

## **MOBILE FIRST OR MOBILE ONLY.WHAT'S COMPANIES TAKE OVER THEIR MARKETING STRATEGY?**

**“A ground-breaking technique of advertising is here and totally makes sense to today’s world of busy consumers”.**

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### **ABSTRACT**

Digital transformation is, in fact, the next big thing in customer experience and ultimately how business is done.” Within that digital transformation, mobile transformation is at the heart of success in making the change valuable to your company and your customer base. This paper gives special reference to a cult advertisement technique used these days known as “Programmatic Advertisements”. Programmatic Advertisement is here to stay and is changing the way how Old school of thought advertisers use to advertise and target consumers on Mobile as well as Television.

**KEYWORDS:** Mobile video advertisements. Right Targeting. Programmatic. Digital Marketing. Banner Ads

With increase in number of consumers watching TV and video on their smartphones, it’s clear that mobile video is a powerful medium today unlike the banner ads that the consumers tend to ignore and care less about them. Always on the lookout for the next best place to reach the eyes and ears of consumers, businesses and advertisers are looking to mobile video ads as the new solution for reaching their audiences. Here is the summary of a research that proves why no one pays attention to banner ads.

Display advertisements on websites—the kind that stand apart from the content and invite consumers to click through for more information—are widely seen as ineffective and annoying. That perception is confirmed in a new study that found native ads, which blend into a website’s design and sometimes even offer related content, more engaging than traditional display ads.

For the last year, the audience measurement company Nielsen and the native advertising company Sharethrough have used neuroscience and eye-tracking technology to study how readers process different types of online ads. Overall, Sharethrough found that people on mobiles spent twice as much

time focusing on Video ads compared with banner ads. Sharethrough's head of research, Melinda Staros, says this doesn't mean the messaging from banner ads is entirely lost on consumers. "It's just that they're not being focused on," she tells Quartz

## **Here is how the Mobile video ads present arguably the most effective way to reach an audience**

### **Personal**

With TV, print or banner ads, advertisements can easily be ignored as the audience focuses on the primary content. For example, when TV commercials come on, people often look down at their phones. Radio commercials cause listeners to turn the dial.

But with mobile video ads, businesses are putting their product or service in the palm of their audience's hands, where smartphones are a primary focus of many consumers today. In the age of text messages and social media accessed by smartphones, few places are more direct and personal to reach a captive audience than video ads on mobile. They can engage an audience in the same way other mobile video content can, such as funny videos or streaming movies.

### **Intuitive**

Banner and rich media ads don't benefit from the motion and sound an audience can access through mobile video ads. Non-video ads can suffer from being static and less intuitive for audiences to consume. Mobile video ads are able to instruct with moving pictures and sounds as to how to use and buy a product or service as well as provide other entertaining or informative content related to that product, service or industry. Overall, mobile video ads provide a better ad experience for an audience.

### **Where Programmatic Comes In**

Using algorithm to find right customers- That's the key to the revolutionary method of advertising. It's a back end process so instead of buying ad spaces Brands are made to advertise only when there RIGHT TARGET AUDIENCE is watching that particular channel. This is known as providing a BRAND SAFE environment. By brand safety we mean playing ad in sync with the serial/match/TV show/Movies playing.

Beyond creating mobile video ads, using programmatic mobile video capabilities takes those ads' potential to the next level by employing efficiency and data-based optimization as well as offering transparency and quality for brands

Let us see how exactly Programmatic is extremely beneficial to the Brands as well as consumers.

- Programmatic boosts efficiency by eliminating human errors and manual interventions, which may cause delays and losses of impressions and money.
- To make generating mobile video ad impressions more optimized, programmatic crunches large amounts of first and third-party data in real-time to identify the best audiences in the best places online.
- Finally, programmatic offers better and more measurable ROI for brands who can more clearly see where their ads are served and what audiences saw those ads.

Mobile video ads are the present and future potential for businesses and advertisers looking to find and engage audiences using the tool those audiences frequent most—mobile devices.

If you've heard of programmatic ad buying, you've likely heard that the technology is exploding, and that it has become a key strategy in the future of advertising, including for mobile. Business Insider estimates that by 2018, mobile will account for about \$6.8 billion in real-time bidding digital ad sales—a massive jump over an estimated \$1.4 billion by the end of this year.

## **So what is programmatic advertising?**

Programmatic advertising, or ad buying, refers to advertisers or companies using real-time first and third party data to decide which digital ads to buy. This enables increased efficiency in ad buying, removes the human unreliability element, and opens up human ad buyers to focus on planning campaigns rather than having to deal with more mundane tasks that computers can now take care of.

## **What does this mean for mobile advertising?**

A significant portion of the growth of programmatic advertising comes from mobile. In 2014, mobile accounted for about 44% of all U.S. programmatic display ad spending, and eMarketer predicts that mobile will surpass the desktop this year to become the No. 1 generator for programmatic ad spending.

This shift to mobile comes as no surprise to marketers, as the shift of the overall display ad market is shifting to mobile as well.

## How brands stand to benefit

According to [ExchangeWire](#), brands can benefit from mobile programmatic advertising in two ways.

Brands can keep pace with changes in advertising, and they can formulate a real-time understanding of their audiences.

It's no secret that brands' audiences as a whole are moving to mobile as a primary mode of accessing digital content—and thus accessing digital advertisements. As a result, brands' ad campaigns need to have a more significant mobile component than ever.

But because of the unique intelligence that mobile provides, such as geolocation and browsing history, programmatic advertising ends up being the fastest, most efficient, and in many cases cheapest way for brands to learn more about their target audiences.

With the benefit of this additional knowledge, brands can better target advertising to their audiences to increase return on investment and generate the leads and sales they're after. The sooner brands adapt to mobile programmatic advertising, the sooner they'll reap the benefits.

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