



Mobile Display today: Calls-to-Actions and Rich Media

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SEPTEMBER 15, 2011, 8:01 AM ET

InMobi Raises \$200 Million From Softbank

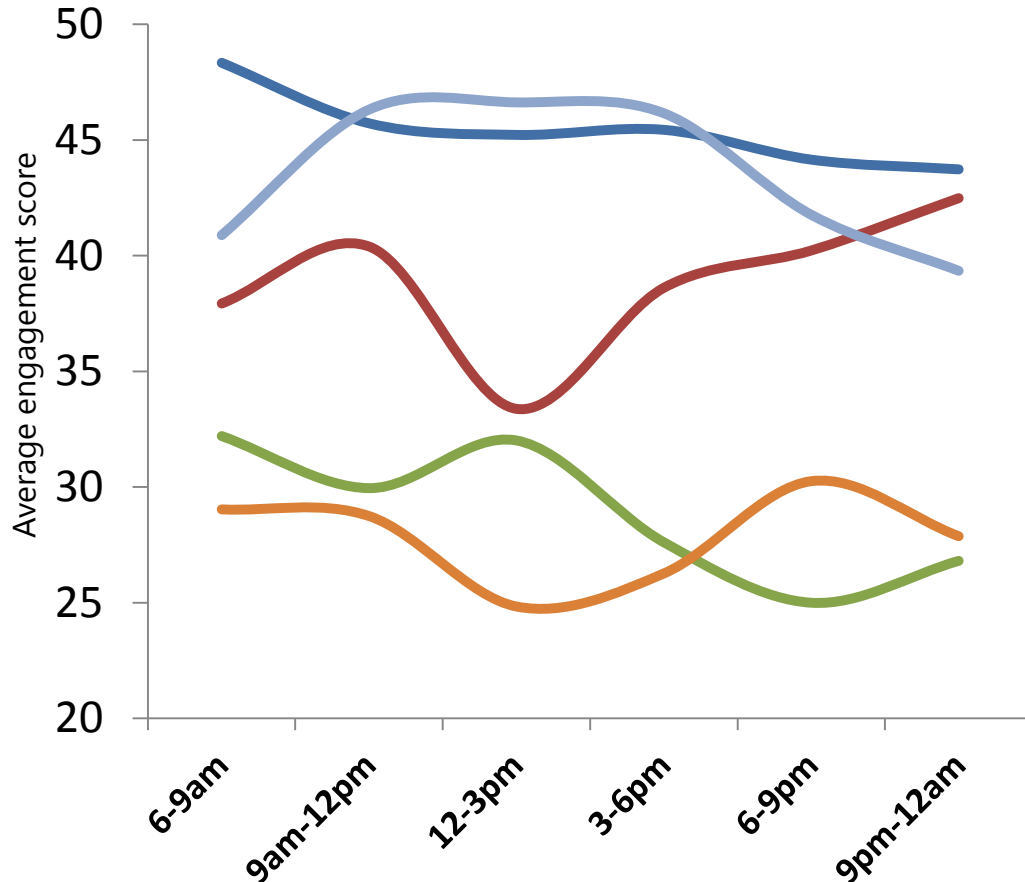
THE WALL STREET JOURNAL.

Essendo uno dei piu' grandi round di finanziamento di sempre, chiaro e' il segnale che il mobile advertising e' maturo.



Mobile is Omnipresent

Can you score each media in terms of your attention level out of a total of 100.



