



Dobrý den



Update on Mobile Advertising Trends from US and Europe

Bram Smits | CCO MADS

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Nevěříte tomuto muži

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“This is the year
of Mobile!”

“I have news!”



More Revenue! Full control. No hassle!

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Introduction



FACT

Mobile,
Programmatic,
Advertising



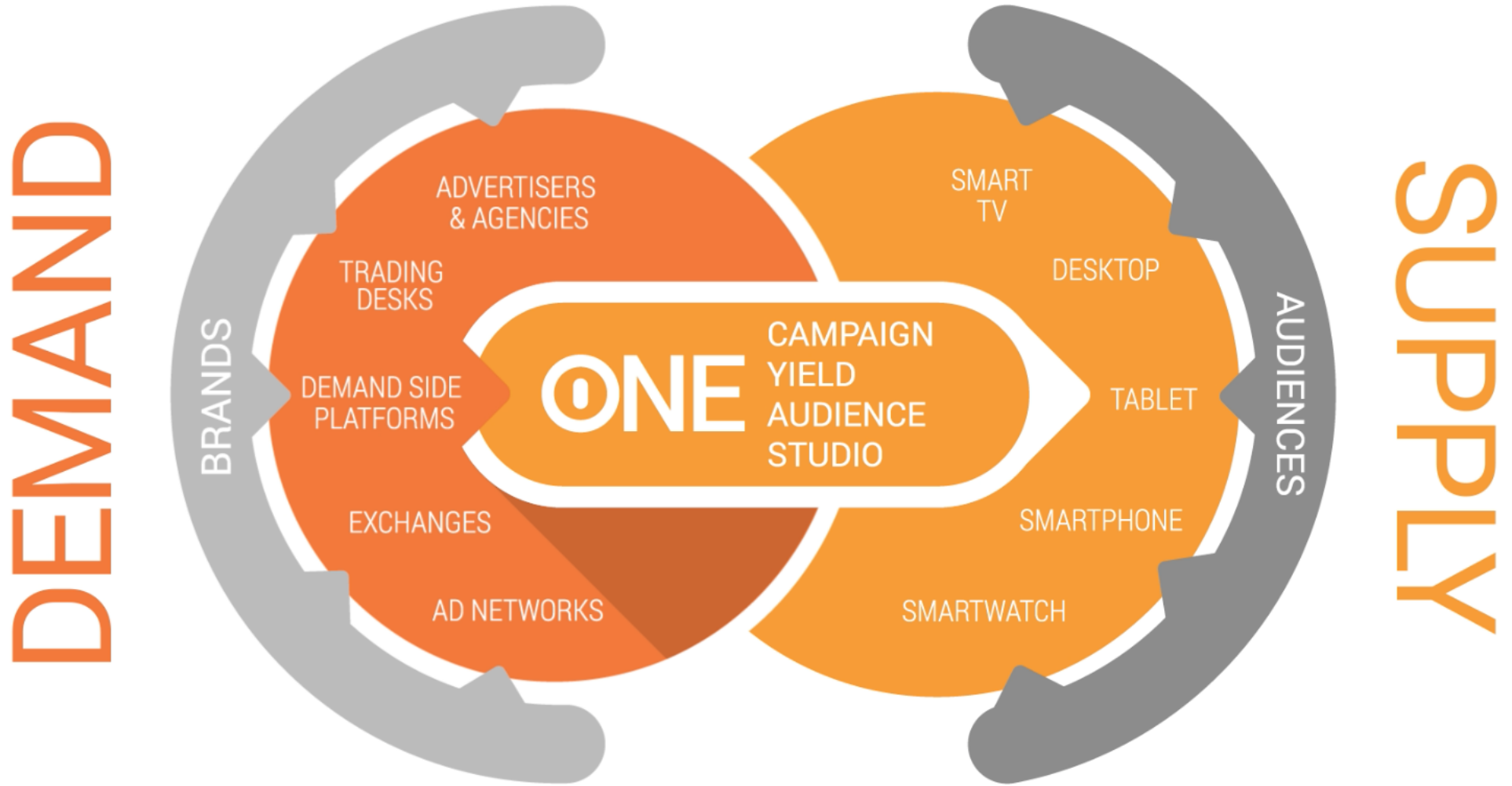
Trends,
Cases,
Examples



MADS in 80 seconds...

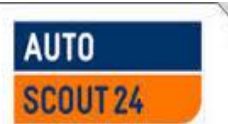
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MADS CUSTOMER SELECTION



Njmbuzz!



