



# MOBILE ADVERTISING

## Reach your target audiences on any Device. Anywhere

- **Extend your advertising reach** into the exciting world of mobile. Reach your target audience regardless what device they are on by incorporating a mobile advertising strategy.
- **Target users by** behavior, geography, content or even by a specific mobile device. No one can deny the world is transitioning towards a heavier usage of mobile devices. Luckily, we can handle all your mobile
- **There are several different ways** to buy mobile inventory using our platform. The procedures are similar to display advertising, but they vary slightly depending on how you want to buy.
- There are two types of mobile inventory available: **in-app** and **device-optimized** web sites. In-App involves applications that are installed on mobile phones and tablets, (i.e., Angry Birds), whereas Device-Optimized websites are websites that are optimized for viewing and interaction in browsers on mobile phones and tablets.



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