

# Making The Mobile Ad Experience Matter

Miha Mikek, Founder & CEO Celtra





[WATCH VIDEO](#)

[WHERE TO BUY](#) 

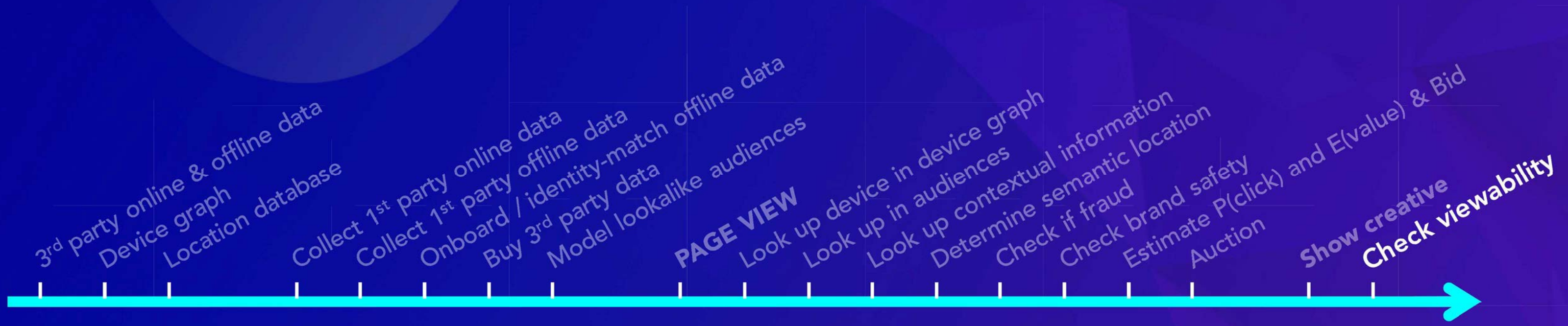
**FRIGIDAIRE**

PROFESSIONAL.

**CRANK UP  
YOUR KITCHEN**

**SEE HOW >>**



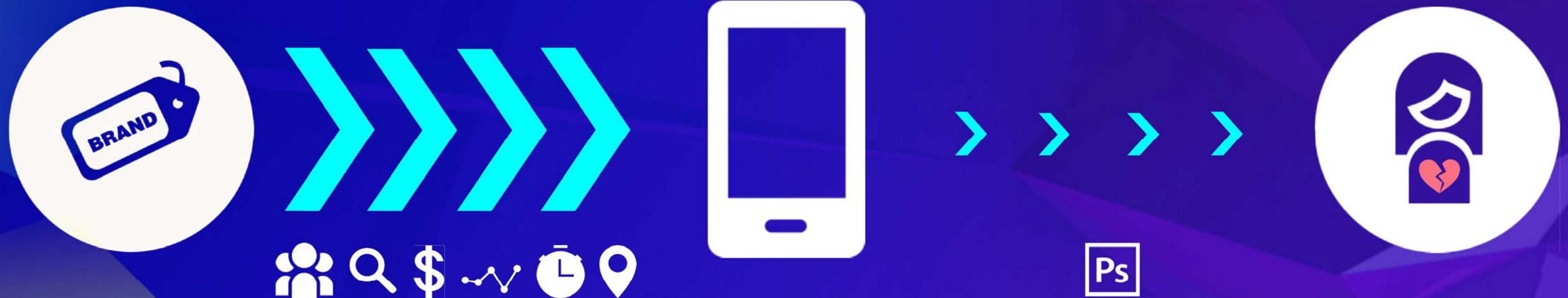


+

/////




# Disparity in Sophistication







Google's Neal Mohan is new YouTube produ... 



 **USA TODAY**  
TECH



*Danny Moloshok, Associated Press*

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

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

Watch Full TV Episodes 

[yidio.com/TV-Shows](http://yidio.com/TV-Shows)

Find anything available. Fast and Easy.

