Sizmek Mobile

From Wild West to Civilisation

Carlos Lopez-Plandolit
EMEA Mobile Sales Strategy

By the end of 2016, mobile will account for

more than

50%

of the total global digital spend

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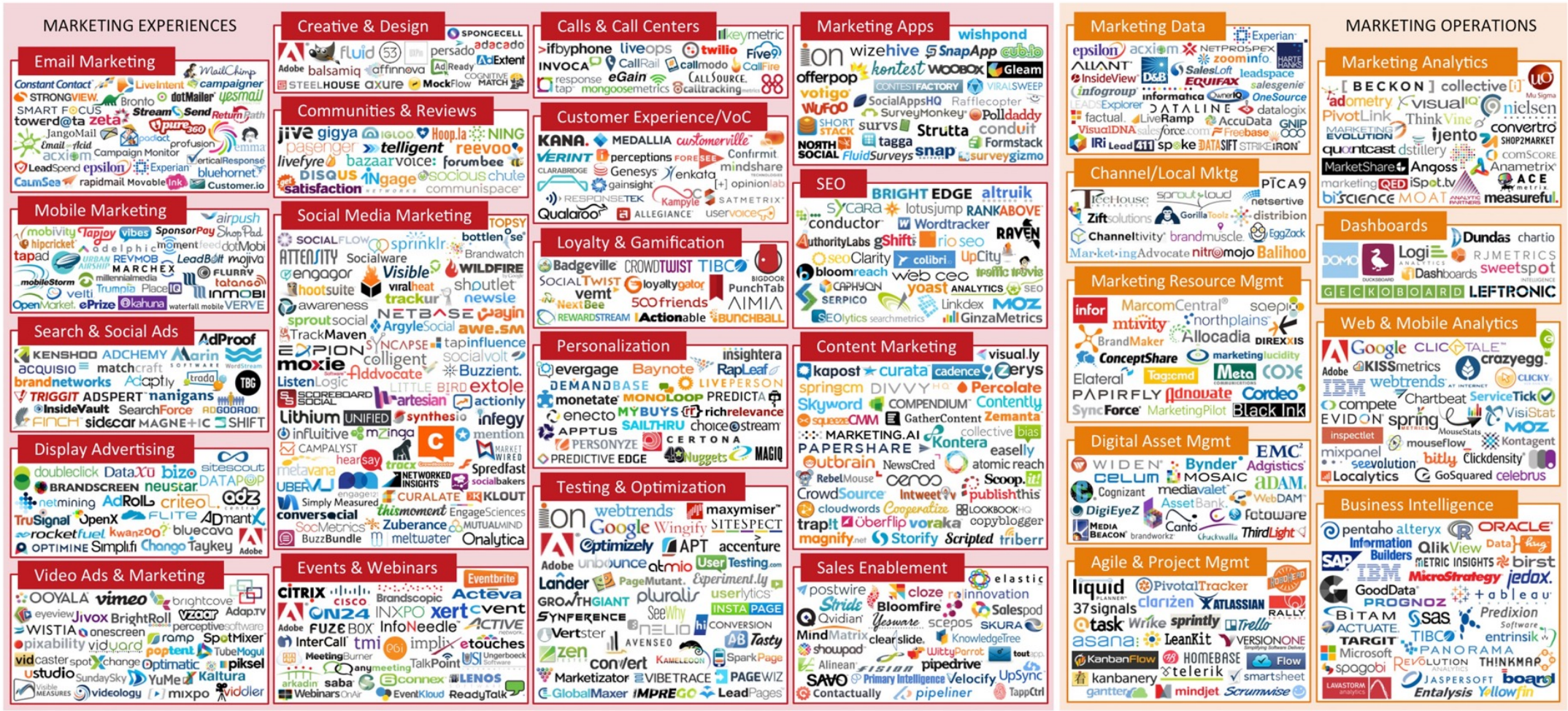
*Data from eMarketer

