



# MOBILE CONNECT 2015

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# EXCITING & CHALLENGING TIMES FOR DIGITAL

Viewable  
Impressions  
Irish JIC (Joint  
Industry Committee)

IAB EU Ad Blocking  
Taskforce

Global Certification  
Digital Sales &  
Digital Ad Ops

Industry focus on  
USER  
EXPERIENCE

**L**  
**E**  
**A**  
**N**

LIGHT

ENCRYPTED

AD CHOICE SUPPORTED

NON-INVASIVE ADS

**iab.**  
TECH LAB

# THE MOBILE OPPORTUNITY FOR BRANDS

**75%** of Irish use a smartphone\*\*

**1/3** of all Internet usage in Ireland is via  
Smartphones\*

**54%** of Irish consumers consume  
Video via Smartphones\*





# SMARTPHONES ARE A KEY INFLUENCER ON PATH TO PURCHASE!

**38%** compared products/prices/features online  
via smartphone\*\*



**27%** get ideas / inspiration online on  
smartphones\*\*



If issues are encountered while accessing websites via a smartphone  
**25%** will find another site that works better on a smartphone

# IAB IRELAND MOBILE AUDIT – AUTO & RETAIL

The graphic features a red banner at the top with the IAB Ireland logo and the title 'IAB Ireland Mobile Audit 2015 Auto and Retail'. Below the banner, a hand holds a smartphone surrounded by icons for social media, shopping, and video. The central illustration shows people using smartphones in various settings: sitting at a table, walking, and riding a scooter. A magnifying glass icon is positioned over a smartphone in the bottom left corner.

**iab.ireland**

**IAB Ireland  
Mobile Audit 2015  
Auto and Retail**

**75% of Irish use  
a smartphone**

IAB Ireland's Mobile Audit 2015 looks at the top 50 Retail Advertisers and top 25 Auto advertisers in Ireland (Nielsen - June 2015) and explores how mobile ready these sectors are. To see how we compare to our European neighbours email [info@iabireland.ie](mailto:info@iabireland.ie) to receive the full presentation.

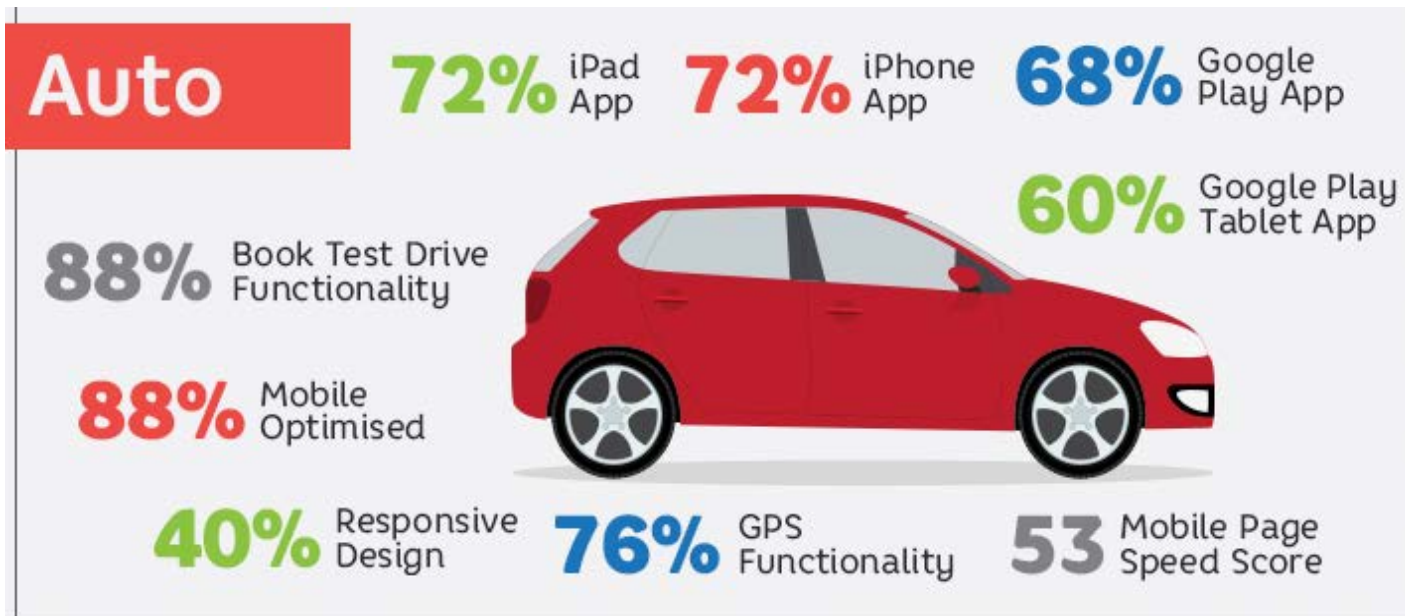
**Smartphones are a key influencer  
on the path to purchase**

