

BroadProximity

**Best Practices
Creating Better Mobile Ads**

Creatives

Types of Banners

- Static
- Rich Media (Script Tag)
- Video (VAST Tag)

Creative Benefits

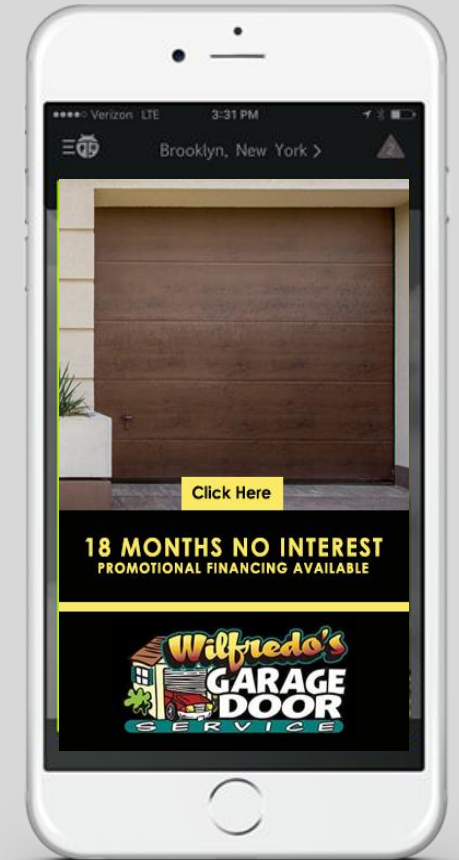
- Maximize campaign reach
- Increase awareness
- Drive Visits



320X50



300X250



320X480

Include Images

Studies show it only takes 13 milliseconds for our brains to process an image.

The right creative image can mean the difference between an ad that's overlooked and one that results in a store visit.



Image

Banners with product images improve CTR by 21%² and Visitation Rate by 46%²



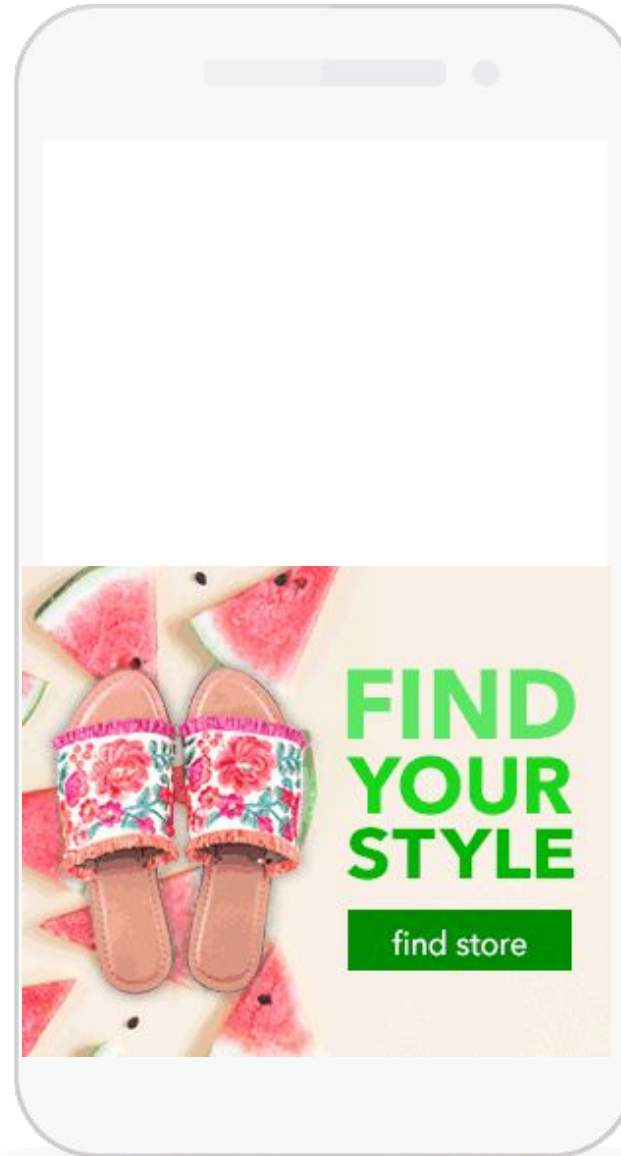
GIFs/Animation

Mobile ads are often simple in nature, but that doesn't mean they have to be boring-- simple animation can help your ad stand out.



