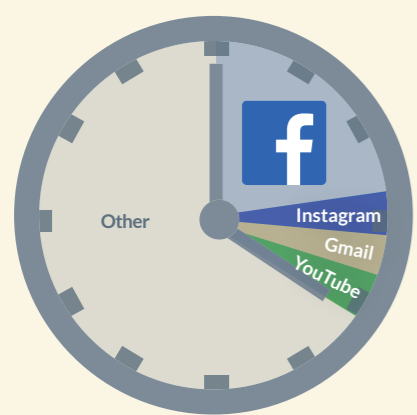


# MOBILE MARKETING SHOWDOWN: A COMPARISON OF VOLUME, QUALITY, & COST

With over 1 billion smartphones in use globally, enterprises and startups understand the need to reach consumers on the go with their message. However, when evaluating mobile advertising networks, performance marketers find it difficult to find the elusive

“Golden Triangle”: the optimal balance of volume, quality, and cost from their campaigns. Ampush compared mobile ad networks across a variety of industries, and uncovered one that outperformed in all three areas: Facebook.



Facebook is  
**23%**  
of time spent in apps



Facebook



Blind Networks



Premium  
Blind Networks



Premium  
Networks

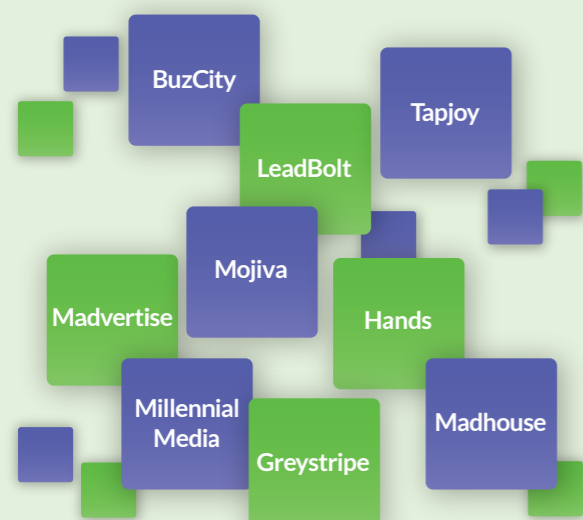
DESCRIPTION  
PRICING

Unique ad types served to desktop and mobile users	Cannot choose specific sites, only content channels	Same choice of specific sites in addition to content channels	Prime locations on top-tier mobile sites
CPC CPA CPM oCPM	CPC CPM	CPC CPA CPM	CPC CPA CPM



## VOLUME

Facebook's Audience is Huge & Easier to Reach

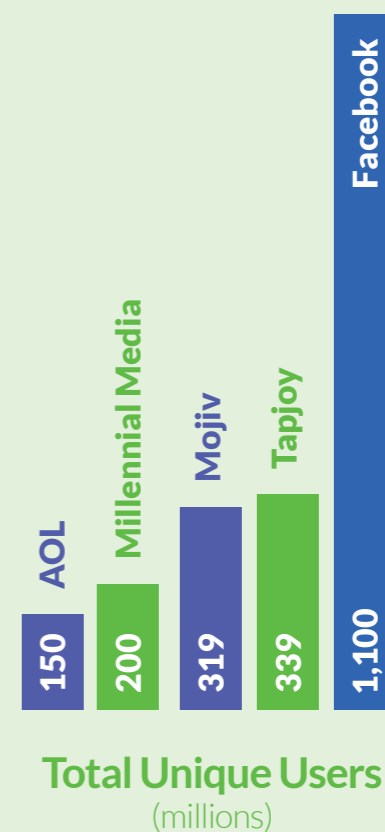


800+ Million Mobile Users

VS.



800+ Million Mobile Users



## QUALITY

With its sophisticated targeting options Facebook delivers cost effective users with better retention and a higher user intent

**500%**  
Higher  
Conversions

**91%**  
Targeting  
Accuracy

**27%**  
Targeting  
Accuracy

### Facebook

Demographic Targeting  
Geo-Location Targeting  
Topics & Interests  
Education, Workplace, Likes  
Customer Relationship Data  
Offline Purchase Activity  
Devices & Platforms  
Re-marketing

### Mobile Ad Networks

Demographic Targeting  
Geo-Location Targeting  
Devices & Platforms

## COST

The combination of better targeting and higher conversion rates of Facebook users makes it more cost effective for advertisers



**40 - 80%**

Lower Cost-Per-Install  
when compared to other  
mobile advertising channels

Sources:

"mobiThinking Guide to Mobile Advertising Networks (2012)", mobiThinking, mobithinking.com

"Key Facts", Facebook News Room, newsroom.fb.com

"iAd Programming Guide", Apple Inc., [http://developer.apple.com/library/ios/#documentation/userexperience/conceptual/iAd\\_Guide/BannerAdvertisements/BannerAdvertisements.html](http://developer.apple.com/library/ios/#documentation/userexperience/conceptual/iAd_Guide/BannerAdvertisements/BannerAdvertisements.html)

comScore Mobile Metrix, Age 18+ on iOS & Android Platforms, U.S., December 2012

Note: Cost and Quality statistics were gathered from internal Ampush campaign data and independent case studies from Quips and Cie Games:

<http://katieismillie.com/2012/12/19/facebook-crushes-the-competition>, <http://www.gamesindustry.biz/articles/2013-03-05-acquiring-mobile-game-players-its-not-getting-any-easier>

Ampush is a social technology company helping brands and direct response advertisers achieve performance at scale with Facebook Ads. As a Facebook Preferred Marketing Developer (PMD), our fully managed solutions deliver marketing ROI by amplifying the viral power of social recommendations, which Ampush calls *Referred Intent*. Learn how our solutions can work for you at [ampush.com](http://ampush.com).



Grand Prize Winners in Facebook  
PMD Innovation Competition

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