



GUIDE TO USING MOBILE ADVERTISING FOR CPG BRANDS



Online shopping **exploded** in the past year as a huge segment of the industrialized world's population tried to avoid shopping in public due to the coronavirus. Mobile purchases were part of that boom, and many people discovered that they liked the ease and convenience of shopping with their smartphones and tablets.

**CPG BRANDS NEED TO CAPITALIZE ON THIS TREND
AND USE MOBILE ADVERTISING TO DRIVE THEIR SALES
AND ATTRACT NEW CUSTOMERS.**

TYPES OF MOBILE ADS

01 BANNER ADS

Mobile banner ads show up on sites that have been optimized for mobile and typically go from the left edge to the right edge of the screen. Banner ads clearly promote your brand to everyone who visits the site and are best used for ideas and images that can be conveyed simply and instantly, such as for brand recognition.

02 NATIVE ADS

Native ads are integrated into the content on a page and at first glance may be mistaken for content itself. They often mimic the visual style of the page and can be tangentially related to the content. These ads are more sophisticated and allow more information to be presented to the reader.

03 VIDEO ADS

Video ads are expensive to produce but are generally more engaging for the viewer. People are more likely to watch a video than they are to read ad copy, which could mean a higher conversion rate and better sales. CPG video ads can be highly effective when they show someone eating food or using the product, which can create a strong desire in the consumer to do the same.

04 INTERSTITIAL ADS

These ads cover the mobile screen and offer something to the consumer, such as a discount off the regular price of a product or a free item. Interstitial ads are also known as pop-up ads, and while they can be effective if the offer is attractive enough, they are often ignored or closed in annoyance. While interstitial ads have relatively low click-through rates, they don't need to be very high for the campaign to be successful.



AD PLATFORMS

While it is possible to create ads from computer code and have them embedded in sites or apps, this can quickly become difficult given the number of different coding languages and sites. Ad platforms can assist in creating ads and posting them, and it becomes much easier to post one ad to a number of sites or mobile apps instantly and automatically.

Probably the biggest ad platform is Google Ads, which has hundreds or thousands of possible sites for posting. Facebook is another platform used by huge numbers of users, and other smaller social sites can also be effective places to post ads.

Platforms like Unity Ads and Vungle can also target ads to particular sites on a smaller scale than Google ads. Some platforms target particular segments of the online community like gaming or particular apps. Some ad platforms like Adjust and Tune also help with measuring ad campaigns and adjusting your campaign to maximize results.

CPG brands that use mobile ads well give themselves an advantage over their competition.



CPG BRANDS NEED TO CAPITALIZE AND USE MOBILE ADVERTISING TO DRIVE THEIR SALES AND ATTRACT NEW CUSTOMERS.

Hangar12 is at the forefront of CPG marketing strategy and more.

SUBSCRIBE TO OUR BLOG

TO STAY UP-TO-DATE WITH OUR LATEST INSIGHTS.

OR JUST SEND US AN EMAIL AT

INFO@HANGAR-12.COM



HANGAR 12