The mobile first approach to successfully navigating today's advertising landscape

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This white paper will explore the impacts of COVID-19 and its effects on the advertising and media industry in Canada. Using pre-pandemic and post pandemic data, along with trends and changes in consumer behaviour, this document will help marketers and advertisers obtain a better understanding of what consumer behaviour presently looks like and what it is expected to look like in the future.

This document will also explore how modern advertising technology is being used to help businesses adapt to fast paced changes in consumer behaviour and how to better prepare for any future shifts and digital transformations.
The COVID-19 pandemic devastated the world and forever changed the way Canadians live their lives. This change naturally affected the commerce landscape, and its effects will be long-lasting. Specifically, these changes affected the way consumers shop, and engage with brands. The result was a shift towards an increase in online contactless experiences for categories that traditionally profited from in-person retail commerce.

This forced digital transformation created an opportunity for many brands to modernize their business tactics to a mobile first approach. This transformation helped create a new holistic digital customer journey that would start and end on mobile or start on mobile and end in-person through curbside pick-up.
For the brands who had previously realized the importance of customer data and how it is used to create better services, products, experiences, and personalized ads; the shift to a contactless digital only approach to marketing was not as difficult to adapt to than the brands who had not already previously done so. Today, brands are focused on using the digital commerce experiences created during the pandemic to better deliver present marketing to consumers. These digital footprints help to continue fuel endless ecommerce opportunities like never before.
Post Pandemic Consumer Behaviour

The post-pandemic consumer is connecting with the brands that provide value in their lives. Because of this, the brands that play a meaningful role in the life of the consumer and show up in a relevant and timely manner when needed the most will create a strong, long-lasting, relationship with their consumers.

The brands that fail to create ad-experiences that are relevant to the life of the consumer or provide any value will struggle to gain consumer trust and their business.

Online shopping habits and behaviours are here to stay, so organizations need to prioritize their long-term digital strategic plan now.

To respond to ever-increasing customer expectations, it will be critical to optimize the omnichannel retail experience, supply chains, logistics and distribution.

The pandemic has heightened the awareness of environmental and social issues. Going forward, customers will seek out organizations that align to their values.

Canadian consumers spent a majority of the pandemic indoors and immersed in online virtual worlds and platforms where they learned to live without many products, services and experiences that they were once used to. This led many consumers to change how they shop, how they get entertained, and how they spend time with family and friends. More importantly, this also helped educate consumers on how to do things themselves. This change in behaviour has created a consumer that is self-sufficient and hyper aware of their true needs and wants.
This change in how and where consumers spend their time has accelerated the need for brands to deliver better and trusted online digital and mobile first experiences. Consumers are now more aware of things like data privacy and accustomed to a quick, and personalized shopping and communication experience. This sentiment and awareness creates an expectation that all brands need to deliver on.

Did you know that more than half of the digital activity in Canada happens on mobile devices such as iPhones and iPads? ComScore's Global Mobile Report compared cross-platform trends across the US, UK and Canada. According to the study, 52% of total Canadian digital time is spent using mobile devices. Americans even spend more time than Canadians on mobile -- 61% of their total digital time is spent on mobile devices.

- Comscore
To what extent do the following impact how much you trust the brand

- Canadian respondents answer "To a great extent"

- Protects my personal data
- Always meets my expectations
- Provides acceptable customer service
- Shares relevant discounts/recommendations to me
- Makes it easy for me to make recent purchases

-PWC
The Opportunity for Brands

Canadian time spent on mobile grew exponentially and even accelerated the adoption rate across of mobile technology across the nation. In turn, e-commerce grew as well.

As Canada returns to normal, so too will the shopping behaviours of Canadians. This means that businesses need to be ready to meet consumers on the devices they are engaging with the most.

This shift in where consumer time is spent creates an opportunity for brands to leverage mobile technology to reshape the relationship they have with existing consumers and reach new elusive audiences. As more Canadians look to different platforms to build relationships and stay connected; brands too can connect with Canadians using virtual in-app environments to deliver highly targeted and personalized real-time messaging.
In a post-pandemic world modern ad-tech on mobile can help brands build trust with consumers and add value to their lives by delivering personalized ads using accurate mobile user and location data. This technology enables brands to meet the needs of consumers who are always or frequently buying with the best deal in mind, or who seek personalized omnichannel experiences with the option to shop online or in-store.

Smartphone Shopping at an Historic High

- 41% of respondents say that they shop daily or weekly via mobile or smartphone, compared with 39% six months ago or 12% five years ago
- In-store shopping has recovered to pre-pandemic levels. 47% say they shop in-store daily or weekly, compared with 45% six months ago and 41% just after the pandemic hit
- More than half never use a smart home voice assistant or wearable device to shop (56% and 62%, respectively)

-PWC
Canadians shoppers always or very frequently buying in the following ways online

- I am seeking the best deal
- I am looking for efficient delivery or collection service
- I am buying eco-friendly/sustainable products

-PWC
The new digital first trends in consumer behaviour are here to stay. These consumers will continue to expect the same opportunities given to them during the pandemic to stay present for them after.

For brands, this means leveraging online communities like social media, and in-app communities that are virtual and community based. Today brands are turning to these platforms to showcase apparel, products, and even real-world experiences like concerts and launch parties. These initiatives then direct consumers to learn more and purchase products on the web.

Omnichannel experiences are more important than ever, and evolving

For brands, this means leveraging online communities like social media, and in-app communities that are virtual and community based.
Most preteens are acquiring their own smartphones by the age of 10, even if it’s a hand-me-down from a parent or older sibling. Because of early adoption, approximately 89% of teens use smartphones.

