

Mobile Ad-Planning

A step-by-step guide to
successful mobile advertising



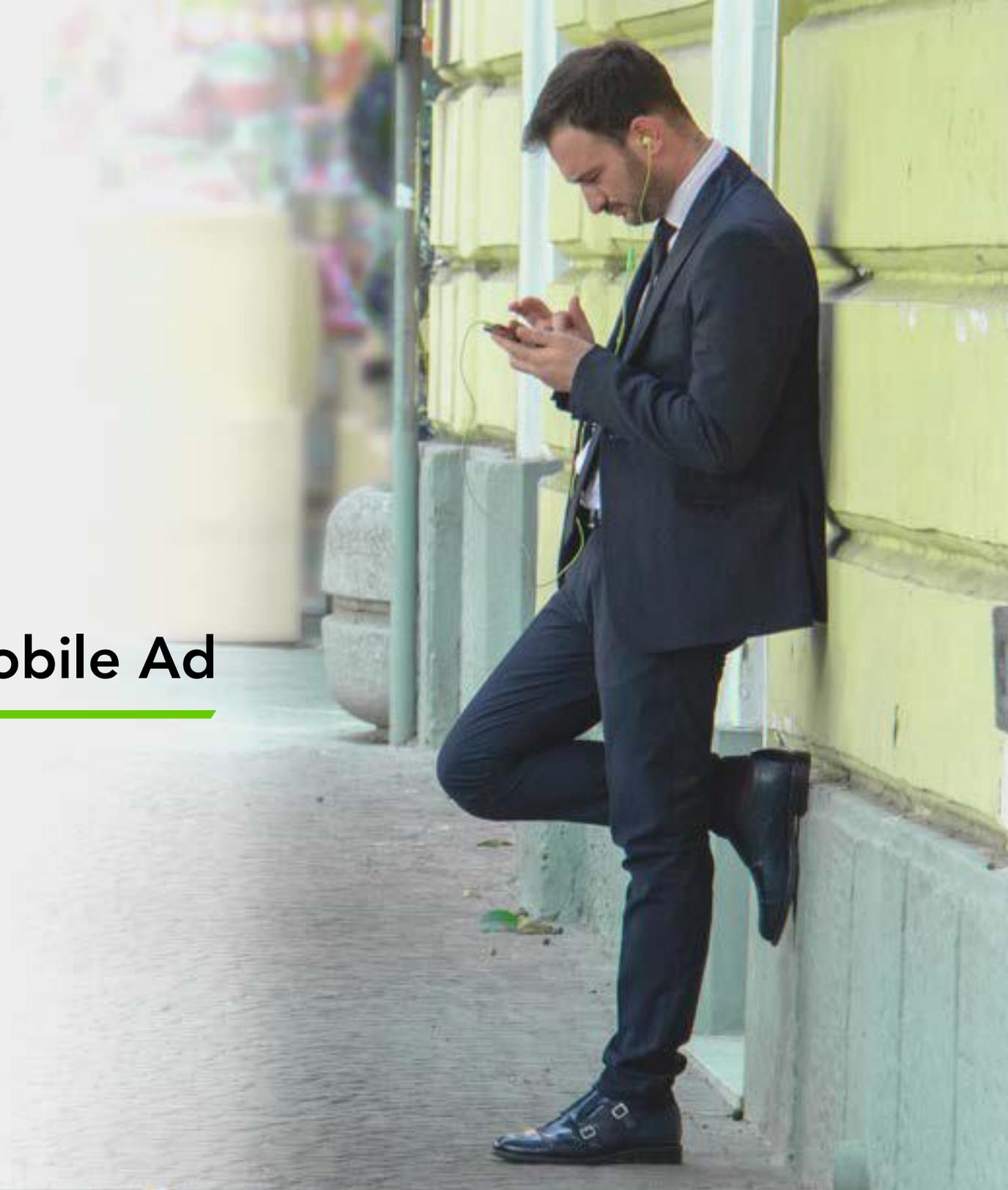
The logo for Apex Mobile features the word "APEX" in a large, bold, black, sans-serif font. The letter "A" is stylized with a green diamond shape at its top peak. Below "APEX" is the word "MOBILE" in a smaller, bold, black, sans-serif font.