AdPrime



SHIFT FROM DESKTOP
TO
MOBILE



UNLOCK VALUE
FROM
AUDIENCE'S PROFILES



FIND & CONNECT
WITH **ADVERTISERS**



2015

1 : 1



2019

1,5 : 1

Source: Cisco Virtual Networking Index: Global Mobile Data Traffic Forecast Update, 2014-2019

2015

1



2019

10x

Source: Cisco Virtual Networking Index: Global Mobile Data Traffic Forecast Update, 2014-2019

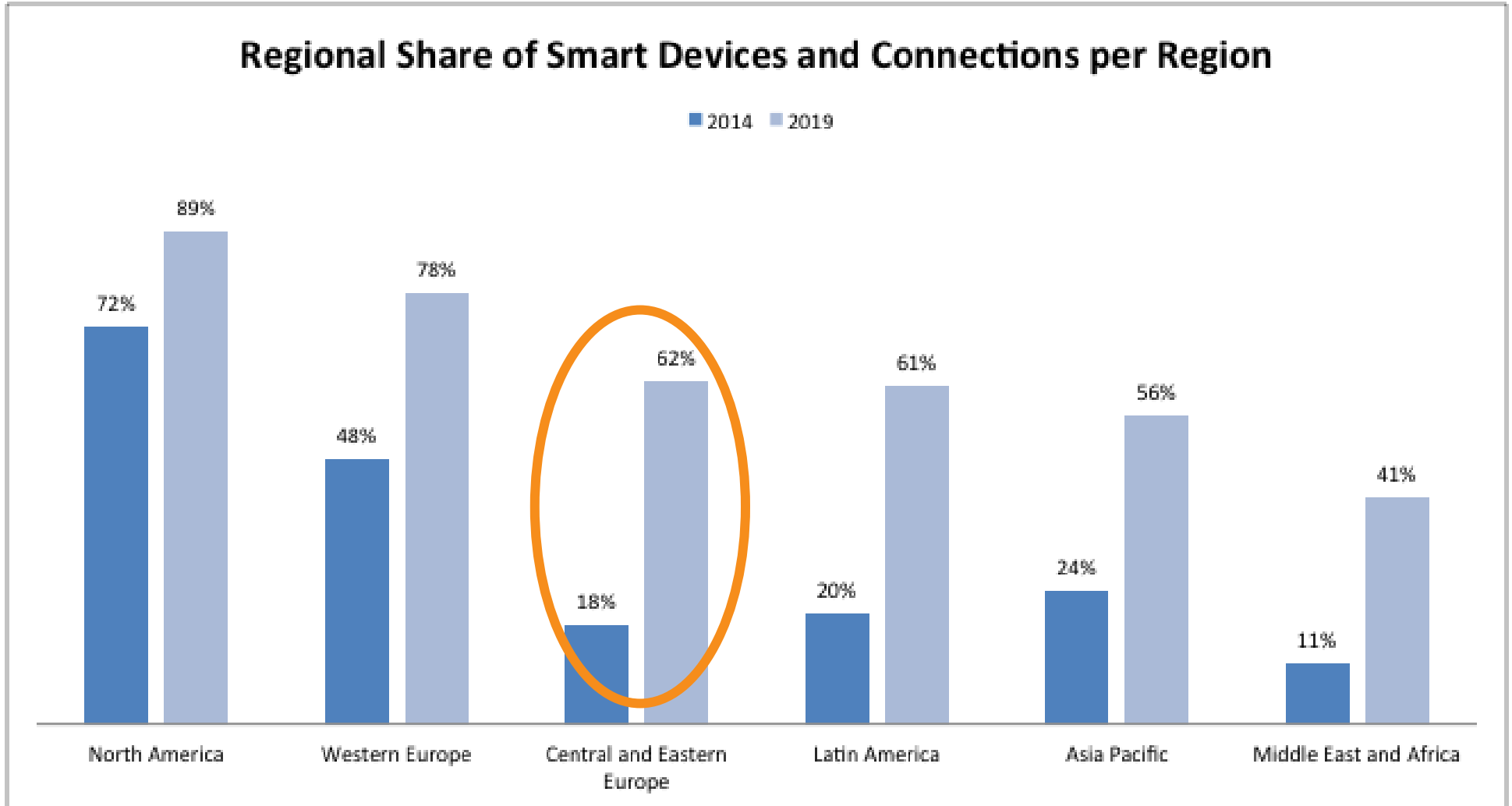
2019



75%

