

Mobile advertising for newbies white paper



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Press Release Summary: New practical 'how to' white paper helps digital marketers get up-to-speed on mobile advertising

Press Release Body: **Bango** today published a practical, '**how to**' white paper on mobile advertising for agencies and digital marketers who want to move into mobile but need some help. The "**Mobile advertising for newbies**" white paper provides hints and tips on running mobile advertising campaigns and analyzes the approach and results of three real campaigns.

The white paper is available as a free download at <http://www.bango.com/whitepaper> and is written by mobile guru **Peggy Anne Salz** who is chief analyst and publisher of [MSearchGroove.com](#).

*"We want to dispel the myth that mobile advertising is hard and complex," said **Andy Bovingdon, VP Product Marketing at Bango**. "While it does require some knowledge and expertise, this white paper is designed to guide readers through their first steps into mobile advertising. Author Peggy Anne Salz expertly shows us what's involved in setting up campaigns and how easy and important it is to analyze results with a mobile analytics tool."*

To give marketers the inside track on how an actual campaign works, **Bango** created a small-scale mobile site called **Mobislim** (mobislim.wap.com) which is a light-hearted look at slimming diets. Marketers can also visit the accompanying [Mobislim blog](#) to see the three campaigns cited in the white paper. As the white paper is just the beginning of an ongoing investigation into mobile advertising, details of further ad campaigns will be detailed on the **Mobislim blog** and it's here that people can feedback their own experiences.

*"It has been said recently that the size of the mobile advertising market will likely underwhelm us in the near-term and overwhelm us in the mid to long-term," said **Peggy Anne Salz of MSearchGroove.com**. "The market is clearly poised for significant growth, but only if the long tail of advertisers and publishers can get on board. They need a roadmap and this is why it's critical to have a 'how-to' white paper at this juncture."*

Marketers can try out their own mobile advertising campaigns, directing traffic to the Mobislim mobile site if they don't have one of their own. With a free **Bango** mobile [analytics account](#) they will be able to measure how the different campaigns perform, see the number of unique visitors and where the traffic is coming from plus calculate the conversion rates for all their campaigns.

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