

## *A Brief History of Mobile Marketing*



admob <sup>(((')))</sup>



## Russell Buckley

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- 20 years in Marketing
- 6 years in mobile marketing
- Practitioner and analyst/writer



## The Starbucks Scenario

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- You go past a Starbucks
- Your phone beeps
- You get a coupon for a ½ price latte
- But....





## The Starbucks Myth

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- If delivery costs €0.15
- Even at 5 -10% response
- Cost per redemption is €1.50 - €3.00
- Plus spam issues





## Two Approaches

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### Push

- User = passive
- Inertia factor
- Data protection
- Spam perception/reality
- Cost of delivery





## Two Approaches

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### Pull

- User = active
- Needs prompting
- Not Spam
- Low cost
- Not controversial





# ZagMe Case Study

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## Did ZagMe Work?

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- 85,000 'Zaggers' signed up from 2 malls (permission based)
- Raving fans!
- 67% < 24 years old
- Redemption of up to 20%

*"Mobile marketing meets its moment of mayhem"*  
Financial Times



## Did ZagMe Work?

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- But:
- 32% reactivation
- Limited advertising pool
- High cost of customer acquisition

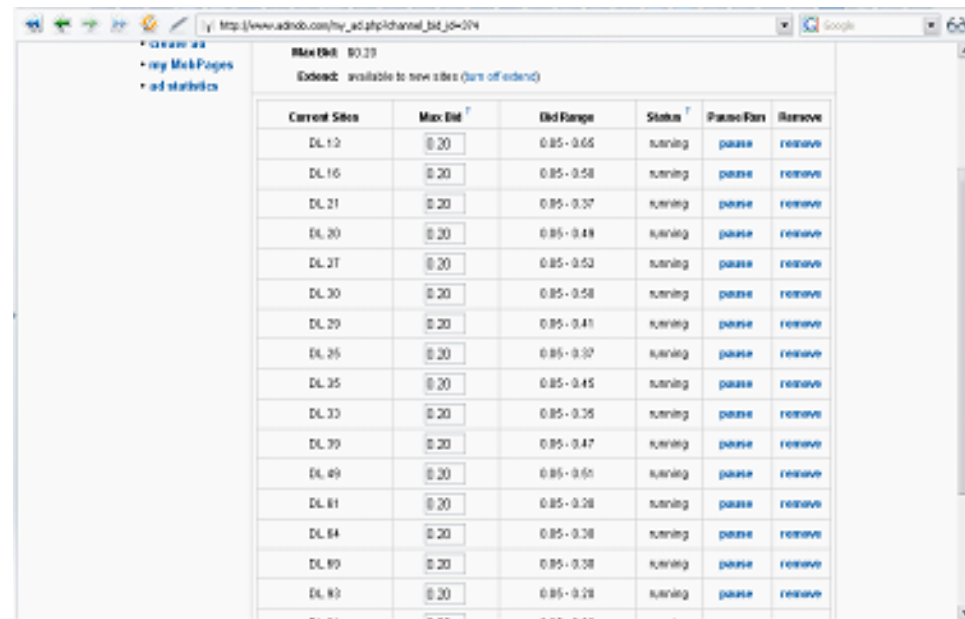
# The AdMob Pull Advertising Model

- **Text-based** advertising on partners' mobile websites
- Ads are **pay-per-click** ie advertiser pays if the ad is clicked on



# AdMob's Advertiser Proposition

- Market-driven pricing
- One-stop source for mass market mobile advertising campaigns
- Self-service and bespoke campaign planning
- Global service



The screenshot shows a web browser window displaying the AdMob advertiser interface. The URL is [http://www.admob.com/hv\\_ad.php?channel\\_bit\\_id=204](http://www.admob.com/hv_ad.php?channel_bit_id=204). The page title is "Max Bid: \$0.20" and the sub-header is "Elected: available to new sites (sum of ending)". The main content is a table with the following columns: "Current Sites", "Max Bid", "Bid Range", "Status", "Pause/Run", and "Remove". The table lists 18 different sites, each with a "Max Bid" of \$0.20 and a "Status" of "running". The "Bid Range" and "Pause/Run" columns contain links for each site.

| Current Sites | Max Bid | Bid Range   | Status  | Pause/Run | Remove |
|---------------|---------|-------------|---------|-----------|--------|
| DL 12         | \$0.20  | 0.05 - 0.65 | running | pause     | remove |
| DL 16         | \$0.20  | 0.05 - 0.58 | running | pause     | remove |
| DL 21         | \$0.20  | 0.05 - 0.37 | running | pause     | remove |
| DL 20         | \$0.20  | 0.05 - 0.48 | running | pause     | remove |
| DL 27         | \$0.20  | 0.05 - 0.52 | running | pause     | remove |
| DL 30         | \$0.20  | 0.05 - 0.58 | running | pause     | remove |
| DL 29         | \$0.20  | 0.05 - 0.41 | running | pause     | remove |
| DL 26         | \$0.20  | 0.05 - 0.37 | running | pause     | remove |
| DL 35         | \$0.20  | 0.05 - 0.45 | running | pause     | remove |
| DL 33         | \$0.20  | 0.05 - 0.35 | running | pause     | remove |
| DL 39         | \$0.20  | 0.05 - 0.47 | running | pause     | remove |
| DL 49         | \$0.20  | 0.05 - 0.60 | running | pause     | remove |
| DL 81         | \$0.20  | 0.05 - 0.28 | running | pause     | remove |
| DL 84         | \$0.20  | 0.05 - 0.28 | running | pause     | remove |
| DL 89         | \$0.20  | 0.05 - 0.28 | running | pause     | remove |
| DL 83         | \$0.20  | 0.05 - 0.28 | running | pause     | remove |



## Advertising

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- Highly pre-qualified traffic to advertisers' mobile websites and WAP sites.
- Traffic can support promotional mobile websites or permanent ones
- Beta advertisers mainly mobile content
- Blue chip brands currently using/evaluating the channel



## Results in 4 Months

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- 2 million daily, global page impressions available
- 4 times ROI over online
- Click throughs 7%+
- Significant revenues for partners and AdMob



## Some Lessons From 6 Years

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- Select your execution carefully
- Respect the user
- Be cautious and avoid a backlash
- Messages should **add value** via good IDEA
  - Information
  - Deals
  - Engagement
  - Advertainment

**Mobile marketing works!**



## Questions and Contact Details

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