



Put the **WOW** into Mobile

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25 APRIL 2016

WIDESPACE®

Widespace

Mobile Advertising for Brands

8 Years
of Mobile
Expertise

225
Staff in 10
Countries

100+
R&D and Data
Scientists

240m
Monthly Unique
Reach

500+
Partners Across
Europe

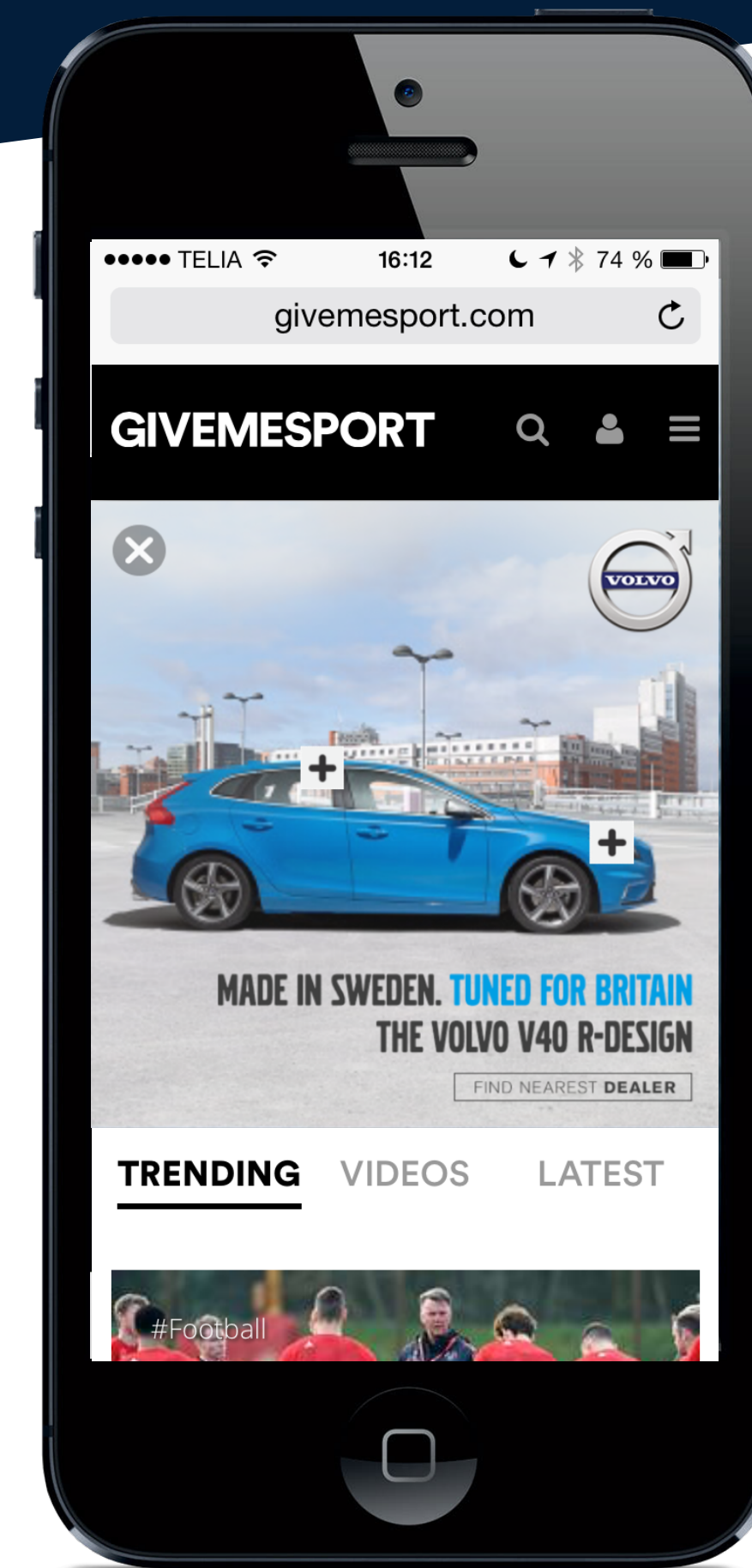
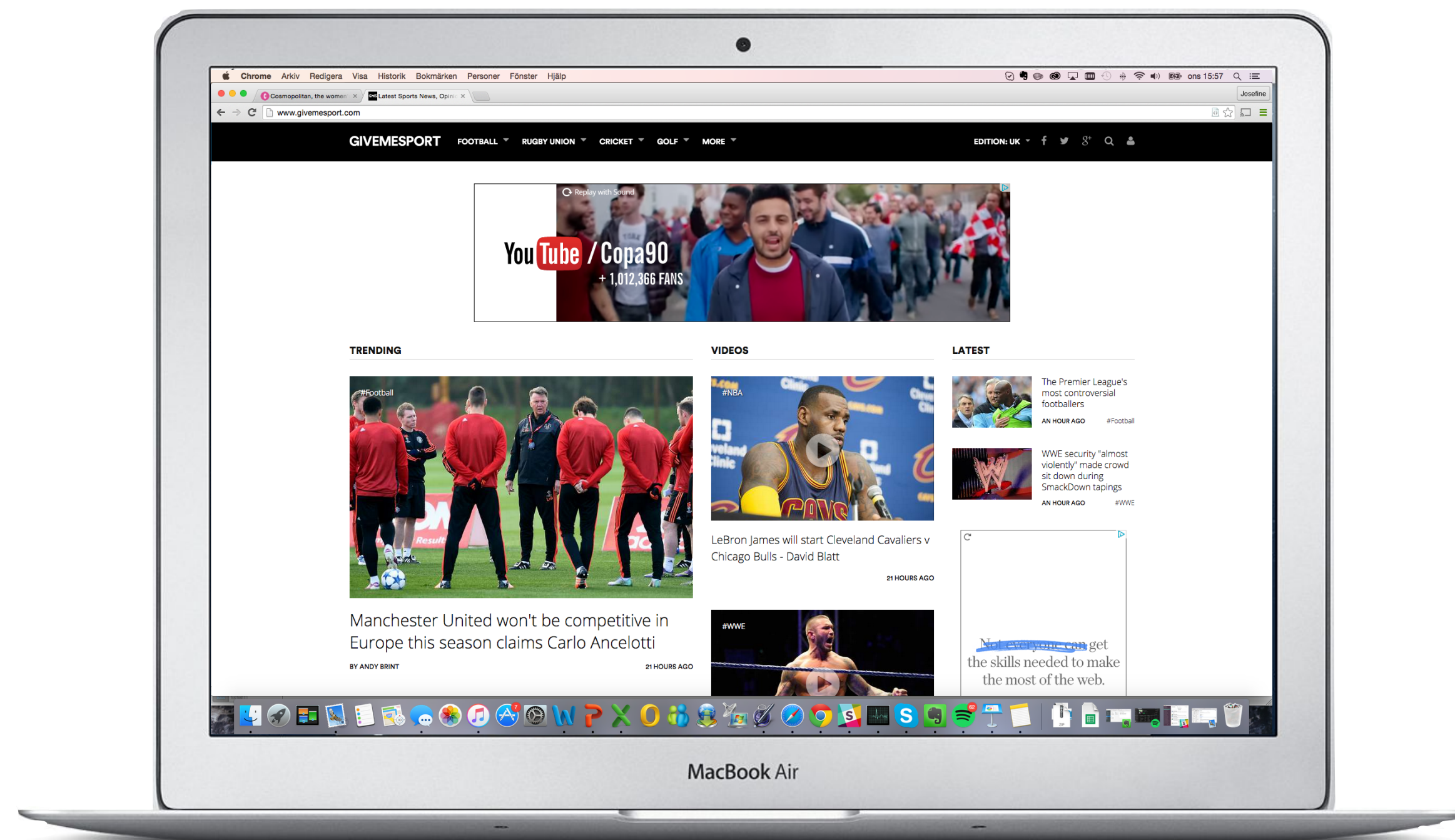
Fast 50
Technology
Winners

