

ADDICTIVE MOBILITY 2013 YEAR END REVIEW

# MOBILE ADVERTISING 2013 FOCUS ON OPTIMIZATION



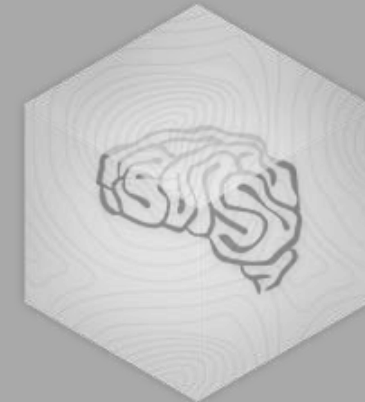
# FOREWORD

## The Age of Mobile Advertising Optimization is Upon Us.

For Addictive Mobility, 2013 was “The Year of Mobile Optimization.” Throughout 2013, the Addictive Mobility team noticed one trend that cut through all of the mobile advertising clutter - optimization and engagement have become essential to the mobile advertising landscape.

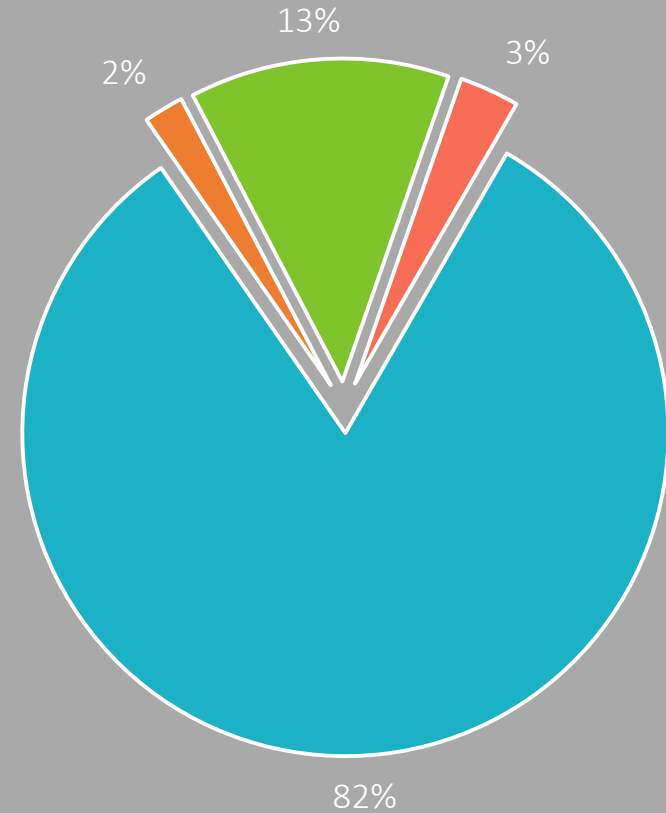
“The purpose of this review is to highlight some of the key findings we have seen throughout 2013. We believe that 2014 will be the year mobile becomes the ‘first screen’. With these insights we hope to equip our audience with how best to prepare for this eventuality.”

