



Sizmek Mobile

From Wild West to Civilisation

Carlos Lopez-Plandolit
EMEA Mobile Sales Strategy

Global Media Spend (Billions)

By the end of 2016, mobile will account for

more than

50%

of the total global digital spend





The Mobile Ecosystem

An ever-growing list of tech vendors

January '14 - **947** companies

MARKETING EXPERIENCES

- Email Marketing:** Constant Contact, LiveIntent, MailChimp, Campaigner, StrongView, Bronito, dotMailer, YesMail, tower24, zeta, Stream, Send, ReturnPath, JangoMail, Campaign Monitor, Profusion, Emma, LeadSpender, Epsilon, Experian, VerticalResponse, Bluebonnet, Caumo, Rapidmail, Movable, Customer.io
- Mobile Marketing:** Tapjoy, Vibes, SponsorPay, ShopPad, Hipcricket, Adelphi, MomentFeed, DotMobi, Tapad, Urban Airship, RevMoxie, LeadBolt, Mojiva, MobileStorm, Veit, Trumpla, PlaceIQ, Inmobi, OpenMarket, ePrize, Kahuna, Waterfall, Mobile, Verve
- Search & Social Ads:** Kenshoo, Adchemy, Marin, Acquisio, Matchcraft, BrandNetworks, Adaptly, Trado, TBC, Triggitt, Adspert, Nanigans, InsideVault, SearchForce, AdGood, Finch, Sidecar, Magne+IC, Shift
- Display Advertising:** Doubleclick, DataXu, Bizo, Sitescout, BrandScreen, Neustar, DataPop, Netmining, AdRoll, Critrol, Coz, TruSignal, OpenX, Flite, Apmant, Rocketfuel, Kwanzoo, Bluecava, Optimine, Simplifi, Chango, Taykey, Adobe
- Video Ads & Marketing:** Ooyala, Vimeo, Brightcove, Brightroll, Wistia, Onscreen, Ramp, SpotMixer, Pixability, Vidu, VidCaster, Spot, Change, Optimatic, Upkisel, Ustudio, SundaySky, YuMe, Kaltura, Visible Measures, Videology, Mixpo, Vidler

Creative & Design

- Adobe, Balsamiq, Offinova, AdReady, Steelhouse, OXure, MockFlow, Match, SPONGECCELL, AdExtent, COGNITIVE

Calls & Call Centers

- ifbyphone, liveops, twilio, Five9, INVOCAL, CallRail, Callmodo, Callfire, response, eGain, CALLSOURCE, tap, mongoosemetrics, calltracking

Marketing Apps

- Wizehive, SnapApp, Offerpop, Kontest, Woobox, Gleam, ContestFactory, ViralSweep, SocialAppsHQ, Rafflecopter, WUFOO, SurveyMonkey, PollDaddy, ShortStack, Strutta, Conduit, North, FluidSurveys, Snap, Formstack, Social, SurveyGizmo

Marketing Data

- Epsilon, Acxiom, NetProspex, Allant, InsideView, D&B, SalesLoft, LeadSpace, Infogroup, Informatica, OneSource, LEADS Explorer, CATALINE, DataLogix, Factual, LiveRamp, AccuData, CNIP, VisualDNA, Salesforce.com, Freebase, IRI, Lead411, Spoke, DataSift, StrikeIron

Marketing Operations

- Marketing Analytics:** Beckon, Collective, Aometry, Visual, Nielsen, PivotLink, ThinkVine, Convertr, Evolution, Ijento, Shop2Market, Quantcast, Dstillery, ComScore, MarketShare, Angoss, Anametric, marketing, QED, iSpot.tv, ACE, biScience, MOAT, Measureful
- Dashboards:** Dundas, Chartio, Logi, RJMetrics, Domo, Dashboards, SweetSpot, GECKBOARD, LEFTRONIC
- Web & Mobile Analytics:** Google, CLIC, TALE, Adobe, KISSmetrics, Crazyegg, IBM, webtrends, Clicky, compete, Chartbeat, ServiceTick, Evidon, Spring, Moz, VisiStat, inspectlet, mouseflow, Kontagent, mixpanel, seevolution, bitly, Clickdensity, Localytics, GoSquared, celebrus

Mobile Marketing

- Airpush, Mobivity, Tapjoy, Vibes, SponsorPay, ShopPad, Hipcricket, Adelphi, MomentFeed, DotMobi, Tapad, Urban Airship, RevMoxie, LeadBolt, Mojiva, MobileStorm, Veit, Trumpla, PlaceIQ, Inmobi, OpenMarket, ePrize, Kahuna, Waterfall, Mobile, Verve

Social Media Marketing

- SocialFlow, Sprinklr, Bottlenose, Engagor, Socialware, Wildfire, Hootsuite, ViralHeat, Shoutlet, Awareness, Netbase, Wain, SproutSocial, ArgyleSocial, Awe, SM, EXPION, Synapse, TapInfluence, Moxie, Colligent, SocialVox, ListenLogic, Advocate, Buzzient, SCOREBOARD, Social, Little Bird, Extol, Lithium, Unified, Synthesio, Infegy, Influxive, Mzinga, Mention, Campalyst, HearSay, Track, Spreadfast, Metavarna, SocialBakers, Uber, Curate, Klout, Simply Measured, Curate, Klout, Conversocial, Thismoment, EngageSciences, SocialMetrics, Zuberance, MutualMind, BuzzBundle, Meltwater, Analytica

Loyalty & Gamification

- Badgeville, Crowdtwist, Tibco, SocialTwist, LoyaltyGator, PunchTab, Vermt, 500 Friends, AIMIA, Rewardstream, Actionable, Bunchball

Personalization

- Evergage, Baynote, RapLeaf, Demandbase, LivePerson, Monetate, Monoloop, Predicta, Enecto, Mybuys, Richrelevance, APTUS, Sailthru, ChoiceStream, Personify, Certona, Predictive Edge, Nuggets, Macio