WIDESPAC[®]

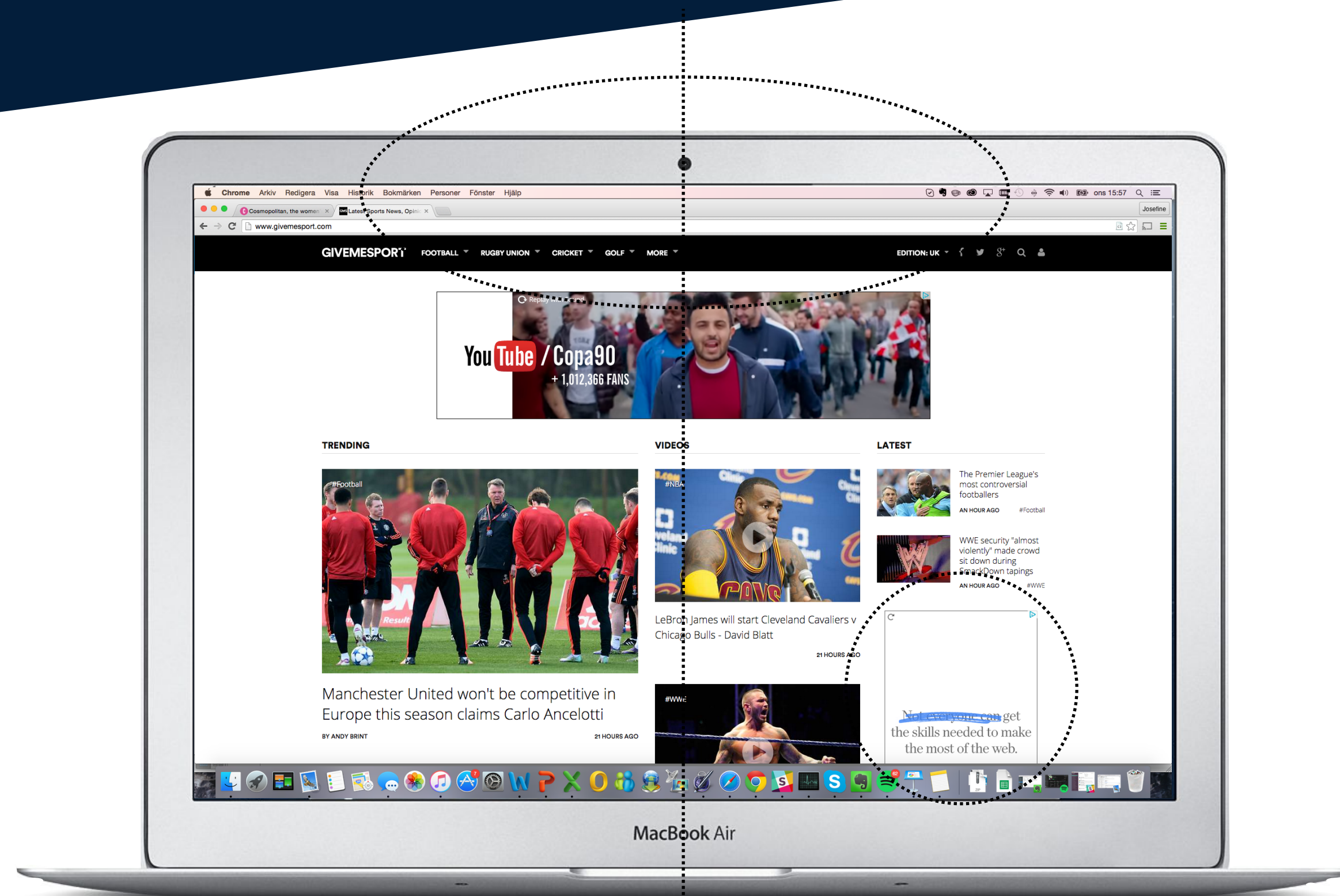
What have we learned about brand advertising?



