



MOBILE TRACKING SOLUTIONS

Getting Started With Mobile Marketing

Blueprints For Mobile Marketing Success

www.imobitrax.com

Ralph "Ruck" Ruckman



managing partner/co-founder

Known as one of the most blunt figures in the performance marketing industry, Ralph "Ruck" Ruckman has leveraged millions of dollars of revenue across multiple businesses with online advertising. Since 2005 Ruck has operated as an affiliate, an advertiser, and has trained thousands of affiliates around the world. He currently holds seminars with Ryan where they educate Internet marketers during intense day-long events. Ruck is known for running a very "tight ship" only working with the highest quality publishers and advertisers to form mutually beneficial relationships.

Ryan Gray



managing partner/co-founder

Coming online at the age of 13, Ryan brings a decade plus of knowledge in digital advertising. Since 1998 he has created a number of Internet start-ups that include content monetization, customer acquisition, and performance marketing. Along with Ruck, Ryan conducts speaking engagements around the world to better educate publishers and create an overall higher quality performance marketing industry. He holds a bachelor's degree in Business Administration from West Virginia University and minors in communications and advertising.

Bill Bradow



managing partner/co-founder

Starting with an eCommerce site in 2003, Bill has had the opportunity to leverage the massive amount of growing Internet traffic to penetrate niche-specific areas, producing quality sales and leads. In addition, he has worked extensively over the last few years with advertisers to drive quality leads through mobile traffic distribution. Coinciding with the development of his businesses, he has become an expert in PHP, MySQL, HTML, and various other programming languages. Bill holds a bachelor's degree in Business Administration from Phillips University as well as his professional pilot's license.

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

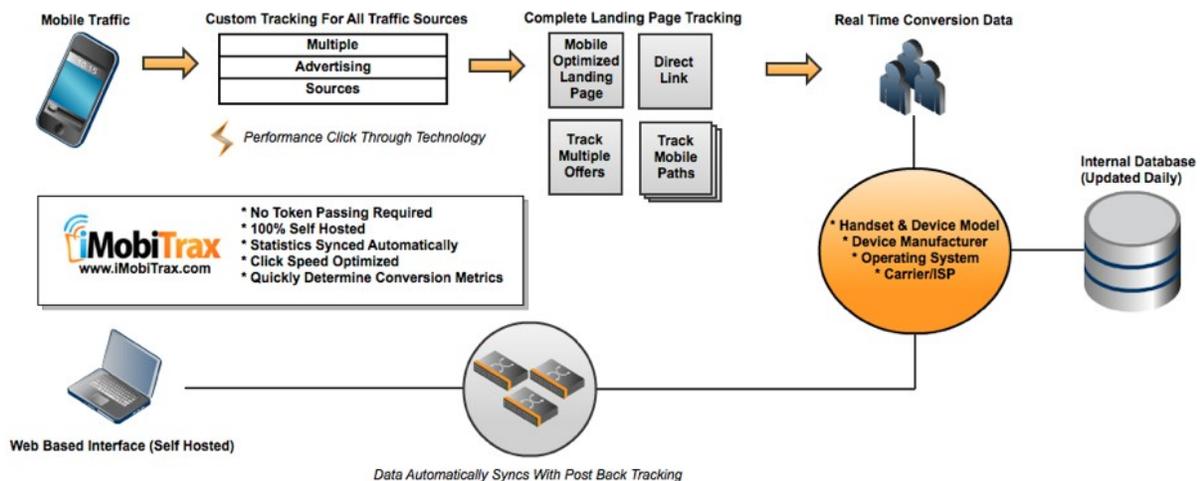
SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

“iMobiTrax is a revolutionary, self-hosted application designed specifically to track and optimize campaigns that target mobile devices. With iMobiTrax, merchants, agencies and affiliates will be able to quickly and accurately analyze click data from smart phones, feature phones and tablets, right down to the device, carrier and operating system. This will allow for incredibly accurate post-click optimization, resulting in higher ROIs and increased scalability.”



We invite you to check out just a few of the features iMobiTrax has to offer you

<https://www.imobitrax.com/features>

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

DISCLAIMER

THE CONTENTS OF THIS MANUAL REFLECT THE AUTHOR'S VIEWS ACQUIRED THROUGH HIS EXPERIENCE ON THE TOPIC UNDER DISCUSSION. THE AUTHOR OR PUBLISHER DISCLAIMS ANY PERSONAL LOSS OR LIABILITY CAUSED BY THE UTILIZATION OF ANY INFORMATION PRESENTED HEREIN. THE AUTHOR IS NOT ENGAGED IN RENDERING ANY LEGAL OR PROFESSIONAL ADVICE. THE SERVICES OF A PROFESSIONAL PERSON ARE RECOMMENDED IF LEGAL ADVICE OR ASSISTANCE IS NEEDED.

WHILE THE SOURCES MENTIONED HEREIN ARE ASSUMED TO BE RELIABLE AT THE TIME OF WRITING, THE AUTHOR AND PUBLISHER, OR THEIR AFFILIATES, ARE NOT RESPONSIBLE FOR THEIR ACTIVITIES. FROM TIME TO TIME, SOURCES MAY TERMINATE OR MOVE AND PRICES MAY CHANGE WITHOUT NOTICE. SOURCES CAN ONLY BE CONFIRMED RELIABLE AT THE TIME OF ORIGINAL PUBLICATION OF THIS MANUAL.