The Mobile Ecosystem

An ever-growing list of tech vendors

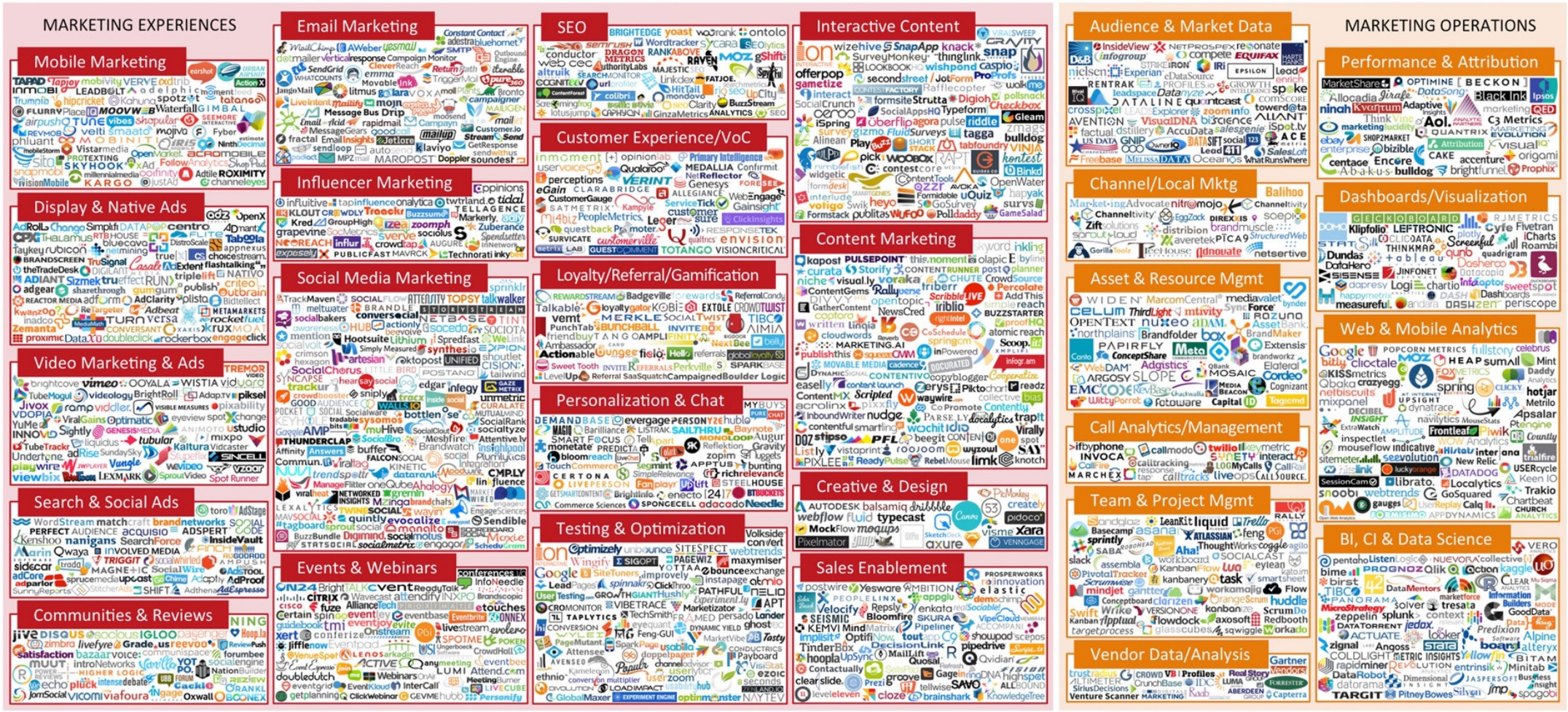
January '14 - **947** companies



The Mobile Ecosystem

An ever-growing list of tech vendors

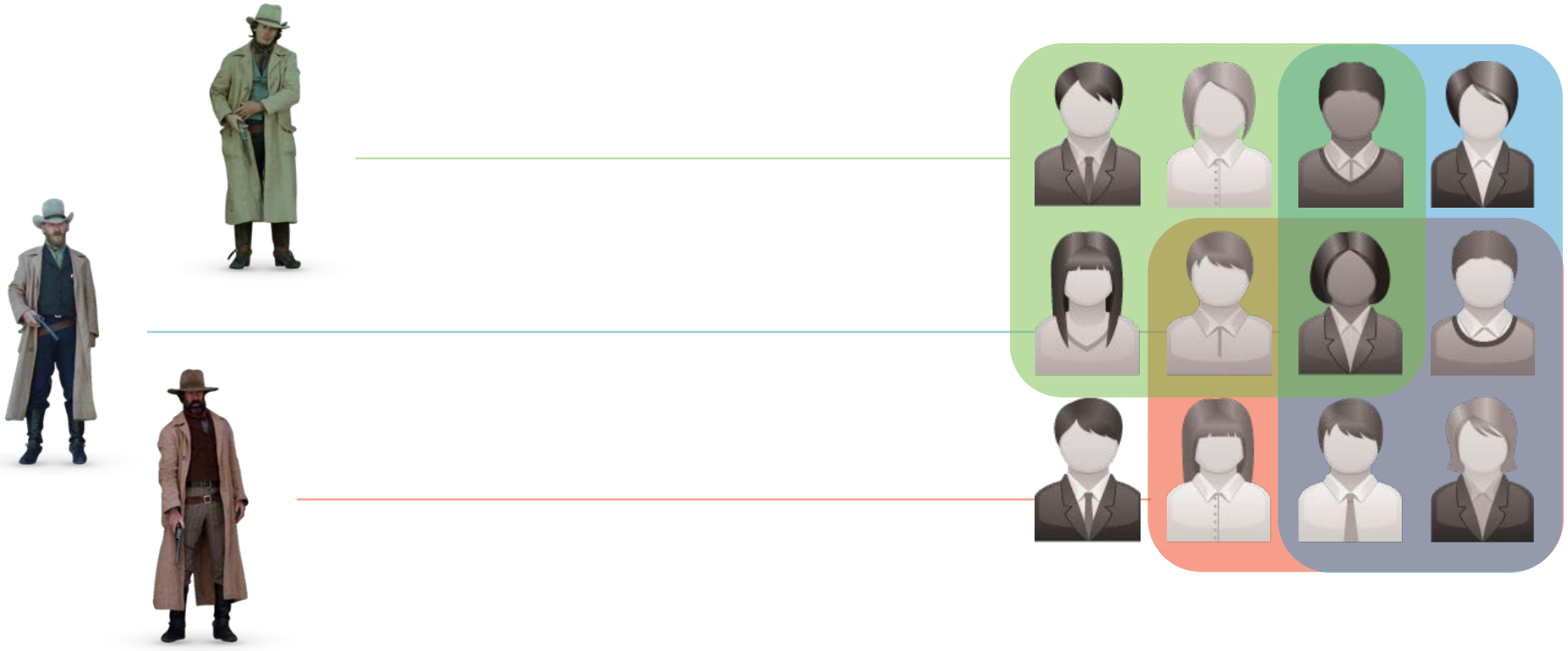
January '15 - **1,876** companies



BOUNTY HUNTERS ATTENTION!
WANTED
APP
INSTALL
$5,000 REWARD!
