

ZUMOBI CREATES NEW PLATFORM



The Zumobi Company is known for being a leader of mobile media. And, the company recently made an announcement that they have created the Zumobi Brand Integration (ZBi) platform. The platform will be used as advancement for rich media advertising, enabling all sorts of new experiences for mobile phones. The platform was developed by publishers and is made specifically for publishers. Zumobi relied heavily on its experience with publishing to create the ZBi platform, which will allow them to provide a better brand experience for consumers, also increasing the interactions that the consumers make with their mobile devices as well as tablets. The CEO of Zumobi, Ken Willner, believes that while it is challenging to push advertisements into apps on mobile devices and tablets, the company has mastered this process in an efficient manner that will work well for the brand advertisers and will also be accepted by the consumers. Willner says that the company relied more on a holistic approach for the platform which actually allows the company to prevent publishers from having to deal with such a hassle while also helping advertisers create experiences for specific brands so that the consumers are actually engaged with the advertisements and can interact with them as well. The advertisements will be content instead of just advertisements that consumers tend to skip over or pay no mind to. Many experts have estimated that the mobile advertisement market will earn nearly \$2.6 billion in 2012 alone. Because of this, a lot of publishers are looking for a way to connect with the consumers in an effective manner. This can be a challenge for many publishers. However, that is where the ZBi platform comes into play. ZBi will help these publishers to create specific campaigns for mobile devices and tables that will be effective and will also create a better experience for the consumers. Zumobi itself has over 60 different published apps, along with different mobile media patents and was able to create the ZBi platform because of its knowledge and experience with mobile media. ZBi is definitely something that all publishers will find useful and can greatly appreciate, especially because it makes their job just a bit easier. The Chairman of Razorfish, Clark Kokich, says that brands become famous and well-known because of experiences, not just advertisements. While many brands may be advertised, it is the brands that actually provide exceptional experience to the consumers that seem to stick around and continue to be well-known products for many years to come. With the mobile world, marketers have the opportunity to reach consumers in different ways, providing experiences to a consumer which helps the brand along the way. The ZBi platform helps to make the process of helping brand experience go past advertisements, meaning much more to the consumers.

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