THIS MANUAL IS A GUIDE ONLY AND, AS SUCH, SHOULD BE CONSIDERED SOLELY FOR BASIC INFORMATION. EARNINGS OR PROFITS DERIVED FROM PARTICIPATING IN THE FOLLOWING PROGRAM ARE ENTIRELY GENERATED BY THE AMBITIONS, MOTIVATION, DESIRES, AND ABILITIES OF THE INDIVIDUAL READER.

NO PART OF THIS MANUAL MAY BE ALTERED, COPIED, OR DISTRIBUTED, WITHOUT PRIOR WRITTEN PERMISSION OF THE AUTHOR OR PUBLISHER.

ALL PRODUCT NAMES, LOGOS, AND TRADEMARKS ARE PROPERTY OF THEIR RESPECTIVE OWNERS WHO HAVE NOT NECESSARILY ENDORSED, SPONSORED, OR APPROVED THIS PUBLICATION.

TEXT AND IMAGES AVAILABLE OVER THE INTERNET AND USED IN THIS MANUAL MAY BE SUBJECT TO INTELLECTUAL RIGHTS AND MAY NOT BE COPIED FROM THIS MANUAL.

© ***iMobiTrax LLC 2012*** | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Table Of Contents

Why You Should Consider Mobile Into Your Marketing Mix

Pros And Cons Of Mobile Marketing

The Benefits Of Mobile Marketing

How To Develop A Mobile Marketing Plan

Successfully Engaging Consumers With Mobile Marketing

Overthinking & OverAnalyzing - Mobile Marketing In 5 Simple Steps

Evaluating Your Success With Mobile Advertising

3 Things To Know About Mobile Advertising

5 Tips For Mobile Advertising Success

Understanding Click Through Rates On Phones And Tablets

11 Demographic Factors That Affect Your Mobile Marketing Strategy

2 Crucial Tips On Creating Good Mobile Advertising Campaigns

© *iMobiTrax LLC 2012* | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Why You Should Consider Mobile Into Your Marketing Mix

To be honest, this question is not as simple as just giving a one line answer. It's just not that simple. Some marketers will jump on the **mobile marketing** band wagon hype and fall flat on their face, while others will prosper enough over the next couple years most likely that will lead them into retirement.

As I've said in the **private forums** many times – 3/4 of the planet has a cellphone or mobile device. Let's also add the fact that mobile is one of the most personal ways to reach consumers. It's not like the Internet, Television or Radio advertising where you are reaching mass audiences all at once. Nope, it's so much better than that!

Reaching customers one at a time allows the savvy marketer to customize each advertisement in a way that's just not possible with traditional marketing.

In all actuality, mobile may not be the right channel for some to use, but for others – it could be the perfect choice!

Mobile right now is hot. It's going to continue to get even better.

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Mobile is a good combination to add to your existing marketing channels if you have a combination of:

- a mobile savvy audience
- a compelling reason for them to interact with you (such as the great value you provide right?!)
- the right technology to carry out your idea (Duh – iMobitrax)
- a promotional plan to make the launch a success

With these things in your arsenal, you CAN create a solid mobile marketing strategic plan combining them all together.

Tip: Consider mobile as part of your marketing mix because it brings added life and interaction into your **existing** campaigns. It can help you turn some of your one-way marketing channels into direct response tools. Mobile may be the newest form of mass media BUT – it's also its OWN mass media. Mobile is just beginning and just like all good things, restrictions and regulations, competition and everything else that ruins our perfect marketing lives will catch on. Early bird **ALWAYS** gets the worm.

The desktop computer is in free-fall decline. While we still see them in corporate America, as tools to facilitate operations, we are seeing that less families are going out to purchase big honkin energy suckin desktop computers like they did 10 years ago. In the evening hours, desktop usage goes into decline and browsers from smartphones, kindles, iPads, other tablets, and laptops take over.

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Pros And Cons Of Mobile Marketing

There was a time when eMarketing was very much the thing for all marketers. Offering various benefits, it had practically changed the face of conventional marketing and the way companies viewed this aspect of business. Now, with the further advent of advanced mobile devices bringing in a lot more connectivity, Mobile Marketing is going far beyond eMarketing.

Mobile marketing gives the user far more advantages, such as lower cost, customization, easy tracking and so on, thereby reducing manpower and yet giving the entrepreneur better business benefits and profits.

Of course, like everything else, mobile marketing also has its upside and downside. Let us study the pros and cons of this system of marketing.

Pros of mobile marketing

Instant results

Users always carry their mobile phones with them. Most of the time, the user has his mobile phone on as well, which means, he or she receives the message at the very moment it is sent. Even if it is in standby mode, the message is received as soon as the user turns on his mobile device. Hence, mobile marketing techniques are always almost instant.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Easy to work with

Drawing out content for mobile devices, whether it is text, images or video, is simpler and less expensive as compared with the same for desktops or laptops. The mobile medium also makes easier to issue promotions and marketing incentive services to the user. Further, the user can keep the virtual information with him and carry it around till the time he needs to use it.

Convenient to use

Since the screen size of a mobile phone is small, it limits the scope of content that can be displayed. This makes it convenient for the creators of the content, who can keep it basic and simple. Also, simpler content will adapt itself better to various mobile platforms.

