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- Robust research infrastructure on consumer mobile behaviors
- Mobile data collection and analysis systems matured (Cross-platform paradigm)
- Mobile ad formats, inc. range of call to action, refined/evolving
- Targeting on sensitive data categories, including finance, health, ethnicity, youth
- Need to capture and analyze industry research and mobile market developments for the stakeholder process

think
with Google



The Meaning of Mobile

By Jesse Haines and Abigail Posner

What We're Willing to Give Up to Keep Our Smartphones

Willing To Exchange For Internet Usage On Smartphone



43%

BEER



36%

CHOCOLATE



34%

SUPERBOWL
TICKETS



26%

HIGH HEELS



20%

CABLE TV

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users (5013).

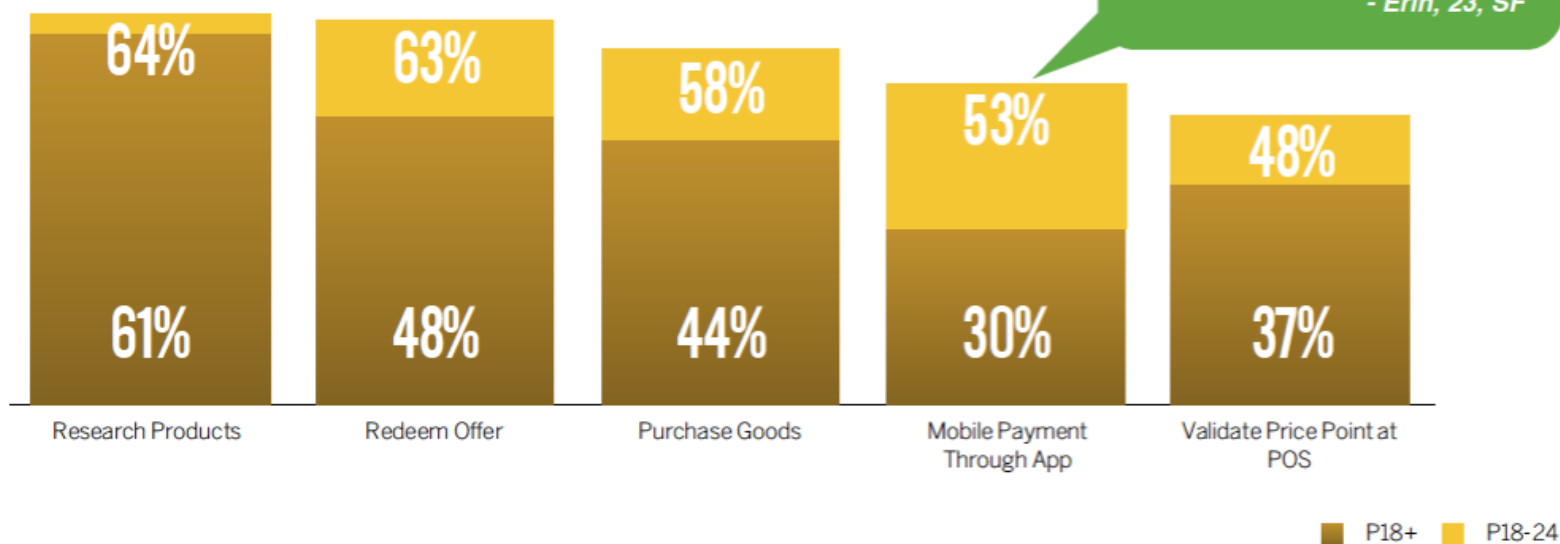
Q. Which of the following things would you be willing to give up for an entire month, in exchange for continuing to use the Internet on your smartphone?

Mobile Is Used Throughout the Purchase Process



From research to offline and online transactions, mobile devices are changing the way consumers interact with products and brands throughout the purchase process.

