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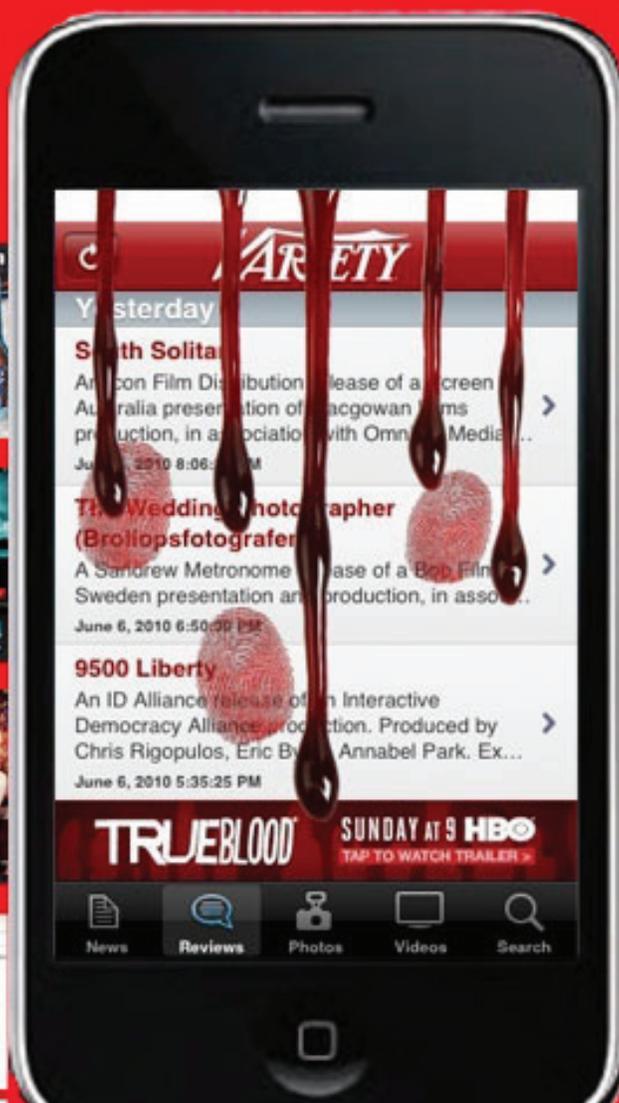
A CLASSIC GUIDE

November 2010

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Classic Guide to

Mobile Advertising



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Mobile advertising finds seat at marketing table

Welcome to the third edition of Mobile Marketer's Classic Guide to Mobile Advertising.

One of the most respected documents in mobile advertising, the guide is an indispensable resource for executives working at brands, ad agencies, media planners and buyers, publishers, retailers, mobile marketing firms, wireless carriers and market research firms.

Readers will find 44 articles across 88 pages in a document rich with how-to advice, best-practice tips, research, case studies and practical ideas on mobile advertising – the fastest-growing area within digital advertising.

Advertising follows eyeballs and consumers are looking at their small screens and computers for everything from content to commerce and marketing to communications. The mobile device, be it a phone or tablet, is becoming the central hub that coordinates the daily lives of consumers.

What makes mobile advertising different from other mediums is size and location. A smaller screen demands different treatment and expects more from creative calls to action via SMS, MMS, rich media ads, video or banner units. Engagement is key, or else the ad has failed to live up to its potential.

All lines up

While the slowdown has affected other sectors of the economy, mobile and online advertising are on a gallop, stealing budgets from traditional media. Here to help marketers with mobile advertising are the industry's best and brightest.

These expert bylined articles offer tips on how to run and measure mobile ad campaigns, targeting and location, SMS campaigns and database building, integration with print and stores, HTML5, iPad ads, site design, search engine optimi-

zation, paid search, in-application ads, social media, content creation and the effectiveness of mobile coupons.

Also included are analytical pieces as well as thought leadership on the privacy debate and legal boundaries that should not be crossed, buying mobile media, augmented reality, international differences and similarities, display ads and mobile video advertising.

Two must-read articles focus on the state of mobile advertising and one of the most successful case studies on rich media ads – the True Blood effort.

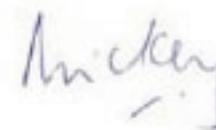
Thanks be to all

A big thank-you to all the industry experts for spending time and energy to help create a piece of work whose goal is to educate marketers on the ins and outs of mobile advertising.

Many thanks to Mobile Marketer's Giselle Tsurulnik and Dan Butcher and to Rimma Kats for her wonderful art direction and patience on this mammoth effort.

Thank-you also to ad sales director Jodie Solomon for convincing others to invest in this guide and others before it.

Feel free to email a link to this large document rather than forwarding the entire file. The passion is obvious in the copy and the subject. Rimma cannot wait to work on the next guide. Rimma, RIMMA – where are you going?



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Mobile advertising moves into 2011 with solid foundation

By Dan Butcher

Including mobile advertising in the marketing mix is key, but brands and agencies need to be educated. The industry has moved out of the experimental stages, and mobile advertising is becoming a must-have.



Michael Becker

But now that technology, smartphones and advertising platforms present both opportunities and challenges within the industry, marketers need to be educated.

Mobile Marketer's **Dan Butcher** interviewed **Michael Becker**, cofounder of iLoop Mobile and managing director of North America at the Mobile Marketing Association, about the current state of mobile advertising

and what we can expect going forward. Here is Mr. Becker's take on mobile advertising:

Do people get mobile advertising now? Is the concept understood?

Consumers get it, because they experience it—when they see it on their phone or receive a message, they're experiencing it.

First and foremost, brands need to put mobile advertising in its proper place in the overall strategic marketing mix.

It is very common for mobile advertising and mobile marketing to be considered synonymous, but they are not, and the distinction between mobile marketing and mobile advertising is important.

Mobile marketing includes all sets of marketing practices for brands to engage consumers through and with their mobile phones—the ability to create interactivity across all of one's media channels, not just mobile media, which is the purview of mobile advertising.

Mobile advertising is just one of those practices—paid placement of those messages within the various forms of mobile media for the purpose of brand-building and awareness-generation and, depending on objective, driving campaign engagement and transactions.

Do brands get it?

At a high level, yes, but on implementation and objectives level, not really.

There's a need for more training and case studies to help people understand how it's appropriate for them and their business.

It's not a negative—people are getting it to the extent that it benefits their business, but some have not yet seen that.

There is value there and hopefully they can start using it to engage their consumers.

What is the state of mobile advertising?

Maturing—I think we finally have a solid foundation.

Many brands and organizations are generating tremendous results with it, showing good ROI, consumer engagement and response rates.

It's not in its infancy anymore—it's gone on to the next stage. It's definitely maturing but the majority of marketers are not yet using it.

Innovative brands are leveraging it and seeing great results from it, but the majority have not yet integrated mobile advertising into their marketing plans and strategy.

Those that have are seeing tremendous results.

There are two sides to the mobile advertising coin: One side is the publisher side, the owner of a particular piece of mobile media, and the other side is the buyer side, looking to promote a product or service within mobile media.

Companies have to decide which role they want to play—or both.

Do they launch a mobile Web site or other media property and monetize that by selling advertising, or are they a marketer looking to place advertising within mobile media to engage consumers?

It's all about monetization or achieving marketing goals.

Which marketers do you feel have taken best advantage of mobile advertising? How so?

A ton of marketers have taken the best advantage of mobile advertising. Some of the leaders are ESPN, CNN, Disney and Paramount.

To date, a lot of the entertainment and gaming and information services organizations are seeing tremendous value from it, and many of the automotive players such as Volkswagen, BMW and Ford are seeing good value from it.

The travel and leisure industry is also seeing great value from mobile advertising.

Give us examples of some outstanding mobile ad campaigns you have seen that integrate with other channels.

If we keep to the narrow definition, a mobile Web banner that triggers SMS or the download of an application—a mobile ad banner may invite someone to enter an email address or phone number and opt-in to receive SMS or go to an app store to download an application, or to drive traffic a mobile Web site.



Display, static or rich media display banners, inserts within text messaging and search—any one of those forms of mobile advertising will invite a consumer to engage via various forms of mobile media: SMS, mobile Web, apps

and click-to-call voice.

Have agencies thrown their support behind mobile advertising?

I would say yes, but again it is part of the media strategy that they help their clients with.

Agencies are increasingly throwing their support behind mobile marketing, and to a certain extent mobile advertising is part of that overall marketing mix.

Brand In Hand, OMD, Ogilvy and M&T are all helping their clients develop strategic marketing campaigns that include mobile, and where appropriate include mobile advertising activities, absolutely.

There are a number of innovating agencies that get it, understand it and are building it into their strategy for clients such as Best Buy or Steve Madden, but when you think of the hundreds of thousands of businesses out there, there are many more opportunities to leverage the channel.

Many are just getting started.

What is a major problem facing mobile advertising?

That presumes that there is a problem.

The biggest barriers are resources, training and education so marketers have the tools to effectively integrate mobile into their business in a way that helps them accomplish their goals.

We're at a good stage in the industry right now—the industry is maturing, people are adopting the various mobile channels, marketer education is increasing, organizations like the MMA are developing the tools and resources for its membership to provide that education and help them successfully apply mobile advertising and the other tools to improve their business.

Marketers must understand how to most effectively use the channel.

They should also take advantage of the opportunity to share case studies and establish themselves as thought

leaders in the industry, and *Mobile Marketer* is a great place to start.

How has the iPad and the tablet category influenced mobile advertising?

Numbers are starting to come out—increasing numbers.

Already a significant amount of mobile advertising is being driven by the iPad. People are increasingly serving and engaging with advertising through it.

Mary Meeker has said that connected devices are going to become increasingly important to brands' mobile strategy.

It's not just mobile phones any more, it's about engaging across the whole spectrum of mobile devices that consumers have in their hands. I would not talk about just the iPad, rather the whole range of connected devices.

For example, [mobile ad network] Millennial Media recently revealed that nearly 25 percent of their traffic comes from connected devices.

Which channels within mobile advertising do you feel hold most promise in the year ahead?



The big key categorical types—search, banners and messaging—all hold promise. You can't use one or the other, because they all generate different benefits—they all interoperate with each other.

The biggest growth will be in the area of mobile search, specifically local search, as more consumers learn how to use their phone for local engagement and to find what they need—we're going to see that explode.

As more and more people adopt smartphones, we are going to see an increased opportunity for rich-media interactive display banners and other new and innovative ad units—there will be big growth in that area.

Obviously messaging will continue to grow and be ex-

ceptionally important in the market.

With nearly 5 billion text messages sent every day, SMS will continue to be important in the overall marketing mix.

What's next for mobile advertising?

The biggest thing we're going to see is mobile become a line item.

The important thing is that the big paradigm shift has happened, the shift from "Do I need mobile or not?" to "I need mobile."

Rather than some huge stepping stone to innovation, in the next year or two, we'll see incremental innovation along the lines of a more refined understanding of what types of creative media are most effective at engaging consumers.

There will be a drive toward more advanced analytics to measure increased consumer engagement via mobile.

We will see those analytics continue to mature and link with other traditional marketing channels, with more consistency in one's mobile dashboard that shows both mobile interaction and traditional media interaction.

The next innovative jump will be the continued development of more targeted advertising solutions and marketers' use of those, for example, behavioral targeting and better use of data.

There will be continued discussions around consumer privacy and consumer control of their identity and use of their data in the marketing experience.

The biggest innovation will be ensuring ads that are sent are contextually relevant to the consumer based on customer choice and control of their information and marketers' use of their information.

Michael Becker is managing director for North America at the Mobile Marketing Association. He is also cofounder of iLoop Mobile, San Jose, CA. Reach him at michael.becker@mmaglobal.com. ■

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How to buy mobile media advertising

By Brenna Hanly

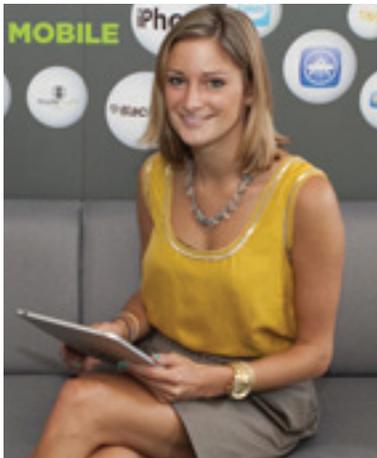
With all of the fanfare around mobile, Apple versus Google, the iPad replacing the PC and the allure of the iAd platform, I thought it may be appropriate to write a piece about the basics of buying mobile media.

That is exactly what this article is about – tactical but critical approaches to buying mobile media. Some considerations:

Step 1: Why are you buying mobile media?

Know the goal you want to achieve through purchasing mobile media.

Is it to drive application downloads? Convert sales? Build on long-term branding? Depending on your strategy, you will want to buy mobile media differently.



Brenna Hanly

The major mobile ad networks are Millennial Media, Jumptap, Apple iAd (formerly Quattro) and AdMob (acquired by Google).

If you are conducting a direct response campaign, you will likely want to work, at least, in some part with the networks.

For a more custom and, frankly, more interesting campaign, you will want to work directly with the publishers and build something together through kitchen-table planning.

Step 3: Which network partners should you choose?

If you choose to use ad networks, you will want to test a couple of different networks and then based on mid-campaign results, optimize out of underperforming placements or networks as a whole.

Some differentiators between networks include targeting capabilities, scale, exclusive on-deck inventory, rich media considerations and blind versus open.

For instance, the iAd product/network has unique targeting capabilities because it can tap into the Apple iTunes data and target based on music preference.

However, the networks will not guarantee impressions or tell you where your ads are running.

Be sure to understand the capabilities with regards to the above considerations before buying media.

Step 4: What is the pricing structure?

In most cases, mobile media is bought on a CPM basis. However, this can vary and many of the blind networks can be bought on a cost-per-click basis.

Step 5: How is it performing?

Mobile media should be monitored regularly, not just when the campaign is over.

You will want to be evaluating and optimizing throughout to obtain the best results to meet your initial campaign goals.

The above represents some of the staples that we use to determine how and where to buy mobile media.

As the mobile landscape continues to evolve, it is important to be at the forefront of new opportunities, but also be cognizant of the blocking and tackling to ensure the success of your program. What additional key considerations are your agencies or teams deploying?

Brenna Hanly is mobile catalyst at Boston agency Mullen's mediahub. Reach her at bhanly@mullen.com. ■

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Understanding the key mobile advertising options

By Andrew Pearson

If an advertising executive had set about to create the perfect marketing and advertising tool, he or she could hardly have come up with something more superior than the mobile phone.



Andrew Pearson

The mobile phone is within reach of its owner almost twenty-four hours a day. It can connect to the advertiser in a personalized way with the simple push of the button and can become the most effective and analyzable marketing tool ever created.

When the 19th century retailer John Wanamaker said that he did not know which half of his advertising

dollar was wasted and which was not, he had no idea that a hundred years later advertisers would be faced with that same dilemma.

Mobile analytics can reveal information that can be used by businesses to understand their consumer's wants, desires and needs, and then create advertising campaigns that can directly tap into those wants, desires and needs, thereby making them much more effective.

SMS: Starting a relationship

Marketers can advertise on SMS ad networks by appending a brief message to content that consumers subscribe to via SMS such as news alerts, sports scores and horoscopes.

The ads can be used for a range of purposes, from building up the marketer's own SMS opt-in list to driving traffic or engagement.

Mobile, in general – and SMS, in particular – can help businesses create a one-on-one, two-way interactive

experience with their customers.

Unlike emails, which are not always read or even seen immediately, SMS is usually read by the recipient instantly and, in most cases, responded to immediately.

SMS' ability to do one-on-one advertising, anytime-anywhere to any individual with a mobile phone is vastly superior to any other marketing channel currently available.

Rich media

According to the Mobile Marketing Association, "a rich media mobile ad unit is an interactive and/or non-interactive ad unit displayed on a mobile Web page and/or in a mobile application that offers one or more of the following:

- I. Inclusion of streaming video content or animated GIF within the ad unit
- II. Inclusion of sound
- III. A richer interactive feature set than basic mobile click-through. This interactive feature set includes user interaction that occurs through input other than a "click" or "tap" (i.e. use of the gyroscope, accelerometer, camera, microphone, GPS, etc.)."

Rich media mobile ads are ads that can be expandable from one size to another or have an interactive element that requires a user to initiate, activate or execute the ad unit.

These ads can include sounds, animation and they should have a floating interactive or non-interactive element that anchors to the screen while the user scrolls through the application.

Floating banner ads are designed to engage, but not disrupt the user's browsing, even disappearing when he or she scrolls up or down.

Recommended banner ad widths include 120, 168, 216 and 300 pixels and their height-to-width aspect ratio is

either 6:1 or 4:1. When clicked on, a 300x50 expandable ad enlarges to 300x250.

Rich media mobile ads also include prestitial and interstitial ads.

The former, also known as pre-roll ads, are advertisements displayed before an expected content page that encourages users to either interact with it or visit the advertisements landing page.

The latter, interstitial ads, are ads that are delivered in between page views.

Recommended prestitial and interstitial ad widths are also 120, 168, 216 and 300 pixels, but height/width aspect ratios are 16:9, 4:3 and also 1:1.

Both ads can contain links that let uninterested users easily click out of them.

On June 11, 2007, Apple announced it would support and sell third-party applications for the iPhone through a newly formed online App Store. Four months later, the iPhone software development kit was made available to third-party developers and, since then, hundreds of thousands of applications have been created and made available for download in the store, either for free or at a price set by the developers.

Revenues are split 70/30 between the developer and Apple and even though Apple CEO Steve Jobs has publicly stated that he does not expect the App Store to turn a profit, the stock brokerage firm Piper Jaffray claimed the market for these applications was more than \$1 billion by the end of 2009.

As of now, advertisers are using in-application ads – rich-media, video and static banner ads – to push their messages out to consumers that are engaging with the application.

The targeting is based on location a lot of times and also ads are married with the content within a specific application.

Location-aware advertising: decision-mode

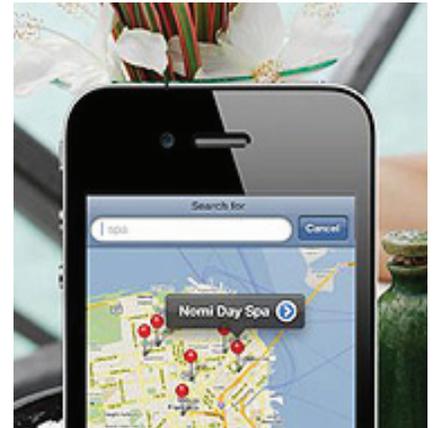
Considered the killer app for mobile commerce, the commercial viability for location-aware advertising (LAA) is enormous.

In location-aware advertising, mobile subscribers receive an advertising message based on their location. So shoppers wandering through a mall could set their mobile to accept all available mobile offers or just offers from a specific store.

LAA allows advertisers to deliver highly customized promotions, coupons and offers to a highly primed individual, specifically taking into account their geographical location, as well as the time of day of the offer.

Also, LAA lets advertisers reach their customers when they are primed to make a purchase and analysts predict that click-through rates on location-aware advertising will be five to 10 times higher than click-through rates on Internet advertising messages.

With MMS' ability to include both text, graphical and multimedia, LAA is no longer hampered by SMS' 160-character limitations of SMS, which should see it gain more acceptance and interest from the consumer, therefore resulting in much more successful advertising campaigns.



Also known as proximity marketing and Bluecasting, Bluetooth marketing is the distribution of advertising content through a local wireless broadcaster to a mobile device such as a Bluetooth-enabled mobile phone, or some other Wi-Fi device.

Bluetooth technology can offer a low-cost, efficient and highly secure form of advertising that can be used in the

following ways:

- Advertising and marketing promotions
- Editorial and advertising surveys
- Circulation campaigns
- Directory updates

Bluetooth hotspots create a back-and-forth messaging environment that lets users and marketers upload and download any kind of mobile compatible content.



Companies can offer the service free or charge per download.

If the privacy concerns are dealt with, Bluetooth has amazing potential as a content delivery system.

According to the Shostek Group, an international telecommunications consulting company, the global advertising market could be a \$10 billion market by 2010.

Bluetooth's advantages include being inexpensive to implement, easy to use, highly compatible with other mobile devices, energy efficient and popular.

Video

There are currently three main types of video advertising units:

1. Click-to-video or tap-to-video – These are ads that ask consumers to click or tap on a banner and when they do, the video automatically plays.
2. Video interstitial – Rich-media interstitial ads with video embedded in it. The user need not click on the ad to be routed to the video.
3. InStream video – There are ads that run pre-, post- and mid-roll within video content on, say, a media

brand's site.

Although mobile video advertising has been here for some time, it now feels like it is becoming more of a reality.

The rise of smartphones and new platforms such as the iPad are moving mobile video forward.

IPad and similar devices are expected to drive a significant growth for ads that embed video. On smartphone devices, the click-to-video ad unit will be increasingly used because it is a great rich-media ad unit for mobile.

The trend to support HTML5 video on mobile handsets is improving the efficiency of launching mobile video campaigns and the cost will continue to go down.

Eventually a CPM-based model for mobile video ads will be workable on the mobile Web. In-applications, premium content providers will continue to sell sponsorship advertising that includes mobile video ads.

Mobile video is in its early stages, but it promises to be an important next step in the evolution of mobile. Given the personal nature of the device and the dramatic shift of time spent on it, expect a rapid adoption of mobile video.

Conclusion

Mobile's ability to do one-on-one advertising, anytime-anywhere to any individual with a mobile phone is vastly superior to any other marketing medium currently available.

In the future, it is likely that all marketing will become interactive and the consumer will become a participant rather than a target audience.

Mobile marketing is powerful because it is an interactive, always-on, cross-media channel that lets consumers instantly move from the ad placement to a point-of-sale site, whether that site is an online store, a casino floor, a restaurant or a bar.

Andrew Pearson is director of marketing at Qualex Consulting Services, Miami. Reach him at andrew@qlx.com. ■

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How and why to run a mobile campaign

By Shira Simmonds

Although nine out of 10 U.S. adults today use at least one mobile device and 35 percent of mobile phone users now pay \$100 a month or more for service (Experian Simmons 2010), interactive mobile marketing is still new terrain for advertisers.



Shira Simmonds

Experienced media buyers can buy radio or television time, or print or outdoor space with little effort, because these channels are routine and familiar.

But mobile is such a fresh idea that many advertising veterans are confused about how to implement it. As a result, many advertisers dismiss the idea entirely.

Agencies figuring out mobile

Some of the larger advertising agencies have jumped onto the bandwagon by using in-house teams of mobile strategists, but many smaller agencies still are not quite sure where mobile fits into the bigger picture. And it is all about the bigger picture.

Here are a few quick points to help advertisers make decisions about how and why to use a mobile campaign:

- If you want to establish a real-time, interactive connection to your audience, mobile marketing is the most direct route. Consumers are not sitting in front of their television or computer 24 hours a day, nor are they always listening to the radio, reading magazines or looking at billboards. But they are connected to their mobile phones at most times.
- Mobile marketing is never free-standing. It works in tandem with print, outdoor, broadcast or Internet advertising by offering a call to action that prompts consumers to respond by sending a text message to the advertiser.

The key is to understand mobile marketing as an adjunct to a larger campaign, and to find ways to fold it into standard advertising methodologies.

- The mobile component must be incorporated from the very beginning, when branding and marketing strategies are being defined. To create a synchronized, consistent statement in terms of imagery, language and overall content, mobile should be built-in at the roots of an ad campaign, rather than added later.

The mobile audience is different from other audiences. If you want to reach it, the entire marketing plan and everything communicated must be built with mobile in mind.