Direct marketing

The mobile platform interacts directly with users on their mobile phones. This allows for personalized interaction to a large extent. Using this benefit, marketers can even start a direct dialogue with the user, getting instant feedback via SMS.

Tracking user response

User response can be tracked almost instantaneously. This helps the mobile marketer better understand and analyze user behaviour, thus improving their own standards of service.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Huge viral potential

Since mobile content can be easily shared among users, mobile marketing can have huge viral benefits. Users invariably share good information and offers with their friends and family, so companies get a lot more exposure with no extra effort.

Mass communication made easy

Since a lot more people own mobile phones than desktops or laptops, mobile marketing helps the marketer reach a far wider and diverse audience, especially in the more remote regions of the world. Mobile marketing also gives the entrepreneur the advantage of geo-location and sending location-specific messages to users, using GPS and Bluetooth technology.

Niche not highly concentrated

Mobile marketing is still only being explored, so the niche is still comfortable for any new marketer. This means that he stands a better chance of success with his mobile marketing efforts.

Mobile payment

The latest mobile payment facility is very convenient for the users today. Here, users are offered a secure online payment environment, which works via advanced mobile Web systems. This means that the user does not need to cough up physical currency each time he wants to make a mobile purchase or pay a bill online.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Cons of mobile marketing

Platforms too diverse

Mobile devices do not have any particular standard, as compared to PCs and laptops. Mobile phones come in many shapes and sizes, so screen size is never constant. Besides, mobile platforms vastly differ from each other, using different OS' and browsers. Hence creating one campaign for all of them can get difficult.

Privacy issues

Mobile marketers need to understand and respect the fact that users would like their privacy online. So they should only indulge in promotional activity if they have the user's permission for it.

Navigation on a mobile phone

The mobile phone usually comes with a small screen and no mouse. This means that navigation on a mobile phone may get difficult for the user, even if it has a touchscreen. In such a case, most ads may go untouched, as the user may find it too tedious to look in detail through each one of them.

Marketers Don't Understand Mobile Behavior

Marketers are quick to jump on the mobile band wagon and lose a ton of advertising dollars because they compare it to desktop PPC or social advertising – Wrong!



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

The Benefits Of Mobile Marketing

To start understanding the benefits of mobile marketing, it's a good idea to explore the unique ways consumers use mobile devices as the "connective tissue" between marketers' online and offline consumer touch points. Here are several ways mobile devices are different from other forms of marketing:

- Mobile devices are personal and rarely shared with another person
- Mobile devices are always carried by consumers
- Mobile devices are always turned on
- Mobile devices have built-in payment systems
- Mobile devices allow for accurate audience measurement
- Mobile devices capture the social element of media consumption
- Mobile devices have a physical presence in a specific location

Tracking the effectiveness of mobile marketing campaigns is easier than doing so for traditional programs. It's a simple process to follow an individual with a unique phone number attached to every action, plus you can instantly communicate with your audience.

Your audience is most likely carrying their mobile device with them, which means they can always receive messages. This is superior to other forms of marketing, whereby the audience has to be in a specific place to see a billboard or view an advertisement.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Marketing through mobile devices is also very efficient. Producing content for mobile view, such as audio or video, is very inexpensive when compared to producing content for desktop computers. However, the smaller screen sizes, lower-resolution, and lower data transfer rates on mobile devices mean the content has to be simpler in design and execution.

Imagine the efficiencies of mobile marketing to customers who always have with them promotional coupons, vouchers and other incentives, because the incentives are sent as part of a mobile campaign. For example, customers who receive a text message coupon offering them 20 percent off a food item at a restaurant are more likely to bring their mobile phones with them to the restaurant and actually use the coupon than customers who have to clip something out of a newspaper.

While things like daily deals and social networks are creating a new type of inbox, mobile devices and technologies are also shaping the ways in which people digest content. Smartphone and tablet users are being conditioned to access a unified inbox for all digital messaging communication. The home screens of most smartphones are becoming the starting point for decision-making when a new message arrives. Facebook updates, tweets, email, and more are all arriving on the home screen, with little discernable difference.

More mobile phone users use their phones to purchase products online, and more retailers are beginning to build mobile sites to enable this.





MOBILE TRACKING SOLUTIONS

- Mobile purchases are forecast to increase to US\$119-billion and mobile advertising revenue to \$20.6 billion globally by 2015.
- In the US, mobile advertising revenue is set to grow from \$304.3 million in 2010 to \$701.7 million in 2011, and is furthermore expected to reach \$5.8 billion by 2015.
- According to Return Path, mobile access has grown to around 16 percent of the email market share, making it a major channel when you consider that it currently garners roughly 33.6 billion of the estimated 210 billion new emails circulating daily.

Mobile email empowers consumers to read what they want, when they want on the go and in real time. Mobile users are in the loop, where desktop and its webmail services aren't. The reachability of the medium makes it a powerful extension to traditional direct email marketing campaigns.

For many mobile web users, especially in developing nations, getting online on their phone is their first and primary exposure to the internet. These users consume the mobile web in a very different manner than traditional web users. They have a far greater sense of urgency and necessity for specific information.

Add to that the continuous growth of mobile as a preferred method of multichannel communication and you soon realize that marketers must embrace not only the unique rendering and functionality aspects of the mobile phone and tablets, but must also get smarter in terms of understanding the platform preferences and habits of their customers in order to remain relevant.





