Mobile App Brand Objectives

➡ Product Enhancement and Value Ads

➡ Customer Support

➡ Entertainment

➡ New user acquisition

➡ Brand awareness

➡ Customer engagement

   ➡ Brand extension

➡ In-app purchases

➡ Generate revenue

   ➡ In-app purchases

   ➡ Ad publishing

Zillow

Despicable Me:

ebay

Defend the
private parts   FLICK THE
PIRANHAS AWAY