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

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





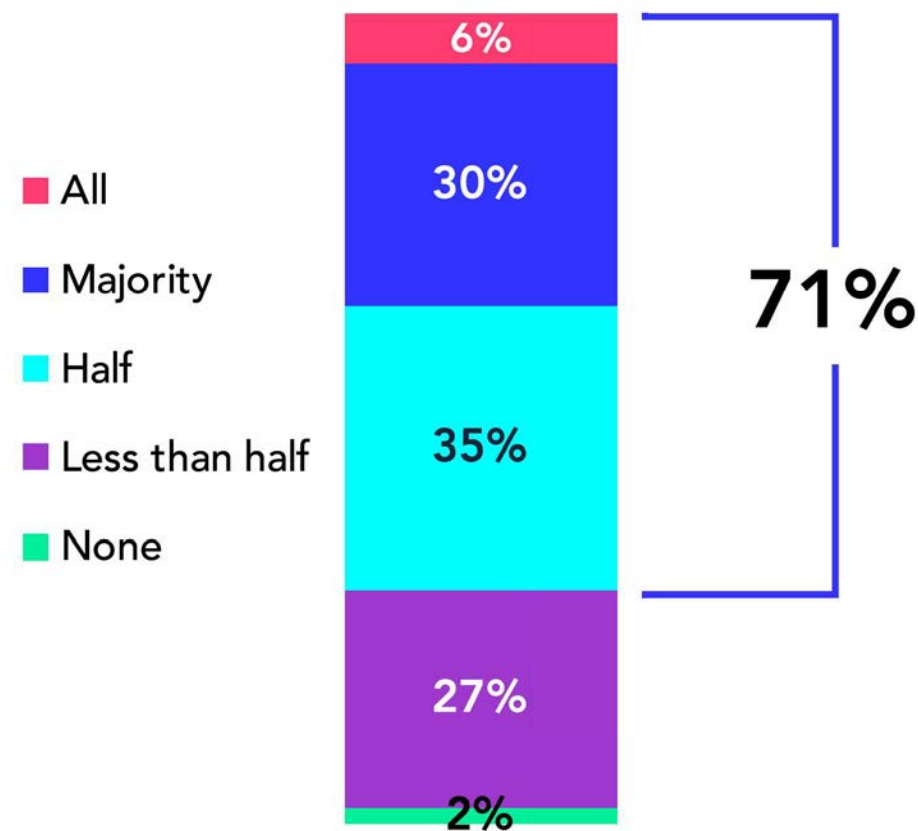


**55 cents of every \$1** spent on mobile ads **is wasted** due to poor mobile ad experiences

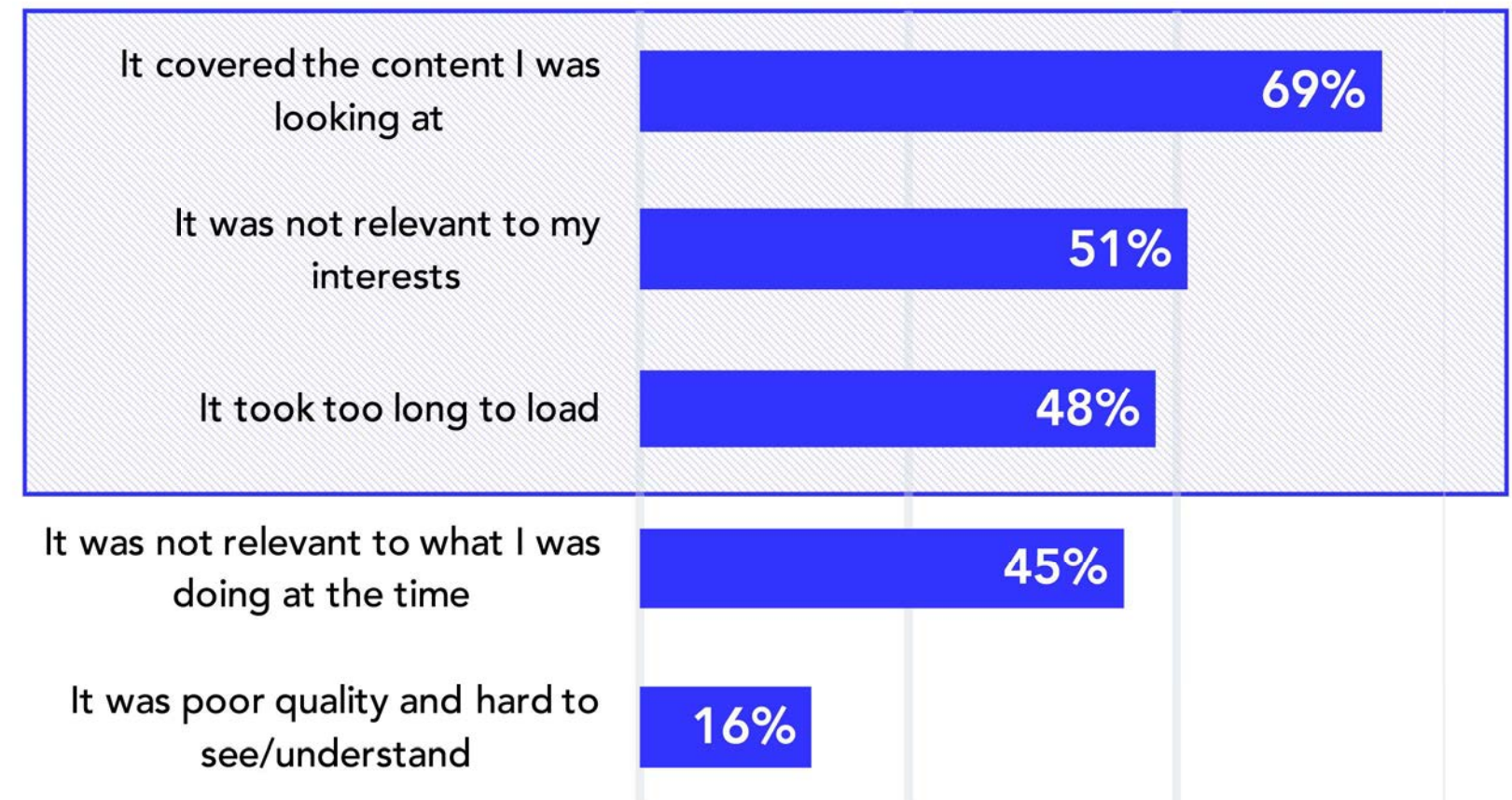


# The majority of mobile ads are disruptive to consumers

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