MOBILE TRACKING SOLUTIONS

How To Develop A Mobile Marketing Plan

First - Do background planning - When starting any marketing campaign, you should begin by asking these questions:

- What is the objective of this campaign?
- Who is your target audience?
- How long will this campaign run?
- Are you using other media to support your mobile media plan?

Define Objectives - What do you want your campaign to accomplish? Are you trying to increase your brand awareness, boost sales, capture leads? Clearly identify what it is you want to accomplish with your campaign before moving forward.

Identify Your Target Audience - Immediately after defining your objectives of your marketing strategy, you should identify your primary target audience. This will help ensure that you tailor all your elements of the marketing strategy specifically to this audience, enabling you to communicate with these customers as effectively as possible.

A good way to identify a target audience is to create a profile of a sample member of this group. Answer the following questions to get started:



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

- Who would have a need for the specific product or service I am trying to market?
- What is the ideal, manageable size of your primary target audience? Avoid being too specific or too vague to find an audience that is the right scope for your campaign.
- Which methods of communication would work well in connecting with this audience? Look at demographic information about which age groups and types of people use mobile devices, and how they use them

Different groups of people respond variously to what they see and read. Their tastes and preferences will affect how well they respond to the type of communications they receive, so make sure to research your target audience thoroughly before making other plans.

Devise Campaign Strategies - Now that you have clearly defined your objectives and identified your target audience, you can start planning campaign strategies. Even though you are planning a mobile marketing campaign, you should decide which methods of mobile communications you want to use (audio? video? mobile websites?).

You should also choose whether you want to push information to customers, or pull them to your campaign.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Push-based campaigns mean you send information out to customers and hope they respond by purchasing your product or service. Push can include sending text messages to everyone on a mailing list or informing them of a promotion.

Pull and dialog-based campaigns will required more planning and effort, but they also tend to be more effective at turning potential buyers into sales. Pull-based campaigns focus on "pulling" customers back to your campaign, such as by using SMS to send out a link to your website, or building an application customers can download, which would inform them of your products.

Determine the length of your campaign - Once you've specified strategies for your mobile campaign, the next step is to decide how long it will run. Will your campaign be a one shot action, or will it be a series of actions? The length and duration of the campaign will affect how you design. If you want this campaign to run for an extended length of time, be sure to repeatedly "inject" it with advertising activity. Otherwise, customer response will come to a halt.

Incorporate other media - Finally, determine what other media you will be using to promote you mobile marketing strategy. Are you going to inform customers about a mobile app through email or web advertising? Will you tell people to sign up for text message updates through radio commercials? How you use other media should have a profound effect on how you design your campaign. Likewise, your campaign objectives and your target audience should affect your selection of the types of other media you will use.





MOBILE TRACKING SOLUTIONS

Successfully Engaging Consumers With Mobile Marketing

Here are some tips for successfully using mobile marketing to engage consumers with your business:

Set a goal

Determine exactly what you want to accomplish with a mobile marketing program. Factor in that the user must absorb your content in the same amount of time it takes to double-click, or two seconds.

Pinpoint your target

Research how users in your target market tend to use their mobile devices, for entertainment, or for reading their stock tickers.

Create a compelling call to action

Your headline must be concise, strong, and short, conveying your point instantly while encouraging the viewer to learn more. Short copy rules in this medium.

Minimize page components

Graphically overloaded pages will load slowly, so slow that the user will move past your message to something else. Research shows that mobile users prefer to click rather than scroll.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Encourage Sharing

Getting a user to share your marketing message is quite possibly the most potent way of extending reach and increasing invisibility.

Consider interactivity

Adding interactivity to your mobile marketing message can help further engagement and convert visitors to customers.

For example:

- Click/text to call
- Click/text to request sample
- Click/text to request additional information
- Click/text to enter contest or vote
- Click/text to locate closest retail outlet
- Click/Text to receive discount or coupon
- Click/text to download content

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Overthinking & OverAnalyzing - Mobile Marketing In 5 Simple Steps

There is 1 thing in any marketing campaign that stops people from becoming rich. I see it everyday, with advertisers & affiliates and today I got hit up twice about making a step-by-step guide for mobile marketing. Even if I did that, 95% of the readers wouldn't take action and out of that 5% - 99% of them would fail because they wouldn't take a minute to think for themselves.

So I'll make this real simple.

Stop over thinking and over analyzing.

Just start "Doing!"

Here's what separates you from millions of dollars in mobile marketing.

1. Figure out what your target market wants and offer it.

- Location-Specific Information
- Timely Knowledge
- Make Life Easier
- Financial Incentive
- Entertainment
- Connection

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

2. Align what your target market wants with your desired outcome:

- Get new customers
- Retain new customers
- Increases purchases from current customers
- Brand Awareness

3. Choose the right mobile marketing tool for this campaign:

- Voice
- Text messaging
- Mobile web
- Mobile web promotions such as - Search, Advertising, PPC, Publicity, Social Networking, Proximity Marketing

4. Launch your mobile marketing campaign and market it

5. Track what is working and make any necessary adjustments

Pretty simple. Anything outside of that, you're wasting your time.

You get successful by doing, not reading.

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

Evaluating Your Success With Mobile Advertising

If your mobile advertising is for brand awareness only, your success can be evaluated by the total number of impressions and the click-through rate of your ads. If you want users to take an action or make a purchase while on your mobile site, success should be measure in terms of return on investment (ROI).