Content Marketing

- Kapost, Curata, Cadence, Zerys, Springcm, Divvy, Percolate, Skyword, Compendium, Contently, SqueezeCMM, GatherContent, Zemanta, Marketing, AI, Kontera, PaperShare, RebelMouse, NewsCred, Easely, Outbrain, Scoop, Atomic Reach, CrowdSource, Intweet, PublishThis, Cloudwords, Cooperatize, Lookbook, Trapit, Überflip, Voraka, Copyblogger, Magnify, Storify, Scripted, Triberr

Digital Asset Mgmt

- Widen, Bynder, Adgistics, Delum, Mosaic, Adam, Cognizant, MediaVale, Webdam, DigiEyeZ, AssetBank, Webdam, Media Beacon, Brandworkz, Chackwalla, ThirdLight

Business Intelligence

- Pentaho, Alteryx, Oracle, SAP, IBM, Metric Insights, Birst, GoodData, Prognosis, Jedox, Bitam, SAS, Predixion, Actuate, Tibco, Entrinsic, Microsoft, Panorama, Spagobi, Revolution, Thinkmap, Jaspersoft, Board, Entalysis, Yellowfin

Events & Webinars

- Citrix, Cisco, BrandScopic, Acteva, On24, INXPO, Xert, Event, Adobe, FUZEBOX, InfoNeedle, Active, InterCall, tmi, Impix, etouches, MeetingBurner, TalkPoint, Zen, Convert, Kameleoon, SparkPage, Marketizator, VIBETRACE, PAGEWIZ, GlobalMaxer, IMPREGo, LeadPages

Testing & Optimization

- Google, Winify, Sitespect, Optimizely, APT, Accenture, Adobe, Unbounce, Atmio, UserTesting.com, Lander, PageMent, Experimently, GrowthGiant, Pluralis, Userlytics, Synference, SeeWhy, InstaPage, Vertster, Helio, Conversion, Zen, Avenseo, AB Tasty, Marketizer, VIBETRACE, PAGEWIZ, GlobalMaxer, IMPREGo, LeadPages

Sales Enablement

- Postwire, Bloomfire, Salespod, Qvidian, Yesware, Scopus, Skura, MindMatrix, ClearSlide, KnowledgeTree, Alinean, WilbyParrot, Toutapp, SAVO, Primary Intelligence, Velocify, UpSync, Contactually, Pipeliner, TappCtrl

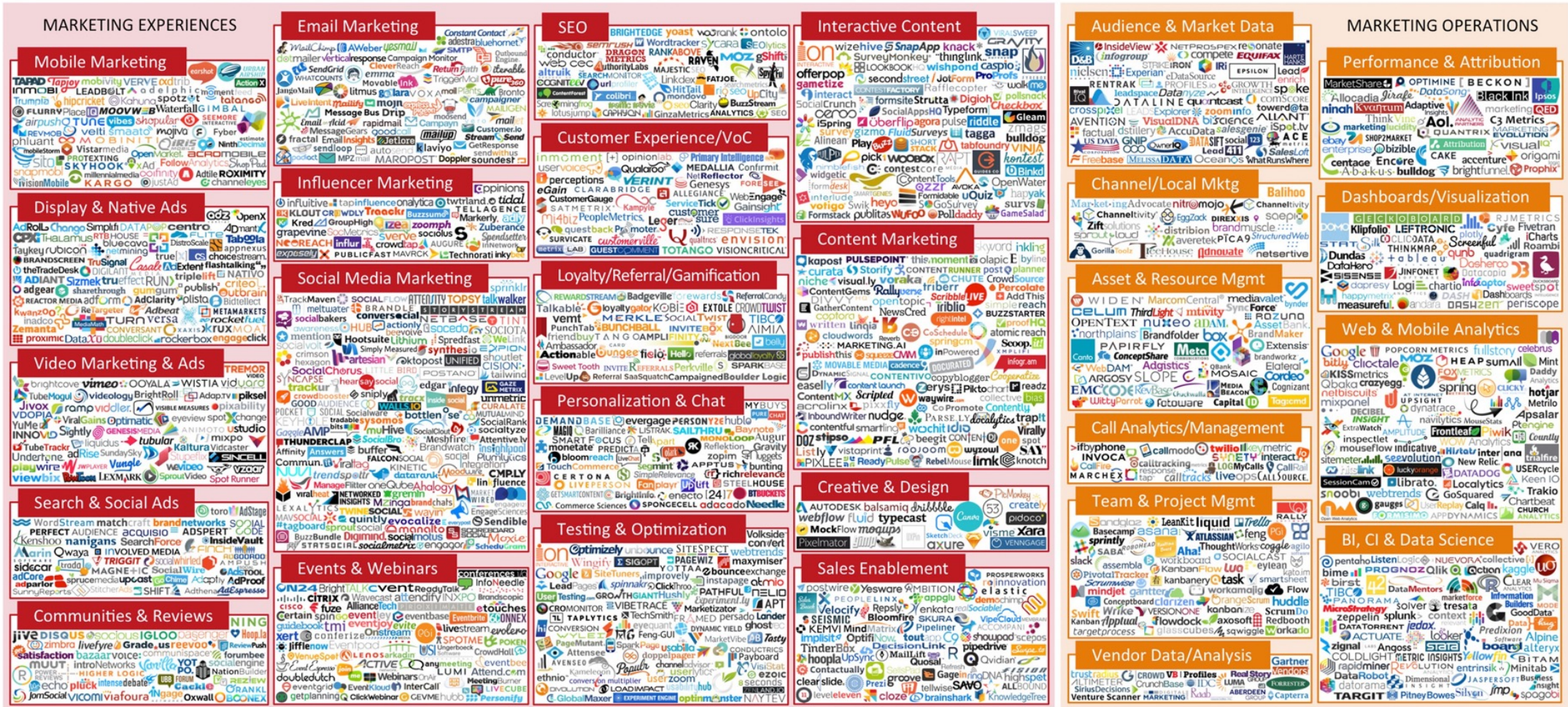
Agile & Project Mgmt

- Liquid, PivotalTracker, 37signals, Clarizen, Atlassian, Task, Wrike, Sprintly, Trello, Asana, LeanKit, VersionOne, KanbanFlow, Homebase, Flow, Kanbanery, Xelerik, SmartSheet, Gantter, Mindjet, Scrumwise

The Mobile Ecosystem

An ever-growing list of tech vendors

January '15 - **1,876** companies



BOUNTY HUNTERS ATTENTION!