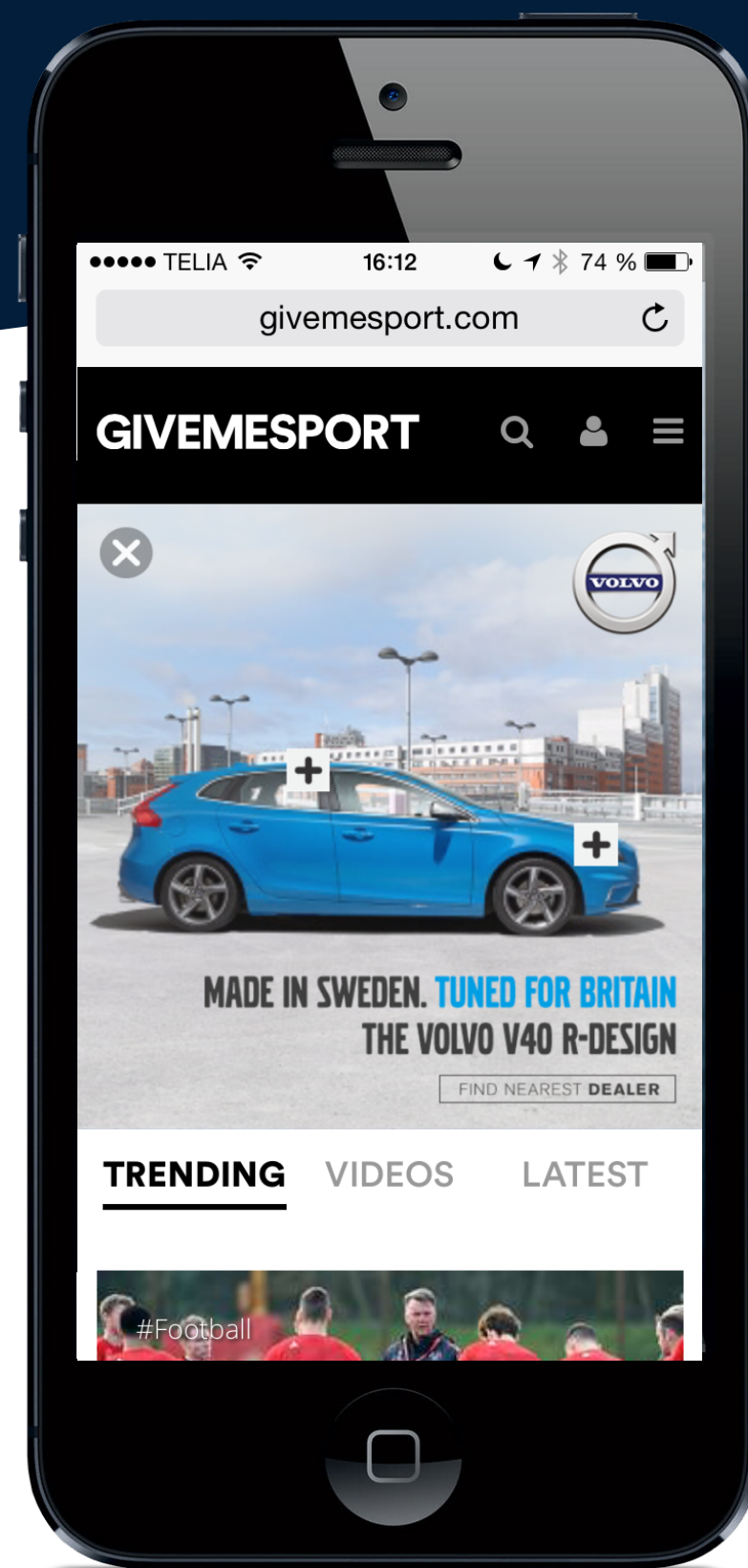
Viewability for desktop and mobile are not the same