ROI = Gain from investment - Cost of investment /Cost of Investment

ROI is the success metric for mobile advertising because it allows advertisers to determine whether each dollar spent on advertising earns more than a dollar back in value or return. The best ROI is driven by a combination of effective targeting, messaging and landing pages. In many cases, it is a good idea to set up a test budget so that you can try various types of messaging, creative, and targeting to see what is most effective for your campaign.

A lot of times your call to action for mobile users receiving your ads is to sign up for news and updates or to download an app instead of making a purchase. To determine the ROI for these types of campaigns, each action that you want users to take from their mobile phones should be assigned a monetary value. In most cases, users can take more than one action on



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

your mobile site, so each of these actions should be given a different value. These values should represent the financial reward that each action provides.

If you have a hard time determining the relative value of each conversion, you can start by ordering the conversion from the most valuable to least valuable value. Then determine whether that are multipliers between the different levels of conversion. For example, is conversion #1 three times more valuable than conversion #3 or is it ten times more valuable than conversion #3? After you setup your relationships, you need to determine the actual monetary value of one conversion to assign the values to the rest of the conversions.

A lot of elements of mobile marketing can be subjective but ROI gives you a clear idea of how a campaign is performing. When you begin a mobile ad campaign, it's a good idea to set ROI goals that you can work toward. If you are launching a mobile campaign for the first time, it's cool to set your ROI goals low or even at a break-even level while you are still learning. After you get used to launching mobile campaigns, you can begin to set your ROI goals a bit higher to ensure your campaigns are constantly improving.

International ad-serving solutions provider Smart AdServer has put together an infographic summarizing some findings from 2011 about traffic on mobile devices, compared to desktop computers, and also about the way different kinds of ads performed on different kinds of devices. Here's one fairly striking stat the company presents:



For every click on a standard web banner ad (not on a mobile device), a rich media banner ad on a mobile gets 68 clicks. Also, Smart AdServer points out that half of all mobile traffic comes after 5 p.m. (To anyone who works a desk job, this would make a lot of sense.)

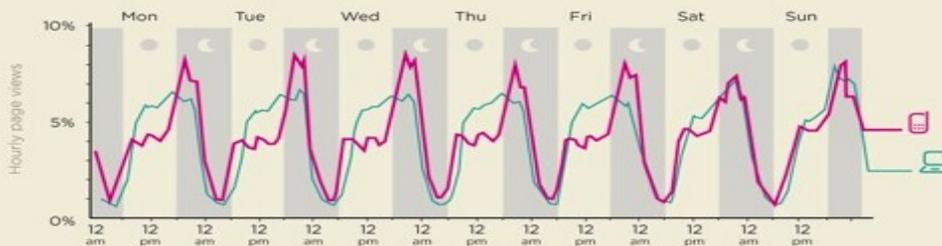
3 things about MOBILE ADVERTISING in 2011



“3 things you should really know for MWC 2012”

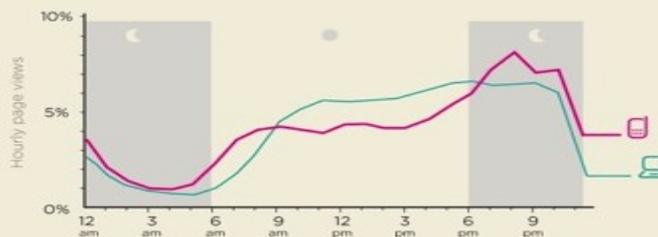
1. 50% OF MOBILE TRAFFIC IS AFTER 5PM

DAYPART COMPARISON OF MOBILE AND DESKTOP TRAFFIC *over a week*



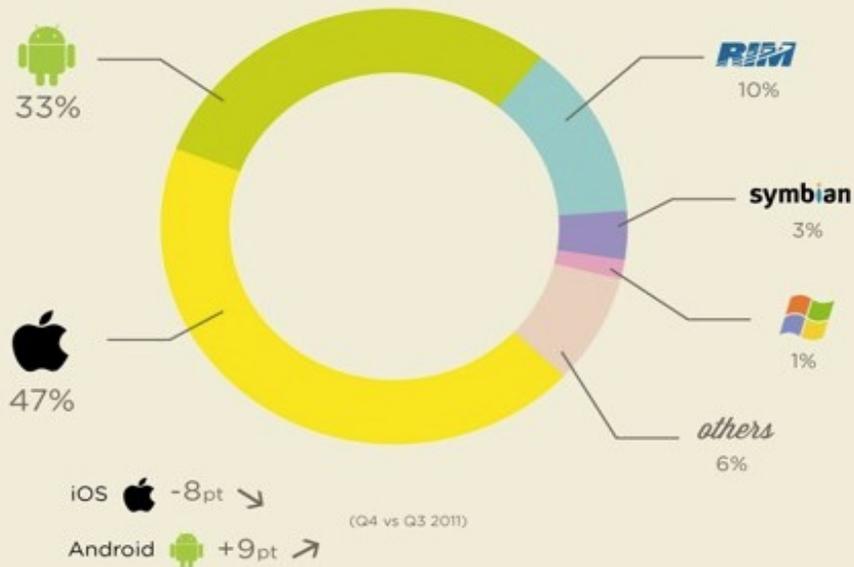
DAYPART COMPARISON OF MOBILE AND DESKTOP TRAFFIC *over a day*