WANTED

APP INSTALL

\$5,000 REWARD!

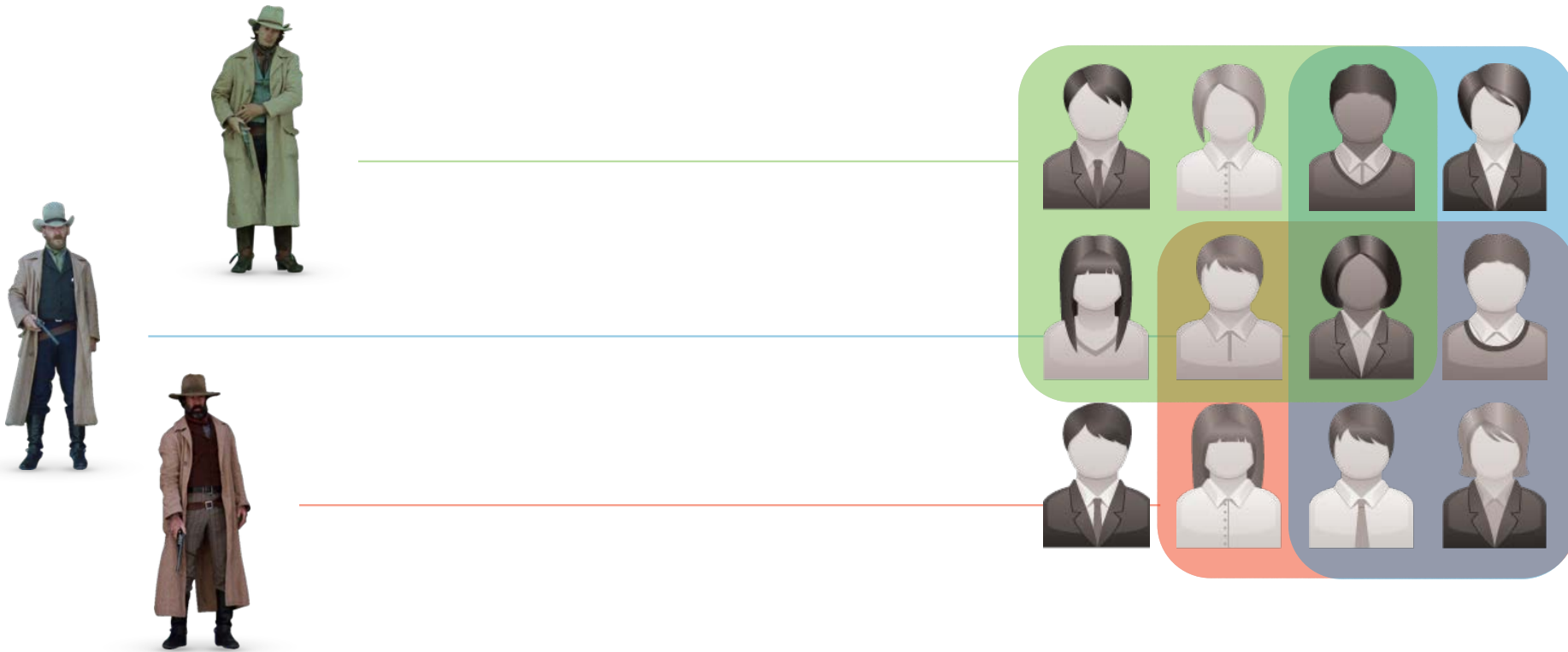
NOTIFY NEAREST LAW ENFORCEMENT AGENCY





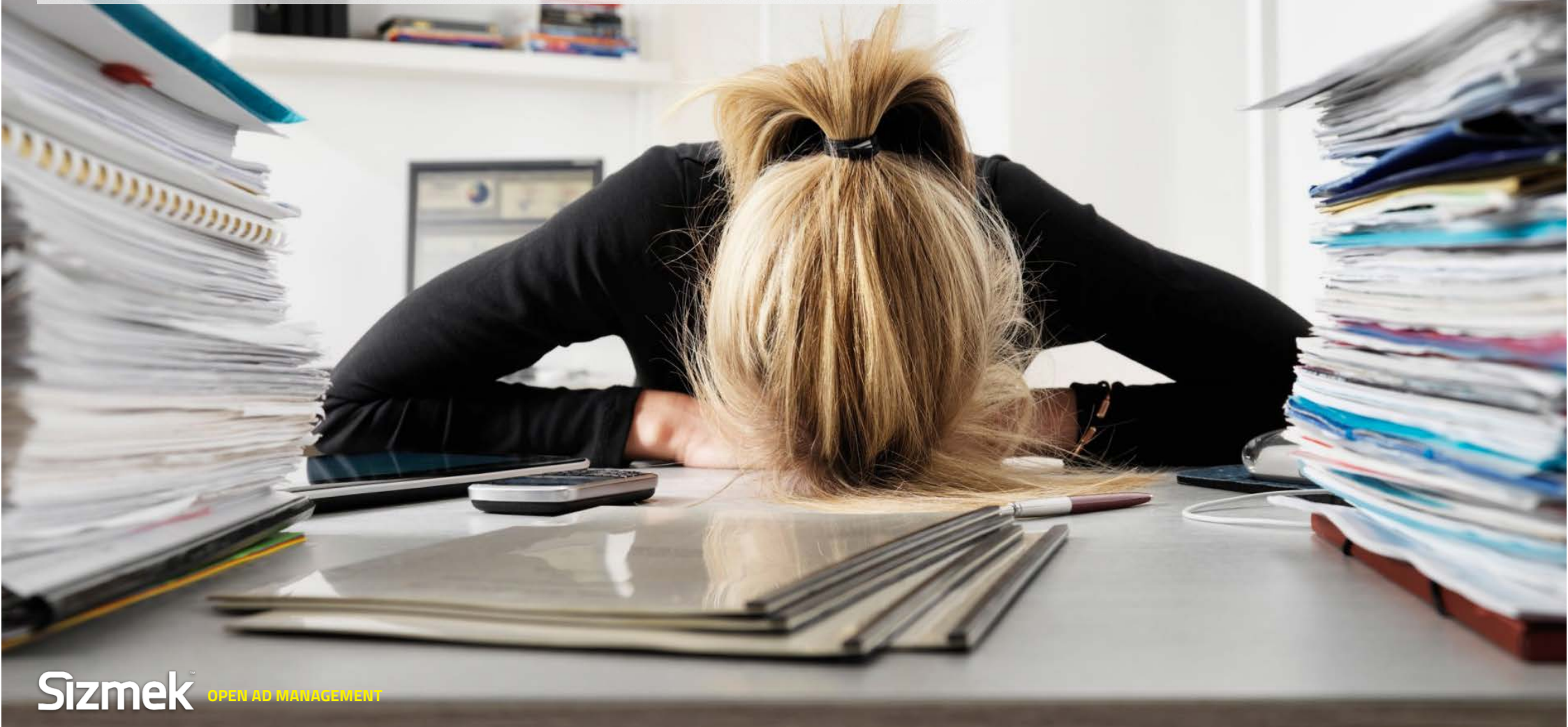
Fragmentation. The drawbacks

1. Different vendors competing for the same audience



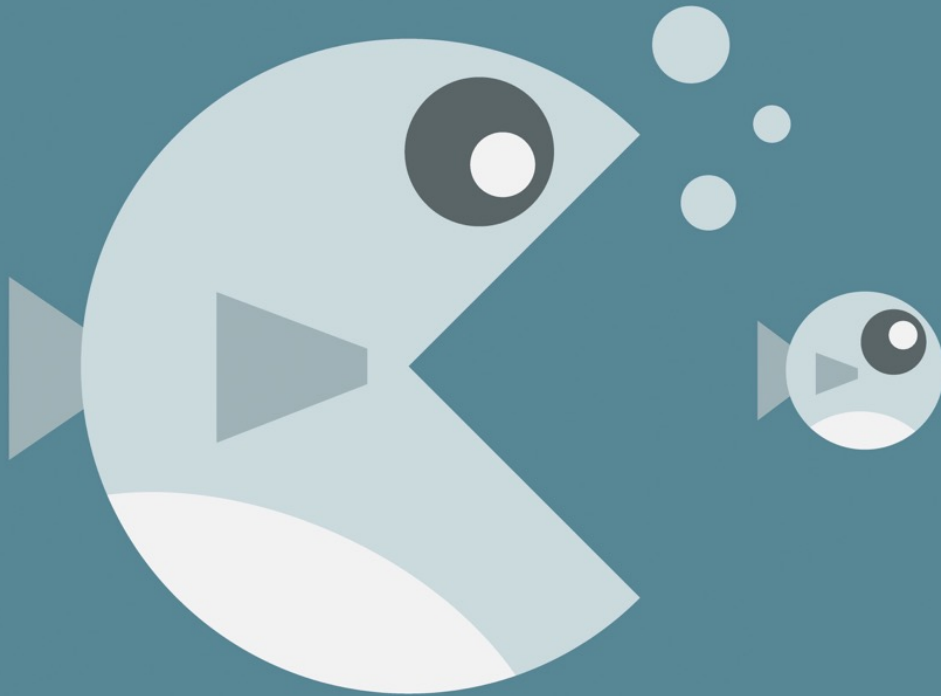
Fragmentation. The drawbacks

2. Different vendors = Different workflows, requirements, reports...



Fragmentation. The trend

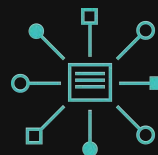
Platform consolidation through acquisitions



THE MARKET IS ASKING FOR **OPEN, END TO END** SOLUTIONS



Build Ads



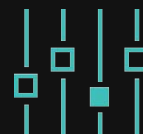
Manage Data



Target Ads



Buy Media



Manage Campaigns



Evaluate Campaigns

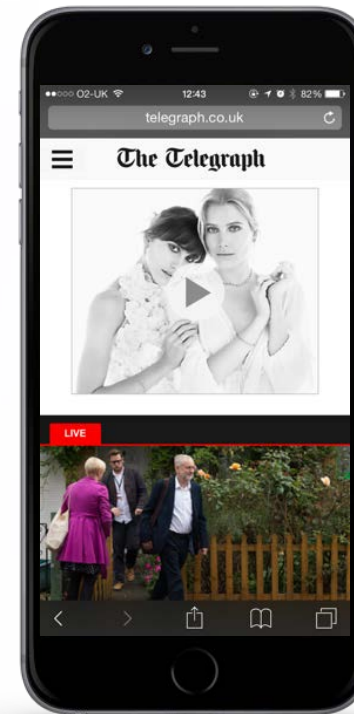
"When you close systems off, open systems will
continue to leapfrog closed systems."

Sizmek[™] OPEN AD MANAGEMENT



Tim Armstrong
AOL CEO

User Experience. The left out.



The rise of Ad Blockers





41%

A background image showing three young women walking on a city sidewalk. They are looking at a smartphone together. The image is slightly faded to allow text to be overlaid.

Research with 16-34 year old consumers

73%


would choose
provider with
nicer app

74%

would put up
with slightly
higher fees



at the core.

A chameleon is perched on a wooden branch. The chameleon's body is primarily yellow and orange, with a large, circular, semi-transparent white overlay in the center of the image. Inside this overlay, the text 'CHANGE IS' is written in large, bold, dark blue capital letters. Below it, the words 'HARD AT THE BEGINNING', 'MESSY IN THE MIDDLE', and 'GORGEOUS AT THE END' are written in smaller, dark blue capital letters. The chameleon's head is on the left, showing its eye and spiky scales. Its tail is on the right, showing a blue and yellow pattern. The background is a blurred natural setting.

