MOBILE ADVERTISING

Mobile advertising is the buzzword of the modern era.Any kind of advertising that appears on mobile devices such as smart phones and tablets that have wireless connections.Mobile technology used by companies such as google and facebook tailors mobile advertisements based on an individual’s web browsing history,geographic location and data collected by shopping habits.

As mobile users outnumber television sets,chances of potential customer seeing a mobile ad are greater than that of most other forms of advertising today.Most common model in mobile advertising is Cost Per Install(CPI),where payment is based on the user installing an app on their mobile device.Mobile advertising works with mobile marketing that uses personal data collected and technology such as location services to personalize ads based on user preference,habits or location.Mobile ad placement works by way of a programmatic biddingprocess for ad placementin which advertisers bid in real-time for the right to place an ad on a mobile device.Infrastructure that allows for this platform are Demand Side Platform(DSP).

It is definitely one of the most effective means to reach out to your potential customers.Present-day marketers use a wide range of sophisticated options to create user-friendly mobile ads to boost a brand name and generate higher revenues.

Mobile phone advertising can occur as text-based ads,banner advertisements,videos or even as mobile games.Instead of going out and reaching out customers on physical level,mobile advertising makes use of the popularity of smartphone devices.There are reported benefits that include a surge in customer engagement rates,cost effectiveness,personalized consumer relationships and social media friendliness.

Consumer’s responses to the advertisements that pop up while they are using an online app is growing in numbers.Programmatic advertising is the new trend in the world of advertising.Everything is changing to digital.

Mobile ads can have different forms and platforms:

**1)Banner Advertising**

Banner ads are often seen embedded in a web host page or an app.Depicted by images,these are designed to grab the attention of consumers.Idea is to pull the customers from host page to advertiser’s page and later convert it into a paying client.While banner ads are very cost-efficient and are still being widely used,world is quickly moving to other options like gamification ads and video ads.

**2)VIDEO ADVERTISING**

A powerful communication tool to get a company its desired conversion figures.Product videos are extremely helpful for customers when they are in a decision making process.Videos provide a visual experience that which helps users to get a closer feel of the products in question.

**3)FULL SCREEN OR INTERSTITIAL MOBILE ADVERTISING**

Interstitial advertisements are full screen videos or graphics that are usually placed at app transition points.They get high click percentages compared to banner ads.Ads appear naturally between the content transition points so as not to interrupt the user activity flow.They work well to grab consumer attention.

**4)NATIVE APP BASED ADVERTISING**

These ads are displayed within app’s natural environment of mobile and hence blend in with the flow.You can get your advertisement displayed to targeted users without actually causing forced interruptions.

**5)GAMIFIED MOBILE ADVERTISING**

Gamified options are a type of rich media or interactive video advertisements.Gaming mobile advertisements work great when marketing apps.Gamification based ads create high conversion rates since they manage to capture user attention.

Mobile advertising is the future of the advertising industry.It is the quickest way to reach Gen Z audience to sell your product or brand.