

The Secret To Mobile Success

An IAB Mobile Council Event

What's The Problem?

- 81% of Gross Online Adspend Growth was due to the Mobile Increase



Display Breakdown For Mobile

IAB/PWC 2015

€	%	Format
27m	52	Native Advertising (incl Social Media In-Feed)
11m	20	Mobile Content - Video/TV (incl Social VOD)
8m	15	Standard Display Non-Rich Formats
2.5m	5	Standard Display Rich Formats
2m	4	Social Media Display (incl SMS/MMA)
800k	2	Dedicated Tablet and On Device Advertising
700k	2	Tenancy (Non Native)



If it doesn't sell,
it isn't creative.

Ogilvy

One Strategy Does Not Fit
All

L.E.A.N

- Light
- Encrypted
- Ad Choice Supported
- Non Invasive Ads

