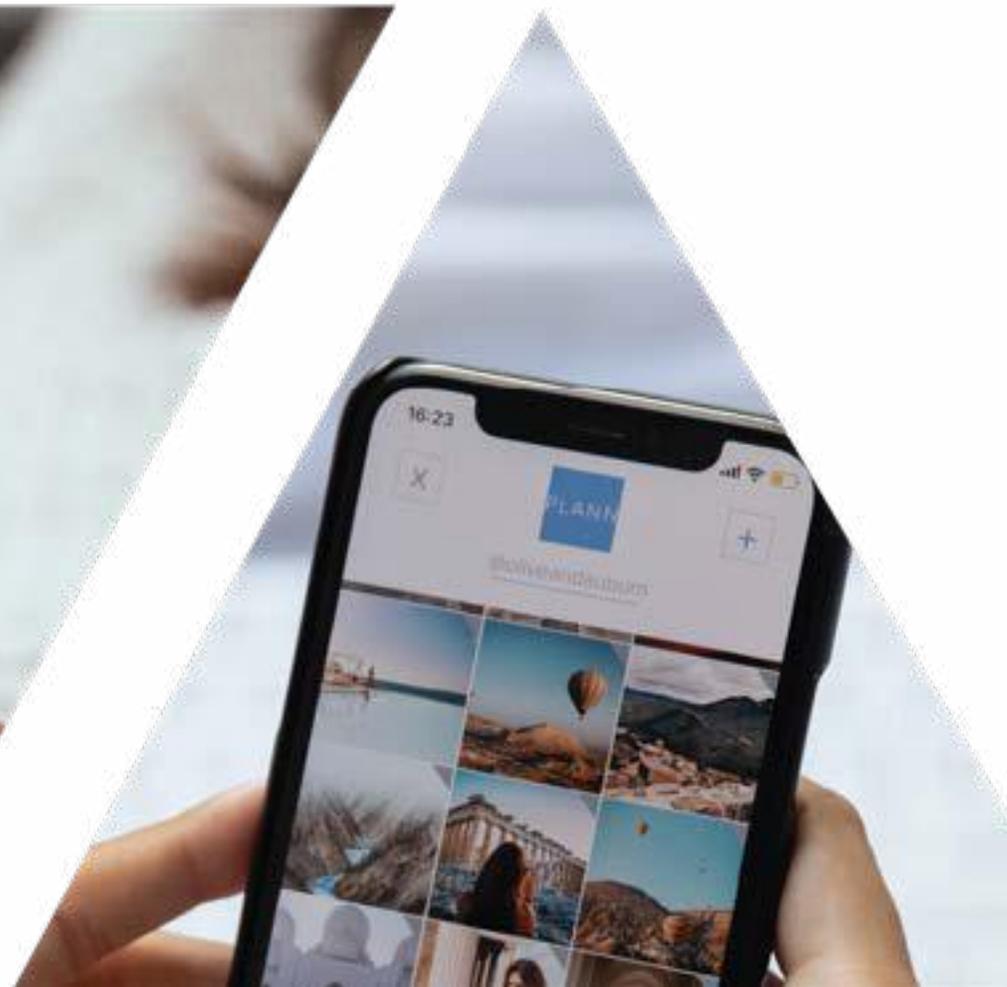




Mobile In-App Advertising





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Ads are everywhere

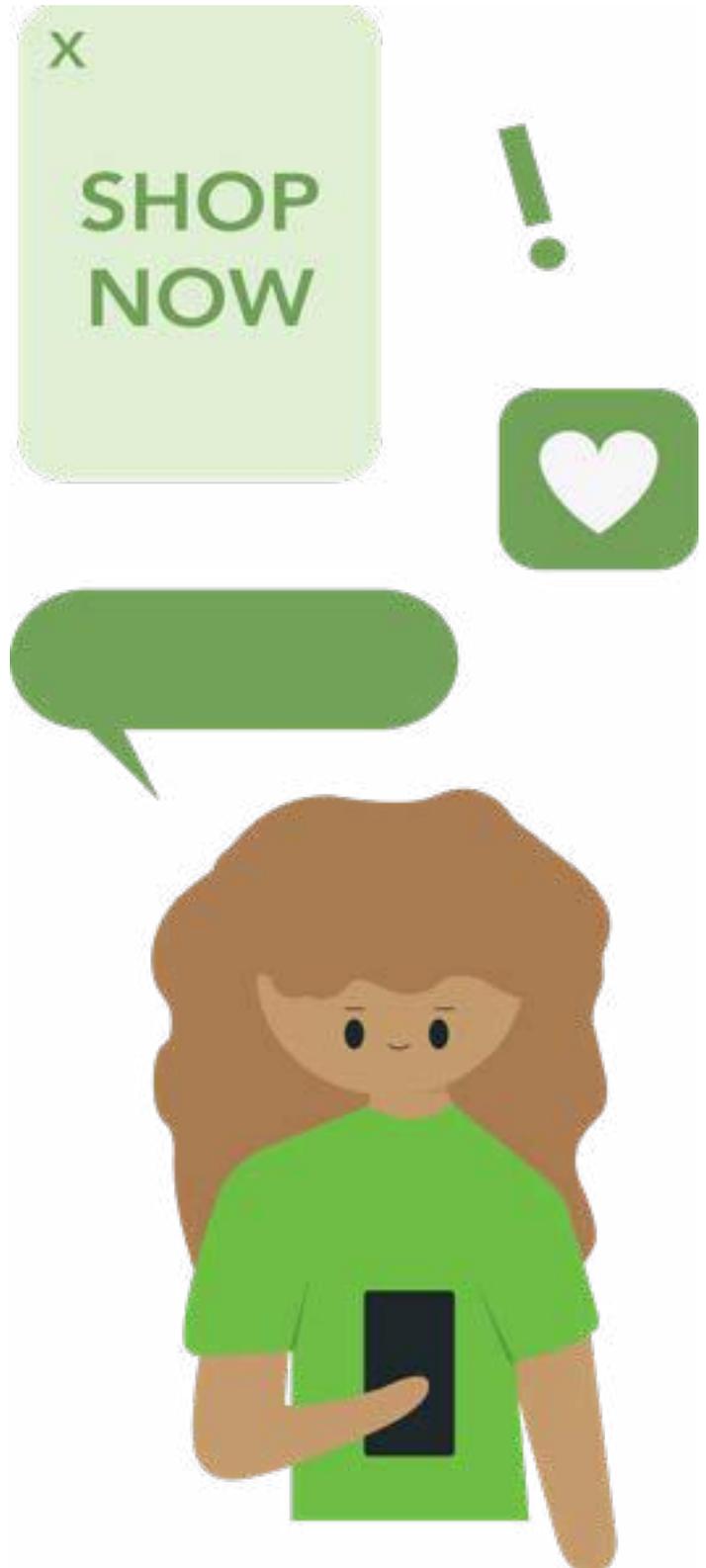
Like a billboard ad downtown, people today are immune to banner ads online and marketers are looking for the cure to what is industry known as “banner blindness”. In this new age of digital, how are marketers ensuring that massaging is sinking in with audiences?

The battle for people’s attention has only intensified even more thanks to digital marketing, so the key to winning is in creating data driven and highly impactful engaging ads that stick out and leave an impression.

Modern technology enables brands to connect with their audiences at any moment, and no other form of technology allows for this better than mobile. It enables brands to always stay connected with audiences, and advertise in the place where consumers spend most of their time: mobile apps¹.

With mobile technology, brands can get personal, and target more accurately based on context, habits preferences and more. The mobile data that many users exchange in order to enjoy free apps enables marketers to make highly accurate inferences about their audience to better engage and connect. But engagement is more than just a flashy on screen design.

By analyzing audience behavior, mobile technology usage and applications, and the in-app mobile ad types available for advertisers to choose from, it will be shown how in-app mobile advertising drives to better engagement and lasting connections for brands and consumers.



