Mobile Advertising and Marketing - 7th Edition

Description: What are the latest trends on the mobile advertising market? Growing at a compound annual growth rate of 26 percent, the mobile ad market is forecasted to be worth €27.9 billion in 2018 - corresponding to 19.3 percent of the total digital advertising market. Find out what the industry leaders are doing and anticipate their strategies for the future. Learn more in the sixth edition of this 160 page report in the VAS Research Series.

Mobile Advertising and Marketing is the seventh consecutive report analysing the rise of mobile advertising on the global market. This strategic research report provides you with 160 pages of unique business intelligence and expert commentary on which to base your business decisions.

This report will allow you to:
- Identify tomorrow's most profitable advertising opportunities in the mobile space.
- Understand the fundamentals of the ad-based mobile media revenue models.
- Recognise the key enablers of growth in the mobile advertising market.
- Comprehend the relative importance of digital channels compared to other advertising media.
- Learn about the experiences of mobile marketing campaigns by top global brands.
- Profit from valuable insights about ad-funded business models for mobile operators.

This report answers the following questions:
- How should mobile handsets be integrated in the marketing media mix?
- What developments in the mobile industry and end-user behaviour are required for mobile advertising to keep growing as a multi-billion euro market?
- How are Apple, Google, Facebook and Yahoo positioning themselves to become leading mobile advertising players?
- Who are the rising stars that stand out from the crowd among the mobile advertising and marketing companies?
- What are the experiences from mobile marketing campaigns so far?
- What implications does mobile advertising bring for operators?
- What is the distribution of mobile advertising expenditures across formats in different regions?
- Which advertising formats will become most successful in the mobile environment?
- In what ways can location technology improve the relevance of mobile advertising?

Who Should buy this Report?
Mobile Advertising and Marketing is the foremost source of information about the status, future trends and technology developments on this market. Whether you are a telecom vendor, mobile operator, advertising agency, investor, consultant or application developer, you will gain valuable insights from this in-depth research.

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