

Mobile Marketing

The Next **Gen**



Presented by
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Business Development Manager



OVER THE PAST FEW YEARS

“ Today about 80 percent of teens between **12 and 17 own a cell phone**, and about half of those own a smart phone. That’s about **twice the rate from just 2 years ago.** ”

Shawn DuBravac
Chief economist at Consumer Electronics Association



- **Programmatic Buying (Real Time Bidding)**
- **Contextual Advertising (Precise Targeting)**



What is it?

Programmatic Buying

refers to automated purchasing of digital ad inventory, circumventing the human managed process of buying ad space via contracts or insertion orders.

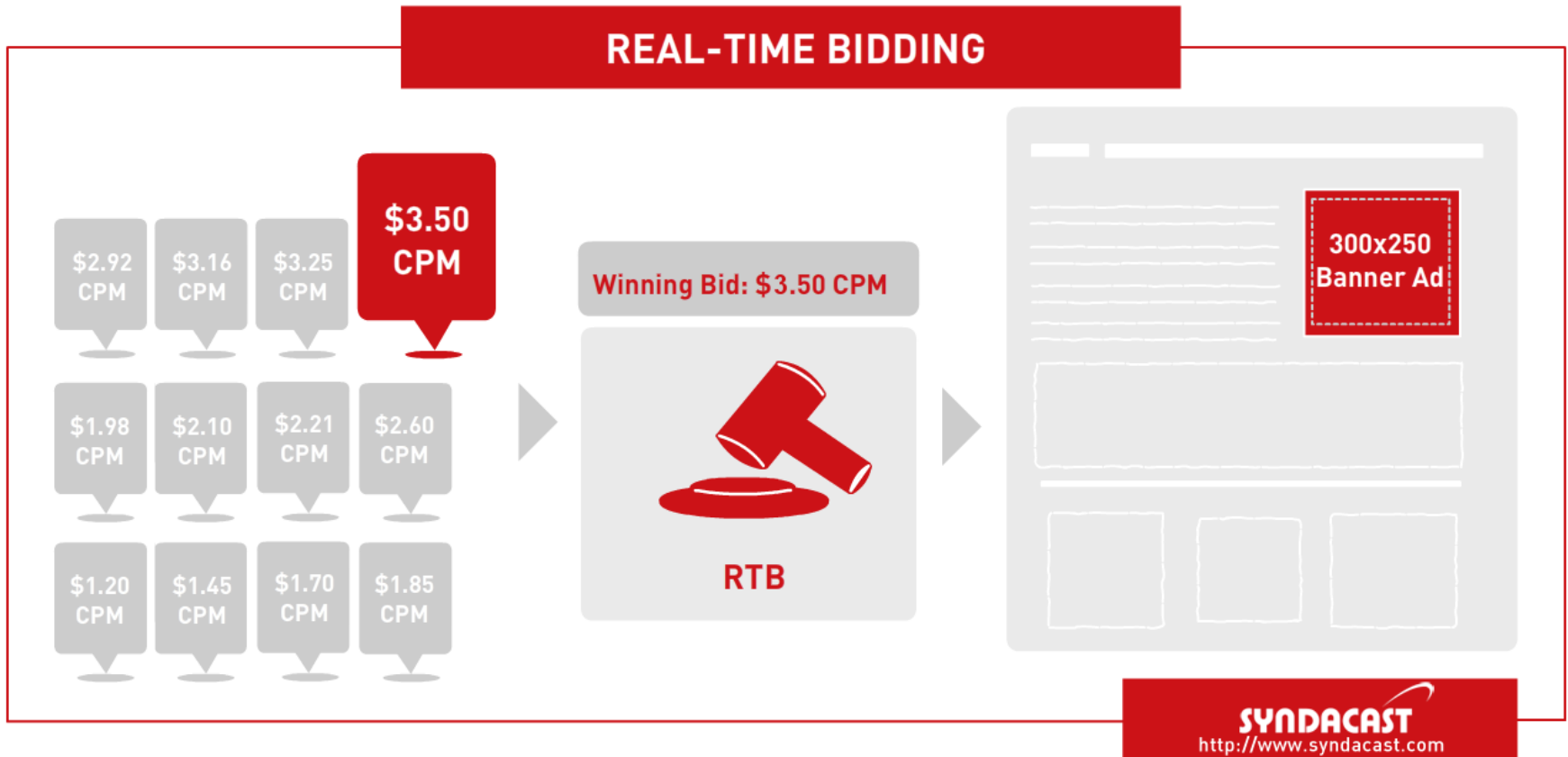
Manual vs automated marketing	Programmatic buying			Direct sold
Name	Real-time bidding	Real-time programmatic direct	Upfront programmatic direct	Upfront direct sold
Timing of negotiation	Real-time bidding	Upfront premium	Upfront premium	Upfront premium
Delivery	Bid request over RTB pipes	Bid request and Deal ID over RTB pipes	Publisher API to enter into publisher ad server	Email, fax, and phone for seller to manually enter into publisher ad server

- Real Time Bidding (RTB)

automated approach to selling and purchasing display ads one impression at a time through a bidding process that takes milliseconds.