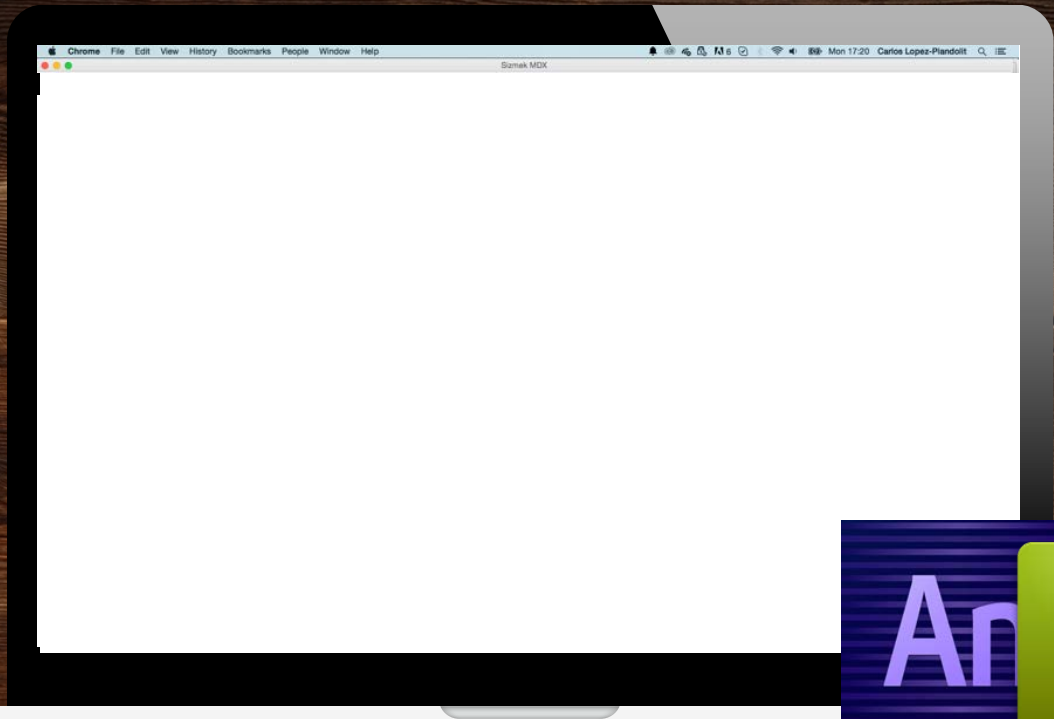
CHANGE IS

HARD AT THE BEGINNING
MESSY IN THE MIDDLE
GORGEOUS AT THE END

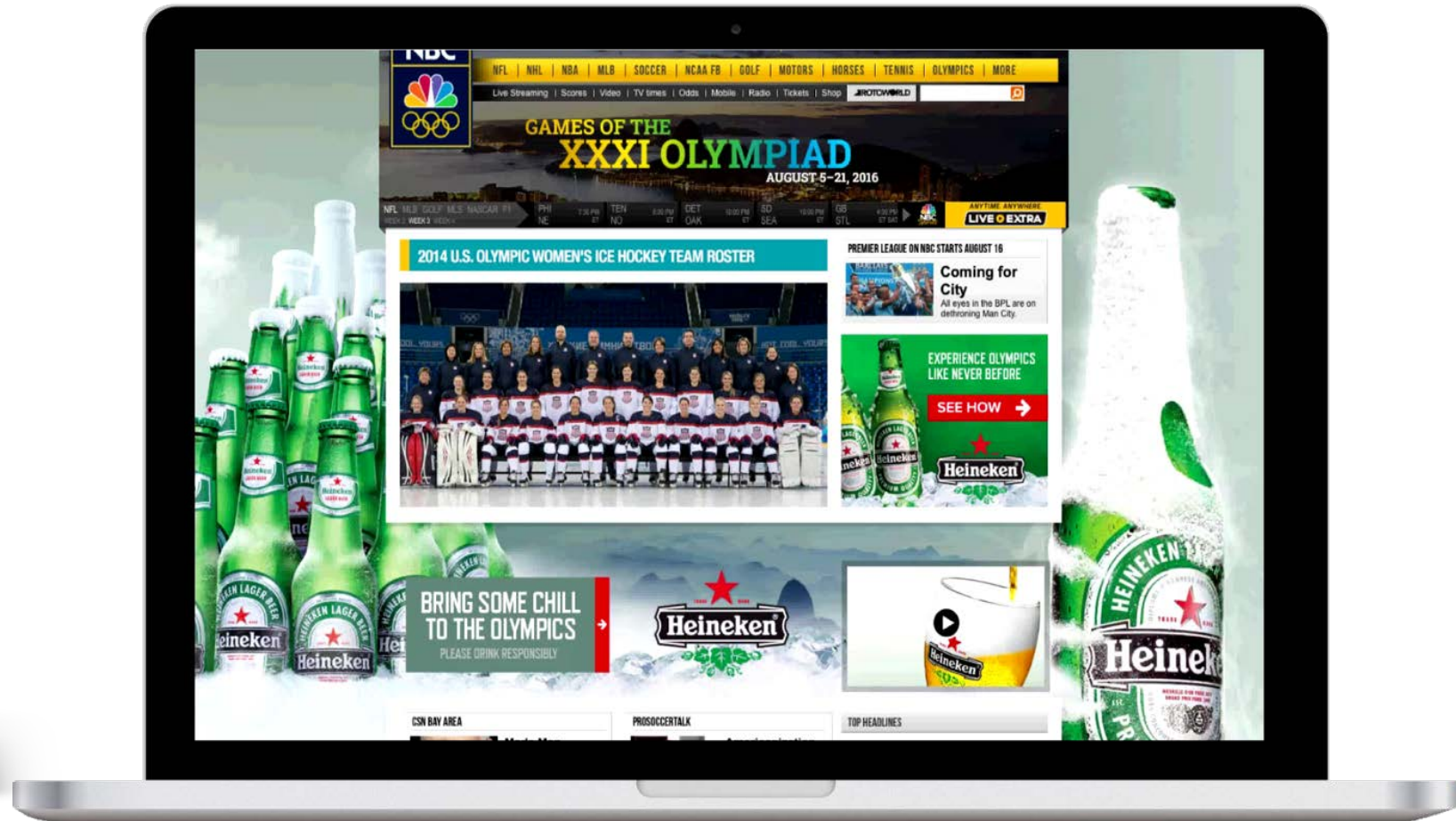
Robin Sharma

HTML5. The changes NEW TECH

MAKE HTML5 **ACCESSIBLE** FOR EVERYONE



Parallax Reveal





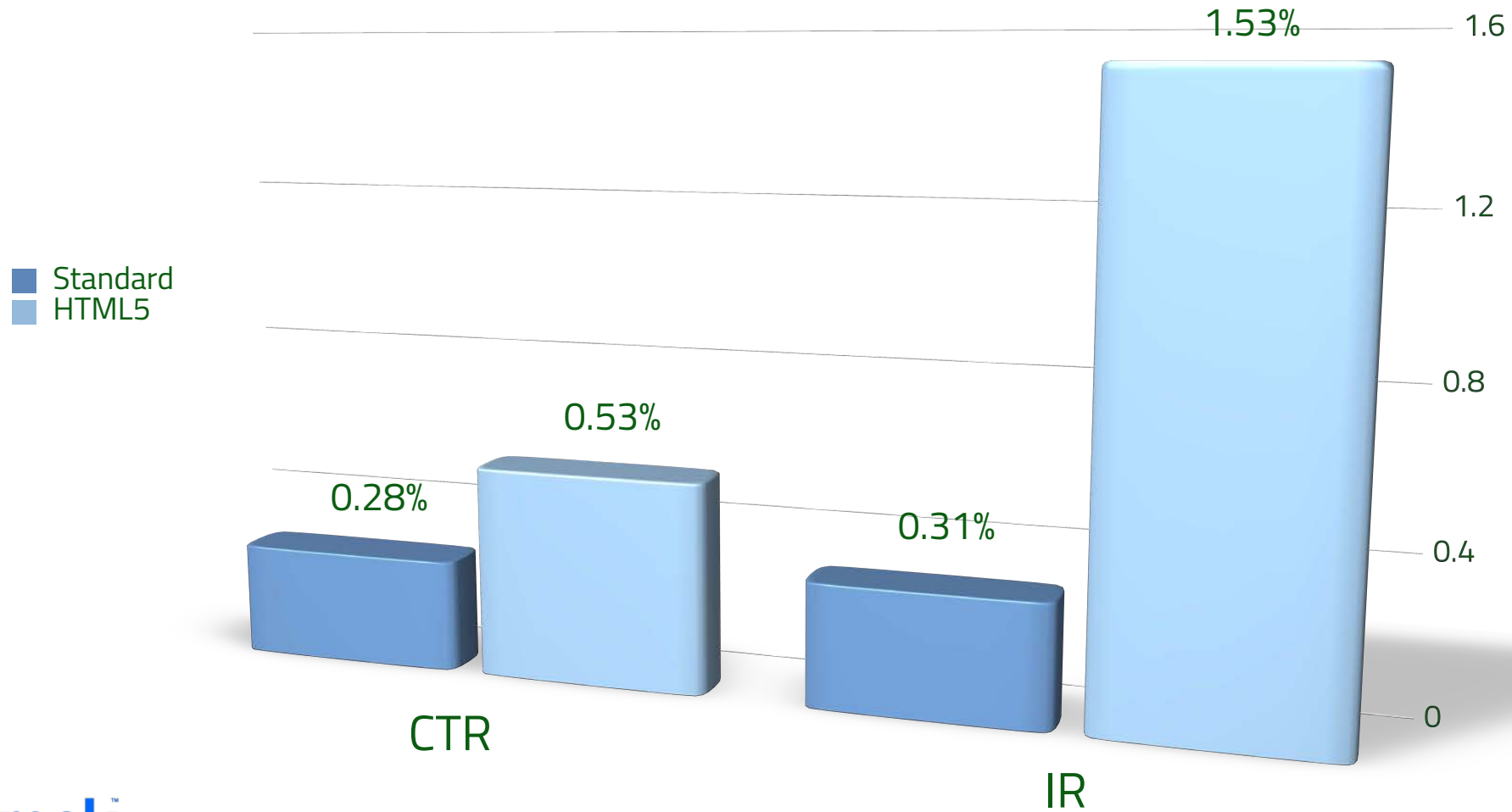
Scroll to **Reveal**



Activate the senses

Touching ads increases
spontaneous ad recall by **28%**

HTML5 ads outperforms Static ads in all areas



The background of the slide features a close-up, slightly blurred image of a kitchen scale and a thermometer. The scale's dial is visible on the right side, showing numbers like 1, 8, 2, and 8. The thermometer is positioned vertically in the center, with its red liquid column visible. The overall color palette is dark, with the text providing high contrast.

HTML5. The changes FILE WEIGHT



The background image is a technical drawing or blueprint. It features several tables of numerical data, likely representing engineering specifications or material properties. The tables are arranged in a grid-like fashion, with rows and columns of numbers. Some tables are labeled with text like 'ВРУ 2ввод'. There are also various geometric shapes, including circles and lines, and a compass is visible in the lower right corner. The overall theme is technical and precise.

