

In-App Advertising – what's the problem?

Smartphone users are curious about In-App advertising but yet also suspicious



Many Smartphone users prefer to use the free-of-charge applications, and accept submissively the In-App Advertisements. A survey conducted by Lab42 found, that 80 percent of Smartphone users downloaded apps with ads. In addition, a Pontiflex survey, also conducted in November, found that only 12 percent of the users preferred to pay for applications.

According to the Lab42 survey, most Smartphone users clicked on an advertisement at least once during the last three months. However, few users clicked on advertisements more than several times. Moreover, despite the fact that advertisements in applications have been shown to be extremely effective, only half of those users could remember the content.

The Pontiflex survey found, that Smartphone users prefer to keep the advertisements within the applications, rather than download them to the mobile's browser. In addition, the survey found that Smartphone users prevent access of video mobile advertisements, which are considered as disturbing as regular mobile advertisements.

Mobile advertisements that encourage users to download related application, by various temptations, for example bonus-points related to a paid application, were also found to be ineffective. Even those Mobile users, who were convinced eventually to download a new application, did not really use it. Around 40 percent of users preferred not to clutter their Smartphone screen, and remove unnecessary applications shortly after installing them.

Despite all of this, advertising in free-of-charge applications is a primary marketing tool and a great opportunity to increase exposure; more than a million Smartphone users are interested in free-of-charge applications, and are willing to watch advertisements in order to use them. These advertisements have more marketing potential than Banners, but they must be relevant and avoid harassment of users.