

AP BUZZ Release

Mobile Ad Budgets Coming from Print, Television and Digital Display

NEW YORK - October 15, 2014 - Advertisers are planning to increase their Mobile Advertising spend in the coming 12 months, according to a new Mobile Advertising Report released by [Advertiser Perceptions](#). The biggest single source of additional dollars will come from print budgets - cited by 41% of respondents - followed by an overall expansion of ad budgets (38%). Television advertising, at 34% of respondents will also take a hit, as will digital display ads (32%). Much more immune to budget poaching for increased Mobile Ad spending are social media, digital video and search.

The survey results reflect a desire to spend in relation to consumer technology preferences, as expressed by this advertising decision maker:

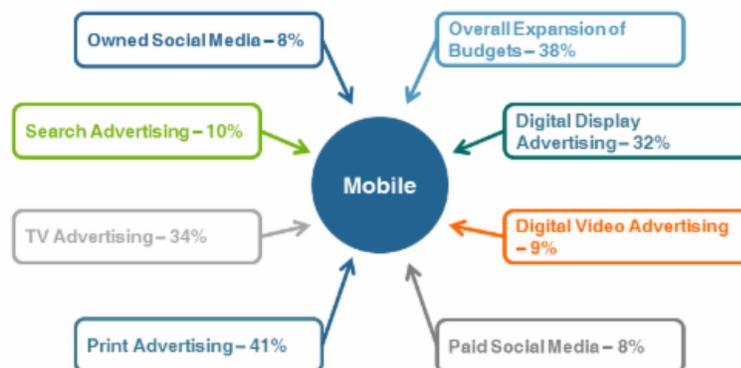
"More and more people are using mobile (tablets and smartphones) to connect, shop, read, view... so we are moving our ad spend more and more to mobile so we can reach users via the devices they are currently using to access content." - C-Level Marketer

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Increasing Mobile Ad Spend

Increases Coming From Expansion of Overall Advertising Budgets as Well as Cannibalization of Print, TV and Digital Display Budgets

Funding Sources of Increased Mobile Budget
(Percent of Respondents)



Q: Where will the funding come from for the increased mobile advertising spend? Base: Will be increasing spending on Mobile Advertising in Next 12 Months

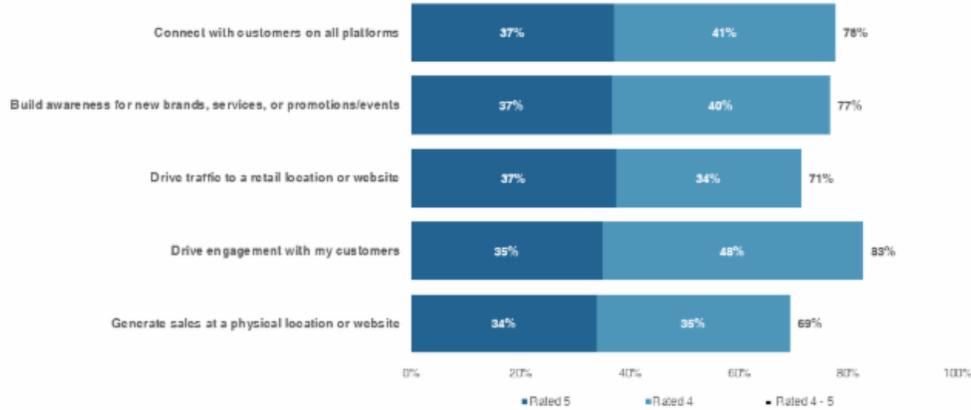
Reaching Customers on Preferred Platform, Awareness, Retail and Online Sales, and Customer Engagement Are the Top Four Reasons to Use Mobile Advertising

Among advertising decision makers surveyed, more than 75% indicate that connecting with buyers on multiple platforms, building awareness for new brands, services and events, and driving engagement with customers are important factors for choosing mobile advertising.

Reasons to Utilize Mobile Advertising

Reaching Customers on Preferred Platform, Awareness, Retail and Online Sales, and Customer Engagement Are the Top Five Reasons

Percent Rating 4 to 5 on a 5-Point Scale
(Sorted by 5 Rating)



Q: Please rate the importance of each of the following reasons to use mobile advertising. (Scale of 1 to 5, Where 1 = Not At All Important and 5 = Extremely Important) Base: Total Respondents