NOTIFY NEAREST LAW ENFORCEMENT AGENCY

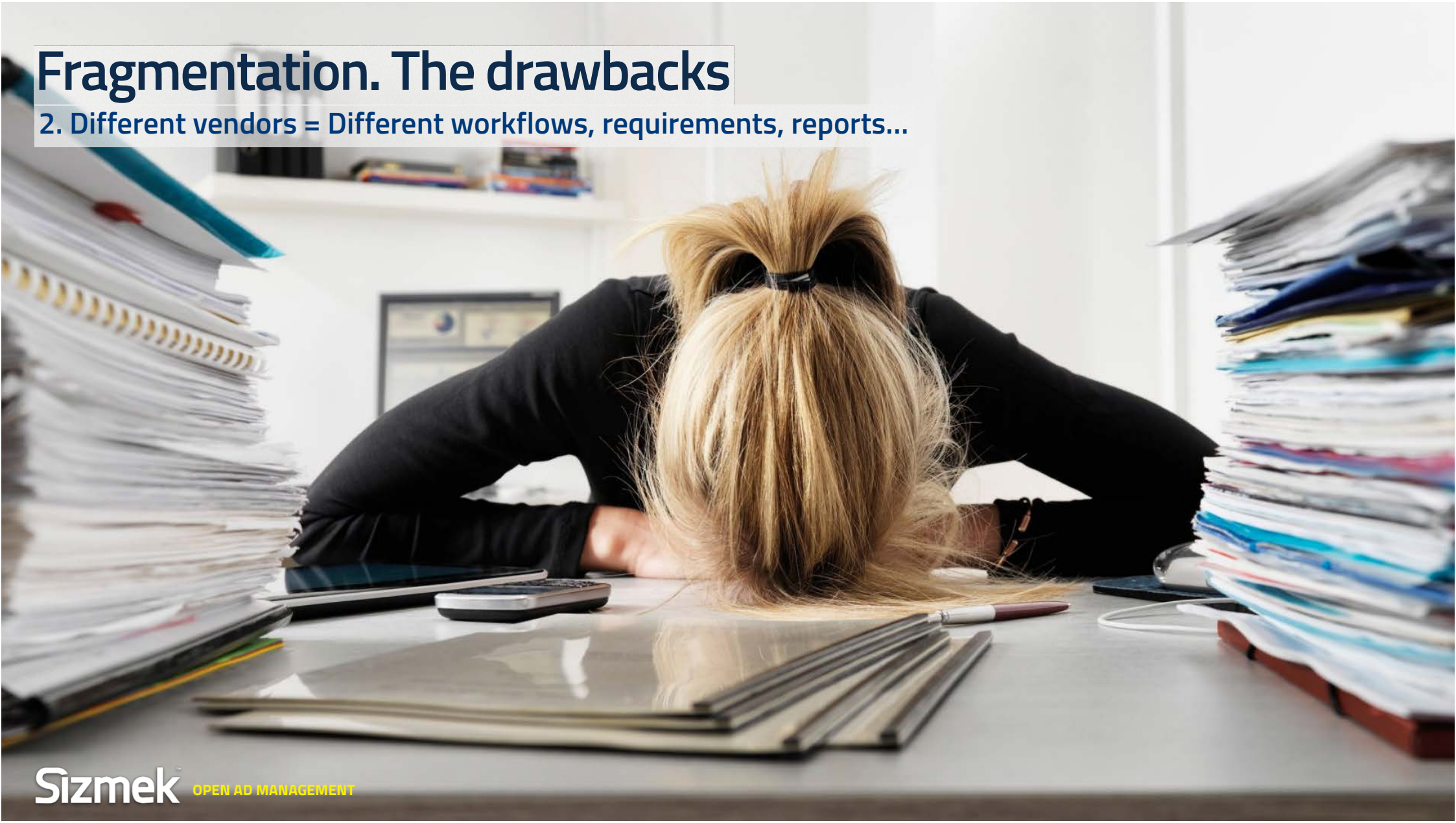
Fragmentation. The drawbacks

1. Different vendors competing for the same audience



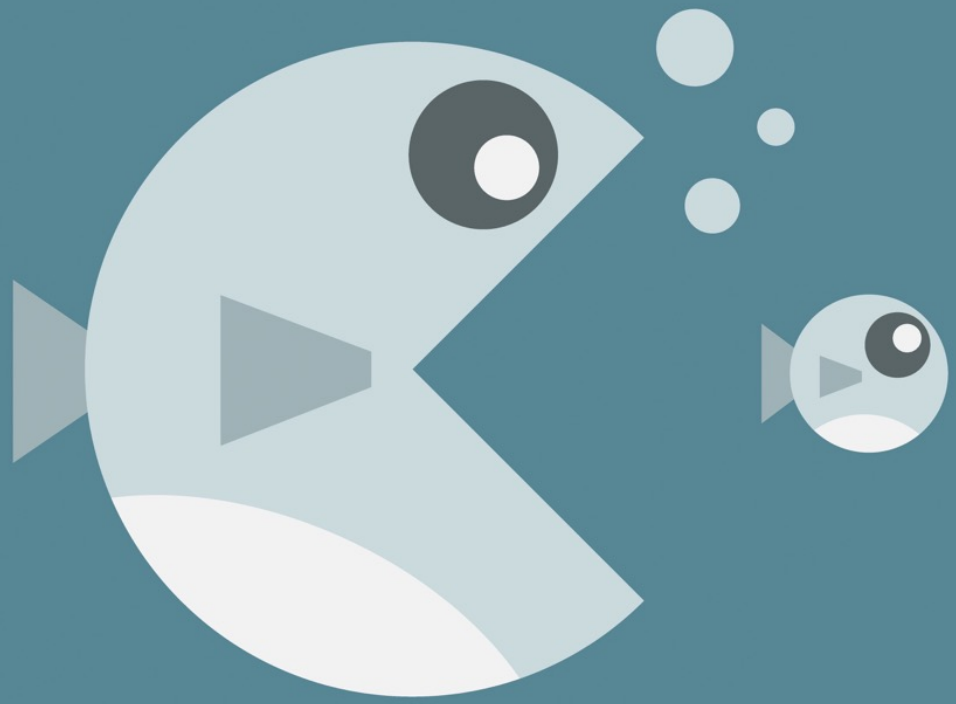
Fragmentation. The drawbacks

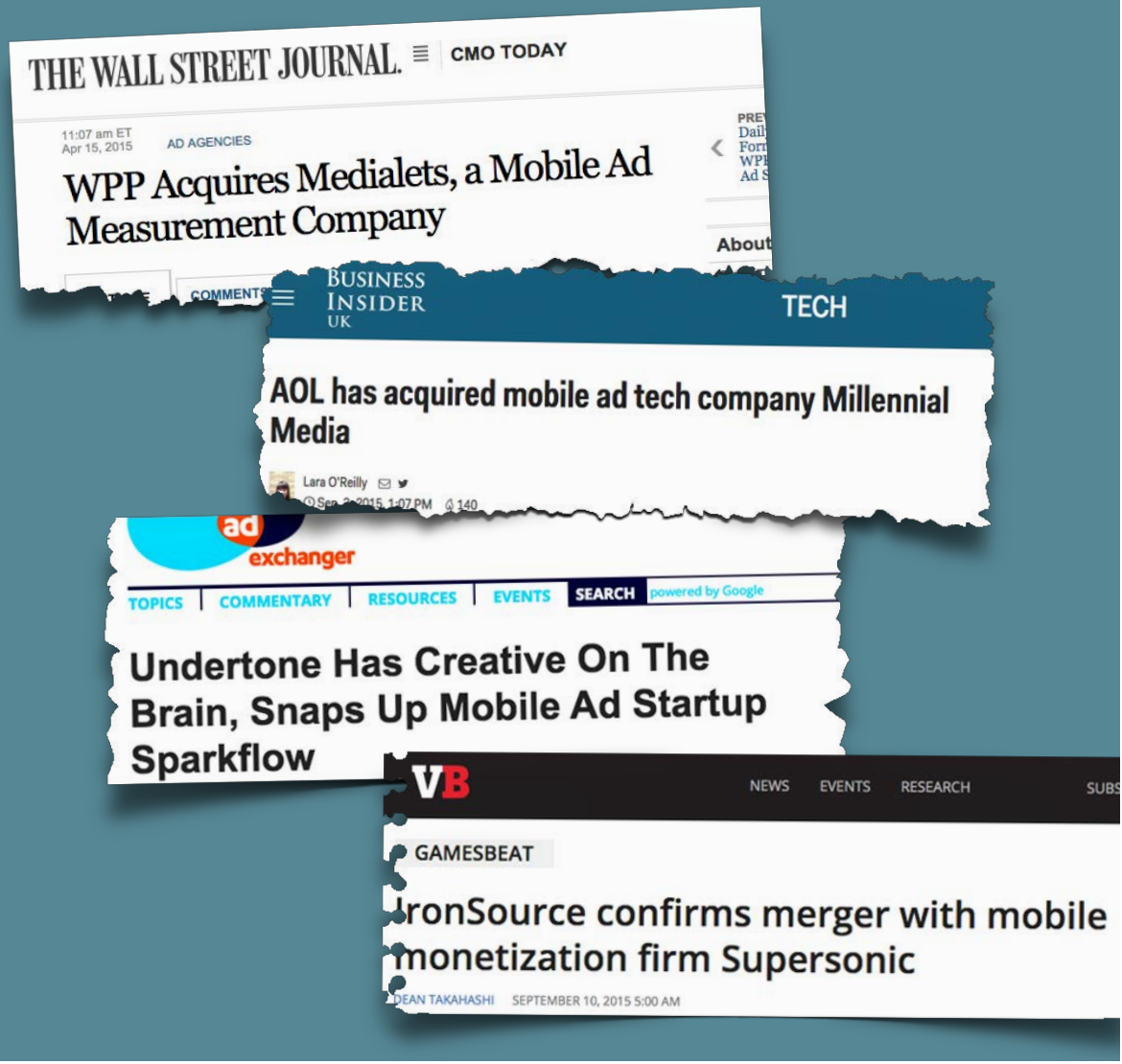
2. Different vendors = Different workflows, requirements, reports...



