Programmatic Mobile

WHITE PAPER

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CONTENT

1. INTRODUCTION

Mobile is driving media consumption and usage and is therefore driving advertising spend, the 2016 IAB Europe AdEx Benchmark report reveals that mobile display grew by 52.9%. In the global landscape, emerging markets are developing as truly mobile first markets, for example Asia and Africa.

Mobile display was also the 'most' programmatic format according to the latest IAB Europe European Programmatic Market Sizing report. This white paper provides guidance around some of the key considerations in order to maximise a programmatic mobile strategy, and the areas to consider when approaching mobile both as part of an omnichannel strategy, and focusing on the key similarities and differentiators of the mobile programmatic landscape.

The white paper draws on the new and emerging trends in mobile opportunities, how these can be accessed programmatically and how to consider mobile as part of the overall programmatic mix. It also explores how the growth in mobile has impacted the planning and buying process, and how this will continue to evolve.

The white paper has been put together by a range of industry leaders and participants in the programmatic landscape.

2. WHY PROGRAMMATIC MOBILE?

All of the numbers suggest it, consumer behaviour illustrates it, mobile is today the consumer's first screen. However, the execution of programmatic mobile for those on both the buy and sell-sides is not as straightforward as it has been when all traffic was originating from desktops.
With a plethora of operating systems, browsers and app stores, it has taken the industry some time to understand the best ways to build and deploy campaigns for a mobile audience when the best practices around the management of reach, frequency and attribution have had to be learnt all over again for this new environment.

That said, many have mastered mobile and are now mining the tangible return on investment (ROI) this new level of engagement is affording them. Never before has there been a lean forward experience available to advertisers that provided so many rich signals such as location, connection type and handset that enabled them to inform their creative and targeting strategies to connect with their customers.

First it was display budget migrating from desktop to mobile to take advantage of the engagement opportunities made available to them via rich engaging HTML5 creatives, now it is TV budgets migrating to mobile as vertical video continues to illustrate its ability to deliver both viewability and addressability in ways linear TV is still trying to architect in the form of the OTT strategies.

What can mobile learn from desktop?
The biggest challenge in mobile today is growing its share of display budgets from other channels; time and time again it is noted that budgets are failing to follow the eyeballs. Mobile can learn from desktop that having a singular ID, be it probabilistic or deterministic, will facilitate the migration of budgets from TV and digital to mobile where consumers are engaged. Buy-side stakeholders note that a lack of common and persistent identification prohibits them from increasing their spend as they struggle to build and understand audience segments around transient users who migrate from mobile web, that supports third party cookies (excluding safari), to in-app environments that do not support cookies but pass another form of persistent identification in the form of the deterministic device ID.

Mobile also needs to improve its unified standards in areas such as viewability. It is important to note that mobile is a unique environment and requires bespoke standards that will mitigate ambiguity and expedite spend.

Mobile app developers can also learn about the value of context from desktop publishers. Audience data is often linked to fuelling programmatic buying in mobile but buyers are increasingly asking for context also.

Mobile can also learn that if frequency and targeting are not managed, e.g. by following guidelines such as the IAB LEAN Ads program mobile may experience levels of ad blocking adoption that desktop has seen over the last several years.

What can desktop learn from mobile?

Mobile has highlighted the importance of non-intrusive and highly relevant ads to mitigate ad blocking and increase consumer experience and advertiser ROI, this is an important learning for all advertising channels and platforms.