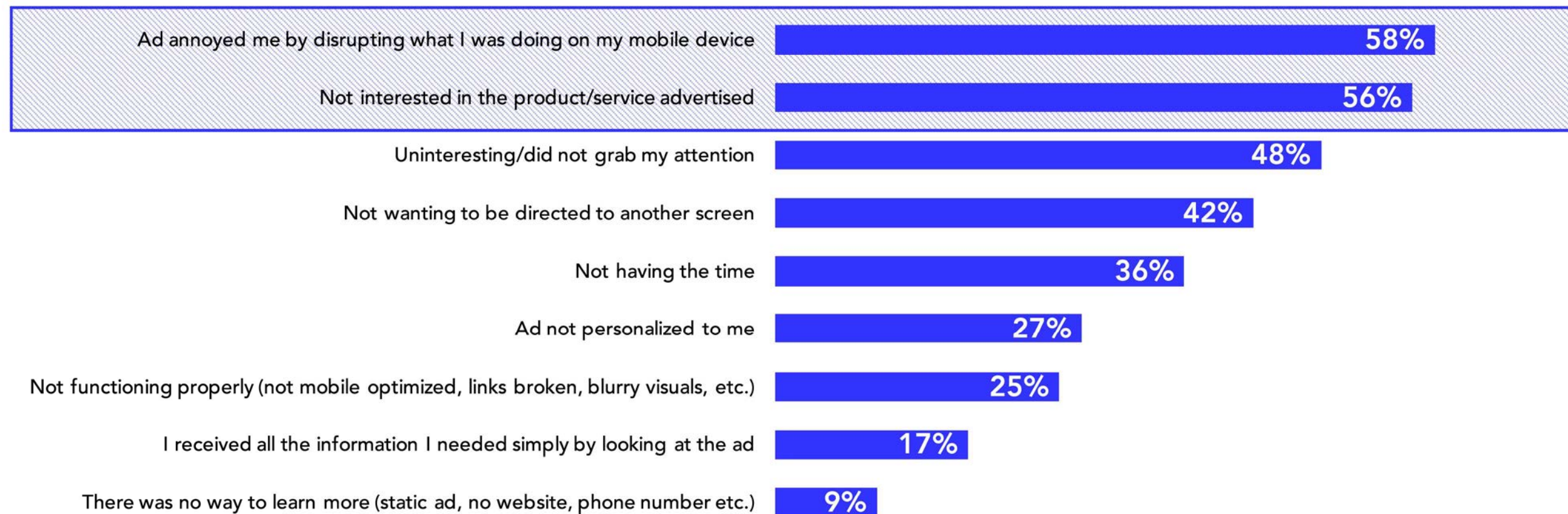
What are the top ways in which the ads you see are disruptive?





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

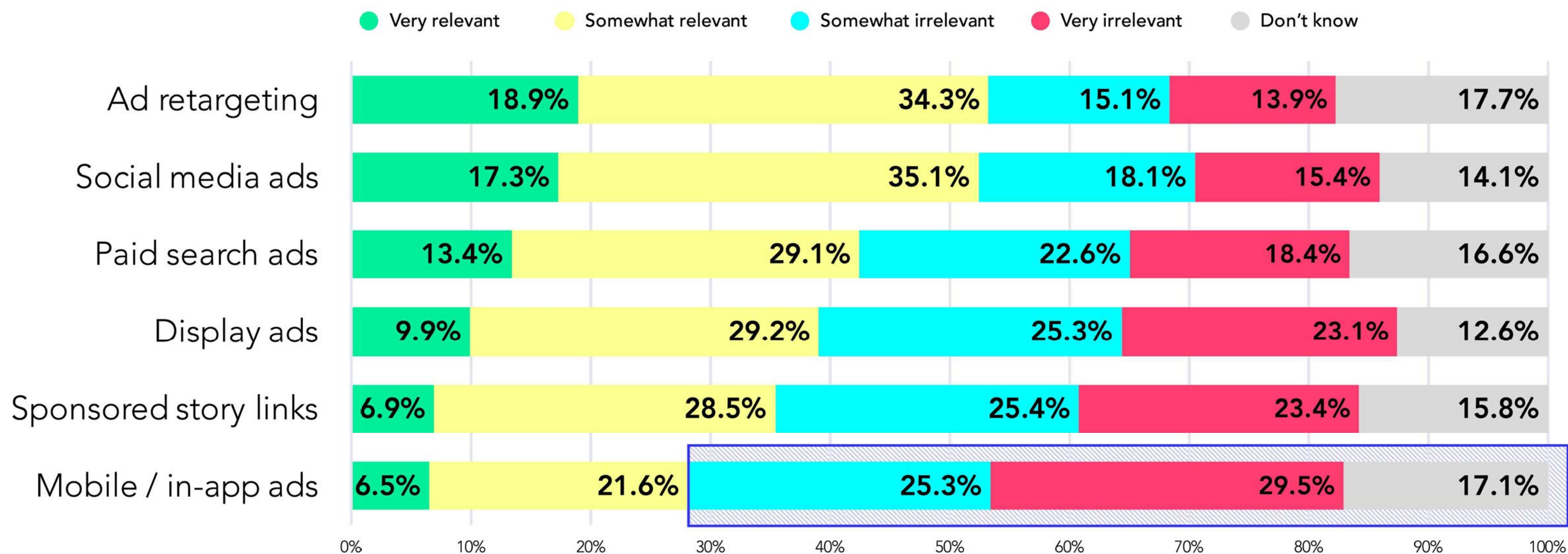
**Q14: Considering all the mobile ads that you chose not to engage with, please identify the primary factors that would cause you not to engage with a mobile ad.**