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STEP 1

Planning Your Mobile Ad



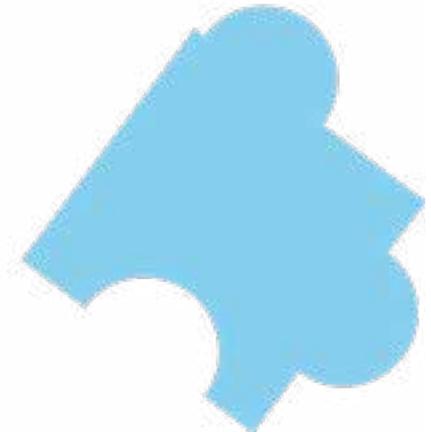
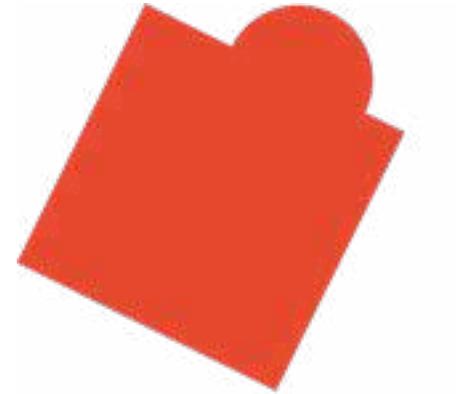
STEP 1: Planning and Research

What's the point of your ad?

Is your mobile ad campaign goal clear?

- > To raise awareness
- > To establish branding
- > To boost sales
- > To drive web traffic to the site or landing page
- > To drive visitation to your store
- > To promote a special deal

The objective will set the direction of your preparation and execution. It's critical to be clear of where the ad is heading.



STEP 1: Planning and Research

Who is the intended target audience?

Do you have clear knowledge of who they are, what they need or like, and how they view your ad?

Once this is established, you can deliver the right message at the right time and in the right location.

A better understanding of mobile trends and user behavior can help you better prepare your mobile ad.

- > Consumers expect contextual relevance from ads.
- > Consumers expect ads customized to their city and immediate surroundings.
- > Mobile phone users primarily access their device at home (33%), in public (27%), while traveling/roaming (23%), and at work (17%).

