










Mobile Research

Mobile ad sizes

These are the sizes that are specified by the Mobile Marketing Associations, Mobile Advertising guidelines.

Table 1: MMA Mobile Web Ad Guidelines Mobile Web Banner Ad Units		
Name	Technical Specifications	Sample Creative (approx. dimension)
XX-Large Image Banner	<ul style="list-style-type: none"> • 320 x 50 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 10 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 15 KB file size 	
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 50 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 10 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 15 KB file size 	
X-Large High Image Banner	<ul style="list-style-type: none"> • 300 x 75 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 10 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • <15 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 36 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 6 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 9 KB file size 	
Large High Image Banner	<ul style="list-style-type: none"> • 216 x 54 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 6 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 9 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 28 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 4 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 6 KB file size 	

Medium High Image Banner	<ul style="list-style-type: none"> • 168 x 42 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 4 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 6 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 20 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	
Small High Image Banner	<ul style="list-style-type: none"> • 120 x 30 pixels Universal unit: <ul style="list-style-type: none"> • GIF, PNG, JPEG for still image • < 2 KB file size Supplemental unit: <ul style="list-style-type: none"> • Animated GIF for animation • < 3 KB file size 	
Text Tagline (optional)	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small • Not used for XX-Large 	Show Times Click Here

Mobile Search

Google AdWords allows for customers to simply extend their current desktop targeted AdWords campaigns or create a unique, mobile specific campaign.

AdWords provides the following opportunities:

- **Target multiple devices.** Your desktop-targeted campaign can be extended to reach high-end phones like the iPhone or G1, or you can create campaigns formatted for standard mobile phones.
- **Reach mobile searchers and the mobile web.** Your campaigns can reach mobile searchers with text ads as well as mobile website visitors with text and display ads.
- **Bid for clicks or for calls.** We'll let you pay only for the calls to your business generated by your ads. If it's clicks to your mobile site you want, you can pay for those as well.

Google Analytics now allows advertisers to see which device is being used. It is possible to see the split of mobile traffic and the handset that has been used. As Google Analytics is integrated with AdWords it is possible to see the performance of particular ad campaigns.

Target Compatible Devices

By specifying the markup language that a mobile website is written in, Google are able to make sure that mobile ads are shown on compatible devices. Mobile websites are presented in various

markup languages (wml, xhtml, chtml) and not all mobile devices are compatible with each format.

Mobile Text Ads

Mobile ads are optimized to appear on small mobile devices. Google uses mobile-specific text ads for advertising on mobile search results pages and across our mobile network. To keep them targeted, each text ad is associated with your choice of keywords. You can have multiple text ads for a group of keywords, and because text is fast and easy to edit, it's fast and easy (and a good idea) to test the performance of different messages.

How much do mobile ads cost?

As with PC-based text or image ads, you determine the cost of your own mobile ad campaign. Your price depends on the keywords you choose, how much you bid, and how successfully you design your ads. You set your own daily budget, which will control your overall spending, but keep in mind that there is never a minimum spending commitment. In addition, you're only charged when a user clicks on your ad. In the case of mobile text ads, users also have the option to use the click-to-call link in your ad.

Pay per Call

For mobile text ads, you can bid to connect users to your business via telephone, in addition to the option of directing users to your mobile webpage. Enter your business phone number when you create a mobile text ad, and a Call link will appear at the end of your ad text.

<http://services.google.com/advertisers/us/media/mobileadvertising>

2. AdWords campaigns default to include mobile search

Brands that employ Google AdWords campaigns are buying mobile search, unless of course their teams have consciously opted out of the mobile offering. A frighteningly high number of advertisers may not be aware they are engaging in mobile paid search, and they inevitably waste money and miss out on significant opportunity as a result. The growing frequency and scope of reasons people engage in mobile search today means every brand should partake, but the results of buying mobile search haphazardly or without a set strategy can cost brands big time, in click costs and lost sales.

3. Simply allowing mobile to run within AdWords wastes gobs of money

The first question CMOs ought to ask their online/search teams after reading this column is, "Are we managing mobile paid search independently from our overall paid search campaigns?" If the answer is no, heads should roll, and changes should be made. General paid search best practices should be applied to both paid search channels, but managing each independently can deliver huge cost savings and performance improvements. For one thing, mobile search costs can be managed to just a fraction of computer-based search costs.