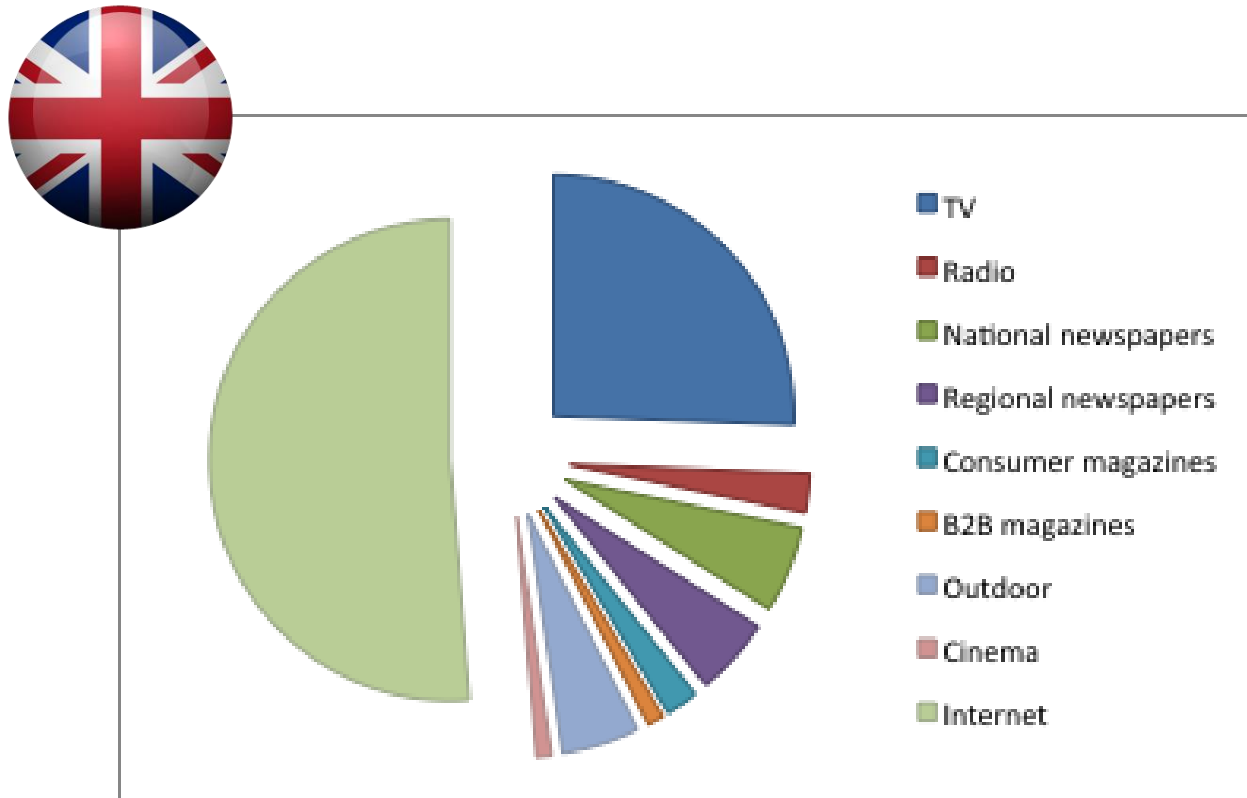
Source: Cisco Virtual Networking Index: Global Mobile Data Traffic Forecast Update, 2014-2019

CEE will move from 5th to 3rd place in 4 years.



Source: Cisco Virtual Networking Index: Global Mobile Data Traffic Forecast Update, 2014-2019

Digital is the most prominent category within the advertising industry worldwide. The UK will be the first country where over half of all ad spend goes to digital.