- Use unique keywords. When mobile is part of an overall marketing strategy, using different keywords for each channel – Web, print, broadcast and radio – will help your mobile component serve as a response-tracking tool.
- Remember, mobile is also a database collector, so you can look at the mobile component of your marketing strategy as a database-building campaign. When used in conjunction with an online strategy or another traditional channel, the database capability alone makes mobile an important piece of the overall plan.
- Do not forget to integrate social networking sites depending on your demographic, such as Facebook, Twitter, LinkedIn, YouTube and MySpace, into your mobile campaigns.

Even though mobile marketing is still an emerging advertising channel, it is predicted that advertising spending on mobile campaigns in 2010 will increase by 80 percent, and many brands project that their mobile advertising spending will double (Mojiva 2010).

Shira Simmonds is cofounder and president/CEO of Ping Mobile, Englewood Cliffs, NJ. Reach her at shira.simmonds@pingmobile.com. ■



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In other words, a mobile web site that looks and acts like an APP across all phones with mobile web access.

Siteminis delivers an innovative solution to help companies attract and engage new customers in the mobile space.

Our leadership team has more than 60 years and a rich, diverse background in ecommerce, technology, software development and the retail industry – both big box and boutique, including home improvement, electronics, fashion and more.

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The ABCs of SMS advertising and marketing

By Shane Neman

Mobile advertising is not just for big brands making hundred-thousand-dollar ad buys. Easy to use do-it-yourself services allow any small business owners to get started with mobile right now.

Email marketing and Google AdWords used to be new and today they are essential tools. Mobile marketing is about to be essential, too.

SMS advertising and marketing, and location-based services (LBS) are mobile channels that marketers use to reach new customers and reward current customers.

SMS adds value

SMS advertising offers the broadest possible exposure to new audiences.



Shane Neman

Companies such as 4Info send millions of free text messages every day—jokes, sports scores, horoscopes—that are free because each message contains a short 30 – 40 character advertisement.

There are two keys to a successful SMS advertising campaign.

First, write a compelling ad. With 40 characters, it is important to be creative. The ad should spur a potential customer to act.

Incentivizing by giving something away is a great way to do this.

That brings us to the second key: What does it mean for someone to act?

The most common way is to ask for a specific response: *"Get Daily Deals At New York Bars Reply Bars."*

If the consumer replies, the ad network delivers a full text message – think product details, phone number and perhaps a link to a mobile Web site.

If a business is Web-based, it can cut one step out of the process and simply include the link to the mobile site.

SMS advertising cost-per-thousands (CPMS) are low and most networks will build campaigns on behalf of the advertiser.

SMS advertising is usually broad, but a small business interested in reaching specific demographics can find the targeting it needs.

Location is key

In the last year, location-based services have taken off, especially in cities such as New York and San Francisco.

Services such as Foursquare, Gowalla and Loopt appeal to a young, urban audience with disposable income.

The concept behind these services is simple.

Consumers check-in at bars, restaurants and stores, with their location verified using their smartphone's GPS or Wi-Fi data.

These services allow marketers to reward existing customers by offering deals to frequent visitors.

Foursquare calls whoever checks in at a marketer's location most often the mayor.

With Loopt, the most loyal consumer becomes the boss.

Marketers can draw in new customers by offering specials for first-time check-in.

When someone checks in, her friends see it. If she is posting her check-in to Twitter, the whole world does too.

All three services have made big strides in re-



ed States, including mobileStorm, Clickatel and Ez Texting.

Permission is the most important thing to know about SMS marketing.

Brands and marketers can only send text messages to customers who have opted-in.

Opting in means texting a keyword to a short code—*Text Joes to 313131 for 20 percent of your next meal.*

When consumers text-in, they receive a message back from the marketer.

That message must contain instructions on how to opt out of future messages.

THE GREAT THING about these three channels is that they can complement each other.

Want to quickly build an SMS marketing list? Include a call to action to sign up for the list in an SMS ad.

Once a marketer has a list of customers, it can offer

cent months to turn setting up rewards into a point-and-click process.

Foursquare is currently a leader, but the space is evolving rapidly.

SMS marketing

SMS marketing means sending text messages to customers. There are about a half-dozen prominent do-it-yourself SMS marketing services in the Unit-

Foursquare or Gowalla specials.

The marketer can use SMS to let customers know. This builds loyalty and spurs immediate check-in action.

Mobile marketing only sounds challenging. There is great value in these different, low- cost marketing channels.

Shane Neman is president/CEO of Ez Texting, New York. Reach him at shane@eztexting.com. ■

How to design a mobile site and support with SEO

By Matt Smith

Going mobile right now has never been more uncertain. With the development of the iPhone and Android platforms, browsing the Web on a phone has never been easier. Therefore you may be asking yourself, "If most users can view your full Web site with an iPhone, what is the point of creating a mobile Web page?"



Matt Smith

While the mobile industry is constantly changing, one thing is for sure: you need to have a mobile Web site.

There are currently around 68 million mobile Internet users. This number is growing exponentially and will only speed up.

With the release of 4G sometime in 2011 boasting speeds of twenty times faster than your

home broadband Internet, 4G Internet will change the very existence of the mobile Internet.

Therefore, yes, you had better get a mobile Web site, and now.

Here are a few ideas surrounding the mobile industry and how you can set up your first mobile Web site.

Mobile site requirements

- Your mobile site should be XHTML compliant
- Do not use frames. It is OK – most likely your site will look like one giant column. That is normal
- Create a mobile sitemap that tells Google which site is your mobile Web site and which is not
- Follow the mobile design guidelines and outlines

- Typically you do not want content deeper than three links. If you thought the attention span of a desktop viewer was short, try mobile surfing

- Use external CSS style sheets to speed up your mobile Web pages

Amazon has one of the best examples of a mobile Web page.

In its earlier design, the retailer created large stylistic buttons that were easy to click.

If you have ever surfed the Internet from a phone you know what a big pain it can be to click some of those small links.

However, Amazon recently changed the design. This new design is great because it offers consumers the ability to easily search the mobile Web site or view their hottest products.

Amazon also includes a nice "PC Site" button on the top of the page. This gives the consumer the ability to easily switch between designs if they are so inclined.

The second design I liked was Element Fusion. You may say this is a poor example of a mobile page because of its slow load time and use of graphics.

However, with the change in 3G/4G speeds, its mobile page will load quickly and present a easily navigated fresh design.

If you are just starting your mobile design you should probably find a design that is in between the Amazon and Element Fusion designs. You want a mobile design that attracts attention and is



easy to navigate.

The best advice I read was that your design should look like a nice polished application that you would download from your mobile application store.

Moreover, adhere to the design guidelines to ensure mobile quality.

SEO tips for mobile sites

Search engine optimization for a mobile site will be essentially the same as SEO for your normal Web site, with a few additions.

- Focus on effective title tags, meta descriptions and content. However, for mobile I suggest adding the word "mobile" to your description and title. Adding these elements will help Google recognize the pages are specifically made for a mobile browser
- Google has a bot specifically made only for mobile sites. It is important to create a sitemap for your Google mobile pages and a different one for your normal pages. Specifically, add your mobile sitemap through Google Webmaster Tools
- However, even with proper indexing, Google can choose whatever it wants to serve on its search engine results pages. To help you better understand this principle, here is an excerpt of the Google mobile patent:

In some implementations, based on one or more terms in the search query, the results mixer classifies the search query as "mobile," i.e., whether it is likely to be intended as a search for mobile resources, e.g., pages (step 306). If so, the results mixer will increase the search result quality scores of the mobile search results (step 308). For example, if a search query includes the term "ring-tones", the results mixer can determine that such a query is likely to be intended as a search for mobile resources, because the word "ring-tones" is closely associated with mobile devices ...

So what this means is that whenever someone is on her mobile browser and looks for a product or service, Google will determine if the keyword used is more relevant to

mobile or not.

This has a huge effect on local companies offering services or products.

For example, if you type "pizza" in your mobile browser, you are served with a lot of pizza locations around you.

If you are selling a product that is not specific to a location, then mobile Web sites will not have the same preference as before.

Therefore, if you have a service or product that is mobile- or local-related, you need to get a mobile Web site right away.

- Use the rel=canonical tag with the mobile sitemaps and product pages. You want to ensure that Google knows your main Web page is the most important link.
- Google recently announced that it is incorporating site speed into Google rankings.

With regards to mobile, this idea is even more important when creating and optimizing your mobile site.

When designing your mobile site you need to assume that your viewer will be on a slow data connection.

You need to follow the design guidelines recommended by Google to build a fast efficient site.

To test the speed of your mobile site, please go to mobiready.com. Mobiready.com is a free service that will show you any speed problems you may be encountering.

- For most businesses you should submit your company to all local directories that you can find.

As we learned from the Google local patent, if someone searches for a local term it will place mobile and local sites above normal organic rankings. Therefore, get your business listed on all major local directories.

Matt Smith is search engine optimization specialist at SEO.com, Bluffdale, UT. Reach him at matt@seo.com. ■

Understanding the potential of location-based advertising

By Michael Martin

Location-based services present to advertising something more tangible and targeted within the mobile space than the tried-and-true use of SMS campaigns.

Geolocation applications have already shown click-through rates of approximately 25 percent versus the typical 1 percent of standard Web conversions.

Location, location, location

According to a recent Mobile Marketing Association survey, location-based ads result in an action about 50 percent of the time versus nearly half that for either SMS or the mobile Web.

These actions and conversions are being done within what The Wall Street Journal considers a \$20 billion pool of opportunity that is location-based services.

Foursquare is winning the popularity battle of mind-share for location services, while MyTown, Brightkite and Where.com have more actual users, never mind Facebook and Twitter coming into the fray.



What is important are the tactics used within a very limited mobile screen real estate of approximately four inches and a mobile user base that does not want to be interrupted while on the go.

These interruptions are generally only welcomed when providing a discount or reward.

Mobile campaigns

Thus, advertising campaigns should be geared to providing rewards when a mobile user shows a frequency in patronizing your business or an alert to a discount when a user is visiting a competitor, especially one that is nearby.

Services such as Foursquare let companies advertise discounts for those that check-in as well the "mayor," who is the person with the most total check-ins at that location, or by providing discount information on the nearby tab when someone checks in to a possible competitor in the area.



Michael Martin

This will further herald the rise of mobile coupons as it is directly targeted and provides immediate analytics to advertisers, never mind the savings in trees.

Take it to the next level

The next level of location-based advertising will be a deeper experience for customers with augmented reality and by running contests across multiple services.

These aggregated services provide the simplicity not only for the user, but for companies to manage and keep track of location-based advertising campaigns.

Also coming down the road for advertisers are fully or heavily discounted smartphones provided to customers not for signing a several-year agreement to a mobile service provider, but for agreeing to forced location-based advertising on these phones.

In the end, mobile location-based services are an advertiser's dream as it combines the exact location and time of day with a device that is intimate and personal to generally one user, providing advertisers the most refined and targeted means to date.

Michael Martin is CEO of Mobile Martin, San Diego, CA. Reach him at michael@mobilemartin.com. ■

Relevance, targeting and reach key for local advertising

By Dan Gilmartin

As the popularity, availability and penetration of smartphones and mobile applications continues to increase, the growth potential for location-based services and, more importantly, local-based advertising, is set to explode exponentially over the next few years.

Core to the success of that growth is arming big brands such as McDonald's, as well as local merchants including the Buttercup Bakery, with the ability to market to a relevant and local audience through hyper-local advertising.

Critical components

There are several components that are critical in creating a meaningful hyper-local advertising campaign including relevance, targeting and reach.

Relevance has become an increasingly important driver for today's consumer and, as such, many consumers will only engage with advertising that is truly meaningful.

Emerging technology has armed consumers with the ability to indicate the types of advertising that they would like to receive to ensure that it is highly relevant.

Merchants big and small should view these innovations in mobile location-based advertising as an excellent development. It allows them to maximize their ad spend by hitting a highly-targeted and self-selected audience.

Mobile search

Consumers are conducting searches from their mobile devices more than ever before. Given that those searches are inherently local, they likely indicate intent to purchase.

This gives marketers the opportunity to use hyper local mobile advertising to help convert that intent into an actual sale.

In addition, consumers are being given the opportunity

to opt-in to deals of the day, giving merchants the ability to connect with a targeted audience.

For local merchants this means that their relevant ads are hitting their target market and provides store owners with the means to get in front of users who are more likely make a purchase.

Reach

Without a broad enough reach, any mobile advertising network will fail to provide enough potential customers and an ad campaign will inevitably be a waste of time, money and effort.

Given new targeting capabilities, the potential pool of appropriate customers will shrink considerably. Without broad reach, you can target yourself right out of a market.

While relevance, targeting and reach are critical in driving foot traffic, giving consumers a voice is an important element in any modern mobile ad campaign.

Social media

Combined with the ever-growing importance and popularity of social recommendations, it makes sense to equip consumers with the ability to become brand evangelists.

A check-in feature empowers a consumer and allows them to share their location with their trusted social networks. Other consumers may want to write a review, save it to their address books or share their review with friends.

Dan Gilmartin is vice president of marketing at Where Inc., Boston. Reach him at dan@where.com. ■



Dan Gilmartin

How local brands can harness mobile advertising

By Jennifer McCoy

Often times, it can be very overwhelming for a small or medium-sized local business to jump into the mobile space.

How does a local car dealership devote a portion of its ever-shrinking budget to what can sometimes seem like an advertising medium priced out of their means?

SMS ads

One way that a smaller brand can use SMS for advertising purposes is to tie in to a media partner's promotion.

A great way to push coupons over the air is to sponsor a concert ticket giveaway on a station that fits that brand – for example, a local quick-serve restaurant.



Jennifer McCoy

This is a great way for a one-off location to take advantage of thousands of listeners participating in this campaign without purchasing a large on-air schedule and without investing in its own mobile couponing program.

Also, this gives the brand a way to test the mobile waters and gauge its guest's desire to participate via mobile.

There are certain industries with which consumers enjoy interacting.

Passions and hobbies

When my local tavern sends me a coupon, I am pretty happy about it.

If I get to be on the coupon list for my favorite extreme sports store, I look forward to each text I receive. What

is a law firm going to send me? Am I ever going to sign up for that list?

Broadcasting calls to actions

As radio stations become more interactive with listeners, the opportunity is there for a business such as a law firm to capitalize on that.

As a radio station allows listeners to request songs via text messaging, there is not only a large database of involved listeners, but also a high level of interaction at all times of the day.

By sponsoring the text song request of the radio station, the law firm capitalizes on this heightened interaction.

These examples are a small sampling of ways that smaller brands can use mobile ads through SMS campaigns.

Most importantly, they represent a way for a small brand to experience high mobile interaction on a smaller budget.

Mobile for everyone

If you are a smaller brand looking to try out this type of campaign, reach out and question your media partners.

Find out who is offering it and if they currently have a large text audience.

Most radio stations are delving into mobile, and more local TV stations are using it for viewer interaction.

As an added benefit, you may already be using these media partners for your current advertising, and your rep can be a trusted source to find out more about this thing called "mobile."

Jennifer McCoy is chief financial officer of Ballyhoo Mobile Marketing Inc., Jacksonville, FL. Reach her at jenn@ballyhoomobile.com. ■

Making a case for mobile bar codes

By David Javitch

As marketers, we are always trying to make all parts of the media plan work together as efficiently as possible.

The mobile device is quickly becoming a great way to increase the impact of traditional media and convert virtually any asset into a portal for digital engagement, commerce, branding and everything in between.



David Javitch

Scan for content

There are a number of ways a consumer can "pull" dynamic and useful information using their mobile phone, and one of the fastest-growing options are 2D bar codes, also called "quick response," or QR codes.

Both consumers and marketers are finding this technology really simple to use, and the variety of applications are virtually endless.

It is expected that tens of millions of people will have this feature enabled on their phone as carriers are now preloading applications, and downloads are a click away.

These 2D codes can be easily placed on anything from a print ad to packaging and even television.

In one click, a wide variety of content can be launched automatically such as video demonstrations, sweepstakes entry and prefilled SMS opt-ins.

While it is still relatively new, marketers such as Volkswagen, Heineken, Verizon and Intel are already using it to make virtually any media come to life.

So what have we learned from these campaigns?

The good news is that consumers are scanning by the thousands.

It is really simple and engaging.

But just publishing a code is not a strategy. Marketers must consider the entire user experience before jumping in. Executing is pretty straightforward – just follow some basic best practices to help you get started.

Objective

When planning your mobile bar code campaign, there are a few things to consider.

First, what is the business objective? Do you want to drive to retail, initiate CRM activity or show deeper product information?

Then, what physical media do you have available that would benefit from being interactive?

This is mobile technology, so we need to engage with people when they need information most.

Best results have been found from print media such as magazines, newspapers and direct mail.

Packaging and urban outdoor have also done well.

Have a strategy

Once you have that strategy in place, all you need to do is create the right kind of code to launch your content – and that content is critical.

You must give the user back something of value. If someone takes the time to engage with your brand, they want to be rewarded back in some way.



That does not only mean discount offers – it could display peer reviews to help with a purchase decision, exclusive content that cannot be found anywhere else, or get linked to the dynamically changing deals or retail locations.

But whatever it is, invest a little in creating some mobile-formatted content to keep it simple and engaging for the user.



Call to action

The other key to execution – and great results – is communicating a strong call to action around the code on your physical media.

Awareness of this technology is growing quickly, but you should

tell your audience what they get by scanning and how they can get a code reader application if they do not have one already.

A little can go a long way in most cases.

This is still new technology, and there are a handful of experts to help you.

Find the mobile applications which people are using most, and a service which can give you analytic data back from the scans.

A huge part of the value is understanding how your media is performing and what type of user is scanning. This data is critical in making your entire media plan work harder, which takes us full circle.

David Javitch is vice president of marketing at Scanbuy Inc., New York. Reach him at david.javitch@scanbuy.com. ■

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Mobile is the future of coupons

By Jeff Hasen

The historic downturn in the economy has led to a bump in coupon usage. Do you know anyone who does not want a deal?

The majority of shoppers still get their coupons from Sunday newspapers and paper coupons make up the bulk of those redeemed.



Jeff Hasen

But change is afoot. According to Yankee Group, 73 percent of consumers are interested in using coupons delivered by mobile device. Further, usage is projected to increase tenfold in 2010.

Let us take a look at some of the drivers for mobile coupons:

- Portability – Consumers often forget to bring paper coupons to the store. That problem does not exist in mobile because the phone goes everywhere.
- Immediacy – Brands and retailers can react quickly and get a coupon literally in the hands of consumers anywhere, anytime. An example is an airline that can match or top a fare offered by a competitor before the buyer reaches for his or her wallet.
- Relevance – Mobile gives retailers and brands the ability to present relevant and personalized offers to consumers, making them more useful and increasing redemption rates.
- Cost – By comparison, mobile coupons are much cheaper to produce and distribute than traditional coupons: no paper, printing or mailing costs.
- Measurability – The more sophisticated mobile coupon

solutions offer complete tracking, down to the so-called last mile. This is crucial to understanding which channels are most successful.

One barrier to mobile coupon deployment has been perceived difficulty or lack of knowledge on how to begin. Here is a primer:

Getting started:

Step 1: Align with a mobile marketing vendor that has the technology, carrier connections and strategic and creative resources to enable your program.

Step 2: Determine your budget and goals. For instance, do you want the coupons to be single-use or have a viral component?

Step 3: With your mobile marketing partner, choose a technology to deliver your coupons – text messaging is the simplest and gives you the best reach. Bar codes may be right for you but consider the need in most cases for consumers to download an application and for the point of sale to have a reader. Be sure the retailer has the ability to track the sale and that salespeople and cashiers know what to do when a customer presents one.

Step 4: Determine what you will offer: 25 percent off? Two-for-one? There are no rules other than the deal must be compelling enough for a consumer to want to participate.

Step 5: Decide how you will get your coupon seen and received. For instance, will you use traditional media for a call-to-action or might you tap into an existing database of consumers who have chosen to join your loyalty club to receive information and offers?

Step 6: Set up real-time tracking so you can optimize. We have seen brands change media in mid-flight to real-ize or exceed their goals.

Case Study – Belle Tire

Belle Tire is the nation's eighth largest tire retailer with

84 stores in Michigan and Ohio. Established in 1922, Belle Tire tried mobile marketing for the first time in 2009 when the retailer selected Hipcricket to add a mobile component to its traditional media buys and marketing with local sports teams - the Detroit Red Wings, Detroit Pistons and Michigan State Spartans.

The company viewed this move as an opportunity to build loyalty and to better track ROI on its traditional ad buys.

Belle Tire first offered a free set of tires in a text-to-win promotion where consumers texted in the word TIRE to Belle Tire's short code.

All who entered received a \$20 off mobile coupon.

Participants were then invited to join the Belle Tire "Advantage Club."

Approximately 55 percent of people opted into the club.

In a follow-up campaign, 77 percent of participants subsequently joined the mobile "Advantage Club."

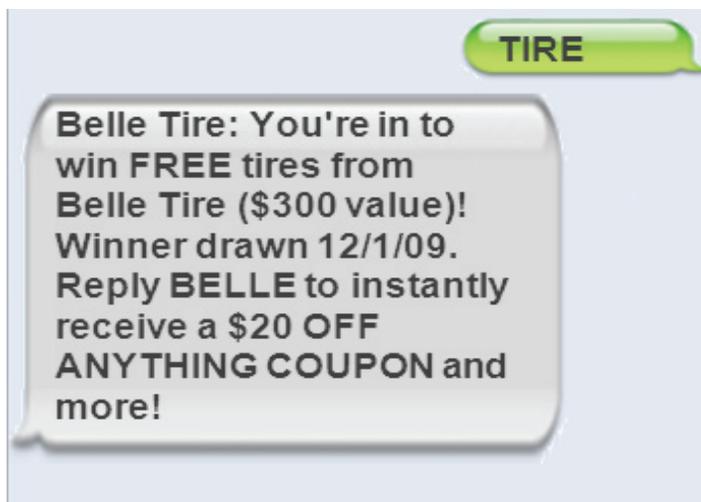
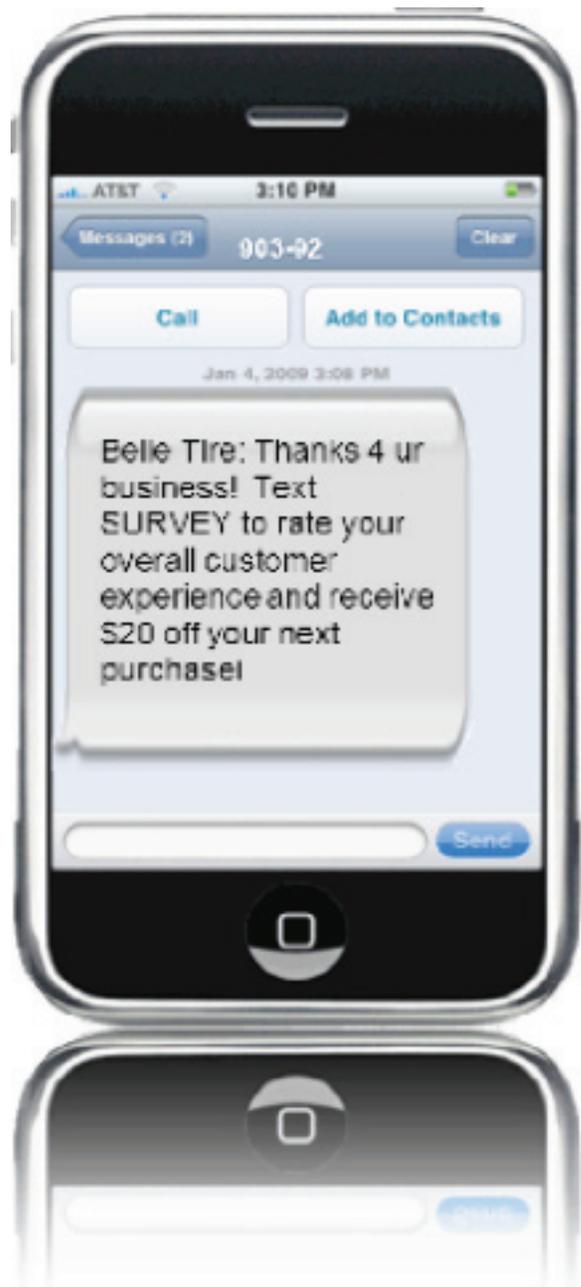
Belle Tire and Hipcricket conducted multi-variant analysis to determine which ad executions and channels were most effective and produced the best ROI.