# IRELAND PERFORMING WELL AGAINST EU AVG.

## AUTO FOCUS

Autos brands are more mobile optimised than Retail, but overall both categories are performing well against the EU average

- 88% of Irish Auto clients are mobile optimised (EU 78%)
- 72% of Irish Auto clients have ios mobile app (EU 68%)
- 68% of Irish Auto clients have android mobile app (EU 63%)





# IRELAND PERFORMING WELL AGAINST EU AVG. RETAIL FOCUS

- 76% of Irish Retail brands are mobile optimised (EU 79%)
- 54% of Irish Retail clients have ios mobile app (EU 55%)
- 60% of Irish Retail clients have android mobile app (EU 55%)



# MOBILE AUDIT 2015 – 3 KEY INSIGHTS

## 1. Don't miss out on potential customers:

If your brand is not **'mobile ready'** and providing the best possible experience for consumers across screens, you are missing out on customers - If issues are encountered while accessing websites via a smartphone, **25% of Irish people will find another site that works better on a smartphone.**

### Smartphones are a key influencer on the path to purchase

**38%** get ideas/inspiration online  
on smartphones

**27%** compared products/prices/features  
online via smartphone



Source: Consumer Barometer 2015

If issues are encountered while accessing websites via a smartphone  
**25%** will find another site that works better on a smartphone



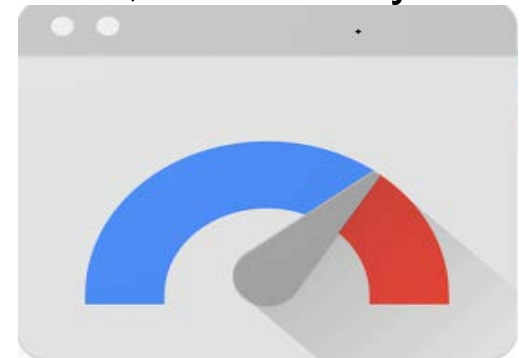


# MOBILE AUDIT 2015 – 3 KEY INSIGHTS

## 2. Speed Matters:

Over half of Google searches are now from mobile devices, the faster your page speed the higher you come on google ranking.

Use **Google's page speed tool** to check.



## 3. Brands need to invest in both apps and mobile experience on browser

Specifically in the retail sector, 60% of brands have transactional mobile sites however only 28% have transactional mobile apps.

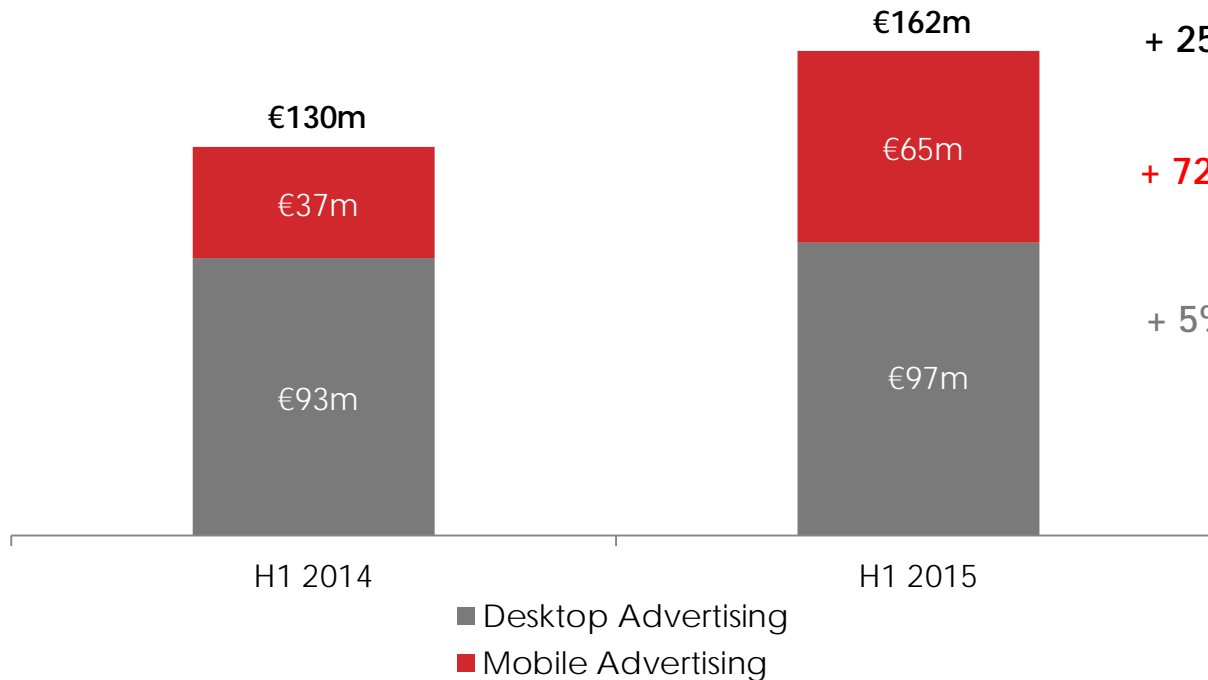
Furthermore 68% have gps store locators on their mobile sites with just 36% having that functionality on their apps.

