

Making The Mobile Ad Experience Matter

Miha Mikek, Founder & CEO Celtra

3rd party online & offline data
Device graph
Location database

Collect 1st party online data
Collect 1st party offline data
Onboard / identity-match offline data
Buy 3rd party data
Model lookalike audiences

PAGE VIEW

Look up device in device graph
Look up in audiences
Look up contextual information
Determine semantic information
Check if fraud
Check brand safety
Estimate P(click) and E(value) & Bid
Auction



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FRIGIDAIRE
PROFESSIONAL.

**CRANK UP
YOUR KITCHEN**

SEE HOW >>



+

/////

Disparity in Sophistication





World

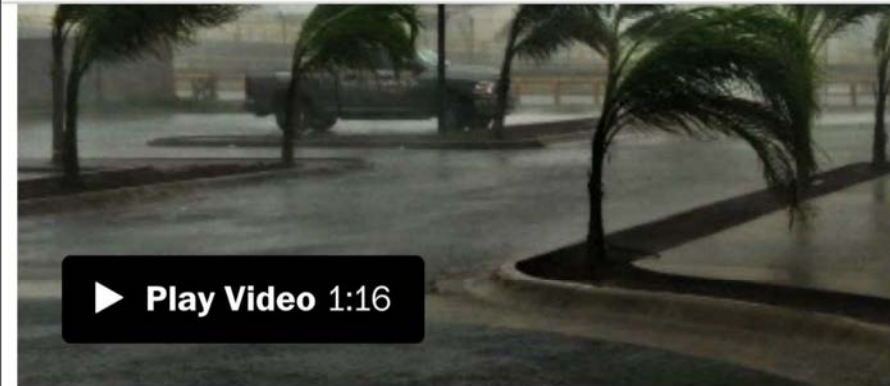
For Mexico, Hurricane Patricia hit just the right spot

A Print 49



Play Video 1:16

At its peak, Hurricane Patricia was a massive Category 5 storm with 200-mph winds. After making landfall it quickly withered into a tropical storm early Saturday, Oct. 24. (Reuters)



At its peak, Hurricane Patricia was a massive Category 5 storm with 200-mph winds. After making landfall it quickly withered into a tropical storm early Saturday, Oct. 24. (Reuters)

By Manuel Roig-Franzia and Joshua Partlow

October 24 at 1:41 PM

Follow @RoigFranzia Follow @partlowj

PUERTO VALLARTA, MEXICO — Hurricane Patricia, an advertisement icon

Advertisement for Comcast NBCUniversal Internet Essentials. The ad features a red background with a stack of colorful cards labeled 'A+' and 'B+'. Text on the right reads: 'Internet Essentials™ Helping to bridge the digital divide.' Below the text is the Comcast NBCUniversal logo and a 'Learn more' button.

Google's Neal Mohan is new YouTube produ... USA TODAY
TECH

Danny Moloshok, Associated Press

A man holds a laptop computer with a YouTube logo on it at YouTube in Los Angeles.

SAN FRANCISCO — In a move to fortify Google's video advertising business in the face of growing competition from Facebook and Twitter, YouTube is getting a new product chief from Google.

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Neal Mohan, Google's senior vice president of video and display advertising, is moving to Google's video-sharing service YouTube to lead product and design.

He will report to YouTube chief executive Susan Wojcicki who made the announcement

on Twitter.

AT&T 3:38 PM 86%

recode.net



<re/code>

THE VERY LATEST

/ SCIENCE

Is Food Technology Going to Save Food? Probably Not.
By Noah Kulwin

/ VOICES

Apple TV Apologizes (Comic)
By Nitrozac & Snaggy

/ SOCIAL

Company Behind Tinder, OkCupid Says It's Worth \$3.1 Billion
By Ben Popper, The Verge

/ SOCIAL

Welcome to Facebook, Mr. President
By Dawn Chmielewski

/ CULTURE



The 'Creative' Tech Company Office: Inspiring or Just Childish?

By Asad Syrkett, Curbed
November 9, 2015, 12:16 PM PST

wayfair
Shop Now

Up to
70% OFF
Everything Home



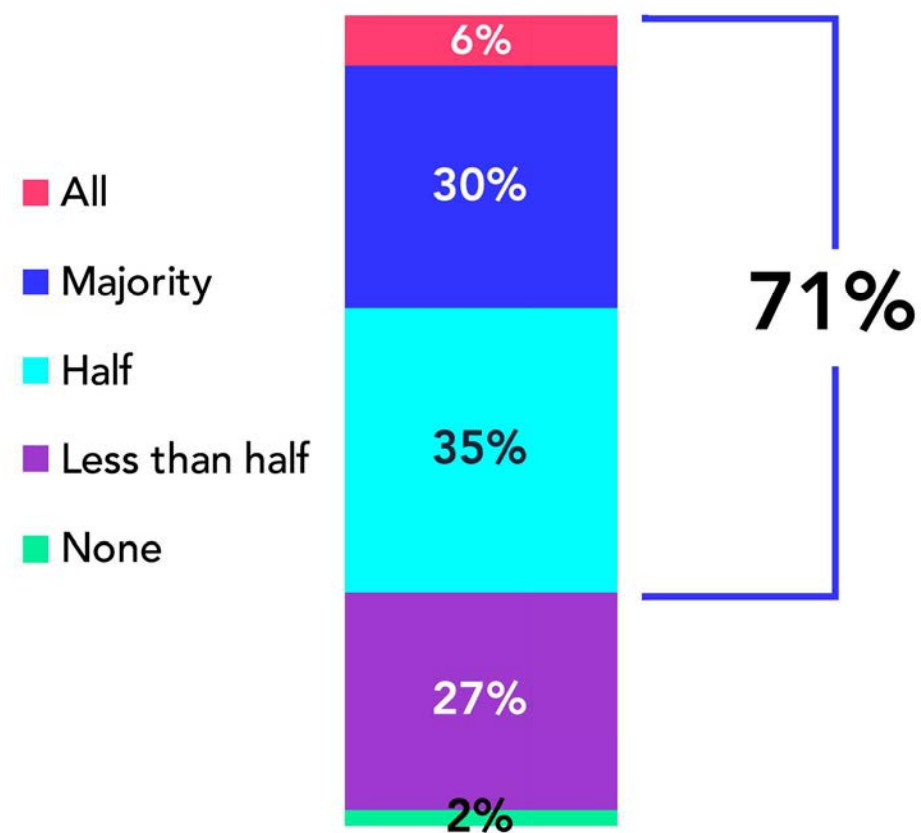
THIS AD HELPS
KEEP OUR
CONTENT FREE.



