



## BEYOND BUFFERING: MAKING RICH MEDIA DELIVER

# 5 Proven Ways to Drive Mobile Marketing Results

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### In this report you will learn:

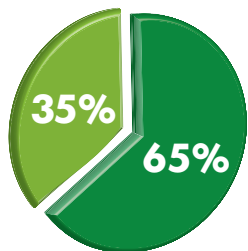
The trends that are making mobile a critical part of any digital marketing strategy, and 5 proven approaches with real examples and results.

- #1: Timing is Everything—Market During a Live Event
- #2: Take Advantage of the Latest and Greatest
- #3: Ads and Apps—Multiply Your Impact
- #4: Mobilize Your Site with a Universal URL
- #5: Use Rich Media Across Every Distribution Channel

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October 2010

# 5 Proven Ways to Drive Mobile Marketing Results



Among consumers aged 18 to 29, 65 percent already access the Internet on a mobile device.

“According to a June 2010 report by Dynamic Logic, video does the most of any online ad format to raise consumer purchase intent.”

If you’ve been ignoring mobile audiences, you can’t afford to any longer. More than 80 percent of Americans own mobile phones today, and more than 50 percent of those phones will be connected to the Internet by the end of 2011. The smartphone explosion means consumers are doing more online and accessing more rich media without turning to a PC. Among consumers aged 18 to 29, **65 percent** already access the Internet on a mobile device. It’s an audience you don’t want to miss.

For digital marketers, mobility represents both an opportunity and a threat. On the one hand, you can now reach audiences when and where it’s convenient for them, which makes consumers more likely to respond to your outreach. On the other hand, mobility may threaten more traditional marketing strategies, because it opens up a new front where consumers are engaging with—and making judgments on—your brand.

Imagine a retail outlet with steady in-store traffic, a successful website, regular online ad campaigns, and a well-managed email marketing program that has expanded the company’s audience and deepened relationships with existing customers. Now imagine that a quarter of its customers upgrade to new smartphones over the course of a year. If the company’s marketing content isn’t optimized for mobile access, the impact on its customer base will be profoundly negative. Ads that aren’t visible are wasted money, while rich-media website features and marketing emails that aren’t accessible or user-friendly can actually create negative brand impressions—turning consumers, directly or indirectly, to a competitor’s offerings.

To fill out the mobile landscape further, consider the importance of—and, more specifically, the increased return rates that stem from—using rich media in outreach efforts. Consumers enjoy rich media and are increasingly accessing multimedia content on their mobile devices. In the U.S., the time spent viewing video on a mobile device is already approaching the time spent viewing video online on a desktop computer. More importantly, rich media on any type of connected device has proven not only popular, but highly effective for marketing purposes. According to a June 2010 report by *Dynamic Logic*, video does the most of any online ad format to raise consumer purchase intent. It’s an increasingly valuable tool for improving online user engagement.

## Here’s What We Already Know is Working

Despite clear indications of the importance of mobile marketing, the industry has been slow to respond to new content consumption trends. While many have gotten on board with using rich media to market products and services, few have taken their efforts mobile. Marketers are more than a little gun-shy, given the complexity of mobile delivery and the fact that results data is still limited.

To ease concerns, we’re offering five recommendations for driving the highest results from your mobile outreach. In other words, here’s what we already know is working. These recommendations are based on real-world findings and illustrate proven strategies that successful companies are using to reach mobile audiences. They aren’t applicable to every campaign, but they do provide insight into effective mobile marketing techniques.

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**Start with these questions:**

- What major live events are on the horizon?
  - What major events track to your target audience?
  - Can you extend an upcoming campaign (holiday event, SuperBowl, etc.) to include mobile outreach?
  - If you've chosen an event for your mobile campaign, who is distributing it, and what mobile opportunities are they offering?
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NBCU sold out its entire mobile ad inventory early for the Vancouver Olympics

## #1: Timing is Everything—Market During a Live Event

One of the great benefits of the smartphone is user participation in events as they happen. Need a sports score? Election update? A peek at the latest gadget as it's launched online? Smartphones make it possible, drawing in audiences that might otherwise remain offline and disconnected. Because of this, live events offer a unique opportunity to target mobile audiences with rich-media advertising. As consumers turn to their phones on a regular basis for online content, there is no better way to capture a huge audience than to latch onto a compelling live event. Case in point: the 2010 Olympic Games in Vancouver.

If audience fragmentation is a concern, an event like the Olympics is an ideal channel for your mobile strategy. NBC Universal increased its mobile coverage of the Olympics significantly in 2010 through both its mobile site and a mobile iTunes app. It was a potential risk, but the network's optimism was quickly borne out. Mobile video views increased more than 600 percent over the Beijing Olympics in 2008, indicating that audiences were engaged with the events from their mobile devices in an entirely new way. Not only that, but a large number of advertisers recognized the burgeoning mobile opportunity, causing NBC to sell out of mobile ad inventory before the Olympic Games had even begun.

