

Adsmovil

MOBILE ADVERTISING SOLUTIONS
ACROSS THE AMERICAS

THE MOBILE AD NETWORK
PROVIDING BRANDS A WAY TO
REACH LATINO CONSUMERS LIKE
NEVER BEFORE.

Media Kit 2013

US HISPANIC



ACERCA DE NOSOTROS

Adsmovil is a leading Mobile Ad Network focus in Latin America and US Hispanics Markets.



+750
campaigns were
sold to premium
advertisers in 2012



Adsmovil is the premier Mobile Advertising Network serving the U.S. Hispanic and Latin America markets in Spanish and Portuguese language. The company is the result of the merger of the mobile unit of RedMas and Adsmovil, the leading mobile advertising network of Latin America.

Adsmovil has its headquarters in United States for the US Latino population and headquarters in Colombia for the Latin America market.



OFFER

Premium Ad Network

Branding focused

Chance of choosing sites of placements
More value for the customer = Better engagement

Rich Ad Units: Traditional Banners, Expandable Banners, Backgrounds, etc
Targeting by interest, by carrier, by OS, by device, by platform (mobile, tablet, others)

Buying Model by CPM or CPC

Reach and Frequency

Performance Ad Network

Performance focused

No sites or categories selection

Standard Ad Units: Targeting by interest, by carrier, by OS, by device, by platform (mobile, tablet, others)

Buying Model by CPC

US HISPANICS IN CONTEXT

Hispanic consumers are more likely than the average shopper to use a smartphone, as well as text, stream music and video, and use mobile apps.



72%

of Hispanics own smartphones



28%

of Hispanics find out about what's playing on the Movies from their mobile device.



65%

of Latinos use their mobile handset as their ONLY access to the Internet.



30%

of Hispanics recognized that they can't live without their beloved devices not even during vacations



87%

Latino internet users from families with annual incomes of \$50K+ access the internet through a mobile device at least occasionally.



36%

of Hispanics use their mobile devices to make car price comparison

TARGETING

MOBILE MEDIA PLANNING

We provide high-quality branded mobile ad inventory targeting Latinos in the U.S. and Latin America. Adsmovil is comprised of a selective group of publishers that cover a broad range of Latino interests in Spanish and Portuguese languages.

TARGETING



DEMOGRAPHIC

If your client exist we know where and how to find them: gender, age, HHI, among others



CONTEXTUAL



Our wide variety of mobile portals let us tailor your campaigns to your brands needs and specifications.

DEVICE



Our network allows for handset targeting (feature and smartphones) as well as targeting by Operating System.



OPERATION SYSTEM

iOS, Android, Windows, Symbian, among others.

ADSMOVIL MOBILE PREMIUM NETWORK



BRANDS THAT ADVERTISED WITH US



AD UNITS

MOBILE AD UNITS

STANDARD (Traditional) BANNER

FORMATS

JPEG

PNG

Gif (3 loops max)

SIZES

320x50

WEIGHT

19 Kb

AD FEATURES



Direct response campaigns



Branding



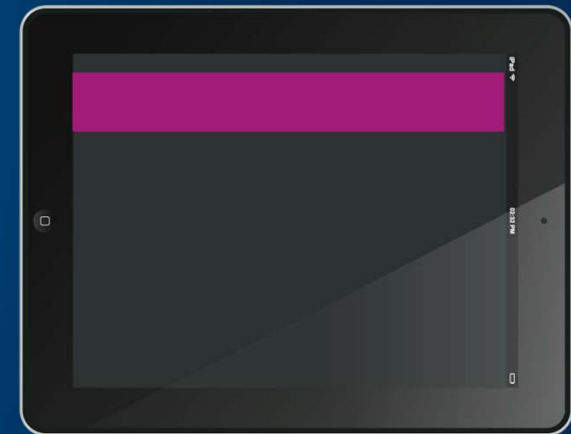
Social Media campaigns



Click to call options: click to phone number, click to locate, click to buy, click to vote, click to mobile site etc.



Ad Unit :
Standard Banner



Traditional standard banner
on iPad or Andoid tablet

728x90 px

MOBILE AD UNITS

Rich Media BANNER

REQUIREMENTS

JPEG - Vector files - layers PSD FILE

LANDING URL

AD FEATURES



Direct response campaigns



Branding



Social Media campaigns



Click to call options: click to phone number, click to locate, click to buy, click to vote, click to mobile site etc.