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

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

# Relevance of Digital Ads According to US Millennial Internet Users







**Future State**

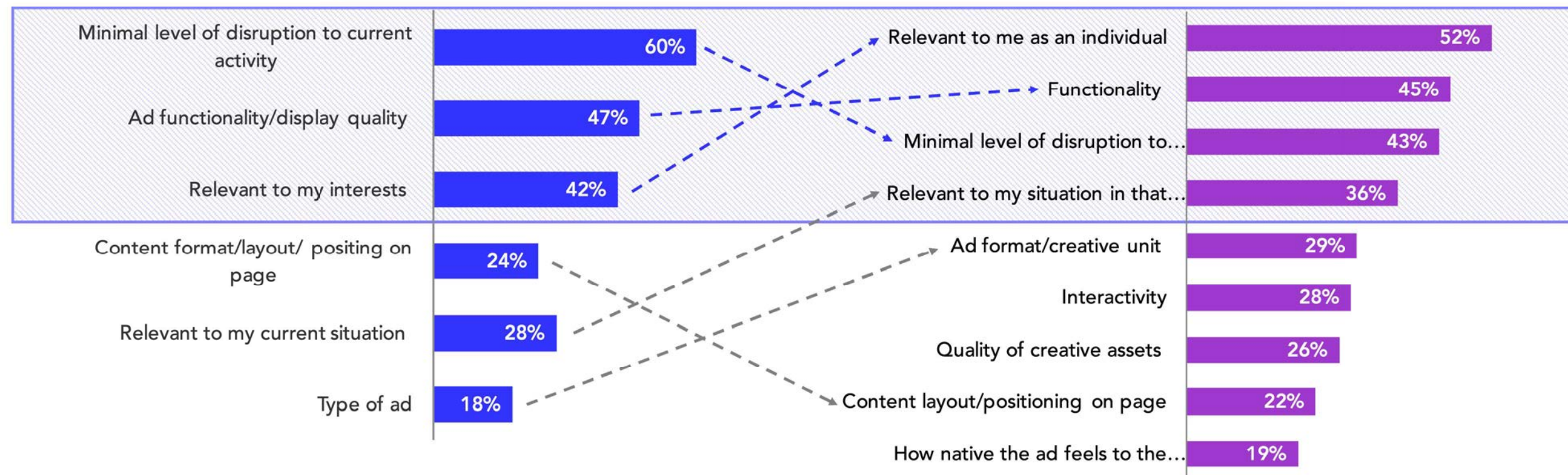
**What should the mobile  
experience look like**



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

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

## CONSUMER



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

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

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



# Master A Positive Mobile Ad Experience

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

**41%**

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



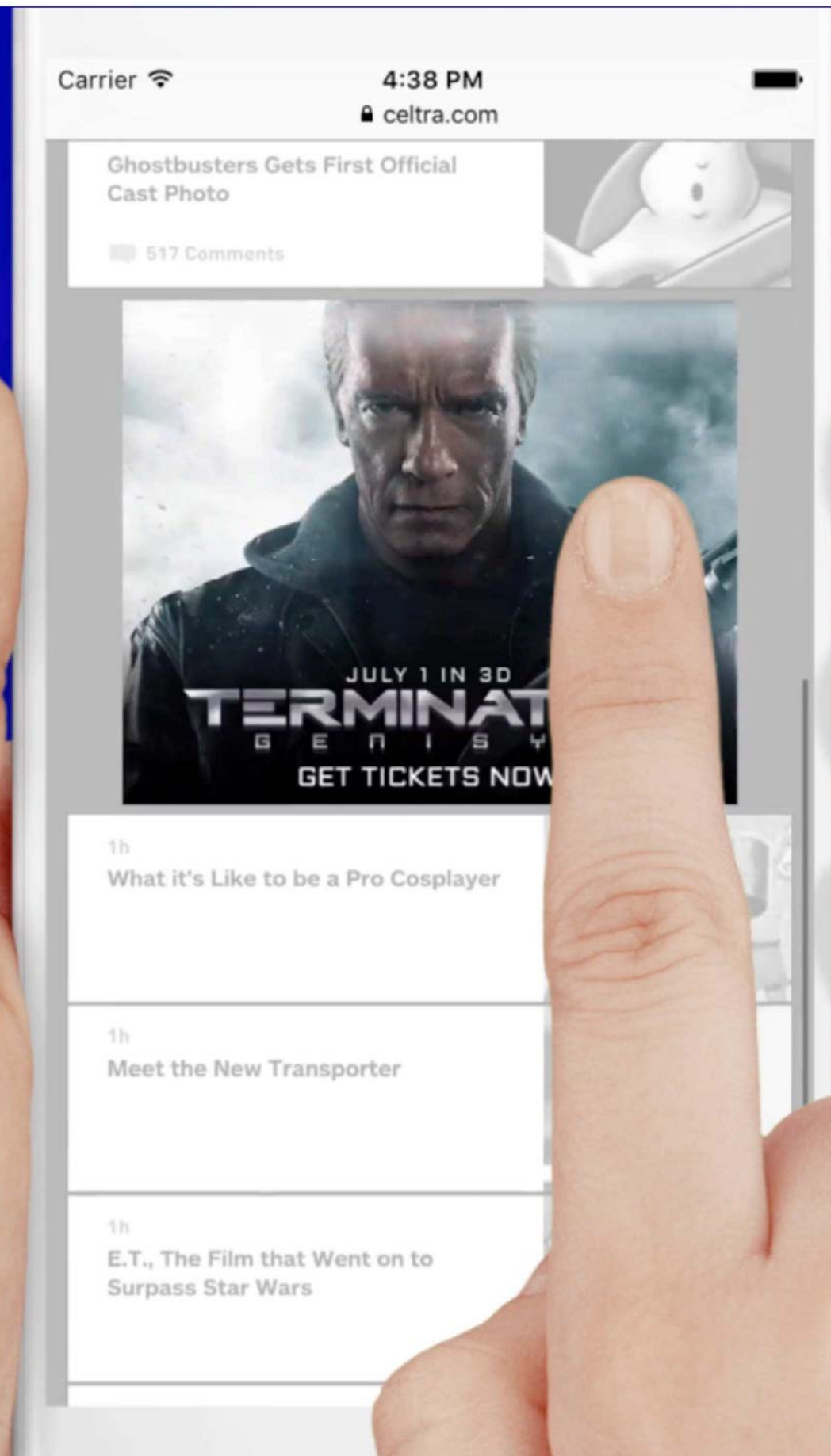
**69%** of online consumers agree that the quality, timing, or **relevance of a company's message** influences their **perception of a brand.**

