# FUND MOBILITY for Advertisers

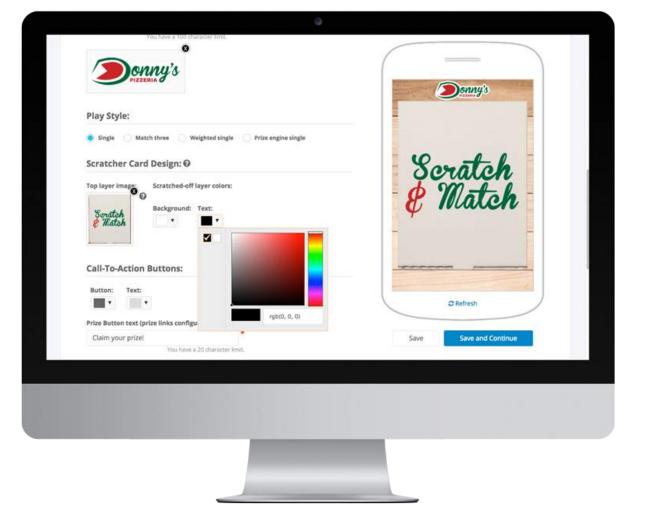
Designed for doubleclick

FunMobility for Advertisers is a software solution that enables brands to create and serve fun & engaging HTML5 ad units on any website that uses DoubleClick by Google.

Designed for

by Google<sup>-</sup>

doubleclick



**Quick to create and publish**, thanks to FunMobility's simple drag-and-drop user interface. No coding required.



### Capabilities:

- Engaging HTML5 ads
- Designed for DoubleClick by Google
- Responsive on mobile/desktop
- Simple drag-and-drop UI
- Interactive Interstitials
- Expandable banners
- Interactive Inline Ads
- Library of turn-key templates
- Live online reporting
- Pay only for page renders
- A-la-carte services include custom creative and media buys



**Interactive Interstitials** deliver rich media experiences like games, videos, slideshows, and lead capture forms on page load — without the user ever having to click.



#### HOW MARKETERS ARE WINNING THE WAR AGAINST MOBILE COUPON FRAUD

🄔 Kevin Almeida 🛛 🔛 February 26, 2016

#### How Marketers Are Winning The War Against Mobile Coupon Fraud

#### Mobile Coupon Fraud: Meet the Bogeyman

Ask any brand or retail marketer what scares them, and one of the top answers will inevitably be'mable coupon fraud." Digital marketing channels have opened a lot of dons for brands, but when it comes to coupons, there is also a sense of real danger. After all, marketers know better than anyone how easy it is to digitally duplicate something and share it endlessly with the entire world. Who'turk limitations of physical pieces of paper, how do you limit liability?

Sure, you can focus your mobile coupon strategy on in-app distribution — but that means silting off a huge amount of potential performance across your other points of discovery. According to Nielsen, mobile coupons are 3x more likely to be discovered on the web compared to in-app.

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First Name\*

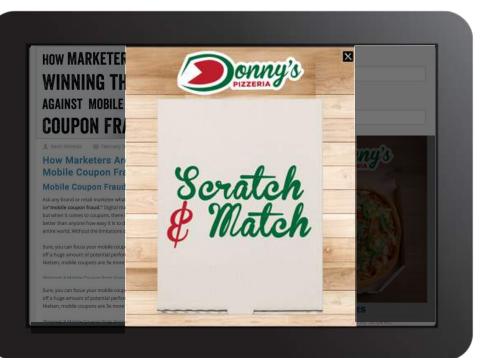
Last Name\*

Summers

Matt

MOST POPULAR ARTICLES

onny's



**Expandable Banners** load interactive, engaging content as an overlay on top of the site your audience is browsing.



#### FunMobility for Advertisers | 4



## **Experiences include:**

- Auto-play videos
- Surveys/polls/quizzes
- Scratch-to-reveal
- Spin-to-win
- Match and win

**Interactive Inline ads** take standard inline placements like a 300x250 banner and load interactive web content in that space



## **Customizable Templates**

NANOSITES

5

FunMobility campaigns are powered by **Nanosites**, modular HTML5 content elements that let you deliver app-like experiences

in the user's mobile or desktop browser

#### Training Quiz Demographic **Brand Content** Games, Prizes, & Fun **Offers & Coupons** QA Survey Digital Circular Throttled Timed Coupon Enhanced Email Image Flipper Photo S 1 Tap To Call Ģ $\infty$ Sticker Weather-based Carnival Shooter Explore An Image Spanish Coupon Market Review Survey Engagement SMS Image Carousel Promo Page 90 ۲ Ed promo Designer E Custom Landing Page Customer Satisfaction WhatsApp Share Count-down Snow Globe Trivia <u>"</u> Ð In-Feed Ì Single-use Promotion Social Share Coupon Customer Feedback Interactive m Mobile Prize Greeting Card Mobile Location % Mobile Employee Recruitment 1 Recipe eBook Finder Coupon Age-Gated Content Matcher SMS Opt-In Kiosk 21+ Photo Instant Survey 8% $\bigcirc$ Timed Coupon Video 0 Booth Slider Coupon 4 Embedded Marketo Form Prize Wheel Promotion Slider How-To Product (e **eCommerce** Scratch-Card Guide Selector Form Coupon Slider

View our interactive demo gallery: text **FM** to **44844** 

(msg. & data rates may apply. T's & C's and privacy: funmobility.com/legal)



### Data Capture & CRM

A

Form

Contact Us

Product Recommendation

Personality

Retail Customer Feedback Survey



For inquiries, contact: sales@funmobility.com 855-75-MOBILE

# Thank You!