- Naveed Ahmad – CEO, Addictive Mobility



# POST CLICK INTERACTION IN DEPTH

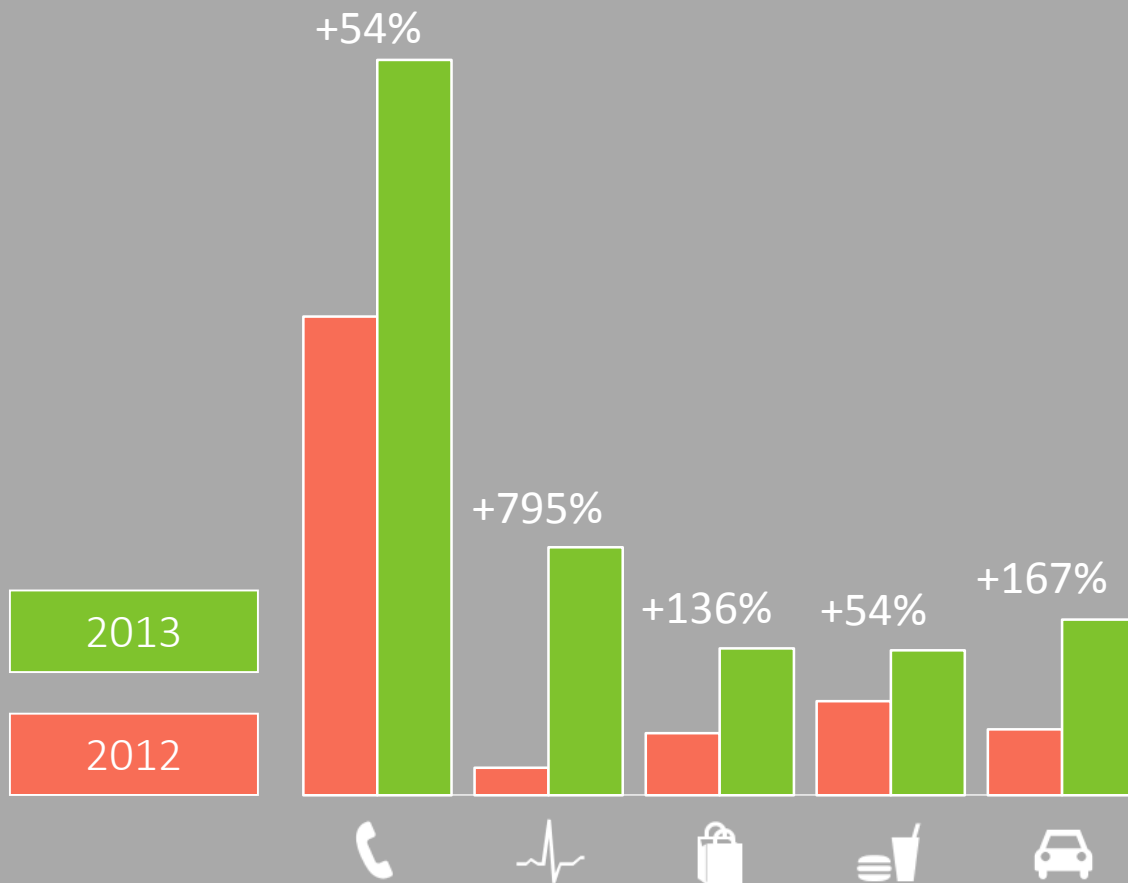
Although the methodology by which the calculation of mobile ad spend ROI is still up for debate, what is evident is that the user now controls how they interact with the brand on their mobile device.