Animation

Adding a subtle GIF animation improves CTR performance by 25%² and Visitation Rate by 2x²



Include Copy

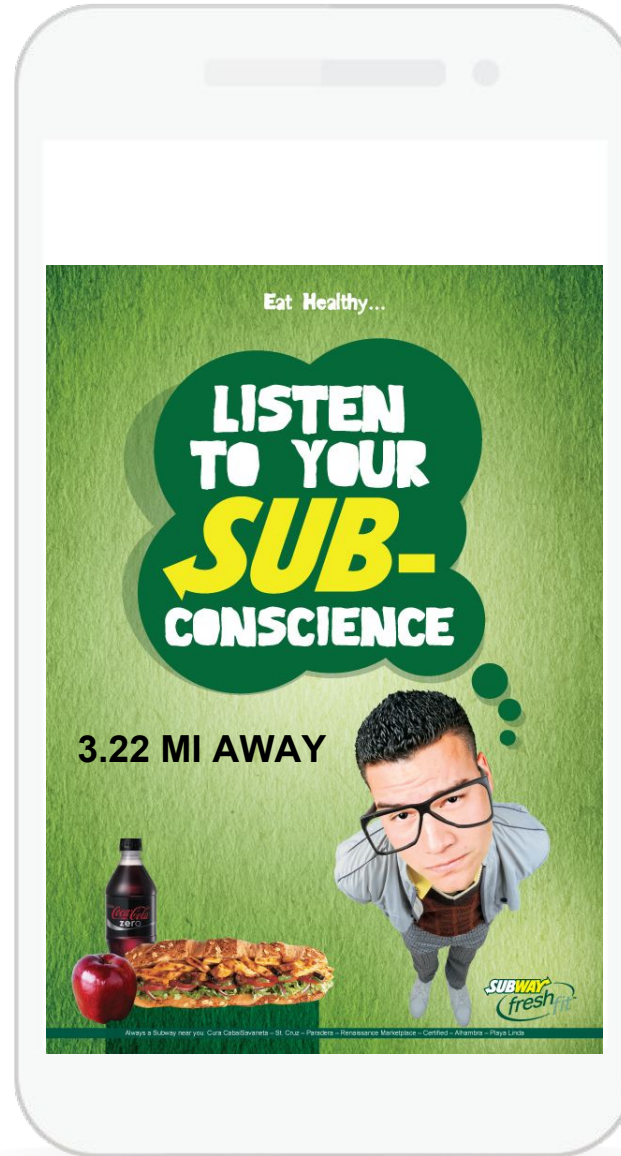
We all know the value of a strong call to action — yet not all mobile ads include this key component.

Depending on what you want the user's next move to be, you always need to encourage them to take an action.



Copy

Banners with less than 5 words improve CTR by 17%² and Visitation Rate by 31%²



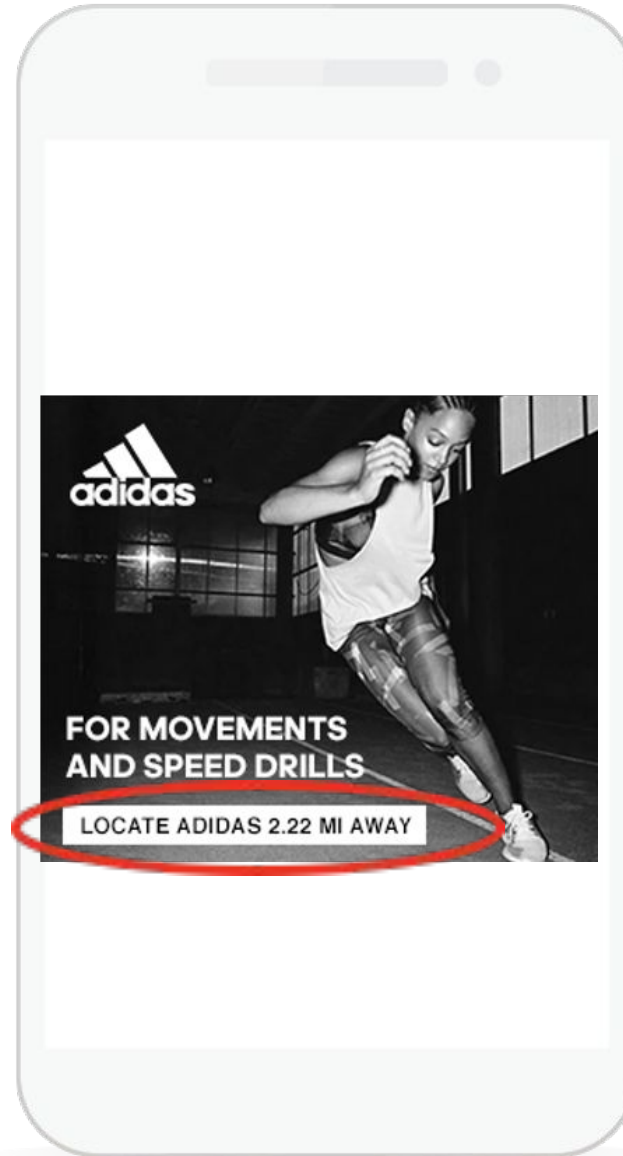
Dynamic Distance Overlay

Dynamic distance overlay is populated text on the ad creative that indicates how far the user is from the nearest business location.