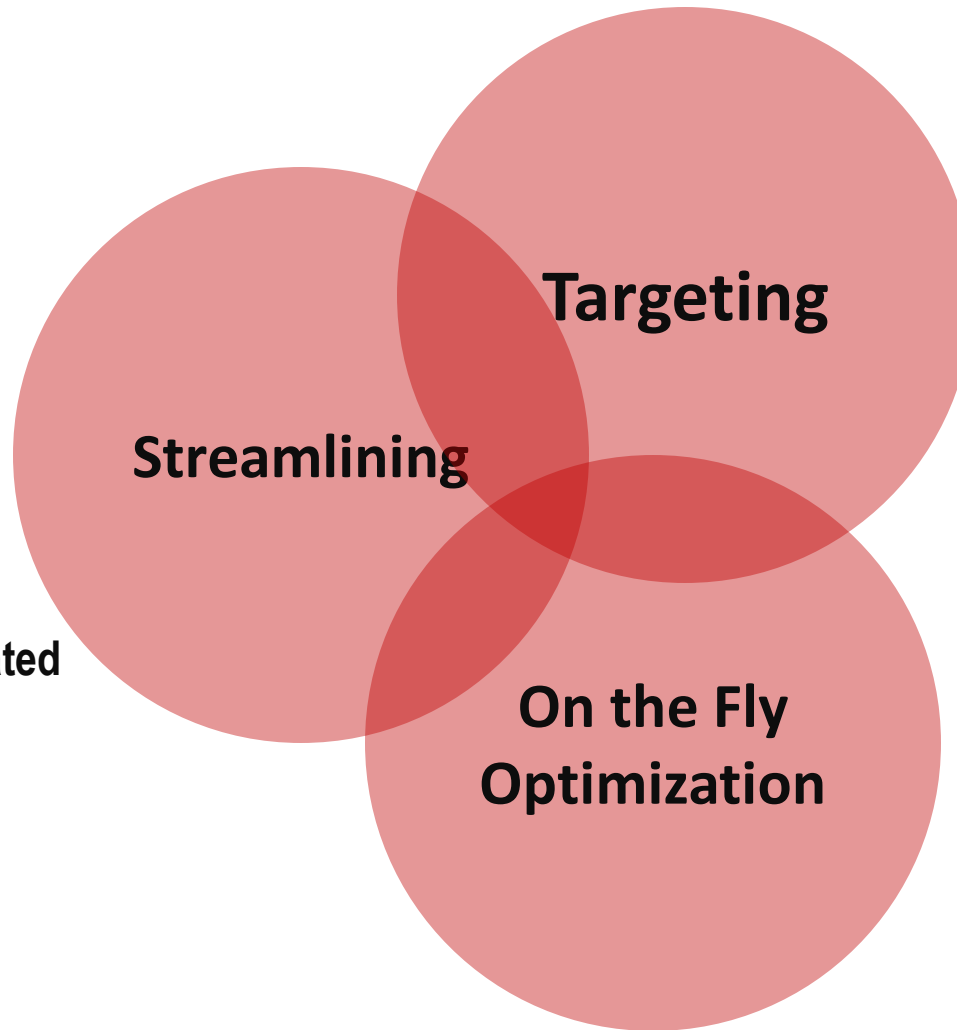
- Real Time Bidding



- Real Time Bidding



- Benefits of RTB



Reduce friction as mobile advertising involves a complicated workflow

Streamlining

Targeting

On the Fly Optimization

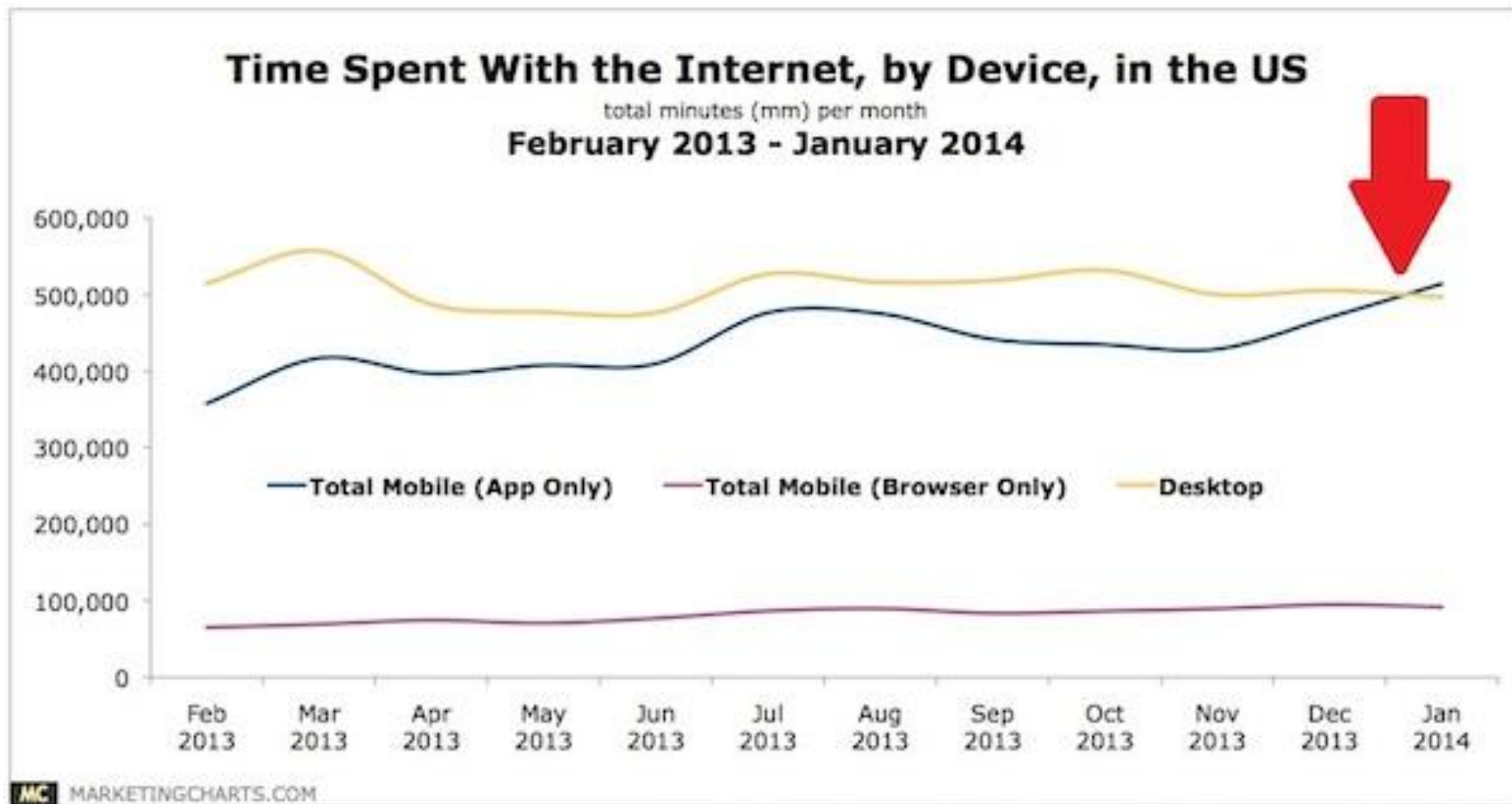
Can specifically target audience for a specific criteria, specific time and specific geographical area