The success of these mobile coupon initiatives has made Belle Tire mobile believers.

The company has a number of future mobile initiatives planned, including SMS customer surveys, SMS service reminders and additional rewards for "super fans" of Belle Tire.

Belle Tire serves as an example of how mobile coupons can serve as a starting point to broader mobile programs.

Jeff Hasen is chief marketing officer of Hipcricket, Kirkland, WA. Reach him at jhasen@hipcricket.com. ■



Integrating mobile into print advertising

By John Foley Jr.

Mobile advertising is on the rise and it is easier and more necessary than ever to integrate these interactive options into your already perfected printed materials.

Nielsen released a study recently saying that 21 percent of American wireless subscribers have a smartphone, up from 19 percent last quarter and up 7 percent from the end of 2008.

The potential of mobile marketing and the mobile phone as a retail tool continues to rise, with no signs of slowing down.

The call-to-action is here for advertisers and marketers to act.

An increasingly popular technology are QR codes.

Here are four best-practice tips to keep in mind when integrating these codes into your printed materials:

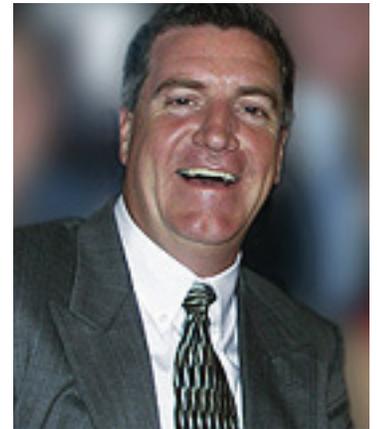
Clearly understand bar code differentiation

Understanding the various size and deterioration limi-



tations is critical to effectively incorporating this technology into your printed materials.

While it may sound difficult, there is software on the market that makes it extremely easy to generate QR codes independently or as an integrated part of the company's end-to-end personalized marketing service.



John Foley Jr.

Reduce clutter

It is important to remember that not every consumer is familiar with QR codes yet.

That said, it is necessary that a successful campaign educate the consumer directly on the printed material, while being careful not to clutter and take away from the advertisement's main message.

To eliminate the clutter, provide specific instructions that make it clear people can take a picture of the code with their phone to access additional information.

You may even want to provide a Web site URL that allows them to download a QR code reader.

Driving retail store orders with QR codes

We have all heard the expression, "Strike while the iron is hot."

Consumers' ability to respond at the very moment you pique their interest has tremendous value, and QR codes enable this to occur.

For example, a wine manufacturer may include a QR code in an advertisement about a new Riesling.

When the code is scanned, the consumer could be directed to a Web site which offers pairing suggestions for the wine.

Being able to interact with consumers in-store like this is revolutionizing the way marketers create campaigns.

Having this knowledge while in-store can increase the amount of purchases made by the consumer.

Measuring effectiveness

Once you incorporate QR codes into your printed materials, it is critical to set up a campaign to measure the effectiveness of your print advertisements.

With the various tracking methods available today, it is possible to gain knowledge on the number of scans an advertisement receives a day, activity by the day, and

even activity by the hour.

One wonderful thing about printed materials is that they often get passed along to multiple people.

By tracking the advertisement's QR code, you will be able to see just how far around the world your material actually makes an impact.

Integrating mobile marketing into your printed materials is just the first step.

It is equally important as a marketer to ensure that you are effectively implementing technologies, measuring success and forecasting for future advertisements.

John Foley Jr. is founder/CEO of interlinkOne, Wilmington, MA. Reach him at johnf@interlinkone.com. ■



What is the #1 selling album of all time?



Scan the QR Code for the answer.

interlinkONE

Learn more about QR Codes at:
www.QReateAndTrack.com

How to combine email with SMS for higher ROI

By Manny Ju

Mobile marketing, specifically SMS, is most effective when implemented as an integral part of the marketing mix.

Particularly, email marketing and mobile marketing have a powerful synergistic relationship.

Email is a marketing channel that provides a rich palette for marketers to tell their story. SMS is the perfect channel to deliver an instant reminder of that story.

Email works

For the past 10 years, email marketing has been the online marketer's channel of choice for building relationships with its customers through eye-catching graphics, links to online resources and even embedded video.

SMS messages are the perfect instant reminders because they are typically read within 15 minutes of delivery to the mobile handset.

Here are some tips on how online marketers can combine email and SMS to increase their call-to-action response rate.

Combining email and SMS

An online marketer is planning a campaign to promote the grand opening of a retail store on Saturday in two weeks.

The objective is to increase foot traffic and, more importantly, generate lots of sales at the new store.

Retention email marketing is perfect for this type of campaign because these emails will be sent to people who have specifically requested to be notified of special offers and events.

These consumers most likely will respond to your call to action. The emails you will send to members of your subscriber database will inform them about this event and stimulate interest with graphics, offers and links to

online promotions.

Top of mind

All during the week, people will be making the decision to attend the store's grand opening on Saturday in response to the campaign. But on the actual day of the event, the news of the grand opening and the decision to attend will be overshadowed by regular Saturday routines:

"What's for breakfast?"; "Gosh the lawn needs mowing again!"; and "Let's go see a movie."

In spite of best intentions, many will have simply forgotten about their decision to attend the store's grand opening.

Breaking through clutter

To break through the clutter of day-to-day activities, combine email and SMS together, leveraging the individual advantages of each.

Use email as the channel that builds awareness of the event and the decision to attend. Then, the morning of the event, trigger a text message with a singular purpose: "Remember!"

Want to build up your mobile subscriber list for cross-channel marketing?

Start with asking members of your email marketing list. These are the ones already interested in your brand and familiar with your marketing program.

Manny Ju is director of product management at Blue-Hornet Networks, a division of Digital River, San Diego. Reach him at mju@bluehornet.com. ■



Manny Ju

Harnessing the power of mobile video ads

By Chhavi Upadhyay

More brand advertisers today are turning to the likes of the mobile click-to-video ad unit because of its proven effectiveness.

In-application advertising is growing in proportion to the explosion in the mobile applications field: there are more than 100,000 Android applications and the iPhone App Store has more than 300,000.

In June 2010, comScore identified social networking as the fastest-growing content category across mobile applications and browsers.

Social mobile ads

With advertisers doubling their reach through users accessing mobile applications, the addition of social-media-sharing options on rich media ads increases the viral reach of their brand across increasingly popular social networking sites.

In a recent campaign for the film "Repo Men" by Universal Pictures, iVdopia aimed to engage moviegoers and raise awareness, interest and intent to watch the movie by aligning its mobile strategy with the movie's marketing campaign.

The result was pre-application videos ads, which ran while the application loaded, and banner ad units, which featured various social-media-sharing functions.

These ads created an integrated opportunity for users to engage and share trailers, video clips and photos from "Repo Men."

Here is how it worked: By clicking "Learn more" on the video, the ad unit allowed the user to watch and share the "Repo Men" trailer via Facebook and Twitter; download wallpapers; view multiple video clips and photos; visit the movie's Web site; and buy movie tickets.

Results

The performance of the pre-application video – at 568 percent greater than online in-stream video advertising benchmarks – and banner ad units – at 400 percent greater than industry benchmarks – outperformed the online medium.

From the multiple user-engagement options on the banner ad unit, more than 30 percent of the users who viewed the trailer shared the clip with friends on Facebook and Twitter.

The "Repo Men" campaign illustrated the power of video ads as well: More than 50 percent of the users watched the entire trailer of the film. On average, they watched 10.8 seconds, or more than two-thirds of the clip.

The emergence of mobile video advertising dovetails with the idea that context-aware marketing is taking off.

Context-aware

As users become drawn and engaged by rich media and video ads, they are more inclined to take the next step by making a purchase.

When users are more likely to click the video ad, watch the entire clip and share it with a friend, they in turn are more likely to seek out a nearby theatre and attend a screening.

Expectations have shifted to where the so-called wow factor, available through one-click sharing, is an integral component in helping advertisers effectively target a greater proportion of mobile users.

Chhavi Upadhyay is co-founder and chief operating officer of iVdopia, San Jose, CA. Reach her at chhavi@vdopia.com. ■



Chhavi Upadhyay

Use mobile video advertising for branding

By Ujjal Kohli

In the digital age, many marketers make the assumption that television remains the ultimate medium for branding.

While it is true that the story-driven experience of sight, sound, motion and emotion on a large screen will continue to engage consumers, there is a new way of consuming media that is already complementing TV in the branding department: mobile.

Advancement of mobile

With the advent of smartphones and now tablet computers, video is being literally taken into new locations and dimensions.

Mobile phone penetration is now second only to TV, or 89 percent, according to CTIA, and with 45 percent of consumers having 3G connections (comScore, June 2010), video on wireless devices is a reality.

Nielsen, the stalwart of TV measurement, is now in the business of measuring video wherever it is consumed in what it calls the "Three-Screen Report," which is issued each quarter.

Those who consume video on mobile devices spend more time with it than they do video on the wired Web: 3:37 versus 3:10 hours per month.



ComScore estimates that 10 million people in the United States are now mobile video consumers and that smartphones are driving the usage.

The iPad – and the flurry of tablet competitors that will follow – are making video ads and content as beautiful as on HDTV.



Ujjal Kohli

Video consumption

The amount of video consumed on mobile devices is still very small compared to that of TV where usage is, after all, still growing, albeit mostly among older demographics.

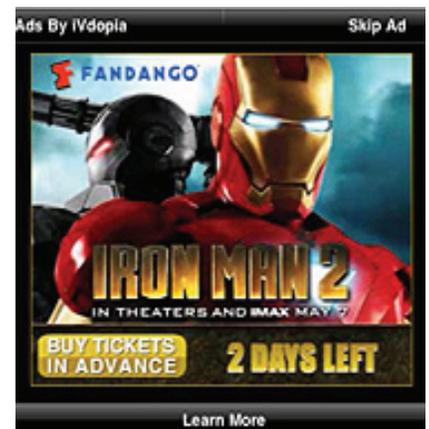
For marketers, a mobile video buy can complement TV and increase reach of consumers ages 18–34.

This is the post-MTV video generation: one that consumes more media wherever possible and demands more control over the experience.

Mobile is personal

Mobile devices are personal: they offer a powerful connection to the consumer

– fulfilling on American Express' long-ago brand promise of "Don't leave home without it" – and they are a more immersive experience than the Web, where the consumer is often overwhelmed with dozens of elements compet-



ing for attention.

Consumers tend to seek out major brands in terms of video content – there is much less search activity than on the wired Web – and often view the video in a mode where they are truly focusing.

According to data from Rhythm NewMedia, mobile video is consumed throughout the day: on the way to work, at work, while waiting in lines – and even in living rooms at night.

Video advertising

Mobile video even has its own version of primetime: usage peaks from 8 – 11 p.m. Even in a



time period when people are most likely to be watching their 42-inch plasmas, some are choosing this other device over others to meet their entertainment needs.

Another great benefit of mobile video for brand marketers is that nothing extraordinarily complicated needs to be created for mobile.

The standard ad unit is a 15-second pre-roll and since there are no

"pods," the connection between content and sponsor is more pronounced.

According to Rhythm's data, 87 percent of pre-rolls are completed.

Video ad networks work with brands to aggregate reach and can ensure that the ads will play properly on any video-capable mobile device.

Mobile video also offers advertisers control over various aspects of advertising: the ads can be frequency-capped, which solves inefficiency issues and allows for greater dispersion and reach of the impressions.

Targeting ads

Ads can be targeted via user-supplied information, behavioral data or by context.



Depending on the unit – in addition to pre-rolls you can also develop rich media units as in online – advertisers can also choose how to measure: whether through a passive exposure basis such as TV, or go a step further and assess video completion rates, engagement

within ad units, click-to-retailer locator or Web site and even buy through a preferred merchant partner.

If marketers choose to use a direct response type metric, the click-through rates for pre-roll video average 1.7 percent, more than ten times the DoubleClick stated average of online banners.

Mobile is changing how brand marketers think about establishing relationships with their customers.

Ujjal Kohli is CEO of Rhythm NewMedia, Mountain View, CA. Reach him at ujjal@rhythmnewmedia.com. ■

Ideas for branded mobile content

By Jeffrey Sass

The mobile phone is the most personal device you have ever owned. It is the hub for our information, entertainment, communications and, increasingly, commerce activities.

No matter what business you are in, virtually 100 percent of your customers have a mobile phone, so why would



Jeffrey Sass

you not want to extend your brand to live on that device?

Brands can effectively ring in awareness and attention with catchy and clever "brandtones" and dial up great results through branded mobile content delivery.

What is branded mobile content?

Branded mobile content can be a powerful way to extend a brand's reach

and influence beyond the campaign and into the pockets of your customers.

If your brand has personality, memorable slogans, jingles, a cool logo, famous spokespeople or entertaining commercials, you can use branded mobile content to cost-effectively create an army of brand ambassadors by turning ringtones, wallpapers and mobile videos into the bumper stickers, coffee mugs and T-shirts of the digital age.

Existing digital audio, image and video assets can be turned into branded mobile content that is fun, impactful and very shareable.

Start the conversation

For decades brands have leveraged consumers' desire to express brand affinity by wearing logos on hats and shirts, putting bumper stickers on cars, and adorning

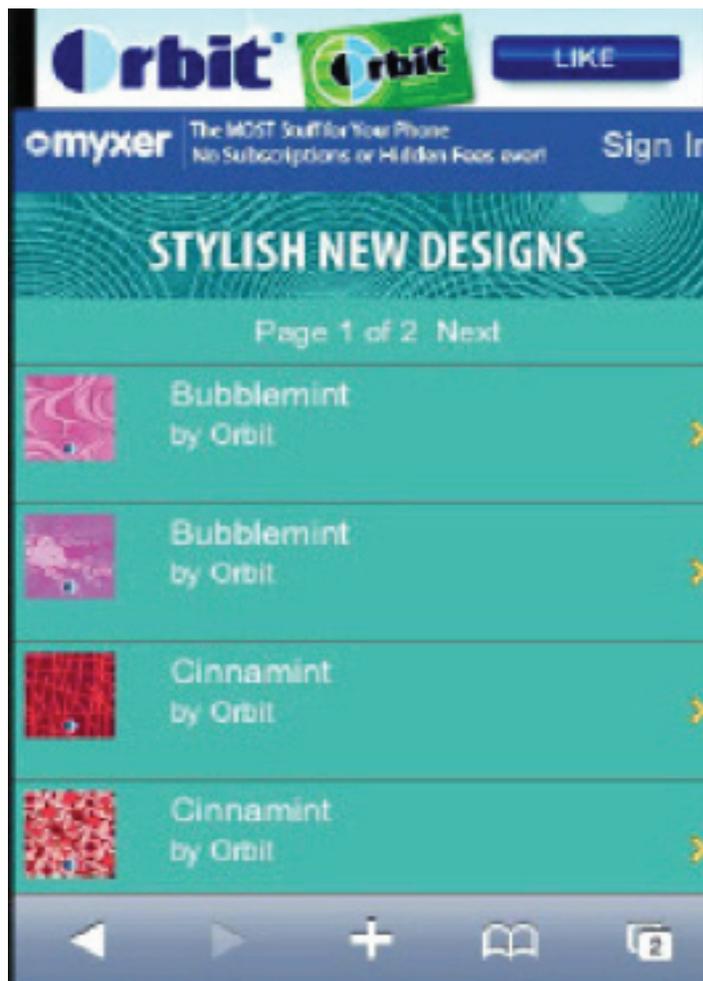
desks with branded mugs.

Branded mobile content can be like bumper stickers on steroids because mobile content is readily shared and easily extendable to other media.

Branded mobile content leads to extended engagement, sustained awareness and can be a conversation starter.

Eighty-one percent of Myxer users polled reported keeping their downloaded content active for at least one week, 52 percent for at least two weeks.

Brands including Ford, Hefty, Jack in the Box, Volkswagen, Skittles, Orbit, Geico and many others have had hundreds of thousands of downloads of branded ringtones and wallpapers. Each download is an opportunity for a conversation about their brand.



Hefty (not wimpy) impact

Take a ringtone of the iconic "Hefty, Hefty, Hefty, Wimpy, Wimpy, Wimpy" jingle.

If just 1,000 people make it their ringtone and their phone goes off five times a day, and five people can hear it each time it goes off, that is 25,000 brand impressions a day, and each one can spark a conversation and keep the brand in the presence of mind of everyone who hears the ringtone.

You can imagine the exponential growth of this opportunity as download numbers increase into the many tens of thousands typically experienced.

Share and share alike

Branded mobile content can extend beyond the campaign and into all media.

With widgets and feeds your brand's mobile content can be offered from any Web site and from social networks and Facebook pages.

With customizable SMS keywords it is easy to offer your brand's ringtones, wallpapers and mobile videos from within print, radio, TV and out-of-home ads, and even on product packaging. For example, try texting SKITTLES or ORBIT to 69937 to receive a link to their mobile content.

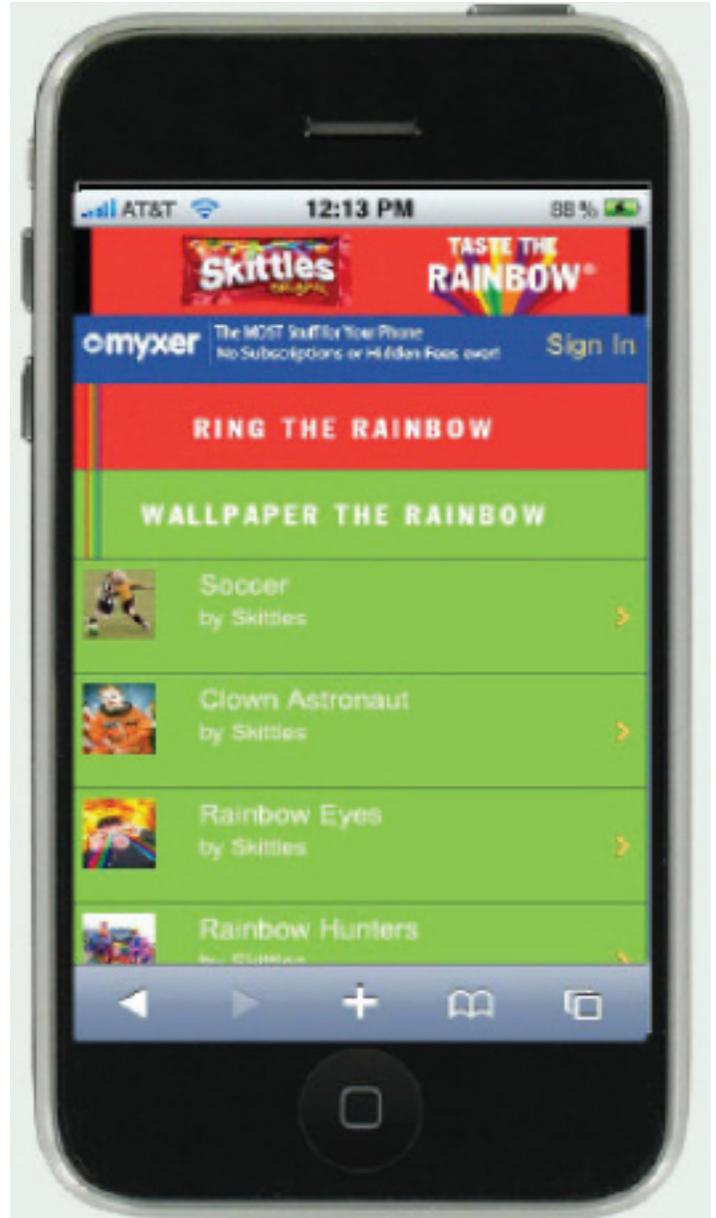
"Send to Friend" features make it simple for customers and fans to share and spread branded mobile content.

A qualified customer

Smart brands are surrounding their mobile content delivery path with advertising and they are seeing excellent results.

A person who downloads your brand's ringtone or wallpaper is essentially pre-qualifying herself as someone who likes or is interested in the brand, so it is no surprise that click-through rates on banners surrounding the same brand's mobile content see significant lift.

Lastly, there is a lot that brands can learn from the data



gathered from downloads of their mobile content.

Analytics such as the location, gender and age of the people downloading your content can provide valuable intelligence and insights.

If content is king, branded mobile content can deliver royal returns.

Jeffrey Sass is vice president of business development and chief evangelist of Myxer, Deerfield Beach, FL. Reach him at jeffrey.sass@myxer.com. ■

10 mobile ad trends that will make brands spend

By Howie Schwartz

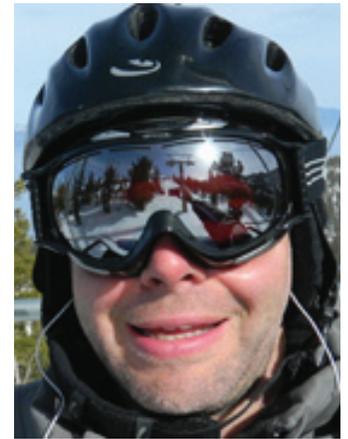
Over the past two years brands have been buying on the "dream" of mobile. Agencies pushed them to test mobile advertising early and jump ahead.

With no attention or focus on ROI or any real metrics, brands allowed their agencies to basically buy blind to get that early jump. For brands to really open up their wallets on mobile advertising, the following 10 trends need to happen fast:

1. Transparency – Brands will demand to know where their ads are showing on the mobile Web and in-application.
2. Mobile advertising buys will stop feeling like it is all run-of-network versus today, where it still feels like we are buying blind.
3. Mobile analytics will improve and will move towards conversion tracking. This will lift up the dress of mobile advertising whether we like it or not. Brands will see what offers, creative and placements are working and spend there.
4. The market will acknowledge that while smartphones are cool and hip, they are less than 25 percent of the U.S. market. There will be more respect for the feature phone majority and opportunity. There will also be increased interest in advertising in the billions of SMS messages versus only thinking about applications.
5. Developers, followed by brands and their agencies, will wake up and find out that there is life beyond the iPhone App store. They will feel the need to develop and advertise on the Android Market. And brands will all remember that BlackBerry, Nokia and Windows Mobile all have app stores that can and will serve in-application mobile ads, too.
6. Application discovery will get harder. With more than 300,000 applications on the iPhone and a shifting focus towards the Android Market, the need for application-centric marketing expertise and promotion will

heat up. Brands will follow the leaders.

7. Premium mobile content and publishers will separate from the pack and command higher rates. Mobile site and application owners who focus on registration data will be able to use this demographic data to better monetize their inventory. Brands will drive their agencies towards the value in this data.



Howie Schwartz

8. Publishers and advertisers will start talking about mobile ad "burn-out" rates. With such a high number of impressions per session in-application and on mobile social networking sites, we will experience mobile banner blindness. This will lead to new mobile ad formats and the requirement to develop multiple sets of creative per campaign.
9. Click-to-call will get hot. There will be a shift towards lead-generation and the market will remember that the primary use of the mobile device is a phone. Brands will push for tighter integration to their call centers.
10. There will be a final shift towards ROI-based mobile advertising. Dependence on cost-per-click as the only way to buy and monetize mobile will open up to allow room for cost-per-action and performance – revenue share – just as it did on the desktop Web.

In conclusion, brands will spend more on mobile advertising but only where it is proven to deliver measurable results and "not a promise." As these 10 trends will play out, the brands will open their wallets.