Mobile has also demonstrated new ways of tracking engagement, such as time-based viewing, costs per visit which can also be leveraged by desktop.
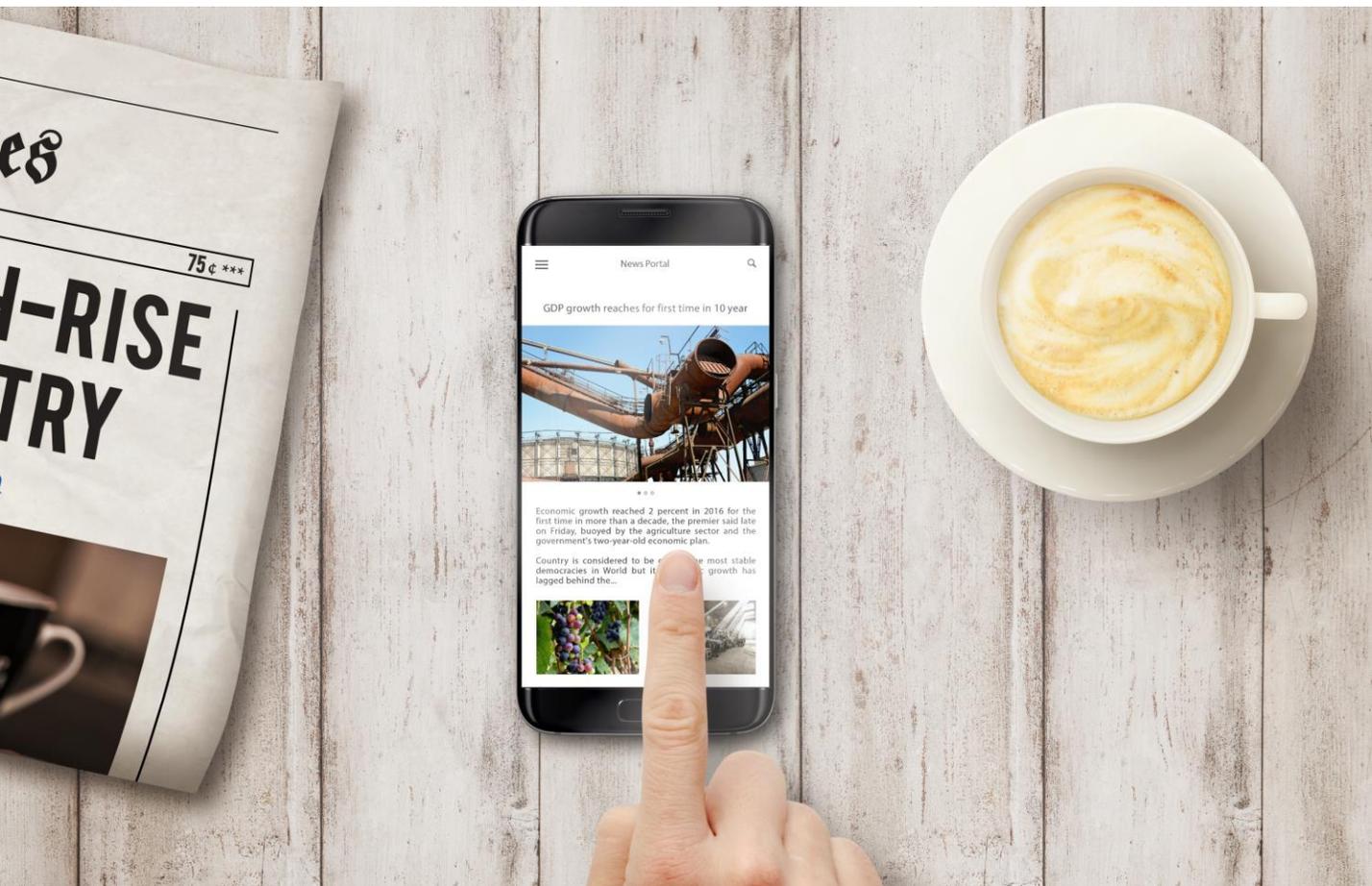
3. MOBILE ADVERTISING ENVIRONMENTS

Far from being a miniature desktop computer, the mobile experience is its own category with its own rules and best practices. The opportunity to drive brand awareness among mobile consumers is large since they're essentially available 24/7 and an advertiser can easily take over the entire screen to drive engagement. Re-targeting consumers to drive conversions is a little more complex since the tactics developed for the desktop environment using cookies doesn't translate well in the mobile environment. In fact, the many inconsistencies in how cookies work across mobile browser and app environments make them unreliable for targeting mobile consumers.

Another key difference is that mobile users switch frequently between different environments – from browsers to apps and back again – which not only makes it hard for advertisers to understand the impact of their campaigns, it can also create inconsistent consumer experiences. This can be overcome by having a universal ID, a combined profile of the audience using both cookies and mobile device IDs, to ensure advertisers can reach their audience no matter which environment or device they're using.

Mobile web

Most advertisers who are new to mobile initially focus on mobile web, mistakenly thinking it will perform just like a desktop environment. This is true for brand awareness campaigns where success is measured by reach and brand lift. Advertisers focused on driving actions quickly realise that using cost per acquisition (CPA) as a primary campaign measurement is much harder because Apple iOS Safari browsers don't support third party cookies by default. This can dramatically impact targeting and attribution, depending on the audience they're trying to reach.