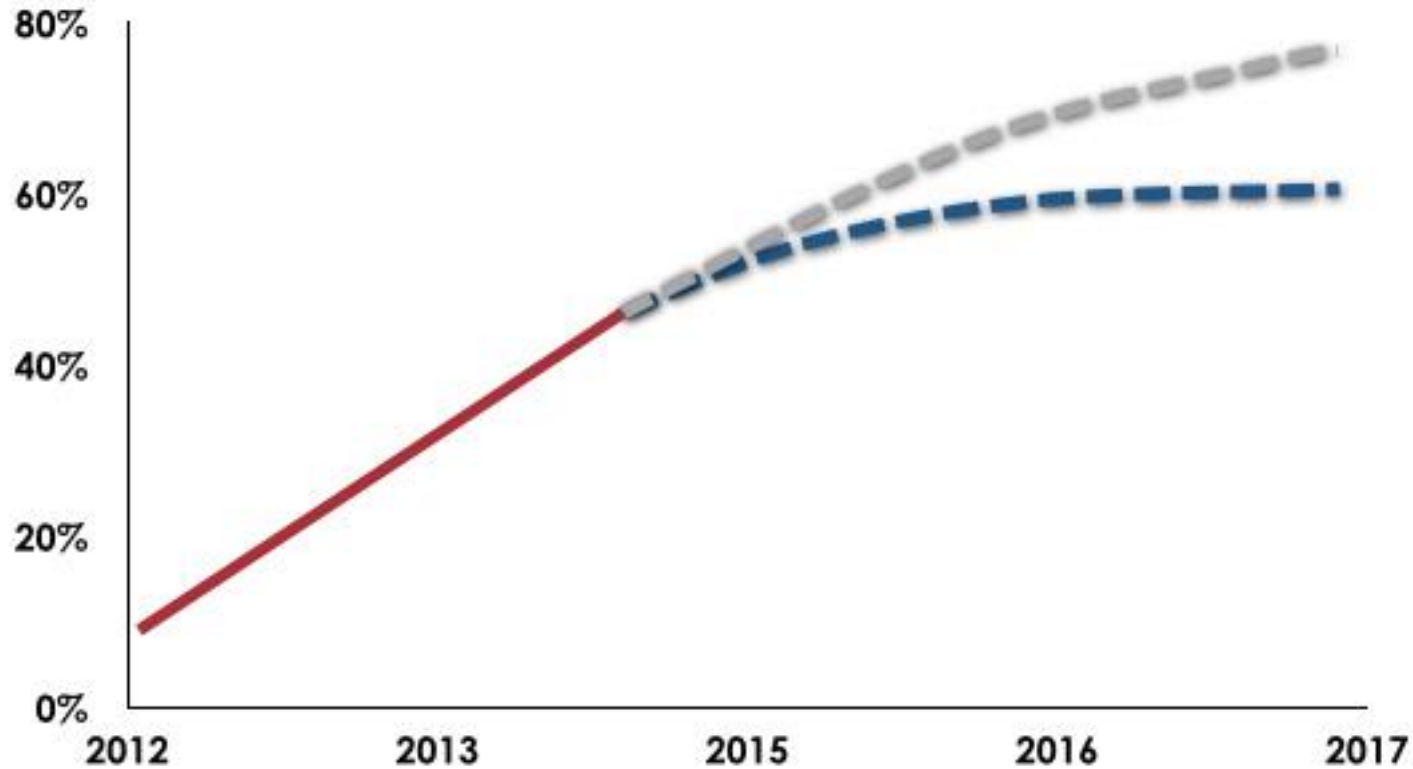


2015 > 50%

Source: WPP



2017 scenarios – share of programmatic



2015

49% : 51%



2019

72% : 28%

Source: eMarketer

2015

21\$B: 8\$B

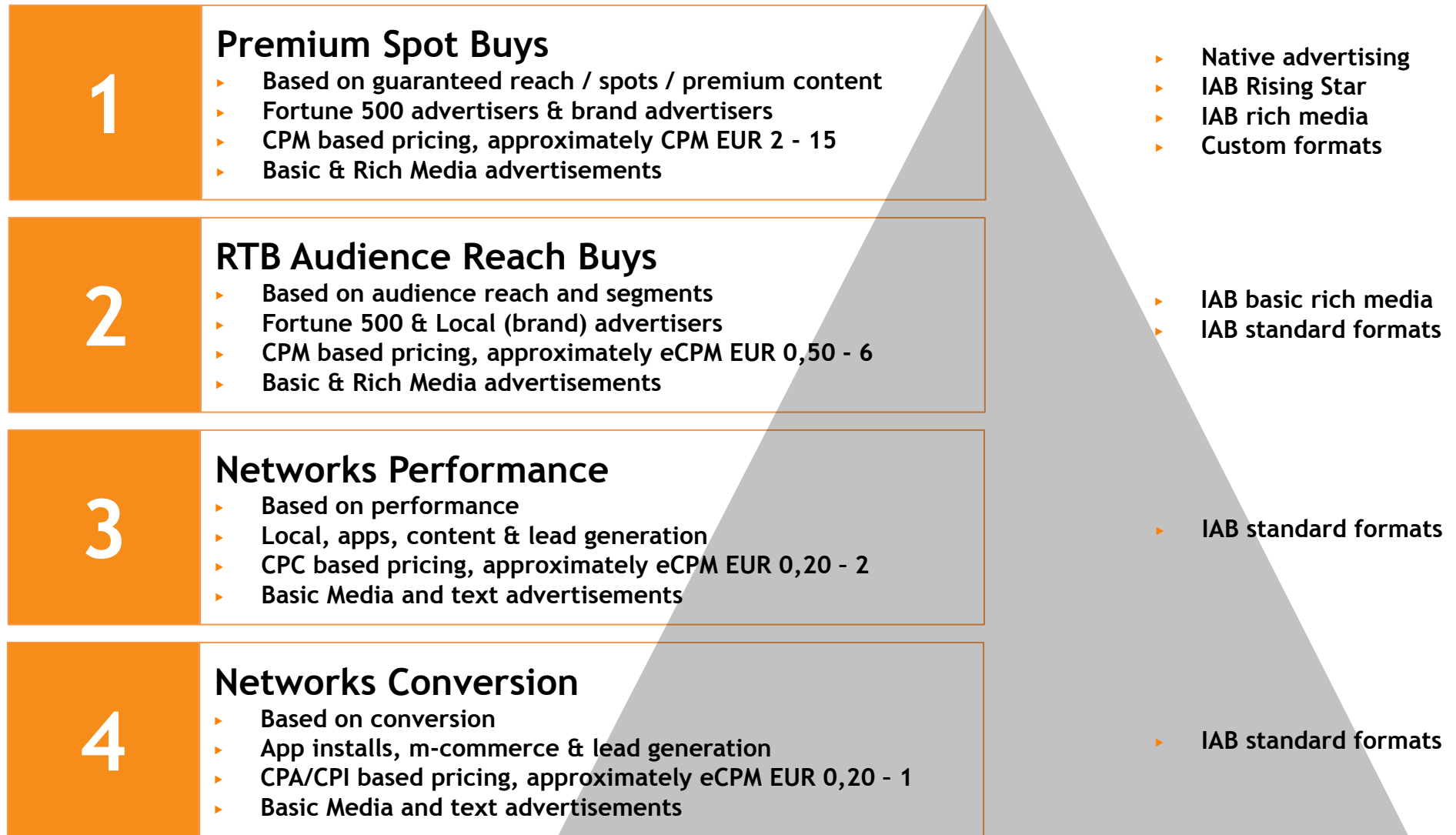


2019

30\$B: 11\$B

Source: eMarketer



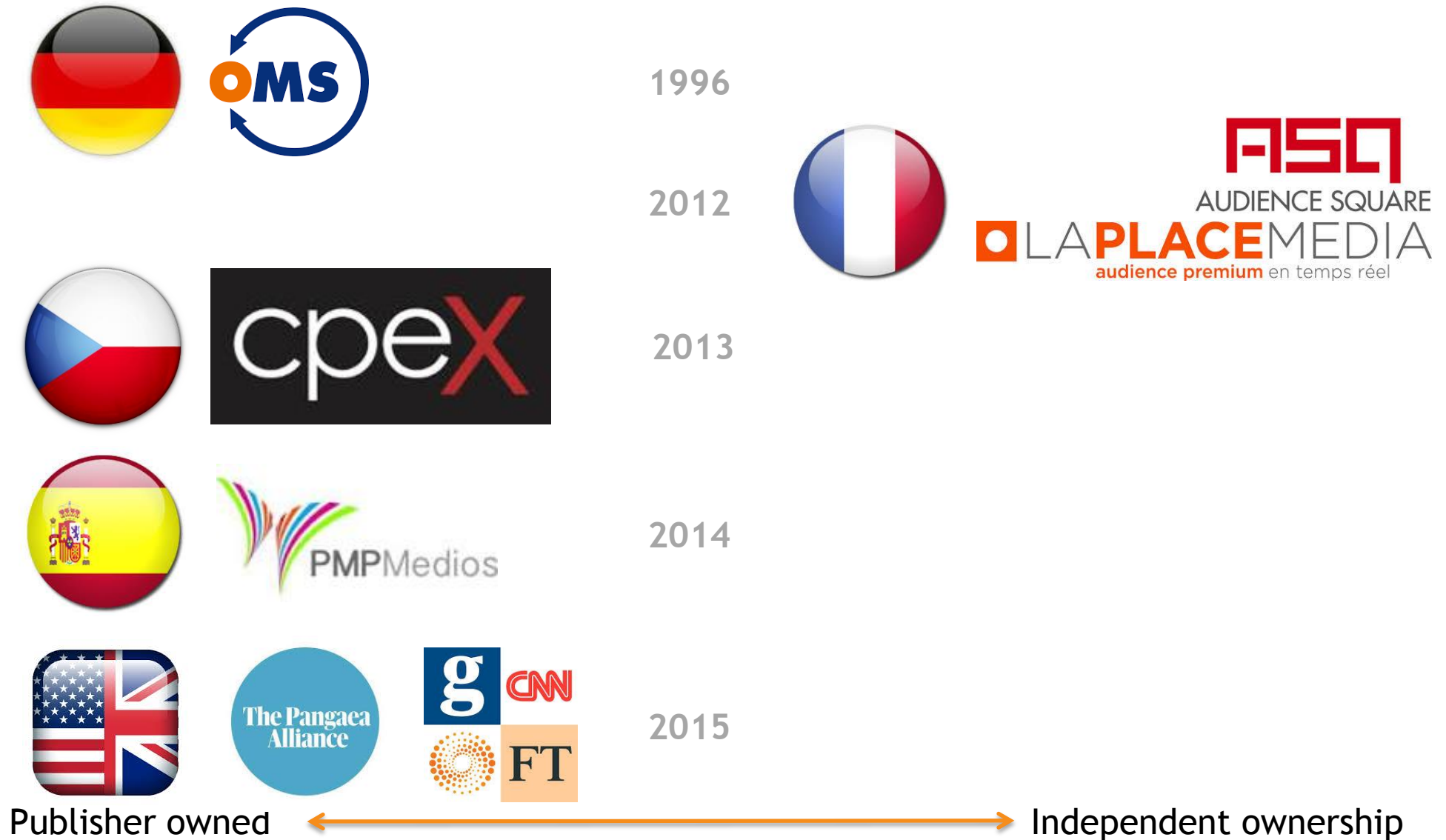




RTB trials across European markets

