

DRIVING DEEPER ENGAGEMENT WITH CONSUMERS USING MOBILE VIDEO

Mobile device usage is one of the most popular and fastest-growing tech activities. As recent data shows that more than 50% of online video is viewed on smartphones, video is taking mobile engagement to a new level.

WHY MOBILE VIDEO?

MOBILE AND VIDEO ARE GROWING.

Mobile and video complement each other perfectly. From social networking to catching up on the news, some of the most popular activities on mobile involve video.

MOBILE CAN BE ENGAGED ANYWHERE AND EVERYWHERE.

Mobile advertisers can reach consumers wherever they are. This level of engagement allows you to deliver more tailored and consistent messaging.

MOBILE ENGAGEMENT ISN'T CONFINED TO THE WALLED GARDENS.

Only about 24% of daily time on mobile is spent in walled gardens like Facebook and YouTube. The additional 76% of time is spent on the open web and in applications where data can flow freely back to advertisers, opening the opportunity to leverage that data to deliver more strategic, contextual messaging to customers later in the consumer journey.

MOBILE CONVERTS VIEWERS TO CUSTOMERS.

Mobile video advertising is not only growing faster than other marketing mediums, it's also more effective. A recent study looked into a campaign for a food company. The use of video ads on mobile contributed to a 47% rise in brand awareness, compared to the desktop ads, which drove only a 29% increase.

MOBILE BY THE NUMBERS

78%

OF ALL MOBILE DATA TRAFFIC BY 2021

Mobile video viewing is expected to account for 78% of all mobile data traffic by 2021.

5.5

BILLION MOBILE USERS BY 2020

It's estimated that by 2020, there will be 5.5 billion mobile users — or 70% of the global population.

5

HOURS A DAY

People spend an average of five hours a day on their mobile phones.

MOBILE VIDEO BEST PRACTICES

Consider these best practices for your mobile video ads to drive deeper engagement and greater ROI from your video advertising investment.

1.



DON'T MAKE SOUND THE DEFAULT.

Mobile users are often out-and-about in public, and a loud ad could be embarrassing if it goes off in the wrong place.

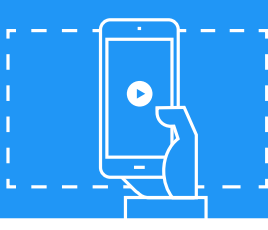
2.



CONSIDER MOBILE WEB AND MOBILE APPS IN YOUR STRATEGY.

The mobile web is great for building awareness with a broad audience while in-app advertising is useful for achieving deeper engagement from a specific set of users.

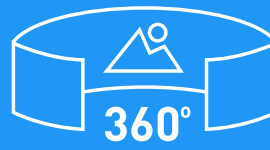
3.



CREATE VERTICAL VIDEO CONTENT.

Americans now spend 29% of their time watching vertical video on mobile, compared to just 5% in 2010. Shoot vertical assets and employ features like text overlays to tell your story.

4.



EMBRACE THE CREATIVITY OF 360 TECHNOLOGY.

It's far more engaging to do a virtual car tour than to see a flat ad for the car. 360 technology allows consumers to play with the content for hours. They could never do that with a traditional display ad.

5.



OFFER APP-LIKE EXPERIENCES.

Real estate on mobile devices has gone up, so marketers have more options to build engaging experiences into their ads.

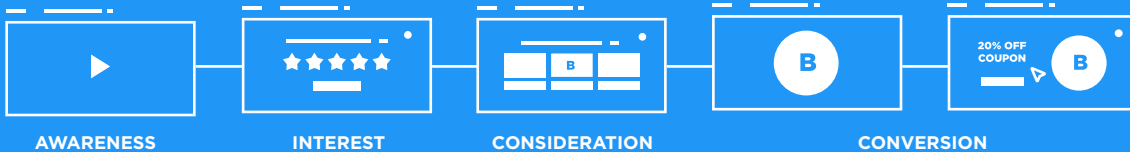
6.



INCORPORATE MOBILE COUPONING.

Mobile coupons show higher redemption rates than other types of coupons and can be integrated with mobile wallet solutions.

7.



ENGAGE USERS THROUGHOUT THE BUYER JOURNEY.

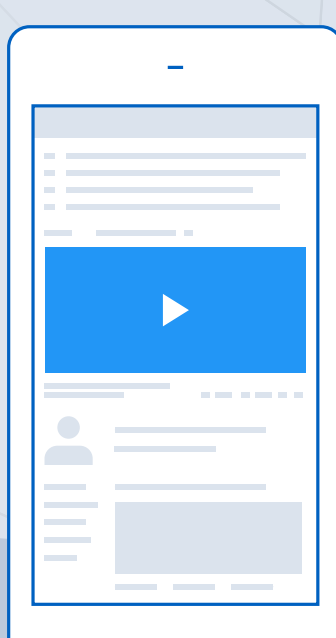
Video is often used just as an awareness tactic. Thanks to more advanced technology and enhanced targeting capabilities, brands can now engage consumers throughout the entire purchase cycle.

Looking to take your mobile video advertising to the next level?

NEW GUIDE

Connecting With Mobile Audiences Using Video Advertising

DOWNLOAD NOW



SOURCES

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