Mobile websites may also have low viewability rates which may or may not accurately reflect how viewable the ad actually was. The Media Rating Council (MRC) definition for mobile viewability is the same as for desktop viewability (50% of the ad in view for 1 second), yet mobile users typically scroll quite quickly when visiting a mobile website. This may mean that ads which are slow to load, due to large file sizes or poor connection speeds, might not even be fully rendered before the consumer scrolls past the dedicated ad space. If an ad is well designed with a small footprint and a quick read, a lower viewability rate may actually be equivalent to a higher in-view rate on a desktop since the mobile web ad will fill the full screen before the reader scrolls down the page.

Responsive websites

Responsive websites maintain the integrity of the ad creative by resizing it to fit each screen. This ensures the ad appears exactly as designed – creating a good consumer experience and simplifying the content management process for the publisher.

This works reasonably well for desktops and tablets, since they often share similar page aspect ratios and a lot of content can be on the screen at the same time. For mobile phones, the experience may not be as good since it is difficult to know in advance where the ad will actually appear. For example, an ad that's designed to appear above the fold on a desktop page may be placed in a poorly visible spot at the very bottom of a mobile page, even though it's technically appearing at the end of the same content section. Expanding the bid-stream data to identify which ad opportunities are best suited for specific devices or channels will make advertising on responsive sites more predictable and ensure better consumer experiences.

Mobile app

Consumers in some markets spend the vast majority of their digital media time on a mobile device consuming content within a mobile app. This alone makes it imperative that advertisers figure out the best way to engage with their audiences when they're using a mobile app. Targeting mobile app audiences requires the use of a mobile device ID: a device-specific, unique, resettable ID specifically for advertising. This is referred to as an Identifier for Advertising (IDFA) for Apple smartphone and tablet users and a Google Advertising ID (AAID) for Android devices. Even though they have different names, all the features, encryption, and technical details apply to both advertising IDs.

Ads that appear inside a mobile app deliver a better consumer experience than mobile web ads since they load faster and are more responsive. This is important since mobile users are typically on task and not all that patient – especially if waiting for an ad to load is slowing down access to the primary content they're trying to view. In-app ads are also rendered after the consumer has loaded the specific app screen where the ad will play, making them more viewable than web ads.

One thing to note for in-app advertising is that brand safety technology is still being tested since apps cannot be crawled and indexed the way websites can. Measurement companies are fast at work developing solutions that will work with apps, although even once the technology has been developed it may take a long time to scale due to the nature of software development kit (SDK) implementation and consumer lethargy in uploading new app versions.

Even manual efforts to develop whitelists and blacklists to target specific apps can be very time consuming since the current naming structure is not consistent. Most ad exchanges gain access to app content through a reseller, since it would be extremely difficult to connect to the billions of apps on the market today. Consequently, the exchange-declared app name that's needed for targeting often doesn't exactly match the name used by the app stores.

As this section highlights, the mobile environment is more complex than the well established desktop environment, but getting it right means advertisers will be able to reach their target audience throughout the day along with the ability to deliver an outstanding consumer experience that will drive engagement. Taking the time to test and learn will help to develop mobile-specific practices that work for specific audiences and goals.

4. THE EVOLUTION OF PLANNING TEAMS

Further to consultation with some leading agency teams, it is clear that there is a significant evolution in the approach to mobile, and programmatic mobile within agencies. Historically mobile was treated as a silo, and bespoke agencies grew within the holding companies as well as outside.

More recently, mobile is planned agnostically, and as part of a omnichannel approach. Whilst there can still be specialist skills around optimisation, the silo of mobile has largely disappeared. Programmatic mobile has grown in specialist teams, but is now spread back across the overall programmatic activation function. It is worth noting that programmatic has been a paradigm shift in the overall planning approach..

There are some specific challenges around mobile planning and activation. As covered in some other sections of this white paper, the requirements around audience tracking, return on investment (ROI) measurement and tracking the whole path to purchase are distinct and complex in the mobile world. The growth of some dominant ecosystems and platforms has also created challenges with independent verification, but there is strong development in more open management. The dominance of such platforms in CEE and MENA regions can also see limited opportunities for buying outside of a single major platform. Single platforms can also bring some challenge with bespoke offerings and formats, increasing the complexity of multi-platform buying

It is also worth noting that mobile video is a fast growing area, and is often transacted as part of an overall video strategy, versus distinct mobile video strategies.