The screen size affects what we see



The screen size affects what we see

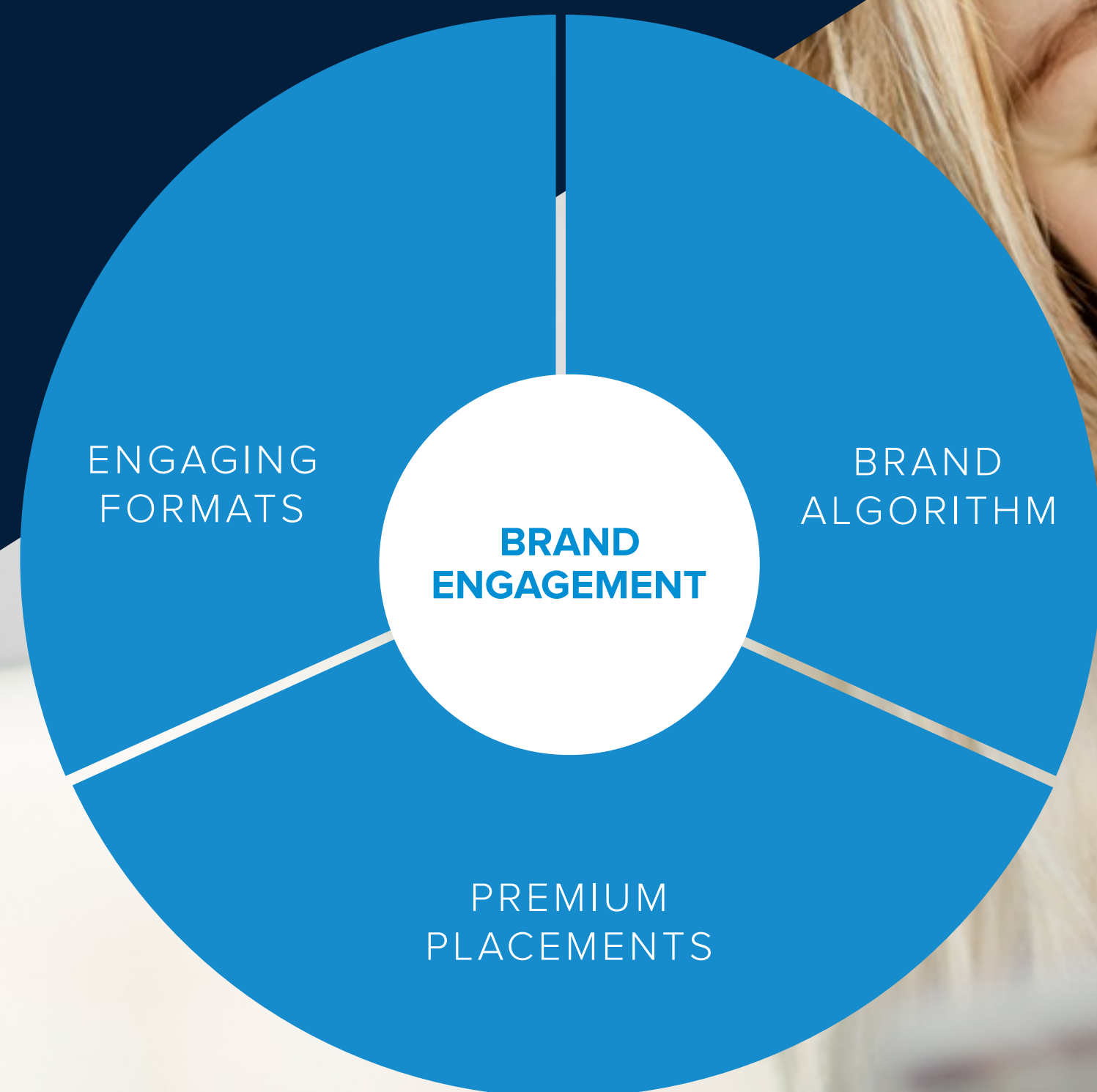


100%