% WHO HAVE CONDUCTED THIS ACTIVITY ON THEIR MOBILE DEVICE IN THE PAST 6 MONTHS

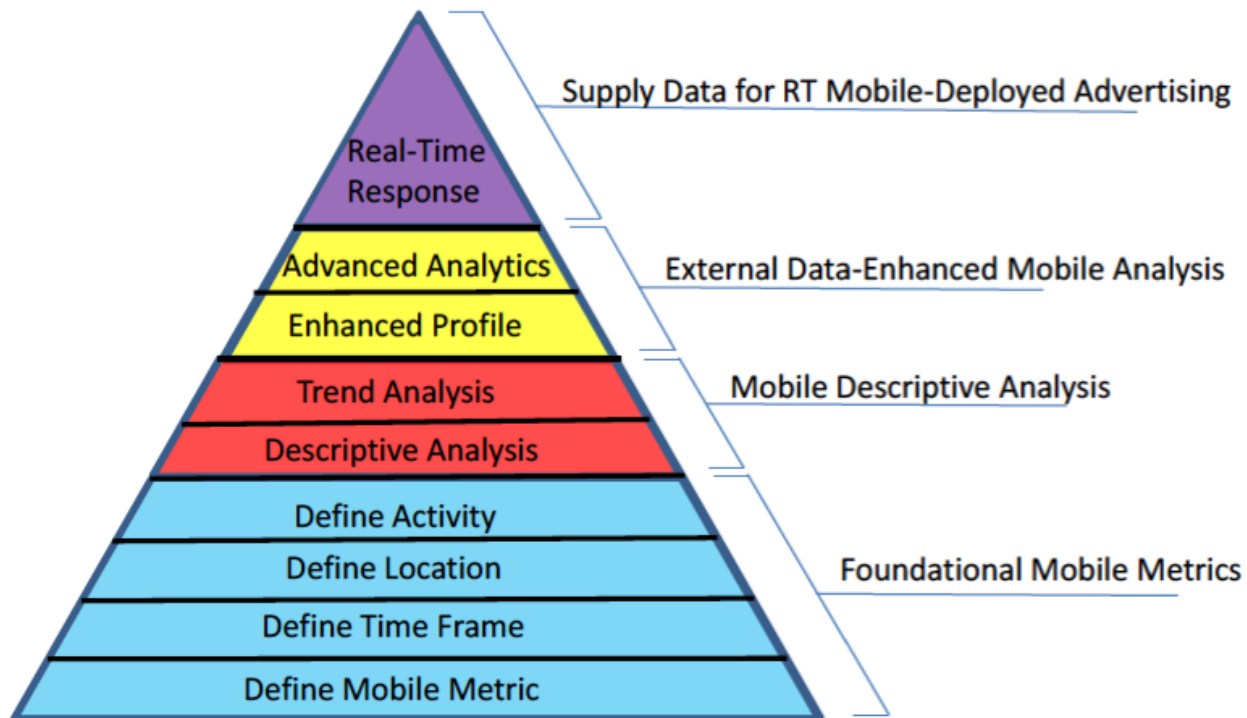


SAY PERSPECTIVE: Marketers need to think about mobile at each stage of the purchase funnel, from building awareness to point of sale to fostering advocacy.