Time to rewrite the Ad Specs



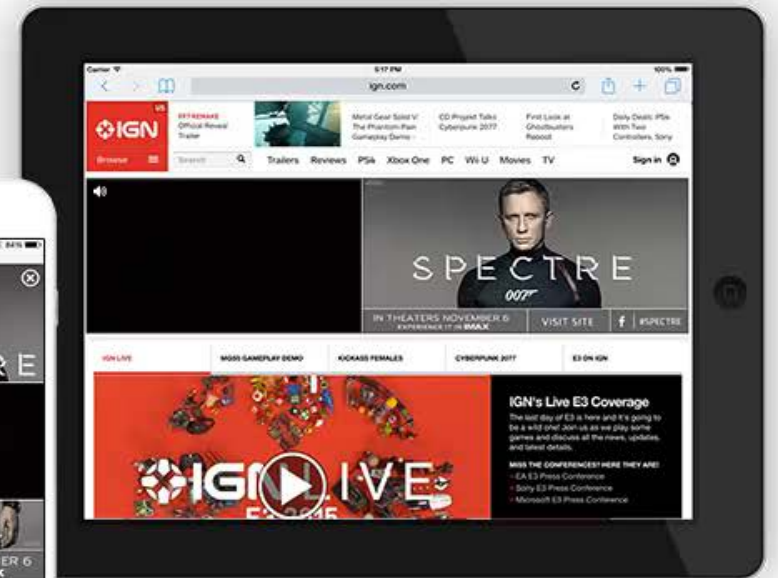
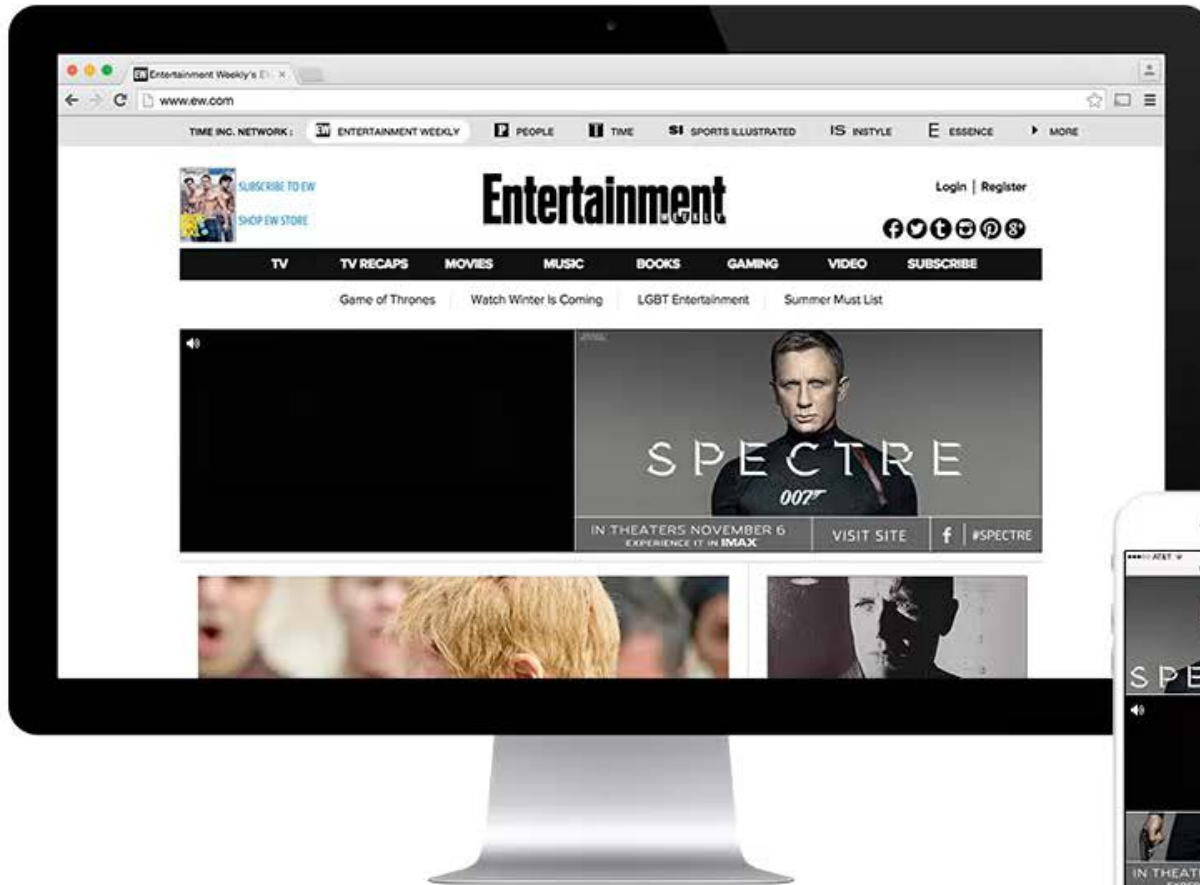
HTML5. The changes **VIDEO**



Adaptive Streaming (HLS)