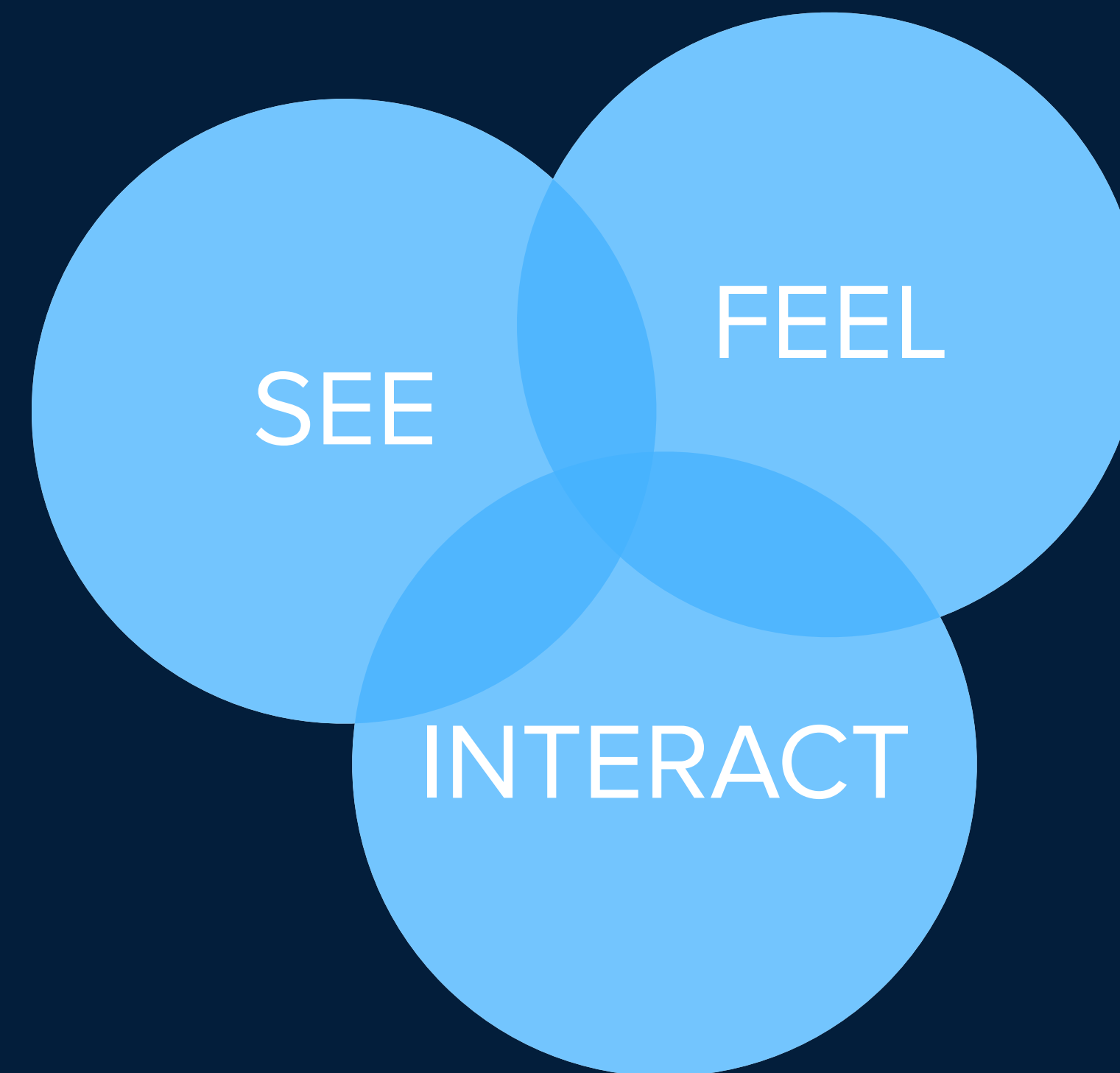
There is a difference
between *forced viewability*
and *user initiated viewability*



