

# MOBILE ADVERTISING ECOSYSTEM

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The reach of mobile advertisement is growing much faster than any other mode of advertisement. Sending promotional text messages about different products and services is the simplest and the quickest way to reach a larger section of your customer base.

## What is Mobile Advertisement Ecosystem?

Mobile advertisement is a technique to promote your product and services through mobile devices. You may call it as the communication made active to customers who use mobile devices. It includes simple text messaging to intelligent interactive ad messages.



Mobile advertising techniques include an advertiser who can advertise on mobile devices via a mobile ad network and mobile ad system machinists working on it.

## How does Mobile Advertisement Work?

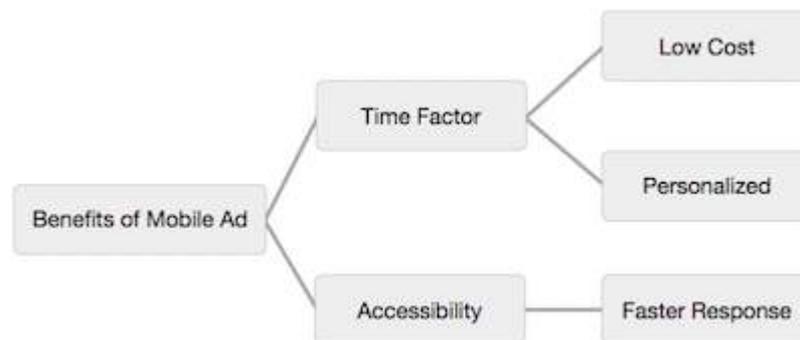
To extract the best out of a mobile advertisement, you need to use clear formatting, compelling ad banners, and keep the customers' perspective in mind. Always try to make your customers' experience simple, immediate, and actionable. Personalize your message.

To make your mobile advertisement efficient, make sure the following points are taken care of –

- Make interactive ads. Encourage audience for sign-ups and grab offers.
- Geo-target your mobile ad campaigns to make them more relevant and to convert every hit on your ad.
- Make it social. Add or refresh social sharing to make it viral, thus increasing conversion rate.
- Choose the right channels. Focus on trending channels and media that may give you higher yield.
- Keep performing micro-experiments to identify what are the critical factors affecting audience's behavior?

## Benefits of Mobile Advertisement

In the present world, mobile phones are easily accessible by every class and age-group of people; therefore, a mobile advertisement offers following advantages –



- **Reach** – Mobile phone is reaching people by 15% more than internet. Mobile marketing is drawing more clicks than internet marketing. Advertisers have high expectations with mobile advertising.
- **Accessibility** – Mobile comes handy to users. Mobile advertising follows people everywhere.
- **Time factor** – People are available on mobile round the clock, which may not be possible with desktops.
- **Cost** – Mobile advertising cost much lesser than other types of advertising. It is lighter on your pocket, thus allowing you to advertise more on the same expense.
- **Personalized** – You can tailor your ad in a message. People find messages more intimate than other internet marketing methods.