MMA
MOBILE MARKETING ASSOCIATION

Presentation Title: How to combat ad-blocking through creativity

Name of Speaker: Graham Kelly

Designation: Founder

Company Name: Originate Pte Ltd

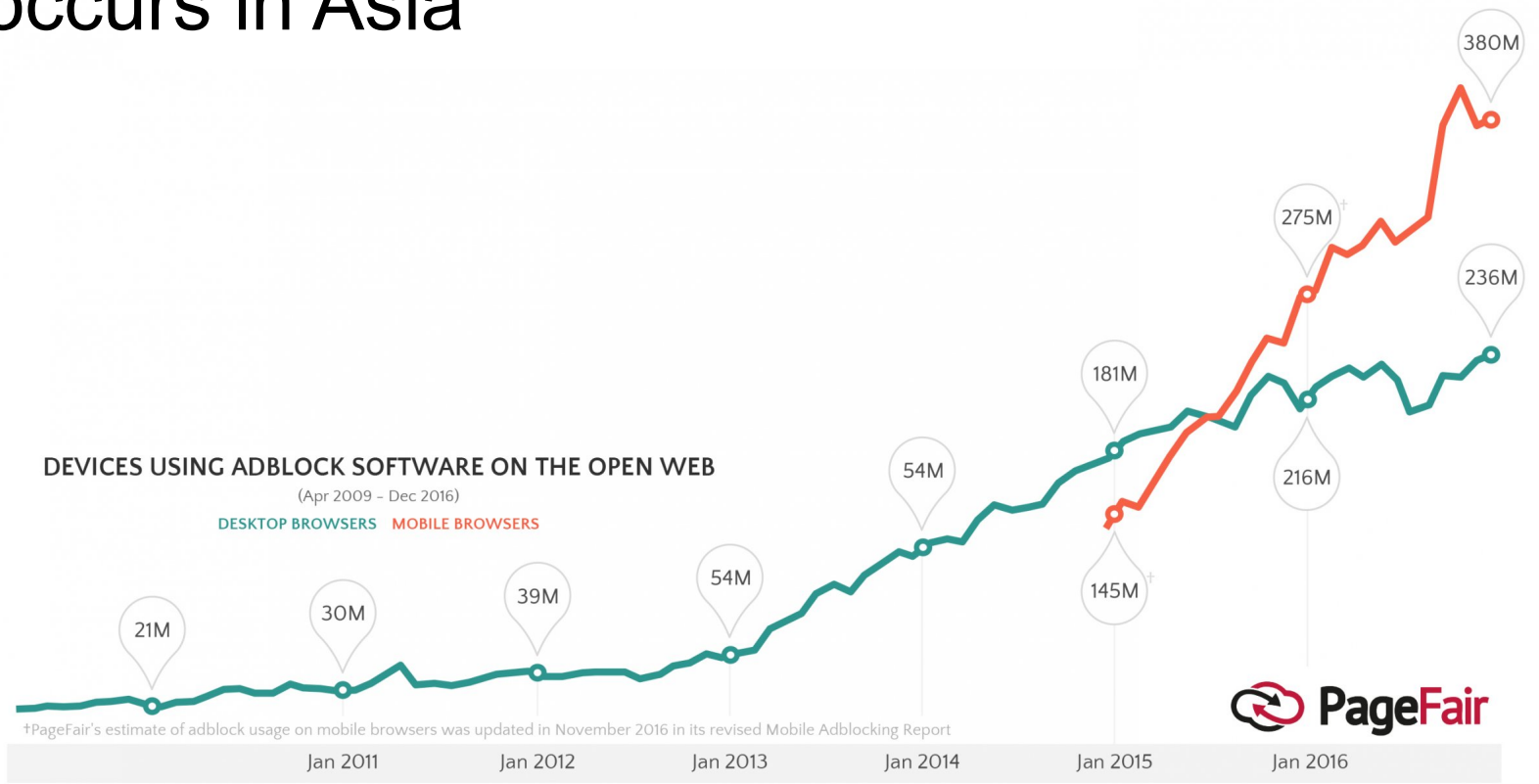




people don’t hate all ads

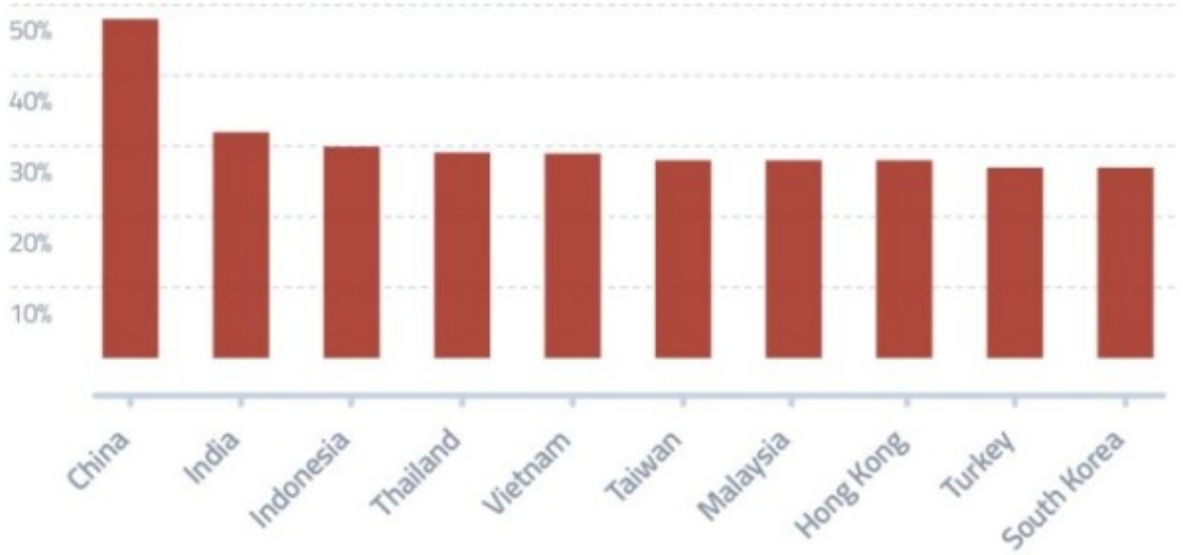
they just hate bad ads

94% of mobile ad blocking occurs in Asia



TOP 10 MOBILE AD-BLOCKERS BY MARKET