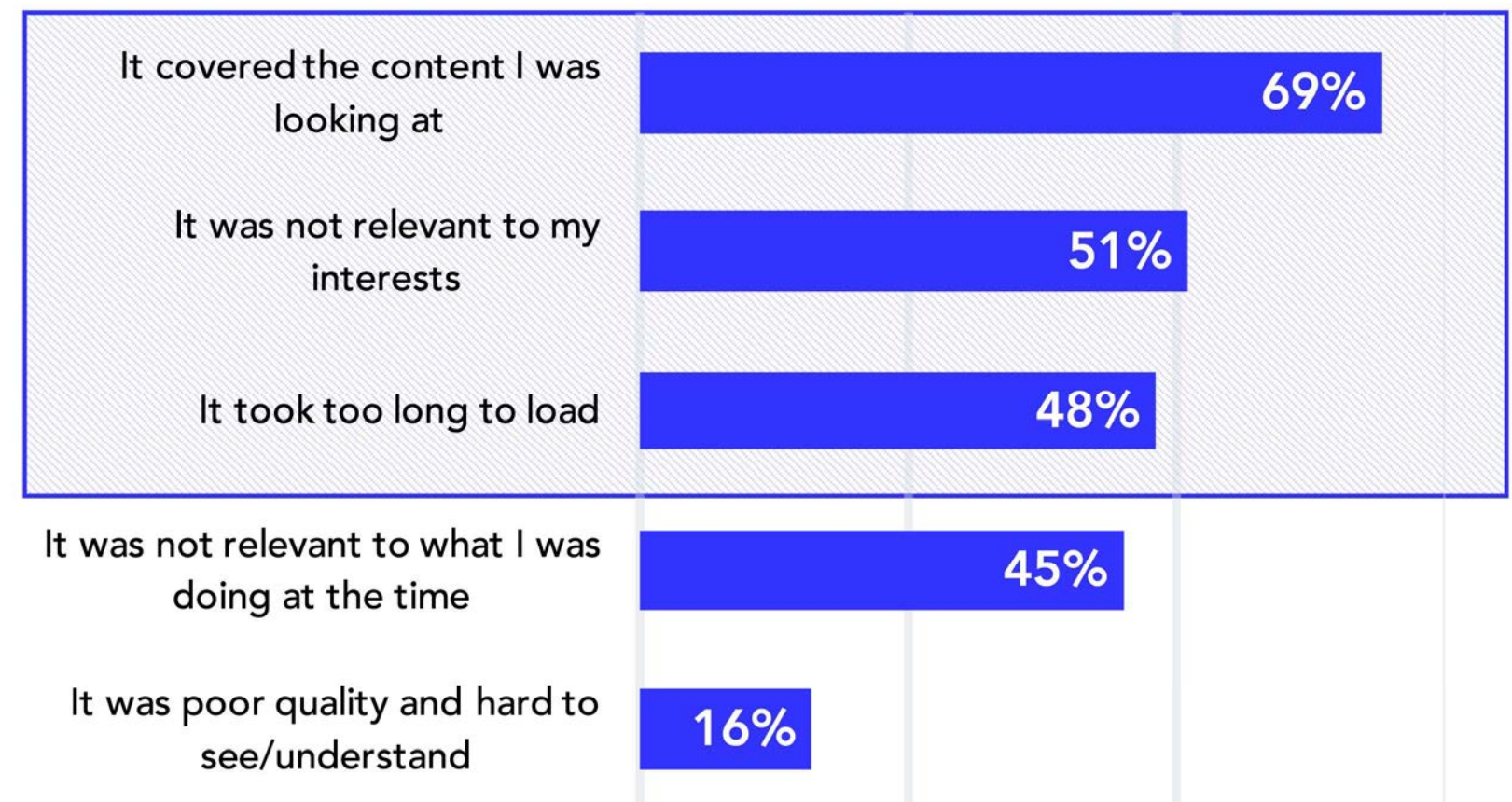
55 cents of every \$1 spent on mobile ads **is wasted** due to poor mobile ad experiences

The majority of mobile ads are disruptive to consumers

Of the ads seen during the typical day, how many disrupt your browsing/in-app experience?