\*Source: Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015

# Creative Examples



# Native Rich Media



# Native Rich Media Ambient Experience





# Native Rich Media Reactive Miniscroller

Top Stories • Monday, May 30

SPORTS

1h

## NBA player Bryce Dejean-Jones fatally shot

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



POLITICS

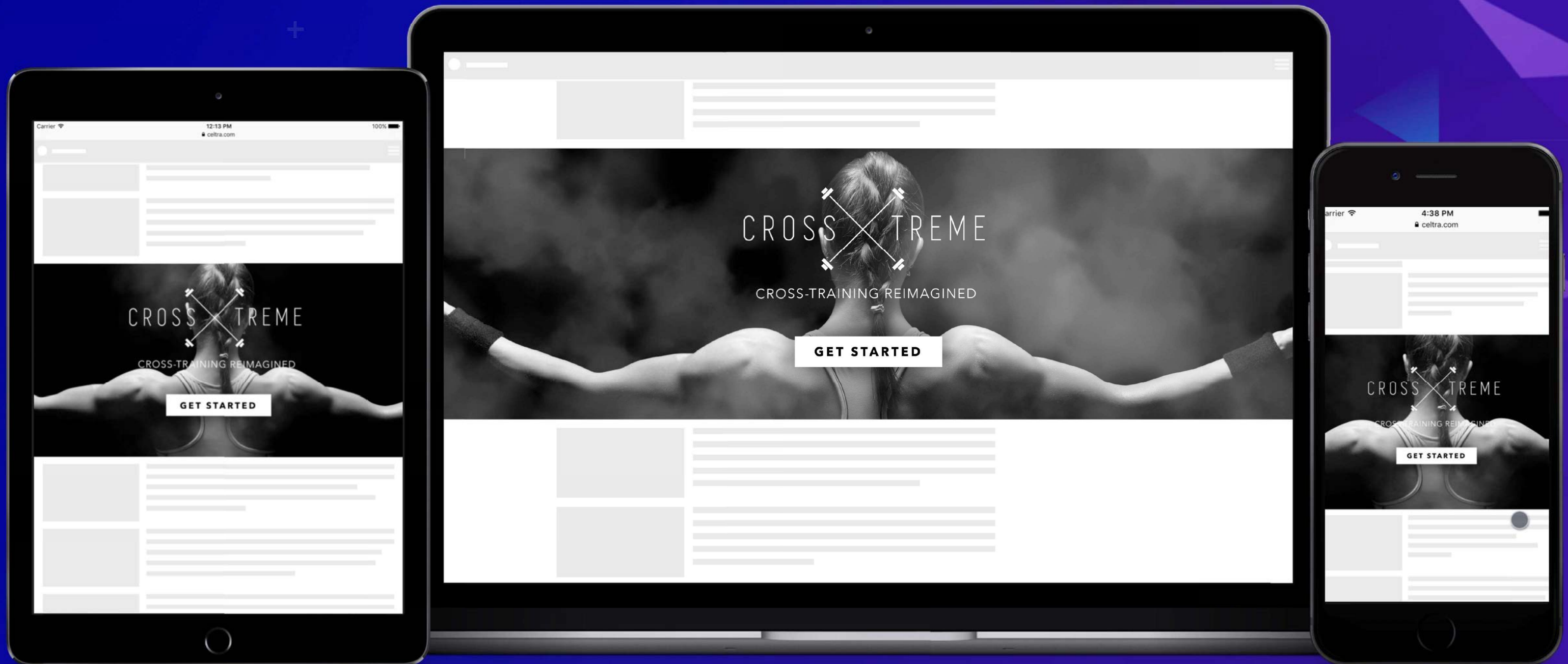
4h

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

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

celtra 

# Native Rich Media Cross-Screen **Miniscroller**

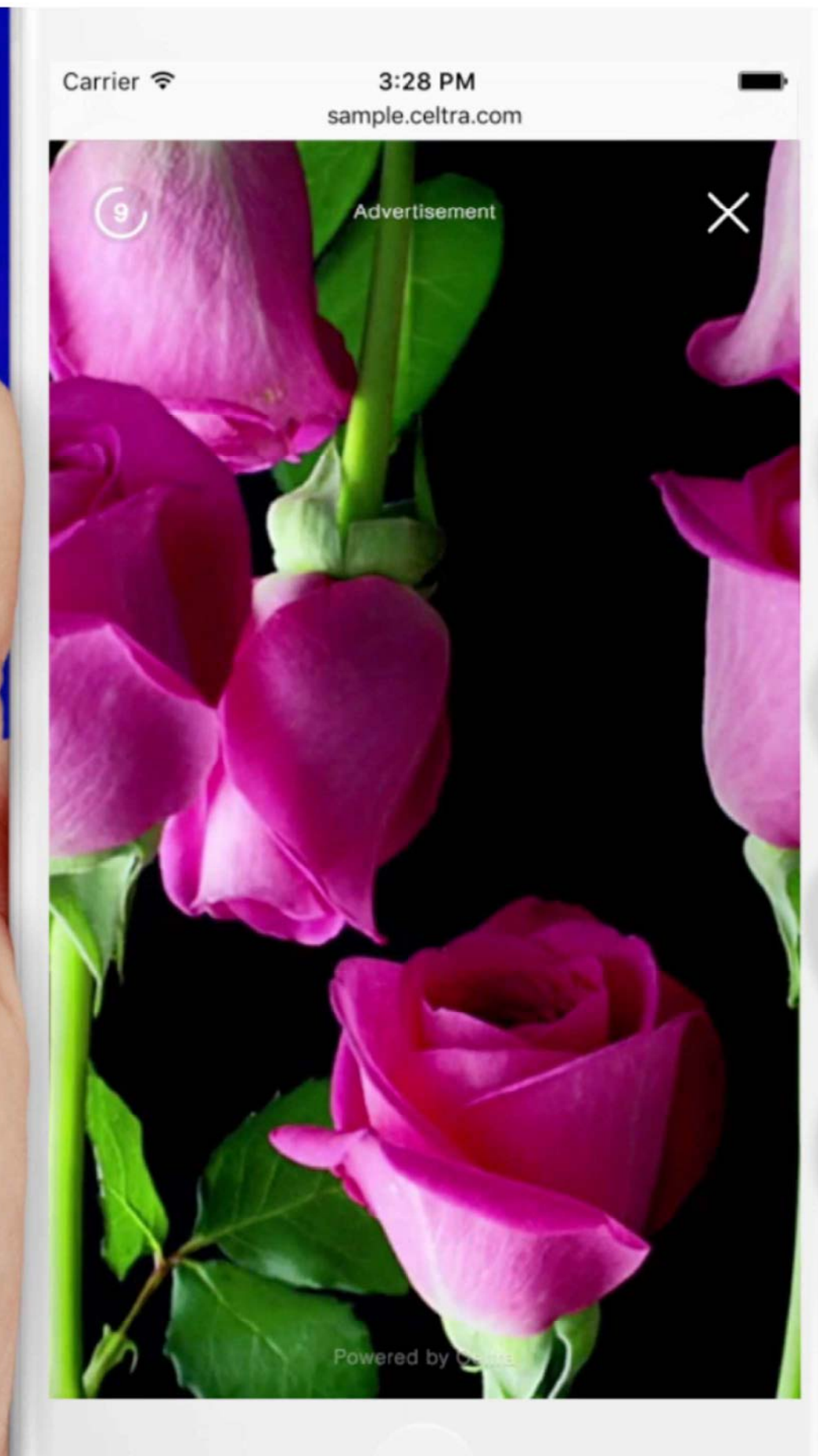




# Outstream Video



# Outstream Video





# Outstream Video





celtra 


KARGO