# IAB IRELAND PWC ONLINE ADSPEND H1 2015



# DESKTOP AND MOBILE ADSPEND GROWTH

Desktop and Mobile advertising, YoY, €m



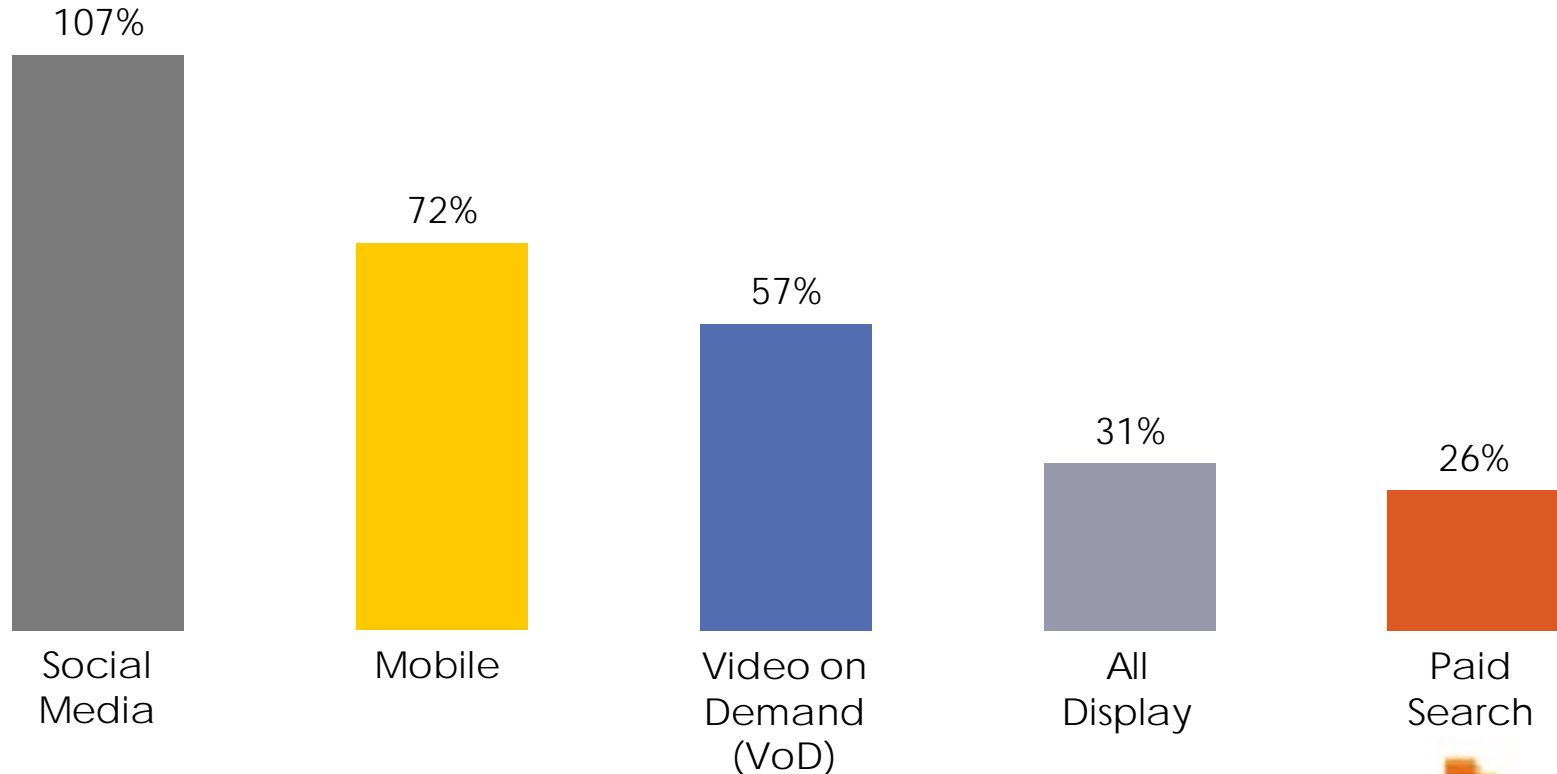
YoY Growth (%):

