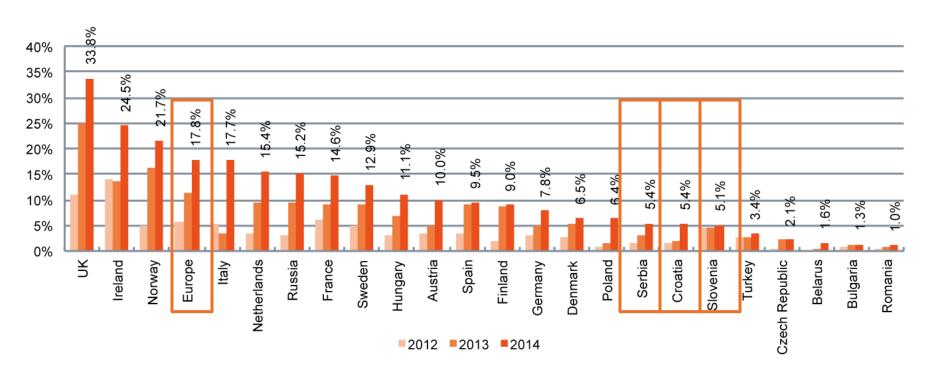


0 Mobile Advertising Kristina Šaško

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## **MOBILE DISPLAY - BUDGETS SHARE**

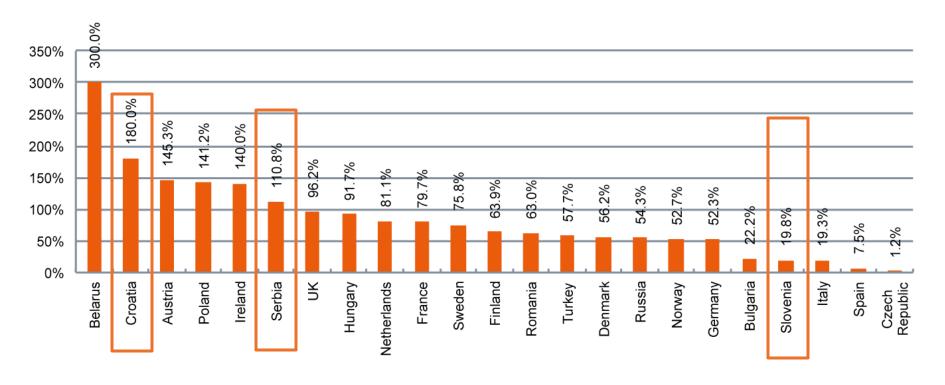


Source: IAB Europe / IHS

MOBILE AS A SHARE OF ONLINE DISPLAY (%)



#### **MOBILE DISPLAY - GROWTH**

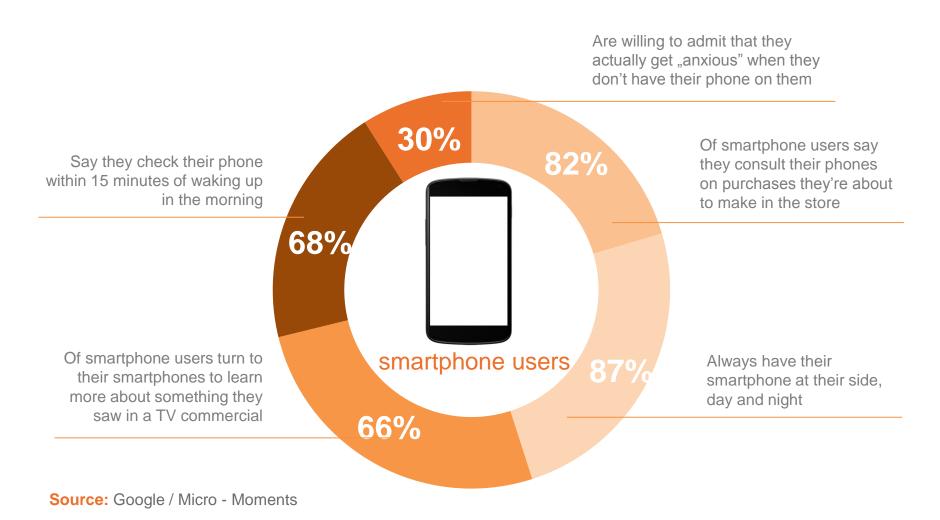


Source: IAB Europe / IHS

2014 YEAR-ON-YEAR GROWTH IN MOBILE DISPLAY (%)



#### **SHIFT TO MOBILE**





# **BEST PRACTICES FOR BRAND BUILDING ON MOBILE**



Creative message



Interactivity



Format variety



Mobile in-banner video



Destination/Landing pages



Engagement tracking





ClickAttack acts as new communication channel for Enterprise

## **Campaign Management** systems

• For business' with > 50.000 customer base



Retailers



Finance institutions



Telecom operators



Insurance companies



# **ENTERPRISE CAMPAIGN MANAGEMENT**