Fragmentation. The trend

Platform consolidation through acquisitions





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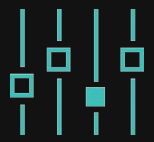
THE MARKET IS ASKING FOR **OPEN, END TO END** SOLUTIONS

Build Ads

Manage Data

Target Ads

Buy Media



Manage Campaigns

Evaluate Campaigns

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

Tim Armstrong
AOL CEO

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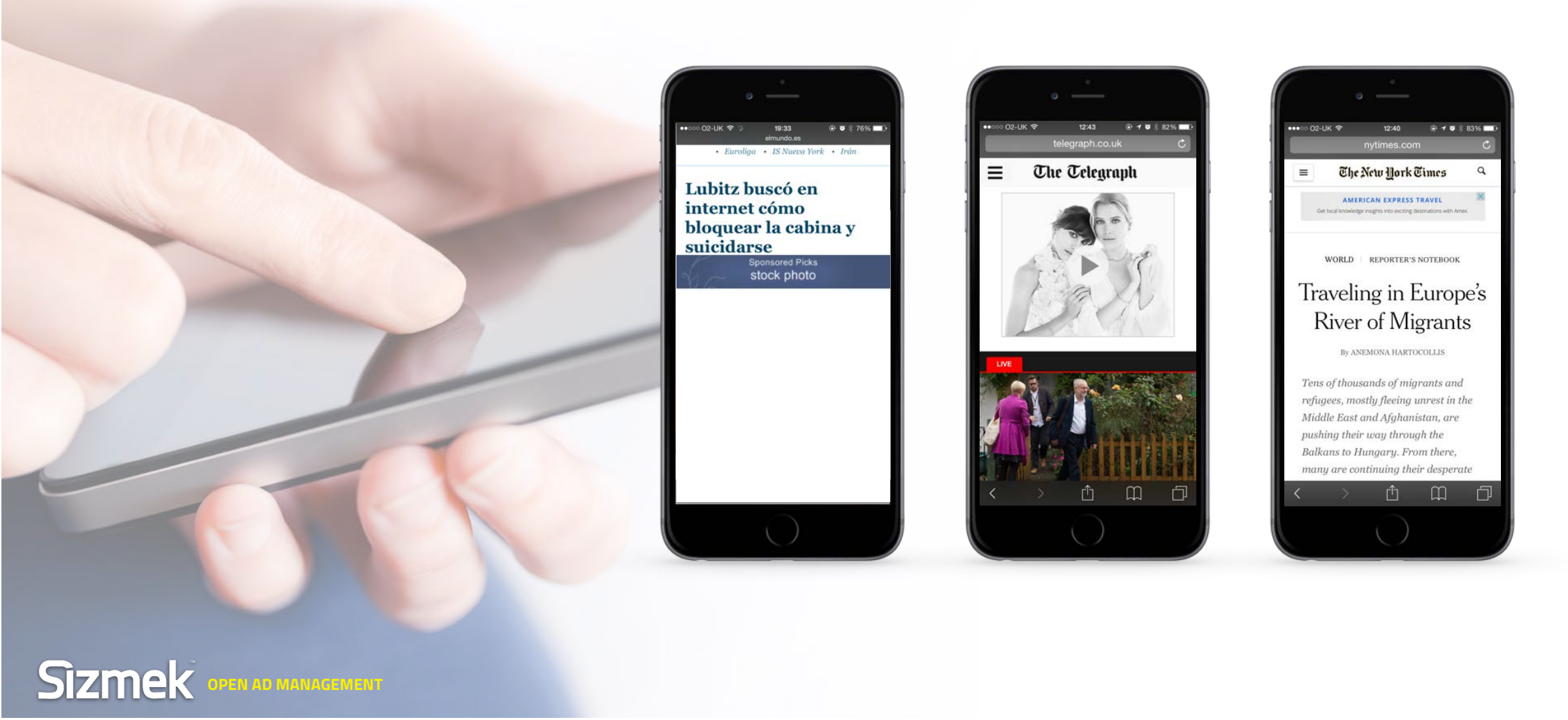
User Experience. The left out.



