



## MOBILITY DATA SYSTEMS



# Mobile Advertising Technology

**Colm Hayden**

Technical Director, Mobility Data Systems  
Co-Founder, MobileMonday Belfast

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### TECHNOLOGY OPTIONS

- **There are a wide variety of delivery channels:**
  - **Direct Mobile Marketing** (SMS, MMS, WAP Push)
  - **Mobile Internet** (Display, Search)
  - **Voice** (Voice Mail, Ringback tones)
  - **In-Message Advertising** (SMS, MMS)
  - **On Device Advertising** (On Device Portals)
  - **In Game Advertising**
  - **Mobile TV** (interstitials)
- **Supported by a range of operator owned assets:**
  - One to one billing relationship
  - Access to subscriber profile and context

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### DIRECT MESSAGE MARKETING

- **SMS (Short Message Service)**

- **Uses:**

- *SMS Promotions, SMS Response Campaigns, TXT to Win*

- **Advantages:**

- *High penetration*
- *Familiar interface*
- *Simple 2 way interaction*
- *Almost instant delivery*

- **Disadvantages:**

- *Short, text only*



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### DIRECT MESSAGE MARKETING

- **MMS (Multimedia Message Service)**

- **Uses:**

- *Rich media promotions, mobile vouchers*

- **Advantages:**

- *Can send text, images, audio & video in the one message*
- *Almost instant delivery*

- **Disadvantages:**

- *Compatibility problems*



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### DIRECT MESSAGE MARKETING

- **WAP Push**
  - **Uses:**
    - Drive consumers to mobile portal
  - **Advantages:**
    - Fewer compatibility problems than MMS
  - **Disadvantages:**
    - Starting to be exploited by spammers



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### MOBILE INTERNET

- **Display Advertising**
  - **Uses:**
    - Display banner ads on mobile portals
  - **Advantages:**
    - No messaging costs to advertiser
    - Can be contextualised to content
    - Can be personalised (NB: on-portal vs off-portal)
  - **Disadvantages:**
    - Limited screen size
    - Must cater for device differences



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### MOBILE INTERNET

- **Search Advertising**
  - **Uses:**
    - *Display sponsored ads relating to consumer searches*
  - **Advantages:**
    - *High degree of relevancy*
  - **Disadvantages:**
    - *Typically text only*
    - *Consumers grow wary of sponsored links*



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### VOICE

- **Banner insertion on incoming calls**
  - **Uses:**
    - *Display ads when receiving calls*
  - **Advantages:**
    - *Highest penetration*
  - **Disadvantages:**
    - *Integrating call to actions*

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### IN MESSAGE ADVERTISING

- Ads inserted into person-to-person text messages

- **Uses:**

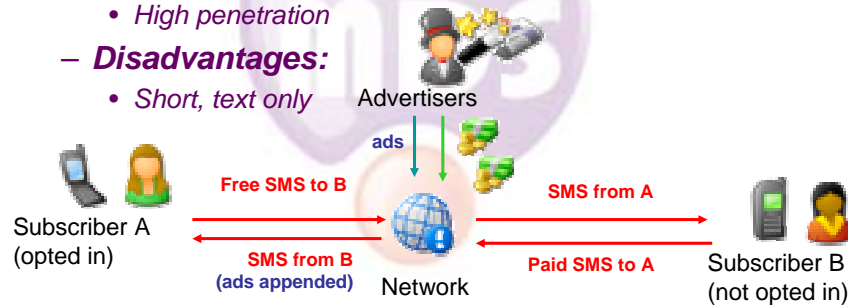
- Ad-funded SMS

- **Advantages:**

- High penetration

- **Disadvantages:**

- Short, text only



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### ON DEVICE ADVERTISING

- On Device Portal (ODP) Advertising

- **Uses:**

- Display rich personalised ads on the device

- **Advantages:**

- Immediately visible, drives consumers online

- **Disadvantages:**

- Requires ODP client to be installed



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### IN GAME ADVERTISING

- Display adverts within Mobile Games

- **Uses:**

- *Subliminal advertising*

- **Advantages:**

- *Unobtrusive*
- *High visibility*

- **Disadvantages:**

- *Limited ad space*
- *No personalisation*



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### MOBILE TV ADVERTISING

- Display adverts alongside Mobile TV

- **Uses:**

- *Interstitial advertising*

- **Advantages:**

- *Full video capability*

- **Disadvantages:**

- *Limited availability of Mobile TV*
- *Issues with broadcast advertising*



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# CONCLUSIONS

- **Mobile Advertising has unique benefits:**
  - Highest penetration of any direct channel
  - Immediate delivery
  - Can be personalised for one-to-one marketing
- **But also has it's drawbacks:**
  - Device compatibility issues
  - Technology adoption issues
- Easy-to-use integrated multi-channel advertising platforms are required



# Questions?

**Colm Hayden**  
**Technical Director**  
colm.hayden@mobilitydatasystems.com

Mobility Data Systems  
www.mobilitydatasystems.com