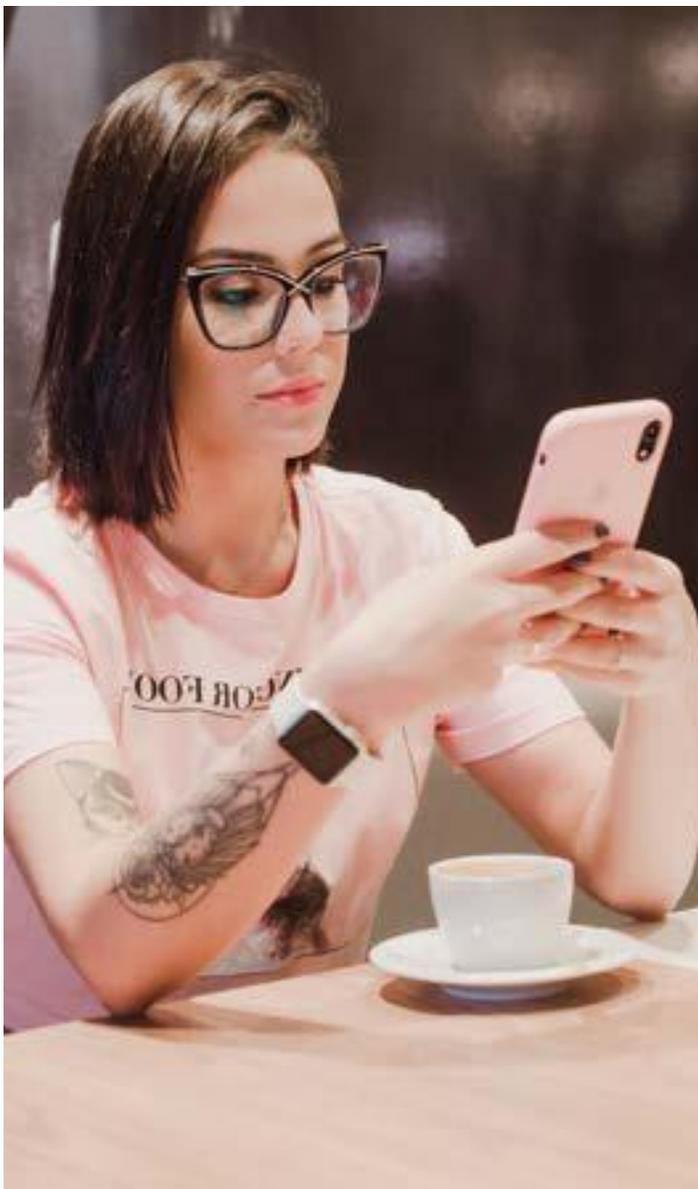
1., 2. [emarter: In Two Years Users In Canada Will Spend More Time With Mobile Than TV](#)



The art of engagement

Creating and defining engagement is easier said than done but a great starting point is from the perspective of the user and their experience within an ad².

Today, marketers have the tools to better the user experience in an effort to boost the likelihood of engagement. In other words, getting audiences to enjoy the ad experience will result in building a better connection with them.



Planning a mobile ad for engagement:

> Who is my target audience?

> What are preferences of my target audience?

> How can I connect the brand to the activities that my target audience enjoys?

> Where does the ad journey become overwhelming?

Successful ads are created with people in mind and create a memorable experience that will eventually turn an advocate into a conversion.

[2. What publishers need to know about creating a better ad experience](#)

