

Mobile Ads

Introduction

Q: The path to conversion on mobile is different from desktop why?

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A: Screen size,
functionality, and context.

Q: According to a Nielsen study, customers purchased what percentage within an hour of mobile searches with initiated them?

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A: 50%

Q: According to a Nielsen study, customers purchased what percentage within an hour of mobile searches with initiated them?

G: “According to the study, 50% of purchase-related conversions happened within an hour of the mobile searches that initiated them.” –
mobileplaybook.com

Q: What time of day is mobile usage the highest?

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A: Evening hours when people are at home.

Q: What time of day is mobile usage the highest?

G: “App usage peaks at 8pm” – Localytics

Q: When understanding the full value of mobile to your marketing campaign what must you take into account?

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A: Calls, store visits, app downloads, cross device conversion, mobile conversion, etc.

Q: 50% of purchase related conversions occur how many hours after a mobile search?

Q: 50% of purchase related conversions occur how many hours after a mobile search?

A: One hour.

Q: 50% of purchase related conversions occur how many hours after a mobile search?

G: “According to the study, 50% of purchase-related conversions happened within an hour of the mobile searches that initiated them.” –
mobileplaybook.com

Q: Does mobile present a more targeted marketing message?

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A: Yes.

Q: Why does Mobile present a more targeted message?

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A: The advertiser has an understanding of context such as time, location and proximity of the customer.

Q: An advertiser can use AdWords mobile offering to do what?

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A: Advertise their app, engage users who already downloaded the app, and track conversions once a user downloads the app.

Q: An advertiser would not use AdWords for mobile for what?

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A: To build a website...
it doesn't do this.

Q: What are apps more
greater towards?

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greater towards?

A: Apps are more geared towards
retention, loyalty, and engagement
than acquisition.

Q: Is having a large touch large important for mobile sites?

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A: Yes due to lack of precision from touch screens.

Q: What can you use a mobile specific display URL for?

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A: You can indicate that you have a mobile friendly landing page.

Q: Should mobile websites be stripped down versions of desktop sites?

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A: No. Bad idea.

Q: What are keys to
mobile optimized sites?

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A: They should offer a mobile friendly experience including easy navigation, quick to load images, and streamlined text.

Q: Should you build your app before your mobile site?

Q: Should you build your app before your mobile site?

A: Generally no.

Q: Will visitors to your mobile optimized site be at the same point of the conversion funnel as visitors to a desktop site?

Q: Will visitors to your mobile optimized site be at the same point of the conversion funnel as visitors to a desktop site?

A: No.