

MARKETING

Mobkoi's Megan Nolan: Luxury Woman to Watch 2020

November 14, 2019



Megan Nolan

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Megan Nolan, president/head of North America, [Mobkoi](#)

"Luxury is faced with the much-needed respect for gracefulness, which can be so intense that on the vendor side, most fail to innovate in a way that is suitable for luxury"

What do you most like about your job?

I'm a builder. I like identifying a successful product and finding ways to build upon it, such as in opening a new office or launching a new go-to-market strategy. And I have a particular love for doing this inside the luxury digital space.

I'm able to do all of the above at Mobkoi, which is a premiere mobile advertising buying solution specializing in luxury.

We opened the U.S. office just last year, alongside the opening of Asia, following five years of success across our E.U. offices.

What is the biggest challenge in your work?

We've tripled business in under two years in the U.S. The rapid growth means we're continuously adding to our headcount.

The challenge becomes finding the right talent while forming a culture that creates a sense of community and shared vision, which are both crucial for continued growth.

Our founders, Quentin and Guillaume, take this seriously, from the daily use of Slack so that all 10 offices can disperse ideas to each other quickly, to yearly global social events such as company ski trips via setting aside a portion of profits. This ensures a team mindset and a team spirit that aren't siloed by market.

What is your work priority for 2020?

For context, Mobkoi utilizes client advertising assets to design interactive, full-screen mobile units, and then places those units on sites with transparent reporting.

In 2020 we'll be unveiling a new tech solution revolving around an increased use of transparent data, which really falls at the center of what we're all about: the combination of data with mobile creative innovation.

What is your proudest achievement in luxury?

Luxury is faced with the much-needed respect for gracefulness, which can be so intense that on the vendor side, most fail to innovate in a way that is suitable for luxury.

Part of my initial attraction to this role is that Mobkoi found a way to push the boundaries in interactive mobile advertising, which historically could have a luxury brand feeling uncomfortable.

We're able to help countless luxury brands adopt their creative communication styles into rich, interactive mobile units, while still respecting brand safety, the luxury look and feel, and the needs within the environments in which to deliver the ads.

How do you see luxury evolving in 2020?

In a world where simplicity in communication historically ruled, I see luxury brands leaping into interactivity in 2020.

I also see an increased interest in the smart use of live data. One way I see this playing out is by marketers actively working to bridge the gap between their media and ecommerce/Web teams by more often pairing live site-level data with live advertising data in order to best gauge performance at the add-to-cart, conversion or general site engagement levels.

At Mobkoi, we're trying to change the conversation from a need for innovative ads and transparency in data, which should be a given, to the live coupling of the two, all while still remaining best-in-class and graceful.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

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