“Usage peaks at 8pm on Mobile and 6pm on Desktop”



3. iOS AND ANDROID DOMINATE MOBILE USAGE AND CTR

MOBILE OS SHARE OF IMPRESSIONS IN Q4 2011



AVERAGE CTR FOR STANDARD BANNERS DELIVERED ON MOBILE SITES





MOBILE TRACKING SOLUTIONS

5 Tips For Mobile Advertising Success

According to the GSMA, the global mobile industry trade group, the number of mobile-connected devices will double from 6 billion in 2011 to 12 billion by 2020. Are you ready to take full advantage of this digital juggernaut? Here are five tips on how you can get the most out of your mobile advertising investments.

1. Look beyond click-through rates when evaluating mobile campaigns.

If you think mobile is just for direct response campaigns, you may be trapped in 2006. Mobile can drive tremendous brand engagement -- there's no reason to evaluate mobile campaign performance through the vantage point of CTR.

2. Be open to testing.

Don't pigeonhole your campaigns into narrow audiences or device types. Think your campaign will perform best on tablets as opposed to feature phones? That's fine. Test performance on tablets, but don't abandon feature phones. Campaign performance is, in many cases, situational. One device does not work universally better than another. While you may be convinced your campaign will resonate with a certain segment, experiment with targeting tactics, and choose a vendor that employs prospecting techniques to identify new, potentially lucrative audiences ("lookalikes"). The most successful brands are not afraid to innovate, iterate and learn.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

3. Leave all options on the table.

We often recommend that clients pixel every page of their site. It helps us determine which mobile campaigns led to an outcome and helps the client learn what elements are working best. It also gives the freedom to optimize against any metric you choose -- content downloads, click-to-calls, app downloads, Facebook likes, etc. Campaigns that have a lot of targeting parameters layered on top, pigeon-hole themselves into limited distribution.

4. Realize that one size doesn't fit all.

Display performance doesn't necessarily translate to mobile performance. We all know that running display creatives in mobile campaigns is a bad bet, due to disparities in screen size, but trying to mimic display tactics in mobile doesn't cut it, either. Sophisticated mobile DSPs have algorithms that work continuously in real time to find new audiences receptive to your brand, so why limit yourself with a single targeting parameter or creative concept? Let the platform decide what works best.

5. Incorporate mobile as part of a larger campaign strategy.

Mobile doesn't have to be a standalone channel; use mobile as part of a multichannel marketing approach to reach audiences. It should be a dedicated part of your integrated marketing mix. Mobile advertising efforts can tie in seamlessly with campaigns running across other marketing channels, digital or not: QR codes in print ads or billboards let users download apps or drive them to a WAP site.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

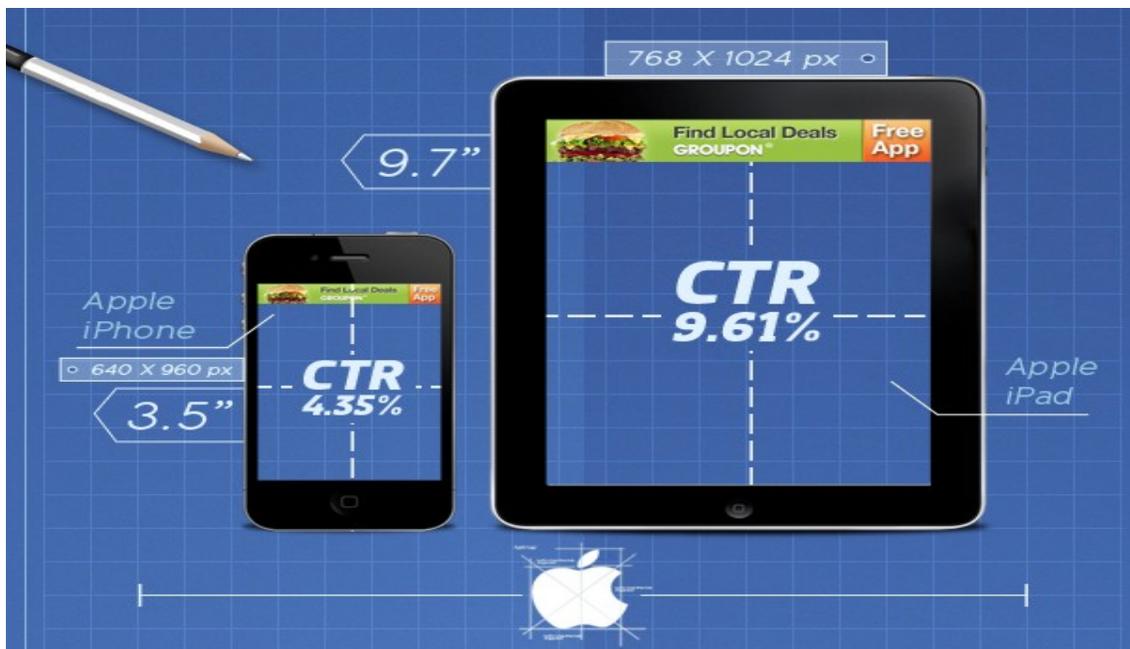
SKYPE - REVIVEMEDIA

PHONE - 620.803.2215

Understanding Click Through Rates On Phones And Tablets

Based on this information from Inneractive, screen size correlates directly to click-through rates (“CTR”). For instance, on the iPhone, Inneractive report an average CTR of 4.35%. That’s pretty good anyway — but when it comes to the iPad, the CTR doubles to 9.61%!