Howie Schwartz is cofounder of Offermobi, Upper Saddle River, NJ. Reach him at hs@offerмоби.com. ■

Mobile: Social media's remote control

By Ben Gaddis

There is no question that social media is all the rage. With more than 600 million active users, Facebook has been at the forefront of marketers' minds in recent months.

As other sites such as Twitter and LinkedIn continue to also experience explosive growth, the need for a social strategy is obvious. But where does mobile fit in?



Ben Gaddis

Social tools

The number of mobile users continues to grow, and the mobile phone is quickly becoming the most essential tool for managing your social profile.

In fact, according to a study by Morgan Stanley, mobile device usage is on pace to overtake desktop usage as early as 2014.

Should companies take advantage of the ability to connect with their consumers in the social space?

Yes.

Does mobile provide the opportunity for brands to play a much bigger role in their consumers' lives?

Absolutely.

But the true power of these tools is where they intersect and work together to provide the greatest utility to consumers, and create some pretty amazing results for marketers.

Now more than ever, users are accessing and updating their social profiles on-the-go. Facebook reports that its mobile users are twice as active as non-mobile users.

What is even more important to note is that on-the-go users are operating under a different mindset than when they are sitting behind a computer.

These consumers interact with mobile social networks differently from their desktop counterparts, sharing dissimilar content.

Because accessing and updating their social profiles on-the-go does not require a "time out" from their day-to-day life, posts happen immediately, when users are in the moment.

And the native functionality of many handsets lets users incorporate location, photos and videos into their posts.

Marketers can take advantage of the opportunities that mobile social networks present:

Listen and Learn. Everyone talks about the ability to engage with consumers via social channels.

But the most valuable thing that social provides is the ability to listen and truly understand your consumers.

Mobile social networks enhance that ability, providing marketers with a plethora of data, all generated by the user.

Take, for example, a check-in on Foursquare. By simply checking in at your retail location, a consumer has not only told you that they are there, but often where they were before and where they are going after.

You can garner knowledge about the frequency of visits they pay to your establishment, any comments associated with that experience, and whether they broadcasted that check-in on Twitter or Facebook.

All of a sudden you have a glimpse into the consumer's life, essentially for free.

Activate evangelists. If you listen and learn from the

data presented by mobile social networks, you will find your evangelists.

These folks materialize pretty quickly. A simple glance at a leaderboard or your most frequent check-ins or posts can help you quickly identify a powerful demographic.

Just like those popular kids in your high school, this group can influence their peers who often look to them for advice and guidance.

Reward those who participate. Your best customers are talking about your brand.

They are driving your sales numbers. To encourage them to continue to do so, you should engage and reward them for being loyal.

As with any marketing strategy, it is important to keep a few things in mind when considering how mobile plays into your social strategy.

It is different because it is accessed on-the-go. Regardless of where your consumer is, the fact remains that she is still on her mobile device.

Your content should be viewable on a mobile device – and that includes any outside content you may link to.

Make sure that any campaign you create is simple to use. If it is not, the consumer will not return. Remember, you never get a second chance to make a first impression.

Integrate into the platform. Many mobile social networks are based on gaming elements.

Take advantage of that. Users thrive on competition.

Take into consideration the purpose of the social network (Facebook – connecting; Twitter – sharing short information; Gowalla – location-based gaming) and make that a part of your program.

Take advantage of native functionality. GPS and cameras in most smartphones make user-generated campaigns extremely easy.

A user can upload a photo or video to Twitter and tag their location in less than a minute.

Create engagements that exploit that functionality. Give your brand the opportunity to appear in this spotlight.

Engage in immediate two-way dialogue. If you thought social media was real-time, mobile takes it to the next level.

Consider the scenario where a consumer checks in at your store and comments on how poor the service is.

Now think about how powerful an immediate reply from the manager, apologizing and fixing the problem, would be.

This is only possible if you are monitoring and responding in real time. So make the time to do it. This can make or break your relationship with the customer.

Most importantly, let the platform do the heavy-lifting. Countless marketers have tried to reinvent the wheel when it comes to social.

Millions of venture capital dollars and development hours have gone into creating and growing these networks.

Marketers should focus on creating engaging programs and leave the development to the pros.

Mobile social networking may still be in its infancy, but it is already showing promise of becoming a big player in the marketing game.

The coming year is sure to bring experimentation in this new arena as brands feel out their social strategies and continue to make a place at the table for mobile.

Marketers that recognize the opportunities that lie at the intersection of these two powerful tools are sure to find themselves connecting with consumers like never before.

Ben Gaddis is director of mobile and emerging media strategy at T3, Austin, TX. Reach him at ben.gaddis@t-3.com. ■

Consider carriers in the location-based advertising mix

By Yariv Canor

Location-based advertising integrated in mobile social network applications has tremendous growth potential, and while many new players have gotten involved, wireless carriers clearly have several advantages that will benefit both advertisers and subscribers.

More than a game

One indicator of the attractiveness of location-based applications is the recent phenomenal growth and proliferation of "check-in" games.

Check-in games are social frameworks that encourage users to report their locations frequently for a variety of motivating rewards, typically virtual prizes.



There are currently millions of active users of social/location mobile application games: Booyah, Brightkite, Foursquare, Gowalla, Loopt and others.

The obvious way to monetize the growing user base of these applications is through location-based advertising, which can be tied in to the GPS-based applications in numerous ways.



Yariv Canor

Twitter, Facebook and other leading social applications are also looking to incorporate location-based elements into their offerings, together with location-based advertising.

Who's checking up on who's checking in?

Is personal information private and safe once users start sharing it in large-scale social contexts such as those mentioned above?

"Check-in" players had grounds for concern recently when industry publications revealed that a Foursquare privacy hole leaked almost a million check-ins and the ongoing battles that the leading social networks wage with security loopholes are legendary. Privacy in these applications is a serious issue.

Security advantage: carriers

The niche for check-in games and advertising tie-ins underscores the even greater value carriers can add, such as greater protection of user privacy than external location applications can generally provide.

Carriers preserve the bond of trust by rigorously safeguarding subscriber privacy.

Subscriber information is protected from the leaks and

loopholes that characterize many non-carrier social network applications, and from unauthorized use of the user information.

Subscribers' peace of mind is further rooted in the assurance that mobile advertising with their carrier is permission-based, and therefore under full user control.

No unwanted information sharing. No unwanted ads.

Geo-targeting opportunities

Check-in games may support a business case for certain types of niche advertisements.

However, the needs of the broad range of advertisers are likely better met by carriers, whose much-larger pool of subscribers can be precisely segmented into best-fit target groups, and reached in the most effective manner through multiple touchpoints.

This can significantly broaden the horizons for location-based advertising.

For example, merchants can target interested customers living within a likely-to-purchase proximity for timely hyper-relevant special advertising campaigns.

Geo-sensitive greetings can enable consumers entering a mall to click for special offers and discounts.

Proximity-based advertising can also make it possible to give long-distance travelers in airports and on highways useful information to which they would not otherwise have access.

Following the crowd

Picture a rock idol concert in a venue crammed with 50,000 passionate fans.

At the beginning of the intermission, a message goes out to 20,000 targeted teens ages 15-20: "Show this message to the nearest kiosk for 50% off selected concert DVDs and t-shirts."

Advertisers can know who is at the stadium, why they are there and what they like.



Combine this with knowing the optimal moment to message them and you get a type of contextual advertising that can be extremely effective and highly compelling.

Hitting the mark

Location-specific applications such as check-ins help marketers to target prospects, but lacking historical and contextual user data available to carriers, these efforts only partially hit the mark.

That is where both demographic and dynamic behavioral data known only to the carrier and multiple touch points can leverage the massive subscriber base to best enable marketers to achieve their objectives.

Yariv Ganor is product marketing director of mobile advertising at Comverse, Tel Aviv, Israel. Reach him at yariv.ganor@comverse.com. ■

Linking incremental store visits with mobile coupons

By Wilson Kerr

Forrester Research reports that while 89 percent of consumers are influenced by online product information, less than 7 percent of the resulting retail sales take place via the Web.

The total value of in-store retail purchases influenced by online marketing, including the mobile Web, is expected to surpass \$1 trillion by 2012, yet most of these incremental store visits are untracked.

Bridging mobile

Bridging this "research online, buy offline" gap represents a significant opportunity for mobile advertising. Lest we forget, brands make money by driving consumers into real stores to buy their products.

Using device location-awareness to validate in-store mobile proof of presence (MPOP) has recently emerged as a new and promising way to link incremental store visits with mobile campaigns.

This allows brands to quantify ROI in a new way by tracking validated store visits by actual consumers who volunteer their location by "checking in."

While initially dismissed as a game or short-lived social media fad, downloadable check-in applications such as Foursquare and Gowalla have proved both popular with consumers and brands alike in record time, and are giving birth to unique new mobile advertising campaigns that leverage MPOP to quantify results.

Broadcasting the details of their location-based interactions with real businesses an average of three to four times per week, millions of users are feeding these platforms a stockpile of opt-in, location-based mobile metrics.

Check-in here

No longer only handing out "digital candy" badges and pins, these check-in platforms have quickly tapped into the rich vein of actual product-linked loyalty incentives offered by retailers and the brands they sell.

Mobile consumers no longer convey only static "What's on your mind" posts when they are out and about. They now share the what, where, who and, most importantly, "the special deal they got for being there."

This last crucial element has tipped the balance and allowed MPOP, validated by check-ins, to emerge as a truly transformative mobile advertising force to watch in 2011.

Brands take notice

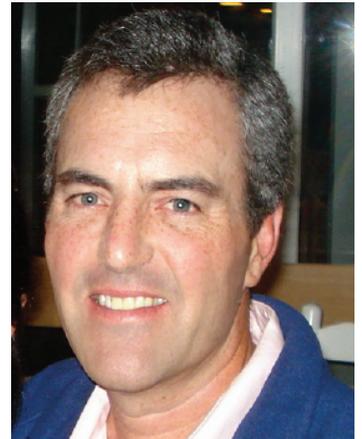
Brands have noticed and, in no small way, this new approach could finally deliver on the original premise of mobile advertising by linking tracked opt-in location-based consumer behavior to an existing, proven formula for increasing sales.

By using self-serve dashboards to show business who was in the store, when and what they redeemed as a reward for interacting with the location/brand while there, check-in platforms offer a powerful value proposition.

Metrics can be tied to increased sales of real products during the time the incentive was offered.

This linkage to sales lift is transformative, exciting and addresses the \$1 trillion "research online, buy offline" gap mentioned previously.

The buzz around MPOP is building fast and these platforms are not so much seeking brand involvement as fuel for growth as they are receiving it, since they take the incentive programs, coupons and special offers that brands and retail businesses have used for decades to drive sales, and strap them to a new, modern opt-in engine that feeds the advertiser back real-time ROI metrics.



Wilson Kerr

Foursquare metrics, for example, are delivered by a customized self-serve dashboard, and stats include most recent visitors, most frequent visitors, the time of day people check-in, total number of unique visitors, a histogram of check-ins per day, gender breakdown and the portion of check-ins broadcast to Twitter and Facebook.

Social apps

By all reports, Foursquare, Gowalla and Loopt are turning down daily inbound proposals from early-adopter brands looking to tap into the power of this new way to track lift. Some brands already involved include Starbucks, Chevrolet, Burger King, Gap, Universal Music, Tasti-D-Lite and Sweet Leaf Tea.

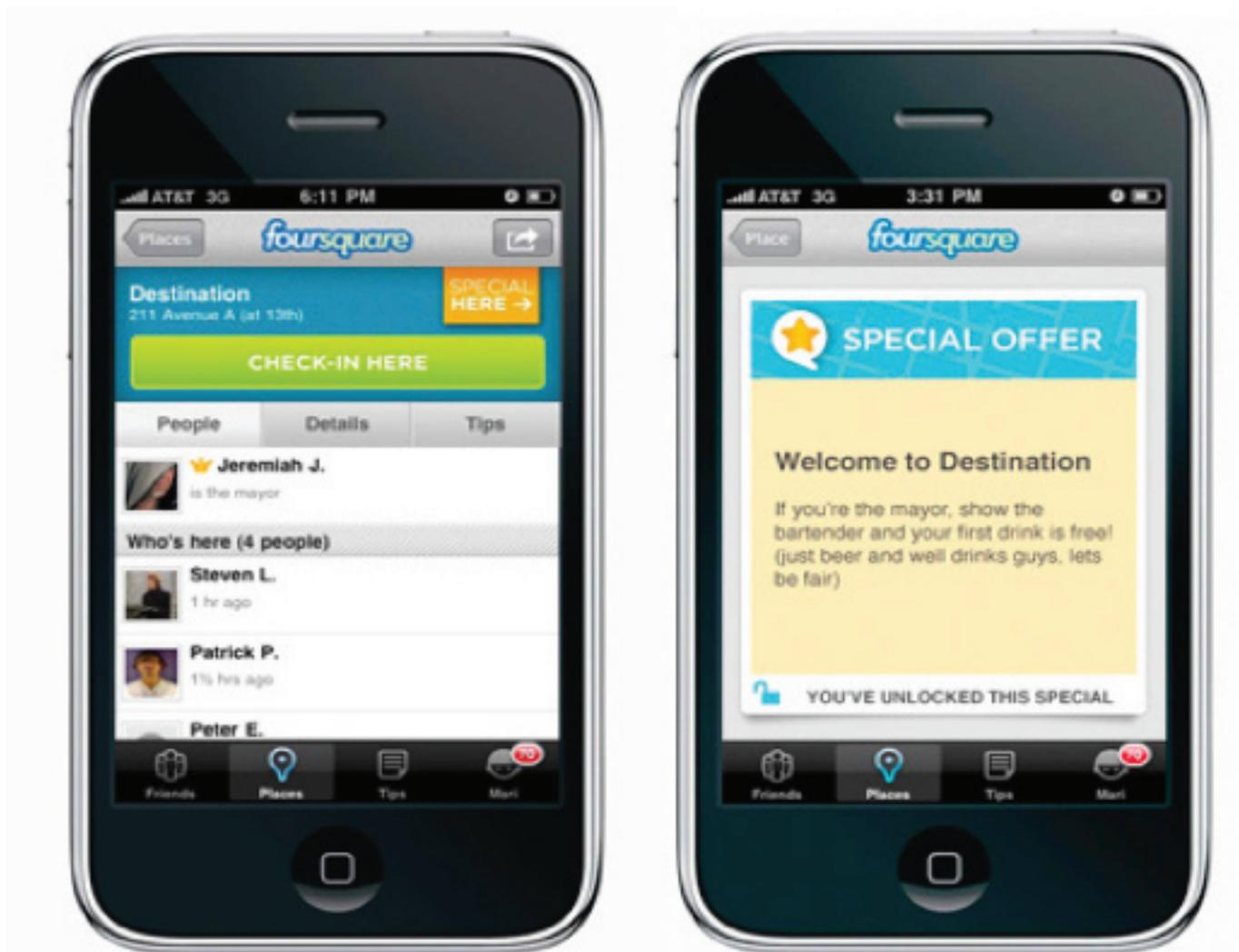
While users who check-in still represent a numerical

drop in the mobile subscriber bucket, watch for rapid and transformative growth in this area.

An early example of this is Pepsi's own, branded check-in platform called Pepsi Loot that brands more than 200,000 authorized Pepsi retailers with the Pepsi logo and rewards check-ins with free music downloads.

The big boys – Apple, Google, Nokia, Yahoo and Facebook – have been experimenting and will likely step into this game in a big way, as the realization sinks in that campaigns linked by check-ins to loyalty incentives for real products people buy daily could finally be the lift mobile marketing has been looking for.

Wilson Kerr is founder of Boston-based Location Based Strategy LLC. Reach him at wilson@lbstrategy.com. ■



Delivering valuable offers via SMS

By Pieter de Villiers

People all over the world use mobile phones in every aspect of their lives, from texting with friends to banking.

CTIA reports that 4.1 billion texts are sent daily. Text messages are read within 4 minutes of receipt compared to 48 hours for email. SMS is simply the best way to reach customers.

With billions of mobile phones already equipped to receive and send SMS, the growth and popularity of text messaging has been and will continue to astonish. Research firm Portio finds that SMS continues to confound expectations as worldwide messaging revenues are set to exceed \$233 billion by 2014.

Smart marketers are incorporating SMS into their media mix, augmenting existing media channels such as direct mail, flyers, email and printed coupons.

Dialogue Communications reported that 67 percent of mobile users would like to receive text alerts for just about everything.

It is easy to integrate SMS into existing applications, and very natural for customers to pass these offers to friends and family.

Less invasive and unwanted, lists of mobile phone numbers for text messaging programs are collected – as opposed to purchased – which means customers increasingly opt-in to receive the perceived value and benefit of mobile communications from trusted organizations.

If customers frequent Jamba Juice, they will want mobile coupons from Jamba. Going to Starbucks everyday for a latte – why not sign up for special offers via text message? Frequent travelers also benefit from getting incentives from airlines, hotels and car rental providers.

Smart businesses will never miss an opportunity to communicate via in-store promotions, coupons or sales if they choose to deploy SMS today.

The ROI associated with text message programs is easy to calculate when used in conjunction with direct response tactics and coupons or promotional codes.

The loyalty created by building a relationship with customers who want to receive mobile communication can be astounding.

Both large and small businesses are using SMS to reach customers with valuable information:

- **Banta Furniture** sends SMS alerts when furniture is ready for pick up
- **Continental Airlines** sends delay or gate change information in real time
- **Christie's auction house** sends bidding information to valued customers
- **Fairmont Hotel Dubai** sends SMS alerts regarding special hotel rates
- **Fruit & Veg City** sends coupons and sale information to shoppers
- **Mama Mike's** sends monetary gift cards via SMS to support families abroad
- **Schuh** sends sale alerts and informs customers when shoes are available

Marketers around the world are consistently seeing the positive effect of SMS marketing programs on their bottom line.

Tapping into the endless potential of reaching customers with valuable offers via text message gives marketers many reasons to smile.

Pieter de Villiers is CEO of Clickatell, Redwood City, CA. Reach him at pieter.devilliers@clickatell.com. ■



Pieter de Villiers

How brand advertisers can speak the language of today's youth

By Scott A. Jones

American teens speak in text, and today's mobile marketers need to harness this swiftly evolving language.

With more than 83 percent of U.S. teens using SMS messaging and 37 percent having used the mobile Internet, the SMS mode of communication has catapulted into the lead as the best way to reach today's youth.

The average American teen traffics more than 3,000 text messages per month, a 750 percent increase over 2007 (Nielsen 2010).

Analysts have yet to predict an end to this explosive growth, and estimate global volumes to soar above 7 trillion SMS messages annually by 2015 (Frost & Sullivan, 2010).

Despite the staggering numbers reported on U.S. teens' SMS usage, the United States actually lags far behind other mobile nations including Japan, China's Hong Kong and Britain, whose teens outpace their U.S. counterparts by a sizeable margin.

Abundant opportunities

Simple math tells marketers that abundant opportunities exist within SMS to present brands to the right audience at the right moment.

Youth think of their mobile phones as their personal friend (MTV 2008), and never allow this most treasured possession to get further than three feet away from them.

SMS is today's undisputed facilitator of playful teen banter, allowing them a safe, speedy, simple way to convey their innermost thoughts.

If brand advertisers are savvy enough to participate in these intimate conversations and interject their messaging in clever, relevant ways, a utopia of user engagement and insights can be discovered.

ChaCha has spent the past several years doing just this – an-

swering more than a half-billion questions primarily from consumers ages 13–24.

This discussion shares examples of deep insights and the engagement opportunities that are available to marketers through this pervasive medium.

ChaCha published a 2010 study with Frost & Sullivan providing granular intelligence gathered over a three-month period on numerous youth-targeted brand categories.

Mobile insight

One of many compelling market insights uncovered in our extensive report was found in our consumer electronics segment surrounding teen perceptions of laptop brands.

More than 3,000 questions were submitted about laptops with 56.2 percent specific to Apple.

The population was 64.1 percent male, and the top geography for question origin was California.

Thirty-four percent of questions revealed uncertainty on which brand to purchase.

Users comparison-shopped, asking: "Are Apple laptops better than Toshiba?" or "Should I buy a Dell or an Apple laptop?"

Price concerns abounded with questions like: "Why are Apple laptops priced so high?" and "How can I get an Apple laptop cheap?"

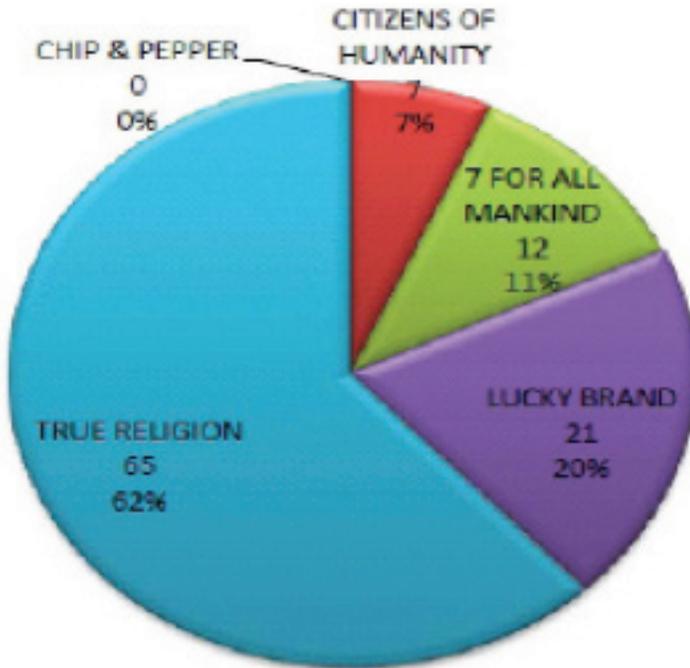
Brand awareness

Brand awareness is tempered with skepticism, unveiling a great repositioning opportunity for brands.

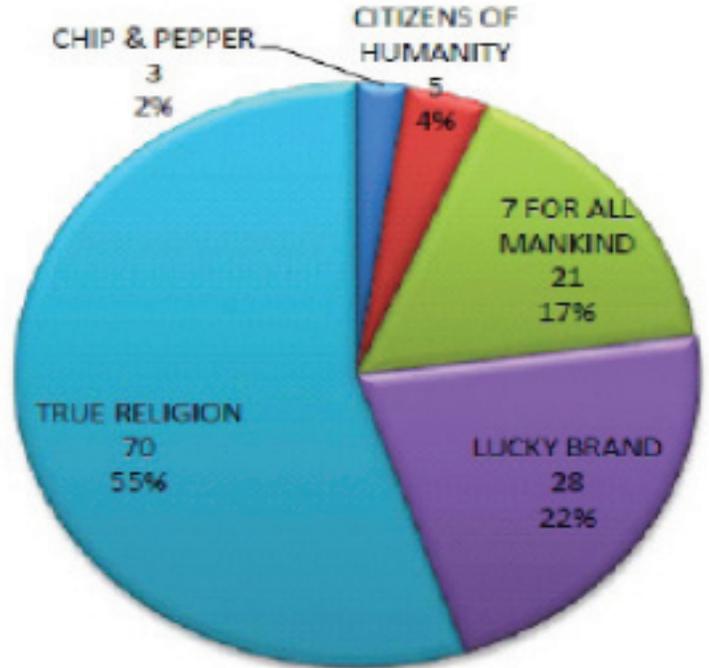


Scott A. Jones

Ages 18-24



Ages 13-17



Apparel was another category of interest with jeans being a hot topic. Eighty-three of queries came from females, with 62 percent being 18-24.

True Religion received an overwhelming 59 percent majority of questions.

Though this brand generates a lot of intrigue, 62 percent of questions surrounded where to find it and availability at Walmart or Costco, indicating low brand affinity surrounding attainability.