Set RTB parameters that will automatically adjust in real-time



Growth
of
Mobile Usage
and
Inventory

Mobile Usage Exceeds Desktop in the US



Source: comScore

Notation by Rebecca Martagh, author of Million Dollar Websites



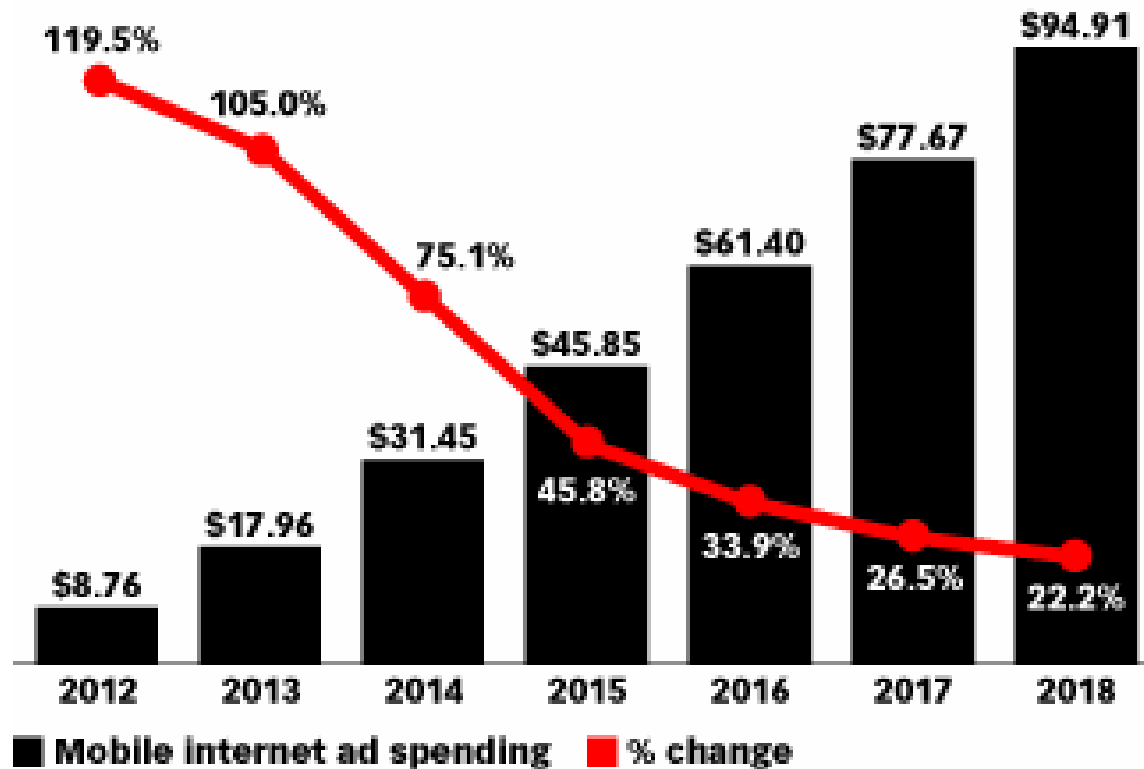
June 30, 2014

**Twitter
launches
mobile app
promotion to all
advertisers
globally.**



Mobile Inventory Growth

Mobile Internet Ad Spending Worldwide, 2012-2018
billions and % change



Note: includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; includes ad spending on tablets

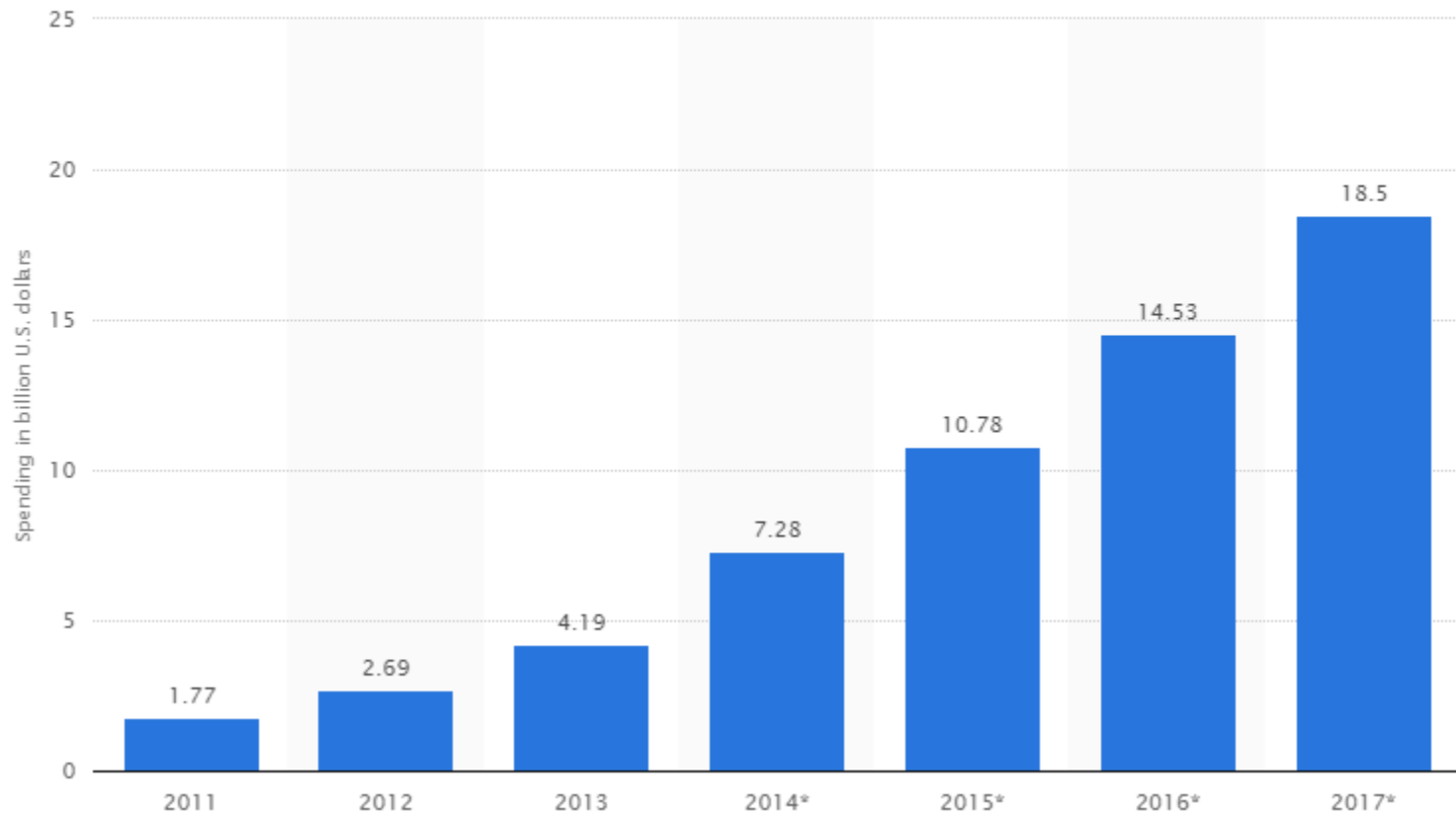
Source: eMarketer, March 2014

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www.eMarketer.com

Trends and Buying Stats

Mobile internet advertising spending in Asia Pacific from 2011 to 2017 (in billion U.S. dollars)



