

Mobile Advertising Quick Reference

How to create the most impactful ads possible

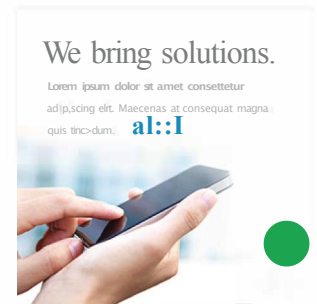
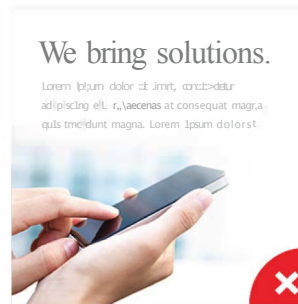
Mobile Ad Copy

Ads with 4 words or less get 28% more clicks on average. It is even more pronounced in the tech industry.

More Copy = Less Clicks

In general, ads with weak calls to action perform worse than ads with strong calls or no call at all.

A call to action is particularly influential in the entertainment industry.

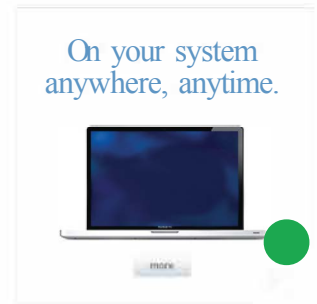
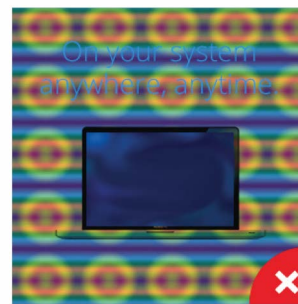


Mobile Ad Design

The fewer colors you have in an ad the better.

Try to use 3 colors or less.

Keep the look simple.



Most Common Mobile Ad Sizes

Width	Height	Est. Avail Impressions per Day
320px	50px	11.569.239.478
728	90	3.546.517.609
300	250	1.476.854.374
320	480	275.195.711
320	53	259.208.459
768	1,024	53.486.431
480	320	53.110.726
1,024	768	30.211.072
320	48	23.831.872
168	28	5.398.399