Teen trends and opinions as they relate to purchase decisions are always evolving, and brand awareness does not necessarily align with intent-to-purchase.

Purchase decisions

As shown through these examples, youth have a lot of questions and are looking for reassurance and clarity regarding their purchase decisions.

The mobile Internet and applications are generating a great deal of attention, and are undoubtedly powerful tools in the mobile marketing mix.

These channels should certainly be leveraged, but as a complement to SMS advertising rather than a substitute.

Since SMS messaging has become the predominant communication forum for youth and works on virtually every phone, brands have the unique opportunity of reaching these buyers in their most trusted, broadest-reaching space through SMS advertising.

Joining in the SMS conversation gives brands an unmatched platform to provide direct responses here and now to youth interests in near real-time.

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Better monetization of applications via top ranking in app stores

By Carsten Frien

Ranking in application stores is the combined search engine optimization and search engine marketing for developers.

Application ranking enables developers to set their applications apart from other competitors and to develop sustainable business models.

Regarding the massive range of applications, developers have a great need for visibility.

It is very likely that even a smart application remains unnoticed.

The status of application store rankings in the mobile market is comparable to search engine optimization/search engine marketing activities in the online industry.

App ranking

Through application ranking, developers can catapult their applications to reach a download climax, and to be able to challenge in the mobile applications market.

Application downloads are rising by a factor of 2.3 already by placing applications in the Top 100 App Store rankings.



Carsten Frien

Performance marketing for mobile applications provides the opportunity to achieve those goals through banner advertising adapted for mobile Web sites and mobile applications.

Targeting

Sophisticated targeting puts developers in the position to reach target groups with high efficiency.

Thereby monetization potential can be substantially maximized through increasing application reach – a good chance to cover developing costs and advertising budgets.

Top ranking in application stores is a huge driver of higher downloads.

For instance, 10,000 downloads, which are generated by banner advertising, have brought 40,000 downloads along with it.

Top ranking through banner advertisements helps to build and sustain demand for applications and is a proven method.

Carsten Frien is cofounder/CEO of madvertise, Berlin, Germany. Reach him at carsten.frien@madvertise.de ■



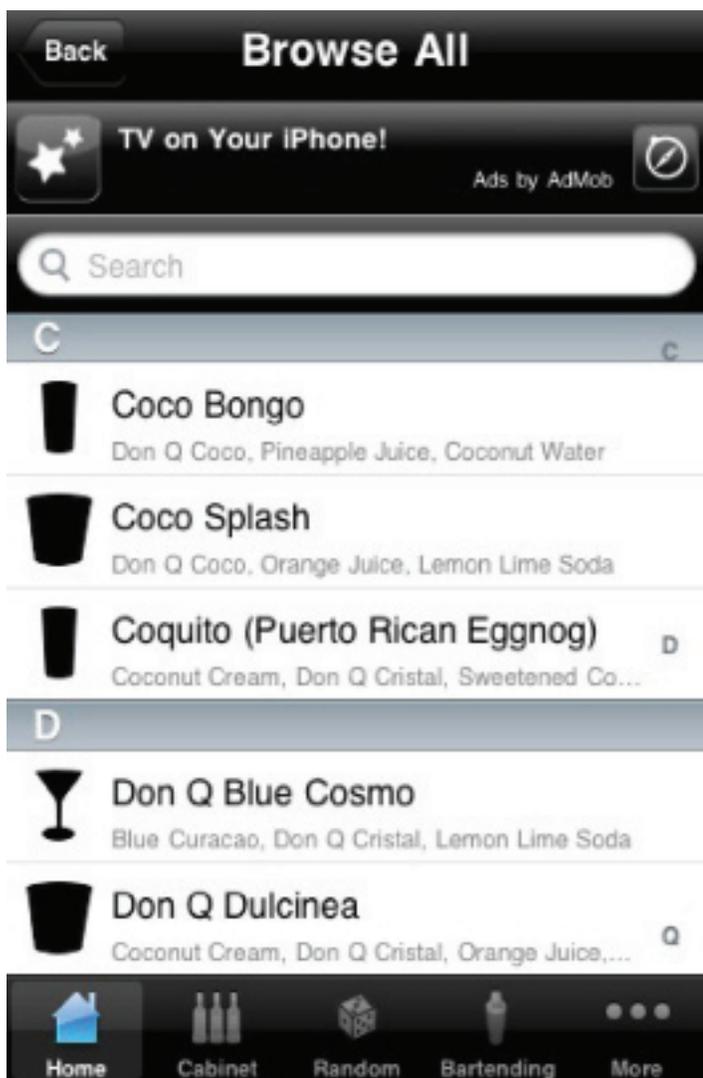
Integrate mobile advertising into the application experience

By Lo Noroña

The numbers are huge across the various mobile devices that people are downloading applications on – 4 billion iPhone application downloads, 400 million Android application downloads and, already more than 12 million iPad application downloads.

While applications vary wildly in their purpose and utility, they share one thing in common. People went into the app store for their device and made a conscious decision to download.

They were drawn not only by the application's topic, but also by the interaction with that topic. People down-



load applications about topics they care about, and they continue to engage within applications whose user-flow fits within their desired consumption patterns.

In-app ads

Because people who use applications expect a specific type of behavior, advertising within mobile applications has to respect that native user activity.



Lo Noroña

Serving up banners intended to take them away from that experience in the window of time that they had allotted to enter it is not the right approach.

The better approach would be to fully understand the activity within the application.

By doing so, a brand can get its message across and better affect a mobile customer. This is the basis for Apple's launch of iAds and, in execution, this philosophy has proven to be very successful.

For example, within MyTown, a location-based iPhone application with a gaming twist, players receive virtual items that are worth game currency and points that allow them to advance in the game and build their virtual property empire of their favorite real-world locations.

As an advertiser, you have the option to run targeted banner advertising and ask a user to click out of that fun or you can deliver targeted brand messaging via virtual items when they check-in at locations that are relevant to your brand and marketing objectives.

Across the various campaigns that my company has run within MyTown, we have seen user engagement at



as an ingredient were viewed 60,000 times.

This level of engagement is a product of understanding how people engage within the application. I have a hard time imagining that a banner within these same applications would have similarly positive results.

The promise of mobile advertising has always been to deliver messaging to the right person at the right time, regardless of their place.

Integration into application activity adds another foundation – delivering that message in the right form, such as water.

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incredibly high levels for the participating advertisers.

H&M became the most searched retailer in the game. Travel Channel saw its virtual items drive 90,000 mobile video trailers.

Double purchase intent

We have seen purchase intent double for an electronics advertiser, Powermat, which delivered its branded virtual item to people in electronics retailers.

In another mobile application that we are partnered with – Mixology – people are actively seeking drink recipes. It is this specific activity that marketers should look at and say, "I want to be a part of that."

When we included DonQ sponsored drink recipes within the application, the recipes in the application with DonQ



In-app sponsorship marries advertising and content

By Alex Hall

As the mobile content landscape changes with the mass-market adoption of applications, so too does the mobile advertising world.

Several major players have invested heavily in an attempt to own the world of banner click-through, including Apple and Google.

Although it will make a lot of money, arguably the model will become ineffective in the same way that much online advertising has become saturated and either intrusive or simply ignored.

iPhone apps craze

Only one year ago, it was almost mandatory for mainstream brands to launch an iPhone application.

Now however, unless it is a brilliant and unique service, there is immense competition on the iPhone and increasingly on other platforms.

The costs of creating content can be significant and the cost of keeping it relevant and fresh equally tricky.

So how does a brand advertise more effectively in this increasingly important consumer channel?

Sponsorship

One obvious solution is to associate a brand with proven publisher content and support the content extension into the app space.

The benefits of this are plentiful to both parties.

For the publisher, sponsorship assures visibility of a minimum one-year advertising revenue stream.

Arguably as important is the funding of development for a higher quality application than might have previously been looked at. This investment in quality should lead to a smoother user experience with a better user interface.

From a competitive standpoint, most publisher content is

not unique, so this differentiator is key to success.

For many brands, mobile is still a new medium and most do not have proven mobile specialists working on their strategy.

Taking a long term view is the key to managing risk as well as cost.

Proven content

Existing and proven content is, of course, less risky and less expensive than briefing the creation of new content, whilst maintenance and refreshing of that new content is almost certain to prove a headache.

Other benefits include having a lot more control over the creation of a more credible brand image within the application than would ordinarily be achieved with a wide-ranging banner program.

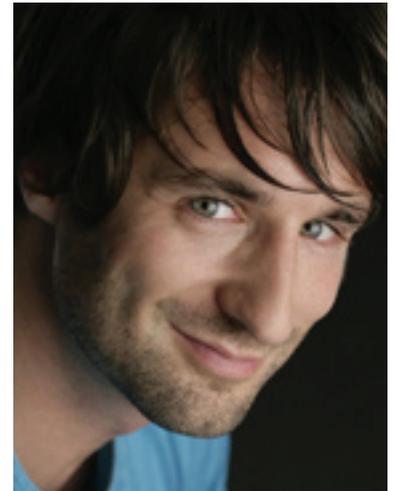
Equally, the branded support of key application features can be used to drive a more natural engagement, be it through location-based services or "pick of the day" options.

Smirnoff example

Time Out London magazine and Smirnoff vodka have provided one of the best examples to date of this seamless integration of brand and content.

The London iPhone application boasts more than 200,000 downloads since late 2009, and links the brand leader in city culture and nightlife with the world's leading vodka.

The integration of Smirnoff Events, Drinks Inspi-

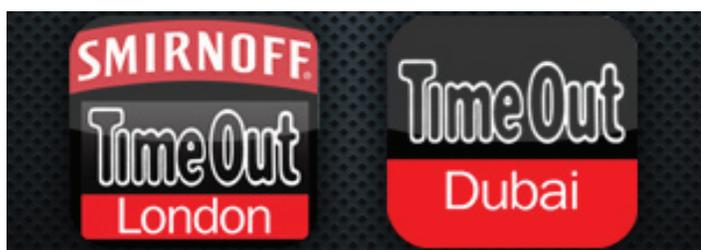


Alex Hall



rations and a Smirnoff-sponsored Hot Picks section are just three of the bespoke content sets within the application, all of which add value to the consumer as they plan their free time in London.

The structure of the application makes it easier for Smirnoff to direct consumers towards brand advertising that ordinarily would be passed over and has increased purchase intention for the brand.



For Time Out, which has just extended the model to Dubai in conjunction with Hilton Hotels, this is just the start of a new style of collaboration that brings commercial benefit to it and the brand, as well as a better user experience.

Add to this the power of in-application rich media advertisements and, especially in the case of brands such as Hilton Hotels, there is genuine potential for a seamless end-to-end immersive brand experience that can take consumers through to purchase.

Alex Hall is senior vice president of global strategic relationships at TigerSpike Inc., New York. Reach him at alex.hall@tigerspike.com. ■

How to use conversational advertising to grow your customer base

By Gowri Shankar

We are all in mobile marketing because we believe in the promise and power of mobile as the world's most pervasive and personal media channel—ripe for advertising and other types of marketing.

But are we capturing the total value of this medium?

I do not think so.

The reason is we have neglected the fact that mobile phones are, after all, about conversations.

The tremendous opportunity facing us all is that we can converse with consumers in a contextual, two-way manner. We call this conversational advertising, and mobile research firm mobileSquared calls it a \$2.04 billion market by 2015.

You may know it better as SMS advertising and it is, by far, the most effective mobile marketing channel.

In fact, MTV Networks, a SinglePoint client, reports that response rates for its SMS advertising campaigns have reached more than 8 percent—results that are consistent with other messaging-based ad campaigns.

Conversational advertising, defined as a mutual SMS-based communication between the consumer and a brand to deliver benefits to the consumer, addresses and enhances existing messaging tactics, which may be fleeting and cease beyond the period of a specific campaign.

Conversational advertising engages consumers over time, beyond the reach of a traditional campaign, creating the coveted relationship that brands seek.

We have found five practices to bring brands closer to consumers by creating a successful conversational advertising initiative.

Regular communications with your customers is critical. Once a user is engaged, it is counter-intuitive to stop sending them messages. Brands that communicate

regularly will find a place within a consumer's heart and mind—permitting that the messages are contextual and relevant.

Understand the role of your product in your audience's lifestyle. Not every product merits constant communication. Life insurance, for example, is not a daily part of life, nor is it a purchase decision one makes regularly, so frequent messages would not be perceived as relevant, and thus disregarded as spam.

But consumer packaged goods and brands that are based on lifestyle and preference certainly are relevant, and are therefore well-suited for a higher level of contact by SMS.



Gowri Shankar

Be transparent—and re-think the concept of opting out. Consumers need to understand exactly what they have opted into, and need to be reminded that they did in fact opt-in through regular contact or they will forget they ever signed up for alerts and will perceive the message to be spam.

It is also time to re-think the concept of an opt-out. As it stands, an opt-out is a final measure—but does that really suit the needs of the consumer?

I posit that a more suitable approach would be to give the consumer the option of a temporary opt-out.

For example, let us say a consumer opted-in for alerts for the Tour de France, but is not interested in other sports scores the rest of the year.

A likely scenario is that she would opt-out or ignore

future messages—cutting off her relationship with a brand. But if a subscriber had the option to opt-out until the next Tour, the relationship could more likely be maintained.

Embrace a 160-character world—millions have on Twitter. A common criticism of SMS is that it is not a rich media platform, and therefore not engaging.

However, the massive popularity of Twitter and social networks prove the inverse is true, and that there is tremendous creative potential in SMS.

That creativity comes, in large part, through consumer engagement, leading to further interactions via messaging or multimedia environments, such as applications and WAP sites.

Stop betting on platforms. Mobile advertising strategies need not be an either/or proposition. In fact, cross-media campaigns can be quite effective when they are

knit together by SMS.

Launching with SMS grants a brand maximum reach, and can take the consumer to his or her desired access method, be it text, application or WAP.

On the other hand, beginning with an access method with more limited reach instantly and dramatically reduces a brand's audience.

This is compounded by the fact that consumers forget about applications they have downloaded months ago, and they probably did not bookmark a brand's WAP site.

Messaging brings those platforms back to life by capitalizing on its singular ability to instantly capture and engage consumers.

Gowri Shankar is president/CEO of Singlepoint, Bellevue, WA. Reach him at gshankar@singlepoint.com. ■



Mobile CRM drives brand loyalty and customer engagement

By Cameron Franks

Customer relationship management has existed for years, mainly as a discipline for enterprises to manage customer data and interactions.

Using the mobile medium to actually engage the end-customer in a more timely and relevant way such as loyalty and promotions, customer service or self-service account management are all examples of CRM in action.



Cameron Franks

Mobile CRM covers all stages and needs of the consumer lifecycle, helping enterprises create awareness, acquire customers, support them through the purchase process and retain them as loyal customers.

Ongoing relationships

For the last 10 years we have seen brands use mobile in a generally piecemeal fashion: one-off text-to-win campaigns that have run through their promotional agencies.

Now that brands and retailers are examining this from an enterprise-wide CRM point of view, they are looking at how to create an ongoing relationship with the consumer, how to tie existing and mobile loyalty programs together and to use analytics to measure and improve interactions with the customer that they have through these multiple channels.

Finding an effective way of distributing and redeeming coupons through the mobile medium and effectively modeling relevant consumer adoption and behavior has become a key question.

Keep it traditional

The traditional approach has been to use the new capabilities of phones to accept and render bar codes through MMS or the mobile browser.

Retailers have a mix of old and new laser and imaging scanners and not all of these can read bar codes on mobile phones.

Reflection from the glass screens on mobile phones also makes scanning at point of sale problematic.

However, SMS offers a different approach to this issue.

The user is sent a simple SMS that can be received on all phones, and the user, instead of trying to get this scanned, simply keys in the voucher at the pin pad at point of sale.

A key difference between a mobile voucher redeemed and a paper voucher is that through the mobile medium the user is authenticated as well as the voucher.

The other advantage is that since consumers always have their phone with them, not only can vendors make offers more immediate and compelling, but users do not have to remember to bring coupons to the store as they will have their phone with them.

An average SMS is read within 4 minutes compared to 48 hours for an email.

In a world where consumers are being overwhelmed with offers via email, direct mail and phone calls, correctly targeted and relevant SMS is a great way of cutting through the clutter and achieving customer response.

Opt-in

SMS has strict opt-in requirements, which keeps this channel clean compared to email and direct mail, and means messages received by consumers have more relevance as they have been directly requested.

Location-based services are also finally reaching a level of penetration and maturity.

Smartphones with GPS and applications are encouraging the carriers into accelerating the provision of network-

based location services to third parties for all types of handsets, whether equipped with GPS or not. Retailers are also experimenting with encouraging users to check in to show that they are in a certain mall or store and receive latest offers.

Irrespective of the technology approach, tying location information, with consumer profile to drive offers or coupons delivered to the user's phone via SMS is proving to be a winning formula.

Mobile is becoming an undeniable commercial opportu-

nity for businesses. Failing to reach consumers on their handsets can be a missed opportunity.

CRM can enable faster adoption of mobile commerce services while also increasing interaction between people and brands. It lets businesses engage with consumers, from completing mobile purchases to offering mobile coupons to drive repeat business.

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How mobile can boost entertainment engagement

By Dominique Anders

When it comes to marketing a film or television show, it is all about timing. However, with the emergence of mobile, building a community around a project is just as important.

In fact, depending on the project, sometimes that community-building needs to happen before the film is even released to garner that much-needed buzz to attract big Box Office numbers.

Mobile entertainment

Creating an interactive community allows audiences to connect to the content in a way never seen before in the entertainment industry.

Not only can viewers watch a TV show or film, but as they change the channel or walk out of the theatre, they can extend the experience by watching mobisodes of their favorite characters, thus building loyalty and strengthening brand recognition.



InHouse interaction

Take Fox's *House*, for example. Fans can still get their fix even as the show moves into its summer hiatus.

InHouse was the summer's mobisode series that Retrofit Films created to keep the story and the audience

active until the season started again in the fall. While the main character, played by Hugh Laurie, is not in the series, other supporting characters are.

In this infancy of multiplatform producing, studios are just now getting their feet wet in a market that could generate big bucks.

With those big-buck revenues still looming in the future, the question of who pays for these extras is usually answered by the studios.

Social media

Amping up their social media campaigns mixed with viral clips from the project help boost impact on the dollars already spent.

Done properly, this can decrease the need for additional spending, as the loyalty built around the project is the charge that keeps this train moving forward.



Dominique Anders

Mobile ads can be used to drive consumers to mobisodes or applications built around TV shows and movies.

The strategy for marketing and advertising through mobile often leads back to the property itself.

For instance, creating a gaming application on mobile for a live action film or TV show is ideal.

Engaging user content

Using avatars of the characters from the content that users can apply as themselves when they are texting or chatting on their phones helps extend both the energy and theme of the show.

In addition, this creates an elitist mentality for users, which, once again, strengthens brand loyalty.

Taking it a step further and creating an SMS or MMS campaign where users opt-in to be sent special texts with codes that can be used to unlock levels through gaming or locked areas of the WAP site are just another option in the endless creative opportunities of mobile.

Dominique Anders is transmedia producer at Dominant Media, Los Angeles. Reach her at danders@dominantmedia.tv. ■

Beyond the mobile ad: Creating content depth

By Rich Abronson

If mobile is not already an active portion of an advertiser's marketing budget then it is no doubt on the near-term roadmap.

With a steady stream of case studies demonstrating the efficacy of consumer engagement tactics such as short code calls-to-action, mobile SEO/SEM, mobile display advertising, sponsorships of useful iPhone applications and SMS coupons, the conversation needs to now include the deeper mobile consumer experience beyond the initial promotion and mobile CRM opportunities.

Mobile devices are improving at a rapid rate with better user-interfaces, faster speeds, larger screens and next-generation mobile operating systems.



Rich Abronson

With this, average consumers are quickly learning how to use these devices, their demand for mobile content is increasing and their expectations of a satisfying user-experience should be of concern to publishers and advertisers.

Demand for mobile content

Consumers-on-mobile have been actively trying to find

advertiser content, but they are hampered by discoverability challenges and broadband sites that are difficult to load or navigate on mobile devices—even on the best of smartphones.

However, case studies demonstrate sizeable jumps in mobile traffic when advertisers launch engaging mobile-optimized sites and then leverage a variety of proven mobile engagement tactics to drive traffic.

The evidence also suggests that this increase in traffic is incremental and does not cannibalize existing online traffic.

Driving this demand for mobile content is an increasing percentage of consumers that purchase smartphones with higher 3G and 4G connection speeds.

Smartphones today account for around 30 percent of mobile phone ownership with solid predictions that half of U.S. mobile subscribers will own a smartphone by the end of 2011.

Quantifying consumer expectations regarding their mobile Internet experience is a bit more difficult.

In addition, search remains key as the top genre for mobile browsing, and this is especially true for local marketing.

Google noted that one-third of its mobile searches had local intent.

Creating content depth

To meet consumer demand for mobile content, advertisers need to have an optimized mobile Web site that loads quickly and is easy to navigate.

Advertisers should be conscientious of a mobile user's diminished dexterity when trying to type, click or gesture on a mobile screen.

For instance, advertisers might think about the following:

- *Up-to-date inventory information with user reviews.* Consumers have figured out how to do at least rudimentary comparison shopping on their mobile devices, especially when they are in an advertiser's bricks-and-mortar store location.

A Motorola study published in January 2010 found that

51 percent of consumers across 11 countries during the 2009 holiday season used their mobile phones for such in-store activities as comparison shopping, peer reviews, product information and coupons.

- *Updated coupons and offers that can be sorted by location.* For instance, a pizza chain should be thinking about the mobile consumer who is searching "pizza in 91367" and be able to get him to a mobile coupon within a click or two.
- *Store locators, maps and contact information.* This content should be up front on mobile. Creating separate mobile landing pages for each location will also add depth and mobile search visibility.
- *Simple forms and lead-generation tools.* While it might be a bit much to ask a consumer to fill out an even marginally lengthy form, it is perfectly reasonable to try to capture something when there is some real value such as securing an appointment time, ticket or a seat reservation.

Minimize the character entry.

If an advertiser is driving traffic from an SMS-embedded link then it should be no problem to pass a mobile number into a form field.

A second SMS bounce-back can request that the user reply with an email address that can also be passed into a mobile Web form field.

Mobilizing inventory, data or content feeds

A retailer which can publish real-time product availability to a mobile site meets a real consumer need.

Retailers and advertisers can add this to their mobile sites by repurposing the same inventory and content feeds that dynamically populate their broadband Web sites or their in-store inventory databases.

Automotive dealers started doing this years ago by syndicating their vehicle inventory feeds to their mobile sites and using stock numbers as text-able keywords.

Best Buy used a similar method by turning inventory SKUs into short code calls-to-action and then advertising them in pre-print circulars and on in-store shelf tags.

As a result, mobile access to live product information was within easy reach, and advertisers could then use SMS, mobile display advertising, traditional advertising and other tactics to drive consumers to product information.

Editorial content providers have been using some of these same principles as well, especially the newspapers and pure-play publishers who are syndicating their content and news feeds into mobile-optimized versions of their online properties.

Even if advertisers are not planning mobile commerce until later, consumers can still benefit by being able to research pricing, reviews, and product specifications to make decisions.

Mobile commerce will be the logical next step in due time.

In the meantime, advertisers gain increased traffic, time-on-site, branding and loyalty.

