

Mobile Ad Spend Continues to Rise

Targeting & Measurement Are Key Drivers

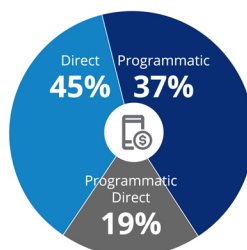
MOBILE AD SPEND

67%

of Advertisers expect to increase spending on **Mobile Advertising** in the next 12 months.

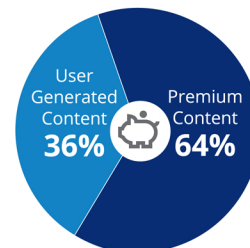
BREAKDOWN OF MOBILE AD SPEND

Average Allocation



TWO-THIRDS OF MOBILE AD SPENDING GOES TOWARDS PREMIUM CONTENT

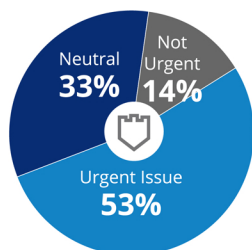
Average Allocation



MOBILE TARGETING & MEASUREMENT

PRIVACY ISSUES POSED BY MOBILE DEVICE IDS

Percent of Respondents



IMPORTANCE OF MOBILE DEVICE IDS

Percent of Respondents



82%

IMPORTANT



11%

NEUTRAL



7%

NOT IMPORTANT

LOCATION BASED DATA IS SEEN AS EFFECTIVE

67%

Feel that location-based data for mobile campaigns is Very/Somewhat Effective