There are some areas of significant excitement ahead, especially in the development of hyperlocal activity, Virtual Reality (VR) and Augmented Reality (AR). This will provide an opportunity, supported by the adoption of HTML5 to engage in and develop mobile creativity, allowing more engaged and creative storytelling experiences that lean into the consumer and engage with services and value add.

The critical path is no longer to have mobile siloed or separated but driven forward as an important competent of a holistic strategy and plan.

5. USING MOBILE DATA EFFECTIVELY

Geo-data

A key differentiator that mobile offers with regards to data, relative to desktop, is geo. Desktop offers data on the location of the consumer's home or office, but this is a static measure, and importantly does not offer as much data that relates to behaviour. This is where mobile excels. Geo-data from mobile can give signals on behaviour, for example, where consumers like to shop, where they like to be entertained, where they like to travel and much more. Using this information, advertisers can create a geo-audience. By using geo-targeting, messages can be delivered to consumers based on these behavioural signals. This can be either based on an event, a travel route or a location known to attract a given audience. For example, a sports fashion brand targeting runners and spectators at the London Marathon, luxury fashion brands influencing shoppers in a shopping centre or a car rental company reaching travellers out of Heathrow Airport. By setting up and targeting these specific audiences, marketers can effectively create a new segment which can see a marked uplift in both their performance (direct-response) and brand campaigns.

However, to fully maximise the benefits geo-data presents, advertisers must take this audience in combination with all the other data attributes such as time of day, day of week, site context, search history, social media, creative and thousands of other data signals that help turn a 'geo-segment' into a 'geo-model'. Only by creating a model that includes simple but essential factors such as 'what is the best time to reach this geo-audience' or 'what category of site is the best context to reach them', can a buyer predict which message is most suited to the consumer and what time and context it is most likely to resonate with them. A key difference with mobile geo-data is the velocity in which it is produced. Consumers moving from place to place are naturally more dynamic than those using a static desktop. Therefore, to effectively reach their geo-audience, buyers need to be able to analyse all these data signals and optimise the model in real-time, to truly market in the moment and anticipate consumer preferences.

In-app data

Secondly, an invaluable benefit of mobile is the data that mobile apps offer, and how this can be utilised in relation to advertiser first party data. Mobile apps offer rich consumer data, due to the nature of the logged in environment. For example, a retail brand can collect a full history of purchases, abandoned carts, product views and much more, to gain a complete picture of the customer in terms of their preferences, behaviours and habits, further complementing the CRM data they already house. Importantly, recognising a consumer via an app is typically via a device ID, as opposed cookies. This means that the data collected can be over a longer period of time, ideal for customers with a longer purchase journey, or for products that are of a higher value and need longer consideration time. App data is therefore also a vital tool in determining the lifetime value of customers, which can be used to create a model of high-value customers.

This can be then used to reach new customers who show similar behaviour to their already valuable customers. In building a complete picture of consumers, buyers can deliver perfectly personalised messaging, both in-app and through mobile web, increasing the likelihood of a consumer responding to an ad. By predicting consumers' preferences and behaviours, buyers can drive favourability and trust in a brand, resulting in increased conversion lift.

Importance in customer journey

Finally, and crucially, the data that mobile provides is essential for marketers in closing the loop in the customer journey and creating a seamless conversation with them as they move from awareness through to conversion. Cross-device technology has allowed advertisers to speak to people, as opposed to siloed devices, and as mobile usage increases, so does its impact across the full customer journey. Research shows that 70% of digital consumers research products on their mobile when they are on the move and 76% of digital consumers use their mobile to purchase products and services. So, as they move back and forth between mobile and desktop, social, video, email and other digital communication, mobile data allows advertisers to predict the precise message that will resonate with each consumer, across all of their marketing channels, given the stage at which they are along the customer journey. Artificial intelligence is vital for this, connecting the dots in a customer journey as the move between devices in real-time cannot be computed manually.