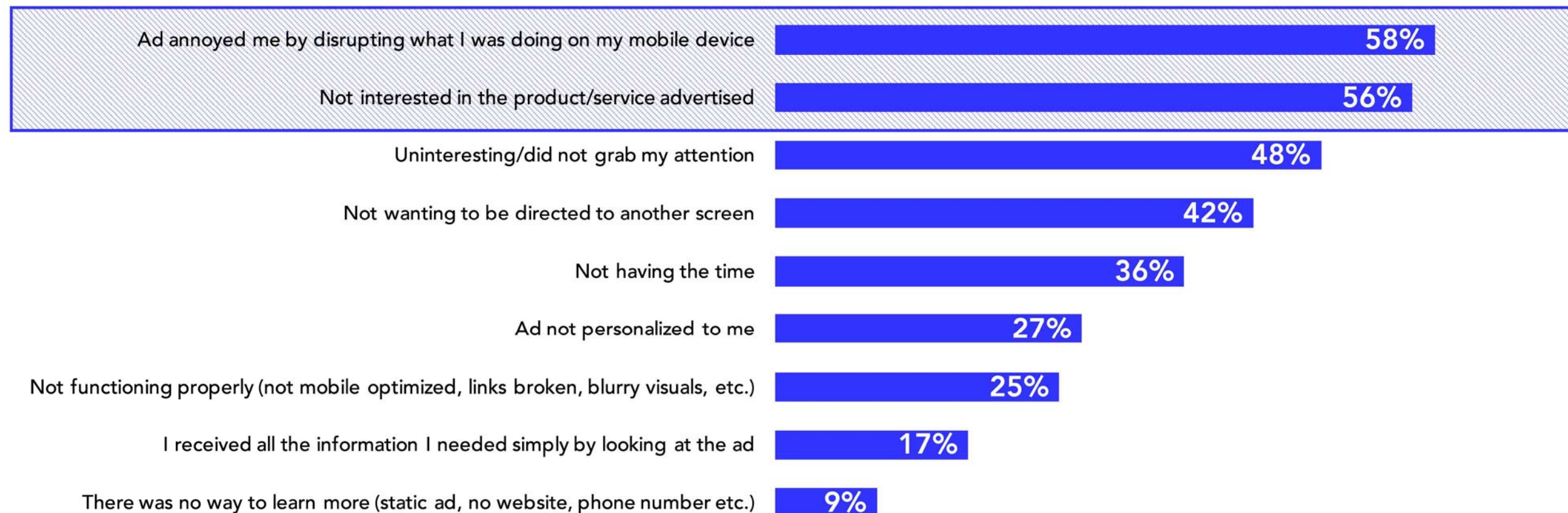


What are the top ways in which the ads you see are disruptive?



Over 50% say the primary reason they do not engage with mobile ads is because they disrupt their current activity or are not related to their interests

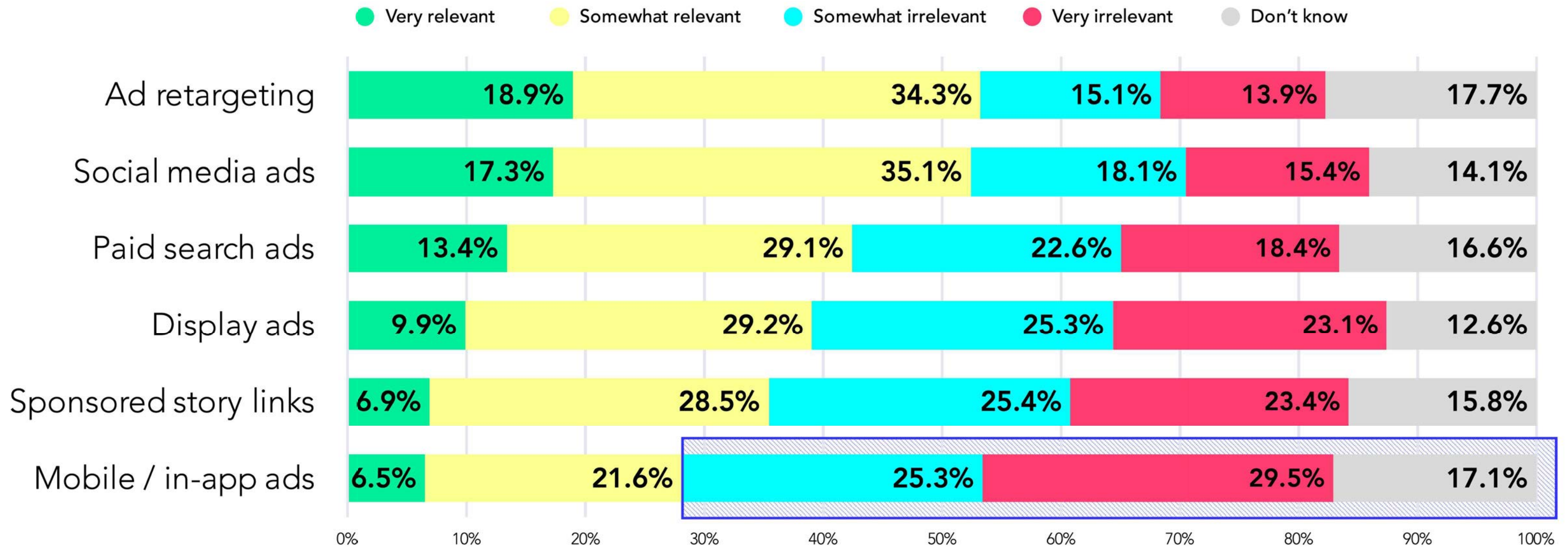
Q14: Considering all the mobile ads that you chose not to engage with, please identify the primary factors that would cause you not to engage with a mobile ad.



Base: 1,000 smartphone owners in North America who have seen a mobile advertisement in the past 30 days. "Other" (1%) not shown.

Source: A commissioned study conducted by Forrester Consulting on behalf of Celtra, April 2016