In the exploding world of mobile advertising, the name of the game is CTR (Click Through Rate). Developers are constantly looking for ways to increase CTR, but so are we as mobile marketers and advertisers. Here's a great look at some interesting data points on some top devices and well they perform CTR-wise.





MOBILE TRACKING SOLUTIONS

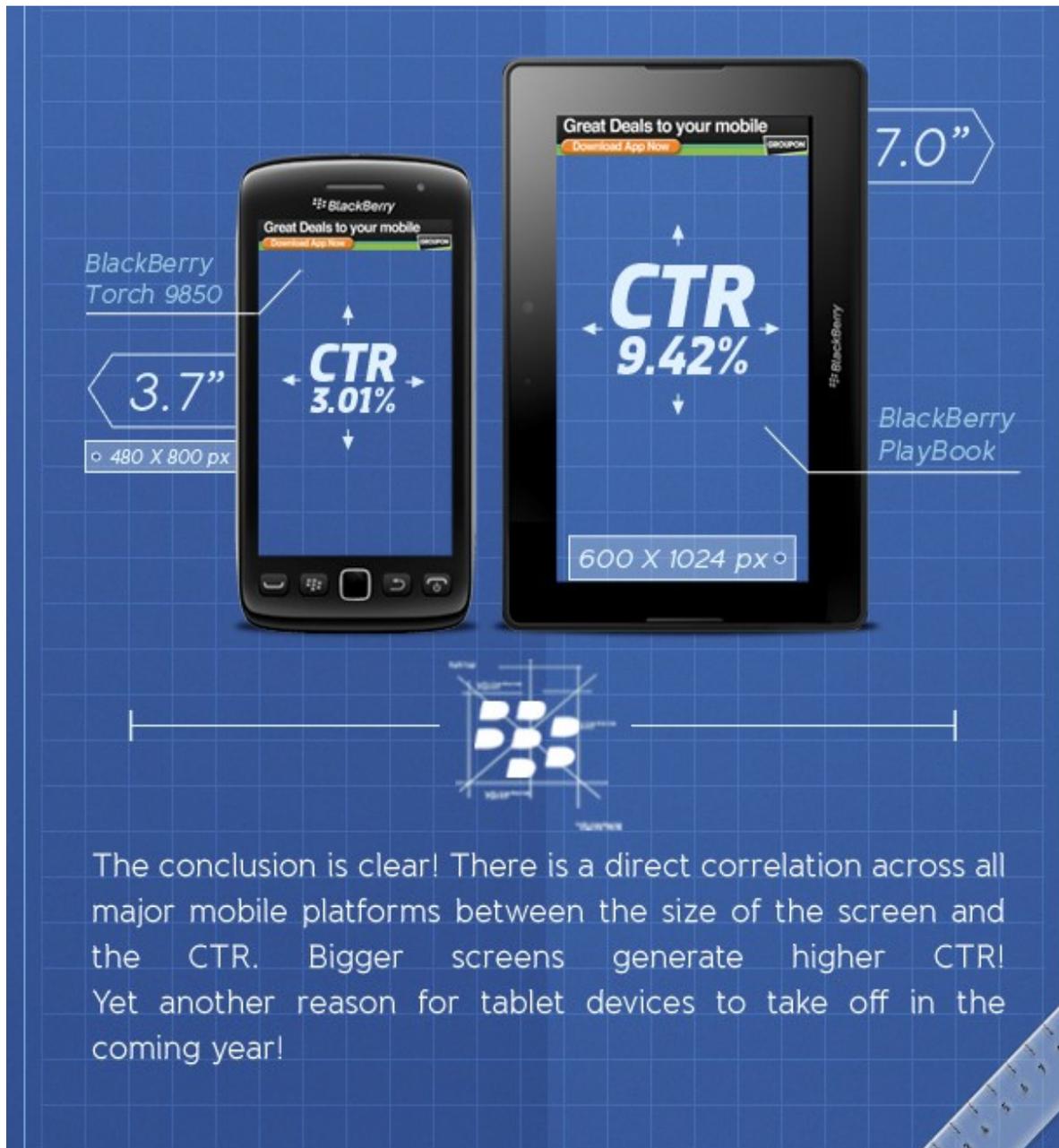


RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215





MOBILE TRACKING SOLUTIONS

11 Demographic Factors That Affect Your Mobile Marketing Strategy

As a mobile marketer, keeping track of demographic factors is very important because they are often the greatest determinants of consumers behavior. If you are not quite sure what demographic factors are, it's really pretty simple.

Demographic factors in [mobile marketing](#) consist of the data points that detail a population's inherent characteristics.

Here's an example – Targeting African-American or Hispanic consumers is not about tracking their heritage or skin color. Those are not really that important.

What is important – is knowing things like the fact that consumers from these ethnic groups tend to index higher in the use of all mobile services over other ethnicities, or that the types of phones they use are different from other ethnicities.