IAB Europe's Using Data Effectively in Programmatic White Paper provides further guidance on the types of audience data available and how to use it more effectively.
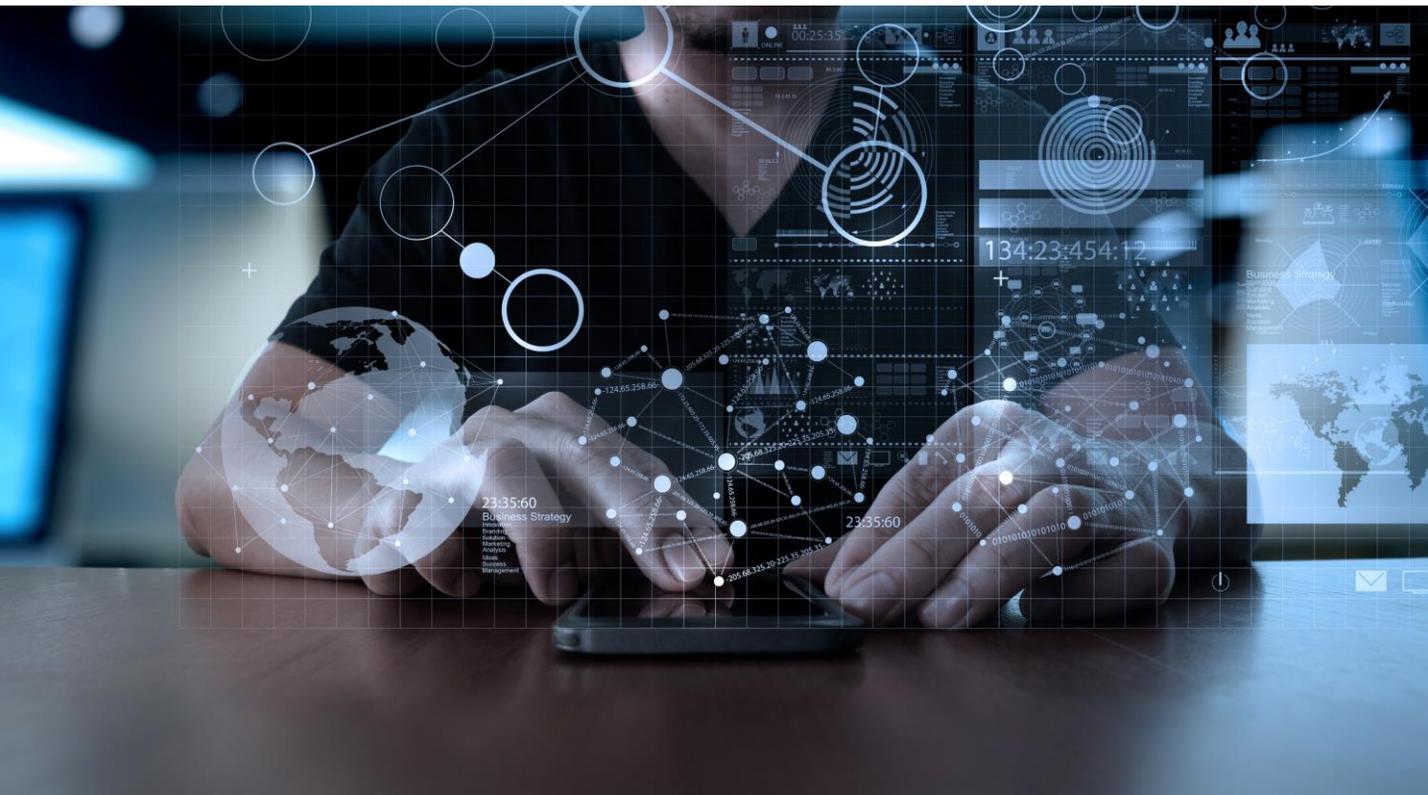
6. THE ATTRIBUTION CHALLENGE

Consumer journeys are increasingly complex – consumers are jumping across devices and moving between digital and offline worlds more quickly than ever. Research has found that four in five organisations use marketing attribution because of its crucial role in enabling them to make sense of the data generated by audiences.

In the past, attribution was a simpler proposition—the last click was the most widely used method to measure what led to a buying decision. This makes sense for search since the consumer behaviour is to click on links. However, with today's consumers using multiple devices, it is more challenging to gauge which touchpoints influence conversion. This is especially true with newer formats such as video ads, where the key objective isn't a click through. Consumers today can easily learn about products and brands without clicking on an ad. It is important to harness this information to understand the most effective channels, to optimise digital spend and drive return on investment (ROI).

Despite the increasingly crucial role that attribution plays, less than a third of organisations carry out attribution across the majority of their campaigns. This is partly due to the increasingly mobile-centric nature of consumers, with cookies not translating effectively to mobile. 81% of businesses agree that mobile presents a significant cross-device attribution challenge, reflecting the complex nature of campaigns today as marketers seek to relate the impact of digital to offline behaviour. While mobile is top of mind for marketers it is not the only touch point in a consumer journey. A consumer can engage with many marketing touch points before they convert and these all need to be captured.