Post Click Interactions

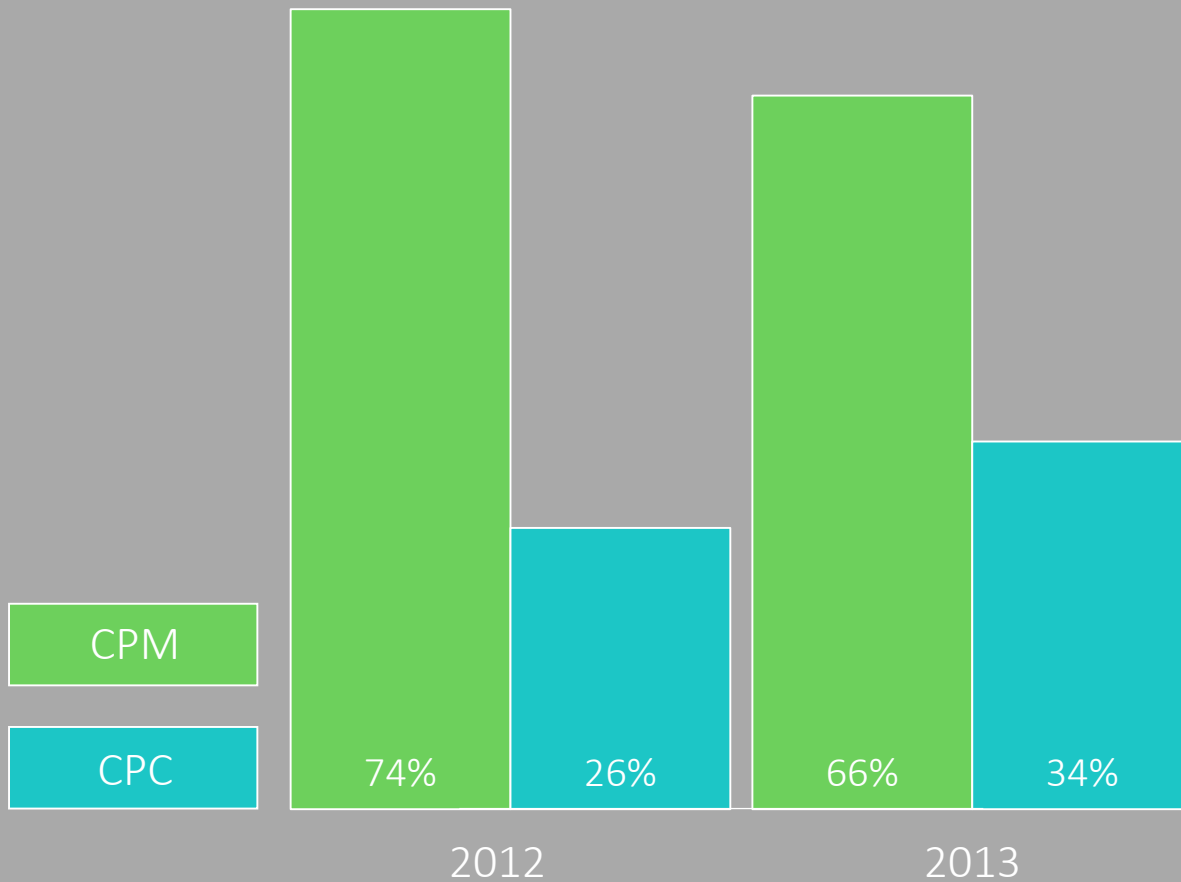


# TOP 5 GROWTH VERTICALS FOR MOBILE AD SPEND 2013



2013 saw a significant increase in specific verticals that were spending on mobile advertising, however many brands have yet to adopt a 'mobile first' strategy.

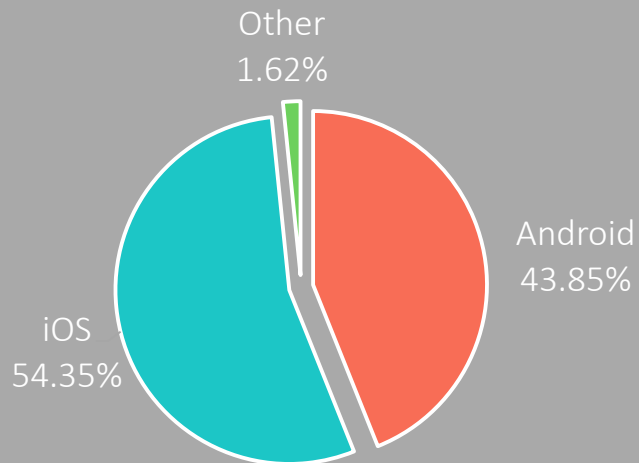
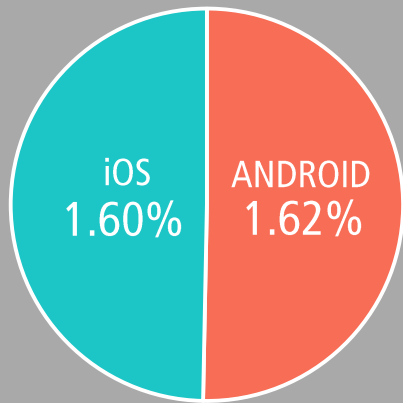
# MOBILE CPC CAMPAIGNS ARE ON THE RISE



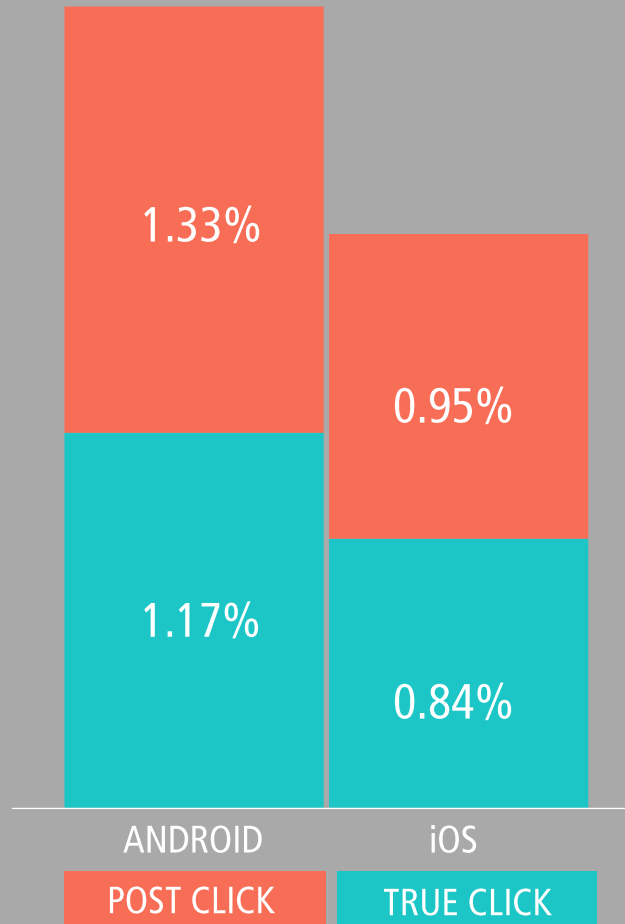
Throughout 2013 the subtle shift from brand awareness to brand engagement continued as more and more advertisers chose to traffic their campaigns using the CPC metric.

