

# Reach people on the go with Mobile Advertising.

**KO** Websites  
creative web solutions

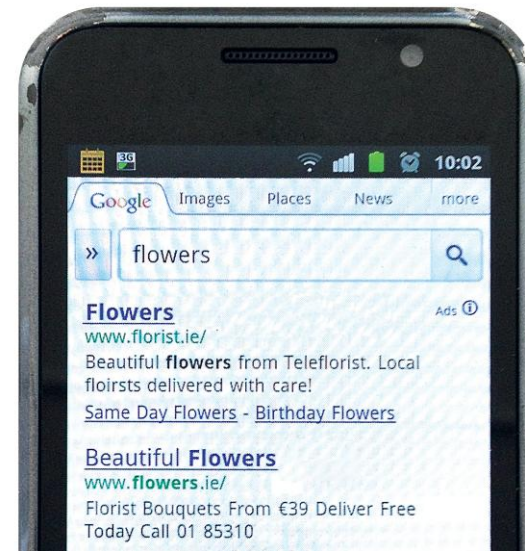
*Why Mobile Website Design?*

**YOU MAY BE LOSING 40%  
OF YOUR MARKET-SHARE  
TO MOBILE FRIENDLY  
WEBSITES!**



# What are Mobile Ads?

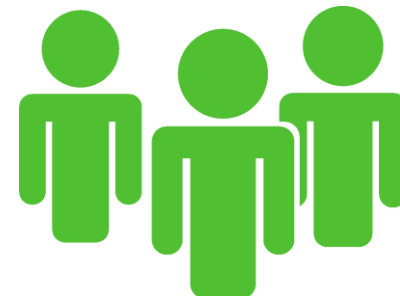
- Mobile ads are shown to people searching and browsing the internet on smartphones
- They have the potential to reach people wherever they access the internet on their phone



# Why use Mobile Ads?

- Reach a growing segment of the search market
- Reach people in the real world with location targeting – show people ads relevant to ‘where’ they are
- Up to **30%\*** of searches have local intent – increase footfall to bricks and mortar businesses

30%



# Why use Mobile Ads?

More and more people are buying smartphones and tablets



They are searching for your products



Be sure that you are there to meet them



# What are the benefits of using Mobile Ads?

1. After searching with a smartphone, 9 out of 10\* people take some form of action
1. After researching on a smartphone, 77%\*\* of people contacted a business
1. As a result of using a smartphone, 74%\*\*\* made a purchase
1. They offer a range of mobile extensions: sitelinks to drive people deeper into your site, ads for specific products, click-to-call ads, location extensions, offer ads to drive people to your company

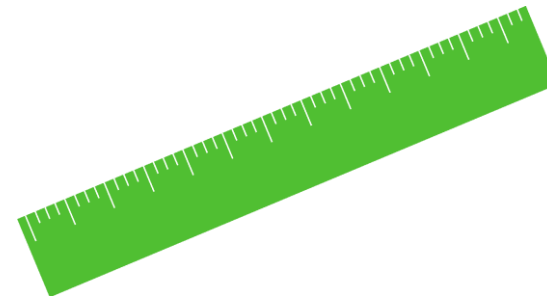


\*Source: Source: OTX Smartphone User Research, April 2011. \*\* Source: (1) Google internal data; (2) OTX Smartphone User Research, April 2011 .

\*\*\* Source: OTX MediaCT Survey, Q4 2010, 5,013 US online respondents

# Measuring the benefit of Mobile Ads.

- There are several ways to measure mobile ad effectiveness depending on the chosen ad extensions
- For example you can use: sales, sign-ups, number of calls, length of calls, conversions, downloads and more.



# Conclusion.

- Mobile ads are an important part of an online advertising strategy
  - it's the way we communicate today
- They are relevant, local and targeted
  - they help to reach your customers no matter where they are
- Strong calls to action is important so that people know what you want them to do
- Highly measurable performance
  - helping you to see how well it's working and ROI



# Thank you.

If you have any questions or would like help setting up Mobile Advertising please contact:

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