Companies run an amalgamation of marketing activities, for example, online display ads, social campaigns, TV spots, PR & outdoor activities, re-targeting SEM, SEO, video and content marketing. Attribution helps marketers to identify which of the activities and channels are adding the most value, ultimately leading to the most conversions and delivering the most ROI, enabling buyers to make more informed decisions when allocating budget.

Data quality is more important than models

Marketers spend lots of time figuring out the right attribution model without thinking about improving the data that goes into the model.

Measuring all touch points used to be easy and accurate in a web only environment through cookies, touch points which happened in the same web browser could be easily tracked. However, in today's cross-everything world where most consumer behaviours are cross-browser, cross-device, cross-web and cross-app it is much more of a challenge. Attribution is only ever as good as the data used.

If measurement isn't cross-device then assumptions are made about consumer conversions, attributing more credit to other channels and potentially undervaluing the role of mobile media. If mobile is not measured correctly, i.e. via people-based cross-device measurement, the buyer may be misled into thinking someone purchased a product online without being exposed to media, when in reality that person engaged with multiple touch points before they converted. Correct data is essential to understanding how investment (including product, strategy and marketing) can work to grow to deliver impact for an advertiser.

Please see IAB Europe's Using Data Effectively in Programmatic White Paper for guidance on the types of audience data and how to use it.

Marketing technology stack and agency relationships

73% of European marketers think their marketing technology stack delivers effective attribution. This is partly due to the sheer man-hours and financial investment required for companies looking to build and refine capabilities in this area, it may be that organisations are simply accepting they might not have better options right now, and making do with what they have. Looking more closely at agency relationships, many agencies claim that their clients continue to rely on their media agency partners to help with attribution, while others look to independent attribution companies. It may be that clients view this with some scepticism as companies are 29% less likely to agree that's the case (24% versus 34% of agencies). When it comes to any potential biases, half of organisations are 'quite confident' that their agencies are impartial. However, there's still a significant minority (13%) who are 'not very confident' at all.

Training is key

Proving the value of marketing attribution requires clean data as well as accurate modelling and skilled analysts. This is a stumbling block for 57% of companies who say that they don't action the insights they get from attribution. A key reason is a lack of attribution skillset and knowledge within marketing teams. This is why many organisations rely on external partners and vendors for the end to end execution of marketing attribution. This does not replace the need for strong in-house knowledge in order to be able to review, interpret and then action the findings.

Technical challenges and solutions

Attribution models can be split into two broad categories: rules-based models vs. calculated (also referred to as statistical models). The former is typically based on assumptions (so can be biased), while the latter learns from historical data and dynamically defines the credit allocation. Many organisations are lagging behind when it comes to more complex models, with 48% still using last-click models. More worryingly, is the prevalence of the first-click model, which is a far less intuitive form of attribution. This is partly due to the complexity of the marketing technology landscape, in fact 72% of companies think that the perfect attribution model is impossible to achieve. Another third of companies blame disparate tech platforms and data sources for lack of progress with attribution. When it comes to the multi-channel consumer customer journey, companies need to unify both their data and their technology in order to develop insightful attribution models.

Measuring incrementally, enables marketers to measure success, by comparing metrics for an audience exposed to an ad, campaign, or channel, to the metrics for an audience not exposed to the ad, campaign, or channel. When the exposed group outperforms the control group, the difference in performance can be described as an incremental lift providing key insight for marketers. The incremental results can then be used to calibrate rules-based or statistical models to make sure that the attribution model reflects incrementality instead of just correlation.

Marketers are overwhelmed by so much data about consumer behaviour across devices and sessions that knowing where to start can feel impossible. One way that advertisers can overcome the challenge is through people-based marketing and measurement that matches anonymised data across all devices using deterministic data. Advertisers can reach consumers across multiple devices and channels to connect the dots and provide greater visibility on the consumer's exposure to advertising. This allows marketers to understand the whole consumer journey before attributing the correct value to each stage.

Advertisers need to understand what first party data sources they have available for attribution modelling and then decide what external data they require to build their optimal attribution model. Alternatively, they can work with third parties in the ecosystem that have people-based attribution capabilities who can build attribution models that will improve the accuracy of campaign planning and optimise budget allocation to reach the most engaged consumers. With consumer journeys online becoming increasingly complex, optimisation of budget allocation becomes even more important.

