

ipsh! Mobile Media Planning & Buying

MOBILE MARKETING AT YOUR FINGERTIPS

ipsh! now offers media strategy, planning, buying and creative of mobile media for your client or brand across three channels within the mobile medium:

- Off-deck WAP (wireless internet) media publications including The Weather Channel, USA Today, MSN, TV Guide, CBS Sportsline, CNN & more
- ipsh! works with the leading mobile media networks to plan and buy the most effective media to reach your client's goals
 - Mobile television networks
- On-deck carrier inventory when available

ipsh! Media services:

- ipsh! provides planning and buying services (planning of media, negotiation on buys, reporting)
- Creative development of Creative for campaign and WAP sites to be linked to ad buys Design and create to parallel your website but speak to the WAP audience in a cohesive sds manner

About Mobile Media:

Costing/Rates for mobile planning and buying:

- CPM (Cost per Thousand Impression)
- CPC (Cost per click)
- Flat Fee

Planning criteria

- Target by handset, carrier, area code, zip code, demographic, income levels, gender and in some instances, location

Optimization and measurement

- Click through rate
- Cost per click
- Post click data
- Location and demographic behavior



Creative needed within Mobile Media Space:

- WAP Page
- Banner or text link
- 15-30 Sec Television or Rich Media spot

Stats on the WAP Mobile space:

- Average click-through-rates are at 3-5%