Experian

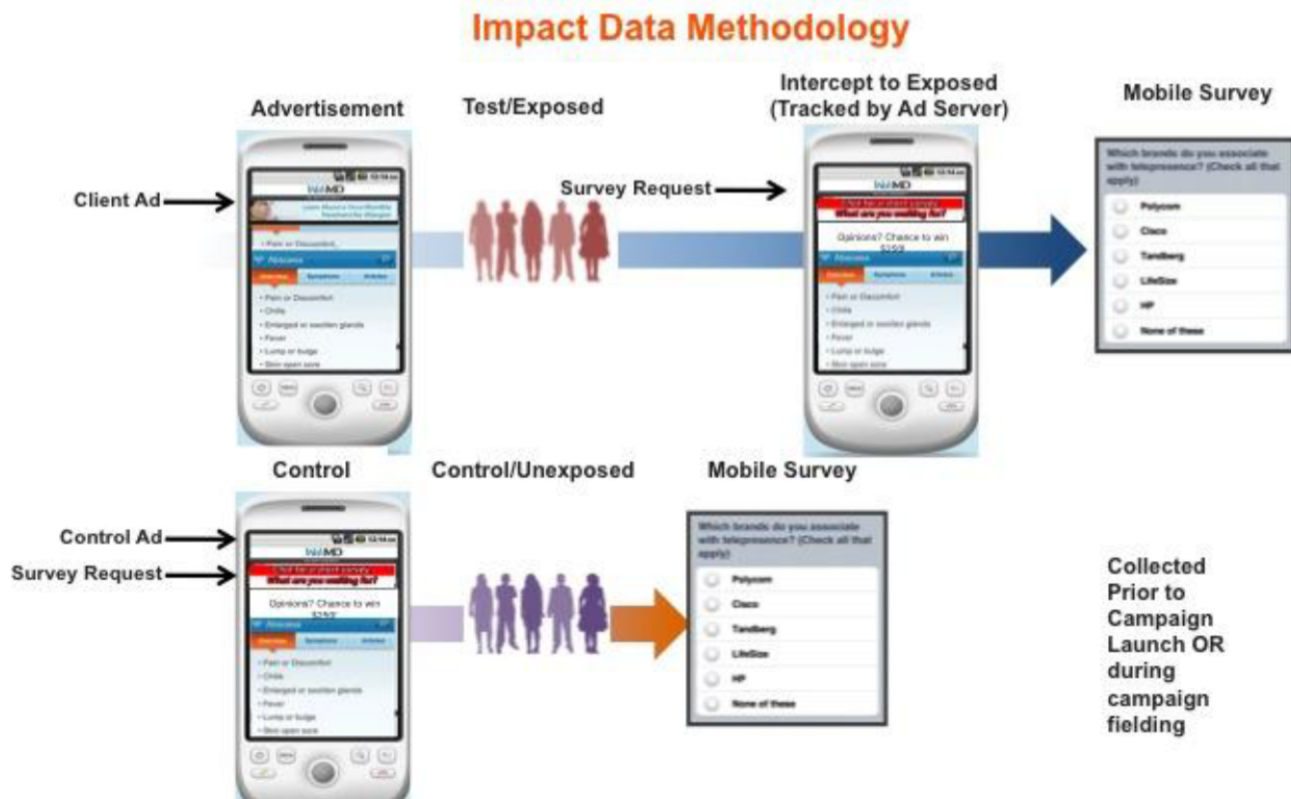
Figure 1

Mobile Metrics Heuristic Diagram



Mobile Marketing Assn.

MXS: Mobile's X% Solution,
A Marketing Evolution Whitepaper



The big picture: What ShopAlerts can do

Placecast has been at this location thing for a while — developing patented technology, creating a best-of-breed solution, and implementing it for world-class brands, operators, and payments companies. As a result, ShopAlerts is quite simply the most robust, scalable, and complete mobile monetization solution available today.



What is mobile offer management?

Mobile offer management optimizes relevance to the user, results for the advertiser, and revenue for the program incorporating real-time location, user preferences, program business rules and advertiser objectives. ShopAlerts does this by leveraging configurable business rules like capping and pacing, technologies like geofencing and dynamic publishing, and optimization algorithms that learn over time. Finally, to maximize the return across the user base, ShopAlerts does all of this across any channel including display media in mobile apps, the web, email, mobile wallets, and SMS/MMS messaging.

TARGETING TECHNOLOGY



Go Beyond The Geo-Fence

xAd's patent pending **SmartLocation™** and **SmartFencing™** targeting technologies allow you to achieve campaign-specific goals, focused on a variety of location types and audience segments. These campaign targeting options allow clients to diversify their planning beyond the typical mobile campaign to include placements specific to seasonality, major public events or popular points of interest, trends in search behavior, and much more.

By utilizing these industry-first location and audience targeting techniques, you can reach a more relevant and engaged mobile user – boosting the performance of any campaign.

[Begin a high-performance mobile-ad campaign today.](#)

Where the industry is headed – bidding on a user in a place

PLACECAST Home My data Campaigns Help

My campaigns & offers

CAMPAIGNS Add campaign

- McDonald's
- La Boucherie
- Starbucks
- Peet's
- Blue Bottle
- Philz Coffee
- Coffee joint

OFFERS Add an offer

Create your first offer

Set up a new offer (McDonalds)
Get started by setting up your preferences, choosing your targeting criteria and setting your budget.