A good way to keep on top of the latest developments regarding regulation and self-regulation is via IAB Europe's Policy Committee and its various Task Forces, additional market specific information can be provided by the relevant national IABs and partners.

6.1 The user-centric view - what can we learn from cross-device data?

Most recent studies show an ongoing rise in mobile buying amongst European shoppers. More significant, however, is the clear data showing how much multi-device behaviour takes place in the course of a single shopping trip. The path to buying a single item may involve clicking on an ad, browsing options on a retail site, visiting other sites for comparison before finally returning to the original site to make a purchase. This complex path to a single transaction increasingly takes place on multiple devices, with an even greater number of transactions involving two or more devices.

This fragmentation is taking place in the context of a new, user-centric shift in marketing as a whole. Consumers now expect relevant, personalised advertising experiences. What's needed to align these two trends is 1), a unified, cross-device view of consumer behaviour in order to maintain a seamless and relevant experience across devices, channels and browsing sessions and 2), a measurement paradigm suited to that model.

Marketing for the new buying journey

A multi-device path to purchase means it's no longer enough to have a mobile-enabled website and slick app. They must now be coordinated to ensure all of the components of the campaign work together to create a unified experience for the customer. The customer will not discriminate but will pick up any device to continue a shopping where he or she left off. Advertisers want personalised chronology of ad messages, relevant product images, and offers to move consumers down the funnel to across devices.

The case for an open internet

As outlined in this section, proper attribution, encompassing a full picture of the customer journey, is vital in guiding optimisation decisions around budget allocation particularly on mobile. The key to cross-device visibility will be establishing more collaboration and transparency.

Old metrics no longer apply

Measurement is another aspect of the device- vs. people-centric analytics discussion that retailers must come to terms with. Older measurement models that look at activity per device provide only a partial view of a multi-device journey. Comparative data shows that without cross-device measurement, retail marketers risk miscalculating key metrics and return on investment (ROI) for one in three transactions. Outdated models significantly undervalue consumer engagement; obscure opportunities to optimise spend, and skew metrics significantly.

Research shows that applying cross-device measurement that aligns with a user-centric strategy typically reveal conversion rates 1.4x higher than would be recorded using a device-centric approach. Without accurately identifying each consumer at every touchpoint (which is the essence of cross-device measurement) retailers run the risk of underrating intent and underinvesting in high-potential users.

On top of recording more conversions, cross-device measurement also reveals more product views than conventional analytics suggest, showing more items are added and more transactions completed. It also reveals that the consumer journey is 41% longer than a single-device view would indicate.

The rewards of refocusing on people

Older measurement models designed for a linear journey cannot provide a complete picture of the new "pretzel-shaped" path to purchase, it requires new technology and models. When retailers align both customer experience and measurement strategy in line with the way people actually buy, they become more competitive online, optimise more efficiently and spend more effectively.

A cross-device perspective with people-based analytics is the only way to deliver a seamlessly personalised, relevant and consistent user experience that will differentiate. Reaching and measuring cross-device will give retailers a clear and accurate view of all their transactions and the business value delivered.

7. CREATIVITY CONSIDERATIONS

Finding the right format for consumers is a critical component in an effective programmatic strategy. Picking a format is part of a larger viewpoint in mobile when in consideration with user experience, data and content. There are many traditional formats that are the baseline for the current mobile market that revolve around variations with the traditional banner format. However, the choice of what creative to use with mobile ads should be viewed through the challenges between publisher and user experience.

Recently , a suite of changes hit the digital advertising market such as Google's decision to penalise interstitials, a New Ad Portfolio from the IAB Tech Lab, and a sharp increase in ad blocking rates on mobile.

Moving away from disruptive formats

Research shows that after accidentally clicking on a mobile ad:

68%
feel annoyed

45%
feel frustrated

22%
feel angry

This results in a bad brand experience for the users. The golden rule in mobile is to enhance, not disrupt, the user experience. Although dynamic creative might appear more likely to increase user engagement, sometimes the 'big impact' option can interrupt the user experience, leading to a less than desirable effect. For instance, formats such as interstitials and auto-play video not only pop up at inconvenient intervals but can also consume high levels of data, which often results in the consumer making a quick exit from the website. A solution is for publishers to seek to incorporate ads within the user experience.

