

# Mobile Marketing Landscape

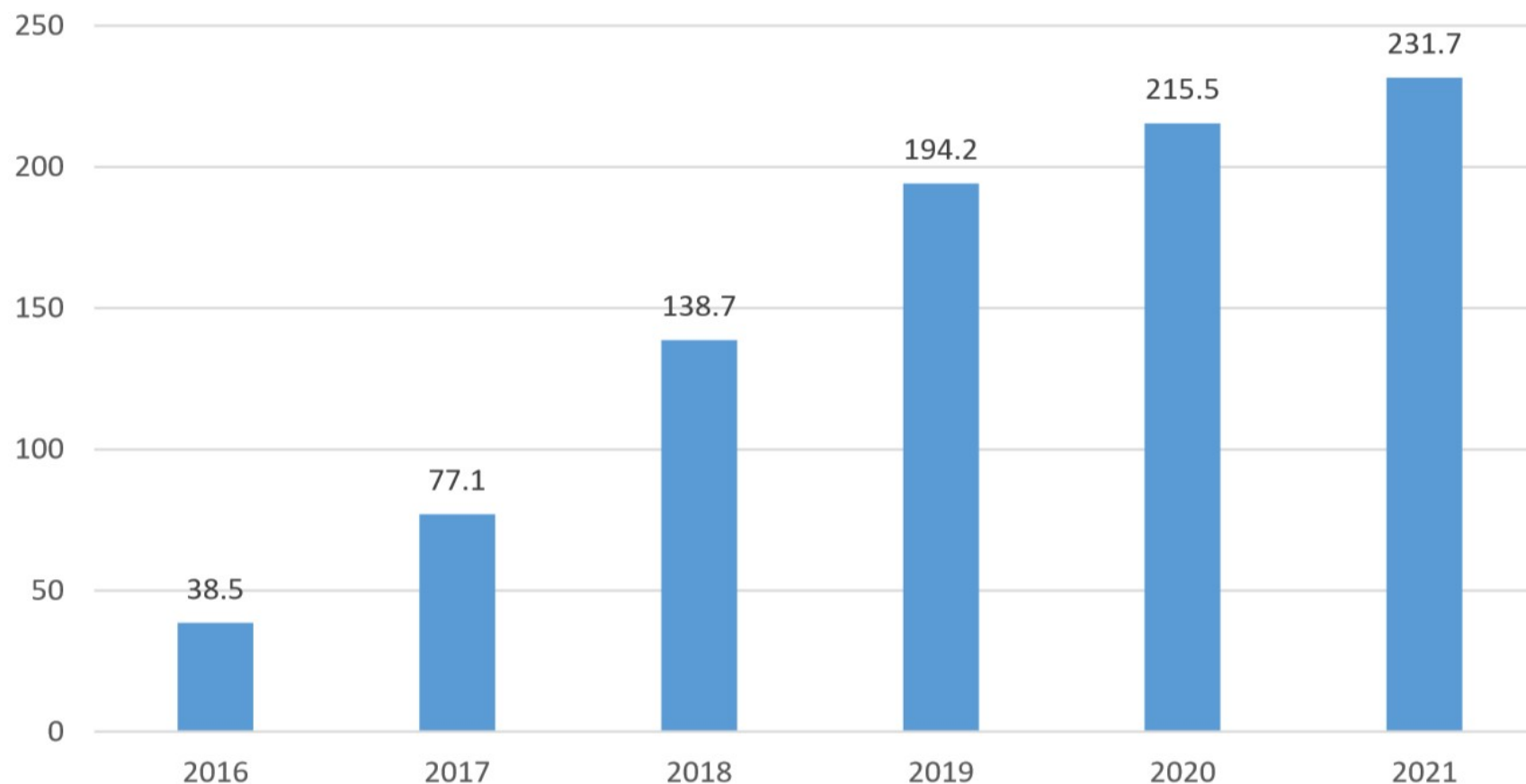
*Phan Bich Tam / Mobile Marketing Association  
Vietnam, Myanmar & Cambodia*

# Highlights

1. Mobile Ad Spend
2. Mobile Users/ Mobile Rural Users
3. Mobile Marketing Under Industry Player's POV
4. Top Mobile Trends

# An Industry Perspective

Vietnam Mobile Ad Spending (US\$ million)



Source: eMarketer, October 2017 (Note: Includes display (banners, video and rich media) and search; excludes SMS, MMS and P2P messaging-based advertising; includes ad spending on tablets)

In terms of volume, eMarketer estimates a total volume of US\$77.1 million for mobile ad spend for the whole market in 2017, double the number of 2016 (US\$38.5 million).