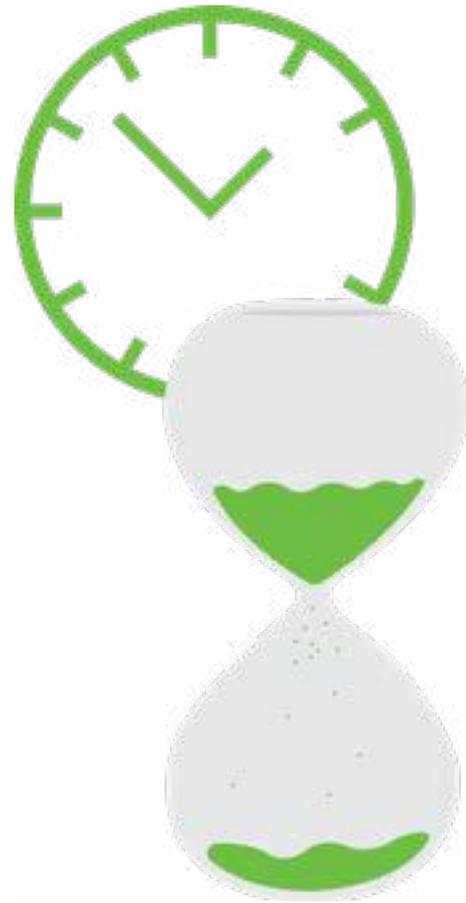


Timing is everything

So you know who your audience is, what activities they like, what shops they frequent and even what time they get up and go to bed. All these insights are made available to brands with the mobile data being captured in-app from user devices. With this insight, brands can pick the perfect moment to deliver a visually stunning in-app ad that is most likely to engage the audience. Successful advertising today is more than just knowing who your audience is, but in knowing when your message will stick. If an ad is not timed well, it will become irrelevant to the viewer.

A mobile ad needs to be delivered with precision, at a moment when your brand, and the message you are delivering is seen as helpful to the consumer at that very moment. Doing so makes audiences more likely to engage with an ad.

To be engaging, the ad must be relevant and be fueled by personalization and precision targeting.



According to a survey by infosys, 86% of consumers say that personalization has some impact on what they purchase; and one quarter admits personalization 'significantly influences their buying decisions'³.

3. [Rethinking Retail](#)



Choosing the right ad type

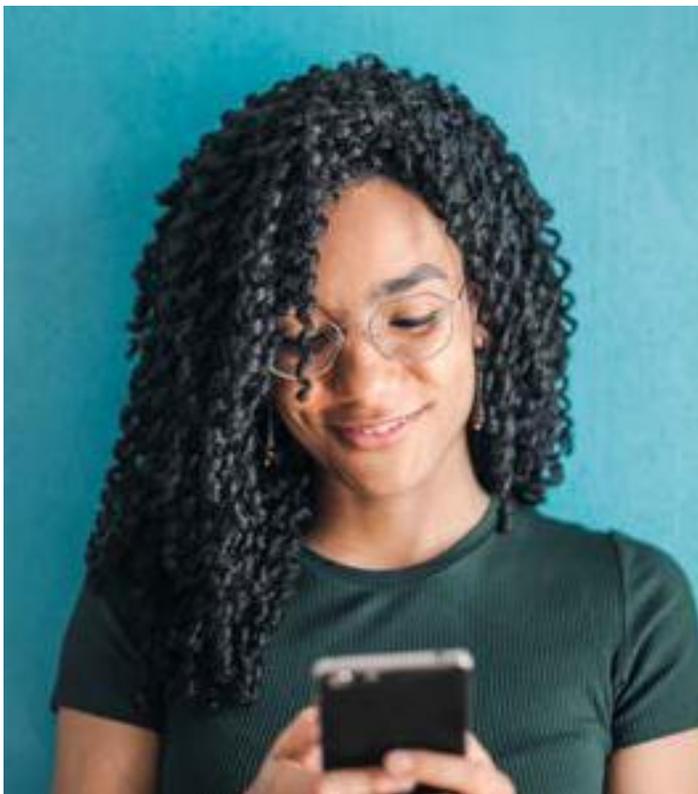
There are many ad types that can help you engage in-app seamlessly as long as you always ensure to target with relevance.

Here are some examples to help you with your ad planning.

Video:

Video is the most popular rich media option available for in-app advertising. Video ads are highly engaging, but have to be able to retain the audience within the first 8 second, which is the new short attention span that humans are capable of achieving, as per a recent study by microsoft⁴.

If you're looking to quickly impact and engage, video is the way to go.