Dynamic Distance

Including a dynamic distance overlay can increase Visitation Rate by 70%²



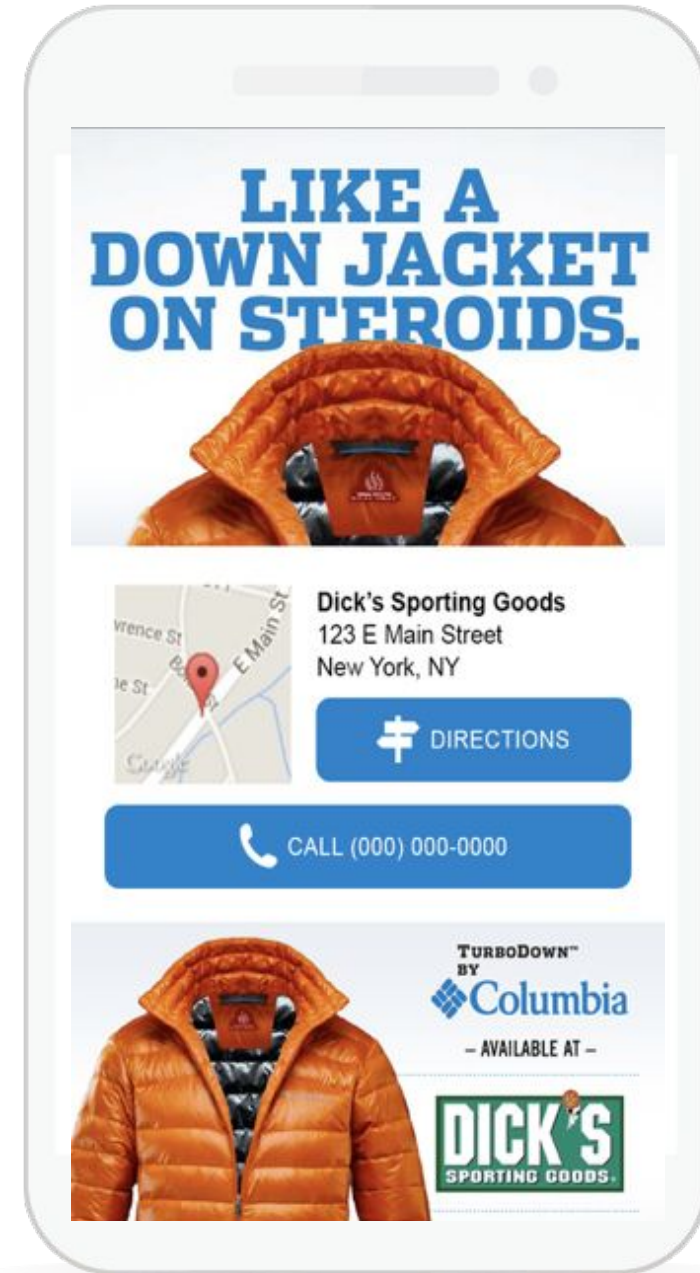
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Landing Pages

Landing Page

The landing page is mobile site that the user will view after clicking the ad creative.