## KEY RURAL HIGHLIGHTS

**140**  
min per day

Rural users use instant messaging apps 6-7 times per day for an average of 20 minutes per session

**82%**

Amount of rural users using the YouTube app on mobile for relaxation

**40%**

Time spent interacting with each other via chat apps

**70%**

Amount of rural users who click on relevant Search ads

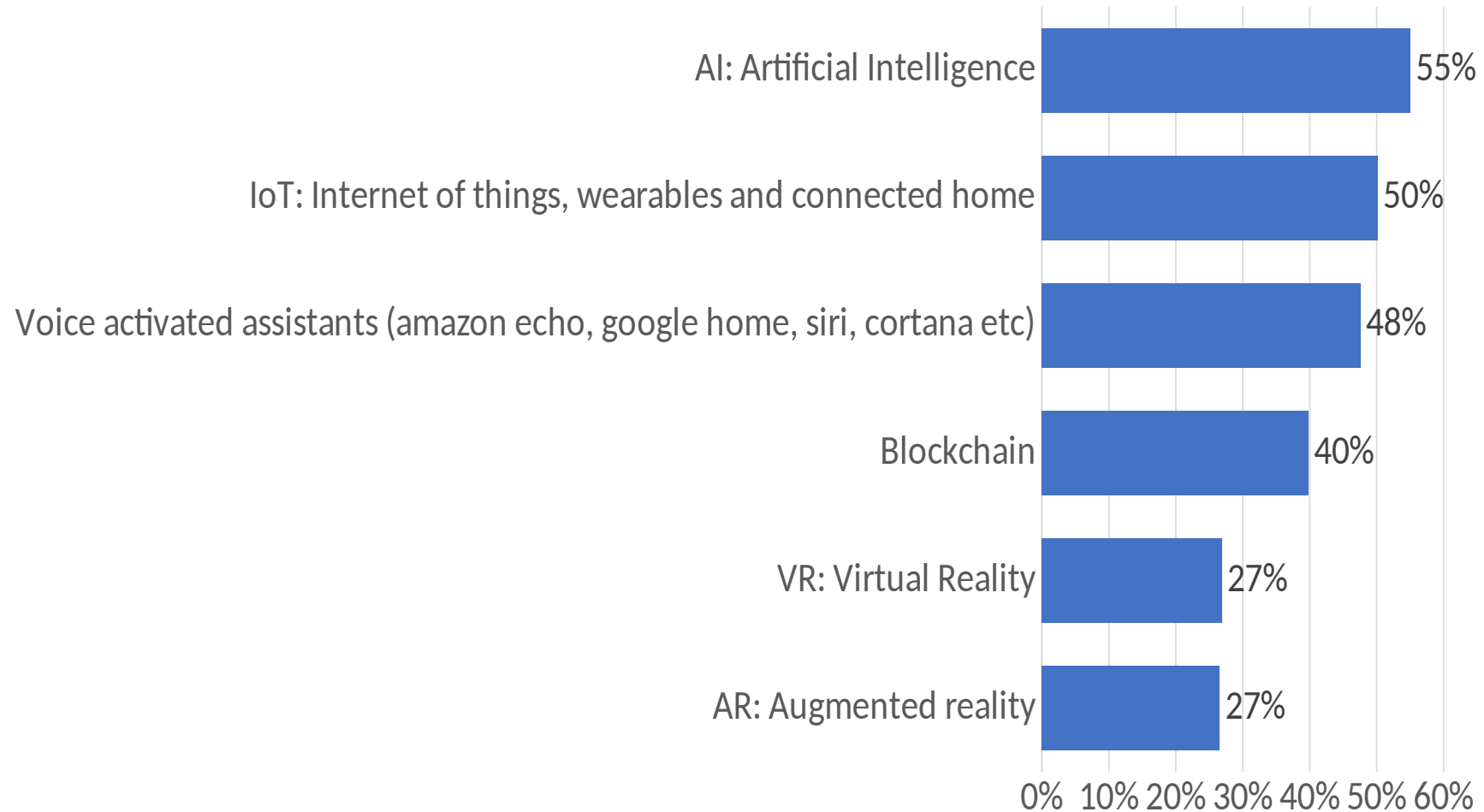
**45%**

Amount of rural users making in-store purchases as a result of searching online

**90%**

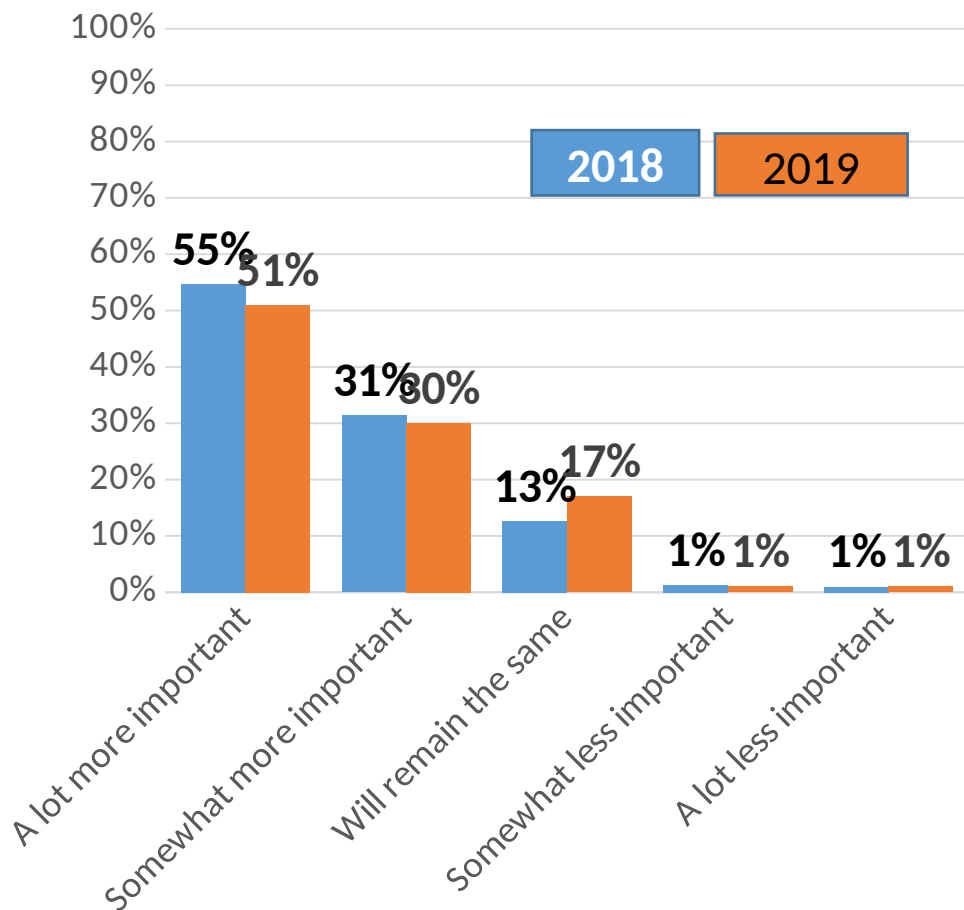
Amount of Zalo users who use Zalo on a daily basis

