MOBILE ADVERTISING
CREATIVE FORMAT
MOBILE ADVERTISING

MOBILE IS POWERFUL SECOND SCREEN AND IMPORTANT USER DECISION INFLUENCER
NATIVE BOOST

INVISIBLE ISN’T GOOD FOR BUSINESS
MOBILE SHIFT

FOLLOW YOUR USERS WHERE THEY ARE

OVER 2.8 mln real users mobile reach

OVER 500 ths users on mobile apps

Mobile rise is driven by increasing penetration of mobile devices and mobile services. Netinfo sites are shifting to mobile first usage.

Data source: Geminus AVG MAU 2018
GET HIGHER ENGAGEMENT WITH YOUR ADS

Standard banners are taking big part of the visible part of the screen. That’s why users are more likely to see and engage.

Data source: Google Ad Manager 2018
STANDART BANNER
RICH MEDIA
VIDEO ADS
360 NATIVE

ALL ADVERTISING FORMAT
AND ALL TARGETING OPTIONS

- RETARGETING
- CONTENT VERTICALS
- BEHAVIORAL SEGMENTS
MOBILE RICH MEDIA

OUT OF THE BOX EXPERIENCE

INTERSTITIAL
Full screen transition ad with more than 1% average CTR%

ADHESION
Expandable to 320x480px, locked to bottom of the screen

PARALAX
Bellow the content branding exploring two layers parallax effect

SPINCUBE
Rotating visuals going out of the layout

Data source: Google Ad Manager 2018
WHY MOBILE?

INVISIBLE ISN’T GOOD FOR BUSINESS

Embed your lead generation form directly into interstitial

Collect easily customers

ALL FORMS ARE AUTOFILL POWERED WITH CUSTOMER CONTACT DATA – PHONE, EMAIL, ETC

NAME
EMAIL
PHONE

OK
REPORTING AND ANALYSIS

TRANSPARENCY OF THE PERFORMANCE

Detailed performance data by segments, age, gender, geo targeting, devices, day hour, etc.

Actionable performance data
INNOVATE WITH US!

www.netinfocompany.bg