1. OFFER BASICS

Offer name

Discount type

From To

2. SET UP GEOFENCES

26 locations match 22 geofences 3 remaining slots

3. SET UP OFFER

SMS **MMS** **Image**

Customize your offer details here

Drag these dynamic elements in to your message text above

✓ 150 of 150 characters remaining

Preview
Enter offer details to preview it here.

4. SET TARGETING CRITERIA

Interests

Age range

Gender

Advanced Targeting

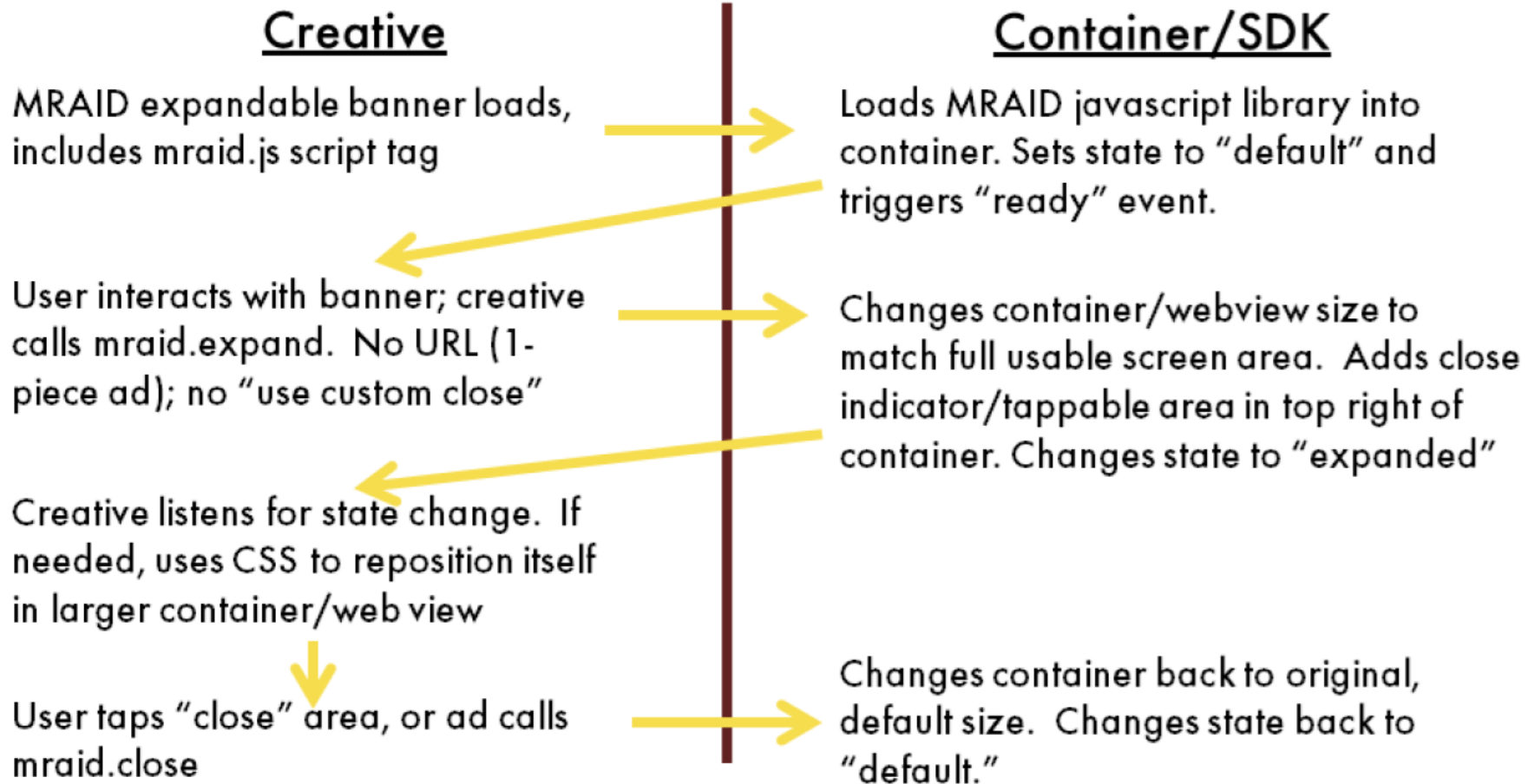
5. SET OFFER BUDGET & BID

Total budget
 \$967,500 remaining budget

Starting bid price
 150,000 estimated deliveries

Current Bid Price
\$1.50

Lifecycle of an MRAID Expandable AD



Mobile Rising Stars Ad Units

Providing the Canvas for the Next Generation of Mobile Brand Advertising

[Research on IAB Rising Stars Display Ad Units Shows Big Lift Across Core Interactive Metrics](#)
[View Display Rising Stars](#)

Style Guides & Tech Specifications

Filmstrip

Pull

Adhesion Banner

Full Page Flex

Slider



IAB Mobile Adhesion Banner

 [Download the style guide and tech specs](#)

Screenshots:



Mobile Social Media Ad Units

Over a dozen different types of mobile units are available for Android, iOS , BlackBerry, in-browser, in-application, and feature phones.