Driving traffic to mobilized inventory

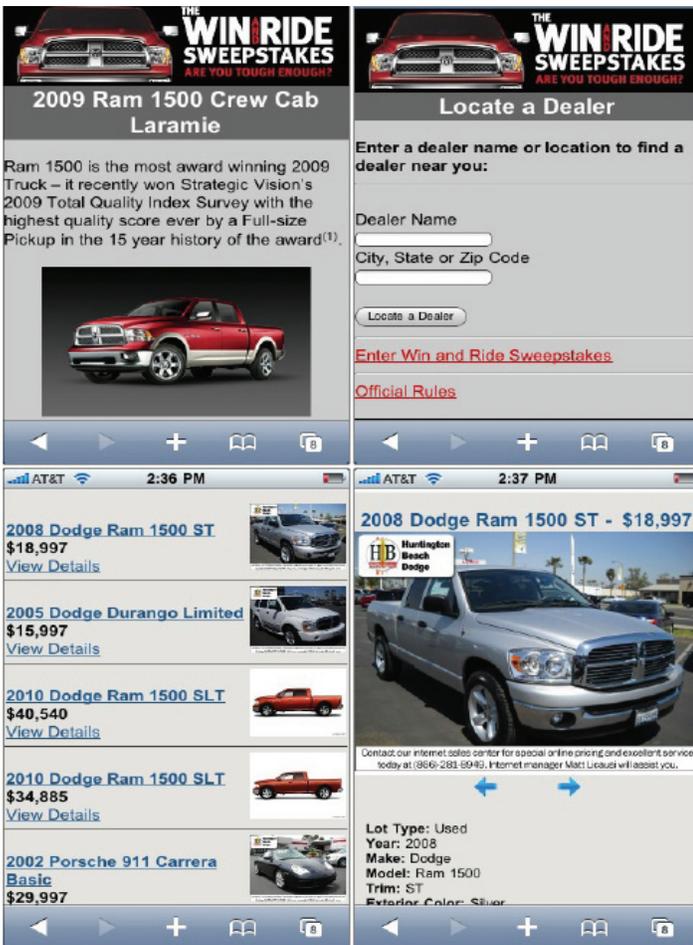
In-store signage displaying a mobile-optimized Web address or short code call-to-action will allow a business to anticipate inevitable in-store mobile activity before that consumer visits a competitor or a third-party comparison shopping tool.

A mobile-optimized site linked from these mobile shopping tools will present a distinct advantage over competitor sites that are not mobile-friendly.

Including up-to-date inventory will give the consumers the information to make the purchase decision.

Mobile landing pages

Unfortunately, many mobile landing pages we see today are thin and do not provide much value to the consumer.



They do not have much of a mobile site backing them up.

Adding content depth with inventory, forms, coupons and store finders means that mobile display advertising can achieve better results and consumer action.

It also means that mobile display advertising can get more targeted by allowing advertising to drive mobile traffic to different sections of a mobile Web site, test various offers or generate greater time-on-site following a click.

Mobile search

The starting point for online marketing is a Web address, and advertisers have gone to great lengths to build equity in them.

Expecting consumers to figure out the URL for your mobile Web site is not going to work. The better solution is what might be called device detection and redirection,

which allows an advertiser to continue using its existing Web address.

Essentially, it is a bit of code used to determine whether incoming traffic to a URL is from a PC or from a mobile device and then displaying the appropriate version of the page.

In fact, it can even be used to detect specific devices.

There are two flavors: Client-side and server-side.

Client-side usually involves a bit of JavaScript in the header of an advertiser's Web page. The problem with this is that only certain smartphones can read it—great for iPhones, not so great for BlackBerry or feature phones.

The better solution is server-side whereby traffic is first sent to the host server, the device is detected, and the user is directed to either the mobile site or the broadband site. It is a little more complicated but immeasurably more beneficial for advertisers and consumers.

Server-side works

The beauty of server-side detection and redirection is that it leverages an advertiser's existing search marketing efforts to begin working in the mobile space.

From here, marketers can begin tweaking their search strategies by monitoring traffic logs or by using Google Analytic's mobile tracking tools.

Mobile redirects combined with greater content depth create higher mobile search relevance, especially in cases where mobile search engines will prioritize results with mobile-optimized content.

By setting up server-side switching that detects for mobile devices and automatically redirects consumers to deep and relevant mobile content, businesses can capitalize on mobile search traffic and well-position themselves for the day when mobile traffic exceeds that of the desktop.

Rich Abronson is vice president of marketing at Gumiyo Inc., Calabasas, CA. Reach him at rich@gumiyo.com. ■

Best practices for advertising on the iPad

By Giselle Tsurulnik

There is no doubt that Apple's iPad has sent ripples through the mobile advertising industry. But with new ad formats come opportunities and challenges for marketers trying to figure out what works best from a creative standpoint.

As with every platform, creative execution should be based on capabilities that can be used to the marketer's advantage in better engaging consumers. Here are some best practices from industry experts.

"In designing campaigns for iPad, we've looked at everything we've done with rich media over the past year on iPhone and combined it with the larger screen and faster processing power of the iPad," said Theo Skye, creative director at Medialets, New York.

"The iPad gives publishers and brands new and creative opportunities for creating meaningful and truly engaging experiences with the consumer," he said.

Creative guidelines

Mr. Skye said that marketers need to make sure that the landing page does not rely on any Web browser plug-ins such as Flash or Java to render content.

For any embedded video delivery, marketers need to remember to use the HTML5 <video> tag.

Additionally, it is important to design pages with fluid layouts that scale to either device orientation.

The concept of a mouseover/rollover/hover has no relevance on touch-screen devices.

It is important to consider the speed of mobile data networks and offer landing page content that is not too byte-heavy.

"The unique opportunity for advertisers on the iPad is to leverage the best of its rich media capabilities coupled with its targeting abilities," said Paran Johar, Los Angeles-based chief marketing officer of Jumptap.

"By leveraging the form factor for content consumption, advertisers can maximize how they interact with users and provide an engaging brand experience," he said.

Lack of Flash

What does the lack of Flash support mean for advertising on the iPad?

"Missed opportunity," said Tom Foran, chief revenue officer of Crisp Wireless, New York, on the company's blog. "Online ad networks such as Tribal Fusion, Glam and 24/7 Real Media, as well as publishers that sell direct, are not equipped to deal with non-Flash rich media ads."

This brings up the question of what brand advertisers



need to do to reach the iPad's fertile audience. Rich-media JavaScript ads can be rendered on both the iPhone and iPad.

Engage them

Nikao Yang, executive vice president of AdColony, Los Angeles, recommended that engaging video be a part of all advertising campaigns for iPad.

The opportunity lies in the fact that the iPad can support instant-loading, HD-quality video ads.

Full-color custom banner creative is also key, per Mr. Yang.

"A 728x90 banner is great exposure for brands on the 1024x768 screen of the iPad," Mr. Yang said. "It is a great way to connect with consumers."

Mr. Yang stressed that full color is absolutely critical.

Additionally, different types of contextual execution are important. For example, a beverage company may find it useful to place advertisements within a iPad soccer game. Clickable billboards on the game's soccer field can make quite a statement for a brand.

"The iPad's touch-screen interface makes it a great tool for viral promotion," Mr. Yang said. "A banner could ask consumers to tap-to-tweet, for example.

"By tapping on a banner, consumers are taken to their Twitter account where they can post their opinion on a product," he said.

Mack McKelvey, senior vice president of marketing at Millennial Media, Baltimore, MD, provided the following best practices for brands looking to advertise on the iPad:

- Ensure that the Web site – or landing page or application – is working correctly on the device and that the post-click is thought through. For example, click-to-call will not work on an iPad
- Understand that it will not be enough to simply make current creative larger—creating specific iPad creatives will be required

- The iPad in-application environment is unique. Companies are creating iPad-specific creative. Be familiar with some of these advances such as "Return to Play" that allows a game to pause while consumers interact with an advertisement and return at their leisure

- Remember that while reach, at scale, is not currently available on the iPad, that will change quickly. If engaging consumers via advertising in a unique way is part of the campaign goals, factor connected devices into the mobile media plan, not just feature phones or smartphones

"Above all else, think mobile," Ms. McKelvey said. "The device was built on mobile functionality for consumers to consume content wherever and whenever they desire."

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The screenshot shows the mobile interface of The New York Times. At the top, it displays the newspaper's name and the date: "The New York Times" and "THURSDAY, OCTOBER 16, 2011". Below the masthead, there are several news article teasers. The largest one is titled "Bernanke Signals Intent to Further Spur Economy" with a photo of Ben Bernanke. Other teasers include "U.S. Plans Inquiry on China's Subsidies of Clean Energy", "Twitter Reporting Blanketed Trial for Connecticut Murders", "New Jersey Arts Center Sets Real Estate Venture", "THE CHARGE: Obama Learns Lesson About Shovel Readiness", and "NEW JERSEY: Dr. William A. Porter, whose wife and daughter were killed by two brothers in Cheshire, CONVICTION: THE MURDER SHAME. It was one of the most important in state history since the three-week-long trial of one of two defendants in the case. He was not in the state when the crime occurred. No national attention was given to the case, but people around the world were moved by the case and family." At the bottom of the screen, there is a large banner for "CONVICTION" with the text "In theaters now" and "Tap to Watch Trailer". The banner features a photo of a man and a woman. Below the banner, there are navigation buttons for "SECTIONS" and "SETTINGS".

Best practices for mobile paid search advertising

By David Berkowitz

As mobile devices become more sophisticated and easier to use, mobile search has truly become the starting point for consumers on the go.

According to a Kelsey Group study, nearly 60 percent of all activities on mobile devices are search-related.

Mobile versus online search

It is critical to understand how and why consumers search on their mobile device, and how mobile paid search differs from its traditional PC Web-based counterpart.

There are a number of tactical differences, such as shorter ad creative and varied landing pages or actions such as click-to-call that are important to consider. The first is that mobile is more local.

The Kelsey Group reported that one in three mobile searches has local intent, so marketers need to consider local intent and locations in their mobile search creative wherever possible.

Whether or not a local modifier is included in the query, a consumer looking for "JCPenney" on her mobile phone will expect to find one in her area.

Secondly, mobile search is still evolving and is not nearly as mature as the online search landscape, meaning things change quickly and often.

Voice search and SMS search are currently popular non-text based search formats.

Voice search adoption is on the rise, but SMS search, where users text a query such as for business listings and then receive results back, will likely diminish when smartphones dominate the market.

Mobile search takes a concerted and ongoing effort on the part of the brand or its agency to keep up with new opportunities, new devices and changing consumer search behavior.

Best practice with mobile pay-per-click

- **Go local.** One of the key differences from online search – local is critical. If geo-targeting matters at all for you with online search, it is going to be vital for mobile.

- **Target immediate needs.** Seventy percent of mobile search users complete their task after one hour, compared to 30 percent on the PC.

Ensure ad copy and landing pages are useful for consumers looking to act or convert relatively quickly and immediately.

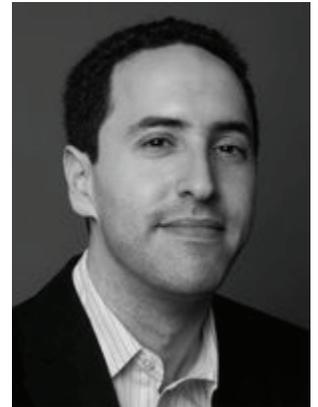
- **Broaden your scope.** Mobile search volume is significantly lower than online search for most keywords, so target queries more broadly and include higher-volume queries to expand your reach.

- **Group mobile campaigns separately.** They tend to perform differently from online search campaigns, and you will often want to understand these differences and adjust the rules accordingly.

- **Incorporate mobile functionality into the creative.** Click-to-call is poised to play a pronounced role in mobile search. Anytime a consumer would benefit by talking to a person, from a booking agent to someone at a local store, click-to-call can potentially improve conversion rates and should be tested.

While mobile PPC maintains some similarities to its PC-based counterpart, fundamental differences in the needs and behavior of on-the-go consumers make this a unique and quickly changing arena.

David Berkowitz is senior director of emerging media and innovation at 360i, New York. Reach him at dberkowitz@360i.com. ■



David Berkowitz

HBO True Blood mobile ad campaign increases viewership 38pc

By Dan Butcher

HBO ran a rich media mobile ad campaign to promote the season three premiere of "True Blood" using a new ad unit that sent chills down consumers' spines.

To power the campaign, the cable network tapped agency PHD, a subsidiary of Omnicom Media Group, and Medialets' cross-platform rich media advertising and analytics platform for mobile applications.

The goals of the marketing campaign were to excite existing fans, intrigue the uninitiated and garner the attention of the industry to boost awareness and drive tune-in.

"HBO challenged us to come up with something really unique," said Jessica Drapiza, digital group director at PHD. "PHD and Medialets identified key app publishers that could support the execution while reaching entertainment industry enthusiasts and professionals.

"One of the major challenges was it was a bit complex since we were first to market with this rich media ad unit, and in order for this ad to actually run, it required the publisher to update the SDK," she said.

"The campaign, as a whole, was successful—more than 5.1 million viewers tuned in to True Blood's season three season premiere."

Sinking their teeth into mobile

That number was a 38 percent increase over the previous season premiere and a 19 percent boost over the prior season's average viewership.

Ms. Drapiza claims the program set a high bar in previous seasons and the goal was to drive viewership beyond the last season's premiere.

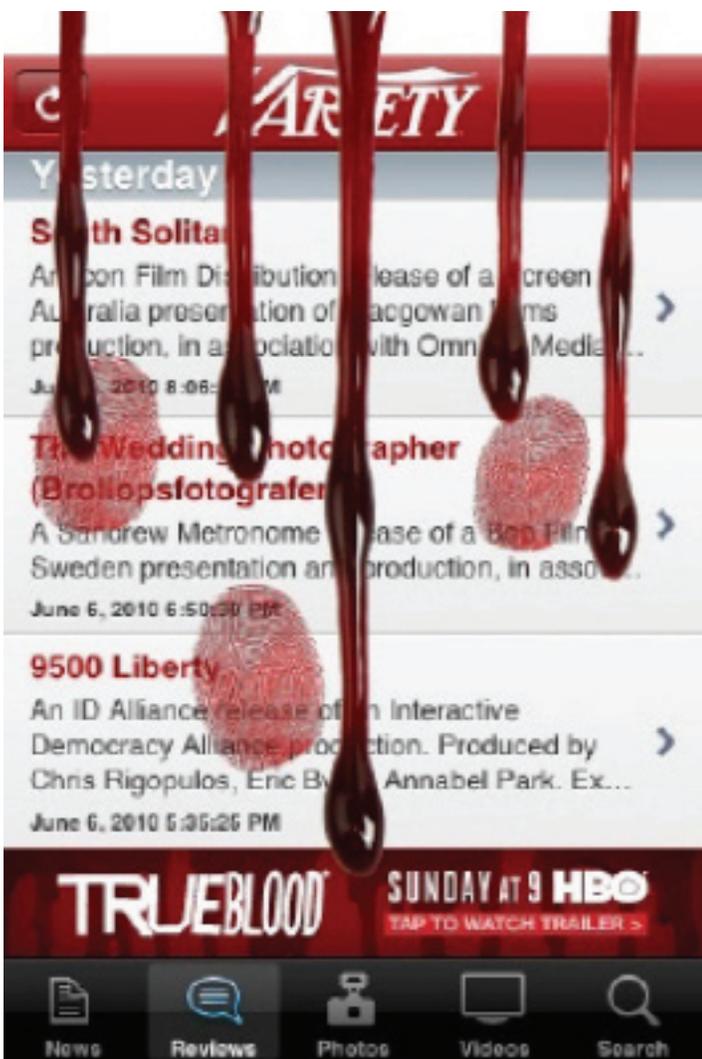
By providing fans with media-driven experiences that unlock and incite the rabid fan base's "fangelism" the campaign was able to spark conversation, accelerate interest and garner attention for the series, according to PHD.

HBO's True Blood

PHD and Medialets chose iPhone applications from Variety, Flixster and various inventory across Jumptap's mobile ad network.

"We worked very closely with the PHD team and a host of other partners to create what we think is a very cool rich media ad," said Eric Litman, chairman/CEO of Medialets, New York. "One early data point we found is that interruptive ads with strong creative may drive strong results.

"We came up with a creative execution that wasn't just



the core for the ad unit but ended up going out across the entire campaign with mobile being at the center of the campaign," he said. "Think if you are browsing through the Flixter application looking for a movie or browsing the Variety application, and [with] the first touch you get a bloody fingerprint.

"Tap it again and you get another fingerprint, then the blood pours down and takes over the screen and you get to the activation, a tap-to-watch-trailer call-to-action with a banner ad at the bottom."

Mr. Litman said that, not surprisingly, people who had the ad automatically expanded were very engaged—98 percent of them, to be exact.

Of consumers presented with just the banner ad, 11 percent then tapped the banner and expanded it to do something within the application.

Discussion of the creepy ad unit spread virally among consumers and the press, per Mr. Litman.

On YouTube, the True Blood iPhone creative demographic video was viewed 10,000-plus times in seven days.

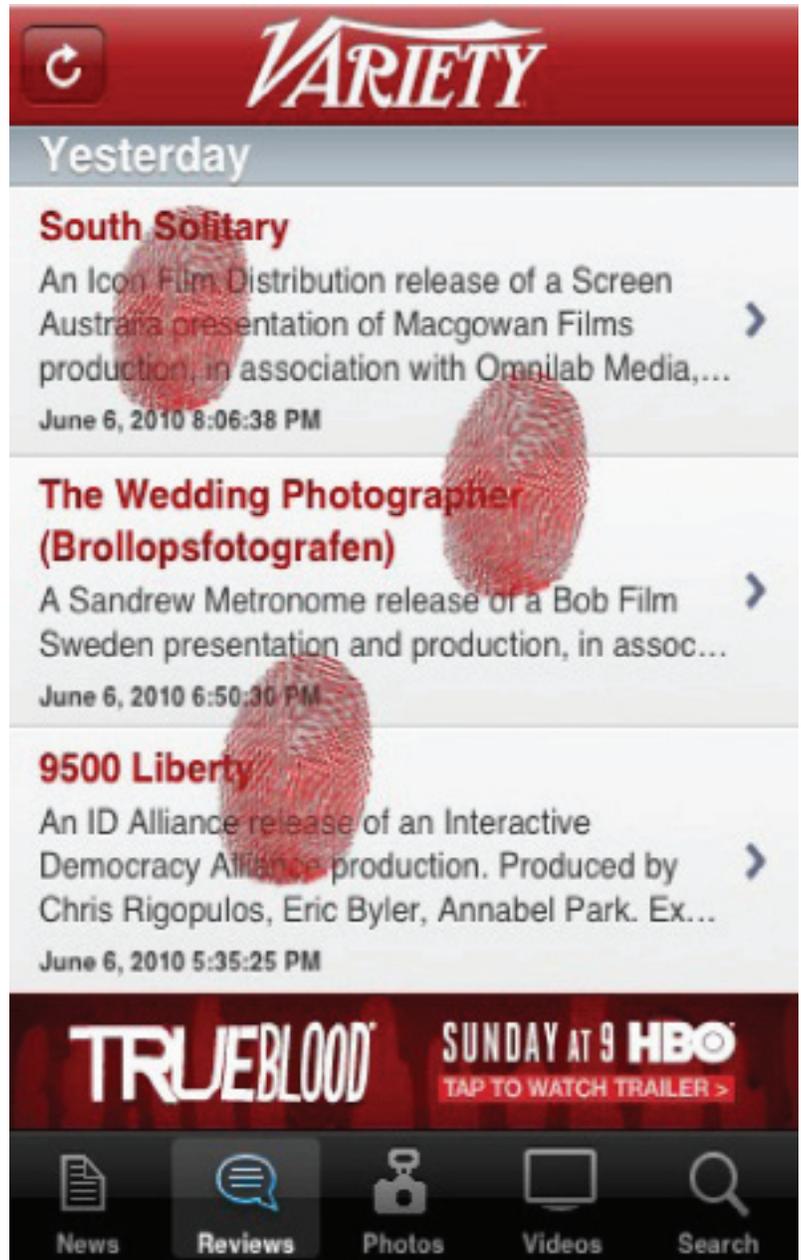
Medialets claims that more than 1 million impressions were delivered across multiple applications.

"People who dealt with the ad the first time around with auto-expansion spent considerably more time with it," Mr. Litman said.

The best performing application click-through rate, technically in-application video views, was 8.73 percent, with auto-expanded banners close to 8 percent and user-expanded banners just above 2 percent.

"Nothing like this has ever been done before within an app, and there was some complexity associated with it," Mr. Litman said.

"The time that people spent within the ad when they



weren't anticipating it was significantly more than people who tapped the banner," he said. "The creative was done expressly and specifically for mobile, for the device, for the medium and for the natural interaction of users with the iPhone.

"It was successful because it was a mobile-driven campaign, mobile-driven creative."

Dan Butcher is associate editor on Mobile Marketer, New York. Reach him at dan@mobilemarketer.com. ■

How to market your mobile application to No. 1

By Scott Dunlap

Have you ever wondered what it takes to have the No. 1 lifestyle application in Apple's App Store? Or perhaps the No.1 game? What if I told you for \$4,255 – and \$7,310, respectively – that your application could be in that No. 1 slot within 24 hours? Well, it can. Welcome to the underground world of application marketing.



Scott Dunlap

As the applications economy has grown over the last 18 months, there has been an explosion of marketing options to promote and encourage users to download applications.

Traditional mobile ad networks such as Google's AdMob or Millennial Media have historically been the first choice with their cost-per-click (CPC) programs that target mobile users.

Now joining them are incentive-based programs that reward mobile gamers for trying out new applications, powered by companies such as Offerpal, ngmoco and others.

Apple itself has joined the fray with iAd for Developers, which launched in July 2010.

When all of these options are used in concert, it is now possible to create a No. 1 application in nearly any app store category with the proper marketing program.

Understanding the app marketing players

There are three methods for digital application marketing that we have found to have substantial impact beyond more traditional marketing methods such as print or email – mobile ad networks, incentive-based programs and being highlighted within the app store directly.

Mobile ad networks are run by companies such as Google's AdMob, Millennial Media, Apple's iAd, Jumtap

and a slew of others. They display graphical ads on mobile Web sites or within applications that prompt a user to click to download an application.

Generally, these networks sell on a cost-per-impression (CPM) or CPC basis and can reach the broadest audience.

The most recent addition to this group is Apple's iAd for Developers, which allows application developers to use the iAd network to advertise their applications on a CPC basis.

Incentive-based programs are run by companies such as Offerpal, ngmoco, Appdog, w3c and MdotM, and are a collision of the fast-growing trends of the applications economy and social gaming.

These programs work by offering a virtual good, such as a free red barn for your virtual farm, in exchange for downloading and trying a new mobile application.

Because of their ability to track a specific download, these programs charge based on cost-per-install (CPI), sharing the revenue with the developer of the game.

This is a much more accountable way to bill for a marketing program since it is based on actual downloads and usage of the application, but it is worth noting that the incentive is not 100 percent aligned with the goals of the user.

Most of them are in it for the free red barn, not a new application. But as you will see, these programs remain very useful.

Lastly, being highlighted in the app store directly as a "New and Noteworthy" or "Staff Pick" also generates a lot of downloads.

It is up to Apple if your application will be included in these sections, but you can email the company directly for consideration.

Applications that are highlighted in these categories can generate 3,000 to 18,000 downloads daily, so it is worth giving it a shot.

Performance metrics and "real users"

For the most part, the performance metrics used to track application marketing campaigns are similar to other digital campaigns.

You want to track impressions, clicks, downloads and users, and understand the cost and conversion rates of each.

These will be metrics such as eCPM (equivalent CPM), eCPC, eCPD (equivalent cost per download) and eCPU (equivalent cost per user).

If your application charges a fee or runs advertising, you will want to also understand the ROI for each user.

You will also want to create a metric called "cost per real user" (eCPRU) to differentiate the users coming from incentive-based programs.

This helps identify the users who are just downloading for the free barn and those that become regular users of your application.

It is helpful to create a usage profile that would indicate this, such as "uses application twice in the first week, with a total engagement of over 90 seconds," and measure it within your application.

