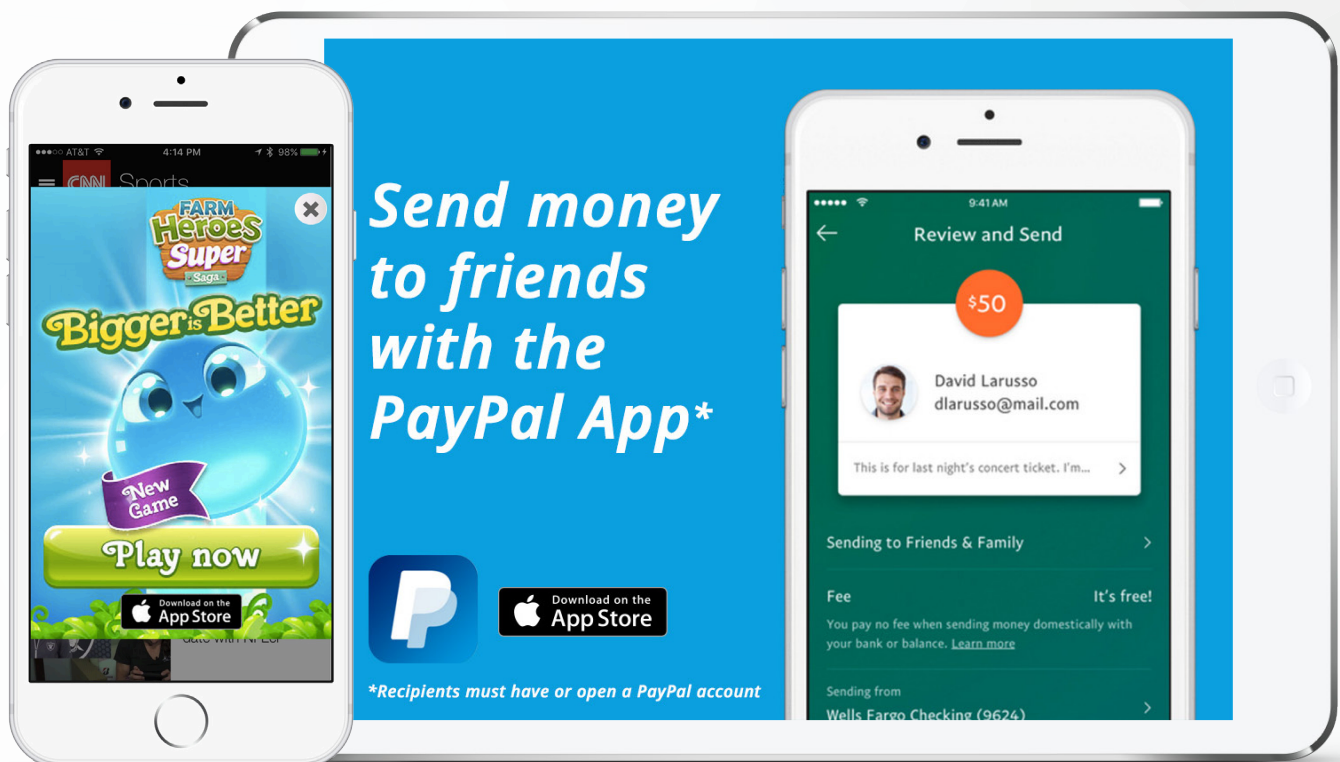


Best practices for developing mobile creatives



Great creatives can easily boost CTRs 10-30%,
which directly improves your CPC and CPI
by the same percentage.



Data-fueled Mobile Marketing

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Why creatives matter

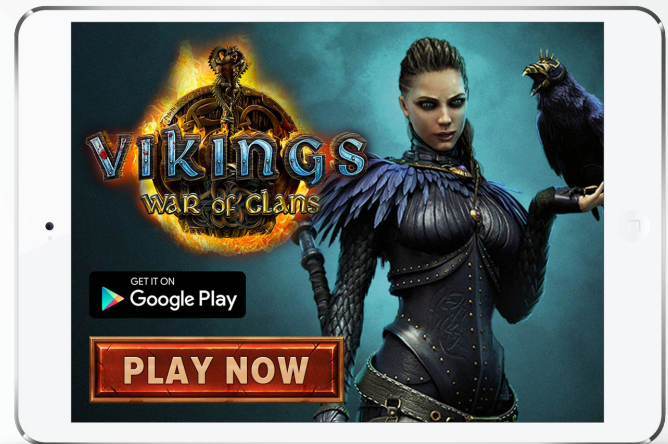
There are so many factors to consider when creating a mobile ad campaign, including setting your budget, picking the right audience and choosing the right networks, that creatives can often be overlooked. But that's a mistake.

No matter how much money you spend, what network you use, or how effectively you can reach your target audience, whether or not your ad catches someone's eye and makes them click is a critical step in the user acquisition process.

But what sets great creatives apart?
It boils down to these three components:

- **Visual (Image/Video)**
- **Message (Text)**
- **Call to Action**

In order to determine how to best execute on these key components, you'll need to first consider your ad format and who your ad is targeting.



Who's Your Audience?

Knowing who you're targeting with a particular ad is critical to its success. You can develop a great creative with an eye-catching image and message, but if it doesn't resonate with your audience, it's unlikely to achieve great results.

Creative best practices

Be bold with color

Use color to create focus and interest

Call-to-action

Effectively create urgency, drive engagement, and highlight paths to conversion

Optimize to size

Customize artwork for each size

Name drop

Showcase brand names and logos for awareness and recall

Keep it clean

Uncluttered ads with short, clear messaging perform best overall. Easy to read font, minimal graphics.

Test, Test, Test

Colors, CTAs, messages, graphics

Creative requirements

For banners, provide three variations for each size. Please provide JPEGs and Photoshop master files (PSDs), unless otherwise noted.

Required banner sizes:

768 x 1024 • 1024 x 768 • 728 x 90 • 480 x 320 • 320 x 480 • 320 x 50 • 300 x 250 • 728 x 90, all banners <150kb

Native: 1200x627 + 80x80 app icon + 25 character headline limit + 100 character body copy limit

Video requirements:

30 or 15 sec, <50mb .MP4 or .MOV, 720p resolution, Interstitials for end cards



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