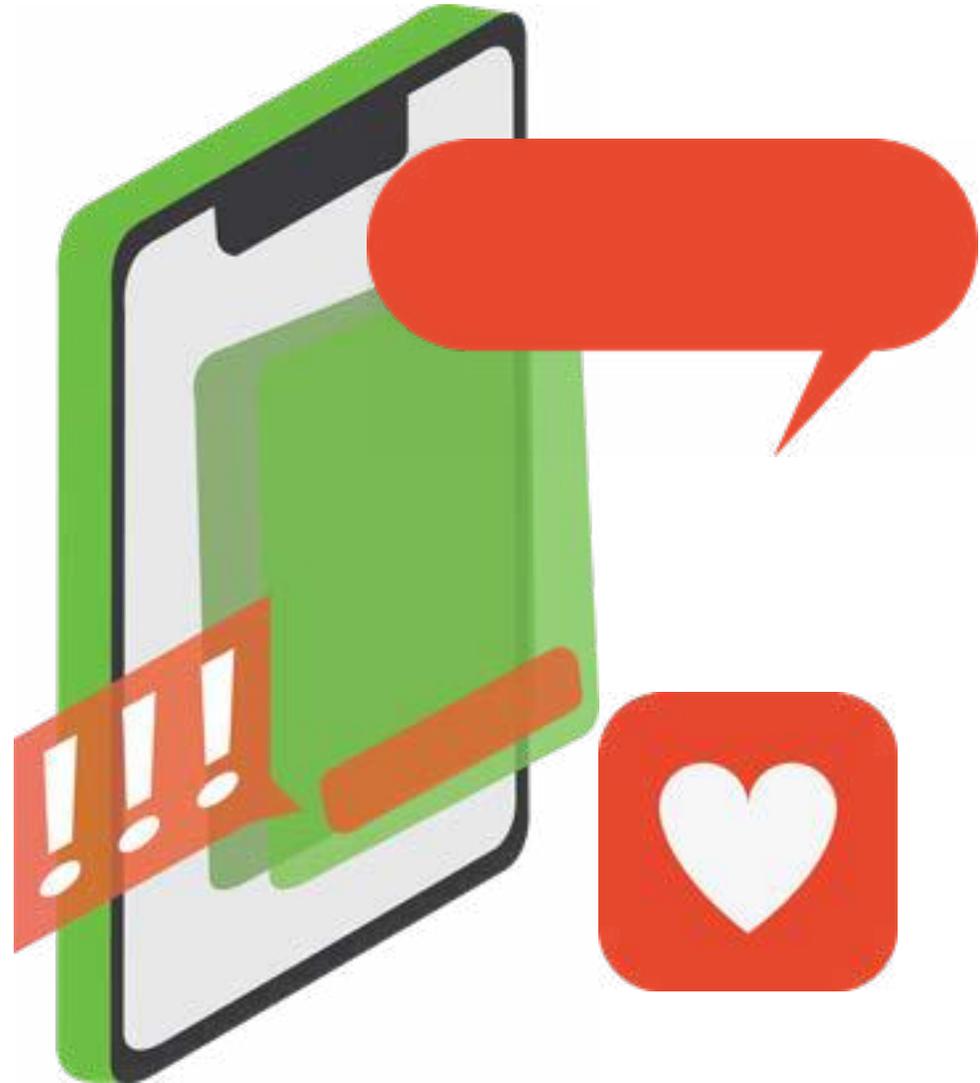
Source: Global Web Index



REMEMBER: *Always put yourself in a mobile state of mind.*

Avoid adapting desktop strategies for mobile.

Copy and pasting desktop or tablet ad strategies on mobile will impact the effectiveness of your message and the execution.



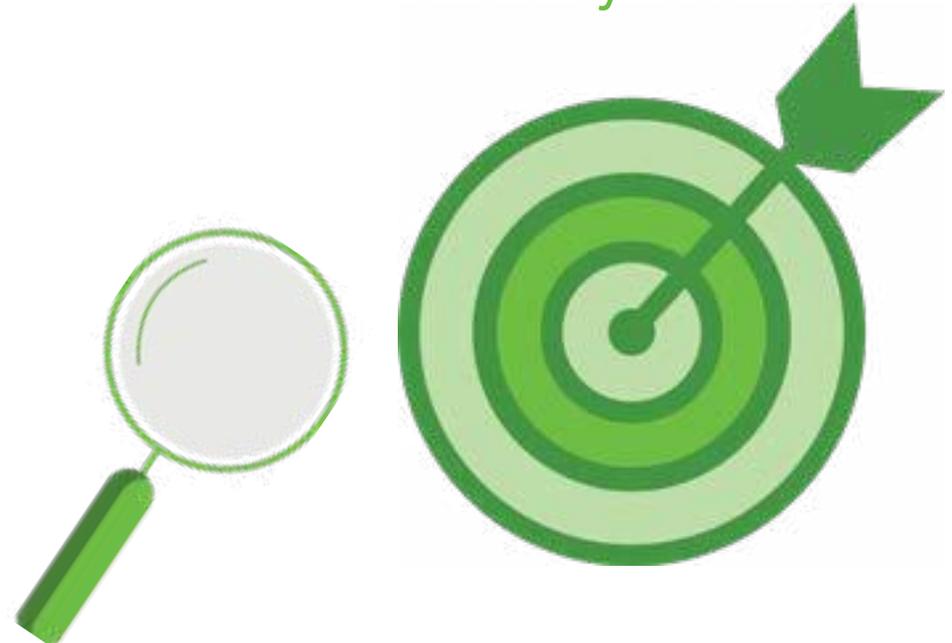
STEP 1: Planning and Research

Identifying Target Audiences

Create a profile of the intended audience. Answer the following questions:

- > Who would have need for this product or service?
- > What is the ideal manageable demographic of your audience? Don't go into specifics (e.g. 32 year old women C-level living in Toronto) or too vague (e.g. "married")
- > How do you best connect with this audience? Use demographic data about which age groups and types of people use mobile devices, and how they use them, and the apps they download.

- > Make sure to research your target audience thoroughly.
- > People respond differently to what they see and read.
- > Tastes and preferences affect engagement to the type of communications they receive.



STEP 2

Developing The Campaign

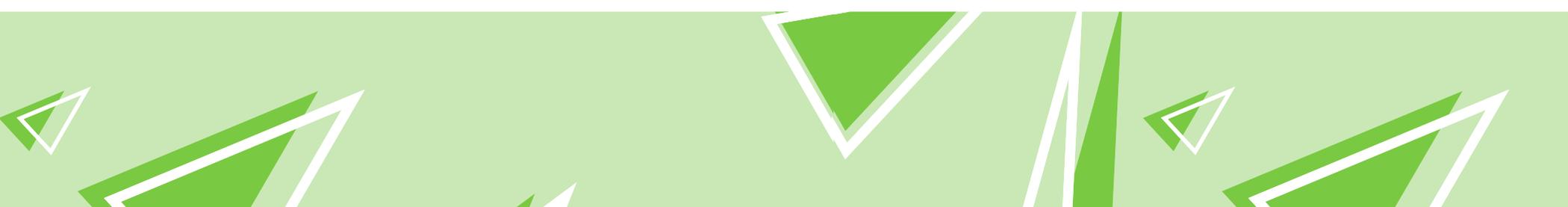


Step 2: Developing the campaign

Communicating your mobile ad campaign

Video, rewarded video, animation (dynamic banners), playable ad (gamification):

- > Communicate your message by enticing your target audience through a short video, interesting animation or playable ad that provides reward for interaction.
- > These methods allow you to deliver a compelling message or build a real connection with your target audience through rewarded user experiences.
- > Examples: Car manufacturers releases a short video about users driving experience, a video that rewards the user for watching until completion with extra live or game currency, an animated coffee cup with an offer, a game that rewards users with in-app lives or a chance to win a discount or free real world items.



Step 2: Developing the campaign

Is the goal branding or performance?

With rich media ads you can do both simultaneously

- > A well-defined campaign goal provides more precision in design
- > Does the communication method align with campaign objectives?
- > Which form of communication achieve the best results for my goals?
- > Is the budget and time to execute the communication strategy available?
- > Do I need to outsource this campaign?



Step 2: Developing the campaign

Campaign Length

Time to decide how long the campaign will run

QUESTIONS TO ASK:

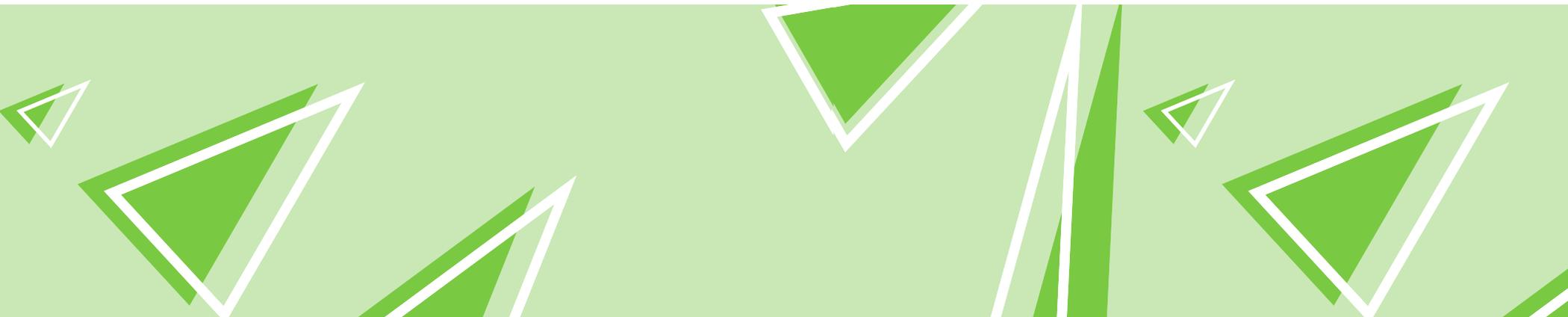
- > Will your campaign be a one time event, or will it be a series of events?
- > Will you need different types of content for the length of your ad campaign?

Length and duration of the campaign affect how you design and execute it.

EXAMPLE:

A campaign is broken down into three sections: Awareness, Participation, Conversion.

To achieve this, you will need three sets of creatives for each section that will have a specific objective and results being achieved.



Be Where Your Audience Is

Canadians are in-app

Time to decide how long the campaign will run

In Canada, more than 80% of mobile users' time is spent in apps specific to gaming, music, shopping, design, groceries and more.

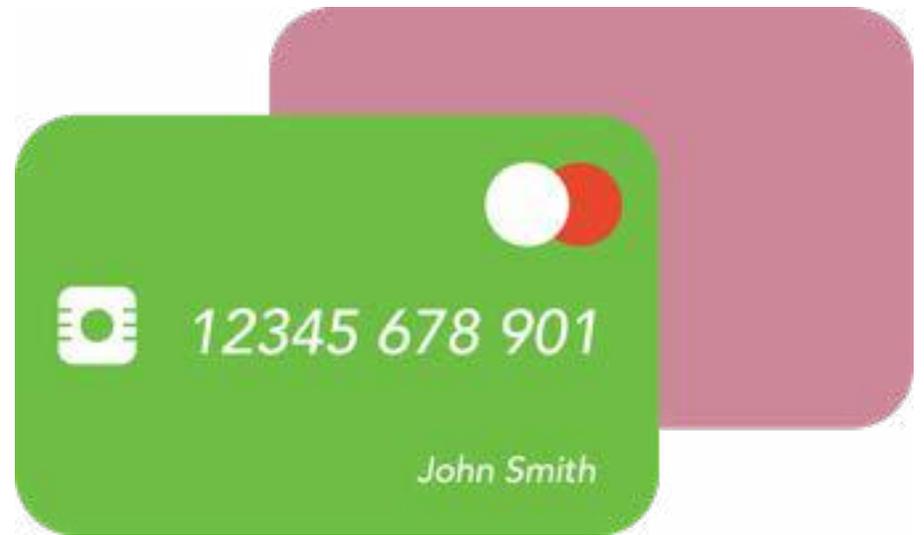


Budgeting and Scheduling Your Campaign

Determine the budget you'll need to produce your mobile ad campaign, and its schedule by answering these:

- > What is the start date?
- > How much budget can be put into mobile media?
- > How much can be spent on creative?
- > What is the impressions target?

Determine your measurement metrics from the start by projecting and outlining key objectives and Key Performance Indicators you want to track.



Step 2: Developing the campaign

Secondary action rates (SAR) are the best metrics for any mobile campaign.

Mobile ads can be misleading because of the nature in it's delivery through touch screens that are easily engaged by users. Secondary action rates (SAR) provide better insights into ad execution, user behavior and purchase intent.