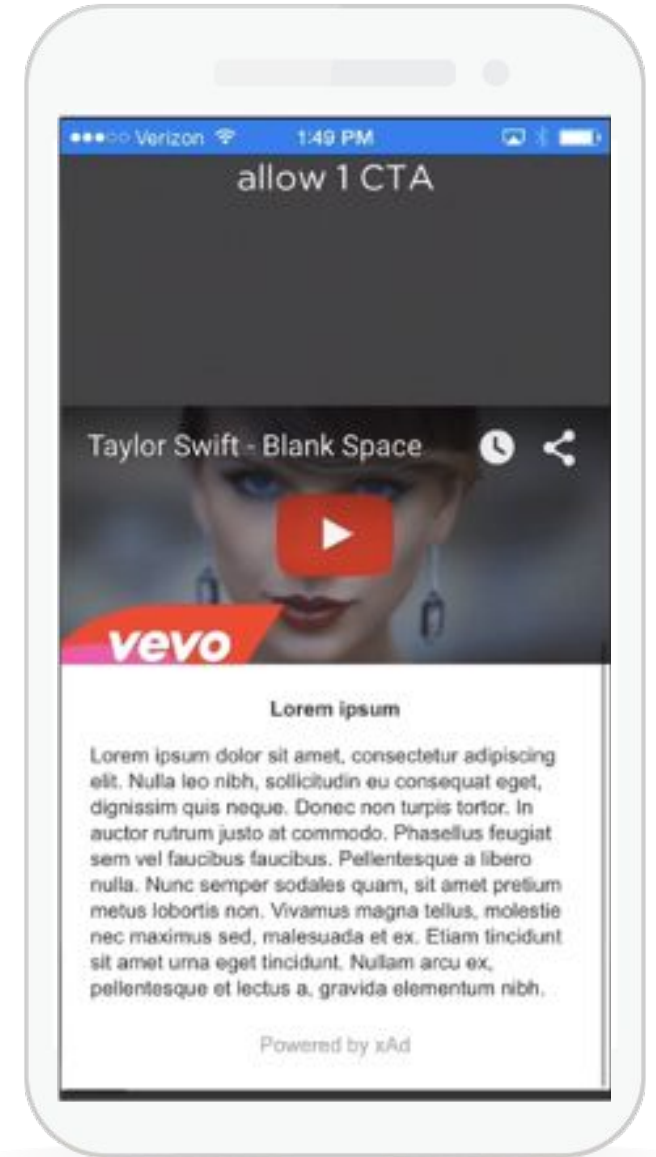
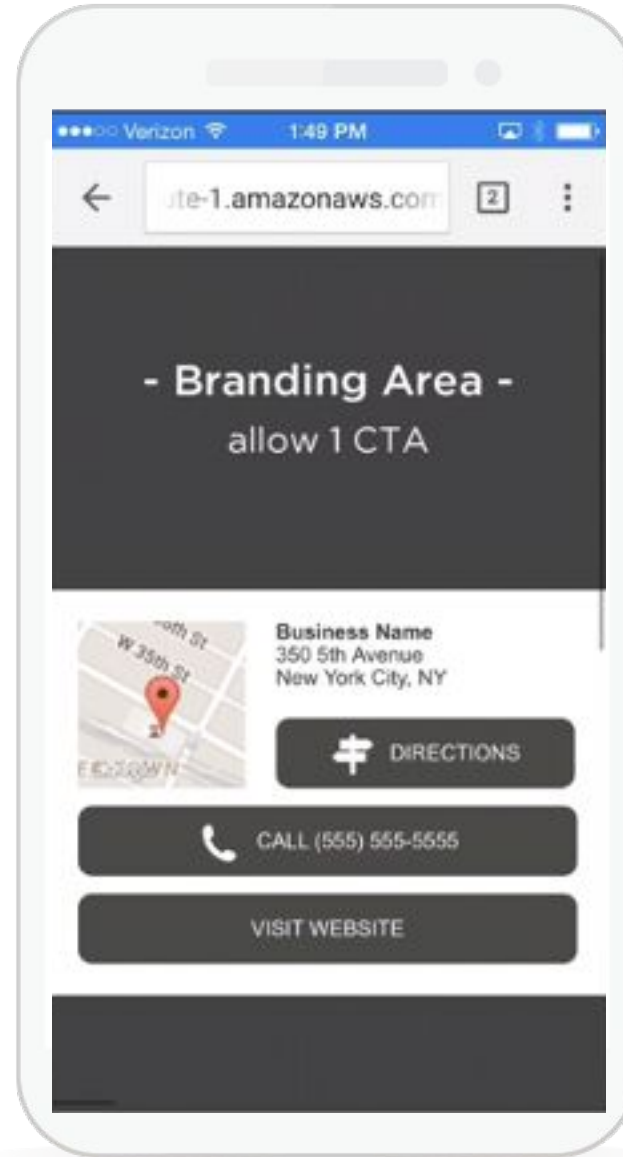
- Prompt user engagement with an easy-to-navigate mobile ad experience
- Drive traffic to brick-and-mortar locations
- Secondary actions are more telling of engagement than banner clicks
- Granular insights with SAR (secondary action rate) learnings



Landing Page Functions

The mobile landing page allows for the following touch points:

- Branding Area (Header)
- Directions to store
- Click to Call
- Click to Website
- Coupon Area (Footer Image)
- Video



Engaging Creative

It may be obvious but mobile creative is crucial to the success of your campaigns. Developing unique images and touch points are key to user action.

- Customized “Call To Action”
 - Directions
 - Visit Website
 - Shop Now
- Use All Options