- Banners (Static and Animated)
- Expandable Banners
- Text Links
- SMS
- Voice Mail
- AirMail
- Click To Call
- Contest
- Virtual Gifts
- Full Page Image Ads
- Full Page Video Ads
- User Interface Takeovers



Features Menu

Interactive Features

- Swipe
- Scroll
- Shake
- Slider
- Hot Spot
- Scratch-Off
- The Cube
- Tilt

Immersive Features

- Animation
- Transitional Effects
- Count Down
- RSS Feeds
- 360° View

Games Features

- Bop It

Action Menu

Click-To-Features

- Click-to-Expand
- Click-to-Web
- Click-to-Search
- Click-to-Map/Locate
- Click-to-Call
- Click-to-Video
- Click-to-App Store/Download
- Click-to-Share
- Click-to-Calendar

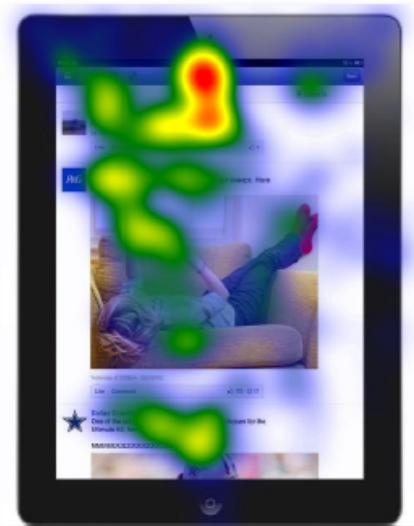
Tactical Features

- Fill Form
- SMS
- IVR
- Wallpapers
- Ringtones
- Coupons

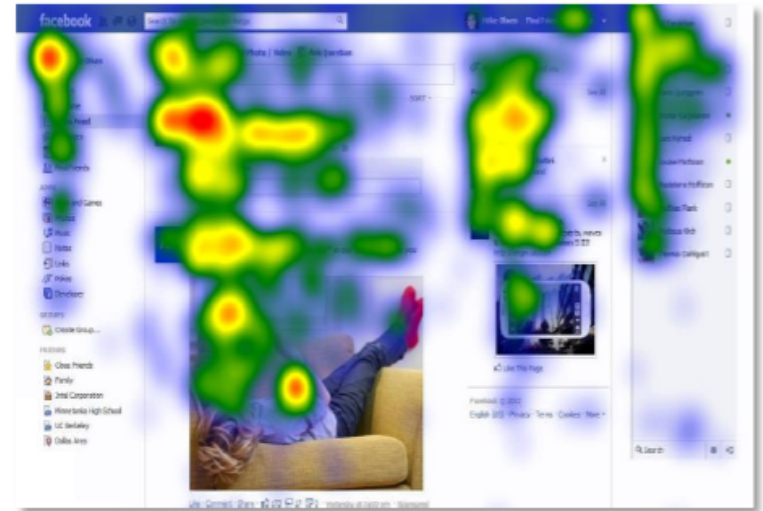
Visual Attention Level



iPhone



iPad



Web

Digital Performance of AdsMore attention  Less attention

- The results from the study show, not surprisingly, that attention is highly concentrated high up on page.
 - In fact, the EyeTrackShop test shows that a Sponsored Story below fold only had between 3-13% possibility to be seen
 - In contrast the Web Ads are fixed in position and have equally high possibility to be seen each time a user logs in