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The rise of Ad Blockers

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41%

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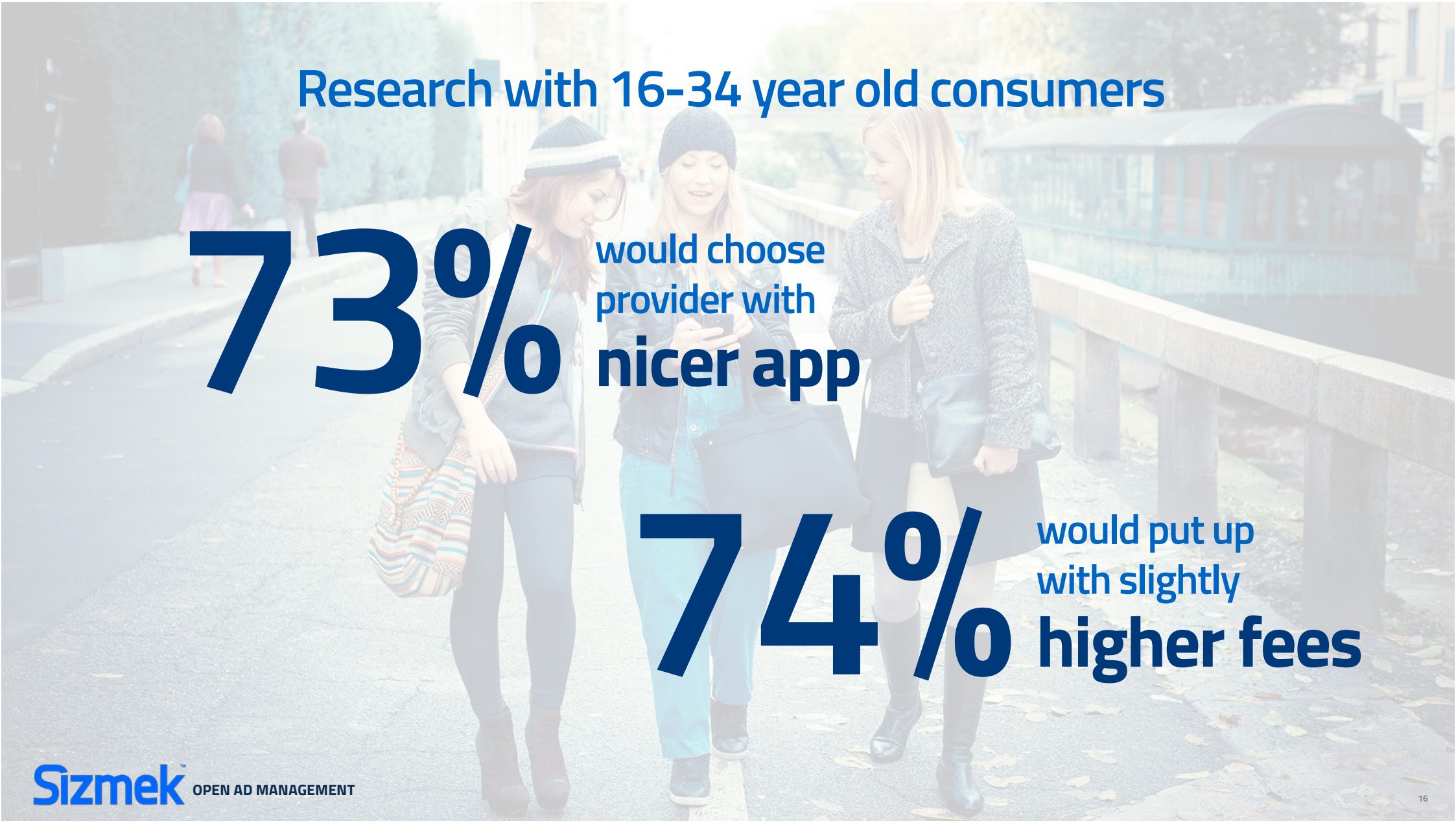
Research with 16-34 year old consumers



73% would choose provider with **nicer app**

74% would put up with slightly **higher fees**

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at the core.

CHANGE IS
HARD AT THE BEGINNING
MESSY IN THE MIDDLE
GORGEOUS AT THE END
Robin Sharma

HTML5. The changes
NEW TECH
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MAKE HTML5
ACCESSIBLE
FOR EVERYONE
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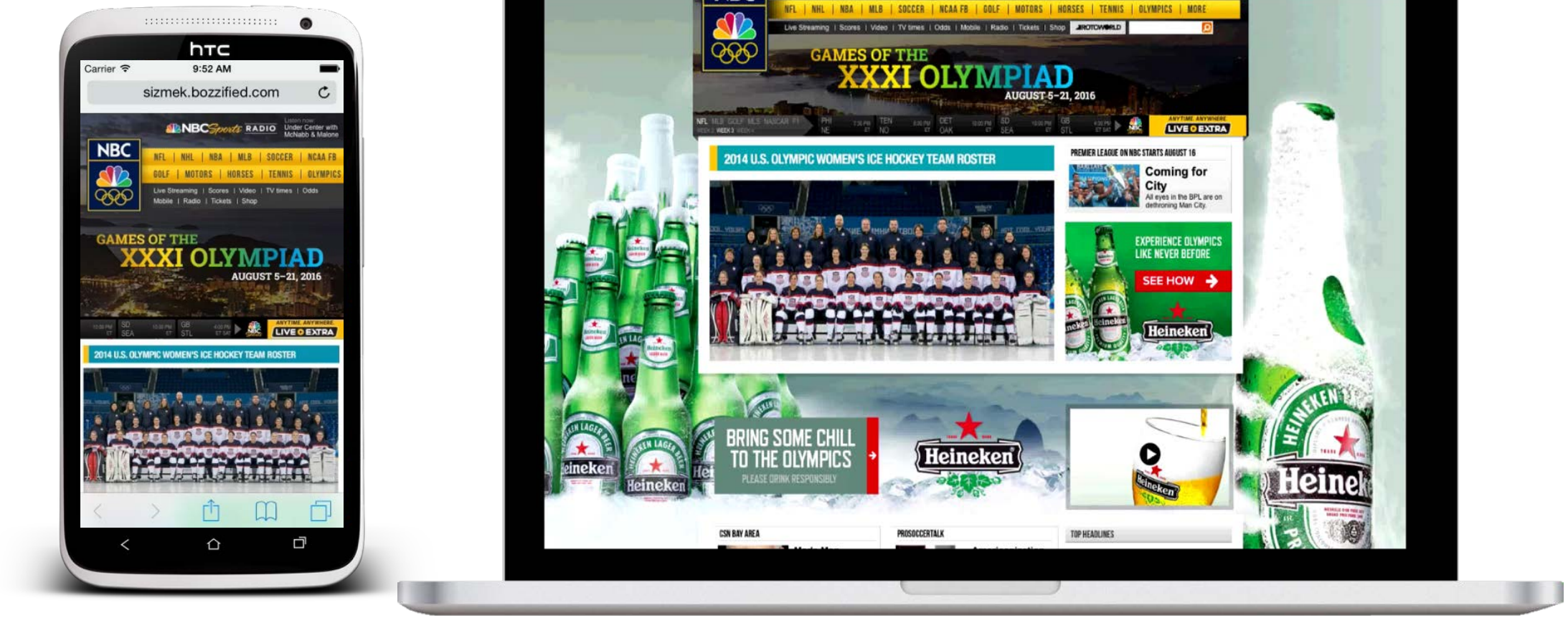
Parallax Reveal