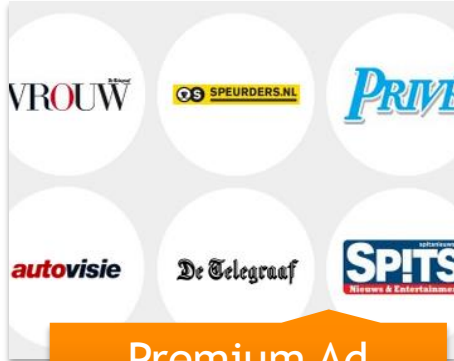
- Time? Managed, then DIY
- Vendor? Minimum of 2
- Channels? Mobile, Web, App
- Ad Positions? Above, under the fold
- Formats? Standard
- eCPM? Start low, build traffic
- Contract: Flexible, Trial 3 months

JOIN FORCES WITH OTHER PUBLISHERS TO GROW YOUR PROGRAMMATIC BUSINESS



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Premium Ad Network



Top Ad Positions



GEO Targeting



Simple Workflow

DSP
Demand Side Platform

Target group: Local advertisers, Small Medium Enterprises (SME's), mainly existing TMG customers.

DIY
Self Service Portal

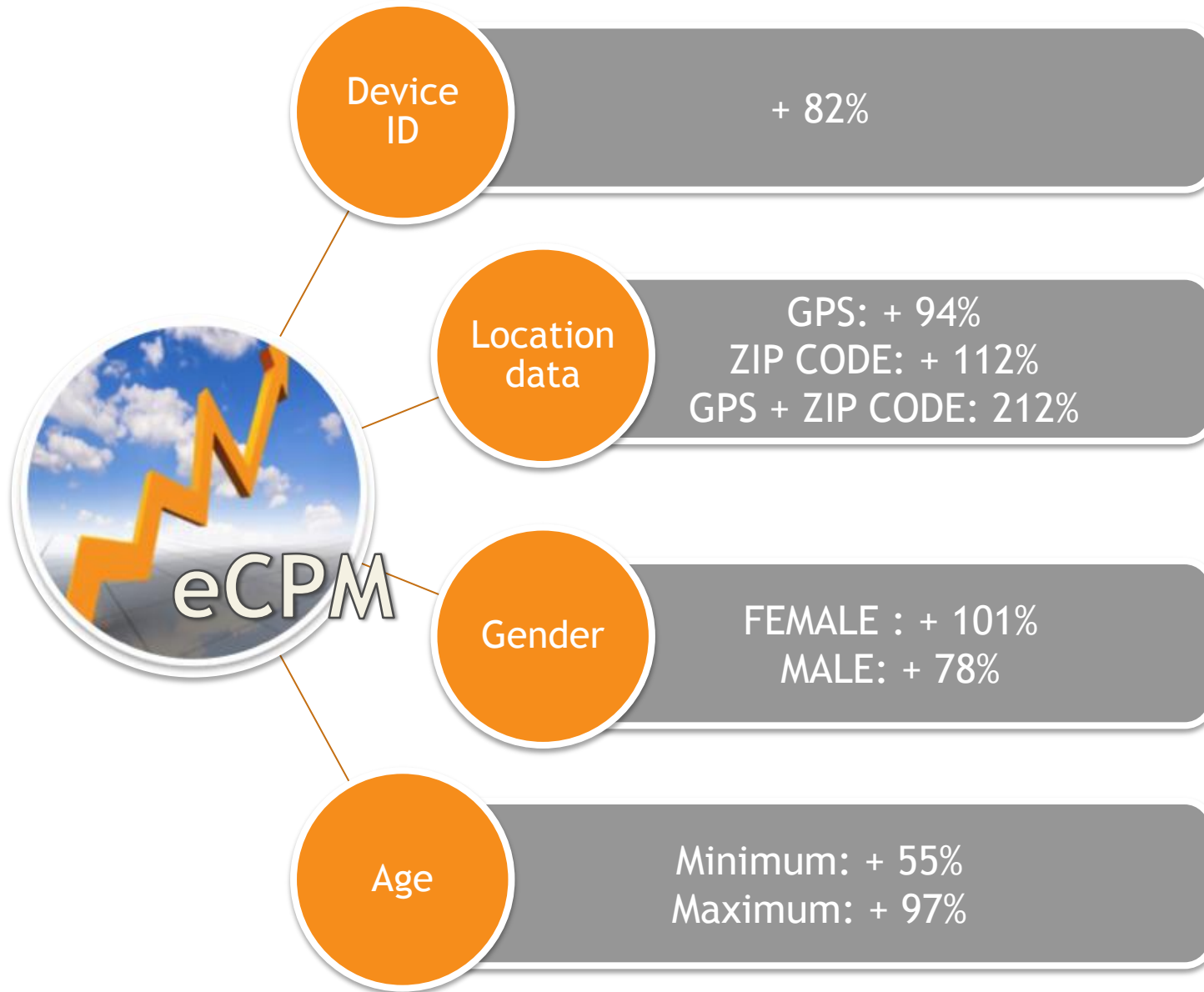
Basic functionality, easy to understand, including ad templates.

