

SMARTPHONE PROVIDING INFO TO ADVERTISERS



An increasing number of individuals in areas all around the country are beginning to use and rely on smartphone more and more. With the number of smartphone users growing by the minute, it is important for these smartphone users to know and understand that their smartphone could be providing specific information about them to advertisers. Such information would include spending habits, including which stores an individual shop in, the restaurants that they go to, and the attractions that they visit. Advertisers may even be able to find out more about how smartphone users are spending their money in general. There is a new platform that was recently released, referred to as JiWire. It is basically a method of providing clients with different information about smartphone users and their everyday lives as a method of being able to target consumers more efficiently and sell products. JiWire is supposed to provide plenty of benefits to advertisers who are getting their feet wet with mobile advertising and are not yet sure whether or not it will be effective. According to JiWire, the platform can apparently provide demographic information on individuals, including whether or not the individual user has a child, along with how much money that individual makes. The platform will also be a way for advertisers to basically keep tabs on consumers, finding out about the places they frequent. At this point in time, the mobile advertisement industry is still in its early stages. While it is not nearly as advanced as digital advertising in itself, many are taking the steps to becoming active in mobile advertising. Advertisements are now being used on mobile apps, although many advertisers are struggling with the concept and are having a hard time creating a fine line between the possibility of providing a visually appealing advertisement that caters to the users specific wants and needs without coming off creepy at all. JiWire has gone on with the platform as a way of getting advertisers more interested in mobile advertising over other traditional methods of advertising. The interim CEO for JiWire, David Stass, has said, "We want to help brands move confidently into mobile." He also says that the company is working on several other ambitious projects that will eventually be released and available at some point in the future. At this point in time, the advertising network for JiWire is reaching a whopping total of 55 million users on a monthly basis, delivering a number of mobile advertisements to individuals based on their location and specific demographics.