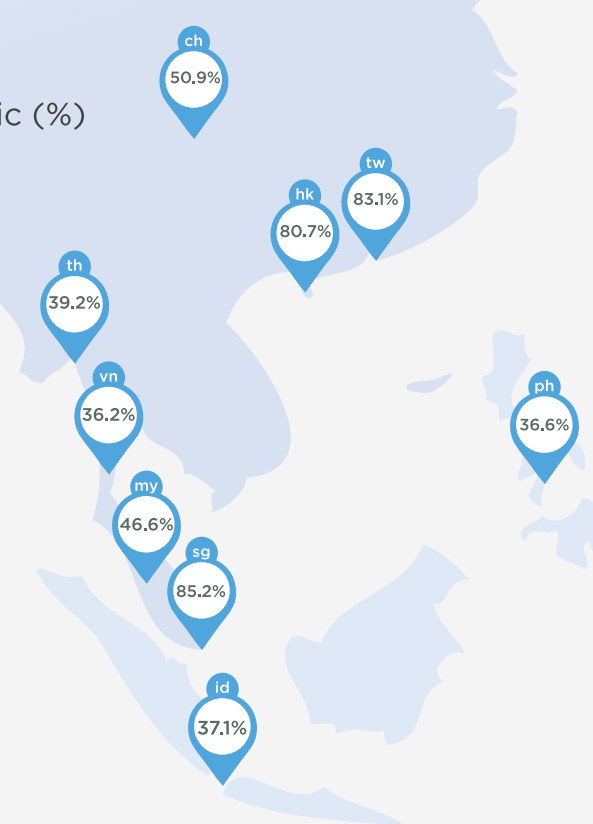
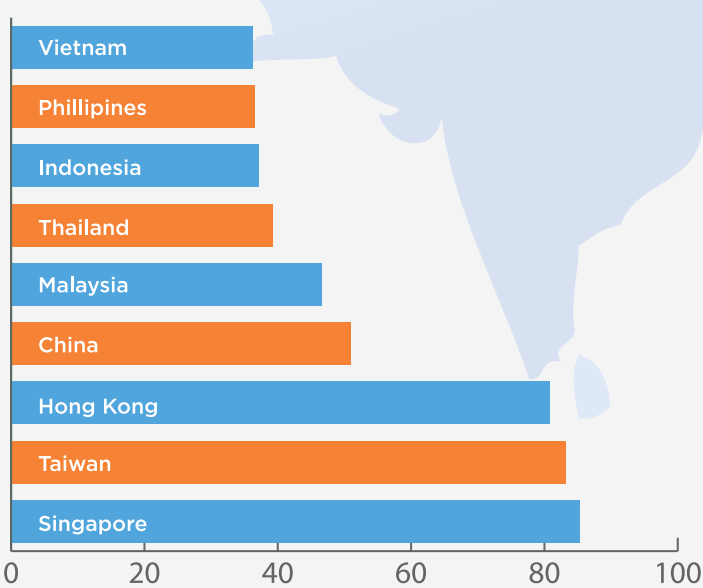


— MOBILE — ADVERTISING MATTERS

The mobile phone is one of the most personal devices that many consumers today own. It is increasingly used to browse and buy, and businesses without a concrete mobile presence are missing out.

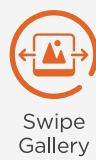
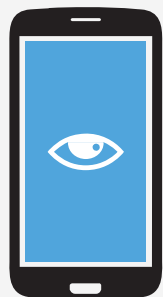
Don't just make mobile campaigns, make all your campaigns mobile!

Stats of smartphone user penetration in Asia Pacific (%)



3 MOST POPULAR AD FORMATS

Mobile First View



Swipe Gallery



Image



Text



Video



Animation



Accelerometer

Ad appears as a Site Take Over before the user lands on the page. Users can close the ad or interact with it.

Mobile Engage



Swipe Gallery



Image



Text



Video



Animation



Social Sharing



Tap To Schedule



Picture Coupon



Data Collection

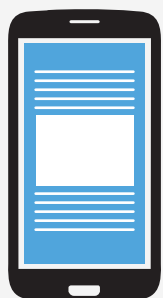


Accelerometer



Ad appears within a standard units and users can tap, pull it(either up/down), or swipe to reveal a bigger unit.

Mobile Inpage



Tap To Download



Tap To Call



Text



Image



Simple Animation

A standard banner unit that appears on mobile web & apps.

MOBILE AD PERFORMANCE

Mobile First View

- Click Through Rate: 2.7%
- Engagement Rate: not applicable
- Average Time Spent: Non Video: 15s, Video: 30s

Mobile Engage

- Click Through Rate: 1.326%
- Engagement Rate: 17.112%
- Average Time Spent: 60s

Mobile Inpage

- Click Through Rate: 1.13%
- Engagement Rate: not applicable
- Average Time Spent: not applicable

* Click Through Rate Engagement Rate Average Time Spent

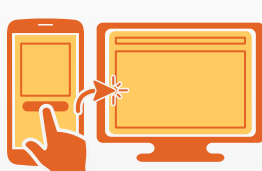
4 TIPS

TO IMPROVE MOBILE AD CAMPAIGN

TIP 1 Give your mobile advertising campaign some legs by adding and encourage social sharing.



TIP 2 Advertisers need to think about the entire ad experience, from how the ad will look on mobile across each social platform to what happens once they click the ad and arrive to the website.



TIP 3 Your mobile advertising campaign will be more successful by geotargeting advertisements to your audience.



TIP 4 Understand your mobile customers, which one use your app the most, why they do so and who they are.