Mobile Advertising Study / Wave Two

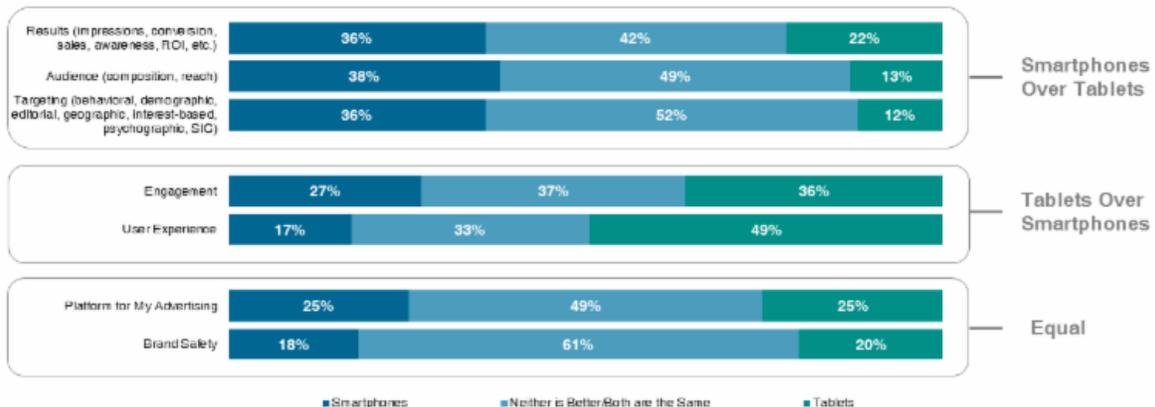
Smartphones Deliver Results, Audiences and Better Targeting Tablets Are Highly Regarded for User Engagement and Experience

The Mobile Advertising Report also shows that smartphones are preferred over tablets when it comes to delivering ad results. Smartphones are seen as the platform that delivers such benefits as impressions, conversion, sales, awareness and ROI. Tablets, meanwhile, are valued mostly for attributes like engagement and user experience.

Smartphones Versus Tablets on Delivering Advertising Benefits

Smartphones Deliver Results, Audiences and Better Targeting | Tablets Are Regarded for User Engagement and Experience

Mobile Platform Delivering Best Benefit
(Percent of Respondents)



Q: Thinking about smartphone and tablet advertising, which one of these mobile platforms provides the best...? Base: Total Respondents



Mobile Advertising Study / Wave Two

Three-Quarters of Agency Professionals Specify Mobile Media Brand Preferences... Google and Facebook Are Most Often Requested

Decision maker familiarity with Mobile Ad brands spans a fairly narrow band, with Google and Facebook seen as the predominant brands requested by Agencies. When asked what makes each mobile advertising brand stand out, respondents indicated...

Google

"Massive reach, data and tech innovation."

"Scalability, reach and engagement across platforms."

"Mirrors desktop experience w/ device-specific improvements (i.e. location)."

Facebook

"Their platform is made for mobile AND they have great targeting abilities."

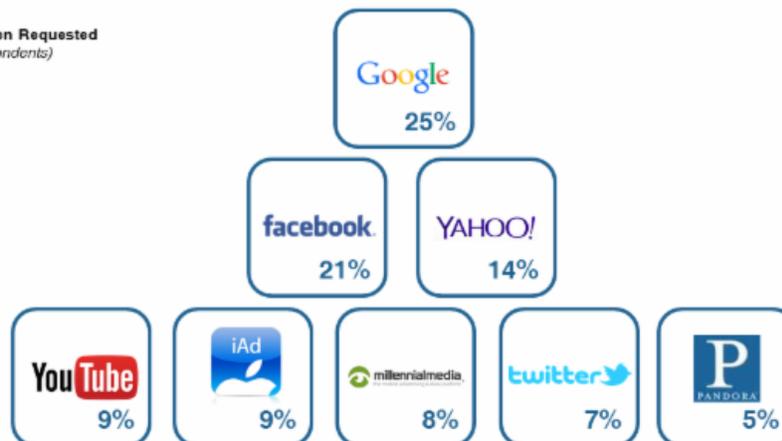
"It is on its way up in advertising and conversions to sales."

"Better research reports and analysis services."

Preferences of Mobile Advertising Brands Among Agency Clients

Three-Quarters of Agency Clients Specify Mobile Media Brand Preferences | Google, Facebook and Yahoo Are Most Often Requested

Brands Most Often Requested
(Percent of Respondents)



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Q: Thinking about media brand selection for your client's mobile advertising, does your client typically specify the brands they want to advertise with? Base: Agency Respondents
Q: Please name the 3 mobile advertising media brands that are most often requested by your client. Base: Agency Clients Always/Sometimes Specify Brands



Mobile Advertising Study / Wave Two

About the Mobile Advertising Report, Wave Two

In July of 2014, Advertiser Perceptions interviewed 300 agency and marketer decision makers online to gauge their optimism toward, and perceptions of, Mobile Advertising. All survey respondents represent large advertisers and are involved in recommending, specifying or approving spending for mobile advertising. Among the respondents, 59% were agency advertising decision makers and 41% were marketers. Overall, 45% of respondents were at the VP level or higher. Their decision making involvement spans mobile, digital, print and television.

About Advertiser Perceptions

Advertiser Perceptions, a Perceptions Group company, is the world leader in providing the media industry with research-based advertiser insight and guidance necessary for strengthening brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing and communicating what advertisers think - their plans, opinions and motivations.

Our proprietary database of media decision makers is one of the largest in the world. The

advertiser survey and questionnaire development process that we employ ensures optimal response. Singular focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients who represent many of the largest international media companies.

As always, if you would like a private press briefing regarding these, and other insights based on our media industry research, please contact me directly at your convenience...

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Best Regards,

Frank

Frank Papsadore

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