



AdMob Company Analysis

AdMob Vies for Mobile Advertising Network Leadership

Overview

AdMob is among a handful of emerging players in the advertising network space that can chase and surpass established players such as Third Screen Media and Doubleclick.

This report provides a concise and highly impactful analysis of AdMob's business prospects, competitive analysis, SWOT analysis, and Mind Commerce's proprietary analysis of the Mobile Advertising Network Vendor Landscape. This must read report will help anyone involved in mobile advertising better understand business strategies, competition and the direction of product offerings and solutions.

Key Findings

- Mind Commerce finds that AdMob is among a handful of emerging players in the advertising network space that can chase and surpass established players like Third Screen Media and Doubleclick.
- What differentiates AdMob from other networks, Mind Commerce believes, is its unique marketing analytics and dashboarding capabilities that provide advertisers with real-time access to campaign metrics. AdMob could do more in the mobile marketplace to promote this capability that empowers advertisers with cost-cutting, game-changing mobile Web analytics.
- In only three years, AdMob has amassed a network of thousands of mobile sites and developed substantial backbone server technology, advanced algorithms, and data analytics capabilities that enables it to produce a robust set of solutions for clients to reach today's mobile network user.
- AdMob is at a critical juncture in its short life due to the increasing maturity of the mobile marketing and advertising space that is resulting in big payoffs for brand managers, particularly those selling to a local consumer market.



Table of Contents

Executive Summary.	3
Company Overview..	3
Products and Services.	4
Company News.	5
Competitive Analysis.	6
DoubleClick.	6
Millennial Media.	6
Greystripe.	7
Third Screen Media.	7
AOL's Platform A..	8
Mobile Advertising Network Vendor Landscape.	9
Strengths, Weaknesses, Opportunities and Threats Analysis.	10
Admob Strengths.	10
Admob Weaknesses.	10
Admob Opportunities.	10
Admob Threats.	11
Summary and Recommendations.	12
Demand Customization..	12
Create Realistic Measurement Plans.	12
Optimize Direct Response and Local Search..	13

Target Audience

- Media Buyers at Marketing and Advertising Agencies, and Corporate Marketing Departments: Chief Marketing and Advertising Executives are determining how best to allocate their budgets for 2010 and mobile is certainly on their radar.
- Mobile advertising networks: The suppliers enable different types of mobile ads to be broadcast over mobile networks, in videos, and in other mobile premium content.
- Mobile search and content aggregators: Many are chasing Google but the smaller vendors offer localized search capabilities. Cellular phone providers. They carry the millions of text messages, some of them sponsored, and are looking at ways to leverage mobile marketing campaign data for their own use.
- Mobile platform developers: These suppliers create videos, games, downloadable applications for mobile that they in turn use to recruit sponsorship opportunities.
- Traditional media outlets: Broadcast television stations and Internet properties are leveraging mobile to stream newscasts and other premium content
- Smartphone and PDA manufacturers: They provide the hardware that enable next-generation mobile content possible

Report Title

Admob Company Analysis: AdMob Vies for Mobile Advertising Network Leadership

License Type
 Single User License \$ 295 USD

 Company License ... \$ 995 USD

 Team License (2-5 People)... \$ 665 USD

 Other Licensing Options: Inquire with Mind Commerce

Family/Surname
First Name
Position
Company
Address
Country
Post Code
FAX
Telephone
Email
Order Type

 Order by FAX at 1 877 646 3266

Card Number
Expiration Date (MM/YY)
CV Code
Cardholder's Name
Signature
Billing Address
Country
Post Code
Signature
Date
Online Ordering

Customers can order online by visiting report web page:

<http://www.mindcommerce.com/Publications/AdMob.php>