to highlight different aspects of your app, each unique creative pack can lead to a unique product page. In iOS campaigns, users arrive at your app's product page after your ad's end card.

To learn more about creating your product page for the Apple app store, refer to Apple's [Custom product pages](#) documentation.

 **Note:** Custom product pages are available on devices running OS 15 or later. If a campaign delivers an ad to a user on an earlier operating system, the user will arrive at the default product page.

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