Where does application marketing best perform?

After running a number of different programs across multiple vendors, we found the sweet spot for each one.

| Program | eCPM | eCPC | eCPD | eCPU | eCPRU |
|-------------------------|--------|--------|--------|--------|--------|
| Mobile Ad Networks | \$11 | \$0.22 | \$45 | \$50 | \$52 |
| iAd for Developers | \$7.52 | \$0.25 | \$3.70 | \$3.70 | \$3.70 |
| Incentive-based Program | n/a | n/a | \$0.21 | \$0.21 | \$0.85 |

Mobile ad networks and the iAd for Developers program charge on a CPC basis, so all other conversion rates are calculated.

The incentive-based programs are based on downloads, so there is no eCPM or eCPC. Because of this, it is a bit unfair to compare them side by side, but I do so since you can pour money into one or the other equally.

It appears that mobile ad networks are not particularly suited well for application marketing relative to other options.

Mobile ad networks are typically serving passive ads on mobile Web sites that may or may not have content that matches the application you are marketing, such as a "download this game" ad on ESPN.com.

Plus a user is required to do a lot to get from "click" to "download" – you need to click through to the App Store, still decide to download it and have the patience or bandwidth to complete the download of the application.

Mobile ad networks had the widest variety of results of all we tested, including having a zero download result for a five-figure program with Google's AdMob. It is important to do trial campaigns to begin since you can spend a lot of money here.

The iAd for Developers program did better than the other mobile ad networks, but with a few surprises.

The first positive surprise was the low eCPM of \$7.52.

These ads are served specifically to iPhone/iPod touch users, and have a nice graphical wrapper that gives it a mini-endorsement with the Apple brand.

The fact that you can reach tens of millions of users with this high-quality ad unit is a pretty good bargain at this price.

Unfortunately, the program still has a high eCPU due to the second surprise – a very low conversion rate of clicks-

to-downloads. This conversion rate was hovering around 0.25 percent, which was worst in class for the mobile ad networks.

We found this particularly troubling, since one of the major value propositions of iAd for Developers is that it provides a seamless link from the ad to the App Store.

We saw a number of possible causes here, from slow loading times of the App Store to new EULA agreements, but it all remains in the hands of Apple to remedy.

Let us hope Apple does – even a small improvement here could dramatically alter the iAd outcomes. For the users who did download the application, nearly all of them became “real” users.

The incentive-based programs show the lowest eCPU and eCPRU by a large margin, but what is most interesting is how this was accomplished.

Most incentivized users are looking for the free red barn or virtual dog chow more so than trying a new application. Because of this, about 82 percent of the users are not “real” users when the programs are used at low volumes.

But if you dial in just the right volume to get on the Top 10 list of a category in the app store, such as lifestyle apps, then an additional 30 percent to 45 percent of users will see it there and legitimately download the application since it was in the Top 10.

So by placing yourself in the Top 10, you boost your downloads even further and improve your rate of “real” users.

It turns out, to maximize the ratio of “real” users to incentivized users, you want to be somewhere between application No. 3 and application No. 7 – anything higher does not produce significantly more “real” users. This can often be done for as little as \$1,500 per day.

So, you are probably concluding at this point to pour all your money into incentivized programs, yes?

Well, not quite so fast.

Numero you know

It turns out that the vendors who manage these programs are all quite different, and the industry is still showing signs of infancy.

Some vendors charge as little as 15 cents per download, but have a limited audience of users that can be exhausted in a matter of weeks.

Some can reach in excess of 100,000 users in a day, but charge 60 cents per download without the ability to throttle the usage.

Some vendors are specific to kids' games, while others have a broader range. Some are popular on the weekends, while others are more on the weekdays.

If you get them right, they are very helpful. But if they are wrong, you risk bringing in too many users that are not “real” and that could dilute your performance metrics for good.

Once you try a number of these programs, you find that maximizing your ROI requires some tweaking, balancing and rotating.

This is an exciting time in the growth of the applications economy and applications marketing programs are now at a point where they can be helpful at achieving your success.

Now that you know how the game is played, there is no reason you cannot have a No. 1 application when you want it.

The trick, of course, is getting it to stay at No. 1. That requires nothing short of a compelling, viral application, and only the best can get there. But a boost never hurts.

Scott Dunlap is Mountain View, CA-based vice president of mobile at JiWire. Reach him at sdunlap@jiwire-inc.com. ■

Driving campaign success with in-flight optimization

By Jonathan Dunn

As advertisers devote an increasing share of their media budgets to mobile advertising, experimental campaigns are morphing into sustained efforts.

Results matter and maximizing ROI or driving toward pre-defined, tangible goals places increased pressure on effective campaign management and optimization.



Jonathan Dunn

Clear and measurable campaign objectives are the essential starting point.

Acknowledging mobile as a powerful direct response channel and building in conversion points will improve targeting efforts.

However, simply setting up your campaign and letting it run its course denies

the opportunity to leverage the rich data set that mobile advertising generates.

Device, time, content, creative, destination and conversion metrics are among the points across which a campaign can be evaluated.

Knowing how to interpret and translate that data into in-flight campaign optimization can mean the difference between a successful campaign and a failure.

Let us get some assumptions out of the way:

1. You have a good sense of which devices your target audiences are likely to be using.
2. You have a mobile-friendly post-click destination. If you are driving to a wired Web destination, go back to the drawing board.

3. You have access to media and conversion performance data in the shape of publisher/network reporting and post-click tracking using a mobile analytics service.

4. You are a savvy enough planner – or work with one – so your media buy is leveraging properties with good content affinity to your message and your audience.

5. You are working with a publisher/network that will let you adjust campaign targeting in-flight.

At the very least you will be seeing the top-line reach and response stats – impressions, clicks and click-through rates (CTRs).

These are helpful in providing a baseline for measuring your optimization efforts.

Content, geographic, time and device-specific reporting are the next level of mineable data.

The second baseline measure will be conversions. If you have managed to get consumers to click on your ad, do not simply direct them to a flat landing page.

Instead, have some response or engagement points to take advantage of the click.

With that in place, you will be able to generate conversion rates or engagement levels.

Now that you have your campaign set up and you are collecting performance data, here is what you need to know to identify opportunities that will enable performance improvement via





aligned location or urgency searches. Search is a low cost, high-conversion channel when deployed sensibly and managed properly.

Conversion Metrics

1. *The content generating the most views on your landing pages.* Mobile content consumption will likely follow a different pattern from Web browsing.

2. *Are there choke points in your conversion funnel?* With multipage interactions, you may notice drop off at certain points. Streamline the process to minimize friction and maximize familiar behavior triggers.

3. *The conversion comparisons between different devices.* Could your content or design strategy be adjusted to take advantage of device browser or feature capabilities?

4. *How do your conversions compare across geographies?* What happens when you layer on device data to that metric? How about time of day metrics? Tweak your media to follow those patterns.

5. *If you are attributing revenue to your conversions, are some sources more profitable than others?* How are different offers translating to conversion rates?

ongoing optimization:

Media metrics

1. *CTRs by creative unit.* Run multiple calls to action or creative treatments and adjust weight according to performance.

2. *CTRs by time.* Focus on day parting to deliver more impressions when your message has the greatest currency.

3. *CTRs by device.* Device metrics go a long way towards validating audience profile assumptions and ensuring relevant offers, content and design strategies.

4. *Which content or context dimensions are performing best.* Cross-reference those results with creative, time and device CTRs.

5. *Mobile search keyword groups are fully exploiting*

While some of these might seem obvious and different conversion points, the fulcrum for mobile advertising success is the effective use of the added data layers that mobile devices, context and design/content strategies offer.

Be smart. Tip the scales in your favour by acting on in-campaign reporting.



Jonathan Dunn is manager of mobile marketing solutions at Digital Cement, Toronto, Ontario. Reach him at jdunn@digitalcement.com. ■

Publishers lose with mobile brand advertising mediators

By Frank Barbieri

You have all heard the promise and perhaps you have fallen prey to the hype and actually implemented a mediator for mobile brand advertising.

If so, you are probably rethinking your decision now as the mediator's promises of the "highest cost per thousands (CPMs) possible" have not materialized. And, in fact, while your fill rate has increased, your average CPMs keep dropping precipitously.

What happened?

The mobile advertising mediator said that "when networks compete, publishers win!" It seemed to make sense.

Then they said they take the highest CPM from a range of bidders. So why are your CPMs one-quarter to one-third of where they started? And going lower?

The answer is the core of the siren song of mobile brand advertising mediators: they really choose the best of the lowest common denominator, meaning you lose.

Let me explain. Good brand advertising is concerned with placing a compelling message in front of the right eyeballs at the right time.

Advertisers know this and pay a premium for it because it works.

Representing inventory directly to advertisers and crafting compelling messages and campaigns along with highly engaging units with great context and targeting is the bread and butter of the brand ad world.

Mediation not good

Mediation is not good brand advertising and, ultimately, bad for mobile publishers who implement it for three reasons:

1) Mediators work on a "double blind" sale with publishers. This means they aggregate networks who aggregate advertisers. This puts two steps between the adver-

tisers and the inventory.

The pitch sounds good: "We just take the highest CPM from all the networks." But it is dead wrong.

Because it is a double-blind sale, the only campaigns they access are left-over campaigns, or "remnant campaigns."

These are typically low-cost campaigns that the advertiser just wants to saturate in any channel. So, with mediators, out of the gate, the publisher is artificially constraining their brand inventory to a low-cost pool of advertisements.

Getting the highest CPM in a low-cost pool is like dancing with the tallest midget.

2) There is no brand representation of the publisher's brands to the advertisers because the mediators do not have a sales force. Again this degrades the value of the publisher brands. Mediators just throw publishers in a bucket of "mobile video."

Advertisers never see or learn about publisher brands and audiences and therefore gain no respect for the context of the brands being sold.

3) Mediators homogenize inventory, creating one class of sale and making a mobile impression look like an online impression.

Instead of creating ad units that meet brand objectives with compelling engagement opportunities, the mobile mediators just squirt an "ad" into a "placement."

This further erodes value for the publishers because mobile engagement can be more effective than an online engagement if treated with the proper unit customiza-



Frank Barbieri

tion and contextual care.

We have seen mobile video get consistently higher CPMs than online video, but the units and campaigns need customization and mobile specificity.

It is worth the effort of marrying objectives to engagement to publisher inventory to get the higher CPMs and value the audience and inventory. That builds value over time.

So, in the end, mobile mediators may get you a higher fill rate – more of your total inventory sold – but they do so at the expense of your inventory value – it is sold at a lower price.

Not understanding value of inventory

The end result is advertisers who do not understand the value of the inventory and publishers with heaps of commoditized lower CPM inventory for which they had such high hopes.

Unfortunately, once inventory is degraded it is very hard to build the value back up.

The vicious cycle is that the publishers then have to revamp their applications with more ad placements to hit revenue targets, saturating the user experience with low-cost, untargeted campaigns.

Bleech! This is why Apple launched iAd and why companies are taking so much time to craft great video brand advertisements.

Elevate your inventory

This is the better way. I call it "elevating the inventory."

Instead of hooking up hoses of cheap fill to millions of impressions, craft a content/audience/advertising experience that meets advertiser objectives better and thus makes you, the publisher, more money for fewer ads shown.

1) **Work with one great network** that will form deep relationships with you, your brand and your sales team. Think about it. You want a long-term relationship, not the

cheap one-nighter that the mediators promise. Working deeply with a great network ensures that you get the right representation of your brands.

If you have your own sales team it mitigates channel conflict as there are only a few people out there selling. Respect your inventory, respect your partners, and the advertisers will respect you. That respect means money.

2) **Differentiate your inventory.** Not every ad unit has to be custom, but should the ad unit placements and interaction models not mimic your content interaction model?

Should the inventory not have engagement that is relevant for the campaign being run? Resist homogeneity of units and your users and advertisers will flourish.

3) **Get intimate with your audience.** There is nothing more disrespectful than pushing untargeted, interruption-based media such as pre-rolls and interstitials to 100 percent fill rate at a low CPM.

Learn about your audience. Get registration data. Know your users and you can respect them.

If you know that your user is a 24-year-old female you can push her one well-targeted ad for a \$40 CPM versus if you do not know who is watching and have to push her 10 untargeted ads at a \$4 CPM.

Why would you not do the former? Take the care to sell well around your curated environment to an audience with which you are intimate.

This elevates the value of your inventory and the consumer and advertising experience, while also building value in your company because you have a deeper relationship with the folks that love you, that give you their time out of their day.

Elevate your inventory.

Frank Barbieri is founder and chief product officer of Transpera, San Francisco. Reach him at fbarbieri@transpera.com ■

Privacy debate may be catalyst for Golden Age of mobile advertising

By Ernie Cormier

Advertising has long been perceived as a necessary evil by many consumers, publishers and advertisers alike.

Consumers begrudgingly accept it as the tithe they pay for free content, while publishers and advertisers struggle to extract adequate value but have no desirable alternative.

For mobile advertising, the debate over consumer privacy threatens to add an additional layer of complexity to an ecosystem already feeling the burden of a turf war among media giants, along with the challenges of platform fragmentation, inventory obscurity and the perception of low ROI from constituents.

Targeting

In the case of privacy, the debate has highlighted the issue of targeting audiences and challenged the mobile advertising industry's constituents to examine how best to segment audiences to deliver the most value to the advertiser, publisher and consumer.



Forward-thinking mobile advertising companies recognize the power of consumer data to enrich the mobile experience for everyone involved, but we are also aware of the value that individuals place on their privacy.

No level of targeting or ad relevance can make a perceived or real invasion of privacy worthwhile, which is why respectful, thoughtful privacy guidelines that include consumers in the feedback loop are necessary from all constituents of the mobile advertising industry.

A philosophy

Our philosophy – to safeguard consumers' personally identifiable data while creating the most valuable mobile advertising experience for consumers, advertisers, ad networks and publishers from anonymous audience data – was

born out of our position, one in which we directly affect the user's experience with mobile advertising and data usage while never touching the consumer directly.

We asked ourselves what privacy protections and concerns we would want as consumers, and let that honest, organic answer be our guide.



Ernie Cormier

Companies that have direct relationships with consumers, including ad networks and publishers, can take a more direct approach to including consumers in conversations on privacy.

Ask them

Ask them what they want to hear about and what products they are interested in, and then explain clearly how and when consumer data is used and when it is not used. Stop inferring and start conversing.

Such a novel approach to advertising has the potential to yield some pretty compelling results, mainly because it turns the notion of advertising as a nuisance on its head.

It is just like any other situation: When something is forced on people, they revolt. When they are involved in the decision-making process, have a voice and are able to exercise agency, they become more active and valuable participants.

To tackle an issue as complex and nuanced as consumer privacy, we have to involve consumers in the solution process, with either direct participation or policies that directly reflect their best interests.

Ernie Cormier is CEO of Nexage, Waltham, MA. Reach him at ernie.cormier@nexage.com. ■

Is HTML5 the new standard for ad creative?

By Srimi Dharmaji

As is typical, Apple launched its iAd network and left many people in the industry asking a variety of unanswered questions.

Will this be a game-changer for mobile advertising? Will Apple be able to re-create an iPhone-like user experience on non-Apple devices? What will be the impact of HTML5 for ad agency personnel who currently use Flash? And how can Steve Jobs claim that mobile ads "suck"?

Let us take a closer look at these questions.

Do mobile ads really "suck"?

I must agree with Mr. Jobs about the poor state of today's mobile ads.

The current mobile ad networks are flooding the mobile device with irrelevant advertising that is not only annoying, but also lacks the engaging user experience necessary for in-application advertising.

Apple's iAd platform solves some of the problems by looking at HTML5 as a standard for ad rendering, thereby keeping the user within the application, and providing a homogeneous ad experience, regardless of the device-orientation changes. That is a big step in the right direction.

Even though there are issues with HTML5 ad creation, it is nice to see a major player address the insanity that prevails in the market.

OS is ad platform

The fact is that a device manufacturer can provide a better user experience than any other advertising vendor or network simply because the operating system knows how to deliver a superior user experience on the device.

Apple started the trend, which I am sure will be followed by Google, BlackBerry, Nokia and every other handset manufacturer under the sun. But the most important factor is uniformity of ad experience across devices. Can

Apple recreate the same user experience on non-Apple devices, or will it only sell iPhone/iPod/iPad inventory?

HTML5: New standard for ad creative?

The de-facto standard for creating online ads in the industry today is Adobe/Flash tools.



Srimi Dharmaji

Ad agencies must invest a significant amount of money to recreate these Flash ads in HTML5 for mobile platforms. It will take ages.

To my knowledge, there are currently no easy ad creation tools for HTML5 ads.

Even if there is one, what is the guarantee that the same HTML5 ad will work on non-Apple devices?

It seems that Apple is taking on the Herculean task of trying to change the ways of the entire mobile ad industry with a minute global market share of phones – 50 million Apple devices out of a global 4 billion phones is 1.25 percent.

And, of course, we cannot forget the dreaded 3.3.1 clause in the iPhone 4.0 developer agreement, which essentially burns the bridge between the iPhone, Android and PC programming.

The 3.3.1 clause is a huge hindrance for any application developer that uses Flash application conversion tools.

It will be interesting to see if Mr. Jobs would apply the same 3.3.1 rule for converting Flash ads to HTML5.

If so, it will make Mr. Jobs' supposed comments on Adobe being "lazy" appear hypocritical, at best, if agencies find it difficult to create HTML5 ads.

Who really made the iPhone the success that it is?

Without a doubt, the iPhone is one cool device with a great operating system.

We should note, however, that were it not for the iPhone application developer community, Mr. Jobs would not have such a successful App Store business or the marketing tools it provides for selling iPhones to the consumer.

Think about that for a brief moment.

Have you ever seen any television spot or any other sort of ads for the iPhone that was not tied to applications? Apple is using the application developers as the bait to sell its phones.

If Shazam is driving iPhone sales because its application is featured in iPhone TV ads, what should we conclude?

Using the Mr. Jobs logic, Apple should be paying Shazam 60 percent of the iPhone sales tied to purchases because of the Shazam spots.

The brazenness of Mr. Jobs' edicts is really quite stunning.

The application developers and publishers built the iPhone business for Apple. Now, apparently, Apple has turned on those same people.

If it is revealed that Apple will only offer ads on its own popular mobile platforms, we will certainly hear cries about an unfair advantage that the industry giant wields over all other players – a debate that Washington will monitor closely. Only time will tell.

As the Chinese adage says, we are truly living in interesting times. Never has this phrase rung more true than in today's mobile marketing industry.

Now that Apple has made its move, is it time for Adobe to pull the plug on Flash 2 iPhone conversion tools? And what will be Google's next step?

Time to move from Net Neutrality to the device neutrality debate? Along with everyone else in this industry, I will be watching with great interest.

Srini Dharmaji is founder/CEO of Gold-Spot Media, Sunnyvale, CA. Reach him at srini@goldspotmedia.com. ■



Mobile measurement: Where do we go from here?

By Jennifer Okula

The unique qualities of mobile devices and the way consumers use them make the platform appealing for marketing and advertising initiatives.

Your mobile device is almost always with you and has a lot of immediate utility.



Jennifer Okula

For example, you might be looking for a bite to eat and do a search for nearby restaurants, or you might be searching for local movie theaters and convenient times in your area.

Direct response

Both examples and many similar ones present great scenarios where an advertiser might like to elicit a direct response.

The mobile screen's size vis-à-vis a computer's layout requires special attention to creative.

However, mobile does share in common with the wired Web the ability to be interactive and engage consumers in a two-way manner.

It does not make sense, though, to simply repurpose on-line creative for mobile.

There is also the challenge of how to measure the performance of ad campaigns in the absence of a cookie.

Measuring reaction

Measuring the immediate reaction to a mobile ad could be as simple as looking at the number of clicks, calls, sign-ups or other ad interactions.

There is also an increasing number of brand advertisers

using the mobile medium to build brand awareness or future consideration for their brand.

Just like television, print and online campaigns have proven to be brand-building media, mobile has as well.

Normative data already exists that shows, on average, a mobile campaign can generate a five-point increase in brand awareness or purchase intent, according to Dynamic Logic Mobile Norms, 2010.

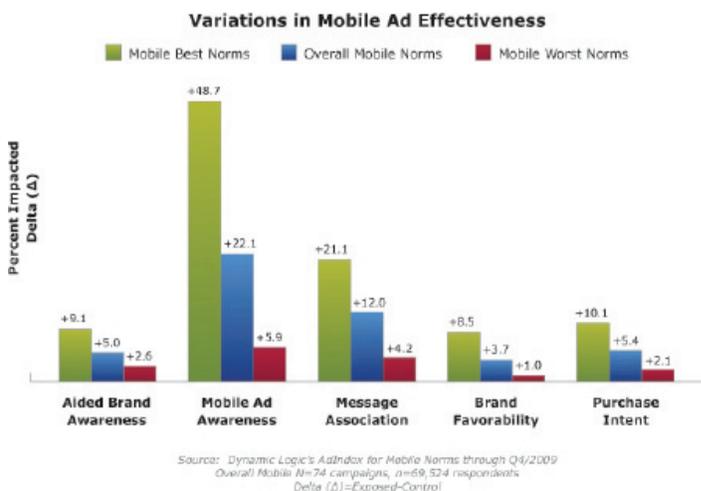
These figures are not surprising to us anymore as most people agree the medium is effective.

When we dive a bit deeper into the data, we actually see that there are large variations between the best- and worst-performing mobile campaigns, as based on ad recall.

Many mobile ads still fall short of their potential.

There is a four- to eight-times difference in brand metrics between the mobile campaigns that are successful at garnering viewer's attention compared to those that are not.

In order to meet a campaign's full performance potential, an advertiser needs to be able to analyze how different pieces of a campaign work together.



Intuitively, we would expect that the more someone engages with an ad, the higher her brand awareness or even brand favorability would be.

Engagement metrics

Historically, we have looked at engagement metrics separately from, or in parallel to, brand metrics, but the value could really be in looking at them together to tell the big-picture story.

Through innovative technology solutions and strict privacy practices, companies are enabling the merging of relevant data sources for enhanced mobile measurement.

One such example: mobile rich media advertising company Medialets and ad effectiveness research company Dynamic Logic have launched a measurement solution powered by Safecount that will let advertisers look at

exactly how ad interactions can affect brand metrics.

Mobile behavior

For example, an advertiser will be able to look at whether a rich media creative's clicks or video views make it more impactful, or how time spent in an ad affects branding.

Behavior and branding no longer have to be analyzed separately.

Marketers can holistically look at how different parts of a campaign are working, why they are working, and make the right improvements to reach their full potential.

Jennifer Okula is vice president of client and market development at Safecount, New York. Reach her at jennifer@safecount.net. ■



Augmented reality could be next big thing, but brands can wait

By Neil Strother

What is there not to like about augmented reality (AR)? Especially from a marketer's perspective. It easily captures the imagination for its ability – more potential, at this point – to deliver relevant marketing messages in a slick way via mobile phones or other handheld devices.



Anyone who has experienced AR can see how it could be the next big thing for mobile marketing. It has a lot of promise, but it is early for most marketers to take advantage.

However, it is not too early to get a handle on this emerging tactic.

Not familiar with augmented reality?

If you are not familiar with mobile AR, it is simply a technique of overlaying the real world with information relevant to your location.



Neil Strother

It works this way: a user points a device's camera at the surrounding scene and information links populate the screen.

So, for instance, you might "see" all the nearby restaurants within the overlay view, or the hotels, gas stations or points of interest such as museums, parks or other landmarks. Another way to think of AR is as a "visual search" of your surroundings, with the layering of data over what your camera sees.

Now, if you are a marketer, imagine your relevant product, service or retail location showing up as part of the augmented search or view.

