

Mobile Advertising Market in India 2015

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Abstracts

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Netscribes' latest market research report titled Mobile Advertising Market in India 2015 illuminates the dynamics in the mobile ad market in India. Smartphone adoption in India is the fastest in Asia-Pacific region. Thanks to the constantly falling prices, Smartphones are fast replacing featurephones in the country to become the most personal device. Traditional ad delivery technology such as text message and telemarketing is being replaced by attractive, interactive, location-based, measurable ad campaigns through mobile apps, display, and search, amongst other mediums.

Capabilities provided by mobile platforms further enhance mobile advertisers' ability to reach target audience with relevant ads, in varied formats. Better visibility, measurability, time to market, and control over ads makes it furthermore attractive and effective. Availability of advance cellular network and faster data services widens the opportunity for mobile ad companies in India significantly.

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