- > SAR tactics to drive deeper engagement
- > Easy tap-to-call for quick access to customer services like appointments or inquiry

- > Access to map and driving directions to store location
- > A simple tap to landing page after a video for a complete user buying journey
- > Targeted product listings based on users' product viewing history

With SAR campaigns drive more Awareness, higher and deeper engagement, and increased conversions that lead to purchase intent online or through in-store traffic and sales.



STEP 3

Develop Content



Step 3: Content and production

Designing your mobile ad

- > Capture the attention of mobile consumers with high resolution graphic and convert impressions into clicks. This design choice will help lead to higher secondary actions.
- > Keep all content clear, concise and compelling to better capture the attention of mobile audiences.
- > Keep your Call To Action (CTA) simple, example: "Tap to view". Use contrasting colors and large buttons.
- > Optimize your landing page for mobile. A simplified and clean mobile ready landing page with clear call to action are critical to driving conversion.
- > Keep the consumer journey short. Less than three touch points to payment or opt-in.
- > Use haptics and physical interaction when possible by using creative engaging content that requires touch and swipes like videos or games to drive higher conversion rates.
- > Encourage participation such as do a poll, quiz or comment section. Participation helps to increase your brand/campaign awareness.
- > Keep your ad relevant by using hyper-accurate location data to find and build the right audience for your campaign.

Step 3: Content and production

Not all creative is the same

Time to select an ad format that works the best for your campaign objectives. But not all formats are made the same.

Standard Banners/ Rich Media Banners:

Simple, sharp, clean, and compelling. Designed to encourage mobile users into a secondary action. Keep designs clean, simple and without distracting content. Highlight the action with a clear, concise call to action.



Step 3: Content and production

Not all creative is the same

Rich Media Banners:

Interactive ads that drive higher engagement. Available in various types and sizes including full-screen interstitials, video, and expandable banners. Completely customizable and able to showcase multiple CTA's.

- > Interstitials are full-screen ads that take over a mobile user's screen. Known to have higher impressions and CTR.
- > Video ads are interstitials with video. Videos less than 15 seconds can be highly compelling to driving engagement.

- > Expandable banner ads are a combined version of the standard banner and an interstitial ad. Provides a better user experience, as it is less intrusive and keeps secondary actions on the app.



Step 3: Content and production

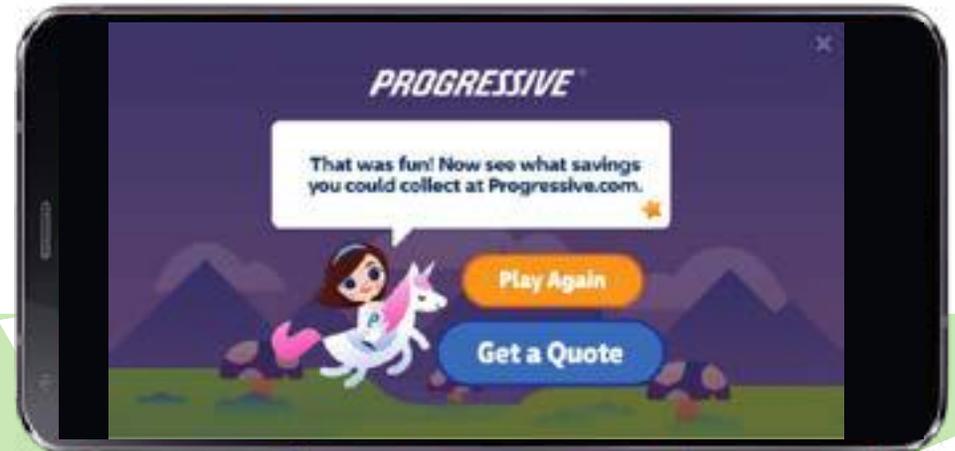
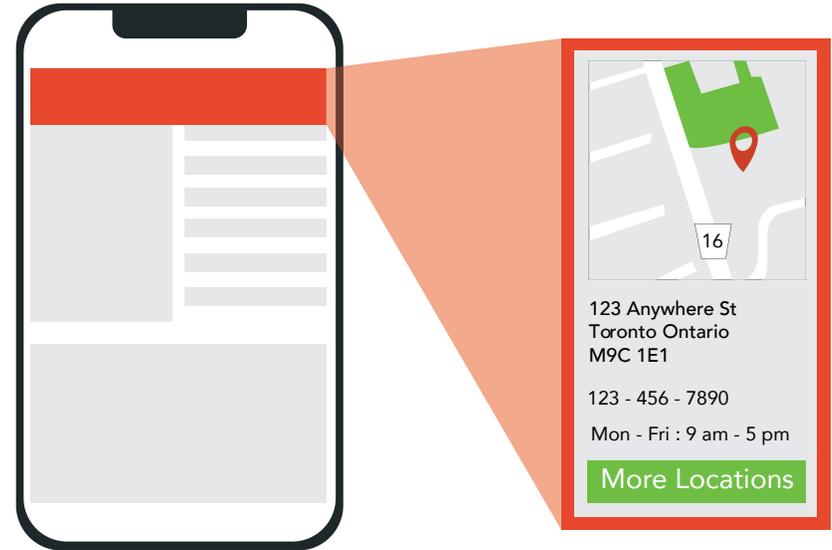
Not all creative is the same