[4.16 video marketing statistics to inform your 2019 strategy](#)

- > *64% of customers are more likely to buy a product online after watching a video⁵.*
- > *90% of users says videos are helpful in the decision-making process⁶.*
- > *92% of mobile video consumers share videos with others⁷.*
- > *Enjoyment of video ads increases purchase intent by 97% and brand association by 139%⁸.*



Choosing the right ad type

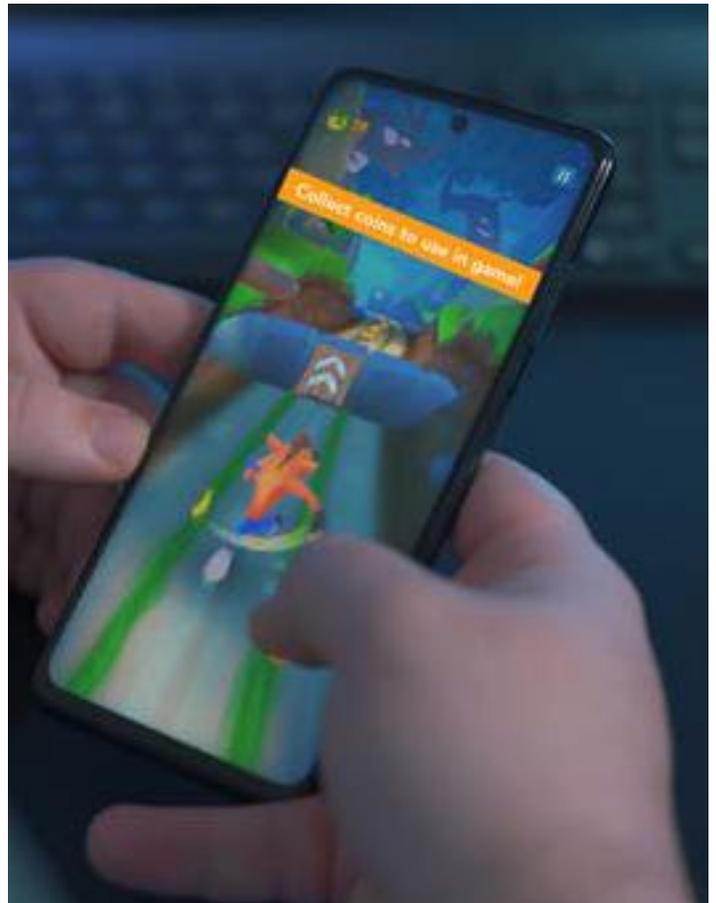
Gamification:

There are 23 Million Canadians who love gaming, and 46% of them do it on mobile for up to 10 hours every week, according to a recent study by the Essential facts about the Canadian video game industry entertainment software association of Canada 2018⁵.

Naturally, engaging a population who loves to immerse themselves in their favorite online board game, action games, sports games or role playing games can be made easy when an ad is seamlessly displayed as an interactive game unit.

If your audience falls into this large and growing Canadian demographic, you can create rich media interstitial ads or videostitials on in-app games. Creative developers can make custom game units that offer in-app purchases and incentives for proceeding to the next levels.

Many ads are moving into mobile gaming because it's a profitable business for ads and continues to grow as a proven method for digital marketing to generate conversions.



[5.Canadian video game industry report 2018](#)



