

MOBILE ADVERTISING MATURES



Mobile advertising is continuously growing as more people use smart phones and depend on their mobile phones for just about every source of entertainment. As mobile advertising grows and matures, it seems to be undergoing the same evolution that online advertising once went through as well. However, it seems that mobile advertising is going through such an evolution at an accelerate rate, much faster than online advertising. One of the recent developments has been a launch of private advertisement exchanges which help publishers work with some of the top brand advertisers and create an arena in which both parties are able to do business with one another. Medialets, a mobile media advertising firm, is launching Medialets Private Marketplace, which is a platform that allows advertisers to plan out and buy from the collection of top publishers off of the Midealets' services instead of having to go toward the traditional advertising networks instead. This marketplace was designed with convenience in mind because it makes it easier for those who buy ads to purchase certain impressions and know exactly where their advertisements will be placed. In the meantime, publishers will have the opportunity to sell much more of their inventory, aside from direct sales and they will still have control over which brands they plan to buy. The publishers will be able to set a specific price for impression and make sure they are associated with some of the top quality brands. At least 40 premium publishers are already signed up on Medialets Private Marketplace with plans of selling inventory. The CEO of Medialets, Eric Litman, has said, "The intent is this helps publisher hold onto the value of their inventory better because inventory is fully transparent to buyers. Advertisers know they're buying on one publication as opposed to another, and it allows publications to distinguish themselves rather than being aggregated." During the month of December, Nexage managed to launch a private advertisement exchange for mobile which is supposed to help the premium publishers with selling inventory and selecting certain brand advertisers. Because private mobile advertisement exchanges are taking place, it shows that mobile advertising is definitely maturing and growing. Online advertising tools are being easily utilized for mobile advertising as well. While mobile advertising is maturing, there is still a lot of maturing and growing that will need to take place. A lot of media buyers need to realize that mobile is a great place to put their money, especially if they want to be successful. The market is growing at such a fast pace, media buyers will simply miss out if they do not take the opportunity to reach consumers via certain forms of technology that they always seem to have on them.

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