Dynamic Banners:

Effective for geo-conquesting: driving foot traffic away from competitor locations to your store and displaying information such as distance to the user.

Game Units:

This ad format motivates the audience to interact by using game mechanics in a non-game context to entice user engagement.



STEP 4

Execution & Measure



Step 4: Testing and Tweaking

Some items to consider when testing your ad in a sandbox environment

- > Is the ad displaying properly across all screen sizes?
- > Are all events being tracked correctly?
- > Are all links working?
- > Has the user experience been tested?
- > How long is loading time?
- > How is the ad performing in a live test environment?

Using data to better future campaign:

Using your ad campaign data, build and optimize your next mobile ad for the same audience segment, or perform re-targeting on a specific group.



APEX MOBILE

Mobile is the modern tool that brands can use to connect with consumers anywhere, everywhere and at anytime. Mobile is always on, always available, and is the most personal channel marketers can use.

Using an experienced mobile advertising team to plan, create and implement your next mobile ad campaign can help your organization to turn prospects into sales and continue to keep them on as advocates.

Let APEX help you connect with your consumers today on mobile.

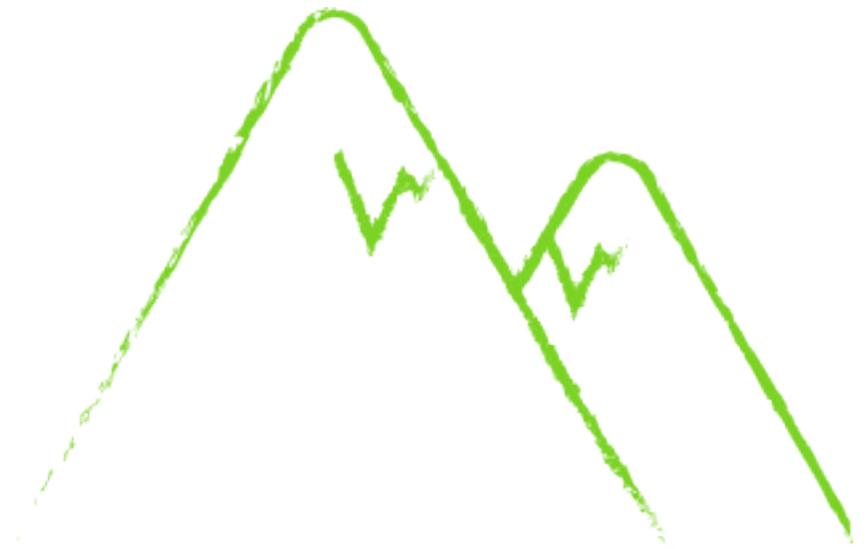
*Learn more about mobile advertising
by contacting us at:*

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