Contextual Advertising

The screenshot shows a news website layout. At the top, there are navigation links for 'Latest News', 'Video', 'National', 'World', 'Tech', 'Health', 'Entertainment', 'Sport', 'Finance', 'Weather', and 'More'. A search bar is located on the right. The main headline is 'Two men die of bird flu in Shanghai', dated '5:22pm April 1, 2013'. Below the headline are social media sharing options for 'Like', 'Share', and 'Email'. The article text begins with 'Shanghai is stepping up monitoring at local hospitals after a new strain of bird flu killed two people last month in China's commercial hub, state media say.' A 'VIDEOS' section follows, with two video thumbnails. The first video is titled 'PLAY: Early detection vital in cancer fight' and the second is 'PLAY: BRAV: Russian men help old ladies cross street'. The article continues with 'The Chinese government said over the weekend that two men, one aged 87 and the other 27, had died after being infected with H7N9 avian influenza - a sub-type that had not previously been transmitted to humans.' Another paragraph states 'A 35-year-old woman in the eastern province of Anhui, near Shanghai, was also in critical condition after developing the disease in March, the National Health and Family Planning Commission said.' A third paragraph mentions 'Shanghai's health bureau had ordered hospitals to boost monitoring and supervision of respiratory illness cases, but authorities were unsure how the three became infected, the Shanghai Daily newspaper said on Monday.' The final paragraph reads 'The two victims in the city both had histories of chronic illness, said a statement from Shanghai's health bureau.' On the right side of the article, there is a Subway advertisement for 'three pepper chicken'. The ad features a large image of the sandwich and the Subway logo. A yellow banner in the bottom right corner of the ad says 'new limited time only'. Below the ad, there is a 'trending conversations' section with three items: '1456 Racist rant on Sydney bus filmed', '209 Facebook page mocks victims of wall collapse', and '174 Airline charges customers by the kilo'. The Subway logo and 'three pepper chicken' text are repeated on the right side of the page.

BAD EXAMPLE

Relevant ads on relevant websites

Contextual Advertising

RSS | Britain's No.1 quality newspaper website | Make us your homepage Sunday 23 March 2008

Telegraph.co.uk

BEST CONSUMER ONLINE PUBLISHER

TAKE ONE! Which adventure will you choose?

Google

Home News Sport Business **Travel** Jobs Motoring Telegraph TV SEARCH Go Our site Web

Travel home
Picture galleries
Ask the experts
City breaks
Hotels
Snow and ski
Sun and sea
Ultratravel
Cruises
Family holidays
Arts and culture
Activity and adventure
Message boards

Arts
Digital Life
Earth
Education
Expat
Family
Fashion
Features
Food & Drink
Gardening
Health

SOUTH AFRICA

Cape Town: Hotel watch
Gavin Bell appreciates the old-fashioned hospitality at the Winchester Mansions.
14 Mar 08

Johannesburg: my kind of town
Writer Tim Ecott loves the South African city's brashness and vitality.
10 Mar 08

South Africa: an insider's guide
Between the Limpopo and the Cape lies a wonderful variety of landscapes, climates and cultures. Lisa Grainger suggests 10 of the best ways to enjoy South Africa's rainbow nation.
04 Feb 08

Crime puts tourists off South Africa
One of the world's great holiday destinations is being marred by a wave of violence. Charles Stanger Smith reports

advertiser links [More >>](#)
Telegraph OFFER
Late Deals/Latest Deals [More >>](#)
Click here for the best deals from our partners

Highlights of South Africa
14 Days From £2395pp, Departing 17 October 2008

Holidays in South Africa
Golf Holiday Aboard for 6 days from £417. Want to do more than just fly and flop? Browse now for more South Africa holiday ideas.

why don't you... *Live life to the full!*

THE NEW 207 SW
TAKE IT ALL IN STYLE
CLICK HERE TO VISIT THE SHOWROOM ▶

John Lewis
Find Luggage that fits you

Male
Female
Couple
Long haul
Short haul
City
Smart
Casual
Bit of both

John Lewis recommends:
Click here for more info

Blogs
My Telegraph
Promotions

Morris heads to South Africa's wine country for a tailor-made tour on horseback.

Relevant ads on relevant websites

Contextual Advertising - Geo-Targeting



Advertising based on advanced GPS position and geo-location services.

Source: <http://www.turn.com>

Performance

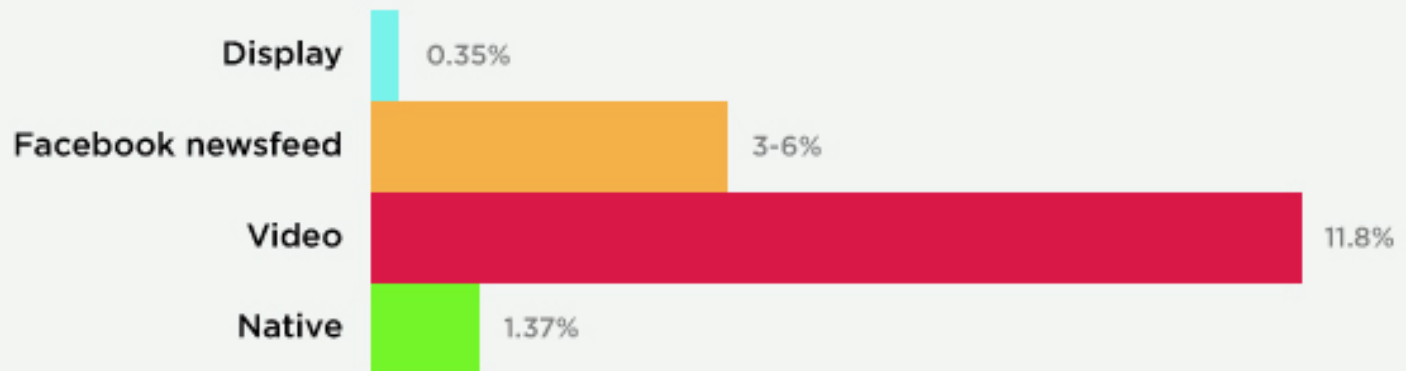
How to measure?



