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CLASSIC GUIDES

Mobile Marketer's State of Mobile Advertising 2011

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Mobile advertising on a tear

With budgets in the hundreds of thousands and now in the millions, mobile advertising is proving to be the fastest-growing ad vehicle across all channels – that much is obvious in our first State of Mobile Advertising Classic Guide.

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But what is the state of mobile advertising, even as more marketers embrace the channel for branding and direct marketing purposes?

This document discusses the primary drivers of mobile advertising, which types of ad formats are most popularand resonate best and those that do not, the devices that see the most responses, creative executions that stand out, performance of ads on mobile Web sites and in applications, and how standards of measurement have evolved.

Also discussed are which categories spend the most on mobile advertising, average spends and estimates for the category, tips on wise media buys, current and future challenges, and integration with other marketing channels.

Select case-study snapshots, course corrections and best-practice tips will round out this effort to help inform and educate marketers on mobile advertising and how it is moving the needle for branding and direct marketing.

Thank-you to Mobile Marketer editor in chief Mickey Alam Khan for conceiving the State of Mobile Advertising Classic Guide and for the outline. Many thanks also to staff reporter Rimma Kats for her excellent art direction.

This work relies on the reporting, insights and analysis generated by Mobile Marketer as well as help from marketing executives quoted and mentioned in the State of Mobile Advertising 2011 – thank-you to all. We hope you have as much fun reading the work as it was writing it. As the evidence shows – and there is no other polite way of saying this – mobile advertising is in rude health.

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