Mobile first brands have the advantage of doing this on the device that is being used the most by Canadians. The diverse opportunity presented by in-app advertising helps brands connect with people of all ages, gender and background across a variety of app environments that cater to all consumer types. The mobile advantage also enables brands to connect with consumers in real-time with a personalized touch when it matters most to the consumer.

**Smartphone adoption among Gen Z and Millennials**

- 32% Purchased products as a result of testing/browsing using VR
- 32% Of all consumers who used VR in the last 6 months
- 19% Purchased luxury goods

-PWC

Of all consumers who used VR in the last 6 months

-PWC

- Purchased products as a result of testing/browsing using VR

- Of all consumers who used VR in the last 6 months

- Purchased luxury goods

-PWC
Twenty-five is the average number of apps installed on Canadians' smartphones however, that number is elevated by the 10% smartphone users who have a staggering 60+ apps. Although some apps are frequently used.

- Simplii

Beginning the customer experience on mobile enables brands to bring the best of the real-world into a digital first world.
The modern consumer wants genuine ad experiences that are relevant to them and delivered to them when it matters most.

Modern in-app ad types can help deliver ad-experiences that consumers will want to engage with. Fueled by dynamic and engaging creative, and hyper-accurate location data, mobile ads are delivered across a network of premium in-app environments that are trusted by consumers.

These trusted app environments enable brands to reach consumers across apps that have already been given location based permission and notification based permission. Because consumers have already opted into trusting these apps, brands can target consumers with hyper accurate location and user data.
Leveraging In-App Ad Types to Create Genuine Ad-Experiences

For apparel brands, this means advertising new designs as game avatar skins in dynamic gaming environments across the metaverse. For media and entertainment, it means promoting new releases in popular games.

For packaged and commercial good brands this means advertising offers, promos, and driving foot traffic in real-time to consumers. For QSR, it means promoting menu items to consumers in proximity of a restaurant.

For virtually all categories it means seamlessly integrating an audio ad into the app experience without interrupting the flow of enjoyment.
Leveraging Modern Mobile Ad Types in a Post Pandemic World

Modern Mobile Ad-Types for your Brand

Mobile ads are the most effective way to reach existing or prospective consumers, making mobile advertising an essential part to any marketing strategy.

**Banner ads**
A not intrusive ad type that does not interrupt the user experience by using small images and text. Usually displayed at the top or bottom of the mobile screen. When engaged, they pop open a secondary action.

**Highlights:**
Affordable, cost effective, easy to launch, and universally supported.

**Interstitial ads**
An immersive ad experience that appears at a critical moment in the user experience. The ad type uses a full screen experience to encourage action from the user.

**Highlights:**
Full screen advantage, but may be seen as intrusive.
Leveraging Modern Mobile Ad Types in a Post Pandemic World

**Video ads**
The most engaging form of advertising with the most interaction rates. This best way to utilize this ad-type is by encouraging viewers to stick around until the end for an in-app reward or real world offer such as a coupon.

**Highlights:**
Full screen advantage using the most engaging form of advertising. Keeping videos short and made with high quality will help increase engagement.

**Playable ads**
Commonly found in gaming apps and enable users to interact with the ad in exchange for a reward or prize that can be used in-game and in the real-world.

**Highlights:**
Widely use in gaming apps and very effective. Best use is with a call to action and designed to be experienced in 60 seconds or less.
Leveraging Modern Mobile Ad Types in a Post Pandemic World

**Mobile flyers**
Delivered in real-time using precision geo-location targeting to capture user attention and encourage action and engagement.

**Highlights:**
Mobile flyers are a great way to attract digital action and even foot traffic. Great for Sharing real-time updates, product information, services, benefits or promotions to build awareness and consideration.

**In-game advertising**
Advertising inside of mobile, console, desktop and live streams. In-game advertising puts brands in environments that require 100% engagement from the user. This ad form is non-intrusive and easily blends into the environment for a highly effective recall rate.

**Highlights:**
In-game advertising can be actionable, or simply blend in the background. Either form is delivered in non-intrusive manners and actions are only placed throughout natural game breaks. It is the best ad method to reach and connect with elusive and younger audiences.
Historical data has proven that a crisis accelerates change. As organizations continue to emerge from the most recent global crisis and continue to navigate economic uncertainty; marketers will continue to search for new tools that will help meet new consumer demands while having a positive impact on ad dollars spent.

Innovation in advertising will continue to be a driving force for all media and advertising to thrive in an economy that is still recovering from the effects of COVID-19. For many advertisers, mobile advertising presents the ideal opportunity that helps balance achieving results while being conservative with spending.

Advertising in a Post Pandemic World

15% Greater Viewability than Industry Benchmark

1.5% Greater CTR than Industry Benchmark

2% Greater Engagement Rate than Industry Benchmark

1.5% Greater Store Conversion Rate than Industry Benchmark
Advertising in a Post Pandemic World

New innovative ways of advertising on mobile such as real-time mobile flyers, in-game advertising, and in-app and in-game audio advertising are helping brands increase ROI while better balancing budgets. For many, mobile is a critical part of the modern advertising and marketing mix for a post pandemic world.
Mobile advertising is a key ingredient for brands looking to successfully navigate today's advertising landscape. Which is why many are partnering with the only solution in Canada that connects brands with consumers when it matters most.

With mobile advertising brands can turn ads into experiences by leveraging premium app titles, hyper accurate location targeting and dynamic creative.

Discover how APEX Mobile Media can drive performance for your next campaign by leveraging exclusive partnerships in location, first party data, premium app titles and cutting edge next-gen creative.

Learn more about how you can turn your next advertisement into a memorable experience by connecting with APEX today.

Get in touch and learn more:
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