Ad Unit :
RM Banner



Rich Media banner



External landing page

MOBILE AD UNITS

Rich Media EXPANDABLE BANNER

REQUIREMENTS

JPEG - Vector files - layers PSD FILE

LANDING URL

AD FEATURES



Direct response campaigns



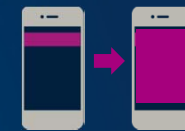
Branding



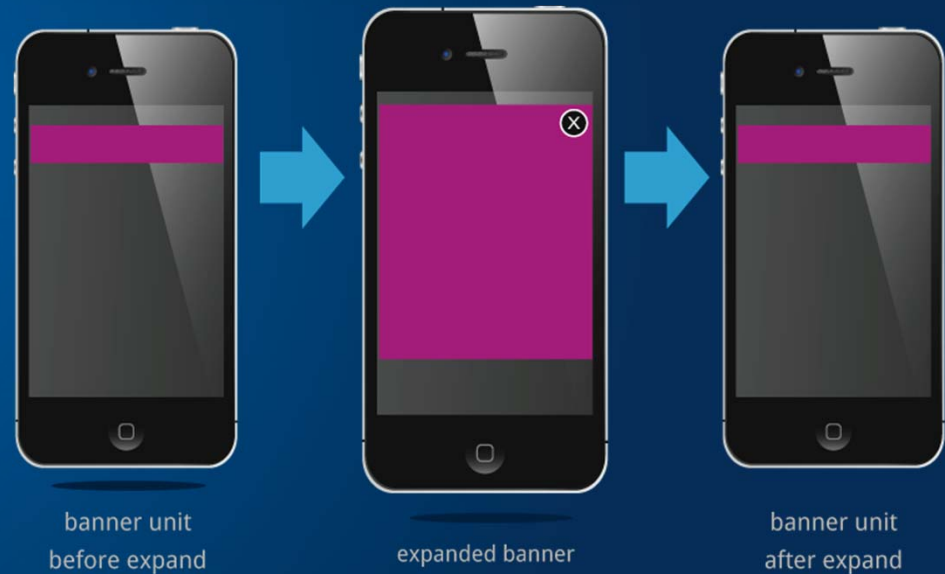
Social Media campaigns



Click to call options: click to phone number, click to locate, click to buy, click to vote, click to mobile site etc.



Ad Unit :
Expandable banner



tap to call



video



gallery

Expandables support multiple ad features and pages and offer interaction rates and engagement metrics.

MOBILE AD UNITS

Rich Media INTERSTITIAL or TAKEOVER

AD FEATURES



Direct response campaigns



Branding



Social Media campaigns



Click to call options: click to phone number, click to locate, click to buy, click to vote, click to mobile site etc.



Ad Unit :
Interstitial



Interstitial



tap to call



video



gallery

Interstitial support
multiple ad features and
pages.

CASES STUDIES

CASE STUDIES

AUTOMOTIVE: TOYOTA MOBILE CAMPAIGN

INDUSTRY: Automobile

CAMPAIGN OBJECTIVES:

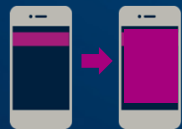
Create and sustain presence for NCTDAA (Northern CA Toyota Dealership Advertising Association) among Hispanic mobile consumers

TARGETED AUDIENCE

Hispanic Adults 25 – 54

STRATEGY:

Create awareness for NCTDAA on high reach mobile sites within RedMas's Network



Ad Unit :
Expandible banner



22%

of U.S. Hispanic mobile users preferred Toyota according with RedMas survey 'Mi carro nuevo'

CASE STUDIES

DISNEYLAND TICKET PROMOTION

INDUSTRY: Entertainment

CAMPAIGN OBJECTIVES

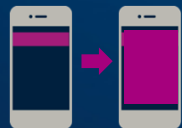
Drive intent to visit Disneyland Resort and to increase awareness by reaching our core parent audience in key markets, via attention grabbing, engaging and contextually relevant ad units

TARGETED AUDIENCE

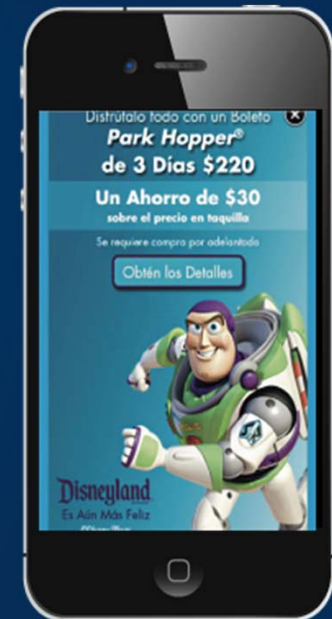
Hispanic families with kids and HH above 70K

STRATEGY

The mobile campaign consisted on attention grabbing rich media units and a high frequency traditional banner campaign. Adsmovil ran the campaign in parenting and family content sites, part of our premium ad network.



Ad Units Used:
Takeovers, Expandable and
Traditional Banners



GEO

The campaign was geo-targeted to cities with close proximity to Disneyland, CA.

CASE STUDIES

WELLS FARGO

INDUSTRY: Banking

CAMPAIGN OBJECTIVES

To drive traffic to the Wells Fargo Spanish-Language mobile site and create awareness to Wells Fargo banks and/or call-to-action to their 1-800 number.

TARGETED AUDIENCE

Spanish-dominant Hispanic Millennials (18-29)

STRATEGY

Reach Hispanic Millennials through music and social media mobile content through a high frequency mobile banner campaign. Campaign will be optimized in multiple spanish content sites with the goal of obtaining the highest traffic possible to the WellsFargo mobile page.



Ad Units Used:
Traditional Banner



GEO

The campaign was geo-targeted to CA, FL, NC, NY, NJ, AZ.

CISNEROS INTERACTIVE GROUP



RedMas

Adsmovil

venevision.com

YAHOO!

contextual®
Intext Ads - Inimage Ads

Exclusive Rep for
Yahoo! On-line and
mobile advertising
in Venezuela and
Peru.

Leading on-line
contextual
advertising
network

1st USH and Latin American Mobile
Advertising Network



On-line
entertainment
leader in
Venezuela.



@adsmovil



Adsmovilnetwork



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