Relevance of Digital Ads According to US Millennial Internet Users





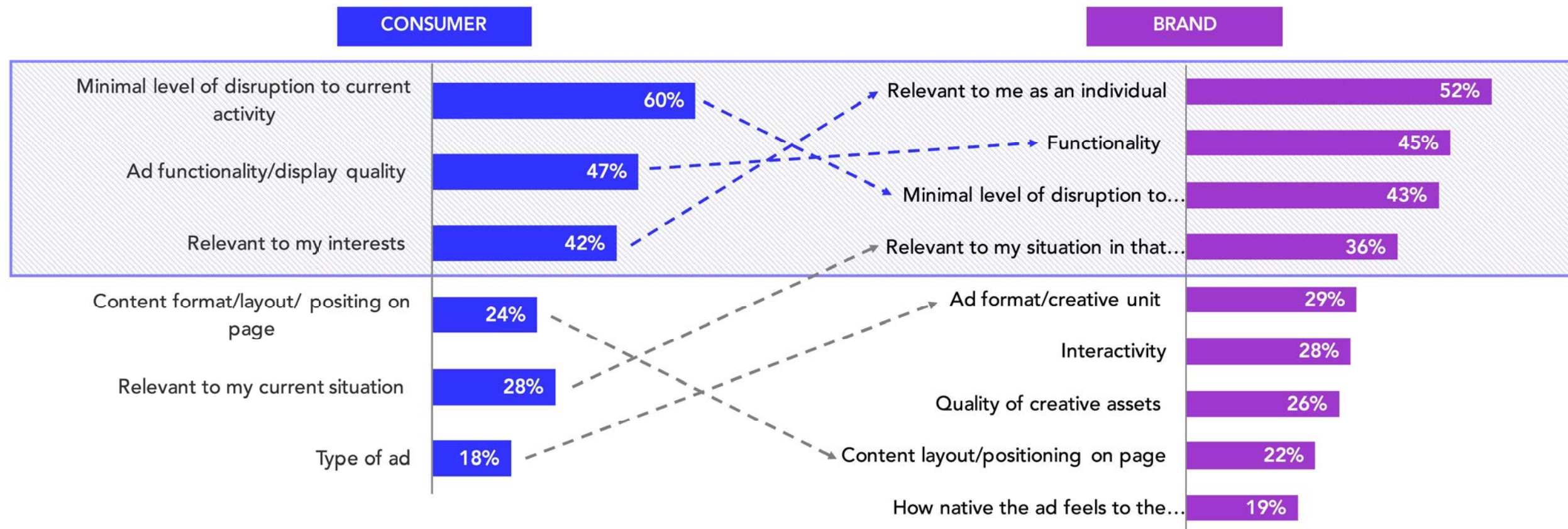
Future State

**What should the mobile
experience look like**

Brands and consumers agree that relevance, functionality and reduced level of disruption are key to better mobile ad experiences

Q18: In your opinion, how important are the following factors in creating a positive mobile ad experience? (only % of very important shown)

Q21: From your company's perspective, what are the top 3 most important factors in creating an overall better user experience with ads? (Select 3)



Base: 1,000 smartphone owners in North America who have seen a mobile advertisement in the past 30 days

Base: 100 digital marketing and media planning decision-makers in North America

Source: A commissioned study conducted by Forrester Consulting on behalf of Celtra, April 2016

Master A Positive Mobile Ad Experience

- Relevant ad content
- Engaging ad content
- Native ad user experience

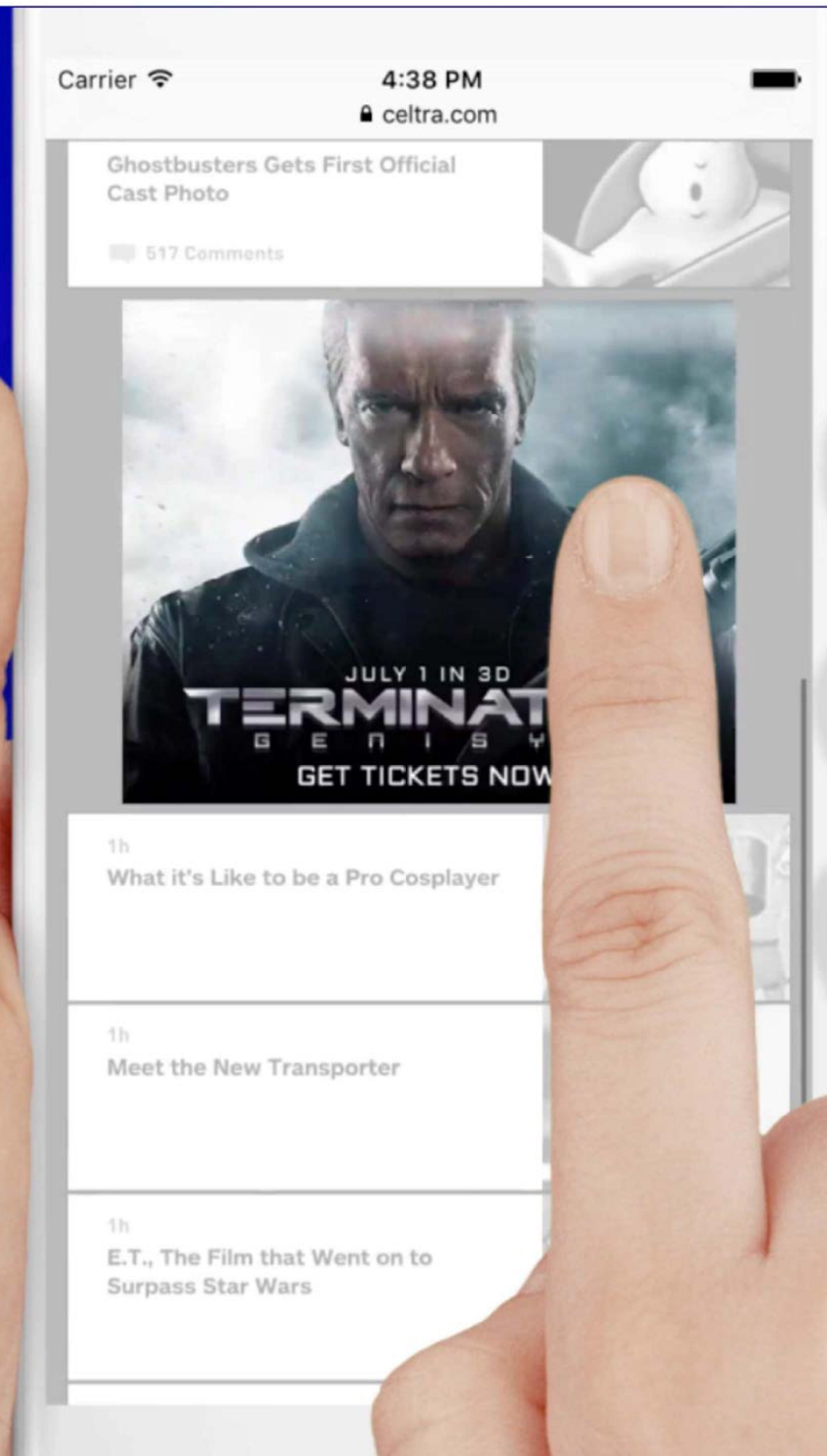
41%

of consumers prefer to engage with video ads and brands recognize this as well.

