Jeff Chester, CDD

- 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
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

- 64% for Research Products
- 63% for Redeem Offer
- 58% for Purchase Goods
- 53% for Mobile Payment Through App
- 48% for Validate Price Point at POS

- Brown: P18+
- Yellow: P18-24

“By using LevelUp, I don’t have to visit an ATM machine, there are no receipts, which is better for the environment, and I don’t have to carry cash with me.”
- Erin, 23, SF

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.
Figure 1
Mobile Metrics Heuristic Diagram

- Supply Data for RT Mobile-Deployed Advertising
- External Data-Enhanced Mobile Analysis
- Mobile Descriptive Analysis
- Foundational Mobile Metrics

1. Define Mobile Metric
2. Define Time Frame
3. Define Location
4. Define Activity
5. Descriptive Analysis
6. Trend Analysis
7. Enhanced Profile
8. Advanced Analytics
9. Real-Time Response

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

Impact Data Methodology

Mobile Survey

Collected Prior to Campaign Launch OR during campaign fielding

Survey Request

Control/Unexposed

Mobile Survey

Which brands do you associate with telpresence? (Check all that apply)
Polycom
Cisco
Tandberg
LifeSize
HP
None of these
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.
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
Lifecycle of an MRAID Expandable AD

**Creative**
- MRAID expandable banner loads, includes mraid.js script tag
- User interacts with banner; creative calls mraid.expand. No URL (1-piece ad); no “use custom close”
- Creative listens for state change. If needed, uses CSS to reposition itself in larger container/web view
- User taps “close” area, or ad calls mraid.close

**Container/SDK**
- Loads MRAID javascript library into container. Sets state to “default” and triggers “ready” event.
- Changes container/webview size to match full usable screen area. Adds close indicator/tappable area in top right of container. Changes state to “expanded”
- Changes container back to original, default size. Changes state back to “default.”
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

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<tr>
<td>- Tilt</td>
<td></td>
<td></td>
<td>- Click-to-App Store/Download</td>
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Tactical Features

- Fill Form
- SMS
- IVR
- Wallpapers
- Ringtones
- Coupons
Digital Performance of Ads

- 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 been 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.
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.

Mobile is a must for reaching U.S. Hispanics:

- 93% of U.S. Hispanics use a mobile phone regularly (vs. 56% of general market)
- 64% use text messages
- 12% use social networks on their mobile (vs. 10% of general market)
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™.
Precision Health to launch ConditionMatch Mobile ads

By: Brian Dolan | Aug 14, 2012

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