# AI is leading the charge of most promising technologies

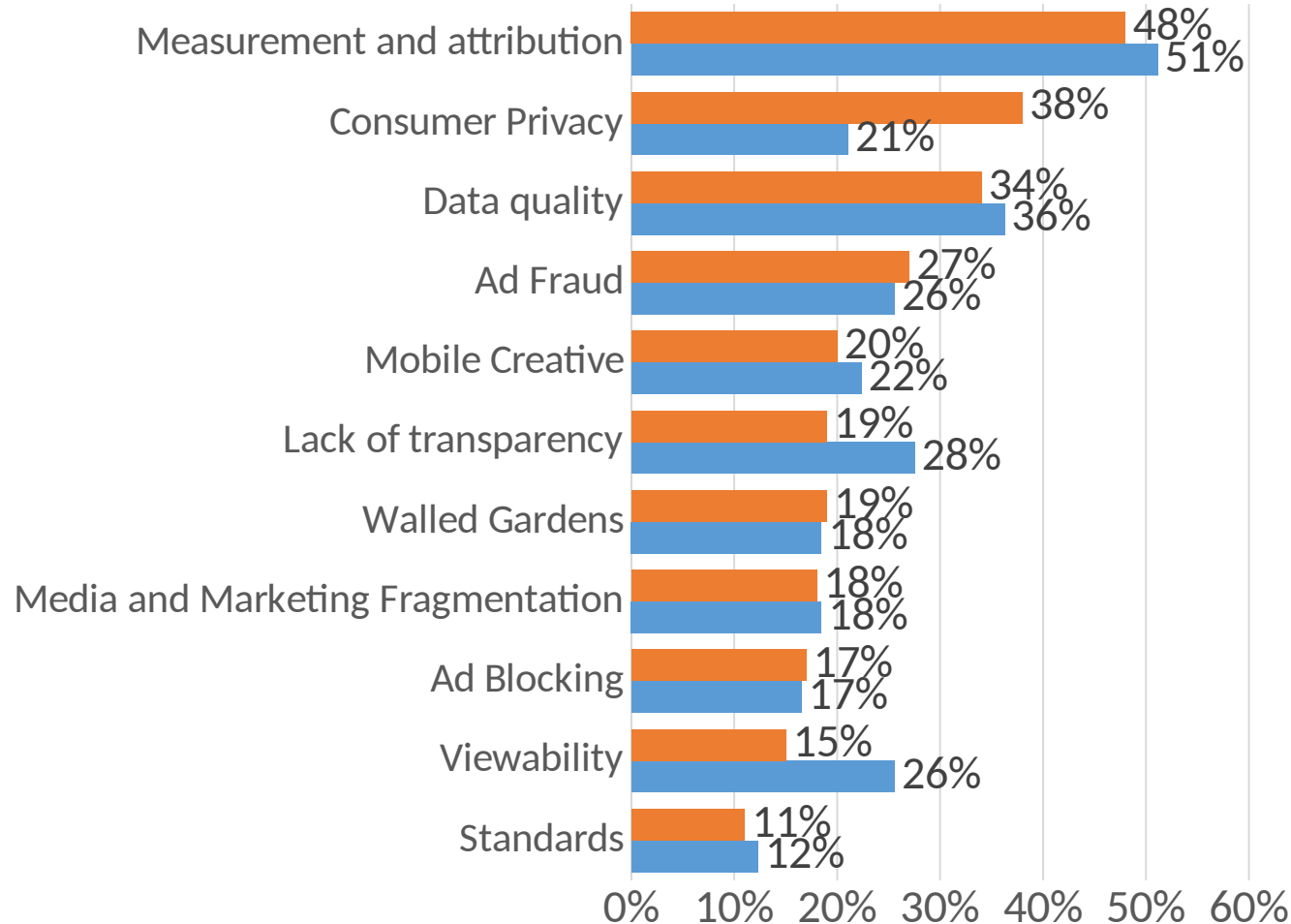


Q15. Finally, which of the following areas are important to you that the MMA gets involved, to provide guidance to you and the Industry? N=309

# Mobile continues increasing in importance with Attribution, data quality being the key roadblocks.



Q 13. In your opinion, will mobile marketing become more or less important" for your organization in the year ahead? N=309



Q14. In your opinion, what are the **three** biggest challenges in the mobile marketing ecosystem today? (please select up to three responses) N=309

**Artificial intelligence:**  
Applied to mobile marketing

**Blockchain**

**Location-based services** reinforce mobile's vocation

**Messaging** as a marketing platform

**The power of voice:** Audio Advertising explodes

Transparent use of data and media purchase:  
Segmentation and the new era for  
**Programmatic**

**VR&AR** promote Interactive content

**Micro-moments, influences and mobile content**

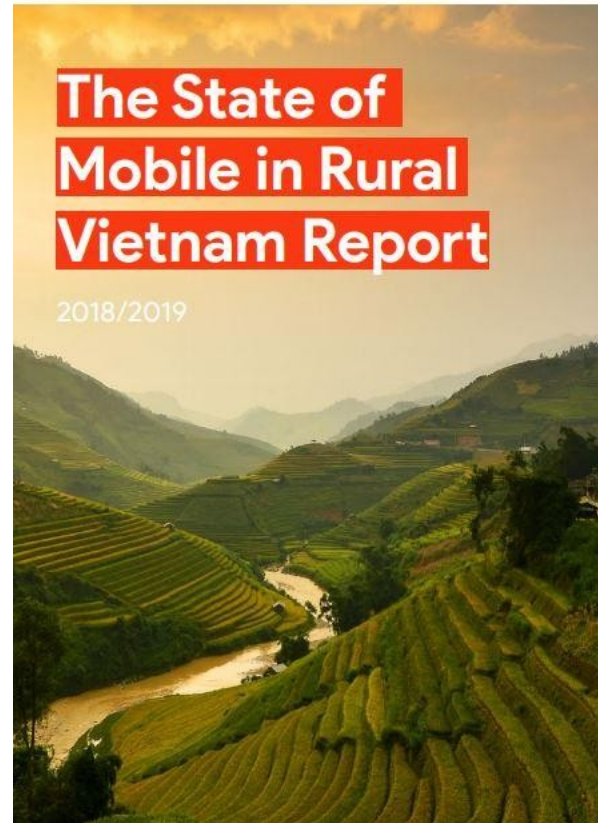
**Mobile Marketing Trends 2018-2019**

**Multi-touch attribution** in the era of context

**Mobile Payment and security**



# || MMA Industry Reports for Vietnam



Full Report Download: <https://www.mmaglobal.com/>





Thank you. Enjoy Next.