In addition to the audience draw of such a big event, the massive support levels involved in the Olympics provided smooth ground for testing a mobile campaign. NBC Universal, for example, made it easy for advertisers to create content once and have it distributed effectively and efficiently across a multitude of mobile devices. This multi-platform approach was likely the first opportunity many advertisers had had to reach audiences on a wide variety of mobile devices and mobile operating systems. If you're worried about having to create an ad that will work on the numerous smartphones and tablets now available, it helps to be able to turn over that technical complexity to a team of experts.

## #2: Take Advantage of the Latest and Greatest

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**Start with these questions:**

- Is your marketing content available across the hottest new mobile devices (iPad, Android tablets, new smartphones)? If not, why not?
  - How does the quality of your creative across different devices compare with the quality of your competitors' creative?
  - Are your interaction and click-through rates high enough? If not, can you diagnose the problems?
  - Can you use rich media to boost the effectiveness of your marketing campaigns?
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Although the goal of most advertising is to reach as many people as possible, you never want to sink to the lowest common denominator in your mobile campaigns. The Apple iPad provides a rich new landscape for digital marketing, with the opportunity to create visually stunning ads full of multimedia content. Because the iPad has such a large touch screen, it's also ripe for ads that support heavy user interaction. While not all iPad ads will translate well to other devices, early data shows that strong return rates can still make iPad-only advertising sufficiently worthwhile.

In one of the first in-browser rich-media ads for the iPad, the Syfy channel ran a one-day campaign with The New York Times in July 2010 for its show "Warehouse 13." Using HTML5, the ad incorporated multiple videos, along with information on the series, show characters, and actor bios. The click-through rate in one day was an impressive 2.92 percent, and the interaction rate jumped up to 8.62 percent. The heavy interaction might, in part, be attributed to the ad's entertainment value, a result of several touch-screen features combined with embedded video content. While the Syfy ad might be a novelty today, the growth of the tablet market as a whole suggests that the audience for these types of ads will increase rapidly.



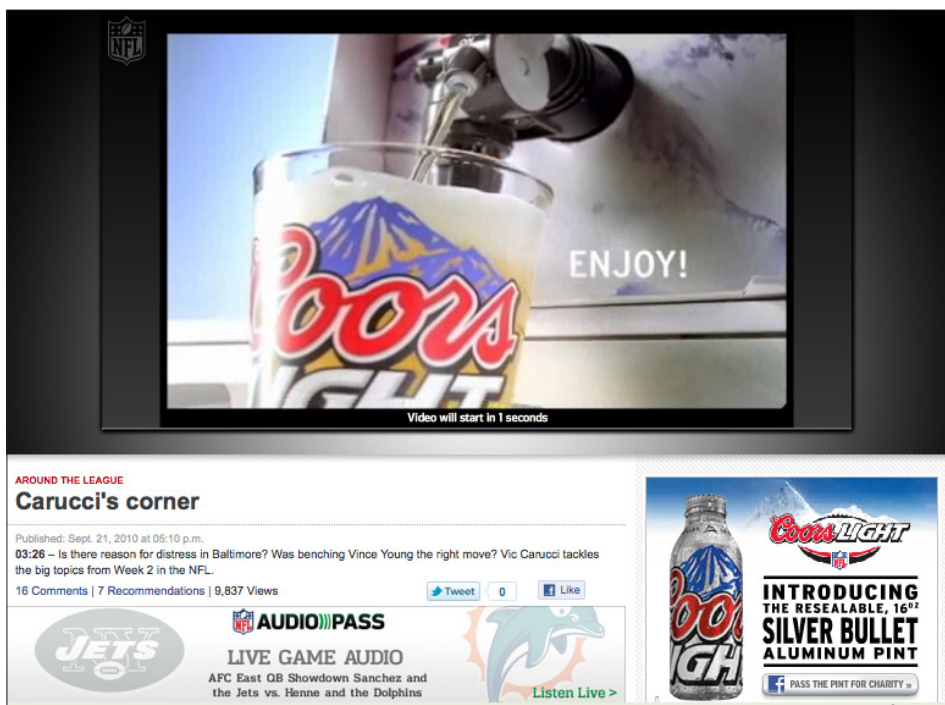
The Syfy Network's first rich-media ad for the iPad saw an 8.62 percent interaction rate.

**Start with these questions:**

- How can you bundle your online ad buys to get the best CPMs?
- Have you talked to content publishers about the bundling opportunities they can offer on the Internet and through mobile apps and sites?
- How can you combine display ads with audio and video inserts?
- Are there app sponsorships you would like to emulate?
- Can you propose a time-limited sponsorship for an app that is currently paid?

### #3: Ads and Apps—Multiply Your Impact

Advertisers have long known that repeating a message makes it more likely that a consumer will pay attention. However, most media formats don't provide an easy way to drive multiple impressions at the same time. The Internet is a different animal. Publishers often use external ad servers to serve multiple ad units on one page with different creative content. Typically sold as a bundle to advertisers, these associated companion ads tend to deliver more impressions at a lower cost. The rate of return—measured in cost per thousand, or CPMs—is higher.