A new era of ad formats

A new crop of mobile ad formats is emerging, particularly within the video sphere. Mobile video is big business and investment in building better, more appropriate ads has subsequently risen. For example, Facebook and YouTube, have both created micro-video ads designed to ensure ad length reflects mobile consumers' tendency to 'snack' on content by keeping disturbance to a minimum. YouTube has released six-second 'Bumper Ads' it describes as "little haikus of video ads" and Facebook is experimenting with 15-second ads during Live broadcasts that only appear after five minutes of streaming.

There have also been developments in technology, such as the parallax effect -inline ad showing piece of background during scroll action. In this way, ads are visible and engaging, but do not come between users and the content they have come to see.

But with mobile, the biggest challenge is data. The simple way to put is: serving the right content and the right time to the right person. When viewed through a technical lens, this can be described as:

- **Right Content:** based on the content, is a full screen interstitial, banner, rich media or native ad required?
- **Right Time:** reaching the audience at the right time, so if the content and demographic is prominent on someone using their mobile between 8PM-10PM and they are relaxing, what makes sense in that user story?
- **Right Person:** this is the critical piece, especially in a world of walled gardens.

It's important to understand the nature of the audience when thinking of the strategy of finding the right format. Native ads offer a simple, scalable solution if done right. IAB Europe defines native distribution ad formats as ad units used for the automated distribution of content at scale and that align to the style and format of the surrounding environment. The most typical or well known for mobile being the in-feed ad unit. . Taking into consideration the IAB Europe Native Advertising and Content Marketing White Paper, it is important to consider the following points for delivering native advertising on mobile:

- **Form:** How does the ad fit with the overall page design? Is it in the viewer's activity stream or not in-stream?
- **Function:** Does the ad function like the other elements on the page in which it is placed? Does it deliver the same type of content experience, e.g., a video on a video page or story among stories, or is it different?
- **Integration:** How well do the ad unit's behaviours align with those of the surrounding content? Are they the same, e.g., linking to an on-site story page, or are new ones introduced?
- **Disclosure:** Is the disclosure clear and prominent?

This is especially important for mobile because these elements should be considered with the critical goal: the user experience. A simple prism is outlined below:
- **Who** is the audience?
- **What** are they trying to achieve? e.g., what is the goal of the content?
- **Why** are they on the app/site? e.g., is it quick information or long form?
- **Where** do they use the app/site? e.g., is it transactional, entertainment etc?
- **When** do they use the app/site? e.g. what are the user stories with the your core audience? What does that tell you about their habits?

When this is thought through, the next step is to think about a native ad in the same way as a feature for a mobile site or app. The two most important pieces to remember is the combination of **form** and **frequency**.

With regards to form the native ad experience should work within the flow of interaction between the user and content. It is important to protect the key element of the interaction. Take for example, the popular feed experience and how two platforms, Facebook and WeChat, took two different routes. Where Facebook shows an ad for every ten posts in the news feed, WeChat went the other direction and shows one ad per day. While this seems like an extreme model on WeChat's behalf, they stuck to their core tenet of creating more value for the consumer, which they defined as: letting them complete functional tasks (ordering a cab, paying for dinner, sending money etc.) easily and effectively. This discipline enabled them to have a significant impact on their ad metrics. Take for example the effect this had on an ad for Airbnb:

"Despite restricting both ad load and limiting the conversation to only mutual friends, the Airbnb ad, received more than 1.8M views after it was shared, saw a 5x increase in click through rate, and drove a 600% increase in new sign-ups after it was shared by users."

The discipline is also a great example that less is more in mobile. Where a saturated ad experience can have more margin for error within desktop, the margin is much smaller in mobile. Protecting the content, consumer and interaction should be at the forefront of all creativity choices on mobile.

8. SUMMARY

This white paper has summarised some key areas to address when considering how to execute mobile successfully as part of an omnichannel strategy via programmatic, whilst maximising all of the opportunities that mobile offers. Mobile is part of a complex and evolving landscape, with new platforms and native formats driving differing engagement patterns. Even the time to engage is being changed via vertical formats, short form content and addressing how to engage with consumers is vital.

Despite some unique challenges to the format, both consumers and advertisers are driving the conversation via mobile , and the range of opportunities will continue to develop further.

Moving forwards, engage with experts in the industry and leverage the guidance and resources of IAB Europe and national IABs.

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ABOUT IAB Europe

IAB Europe **is the leading European-level industry association** for the online advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.

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