

Publishers Business Case

Introduction

As mobile advertising moves from an experimental buy to a dedicated budget line item, ad networks serving the space have also matured. According to a recent report, an impressive one-third (34%) of mobile Web users internationally say they will watch advertisements in exchange for free mobile content. The appreciation of ads runs highest in Europe, with 37% willing to watch ads, so publishing Ads into mobile content seems like a promising idea as in the internet model.

mobiad provides content, Wap sites, mobile application, games owners with a new revenue generating model, by joining our mobiad network of publishers; you as a publisher will benefit with more revenue by engaging your site or application with a relative Ad experience.

Mobiad, what is it all about ?

Mobiad is a mobile advertising platform that requires publishing Ad banners for various brands in your content and by running ads on your mobile site, application or game which are relevant to your users, will immediately not only give you a whole new revenue stream, but will also add a new content to your site.



Publishers Business Case

mobiad will simply publish banners into your site, application or game based on a specific pricing model and each time our Ad is being viewed or clicked on ; you will generate profit.

Adopting an ad-supported model, will have a huge impact on your content as it exposes you to more advertising and turns the ad revenue into incremental profit.

Supported Pricing Models

- Cost Per 1000 impressions **CPM**.
- Cost Per Click **CPC**.

How it will work?

The integration between mobiad and your mobile site, application , game is easy, once your content is added to mobiad network; a code snippet will be provided according to your content development technology, past the code snippet into your source code, and the link will start retrieving scheduled Ads

Features

Full control over published Ads: as a publisher, we believe that you should have the control to view and approve Ads prior publish to make sure that you provide a harmonious overall experience for you visitors.

One stop management tool: a single venue to manage and approve scheduled Ads, add or manage your sites, applications or games

Revenue tracking tool where they can monitor and track: mobiad provide publisher with an innovative tool to monitor and track campaigns impressions, clicks and generated revenues.