Coors strengthened its recent Coors Lite campaign by purchasing a display ad right below an in-video placement.



Bundling banners with in-video ads increases CPMs

With mobile devices, screen space is often at a premium, making it harder to deliver multiple display ads on a single page. However, when the main page content is video, you can double up by buying a display ad along with an in-video advertisement. In fact, the latest mobile technology makes it possible for ad networks to recognize attributes of an in-video ad and sync it up with a companion banner ad. As with bundled display ads, Limelight Networks has found that this combination improves access to more targeted impressions—resulting in a stronger digital media campaign.

Another way to multiply your impressions is by branding an entire mobile app, rather than just inserting a single ad. MTV Networks, for example, has begun to experiment with app sponsorships. Its popular app The Word, with commentary from Stephen Colbert, is for sale in Apple's App Store for \$1.99, but Android phone users can get the same app for free, thanks to sponsorship by Vitamin Water. In return for its sponsorship, Vitamin Water gains an exclusive marketing position on The Word for Android users. The model harkens back to the early days of TV, when each show was supported primarily by a single sponsorship. Now in the early days of mobile apps and short-form programming, that same model can be offered at a much lower relative cost—delivering advertising that is at once dominant throughout a given content channel, yet targeted to an audience with specific content preferences.

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#### Start with these questions:

- How does your site perform across different mobile browsers and operating systems?
  - Are consumers staying to browse on your site when they access it from a mobile device?
  - How fast and efficient is your current system for publishing content for access from mobile devices?
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## #4: Mobilize Your Site with a Universal URL

Just as today's environment demands that your digital ad campaigns reach mobile audiences, it's equally critical that your website be accessible using mobile browsers. Google announced recently that its mobile search engine traffic grew a full 50 percent in the first half of 2010. Those searches mean that more and more consumers expect to have full access to online information, including rich media, even from the smaller screens they carry around in their pockets. Fortunately, the investment of publishing your site for a mobile audience doesn't have to be technically difficult or financially taxing.

The ability to create content once and distribute it everywhere is increasingly important, as "everywhere" includes an innumerable variety of handsets, tablets, netbooks, and other mobile computing devices. This is where the concept of a Universal URL becomes useful. For consumers, a Universal URL provides a single site address that displays the right content, automatically formatted for whatever device they're using at the time. For publishers, the service behind a Universal URL—like the one Limelight Networks provides through the REACH platform—masks the complexity of managing different screen sizes, resolutions, codecs, and media players of specific devices.

The nearly infinite number of variables to consider in mobile publishing is overwhelming in the extreme. As consumers turn to their mobile devices for more and more web content—and their expectations continue to escalate—you'll appreciate the benefits of handing off the complexity of mobile web delivery. The mobile Internet is about accessing content anywhere and anytime, on your own terms. In a word, it's personal. Despite the fractured mobile universe, your mobile website has to meet consumer expectations for a well-packaged, personal online experience.

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**Start with these questions:**

- Do you follow through on your online ad campaigns with direct digital marketing?
  - Are you using rich media across web, email, and SMS marketing?
  - Can you tweak your campaigns based on audience response across multiple platforms?
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## #5: Use Rich Media Across Every Distribution Channel

Rich media strengthens digital marketing efforts, extending far beyond ad campaigns and mobile websites to social media, email, and SMS. Here again, the Universal URL comes in handy. It's a way to lead consumers to a rich, dynamic online experience—not only across devices, but also across different outreach channels. Using one URL ensures continuity and allows you to extend your rich-media presence across new forms of communication.

For example, you can target individuals directly with a Universal URL using multimedia messaging. Web marketing firm Imavex, a Limelight Networks customer, now includes video in its suite of mobile marketing services. A number of car dealerships use the service to send mobile video to both existing and prospective customers. A mobile video acts like a video voicemail that a consumer can access at any time. Sending a video birthday message to a loyal customer strengthens that relationship. Likewise, sending a follow-up video after a customer test-drives a new car adds a personal touch that can make the difference between a purchase and a lost opportunity.

## A Richer Marketing Landscape

The marketing landscape has shifted dramatically in a few short years, with consumer expectations for mobile content skyrocketing. Mobile video audiences alone are expected to jump threefold between 2009 and 2014, and the combination of this growing user base and the rich-media capabilities of new mobile devices means a wealth of opportunities for digital media marketers. If there was ever a time to start integrating mobile outreach into your marketing strategy, this is it.

### About Limelight Networks:

Every day, Limelight helps marketers deliver engaging websites, rich-media content, and innovative advertising to Internet-connected consumers around the world. Our global platform and our deep expertise in high-performance online delivery can accommodate any combination of content, audience, user device, and project objective. So marketers and advertisers can create the ultimate user experience—on every screen, every time—without needing to worry about the technology that makes it possible.

For more information on mobilizing your digital marketing campaigns, visit [www.llnw.com](http://www.llnw.com) or call us at 866-544-4831.