# Native Video

**Top Stories** • Monday, May 30

 Opioid history: From wonder drug to abuse epidemic

 **Why are opioids so addictive?**

 **Prince's last days: What we know**



DEVELOPING STORY

SPORTS

1h

**NBA player Bryce Dejean-Jones fatally shot**

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



# 360 Video



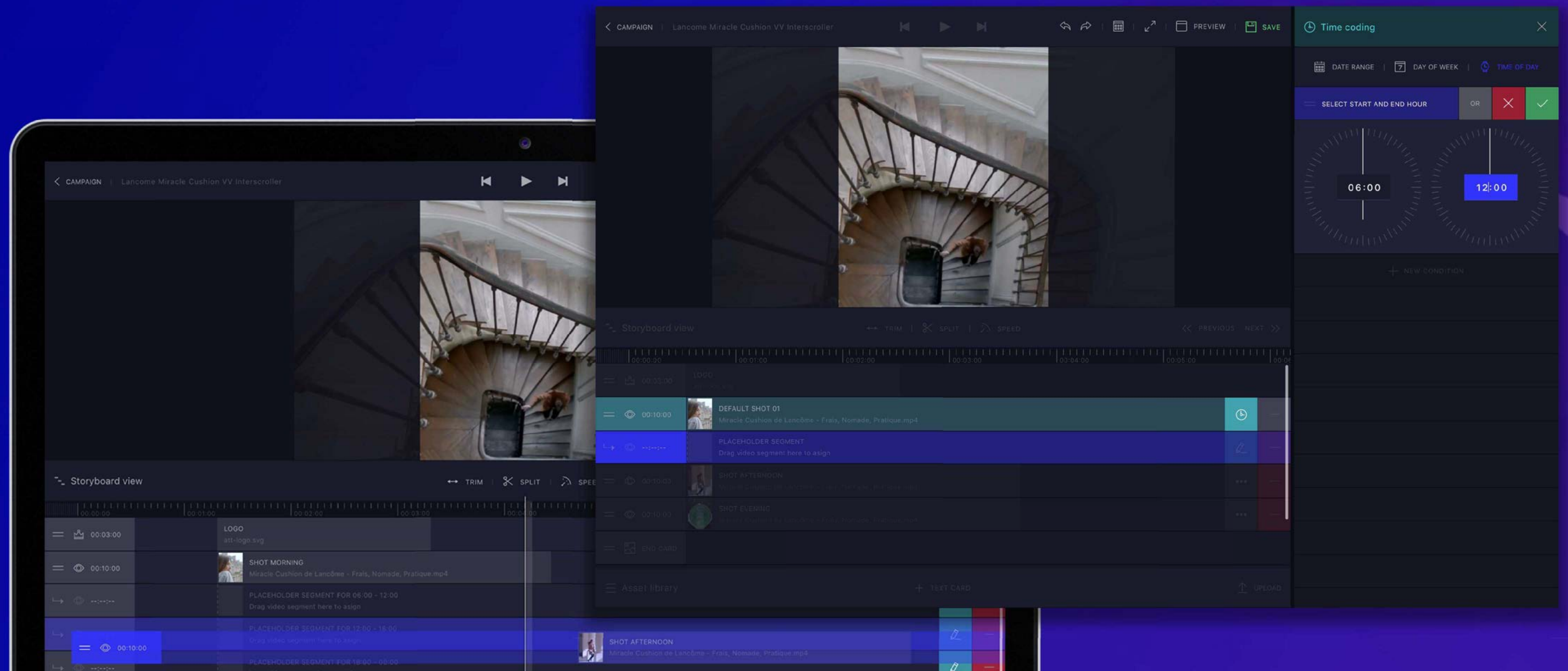
celtra 



# Dynamic Video

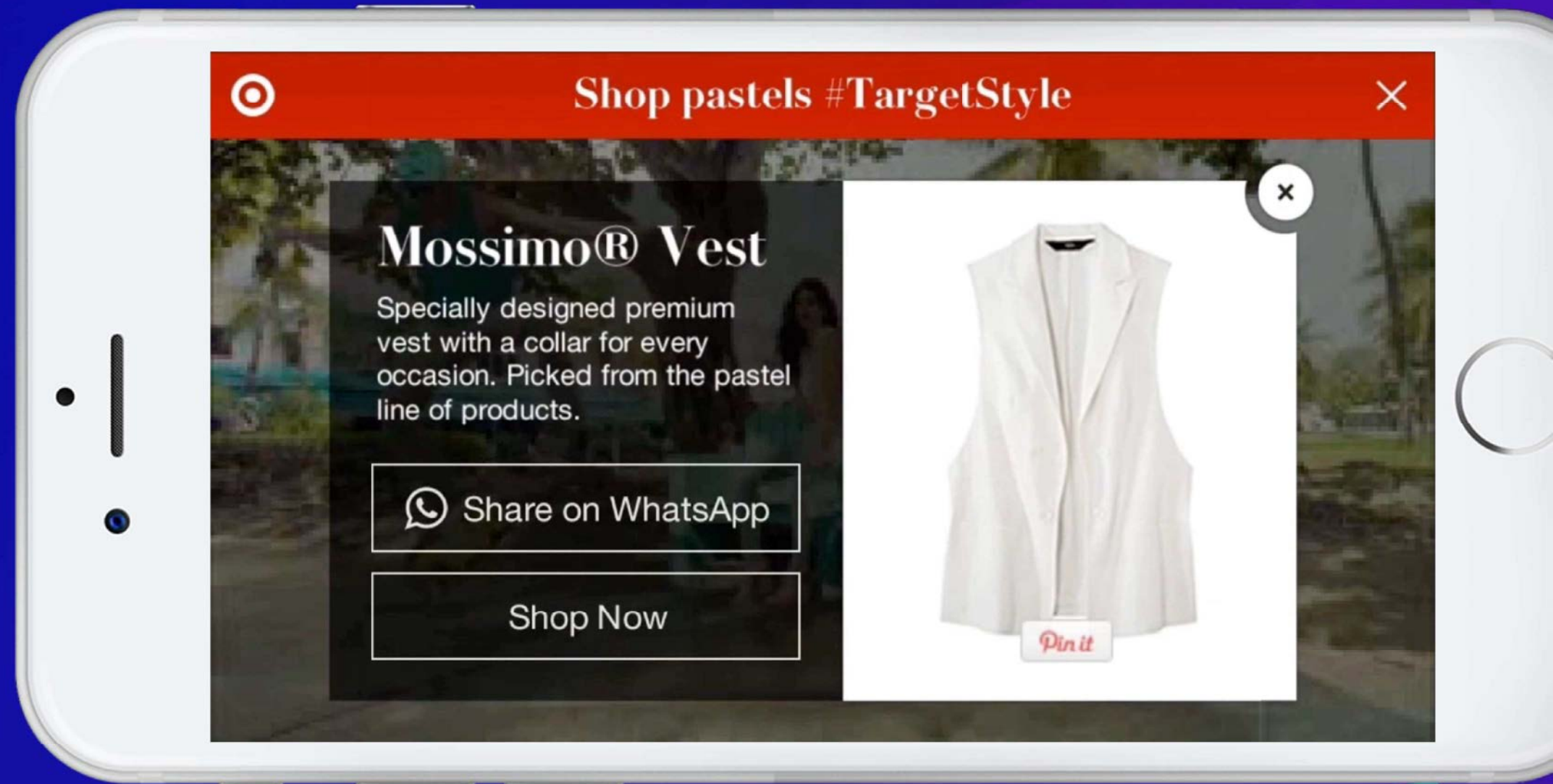
