

MOBILE ADVERTISING REPORT

Mobile has transformed the way advertisers reach their audiences. Advertiser Perceptions analyzes this dynamic and fast-moving environment with an in-depth study of advertiser opinions and plans for mobile advertising. Subscribers to the [Mobile Advertising Report](#) will gain a very current perspective of how advertisers think mobile is reshaping the advertising landscape.

This year's Mobile Advertising Report explores the impact of Apple's new IDFA policy, attitudes toward location-based data solutions and game app/in-game advertising in addition to advertiser plans for mobile budget allocation and mobile partners.

BRANDS MEASURED

Subject to Change

- Activision/Blizzard
- AdColony
- AdMob
- Amazon
- Apple
- AppLovin
- Celtra
- Facebook
- Google
- InMobi
- Instagram
- ironSource
- Kargo
- MoPub
- Niantic
- Pandora
- Pinterest
- Snapchat
- Spotify
- Tapjoy
- TikTok
- Twitter
- Verizon Media
- YieldMo
- YouTube
- Zynga

Report Overview

RESPONDENT QUALIFICATIONS

- Manager and above job title
- Min: \$1 million+ annual ad spend
- Using/Involved in mobile advertising and decision-making
- Mobile annual ad spend \$250K+

TOPICS COVERED BY OUR RESEARCH

- Impact of Apple's IDFA policy change on mobile campaign planning, budgeting and partner perceptions
- Mobile ad spend allocation by operating system, direct buy vs. programmatic direct vs. open RTB
- Location-based data solutions - applications, past 12-month usage, plans to use in 2021 and reasons for discontinued/decreased usage
- Level of concern with fraud and brand safety by mobile content type
- Spend optimism by mobile ad type, content type
- Most effective mobile ad formats for upper/mid and lower funnel focused campaign goals
- Ad format spend optimism for game apps/in-game mobile advertising
- Company/platform and mobile app provider spending optimism
- And much more...



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

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Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.