Measuring Performance

DIGITAL ADVERTISING CLICK-THROUGH RATES - 2013/2014

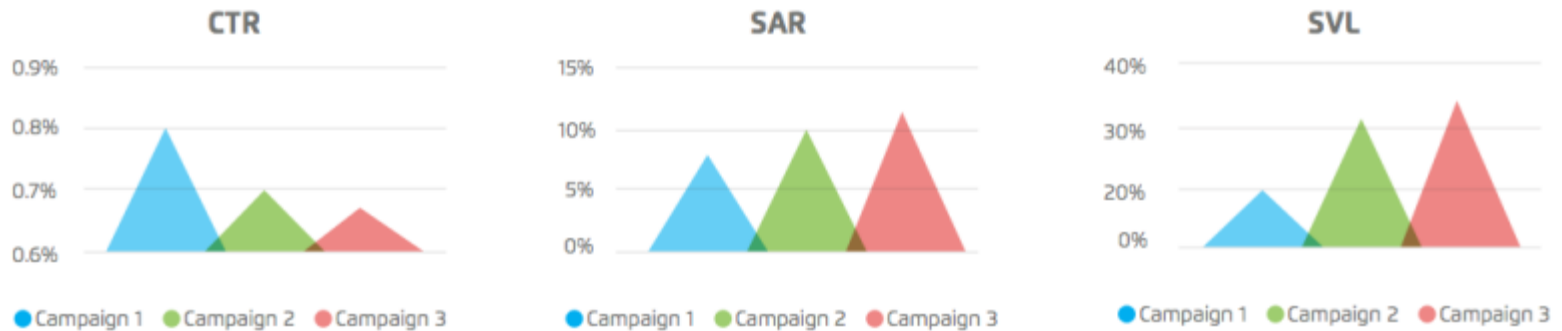
MOBILE



<http://coull.com/our-blog/digital-advertising-click-through-rates>

CTR vs SAR

Brand Campaign Metrics



The graphic above from the study compares three campaigns using CTR, secondary actions (calls, directions) and store visit lift as metrics.

Optimizing for CTR had an adverse impact on secondary actions and store visits. Conversely, optimizing for secondary actions tended to depress CTR.

Click-to-Call

PEOPLE ACCOMPLISH A WIDE VARIETY OF TASKS VIA PHONE CALLS

% who call a business directly from a search for each task



Results of Google and Ipsos new research show that half surveyed (**42%**) has used click-to-call in search.

Google's new research shows an average click-to-call conversation length of **six minutes**, suggesting the option can lead to decent level of engagement. **72%** of click-to-call conversations lasted longer than 30 seconds.

The Different Ad Formats



Native Advertising

“In the future, all advertising on social media will be native in-stream ads. The right rail and banners will disappear altogether.”

- Jan Rezac, CEO of Socialbakers.

The Different Ad Formats

Ad Units

Mobile Engagement Ad Units integrate a customizable post-click consumer experience, providing a single solution that's capable of aligning with all of these diverse goals.


The ad units initially load as mobile rich media animated banners, but on click-through they transform to responsively fill the screen with an interactive overlay tailored to meet the campaign's specific need(s).



The Different Ad Formats


Mobile Rising Stars
The Full Range

Filmstrip




Multipanel, scrollable, vertical or horizontal AD

Slider




Slide Banner To show AD
Slide Banner To Close AD

Adhesion Banner




Dynamically Locks To Designated Area

Push



or

Full Page



Full Screen Experiences That Accommodate Both Portrait And Landscape Orientation

iab.

The Different Ad Formats



Filmstrip: Functions as a 'window' that lets users swipe to scroll through a variety of content.

Multi-panel,
scrollable vertical
or horizontal AD

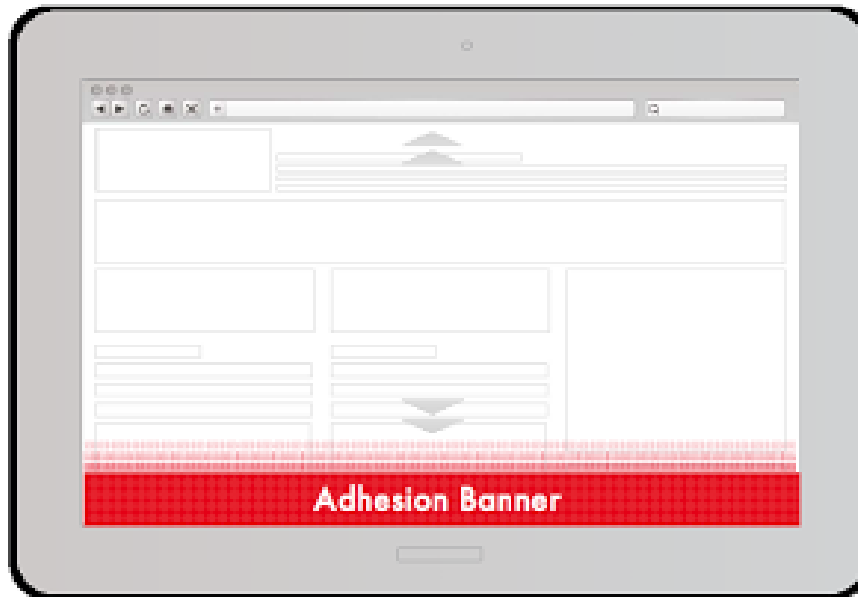
The Different Ad Formats



Pull: A standard top or bottom banner that the user drags vertically to reveal a fullscreen ad.

The Different Ad Formats

Dynamically
Locks To
Designated
Area

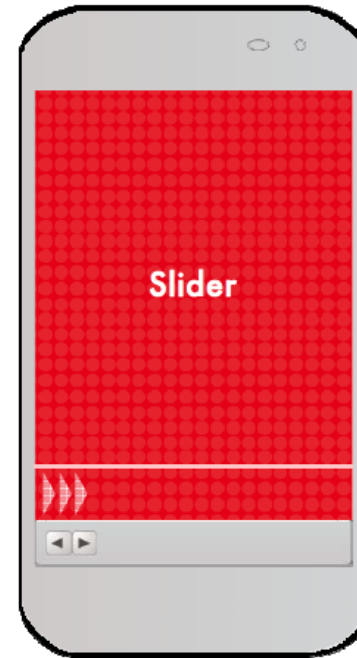


Adhesion Banner: A standard banner that “adheres” to the mobile screen—maintaining consistent position and size, regardless of how site content is manipulated (i.e. zoomed, rotated, etc).