Most recognized

Layar is the most recognized mobile provider of AR in the market. It has gotten a big boost from widely seen television commercials that feature the application on Droid devices from Verizon Wireless.

The Netherlands-based company's application is available for both Android and iPhone devices.

Recently, Layar announced its first major brand partnership in the United States with sub shop chain Quiznos.

The deal will enable users to find Quiznos restaurant locations via the AR browser, as well as see promotional 3D objects at landmarks such as the New York Stock Ex-



building greater audiences that marketers can target.

- A push by technology vendors and marketers to teach consumers how they benefit from AR.
- A stronger sales network and easy-to-use platform that can scale and deliver measurable results (are you listening Google or Apple?).

When AR makes sense

When should marketers realistically target AR? That depends on who you are.

For most marketers, the answer is 2011 and beyond. That is when meaningful audiences will start to build, and leveraging AR becomes less risky.

change bull.

The company has also secured some important deals with handset makers LG, Samsung and a Chinese vendor to have its software pre-installed on millions of new smartphones by 2011.

Other companies offering AR solutions are hanging around this space as well.

Among them are: Mobilizy, Metaio, acrossair, mstir, TonchiDot, Junaio, Tagwhat and IBM, which offers an AR application called Seer that enhances the world of tennis surrounding the Wimbledon matches in Britain.

None of these firms has yet to mount a significant challenge to Layar, but with the right moves some could gain traction in such a nascent and fast-moving market.

What is needed

So, what is needed for augmented reality to become, well, a reality for more marketers? Several things:

- Many more handsets with the software installed,

For restaurant chains and retailers with many locations in 2010 it made sense for experimentation and then in 2011 the tactic may gain traction. Right now AR is nice to have, but not essential to most brands.

Pay attention

Nonetheless, all mobile marketers should at least pay attention to AR.

It has the potential to make location much more powerful and useful for consumers.



Why? Because consumers retain some control.

Neil Strother is Kirkland, WA-based mobile practice director at ABI Research. Reach him at strother@abiresearch.com. ■

Factor Web performance into mobile ad strategy

By Matt Poepsel

Mobile ad networks are poised for significant growth. Gartner Group predicts worldwide revenue to increase from \$500 million in 2008 to \$13.5 billion by 2013, and moves taken by Google and Apple to enter the market – acquiring AdMob and Quattro Wireless, respectively – further validate the opportunity.



Matt Poepsel

Mobile ad networks offer tremendous benefits to both mobile advertisers and publishers by serving as brokers between the two.

With mobile ad networks, advertisers can more effectively target and reach critical audiences while gaining substantial media buying power and efficiencies.

Publishers gain greater access to advertiser demand and a chance to carve out their share of the growing mobile ad revenue pie.

But as a mobile advertiser, how can you be sure you are fully exploiting the far-reaching, precisely segmented customer reach of mobile ad networks?

And as a publisher, how can you best position yourself as an ideal partner to more mobile ad networks, sell more inventory and increase ad revenues?

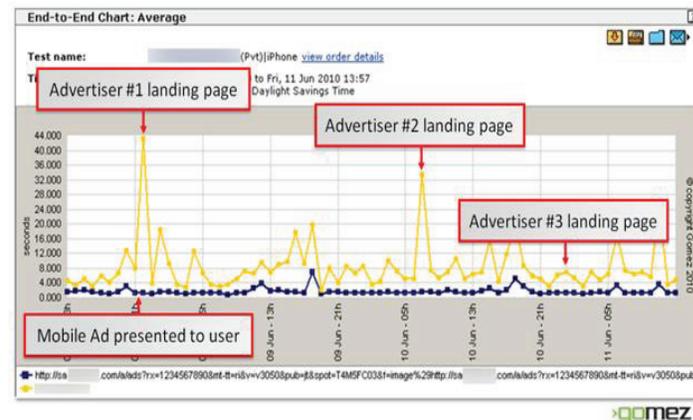
The answer lies, in part, in performance – specifically, the speed and availability of your mobile Web site and applications.

Mobile advertisers

Many mobile ad networks guarantee results and demonstrate ROI to their mobile advertiser customers through click-per-action (CPA) pricing or click-per-thousand (CPM) pricing with CPA targets.

However, mobile advertisers must also play a role in driving these metrics with strong performing mobile Web landing pages.

The graphic below captures this point.



The blue line indicates the speed of a major mobile advertising network, while the yellow line demonstrates the response time of mobile advertisers' mobile Web landing pages.

While the network delivered ads to publishers' Web sites with adequate speed, once an ad was clicked, the corresponding response time of mobile advertisers' landing pages varied anywhere from 44 seconds to less than eight seconds.

This is problematic for mobile advertisers, since research shows the amount of time that a user will generally wait for a Web site to load is down to three seconds or less.

Today's users make no special allowances for the mobile Web.

A recent mobile Web performance survey shows users expect mobile Web sites to load as fast, if not faster, than those they visit using desktop PCs.

In fact, slow loading Web sites are the No. 1 complaint among mobile Web users, increasing their frustration levels and potentially driving some users straight to competitors' sites.

The key takeaways:

- No matter how fast or reliable a selected mobile ad network may be, a mobile advertiser's investments will fall short if their mobile landing pages and Web sites are not on par
- Mobile advertisers must optimize mobile Web site performance to take full advantage of all that mobile ad networks have to offer
- Mobile advertisers need to understand performance from the true perspective of users on a wide range of devices and in a variety of geographies
- Mobile advertisers can then proactively identify which user segments may be experiencing a slowdown and take the steps needed to quickly isolate and fix performance-impacting elements including carrier connections, devices and browsers

Mobile ad networks have also been shown to vary widely in their speed and consistency of ad delivery. Some mobile ad networks, in particular, are struggling as demand grows.

You do not want your own mobile Web site to diminish the benefits of a powerful mobile ad network, nor should you want a poorly performing network to undermine the effectiveness of your overall mobile marketing and Web performance optimization initiatives.

Mobile advertisers should baseline and closely monitor the performance of mobile ad networks both during the evaluation process and throughout campaign execution.

Publishers

For publishers, mobile ad networks present a significant opportunity but also a potential liability, since ad delivery represents another piece of third-party content adding to a publisher's mobile Web site.

Third-party content can account for an overwhelming majority of the time it takes for a site to load.

If a publisher's mobile Web site loads slowly, users are apt to flock away before they even have a chance to view

the ads coming into the publisher's site.

This may decrease a publisher's attractiveness to mobile ad networks – the same networks that are looking to maximize their bottom line as well as demonstrate ROI to customers.

This type of performance degradation also compromises a publisher's ability to derive their own share of ad revenues.

Similar to advertisers, publishers must proactively optimize mobile Web performance to maximize their mobile ad network strategies.

Publishers must leverage the true user perspective to understand how new ad content filtering into their mobile Web site – video and graphics, for example – affects overall site performance.

Web performance

With this perspective, publishers can make smarter decisions about how best to maximize Web performance for the most bottom-line impact.

For example, if a set of ads is bandwidth-intensive but offers high revenue-generating potential, the publisher may consider "lightening" other areas of its mobile Web site that do not offer as much upside to maintain fast download speeds.

Improving mobile Web site performance can help all members of the mobile ad network ecosystem better leverage this new marketing medium and monetize content.

Superior mobile Web site performance combined with broad, targeted reach, location awareness and greater efficiencies of mobile ad networks is a powerful force that will help both advertisers and publishers reap maximum benefit from their mobile ad network strategies.

Matthew Poepsel is Lexington, MA-based vice president of performance strategies at Gomez, the Web performance division of Compuware. Reach him at mpoepsel@gomez.com. ■

Mobile display is online's apprentice

By Elizabeth Joy Zalman

Online display began with the first Web banner in 1994, followed closely behind by pixel tracking and verification systems.

The bottom fell out with the bubble burst of 2000, and was further exacerbated by the regulatory maelstrom surrounding DoubleClick's acquisition of Abacus. Since then, online display has been methodically rebuilding.

Much of the overhaul has been focused on moving past basic online metrics that require transactions to justify their cost, with the goal being the presentation of online as another fully legitimate and mature advertising medium, ascending to the level of television and print.



Elizabeth Joy Zalman

History repeats itself

By creating distinct, premeditated steps, mobile advertising can learn from the journey of its cousin online instead of following this time-consuming path.

First, the mobile display industry must begin by redefining accepted metrics, such as what truly constitutes a valid impression or click.

There must be unfettered access to clear reporting infrastructures.

These initial steps increase trust by making data transparent for all parties.

With newfound trust comes great power, as the industry

collectively begins to define its value.

How can it quantify the myriad ways in which mobile advertising affects consumer behavior? What types of metrics should be valued as a basis for success?

The crossroads facing mobile is important because without transparency, trust, accountability and measurement, growth will be hindered and revenue squandered.

If no entity truly understands the value of what is being bought and sold in the marketplace, there will be no forward movement.

Trust, but verify

In January 2008, Chief Financial Officer and Eloda coauthored a paper titled, "Challenges in TV Ad Verification." It surveyed executives of large U.S. companies advertised heavily and explored how their view of ad spending and delivery.

"Although ad verification may seem like an obscure issue, it is the crucial element in assessing the ROI of television advertisements and determining whether or not a company is getting the full value for its ad spend," the paper said. "If you're not certain that the right ad actually ran at the right time, then any other number having to do with the efficacy of your TV ads or their impact on sales is suspect."

Advertisers were concerned that their measurement was baseless after have difficulty with verifying a medium that had been with us since the 1940s.

The article then discussed the benefits of actively opting in to independent verification. Third-party solutions helped to:

- Increase understanding between departments by enabling all to operate on the same numbers
- Create a more collaborative relationship between buyers, sellers and their agents
- Free up media buyers to focus on getting the best value

per ad dollar spent

- Improve success with greater reliability

The parallels between offline, online and mobile are strikingly similar.

Departments have difficulty understanding each others' goals without using the same data set.

Partnerships are difficult with limited transparency and trust.

Media buyers worry more about auditing line items than advertising ROI.

And measurement is hindered because the basis is unreliable.

Strategic goals become difficult to achieve unless the underlying data are accurate.

Online's path

How has the online display advertising industry created trust?

First and foremost, self-reporting is simply not accepted.

When an advertiser purchases media, there will be third-party pixels embedded in the vast majority of creative.

A slightly different solution holds true for publisher/reseller relationships in which there is a monthly true-up of ad server numbers.

Furthermore, online has learned that impression verification also serves a much larger purpose beyond marketplace trust: It is the basis for measurement and analytics.

By pixeling impressions, consumer behavior can be matched to advertising exposure, enabling exploration of various types of media influence.

For example, advertisers are able to measure brand engagement.

If a consumer sees an ad, is she more likely to visit that advertiser's site than one who has not been reached?

This analysis is similar to one that offline retailers do when mailing catalogs to prospective shoppers. Do these catalogs influence in-store visits or phone sales?

Publishers, too, enjoy consumer measurement.

It helps them to contextualize their network in relation to others.

How many consumers are unique to their site list? How much larger are they than their competitors?

And so, verification begins by creating comfort in data and then enables the use of that data to evaluate media ROI.

Third-party verification is the only way to dispel uncertainty and start the process of effective media valuation.

Without it, there is little trust, limited ability to measure advertising impact and tempered growth.

This time it is different

The path to unfettered growth for mobile display is clear.

Simple steps taken by all sides will ensure clear, unambiguous accounting and, from there, true measurement of ROI.

Where does the industry begin? Any mobile network will tell you that they have major issues with discrepancies.

Advertisers are insisting, and rightly so, in using third-party verification technologies.

The challenge is that these same pixels and their capabilities, which work so well online, simply do not translate to mobile.

While the reasons for that are varied, they are fundamentally rooted in a difference of technological device

constraints and software issues.

Thus, when these pixels are implemented, discrepancies abound.

The reality is that while there are discrepancies – as between any two ad servers – they generally fall within industry norms of +/- 5 percent.

The true problem lies in finding the appropriate provider which uses mobile-specific practices, tactics and technology to verify.



Some advertisers, particularly those already using technology borrowed from online, might take issue with this.

They might say, "I've got a good, general idea of what's going on; 20 percent discrepancy is OK." It is not OK.

Would you ever use the second hand of a clock to time a 100-meter dash?

No, you would rely on a digital stopwatch, precise to the hundredth of a second. Why? Because it provides accurate, unambiguous information for all parties.

Think of how an analytics team would react if their media buyer approached them and said, "I hope it's OK that we won't be able to track 20 percent of this campaign data reliably."

I dare you to find an analyst who would respond, "No problem." Without proper tracking, even simple analyses, such as downstream conversion attribution, would be unfeasible.

The good news is that once mobile-specific verification is the accepted norm, as we have seen the online industry adopt, the marketplace begins to enjoy tremendous progress.

Networks retain their publisher relationships as counts align sans dispute.

This leads to an increase in scale and media availability. Advertisers rest assured that impression counts and targeting are accurate, and can begin to devote resources towards defining the next step in measurement and ROI.

Others who might have been hesitant to enter the space now feel confident in their purchasing power.

Most tantalizingly, a solid foundation means accelerated maturity and the ability for mobile to roll up its sleeves and get dirty developing the truly fun stuff.

For example, how can the industry prove that it drives increased brand engagement resulting from its display advertising?

Is there a way to tie ad exposure on a phone to that brand's online site?

Can we follow that same consumer as she makes her way to buy in an offline store?

The possibilities are staggering, especially given the potential of mobile to become even more personalized than online.

And so, with respect to validation and this exciting downstream measurement, the mobile display advertising industry is at a crossroads.

Only with confidence in verified data can effective media valuation occur.

Without it, this industry cannot assume its rightful place within the multichannel advertising ecosystem.

We can learn from online's painful evolution, or slog through the same muck as our predecessors and take twice the time to mature.

Elizabeth Joy Zalman is cofounder and chief marketing officer of Media Armor, Boston. Reach her elizabeth.zalman@mediaarmor.com. ■

Mobile advertising data differs by country

By Harald Neidhardt

Mobile advertising is becoming more important in all countries throughout the world. However, the South east Asian region and South Africa are especially growing markets in this ecosystem.

Ad network Smaato's metrics show that the mobile advertising market is complex and differs a lot in various countries.



Harald Neidhardt

But one thing remains constant: Publishers of mobile Web sites and applications have lucrative options to venture in new markets outside the United States and the Western world.

As the data shows in this article – operating systems boast a wide variety

of performance data.

Mobile advertising spend 2010

MobileSquared research claims that Japan has become the first nation to break the \$1 billion revenue mark for mobile advertising, with the South Korean market worth \$270 million, followed by China at \$180 million.

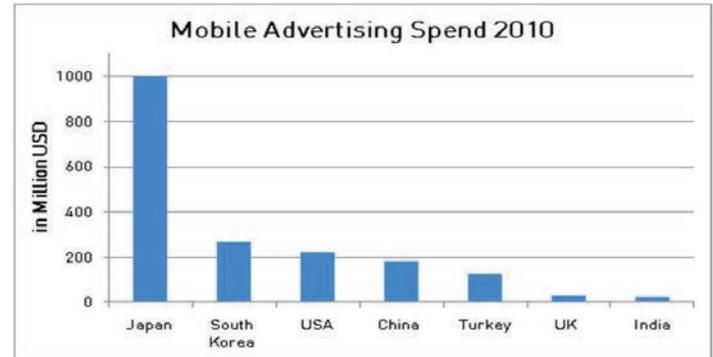


These three markets are not only the flag-bearers for mobile advertising across Asia, but globally.

In comparison, the U.S. mobile advertising market was worth a little over \$219 million in 2009, while the British mobile advertising market

came in at a little under \$29 million.

Mobile advertising spend 2010 in million US dollars Spotlight Asia



Asia, which includes China, India, Japan and APAC, is on an unprecedented scale for players, with the mobile industry used to dealing in millions in markets such as the U.S. and Europe.

When dealing with Asia, it is always best to place everything in context, as the millions rapidly become many millions, even billions.

As a region, Asia has a population of 4.05 billion people.

By the end of 2010, it would have a mobile population of 2.27 billion, according to Morgan Stanley and Ovum forecasts.

It will represent a market penetration of 66.7 percent.

Of those users, 26.1 percent will be using the mobile Internet. At the end of 2009, Asia had a mobile Internet population of 432.65 million.

Asia's Mobile Advertising Metrics

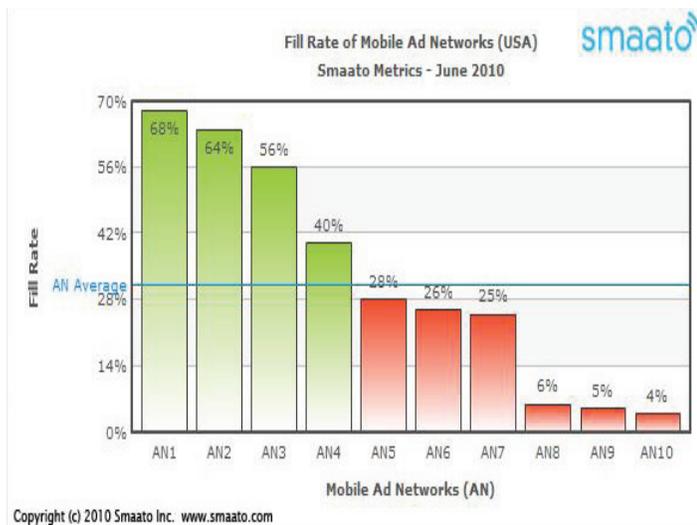
| | |
|--------------------------|----------------|
| Population | 4.05 billion |
| Mobile users | 2.27 billion |
| Mobile Internet users | 432.65 million |
| Page impressions per day | 15.58 billion |
| Mobile ad spend | \$1.5 billion |

Ad network fill rates

In a recent metrics report, Smaato looked at the mobile advertising market and unveiled monthly metrics regarding the fill rate of single ad networks, the click-through rate of different handsets and the ad network response time.

The fill rate is measured as the percentage of ads delivered per ad request and varies by different factors, such as country, device and content type.

Smaato Index – Fill rate of mobile ad networks US, June 2010



The fill rates vary from country to country and from month to month.

These are some examples for June 2010:

| Location | Mobile ad network fill rate |
|--|-----------------------------|
| Worldwide | 22 percent |
| South Africa | 51 percent |
| Europe (UK, France, Spain, Germany, Italy) | 42 percent |
| USA | 31 percent |

These different fill rates help to prove that an ad network aggregation system can help partners achieve the best possible return and the highest possible fill rate across the globe.

Harald Neidhardt is cofounder and chief marketing officer of Smaato Inc., Hamburg, Germany. Reach him at harold@smaato.com. ■

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Regulators looking to place boundaries on mobile

By Gonzalo E. Mon

Mobile phones present marketers with opportunities for interacting with consumers, but they also present legal challenges.

Laws for a wired world do not always translate well into the wireless world.

Which laws?

But before figuring out how to comply with these laws, the first challenge is often figuring out exactly which laws apply. Unfortunately, that is not always easy.

In part, that is because mobile phones allow marketers to interact with consumers using different technologies and these technologies can be governed by different laws.

If marketers interact with consumers via text messages, they will likely have to comply with Telephone Consumer Protection Act (TCPA).

In a series of recent lawsuits, courts have determined that (a) text messages are subject to the TCPA, even though that law was enacted long before the advent of SMS, and (b) the law requires that companies obtain consent before they send text messages.

Unlike email, mobile marketing requires opt-in consent.

The Mobile Marketing Association guidelines provide tips on how to get consent.

Mobile Web

As mobile browsers get better and networks get faster, more companies are focusing on the mobile Web.

Most activities on the mobile Web will not be subject to the TCPA, but other laws apply.

Laws that govern Web sites apply regardless of whether consumers access a Web site from a computer or a mobile browser.

Thus, companies that develop mobile versions of existing sites and already have compliance procedures in place may not be subject to new laws.

Nevertheless, complying with the laws they already know could be harder.

Clear and conspicuous

For example, advertising laws require advertisers to disclose the material terms of their offers in a "clear and conspicuous" manner.

In most cases, though, laws do not specify exactly what constitutes "clear and conspicuous."

Instead, the Federal Trade Commission encourages advertisers to consider the Four Ps: proximity, placement, prominence and presentation.

Ensuring that disclosures meet this standard can be very difficult within the limited real estate on mobile.

Nevertheless, marketers that do not disclose material terms effectively are likely to face complaints and lawsuits.

As companies collect more data and find new ways to monetize it, regulators and consumer groups are growing more wary about privacy issues.

In May 2010, Representative Rick Boucher released a discussion draft of a broad privacy bill that could affect mobile marketing and advertising.

If enacted, mobile marketers would likely be obligated to display a privacy policy before collecting certain information.



Gonzalo E. Mon

In addition, if a marketer uses an unaffiliated third-party to implement a campaign, the marketer is required to get opt-in consent from the consumer before disclosing information to the third party.

Regulators are also likely to focus on how children use the mobile Web.

The Children's Online Privacy Protection Act (COPPA) generally requires Web site operators to obtain verifiable parental consent before they collect, use or disclose personal information from children under 13.

Although the FTC was due to review its COPPA Rule in 2015, given rapid advances in technology, the FTC announced that it would begin its review in 2010.

Among other things, the FTC is seeking input on whether the rule needs to be updated to deal with mobile issues.

As technology continues to improve, the mobile Web is going to offer marketers more opportunities to interact with consumers. But regulators are contemplating legislation and enforcement actions that will place boundaries in the mobile space.

Marketers and their lawyers are going to have to work together to find a way to take advantage of the opportunities while staying within those boundaries.

Gonzalo E. Mon is an attorney in Kelley Drye & Warren's advertising and marketing law practice. Reach him at gmon@kelleydrye.com. ■



Looking to the past to predict our mobile future

By Paranjohar

In looking back at the early years of the Internet, it is clear that interactive agencies such as Red Sky, Poppe Tyson and Organic were the leaders in digital innovation.

However, as digital matured, more efforts were focused on education and integration.

Depending on the level of integration and agency, it would be hard to argue that many of the top agencies' digital skills are not on par with their standalone counterparts.

If we use this little piece of history to provide the road-map for mobile advertising, the question begs, does the world really need mobile agencies?

Mobile will drive revenue

A lunch conversation with a leading chief marketing officer of an agency network at the 2010 Cannes Lions International Advertising Festival told me they are forecasting 50 percent of their revenue to come from mobile within three years.

This is not to say that this will all come from advertising versus SMS, couponing, mobile commerce or application development, but mobile in general.

The two most common themes within the agency world seem to be standalone or integrated.

As I pose this question to the agency world, I think about how this actually applies to the broader ecosystem.

This is where we, as an industry, come into play. We must do more than just educate and innovate to move the mobile industry forward.

Cross-platform

We must make it easy for the advertiser to buy us across all platforms, operating systems and devices. Our industry is currently fragmented along these lines. Initially, it was the wireless carriers that put up

the walls.

The good news is slowly but surely, these barriers are coming down and standardization is on the horizon.

Yet now, we seem to be at risk of new walls. No other advertising medium - television, radio, print or online - has a different set of standards within the medium.

A 30-second spot delivered by DirecTV or Time Warner Cable is the same whether it runs on a Samsung, Sony or Pioneer TV set.

Fragmentation

Fragmentation across handsets, operating systems or platforms only makes mobile advertising more complicated to buy and harder to manage.

Though I applaud Apple's new-found desire to innovate in mobile advertising and the spotlight it has shone on the industry, I can see it is creating unnecessary silos.

What remains to be seen is how companies such as Microsoft, Research In Motion, Nokia and Hewlett-Packard's Palm will evolve their mobile strategies.

As the mobile advertising medium continues to evolve, I encourage marketers to look to past media campaigns in helping to shape what will certainly be a bright future.

Paranjohar is Los Angeles-based chief marketing officer of Jumptap. Reach him at paranjohar@jumptap.com. ■



Paranjohar

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