- + 25% Gross Online Adspend
- + 72% Mobile
- + 5% Desktop

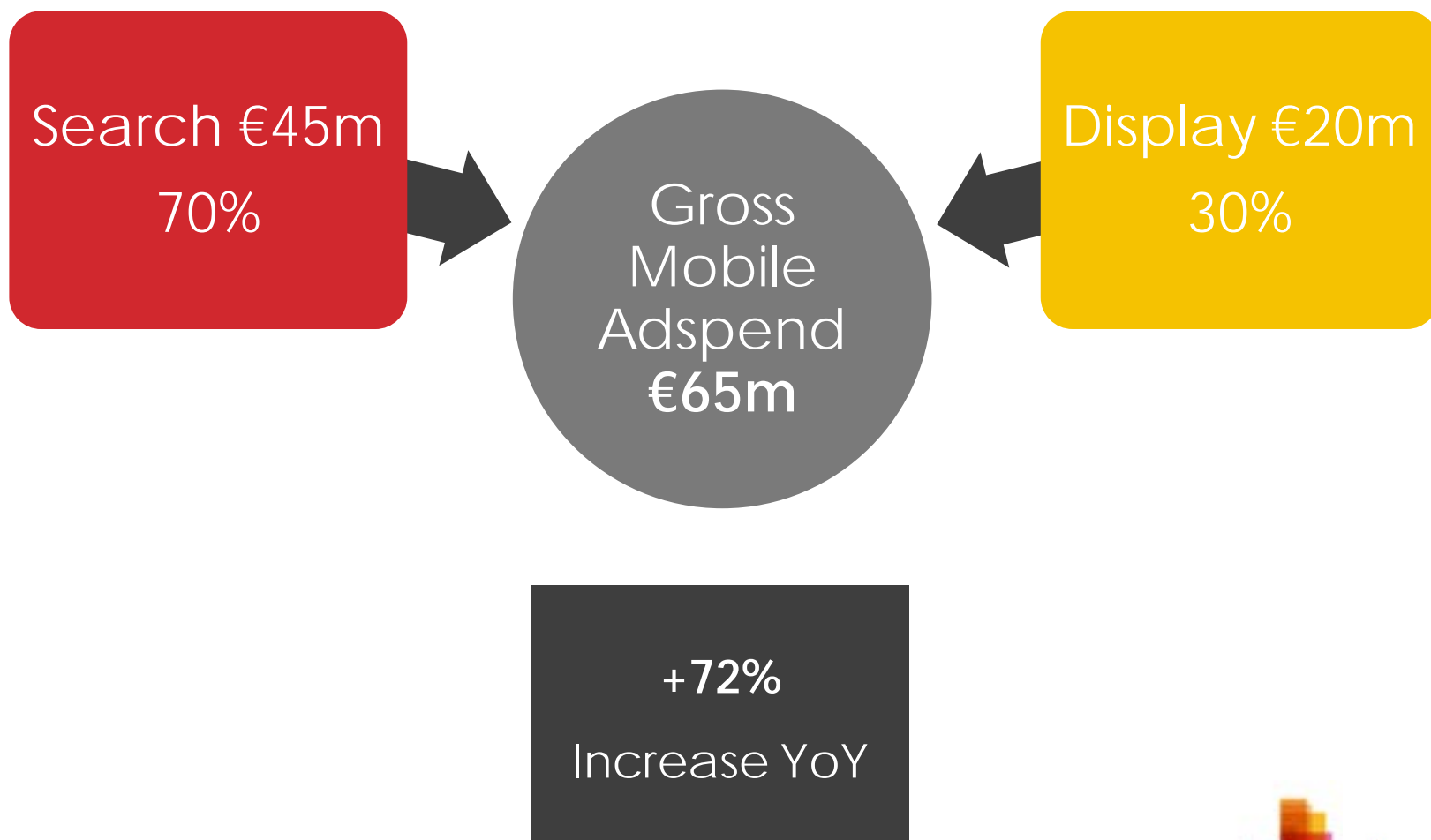
**84%** of the H1 2015 Gross Online Adspend growth (25%) was due to an increase in **Mobile advertising**

# YOY GROWTH RATES FOR DIGITAL FORMATS H1 2015

YoY growth rates for selected digital formats  
(note formats are not mutually exclusive so there is some overlap)



# MOBILE ADSPEND H1 2015



# WHAT'S NEXT @ IAB?

Video Workshop – 11<sup>th</sup> November

HTML5 Briefing – week of 23<sup>rd</sup> November

ASAI Briefing (members only) – Jan 20<sup>th</sup>

IAB Connect 2016 – April 14th

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