69% of online consumers agree that the quality, timing, or relevance of a company's message influences their perception of a brand.

Creative Examples

Native Rich Media



Native Rich Media Ambient Experience



Native Rich Media Reactive Miniscroller

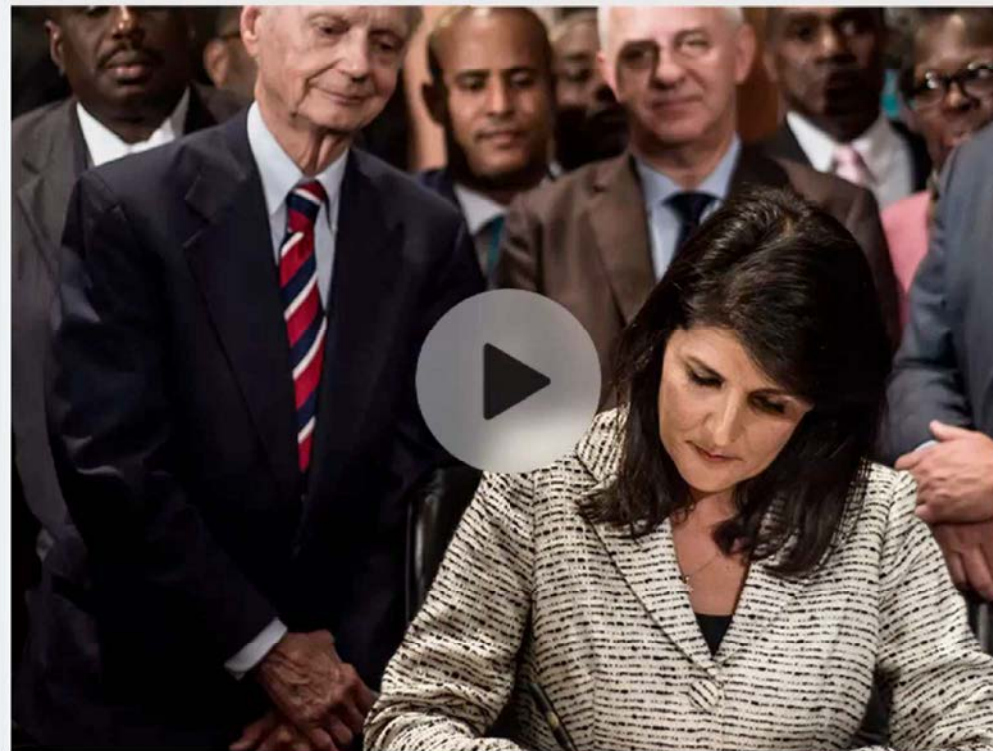
Top Stories • Monday, May 30

SPORTS

1h

NBA player Bryce Dejean-Jones fatally shot

New Orleans Pelicans player Bryce Dejean-Jones was shot to death early Monday in Dallas.



POLITICS

4h

S.C. Gov. Nikki Haley signs law banning abortion at 20 weeks

Gov. Nikki Haley signed a bill into law that makes it illegal for a woman to obtain an abortion after her