The Different Ad Formats



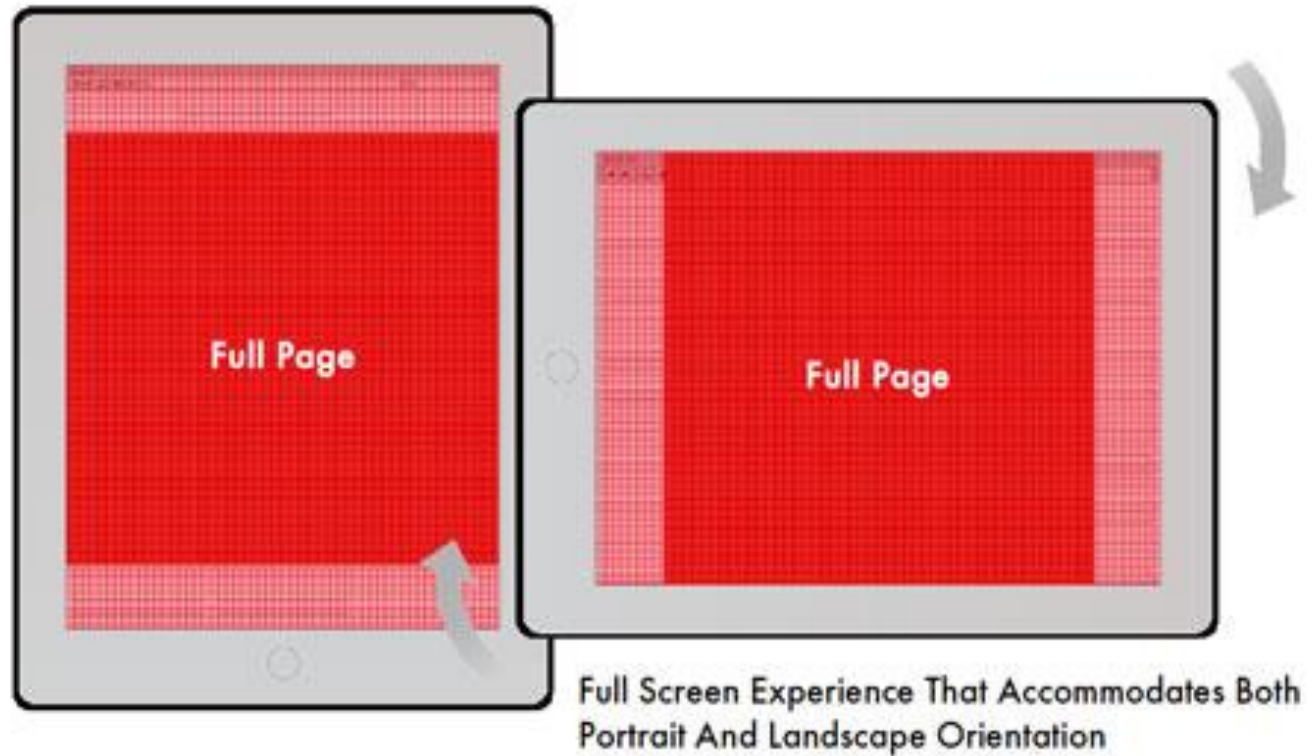
Slide Banner
To show AD



Slide Banner
To Close AD

Slider: A standard top or bottom banner ad that the user slides horizontally to reveal a fullscreen ad.

The Different Ad Formats



Fullscreen Flex: A fullscreen ad format involving responsive creative elements that automatically re-arrange to look great in both landscape and portrait orientations.

The Different Ad Formats



February 2014

“To guarantee the ads you pay for actually appear and look great on all screens, you should insist to your ad agencies that your advertising creative be developed in a mobile-compatible format. And the one open, industry-standard, universal format for

building mobile-ready creative is **HTML5.**”

An Open Letter From Publishers to Advertisers

Dear Advertisers,

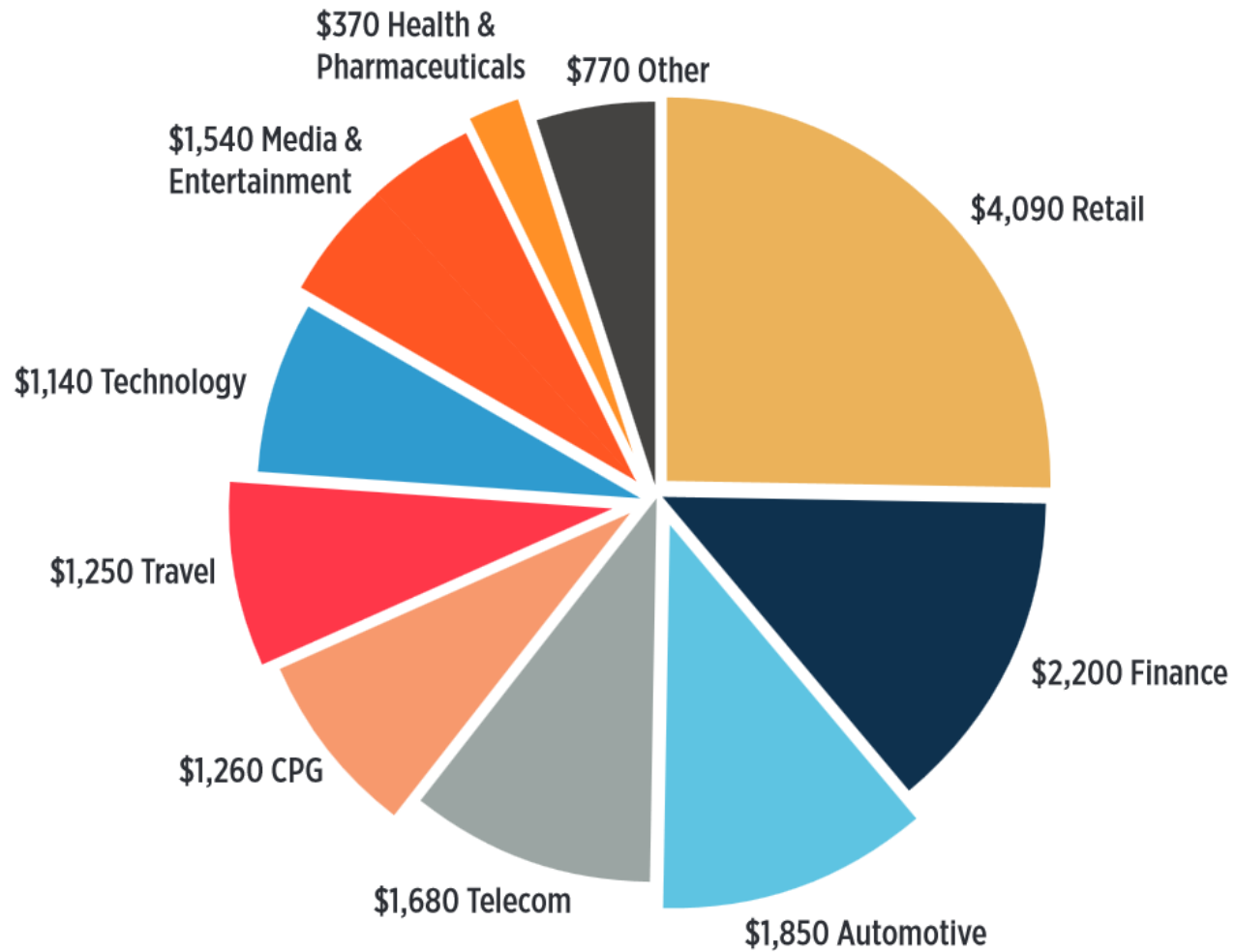
We'll just say it: It's time to improve your mobile advertising.

In a medium that's all about movement, your ads are inert. With consumers accustomed to content tailored to their time, place and interests, most mobile ads are peculiarly one-dimensional.