% of internet users who are blocking ads on their mobile



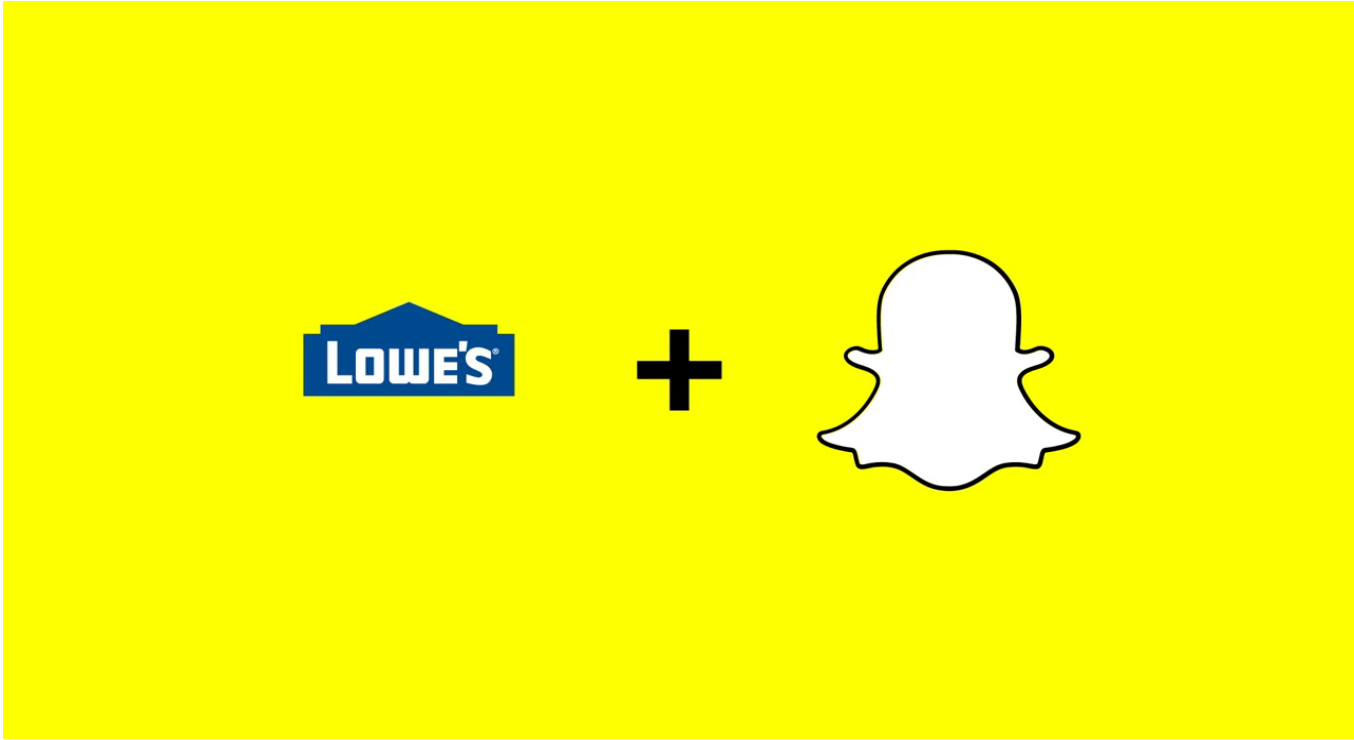
global web index

globalwebindex.net /// **Question:** Within the past month, have you used an ad-blocker on your mobile phone to prevent websites or apps from displaying ads when you visit them? /// **Source:** GlobalWebIndex Q2-Q3 2016 /// **Base:** Internet Users aged 16-64