€
Results to date

300 customers, nearly 50% repeat orders.

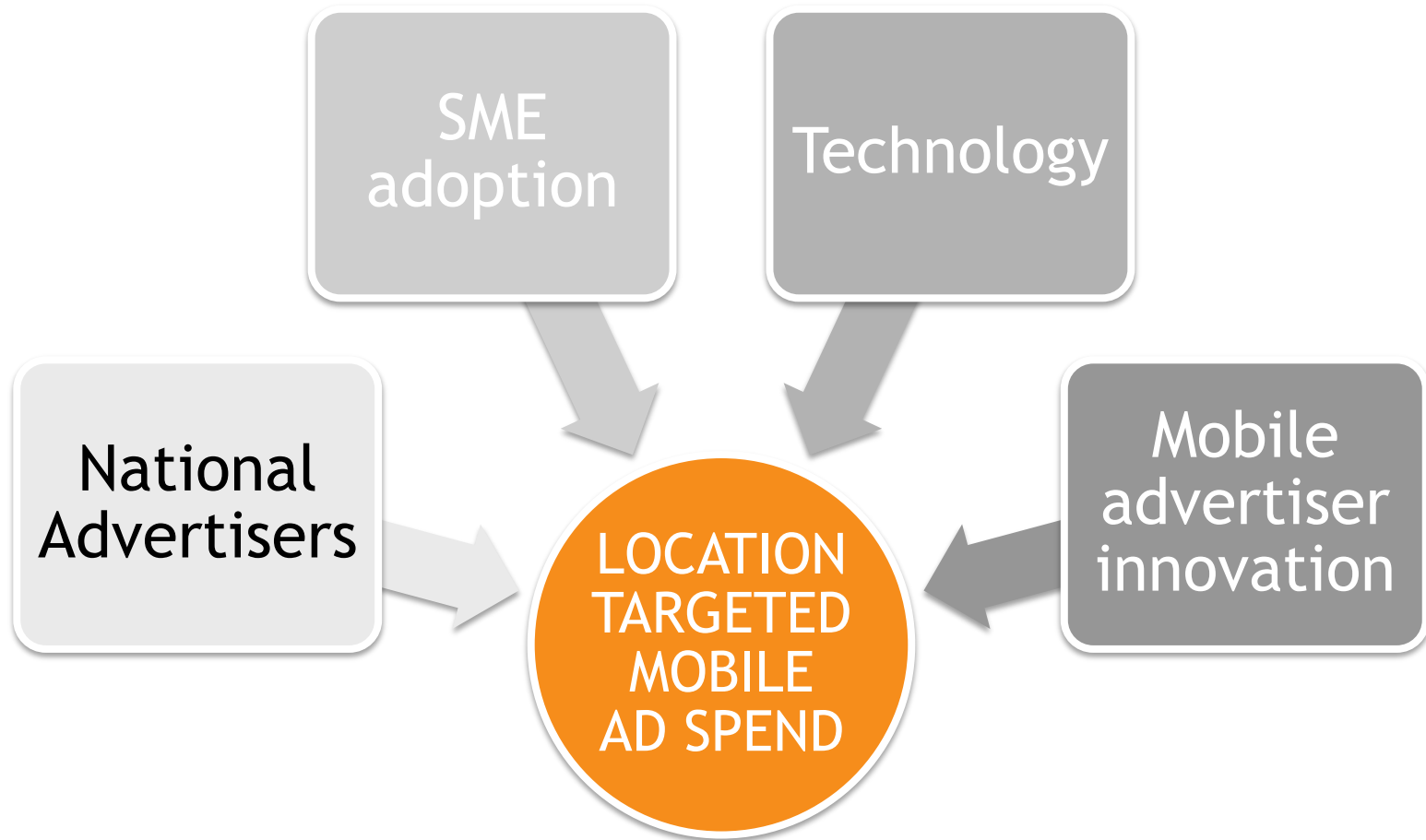
DEFINE YOUR TARGET GROUP: THE MOBILE ELITE





Source: Smaato

US forecast: location targeted mobile ad spend to grow 400% in 2015-2018



Source: blog.biakelsey.com / 2015 annual US local media forecast

LOCATION BASED ADVERTISING : ARMANI CASE (DK)



