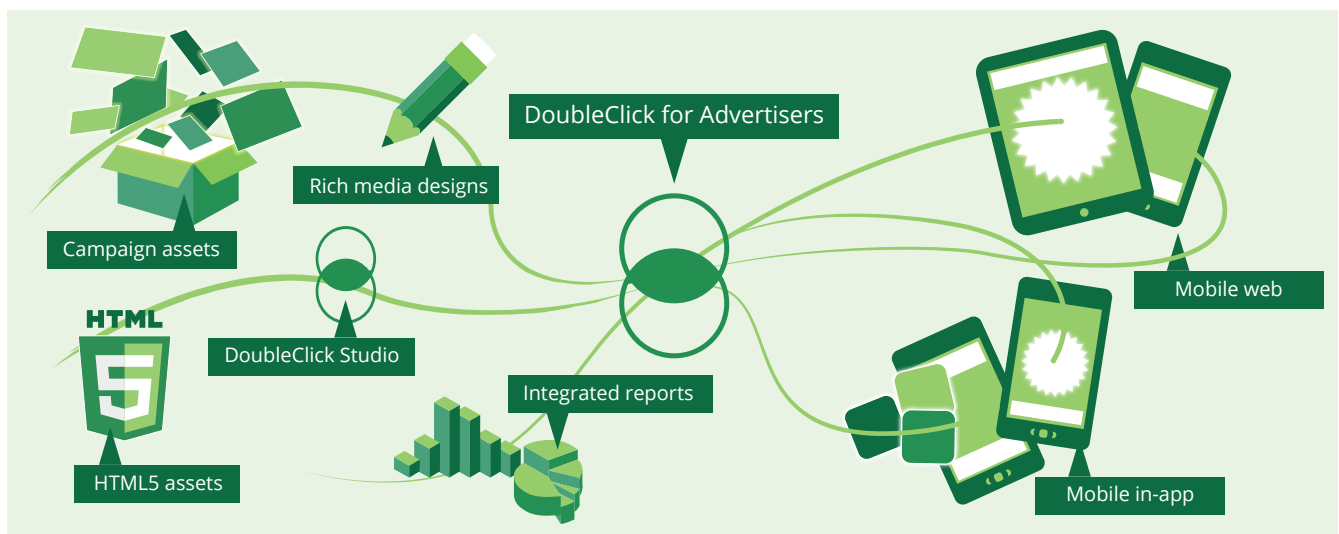


Effective mobile ads can generate everything from on-device conversions and purchases to leads, calls, downloads, in-store traffic and offline sales. With smartphone penetration at 45% in the UK, 38% in the U.S. and France, and 23% in Germany¹, mobile has earned its place in the marketing mix. Now is the time to surprise and delight audiences with engaging mobile rich media ads.



Overview

DoubleClick streamlines the workflow for building, trafficking, serving and measuring mobile rich media ads. The workflow can start in DoubleClick Studio, where creative agencies upload HTML5 assets to build and test mobile rich media creatives that are compatible with DoubleClick for Advertisers (DFA). Or, the workflow can start with our services team, who can build custom creative or assemble any one of eleven rich media designs ideal for showing your videos, retail locations or products. Either way, once your mobile rich media creative is in DFA, media agencies can traffic, serve and measure the creative as a mobile rich media ad.

Mobile Rich Media Definitions

The following definitions are important to mobile rich media:

mobile rich media ad: a mobile rich media creative that has been trafficked and served by an ad server and may include interactive user experiences such as swipe, tilt, 360° touch and rotate.

mobile rich media creative: a rich media creative that is built using the HTML5 standard in order to provide user experiences such as swipe, tilt, 360° touch and rotate while maintaining compatibility with smartphones and tablet devices.

HTML5: a markup language for structuring and presenting content, which is broadly supported by smartphones and tablet devices. It uses a combination of HTML, CSS and JavaScript to achieve many of the same interactive, video-rich features possible with Flash-based rich media without the use of proprietary technology.

HTML5 rich media ad: a rich media creative, built with HTML5, that has been trafficked and served by an ad server. The term is broader than a mobile rich media ad because it implies the ad will run on full web browsers on desktops and laptops, and may, like a mobile rich media ad, also run on smartphones and tablet devices.

¹ New research: Global surge in smartphone usage, UK sees biggest jump with 15% increase.

Benefits of Using DoubleClick Studio and DFA for Mobile Rich Media

1. Clients who already manage online campaigns with DoubleClick Studio and DFA can easily integrate mobile into their overall campaign management workflow.
2. Media teams gain access to interaction rate and clickthrough rate for their mobile rich media ads and can compare this to the interaction rate and clickthrough rate for their other ads.

DFA's Mobile Rich Media Capabilities

Third-party mobile rich media ad serving to AdMob

DFA is currently the only ad server certified to serve mobile rich media ads to mobile applications across the AdMob network. AdMob is the world's largest mobile network and receives 30 billion ad requests a month in the US².

Third-party mobile rich media ad serving to the mobile web

Serve mobile rich media ads to the mobile web using your existing DFA workflow. Mobile rich media creatives are trafficked and served using standard DFA ad tags to mobile and tablet websites (m.sites and t.sites). Please note that DFA mobile tags cannot be used for rich media at this time.

DoubleClick Studio's Mobile Rich Media Capabilities

Upload HTML5 assets to build mobile rich media creatives

Advanced ad designers and developers can upload HTML5 assets that they've coded to DoubleClick Studio in order to build and test mobile rich media creatives that can then be pushed to DFA.

Get Started

If you are interested in using DoubleClick for your mobile rich media campaigns, please reach out to your sales Account Executive to discuss options, pricing and support model. If you would like additional information, please review our Help Center available at <https://support.google.com/richmedia/>

² AdMob data, December 2011.

Using Mobile Rich Media with DoubleClick and AdMob Together

Run mobile rich media creatives without coding HTML5

Clients with little or no knowledge of HTML5 can still achieve beautiful mobile rich media creatives with minimal time and resources. Our service teams can build eleven different and amazing, full-featured rich media creatives that leverage touch interfaces and advanced mobile features such as the accelerometer. The eleven designs available include branded video, interactive video, spotlight showcase, 360° showcase, catalog gallery, scatter gallery, stack gallery, swipable gallery, slideshow, slideshow banner and locator designs.

Enhanced services

Depending on your AdMob spend minimums and your service level, the costs of your creative build and/or post-production services may be waived. Based on your service level, you may also have the advantage of a mobile project manager in addition to the services team you're accustomed to for your DFA campaigns.

Roadmap for Further Ad Network Integrations

Media teams will soon be able to serve mobile rich media ads to more mobile networks and rich media enabled m.sites at once, thereby improving scale. DoubleClick is adopting the MRAID standard and plans to integrate with several mobile ad networks who have adopted this standard for in-app ad serving.

Targeting Options

Mobile web campaigns trafficked in DFA offer the same targeting capabilities as all rich media campaigns served through standard ad tags.

AdMob offers the following targeting capabilities for placements across the mobile apps in their network:

- Country
- Carrier
- Device
- WiFi
- Demographic
- Content
- DMA (Designated Market Area)

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.