Here are 11 simple but crucial demographic factors to research and evaluate in your mobile marketing campaigns:

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

1. Gender: Male or Female
2. Age: Birth date or age range (such as 29-35)
3. Race / Ethnicity: Caucasian, African-American, Asian, Hispanic, Biracial, Multicultural, and so on
4. Religion – Catholic, Muslim, Atheist etc...
5. Occupation: To many options to list but it's consumers jobs
6. Marital Status: Single, Married, Divorced, Domestic Partnership and so on
7. Number of children: Zero, one, two, three...
8. Level of education: None, High school, Some college, College graduate, Doctorate, life experience, etc...
9. Income: Monetary range (such as \$25,000 – \$50,000 per year)
10. Nationality: American, French, British, Chinese, etc..
11. Geography: Residence, place of work, and so on.

© *iMobiTrax LLC 2012* | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

2 Crucial Tips On Creating Good Mobile Advertising Campaigns

1. Creatives:

Users will first see the content or creative for a mobile advertisement which entices them to click-through to visit your mobile website and download your mobile application or signup for your mobile alerts. The creative can be text or display advertising, video or animation. Regardless of the medium, the creative's goal is to get people to click on the ad.

In mobile advertising you have a limited amount of space in which to show your marketing messages. Also, ads are being displayed on very small screens, so complicated graphics or calls to action could make the ads less effective. Creative for mobile advertising should almost always be different than the content or creative for traditional web advertising.

If you are authoring text only creative it's a good idea to use common SMS and web abbreviations, (txt speak) to show your message. Using txt speak could also make your target audience feel like you are communicating with them on a more personal level.

If you are building banners or other mobile display ads, it's important to focus the graphic on your call to action. Mobile advertising is still new enough that many viewers could easily get confused by seeing a brand message from a company when they are on a different brand's site.



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

2. Landing Pages:

After you have made your message you need to figure out where the ad will link to on your website. If you're doing a basic branding campaign you can send users directly to the homepage of your site. If you are promoting a specific product, service or app the click should take the user directly to the page where they can purchase or interact with the offer.

Sometimes, it might be to your advantage to create multiple landing pages for your ads instead of landing the visitors on existing pages of your site. This way you can tailor the message specifically to the ad that the user was interested in. Your landing page should further promote the offer and explain how it can be redeemed. Landing pages should also be linked back to your mobile site so users can become more familiar with your mobile content after they take advantage of the offer.

Run tests before and after you launch a campaign to ensure that the ads are being displayed correctly and tracking good. It's also important to test your landing pages. As with testing a mobile website, it can be a pain in the ass to see if your ads will display properly across every browser, handset and carrier combination. If you find that your ads or landing pages aren't showing up correctly, alert your ad network to block the ads from being shown in those places until the landing pages or downloads have been fixed.

CLARITY IS KEY!



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

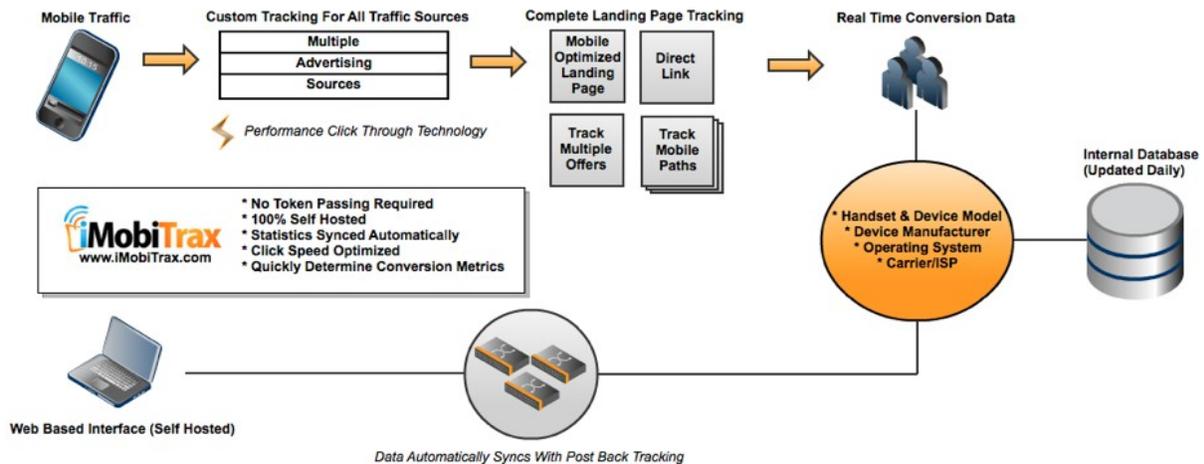
SKYPE - REVIVEMEDIA

PHONE - 620.803.2215



MOBILE TRACKING SOLUTIONS

“iMobiTrax is a revolutionary, self-hosted application designed specifically to track and optimize campaigns that target mobile devices. With iMobiTrax, merchants, agencies and affiliates will be able to quickly and accurately analyze click data from smart phones, feature phones and tablets, right down to the device, carrier and operating system. This will allow for incredibly accurate post-click optimization, resulting in higher ROIs and increased scalability.”



We invite you to check out just a few of the features iMobiTrax has to offer you

<https://www.imobitrax.com/features>

© iMobiTrax LLC 2012 | www.imobitrax.com



RALPH 'RUCK' RUCKMAN

RUCK@IMOBITRAX.COM

SKYPE - REVIVEMEDIA

PHONE - 620.803.2215