To guarantee the ads you pay for actually appear and look great on all screens, you should insist to your ad agencies that your advertising creative be developed in a mobile-compatible format. And the one open, industry-

Industries and Spending

2014 Projected US Mobile Ad Spend
(\$ Millions)



Industries and Spending

Mobile Internet Ad Spending Worldwide, by Region, 2011-2017

millions

	2011	2012	2013	2014	2015	2016	2017
North America	\$1,378	\$4,279	\$7,724	\$12,031	\$17,192	\$22,999	\$29,067
Asia-Pacific	\$1,770	\$2,690	\$4,143	\$5,842	\$8,120	\$10,516	\$13,061
Western Europe	\$780	\$1,669	\$3,589	\$6,388	\$9,199	\$12,050	\$15,184
Central & Eastern Europe	\$37	\$71	\$162	\$273	\$423	\$609	\$822
Latin America	\$41	\$78	\$150	\$289	\$482	\$766	\$1,196
Middle East & Africa	\$10	\$21	\$50	\$86	\$137	\$219	\$340
Worldwide	\$4,016	\$8,801	\$15,819	\$24,908	\$35,553	\$47,160	\$59,669

Note: includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; includes ad spending on tablets; numbers may not add up to total due to rounding

Source: eMarketer, June 2013; confirmed and republished, Aug 2013

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www.eMarketer.com

Industries and Spending

Mobile Ad Spending Share Worldwide, by Region, 2011-2016

% of total

	2011	2012	2013	2014	2015	2016
North America	30.9%	47.0%	52.7%	55.4%	56.7%	58.0%
Asia-Pacific	46.4%	31.6%	25.1%	21.3%	18.7%	16.8%
Western Europe	20.7%	19.6%	20.1%	21.2%	22.3%	22.8%
Latin America	1.0%	0.9%	1.0%	1.3%	1.5%	1.6%
Eastern Europe	0.9%	0.8%	0.9%	0.8%	0.7%	0.7%
Middle East & Africa	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%

Note: includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; includes ad spending on tablets; numbers may not add up to 100% due to rounding

