

Mobile advertising trends

**Ce isi doresc brandurile
care investesc in
advertising?**

**Sa influenteze
decizia de
cumparare in
favoarea lor.**

**Mediul prin care fac asta
nu mai conteaza atat de
mult.**

**TV, online, print,
outdoor, radio,
mobile...etc.**

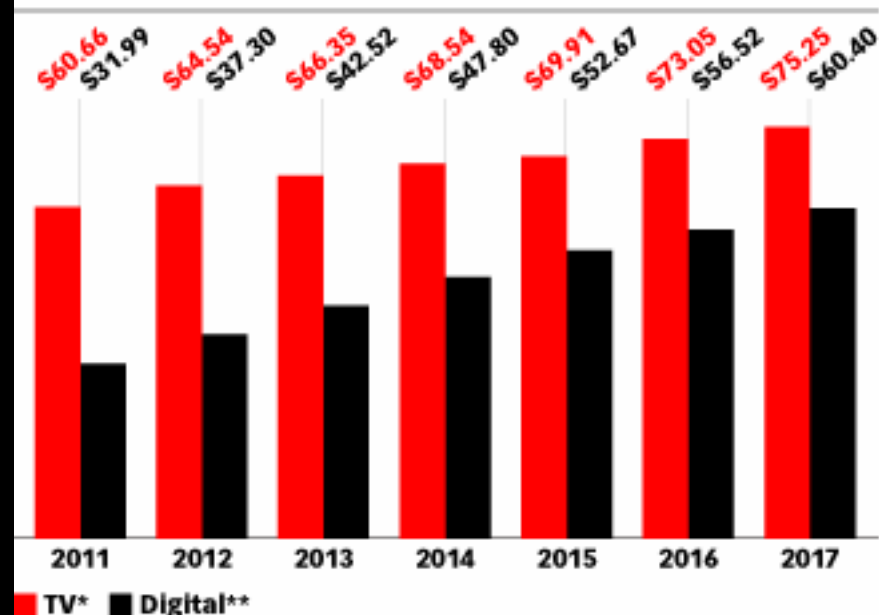
**TV, online, print,
outdoor, radio,
mobile...etc.**

**Conteaza sa ajungi la
publicul tinta. Nu mediul
prin care ajungi la el.**

**Bugetele de comunicare vor migra
catre mediile cu putere de influenta
in randul publicului tinta.**

US TV* vs. Digital** Ad Spending, 2011-2017

billions



Note: *includes broadcast TV (network, syndication & spot) & cable TV;
 **includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; data through 2011 is derived from IAB/PwC data

Source: eMarketer, March 2013

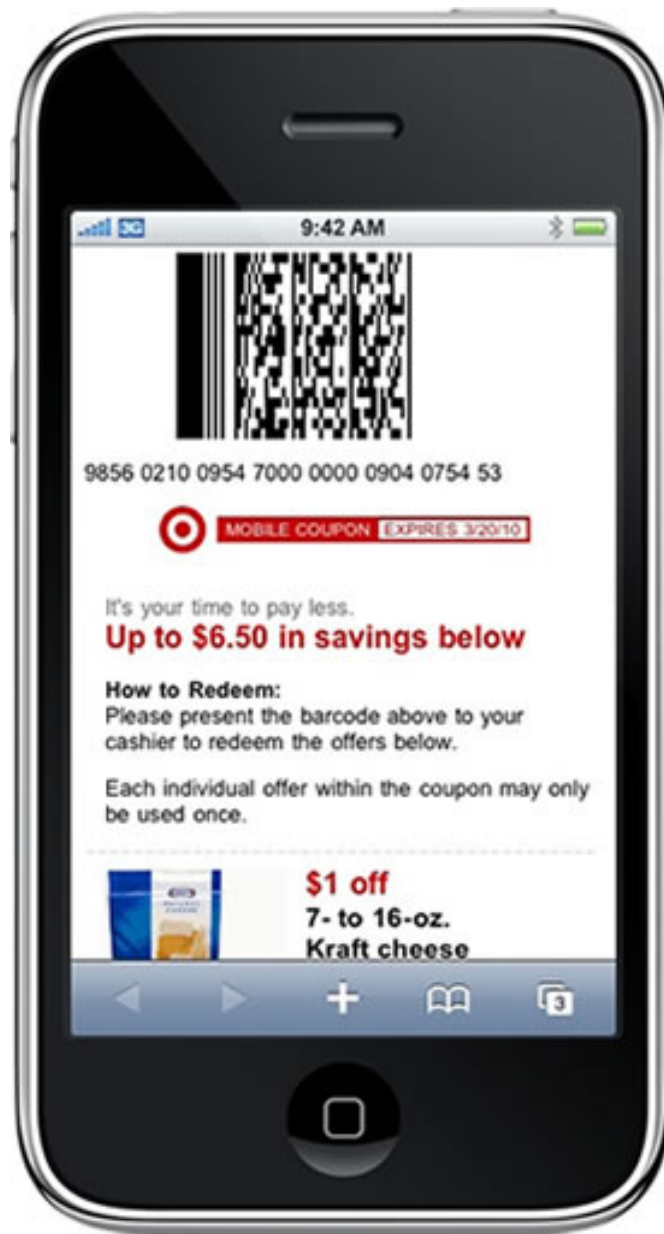
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www.eMarketer.com

Trend-uri de urmarit

**1. Mobile-ul influenteaza
decizia de cumparare in
momentul achizitiei**





2. Video advertising-ul pe mobil va exploda

**Youtube si-a dublat
numarul de accesari de
pe mobil in ultimele 12
luni.**

Pre-Roll Ads - YouTube



**3. Mobile-ul schimbă
modul în care
gândim și măsurăm o
campanie de comunicare**

**Google a facut de curand
schimbari majore in
Google Analytics si
AdWords**

Retargeting

**Ai intrat pe website ->
te retargetez pe mobile**

(exemplu restaurant "La mama")

**4. Search-ul mobil va
continua sa creasca
accelerat**

**Stiti care sunt cele mai
cautate lucruri de pe
mobile?**

Locatii restaurante

Locatii ATM

Locatii benzinarii

5. Social media pe mobil si check-in



CHECK IN:
GOLDEN STATE WARRIORS
HOME GAME
on Facebook
and get a special deal

HOW TO CHECK IN

Use Places on touch.facebook.com
or Facebook for iPhone and click
the ticket for details. Deals aren't
provided by Facebook.

6. Mobile performance marketing va creste

**Cresc cautarile de pe
mobile => cresc bugetele
pentru performance
marketing pe mobile**

7. Research

**Studii prin care sa
intelegem mai bine
felul in care utilizatorii
folosesc mobile-ul.**

Va multumesc!

Digital Star

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