

Ad Agencies: mobiad a new advertising flavor



Introduction

The world of advertising is a very complex, confusing sector; the idea of finding the right mixture of media channels and the right audience to achieve intended campaign cut through seems terrifying, so as an ad agency you need to find away to leverage your clients campaigns cut through rates without expanding you clients' budgets.

Mobiad offers you the mobile advertising channel that guarantees a direct way to consumers' pocket right to their mobile handsets, as the idea of mobile is so personal and attentive it seems like the perfect medium to target with your clients campaigns; as a recent study shows that over 37% of mobile subscribers are willing to view Ads on their mobile handsets.



Ad Agencies Objectives

- + Obtain expected campaign cut through rates
- + Find new media channels to keep consumers and clients interested.
- + Achieve better Return Of Ad Spending to ensure clients satisfaction.



Mobiad

... a new flavor of campaigns

Mobiad is a mobile advertising platform that will enable ad agencies to build multilevel advertising campaigns using various delivery channels targeting different audiences on their mobiles and providing them with a relative Ad experience to achieve best return of Ad spending for your clients



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Why mobiad ?

Higher cut through rates

mobiad targets consumers on their mobile devices ensuring their interaction to relative campaign Ads because of mobile attentive nature, as mobiad is an opt in service all users are willing to view and interact with ads making campaign results even more certain.

Cost effective

mobiad optimize your clients marketing budgets because of the cost difference between mobile advertising and any other traditional media channel.

Innovative campaign management

Mobiad provides ad Agencies with a single web tool where they can manage all their clients campaigns ; Ad content, Audience targeting, delivery channels.

Focused Targeting

mobiad gives ad agencies the opportunity to tightly target audiences by defining audience main characteristics such as Age, sex, location, occupation, religion, interests and much more.

Mobile Advertising Benefits

Reach: Mobile represents the best way to reach certain groups that are difficult to market to on other media.

Presence: the mobile is an essential item that is always with the targeted subscriber. This gives the advertiser many more opportunities to reach the consumer throughout the day.

Engagement: the mobile can be excellent at engaging the customer at close range!

Profiling/targeting: there is potentially a wealth of information available about a mobile user to help target the ad or personalize the message they receive.

Real Time Tracking & Reporting

mobiAd campaign tracking tool enables ad agencies to monitor their campaign progress step by step also offering them the capability to tweak their campaigns to achieve intended goals.

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Versatile Delivery Channels

The key of campaigns success is to target consumers with an enjoyable Ad experience, mobiad offers a wide range of Ad delivery channels that will suit the taste and handset capabilities of the consumers different segments.

Mobile Messaging; sending text, URL, images, Audio and video files via SMS, MMS and Wap Push messaging.

On Device Delivery channels:

- Displaying Ad when making a call.
- Displaying Ad when receiving a call.
- Displaying Ad at mobile Background.
- Displaying Ad when sending an SMS.
- Displaying Ad when Sending an MMS.
- Displaying Ad brand as the Operator Logo.

Wap sites, Games, Applications and Video Banners: mobiad enables advertisers to publish text, image and text + image banners on Wap sites networks and inside Games, funded videos downloads and mobile applications such as Javi, MobiNet and much more.

Wap / In Application Banners



Messaging Delivery Channels



On Device Delivery Channels