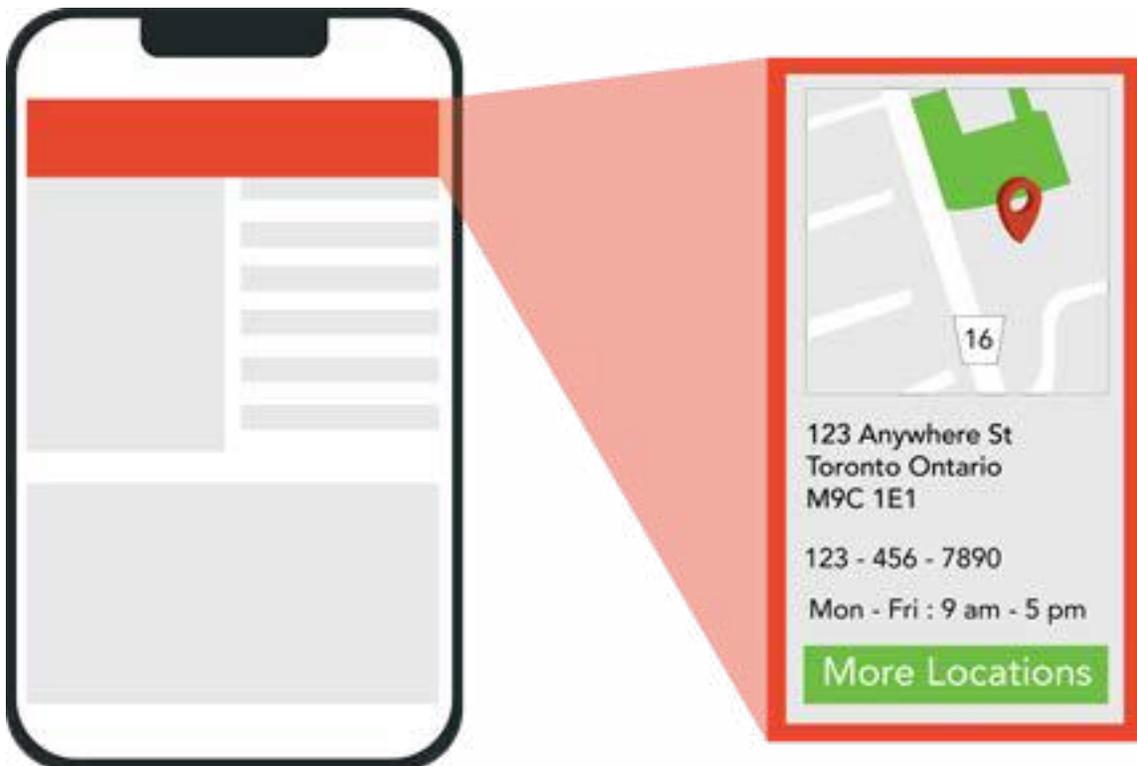
Choosing the right ad type

Expandable Banner | Store Locator:

One of the key advantages of working with in-app mobile advertising is the location based intelligence gained from your target audiences mobile device.

As previously mentioned, timing is everything. Location based targeting helps to drive relevance by connecting with audiences at moments that matter. Taking advantage of location can be made easy by creating ads that show important information in proximity to where your audience is and can further help to deliver ads with precision timing.

- > *Items such as store location, hours, phone number, even directions can be displayed on the ad unit.*
- > *Paired with an offer, this type of ad unit further helps brands to engage audiences and drive traffic in-store.*



Integrate smartphone features into your ad

Planning the flow of how the creative aspect of your in-app mobile ad works is crucial, from the amount of swipes, tilts, pinch expands, and clicks to the length of video. Brands can increase the success rate of engagement by taking advantage of most smartphones capabilities available today. Modern creative teams are capable of working them into your ad; bringing your marketing vision to reality.



> *Haptic technology, also known as kinesthetic communication or 3D touch, refers to any technology that can create an experience of touch by applying forces, vibrations, or motions to the user.*

> *Haptic, or touch, interaction with an ad can be critical feature that gives modern advertising a creative way to give a realistic feel to what the audience is doing, for example the use of vibration when the audience touches a button or swipe left to right and up and down.*



Measuring engagement

In the world of mobile in-app advertising a “click” within the ad reflects engagement, and most take victory in validating a campaign based on the amount of clicks it has received. The majority of marketers today know that first interaction always leads to some form of secondary action; including closing the windows, also known as bounce or a drop off. Making the initial click something that requires further investigation.

Ideally, the secondary action taken by audiences will bring a deeper form of engagement to a campaign that originated with a captivating contextual ad delivered on mobile.