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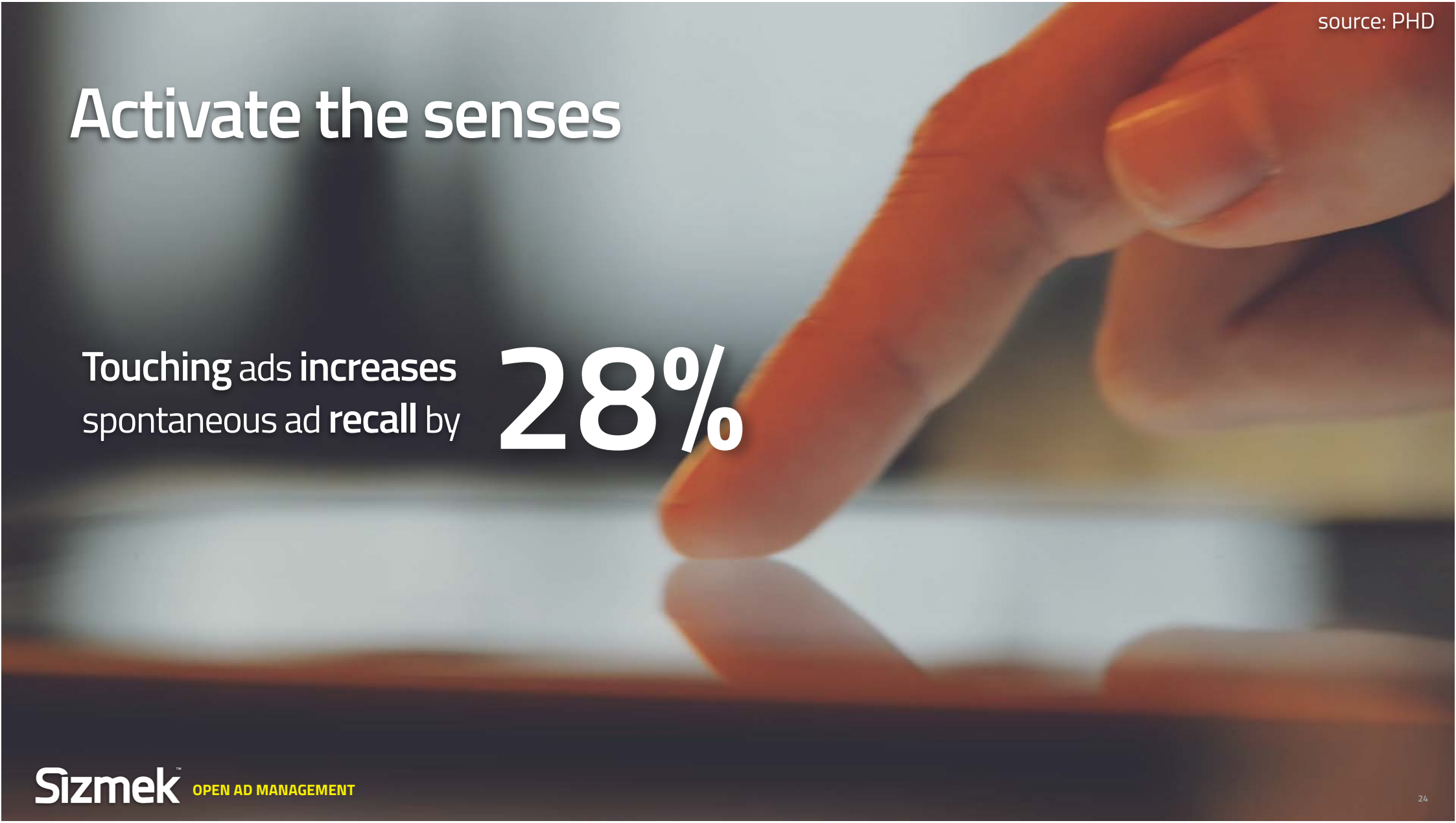
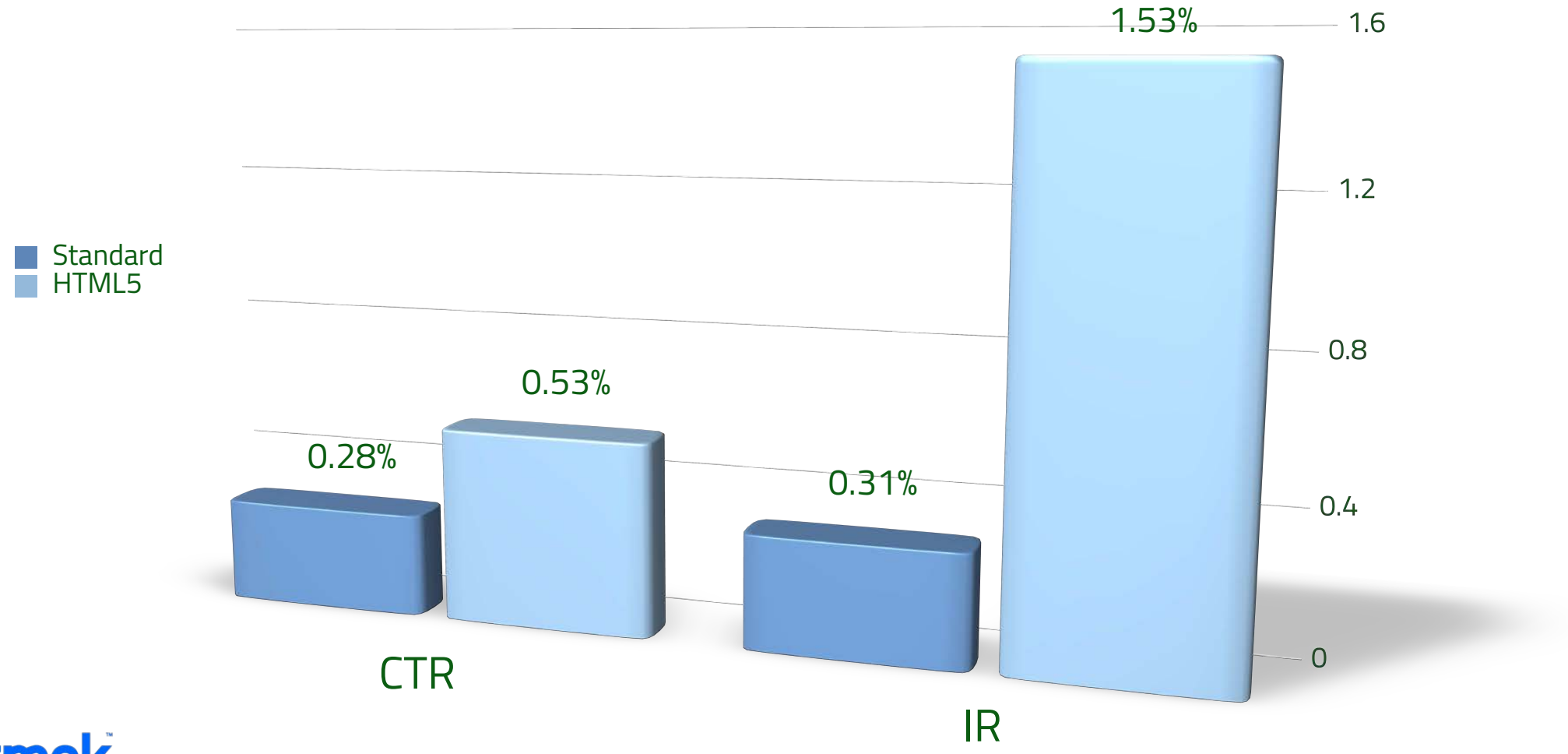
Scroll to Reveal


source: PHD
Activate the senses
Touching ads increases spontaneous ad recall by 28%

HTML5 ads outperforms Static ads in all areas



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HTML5. The changes
FILE WEIGHT

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Time to rewrite the
Ad Specs
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HTML5. The changes
VIDEO
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Adaptive Streaming (HLS)