- mobile media
- TV
- Newspaper / magazine
- Radio
- PC / laptop



Source: IAB's Mobile & the Media Day Study, Jan 2011
Base: Average of 500 respondents, over 7 days

Evolution of Mobile Advertising

Engagement and interaction

SMS Text Ads



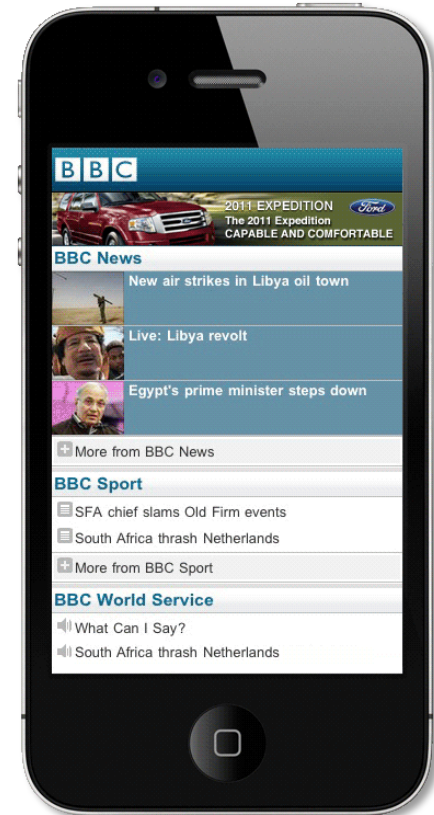
Static Banners



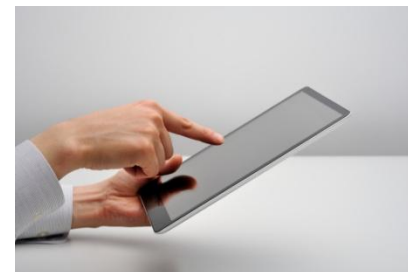
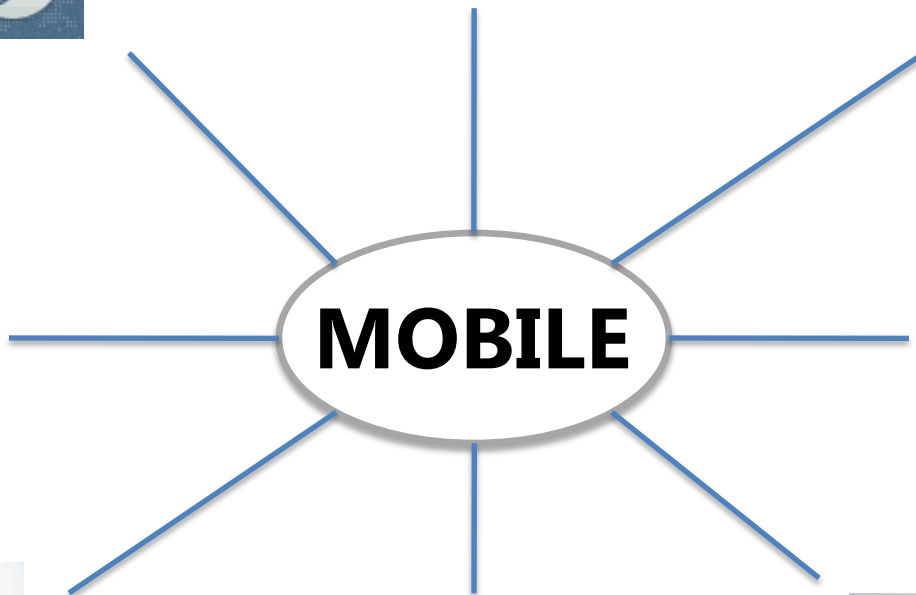
Animated Banners



Rich Media and HTML 5



Mobile Capabilities





Making the Most of Your Mobile Campaign

MOBILE CALL-TO-ACTIONS: BEST PRACTICES

Cars 2 - Social

- Swipe
- Video
- Social



Volkswagen – Touch Screen Interactions

- Swipe
- Touch Screen Interaction
- Call

close



Test Drive a VW GTI Today!

Ready to get behind the wheel of a Volkswagen?

CLICK HERE TO CALL AND BOOK NOW

360

Highlights

Want a Test Drive?

McDonalds and Groupon

- Time
- Mapping
- Coupon



Call-to-Action Key Take Aways

- Mobile is omnipresent
- Mobile display utilizes the feature of the device to create engagement and interaction
- Mobile display will need to hold an integral place in your campaign planning
- Porting your campaign to mobile is easy



Thank You!

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