Even though the results are similar at first, ARPU will be lower in mobile platforms than for web ads

smartphone ad relevance

two in five african americans recall seeing advertising on their smartphone, vs. just 31% of rep. banner or site featured ads being the most prevalent

african americans are more inclined than rep to click on smartphone ads and visit the website of the advertiser, 31% vs. 21% respectively



AND

Mobile is a must

for reaching U.S. Hispanics:

93%

of U.S. Hispanics
use a mobile phone
REGULARLY

64%

use text messages
(vs. 56% of general market)



12%

use social networks
on their mobile
(vs. 10% of general market)



Lost your phone?

Login ▾

What is Isis™?

What cards can I use?

Where can I use it?

Why it's safer

How to get it



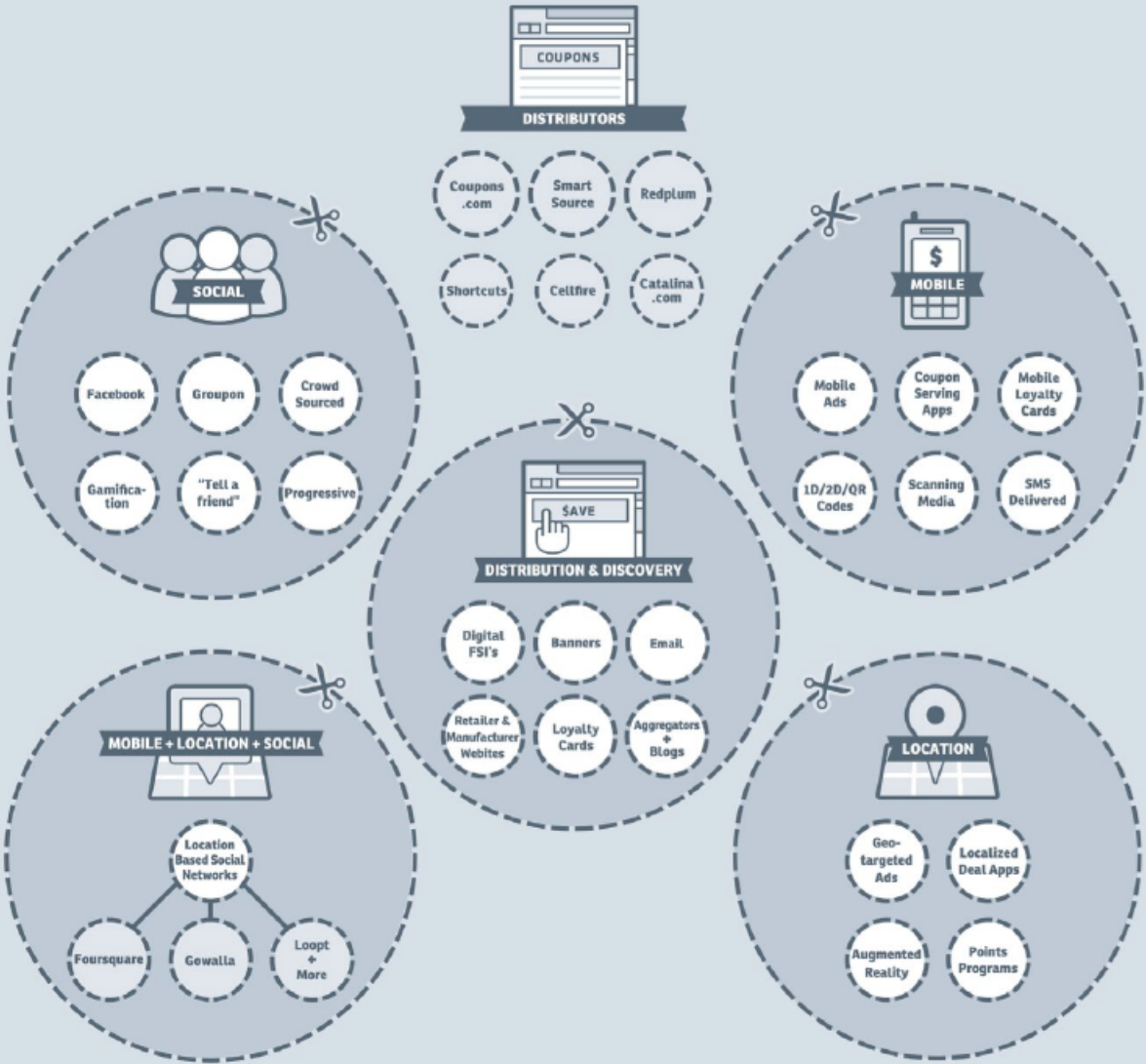
EVERYTHING IN YOUR WALLET, NOW ON YOUR PHONE.