celtra 

Native Rich Media Cross-Screen **Miniscroller**



Outstream Video

Carrier  4:38 PM 
celtra.com

M&S
EST. 1884

DINE IN
for TWO

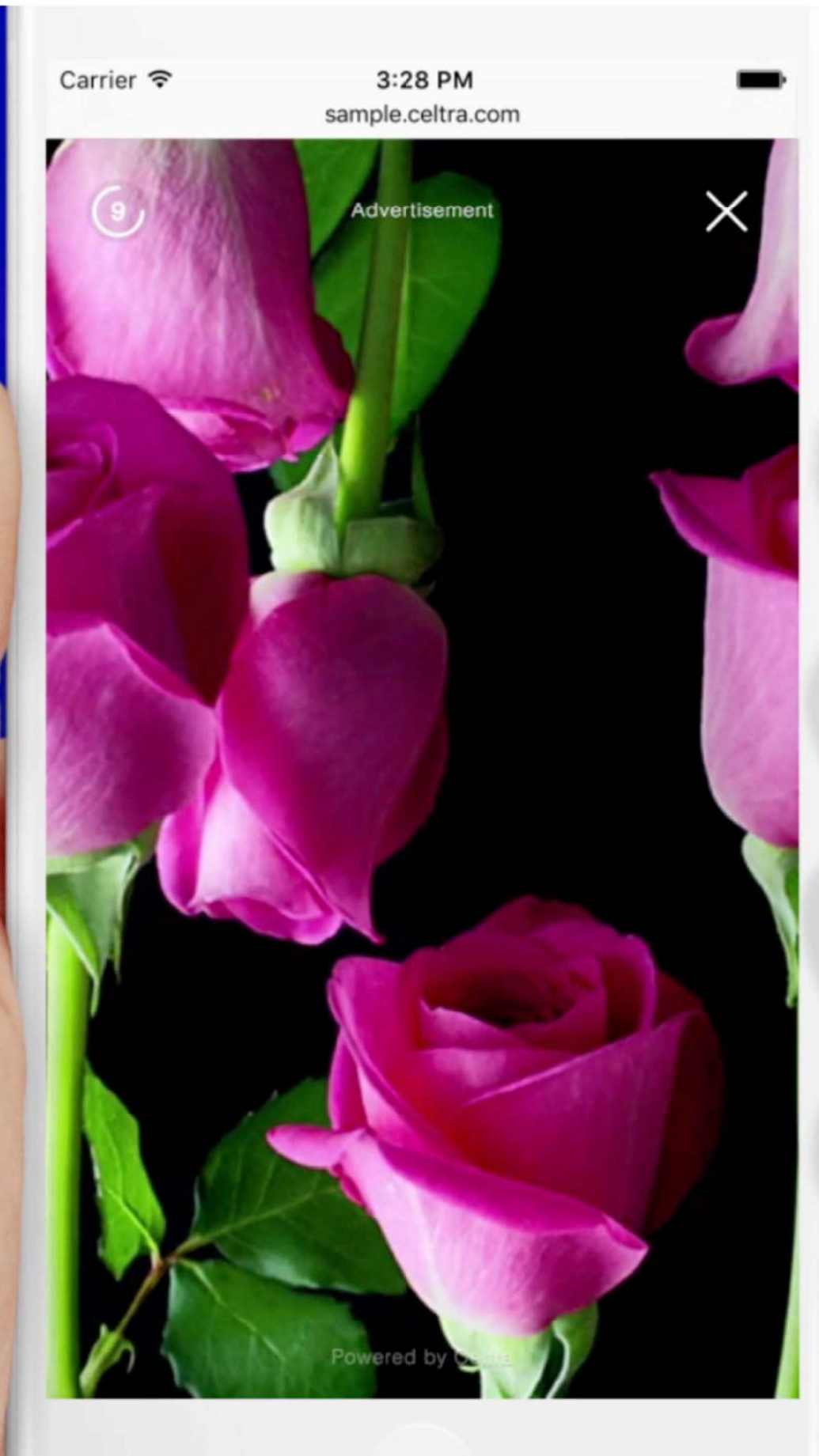
£10

WITH FREE WINE

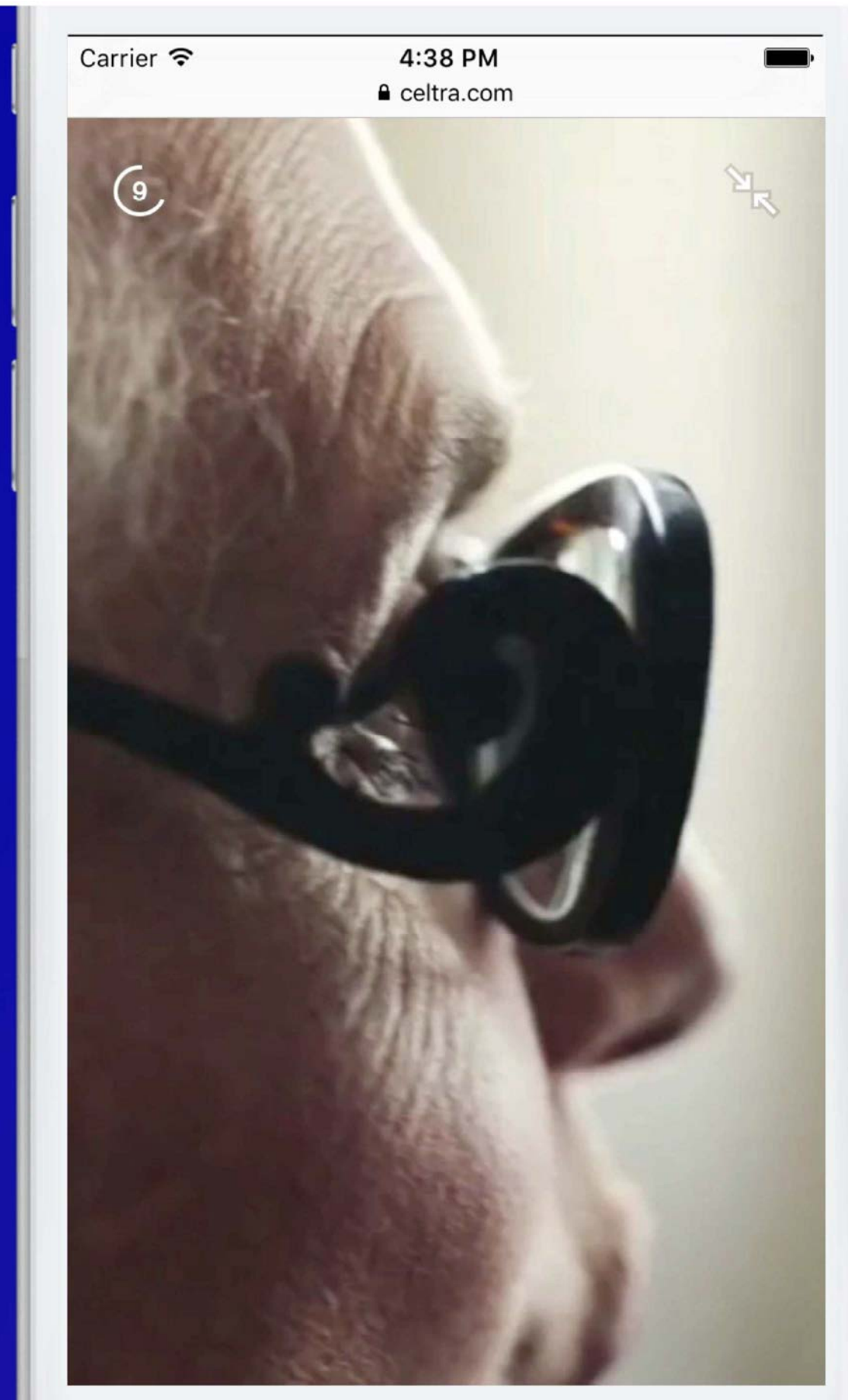
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Outstream Video



Outstream Video



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KARGO

Native Video

Top Stories • Monday, May 30

abuse epidemic

- ▶ Why are opioids so addictive?
- 📷 Prince's last days: What we know



DEVELOPING STORY

SPORTS 1h

NBA player Bryce Dejean-Jones fatally shot

New Orleans Pelicans player Bryce Dejean-Jones was shot to death early Monday in Dallas.