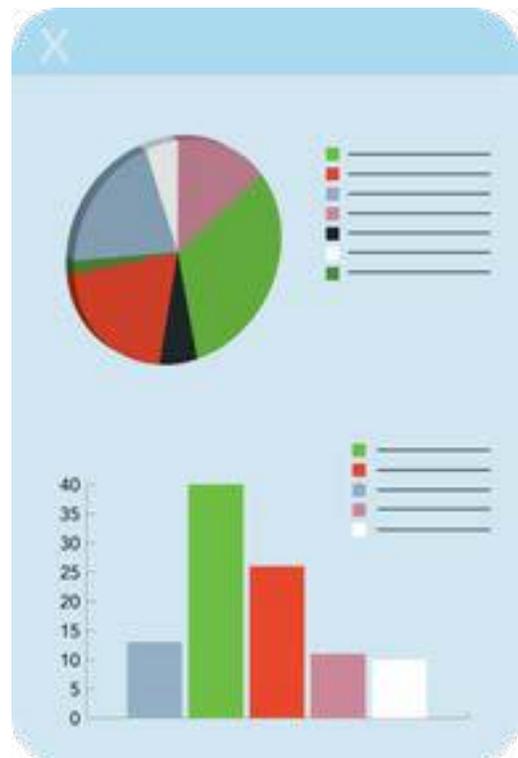
Today, the mobile device is more than just a tool for texting and calling loved ones, but has evolved into a form of always staying connected with the world around you. Marketers know this, and leverage the smart phone as a gateway to spread word of mouth easier. Because of this, the way that marketers measure engagement has also evolved to include the following:

- > *Impressions, the total number of video ads served*
- > *User interactions (click to play, pause, stop video)*
- > *Time spent*
- > *Purchase*
- > *Completion rate*
- > *Impact on search behavior*
- > *Number of times forwarded or shared*

There is no other ad unit that requires more interaction than a custom game unit. For custom game ad units, brands should review and measure the following to grasp engagement:

- > *Challenges started vs. completed*
- > *Popular vs. unpopular challenges (based on completion rates)*
- > *User behavior and the impact on business*

For expandable banner ad units studies have shown that CTR is not enough to gauge campaign performance¹. Expandable banner ads that provides location based information offers, and content should have marketing measuring engagement by reviewing secondary actions (SAR) and foot traffic (SVL).



7. [xAd/Neilson Study](#)



APEX's guide to engagement

At APEX Mobile Media, engagement is defined as

"The act of creating compelling and positive experiences for mobile users for the right time and right place both inside and outside of an app."

We believe that the best way to do this with accuracy is through enriched mobile data, and hyper-accurate location data that today fuels mobile in-app advertising. We plan and constantly collect and analyze data to better learn about your audience so that we can deliver your ads to the right audience while continuously optimizing them to achieve your objectives.



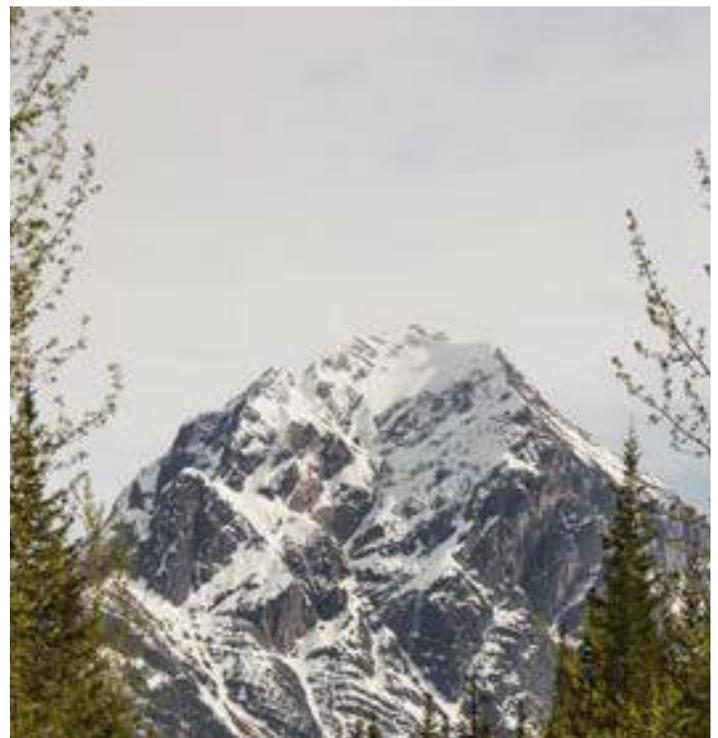
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Disclaimer

This document was created to help marketers better understand the capabilities of engaging audiences with the use of mobile in-app advertising.

The data and statistics cited in this document were collected from third party websites in an effort to help illustrate the growing demand for better engagement in the mobile advertising industry. Some images in the document were sourced through Freepik, Pexels, Pixabay, Unsplash etc.





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