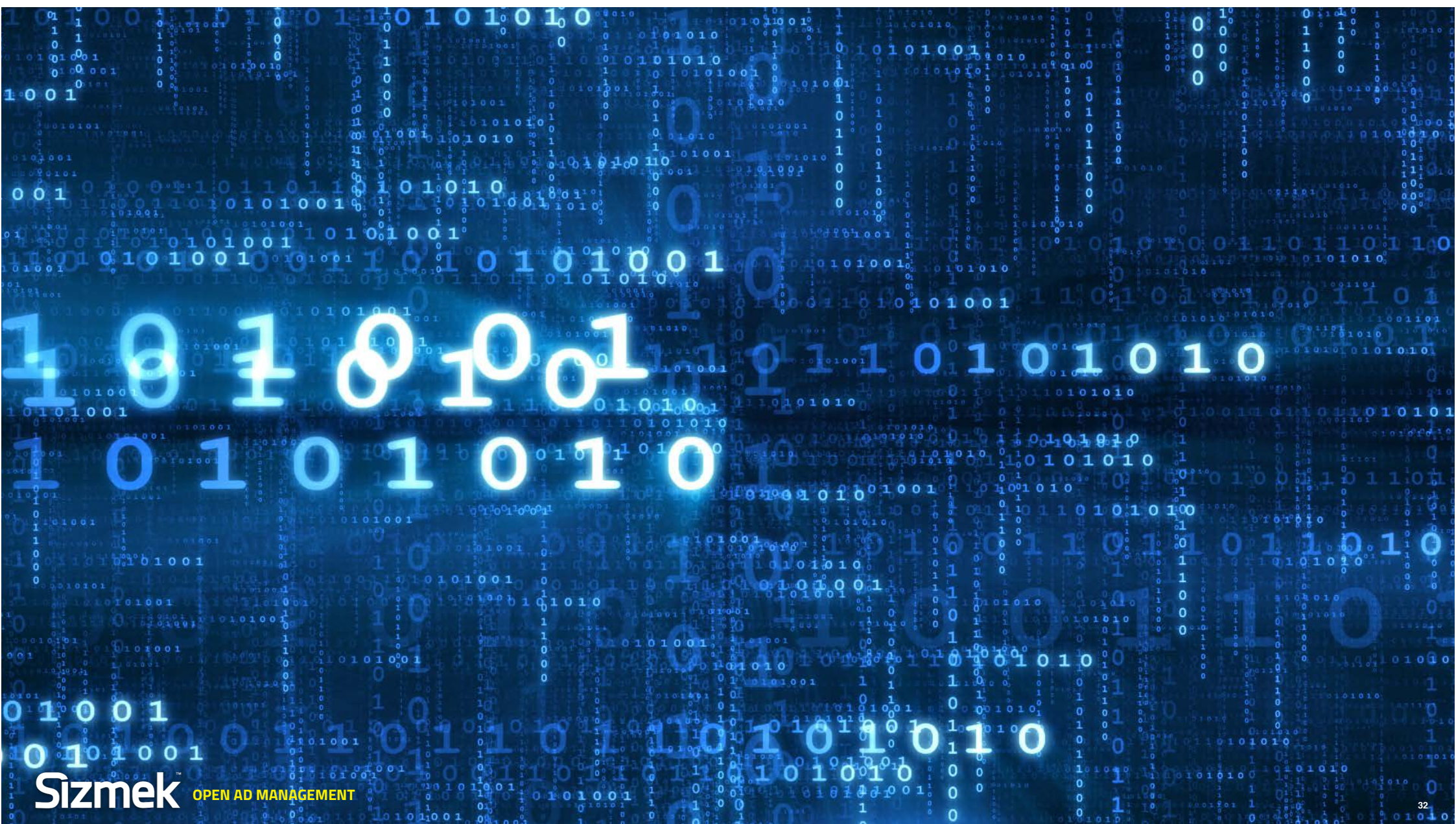
ensuring bandwidth optimised video is
served to every user on every screen

Auto-play video





good creative grabs ***attention***
relevant creative creates ***interest***





PWC Consumer Intelligence Series

Key findings

The **most acceptable way to target** consumers is by **interests**, followed by "current location."

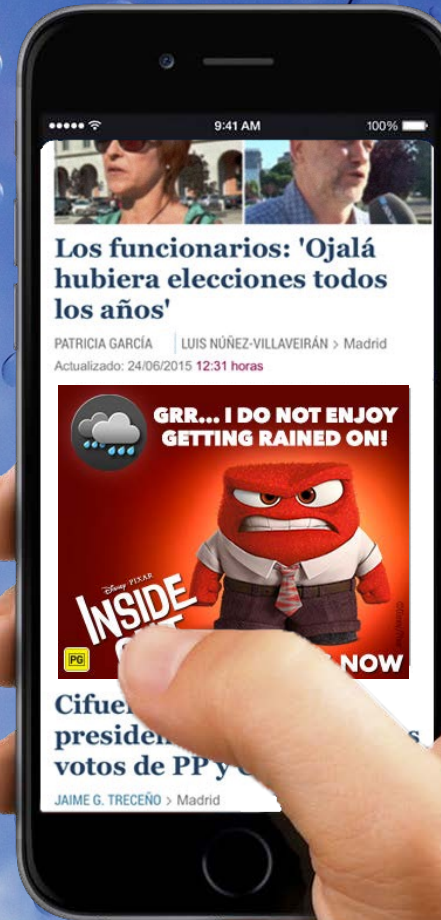
The **2 most important factors** about mobile advertising are **relevancy** of the message and **size/duration** of the ad

The **biggest concern** about mobile advertising (**29%**) is that it
"Crosses the line into my personal space"

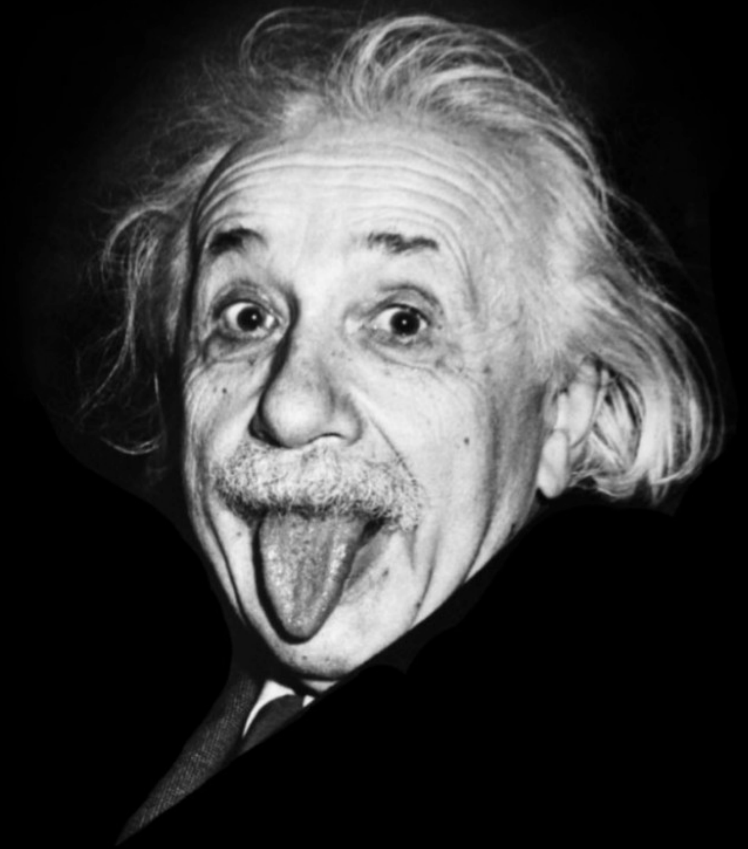
Disney PIXAR INSIDE OUT

- Using DCO for HTML5
- Built using HTML5 Ad Designer
- 4 versions
- Weather targeted

Sizmek™ OPEN AD MANAGEMENT



"Creativity is *intelligence*
having *fun*."



Thank You

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