The Isis Mobile Wallet™. Transforming the way you shop, pay and save.
Submit payment, offers and loyalty membership information all in one SmartTap™.

SEE ISIS IN ACTION ▶



Digital Coupon Landscape



Precision Health to launch ConditionMatch Mobile ads

By: [Brian Dolan](#) | Aug 14, 2012

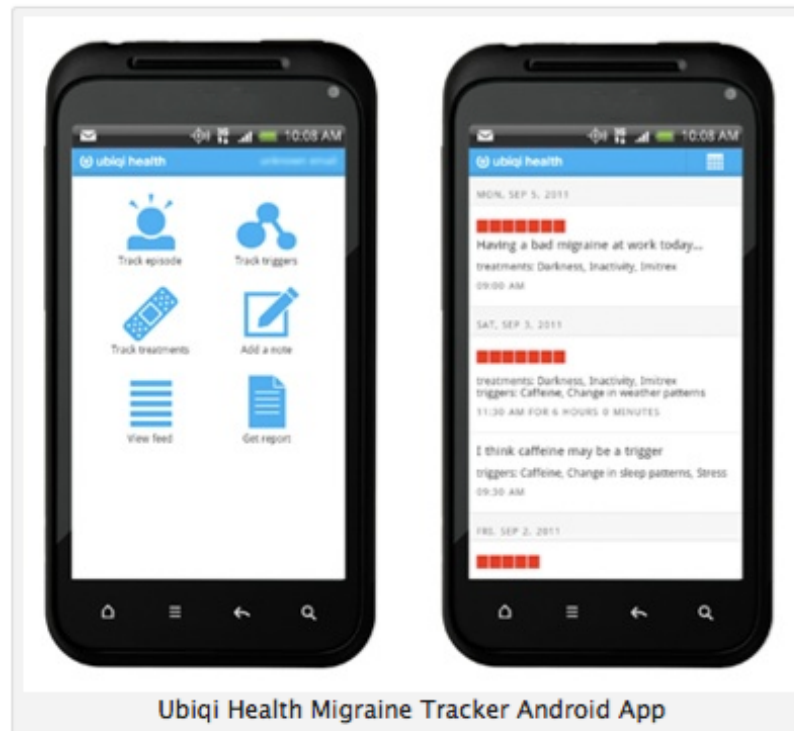
 [Tweet](#) 26

 [Share](#) 0

 [Share](#) 3

Tags: [AdTheorent](#) | [Cleveland Clinic](#) | [ConditionMatch Mobile](#) | [migraine tracker apps](#) | [Practice Fusion](#) | [Precision Health Media](#) | [Skyscape](#) | [Tomorrow Networks](#) | [Ubiqi Health](#) | [xAd](#) |

New York City-based Precision Health Media, an online advertising network that works to help national brands and regional health care providers to "reach diagnosed health audiences", is launching a new channel for its customers, called ConditionMatch Mobile, to target patients with advertisements via mobile health apps. Precision has signed up AdTheorent, Ubiqi Health, and xAd as its initial partners and app developers. The company also has The Cleveland Clinic signed up as an advertiser looking to reach patients in the Cleveland area through the channel.



Ubiqi Health Migraine Tracker Android App

The My Beatmaker app is available for free download from the Apple App Store and Google Play.