tip #1:
make
better ads

simple
distinctive
entertaining
effective




LOWE'S

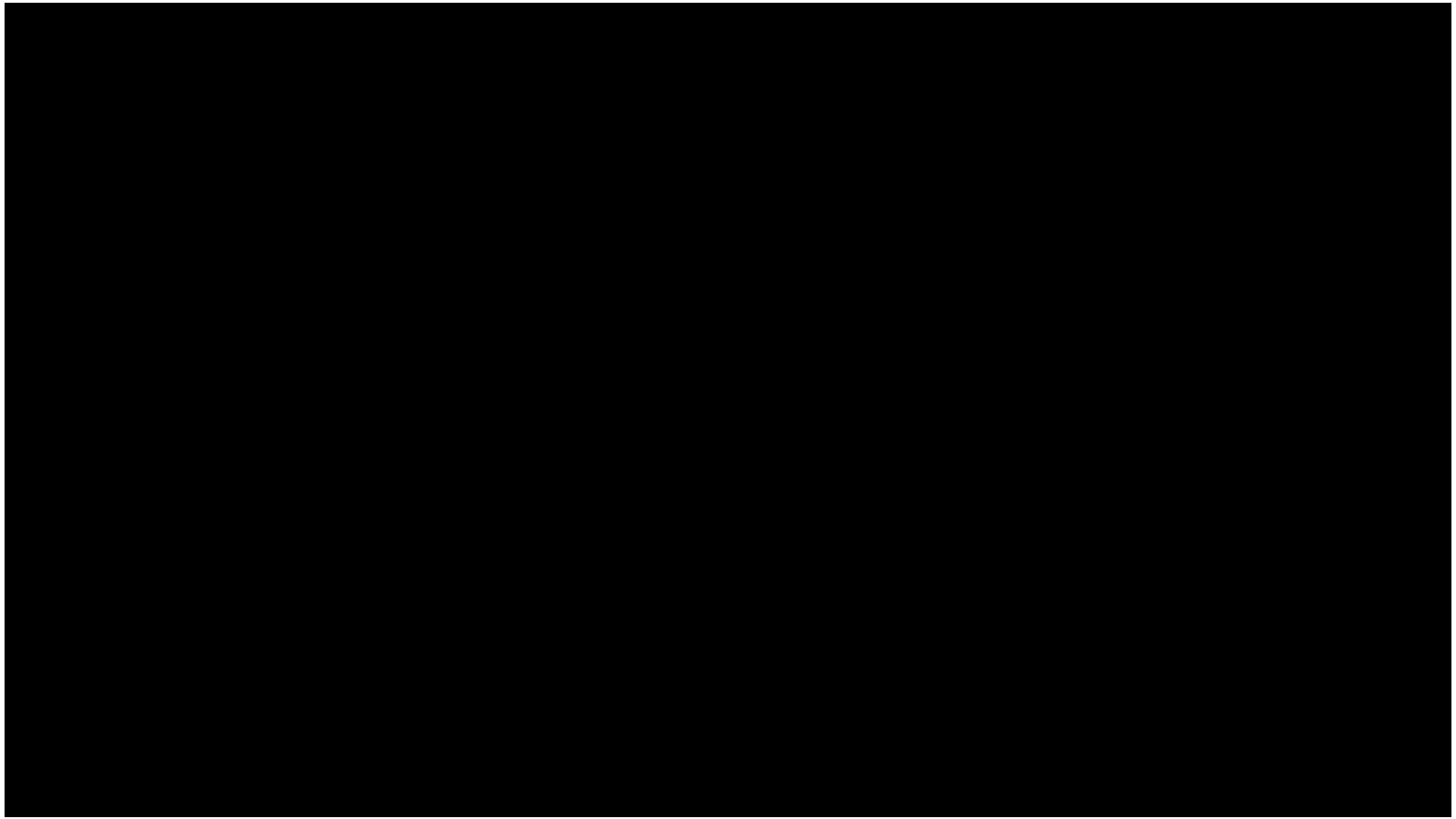
tip #2:
be creative with promos



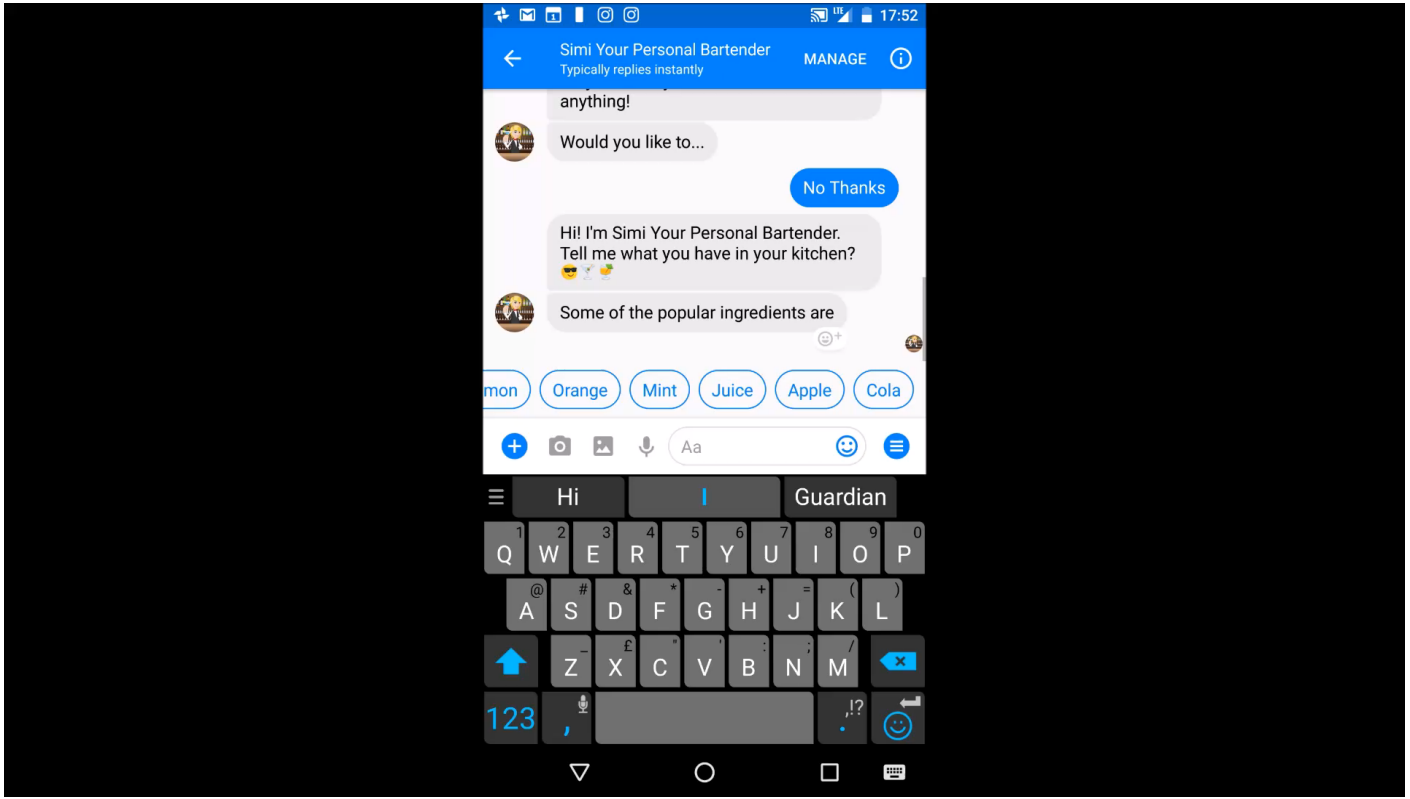
tip #3: explore technologies



tip #4: provide a service



bonus tip: think about chatbots


17:52
Simi Your Personal Bartender
Typically replies instantly
MANAGE
anything!
Would you like to...
No Thanks
Hi! I'm Simi Your Personal Bartender.
Tell me what you have in your kitchen?
Some of the popular ingredients are
mon
Orange
Mint
Juice
Apple
Cola
Aa
Hi
I
Guardian
123



Chào bạn, mình là PRUbot ✌ - robot hỗ trợ trực tuyến 24/7 của bạn đây! PRUbot có thể gọi bạn là Graham Kelly không nhỉ? 🙂

Hello Prubot

Ồ... Tên của bạn có phải là Graham Kelly?

Đồng ý

Bạn Graham Kelly đã có hợp đồng với Prudential chưa ạ?

Type a message...

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THANK YOU