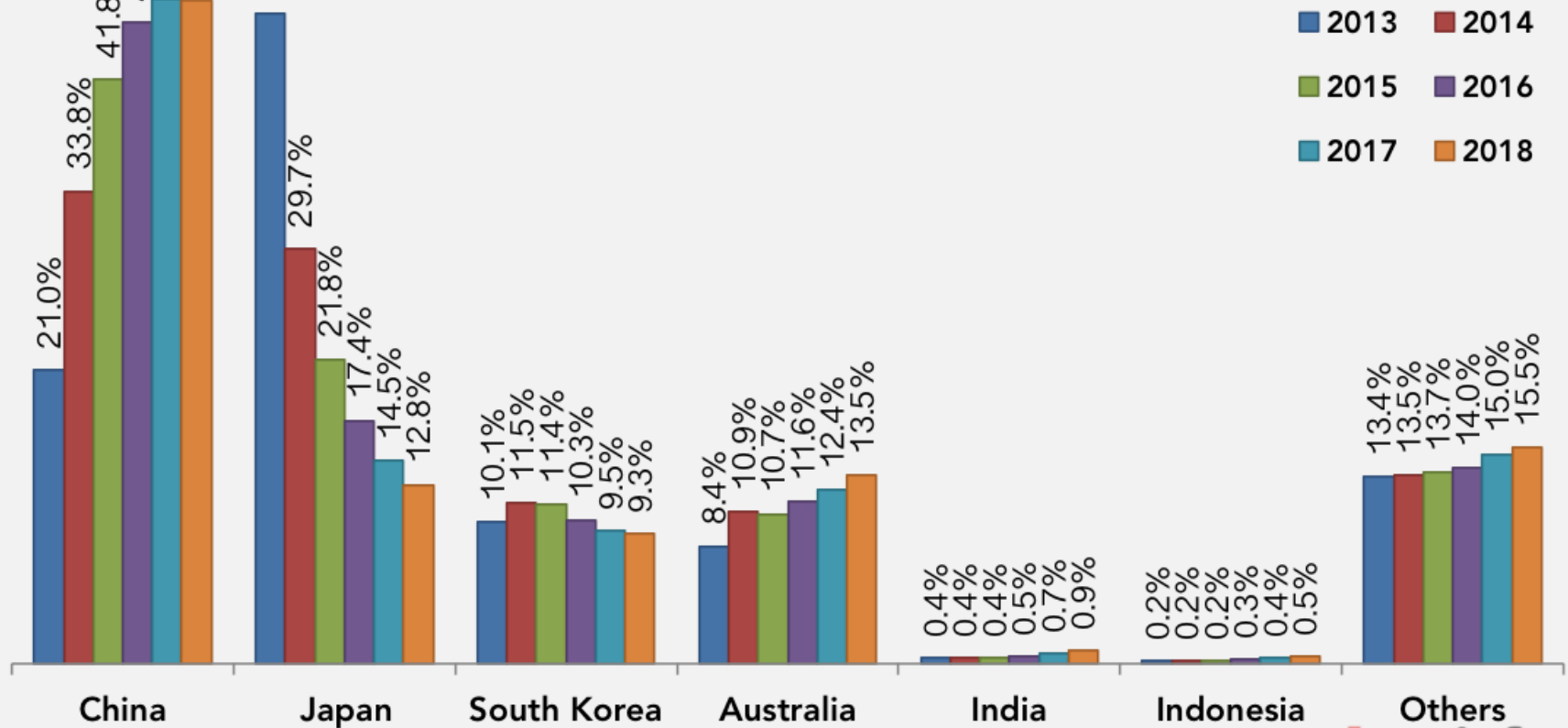
Source: eMarketer, Dec 2012

148425

www.eMarketer.com

Industries and Spending

Mobile Internet Ad Spending Share In Asia-Pacific Region



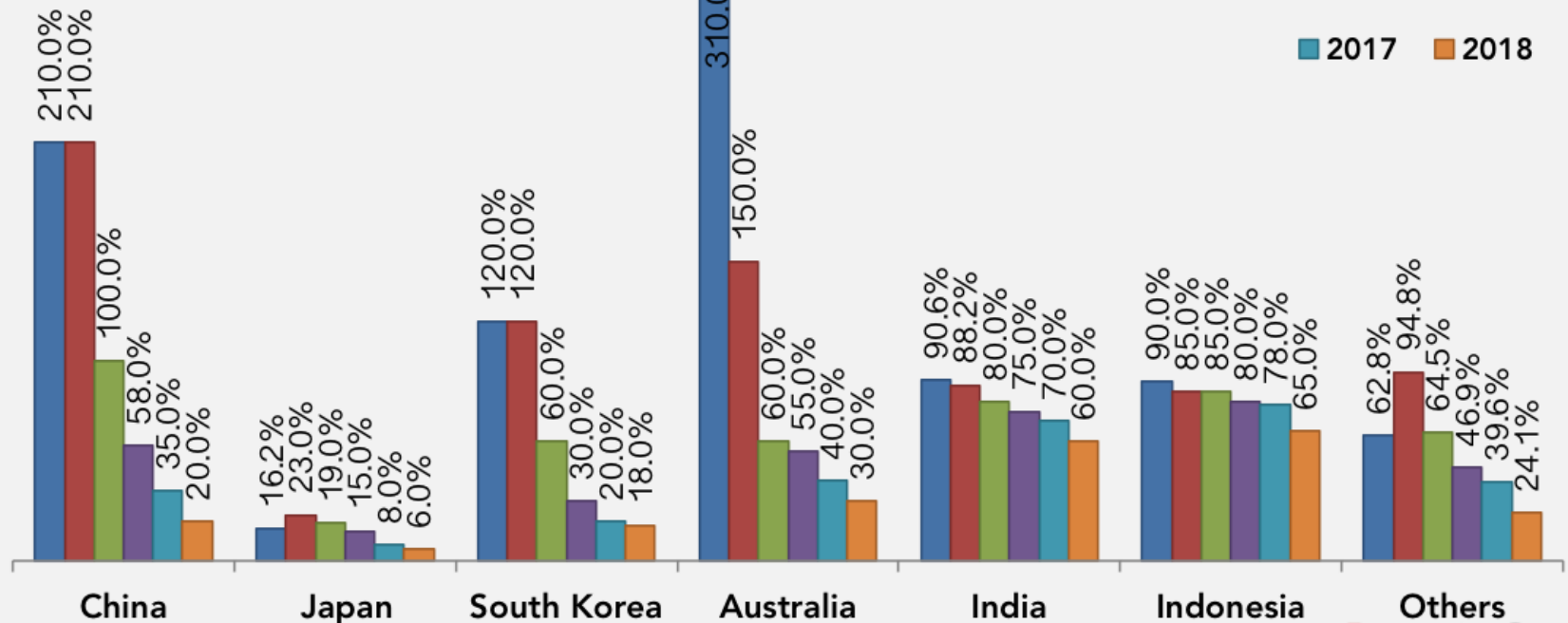
Source: eMarketers Sep 2014

dazinfo.com

Industries and Spending

Mobile Internet Ad Spending Growth In Asia-Pacific Region

2013 2014
2015 2016
2017 2018



Source: eMarketers Sep 2014

dazinfo.com

Future News & Trends

2014 and onwards



Facebook opens ad targeting to outside applications

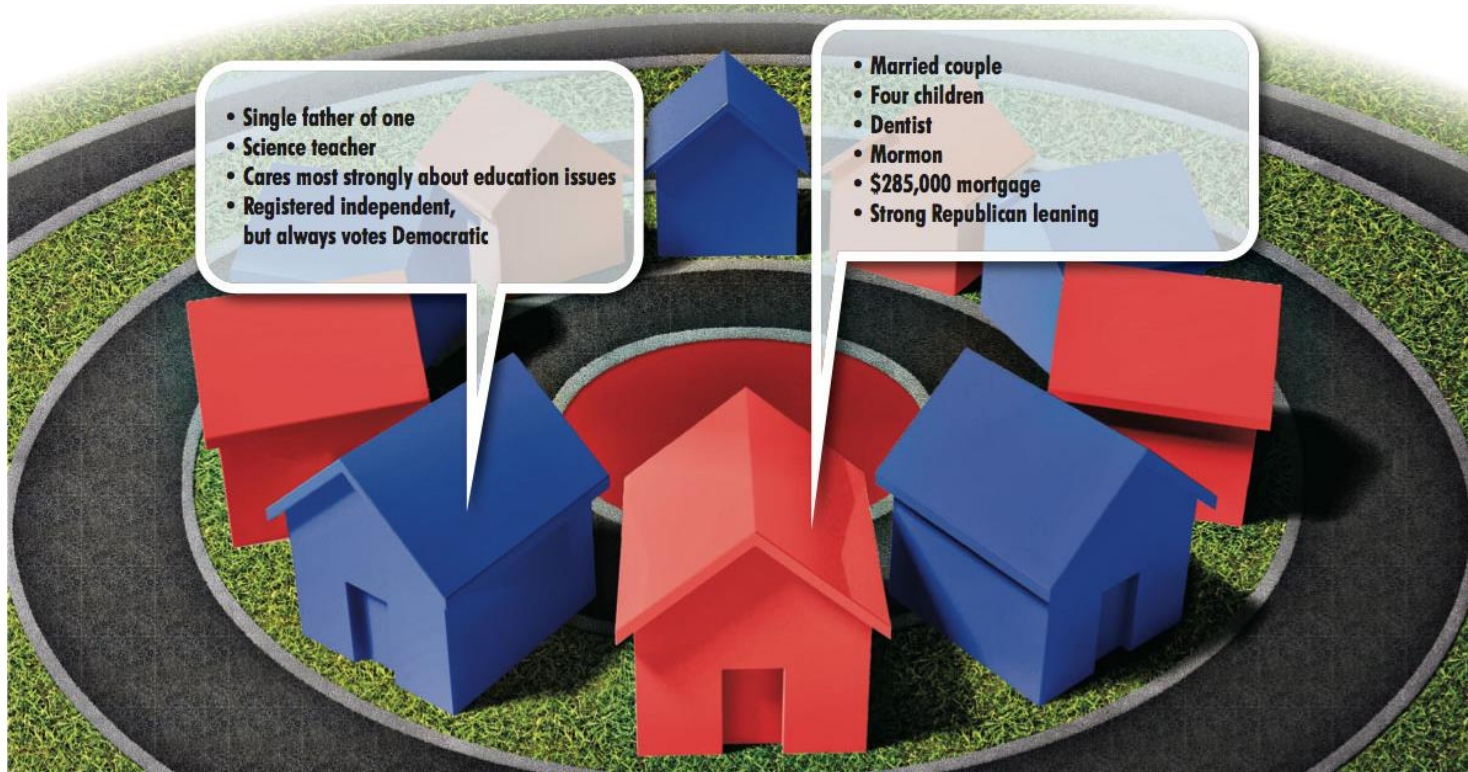
The Audience Network uses the same targeting and measurement features that marketers already use when advertising on Facebook



More Research into

MICRO TARGETING

Location data is not just about current location
but patterns of location



Crystal Ball

Focuses on:

What you
might do next

rather than what you
are doing right now

by studying data based on consumer's previous activity or spending patterns

Thank You



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Business Development Manager