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

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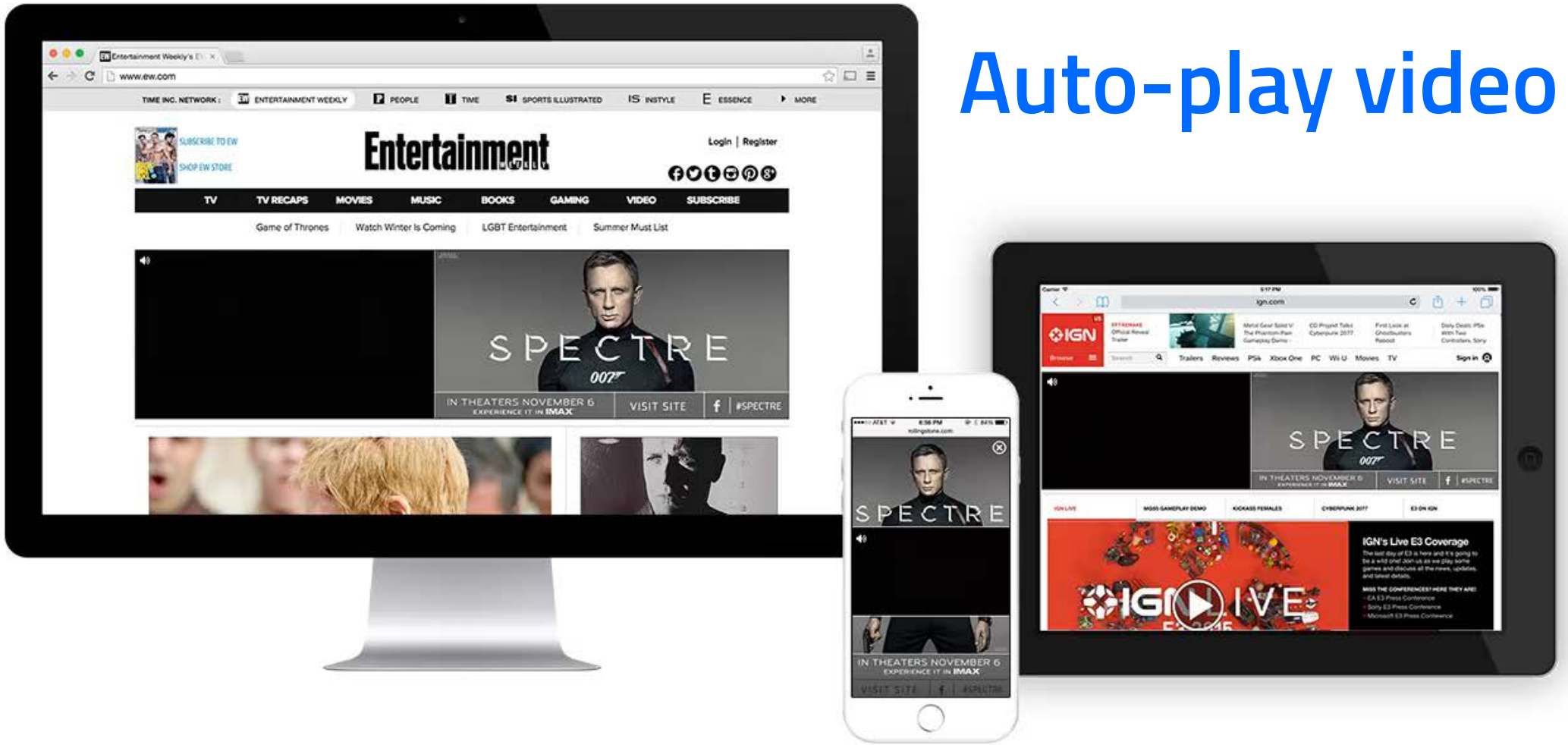
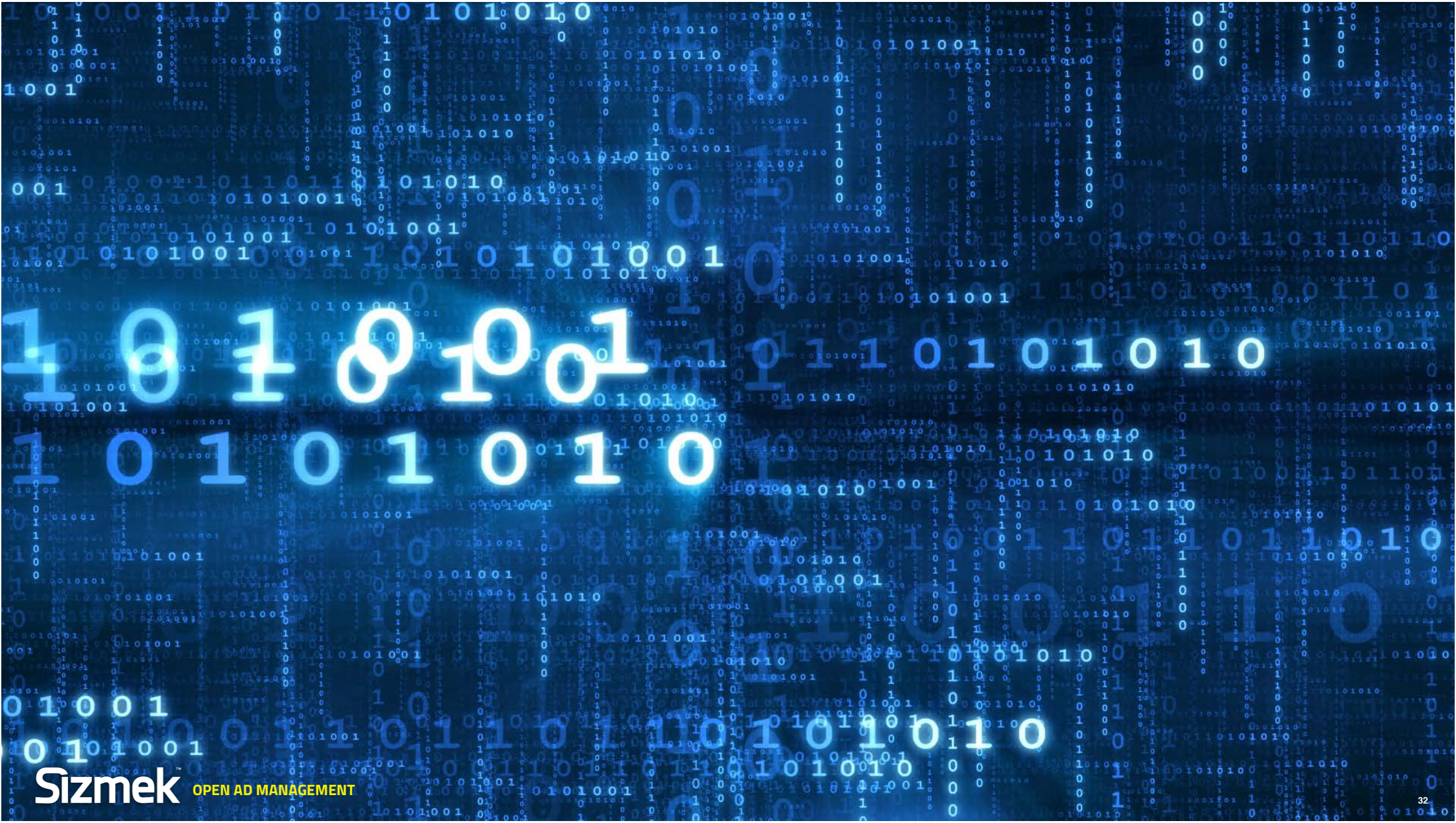
Auto-play video