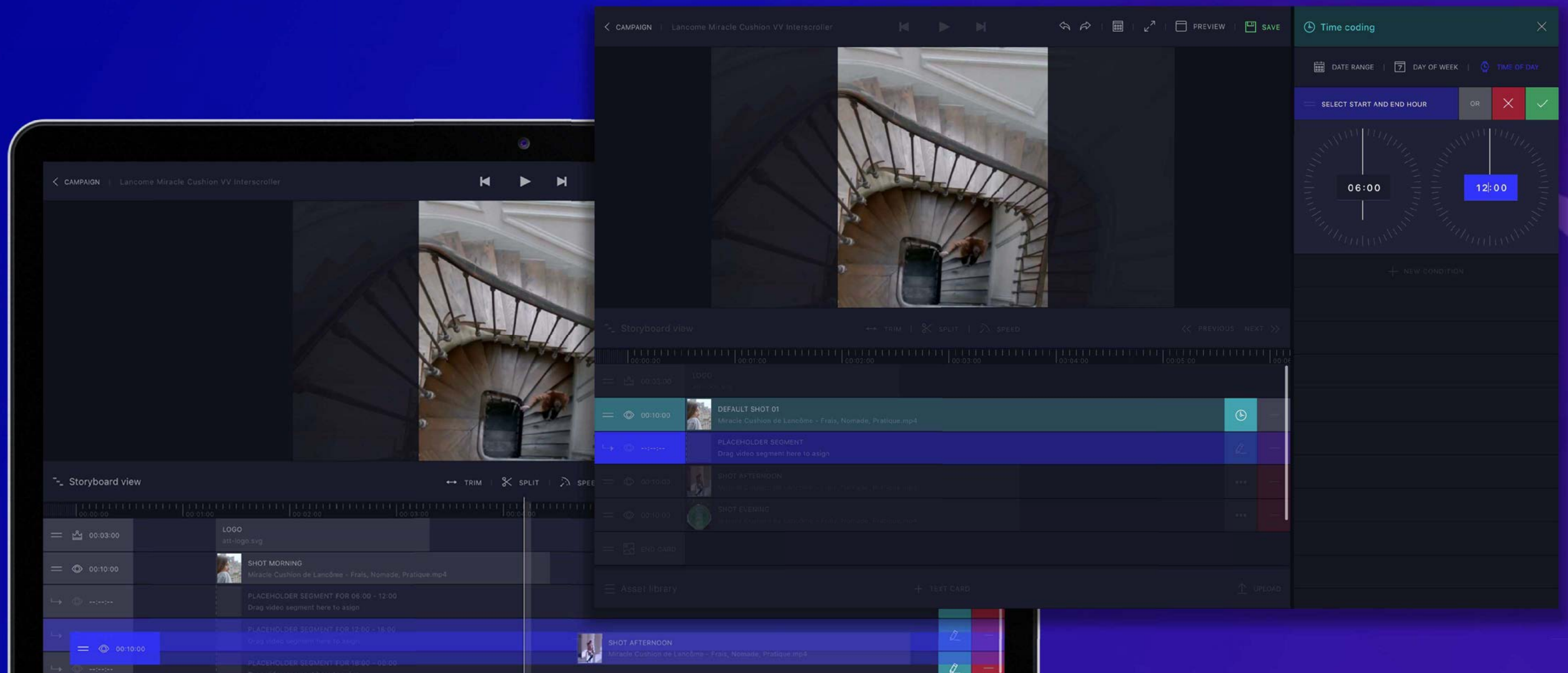
360 Video



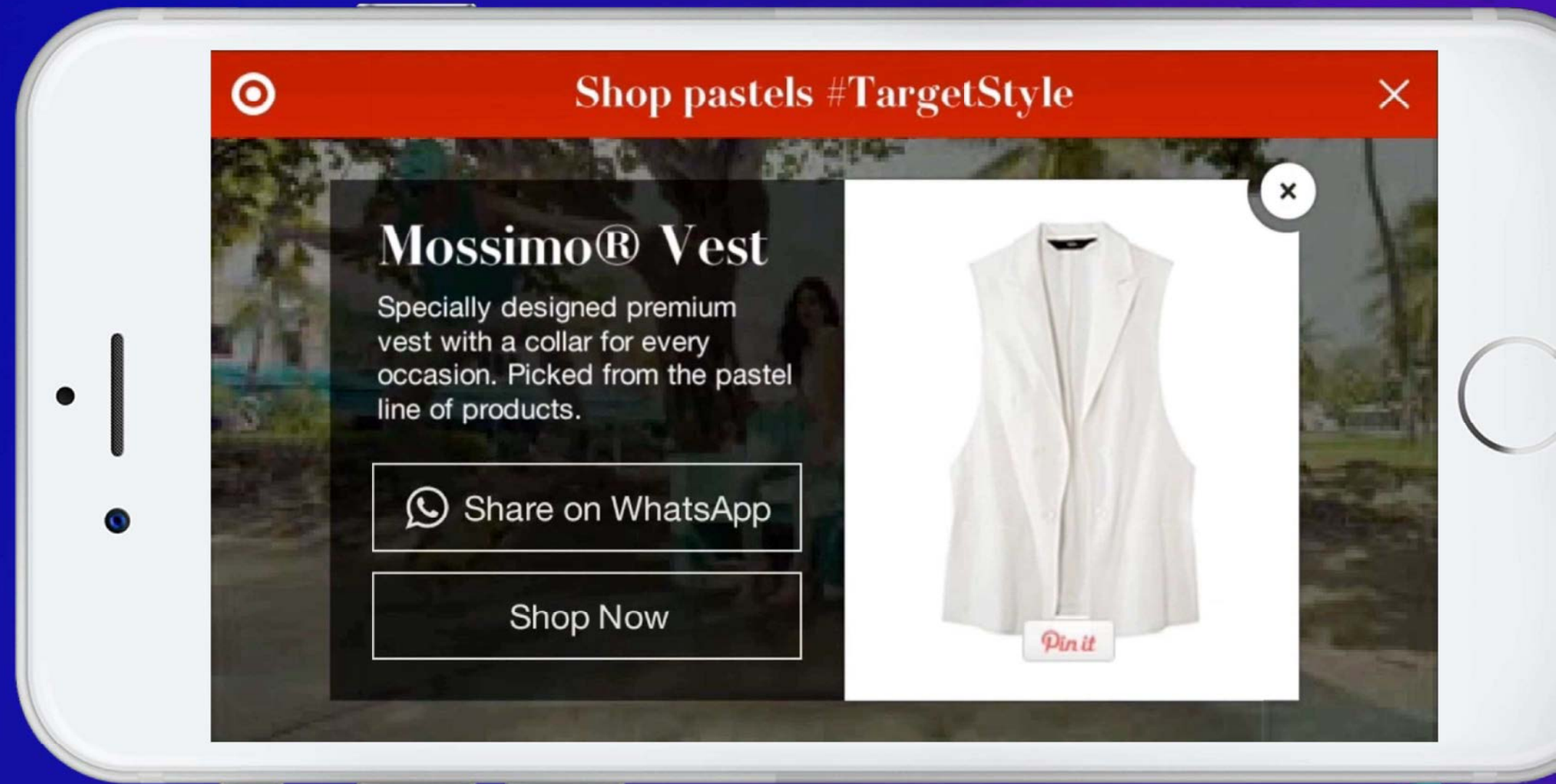
Dynamic Video

Creative Relevancy

(time coding, language targeting, localization)



Shoppable Video In-ad Shopping



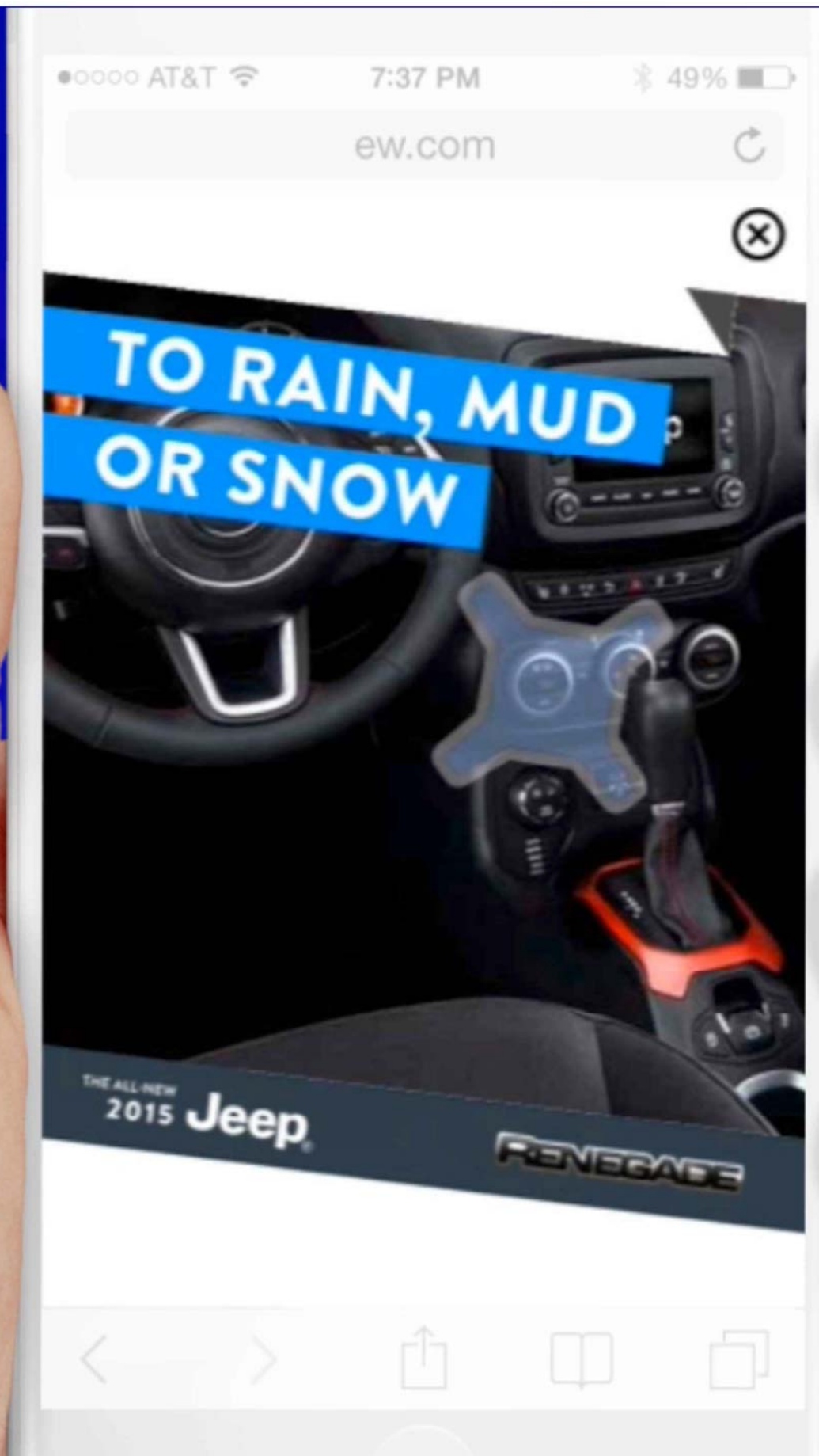
Programmatic Creative Feed-based Dynamic Content



Creative Relevancy



Rainy weather



Steve Jobs famously said,
"You've got to start with the
customer experience and work
backwards to the technology"
— not the other way around.