## Creative Relevancy

(time coding, language targeting, localization)





# Shoppable Video In-ad Shopping



# Programmatic Creative Feed-based Dynamic Content

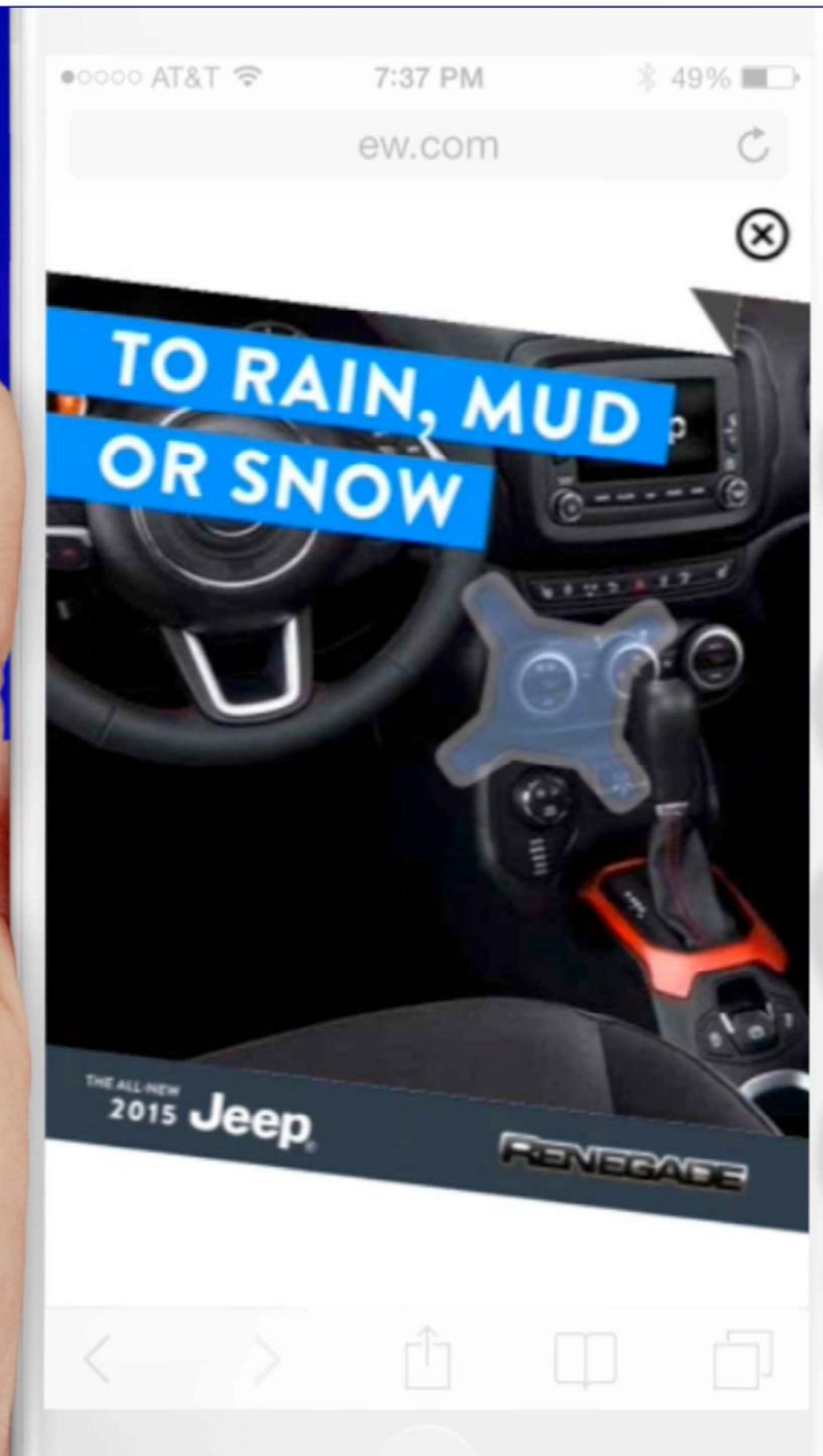




# Creative Relevancy



Rainy weather



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





**The future**

+

# Thank you!

//////

//////