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



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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"**

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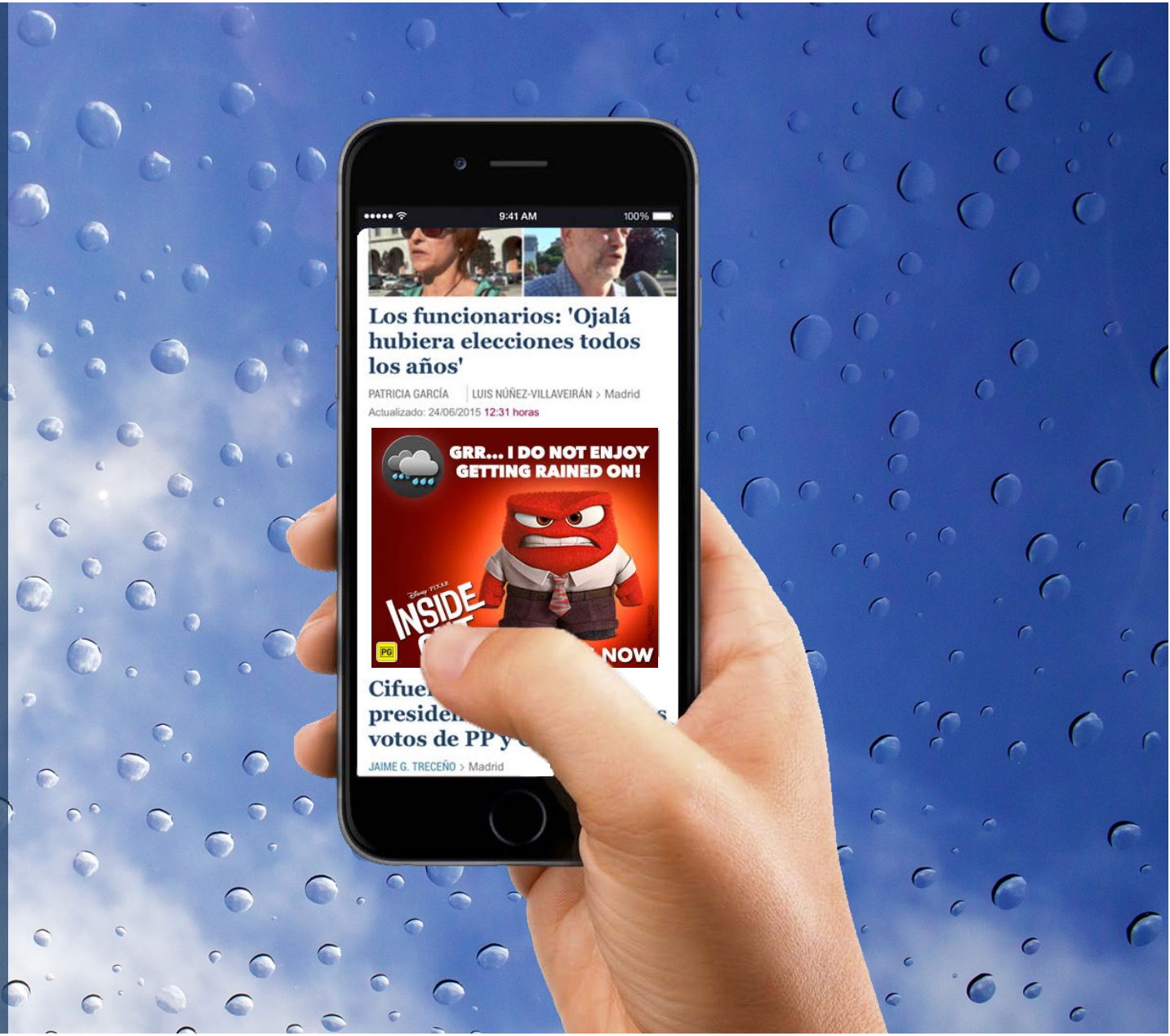
pwc

Disney · PIXAR

INSIDE OUT

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



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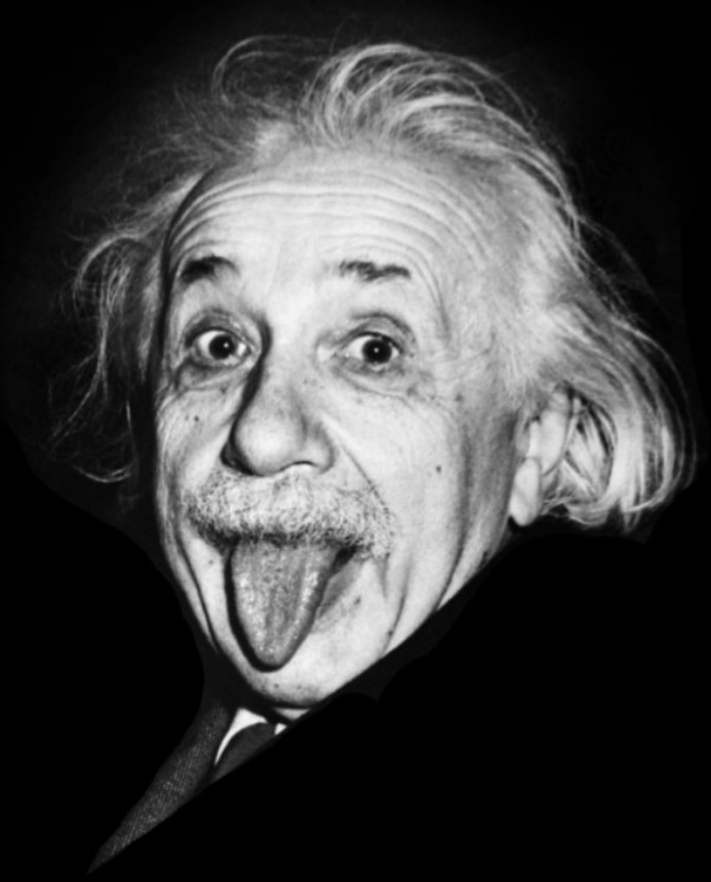
"Creativity is *intelligence* having *fun*."



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Thank You

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