# ANDROID EDGES IOS IN POST CLICK PERFORMANCE

CLICK THROUGH RATE



TRUE CLICK & POST CLICK



In-app advertising is now clearly a two horse race (Android and iOS). Addictive Mobility data shows that Android performed slightly better than iOS in CTR, and post-click engagement.

1) <http://bit.ly/1bKQ130>  
2) <http://onforb.es/1bbfH9J>

\*True click refers to the ad loaded in its entirety and not solely a click

# CUTTING EDGE CREATIVE

The creative execution needs to focus on the user experience. Brands that focus on this, will create a memorable experience users will engage with.

## EDUCATE

Eye-catching creative and exclusive content resulted in extremely high CTR and post-click engagement.

4.5% CTR



Download the app today.



## ENTERTAIN

More than half of users who played the game chose to 'play again' which translated to longer engagement times.

+50% REPEAT PLAY

## ENGAGE

Addictive Mobility achieved a post-click download rate of over 14% which exceeded the client's campaign objectives.

14.16% POST-CLICK

# PERFORMANCE BREAK OUT BY COUNTRY

## USA

POST CLICK: 1.019%

DAILY UNIQUE USERS: 228.8 MM



## CANADA

POST CLICK: 1.266%

DAILY UNIQUE USERS: 16.4 MM

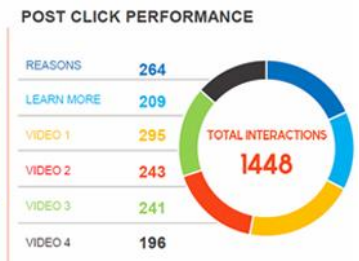
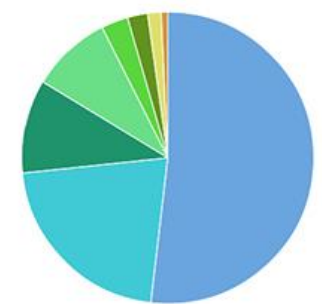
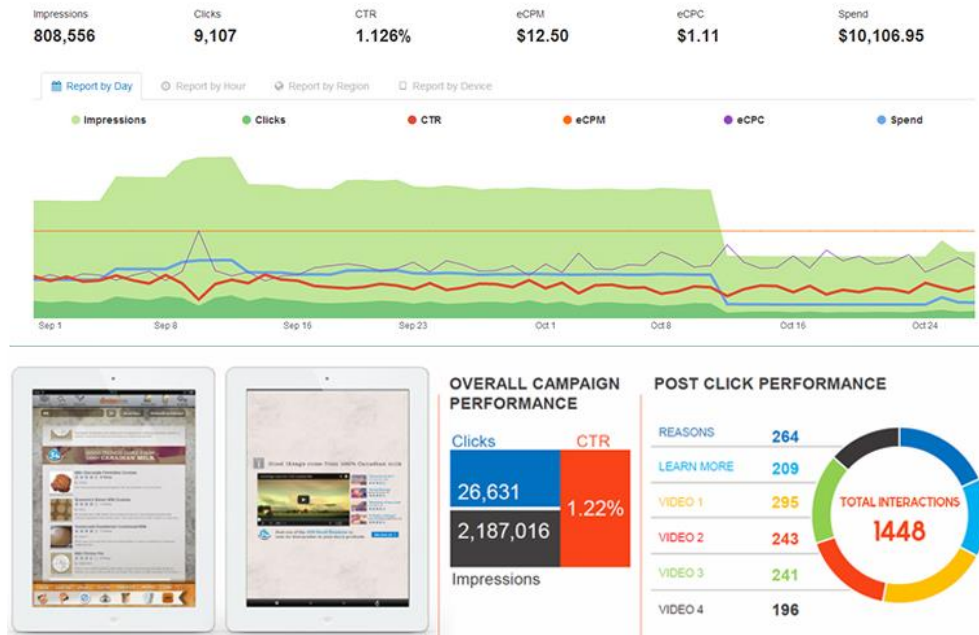


Mobile user behavior across North America is consistent with average CTR just above 1.00%. This is still significantly higher than online CTR. However, unique users number 10x in the US than in Canada.



# MANAGING MOBILE ROI

Brands and Agencies want 'Big Data' simplified. For Mobile Ad spend to continue its exponential growth, each campaign should have an array of reporting tools available so that there is a clear path to improve engagement and performance.



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# ABOUT ADDICTIVE MOBILITY

## About Addictive Mobility

Addictive Mobility is an international mobile advertising solutions company. We develop leading mobile ad tech solutions that focus on understanding the customer, engaging the customer and then providing the deep insights of that customer experience.

Headquartered in Toronto, Canada, we now also have offices in New York and Dubai.

## Reporting Methodology

All figures, unless otherwise stated are from Addictive Mobility.

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