

Best Practices Guide for Ad Management

Chapter 1 Introduction

- 1.1 Purpose
- 1.2 Audience

Chapter 2 Understanding mobile advertising

- 2.1 Mobile Advertising: Basics
- 2.2 Mobile Advertising: Advantages

Chapter 3 Exploring mobile advertising

- 3.1 Types of mobiles ads
 - 3.1.1 Text Ads
 - 3.1.2 Image Ads
 - 3.1.3 Video Ads
- 3.2 Mode of Transmission
 - 3.2.1 Short Messaging Service (SMS)
 - 3.2.2 Multimedia Messaging Service (MMS)
 - 3.2.3 Bluetooth
 - 3.2.4 Wi-Fi
- 3.3 Others
 - 3.3.1 Location based advertising
 - 3.3.2 iPhone specific advertising

Chapter 4 Best practices for mobile ads

- 4.1 Best practices guidelines for mobile ads
- 4.2 Best practices guidelines for specific ads
 - 4.2.1 iPhone Ads

4.2.2 Interstitial Ads

Chapter 5 July's Ad Management Application: Strengthening mobile ads strategy (tentative titles)

5.1 Using Analytics in provisioning more effective campaigns

5.2 Making targeting work for you

Chapter 1: Introduction

1.1 Purpose

The purpose of the Ad Management Best Practices guide is to understand the significance of mobile advertising, explore various types and transmission modes of mobile ads, and outline the general as well as specific best practices and guidelines for the same. Further, the guide will also showcase how July's Ad Management system can strengthen your mobile advertising strategies.

1.2 Audience

The Ad Management Best Practices guide focuses on publishers. It is centered on catering to the needs and requirements of publishers in optimizing their mobile advertising campaigns. The guide also acts as an enabler for the advertisers by adding value to their role and offerings.