...but it takes more than
viewability to drive
brand engagement



Brand advertisers need to engage in three ways



Rich media in new ways



Optimise view time

Avoid heavy formats on page load

Relevant environment

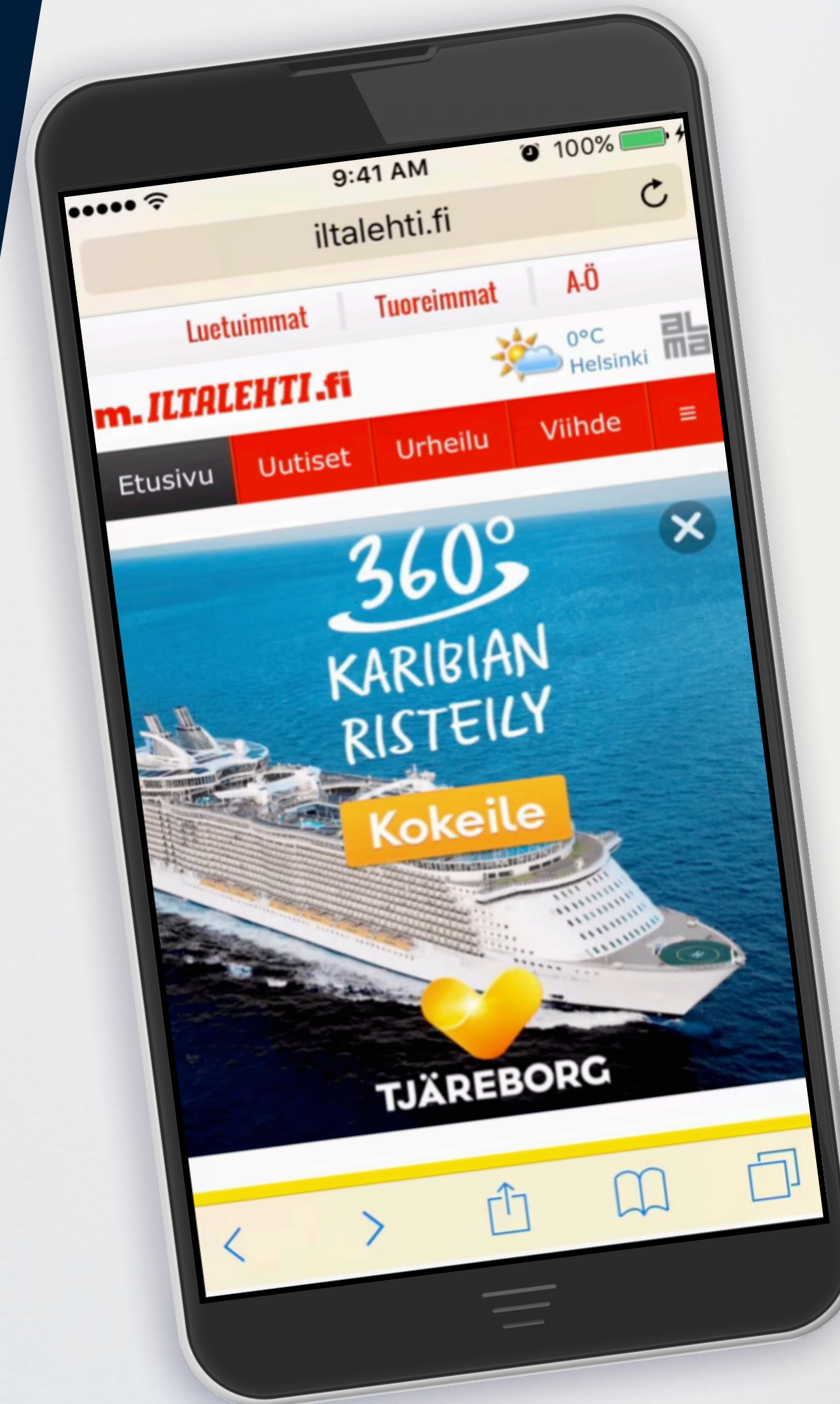
Optimise delivery on relevance

Choose the right ad format

Choose your experience!

Cruise the Caribbean:
<http://wid.li/c>

Hit the slopes:
<http://wid.li/d>



Many things matter

Environment - ad placements, quality content, trust in content, user experience, loading times, view ability values

Formats - Creativity, engagement, quality, user experience

Data, insights and algorithms - machine-learning systems to constantly improve and drive towards brand goals of advertisers





Keep in touch!

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