In December, for example, mobile search CPCs averaged just 43 percent the cost of the average computer based search CPC. It's hard to tell how long this advantageous pricing will last, but it's alive and well today.

4. Managing mobile search independently makes a world of a difference

Click cost savings provide a huge incentive, but it's by no means the only advantage offered to marketers who manage mobile paid search independently. The small screen of mobile phones/smartphones also brings inherent exposure advantages to advertisers that tailor their efforts and pursue the top slot in search results. Click through rates (CTRs) can also be managed to new heights in mobile.

CMOs who want to include mobile paid search as part of their holistic online strategy should consider Google's advice for how to get started. First, mirror the existing desktop search campaigns for a quick start. Next, adjust keyword selection for the mobile channel. Finally, establish strategies specific to the mobile channel that generate ample impressions and spends that mobile search budget wisely.

<http://chiefmarketer.com/mobile/loss-without-mobile-search-0328bq/>

Sponsored search results on [Google Mobile](#) work on a pay per click as well as a [pay per call](#) basis. Every ad contains a headline, a short description and a link to the mobile site or a telephone number or both. Advertisers can therefore choose to connect to customers via whichever medium they prefer, or they can give their customers a choice.

The brevity of the mobile ad format emphasizes the need for specialist mobile keyword research and skilled copy writing. Furthermore, the limited space on [handheld device interfaces](#) makes it crucial to place ads ideally, so as to receive maximum coverage at the most efficient cost.

<http://www accuracast.com/services/mobile/advertising/>

He claims brands can do more in mobile for less budget because competition for keywords is less fierce than in desktop search, bringing down cost per click (CPC) and cost per acquisition (CPA). The latest technology offered by search engines is making mobile a great way of interacting with an audience using live, relevant information.

"Campaigns are regularly achieving 30-40% cheaper CPAs on mobile versus desktop and are already contributing 15-25% of companies' overall search traffic," he says. "Leaders in the field are using dynamic ad insertion to include price and other details based on user time and location that take advantage of not only the immediacy of the medium but the location."

<http://www.marketingweek.co.uk/disciplines/digital-strategy/the-future-of-search-is-in-your-hands/3028598.article>

<http://www.efrontier.com/about-us/press/press-releases/uk-mobile-search-report-ctr-are-three-times-higher-on-mobiles>

Mobile ad networks

There are a number of mobile ad networks out there. They are typically split into 3 categories – Blind Networks, Premium Blind Networks and Premium Publishers. Each of these are explored in more detail below.

Blind Networks

- Usually operate on a CPC basis that will vary with supply and demand. Some will also operate on CPM models
- Covers the widest range of publishers, advertisers and impressions available
- Through a blind network you should expect high volumes of advertising presence on independent mobile sites and applications
- You can filter by country, content channels (news, lifestyle, gaming, sport etc) but are unable to choose individual websites to advertise on.
- Cheapest available method is to use RON (Run of Network) which offers no targeting at all
- Publishers on the network usually receive a revenue share of 55%-65% of what the advertiser pays

Examples of Blind Networks

- [Adfonic](#)
- [Admob](#)
- [Admoda](#)
- [Buzz City](#)
- [InMobi](#)
- [Mojiva](#)

Premium Blind Networks

- Higher level of premium publishers (well known websites with large traffic volumes such as newspapers, broadcasters of operator portals.
- Mainly used to generate brand awareness on a CPM model
- CPC models still available and some will even work to a CPA
- Most of the advertising will still be on a 'blind' or 'semi blind' (targeted at a particular channel) basis
- For a premium price there are opportunities to buy a space on a specific website. Prices can be extremely high though

Examples of Premium Blind Networks

- [Millennial Media](#)
- [Greystripe](#)
- [Madhouse](#)
- [Jumtap](#)

Premium Publishers

- Focus on premium prominent sites such as mobile operators and popular mobile destinations
- Sites such as Nokia and AOL offer specific inventory internally
- Main business model is CPM with majority of advertisers undertaking branding strategies
- Usually attract the biggest brands with large budgets to spend
- Prices can typically range from £5 - £75 CPM
- Lots of targeting options available to advertisers as part of a targeted marketing strategy

Examples of Premium Publishers

- [Advertising.com/AOL](#)
- [Hands](#)
- [Microsoft Mobile Advertising](#)
- [YOC Group](#)
- [4th Screen Advertising](#)

<http://www.mobilemarketingtips.co.uk/2011/02/beginners-guide-to-mobile-advertising-networks/>