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Choosing the mobile advertising network that's™ right for you [Brian Morris](#)

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As we move further and further into the 21st century, we find that mobile devices are getting smarter and more useful to users. Take the case of mobile advertising networks that work as a system to deliver solutions so that it optimizes a company's advertising strategies, besides also tracking analytics and maintain a web of applications that deliver quality results across a spectrum of platforms including video and the Internet. This advertising mode first made its appearance with the coming of the iPhone, which as proved to be the star of the mobile advertising.

The mobile advertising network is poised to excel along with the widespread usage of smartphones. These days, this form of advertising can be studied under three kinds of categories:

• **Blind networks:** As far as advertisers, publishers and impressions go, this form of mobile advertising is considered the largest and generally works on the basis of CPC. These mobile advertising networks have options to target specific content channels but do not allow advertisers to opt for specific websites. The mobile advertising networks that fall under this category are BuzzCity, Adfonic, AdMob, Madvertise, Admoda or Adultmoda and Mojiva.

• **Premium blind networks:** This form of mobile advertising networks is generally mid-sized and gives newspapers, operator portals and broadcasters a higher premium. So, it's™ not surprising that they bring in a higher percentage of brand advertising on the basis of CPM. In this category, you can choose either semi-blind or blind targeting with options to search and display advertisements or go in for particular spots on sites that you choose. These include Hunt Mobile Ads, Madhouse, Millennial Media, xAd, Greystripe and Jumtap.

• **Premium networks:** These mobile advertising networks are popular with big brand advertisers willing to pay top prices to get prime locations on premium networks with a CPM pricing model. They usually offer superior direct sales and support and a multitude of targeting options. Well-known in this category are Mobile Theory, YOC Group, Hands, NAVTEQ Media Solutions, Microsoft Mobile Advertising and Advertising.com or AOL.

In order to choose a good network for your business model, do the following:

Check that your network has an extensive reach, locally: Is your mobile advertising network able to connect with local business advertisers? In fact, your network should be serving about 60%-70% of local mobile search applications.

Does your network specialize in localized content? If yes, your network will serve ads directly to his local customers. Your ads should be reaching people according to their ZIP codes as far locally as possible, rather than at city level so that they are relevant in a given context and locally too.

Does your network offer Search and Display Advertising? You're™ sure to get SMS and display ads on your mobile advertising network, but what about Search and Display advertising? Ideally, your mobile advertising network should offer you both.

Other features of your network include:

• **An analysis of your target audience and your campaign objective.**

• **Finding out if your ads can be bought on a CPM or CPC basis.** You can choose the one you want

according to your budget.

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