

Leveraging In-App Ad Types to Create Genuine Ad-Experiences



Mobile Ad Guide

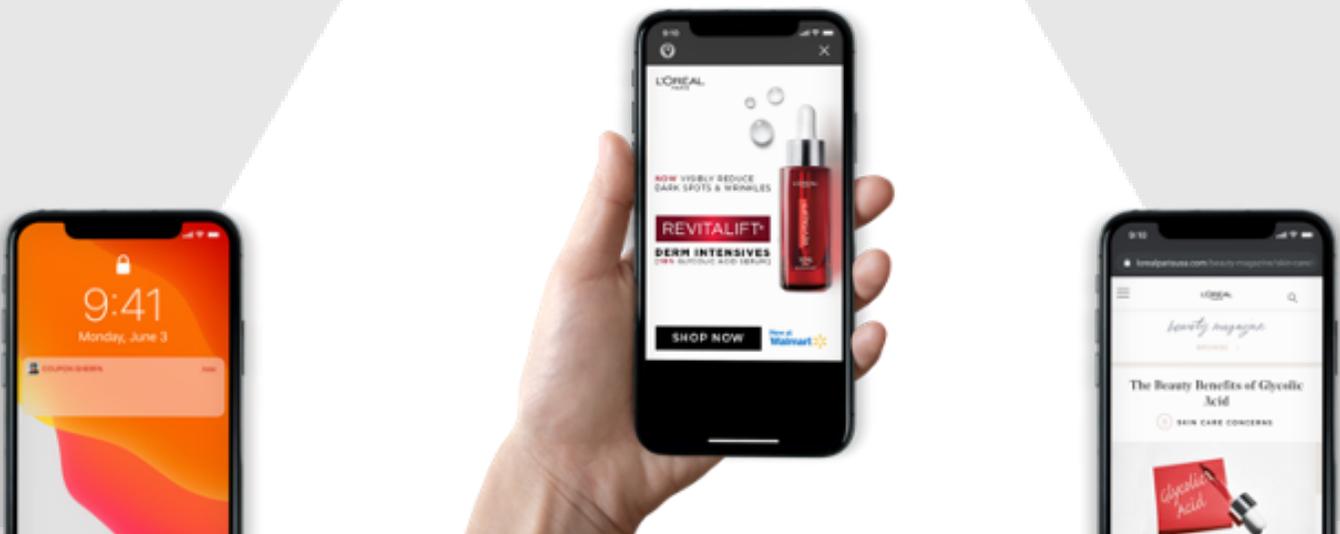
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Leveraging In-App Ad Types to Create Genuine Ad-Experiences

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.



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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

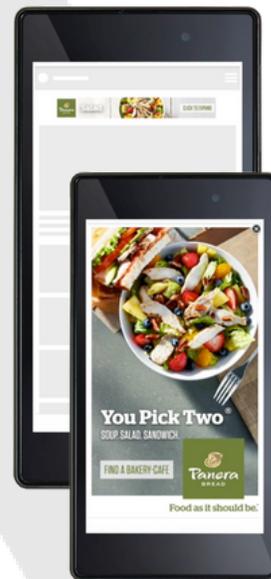
Mobile ads are the most effective way to reach existing or prospective consumers, making mobile advertising an essential part to any marketing strategy

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.



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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.



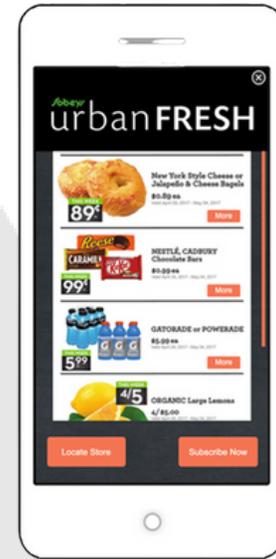
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Mobile flyers

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.



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.



ROI



Savings



Profits



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:

marketing@apexmobilemedia.com



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

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