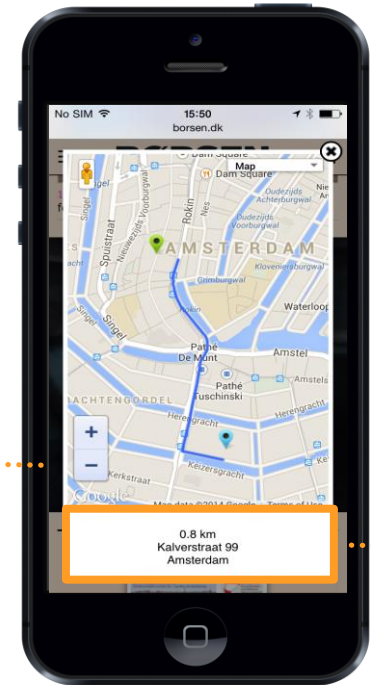
Swipe through three images



Click to find the nearest store

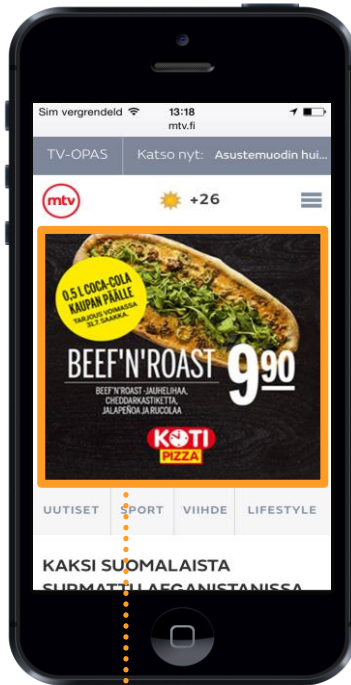


Share your location and find the nearest store

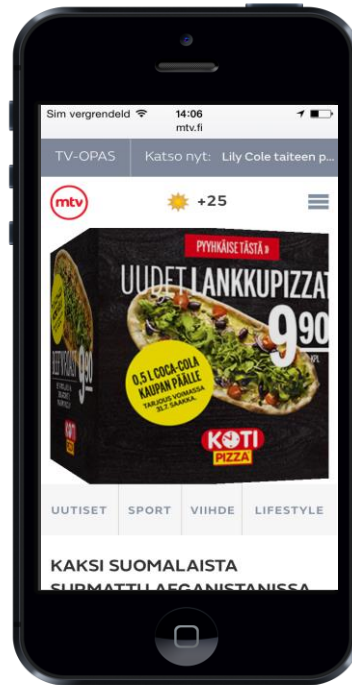


Customize store information

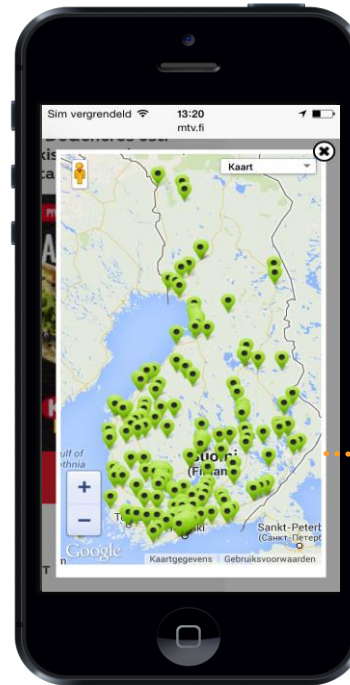
LOCATION BASED ADVERTISING : KOTI CASE (FI)



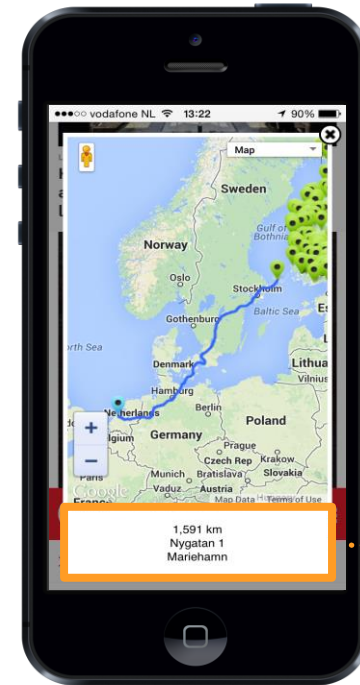
3D Cube with 4 images



Auto and/or manual swipe



Share your location and find the nearest store



Customized store information

AFTONBLADET CASE: EXPERIMENT WITH PHYSICAL RETARGETING



Publisher



Agency



Advertiser



Tech firm

https://www.youtube.com/watch?v=p_gbXbWySt8

A vibrant field of red poppies under a blue sky with white clouds. The field is in the foreground, and the sky is filled with fluffy white clouds. The overall scene is bright and cheerful.

Děkuji!

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