

MediaCom Taps Eyeblaster And Nokia For Mobile.

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MediaCom London has launched the world's first third-party-served mobile campaign, representing a major breakthrough in mobile advertising. MediaCom used Eyeblaster Ad Campaign Manager (ACM) to serve ads across the Nokia Media Network. The campaign, promoting the latest services from mobile operator T-Mobile, spans across multiple mobile and online publishers.

Channel Connect for Mobile, a new offering from Eyeblaster, allows agencies and advertisers to seamlessly integrate mobile into the digital marketing mix, making mobile campaigns easier to plan, create, execute and measure alongside other channels.

The solution adds simplicity, accountability and reliability to mobile advertising, and removes barriers to adoption for agencies by providing them with tools widely used already in online channels. With the new solution, MediaCom is able to serve ads to multiple mobile publishers while receiving third-party delivery data, unified cross channel reports and real-time optimization.

"The lack of integrated analytics and ad serving for agencies has been a looming concern for scaling mobile advertising," said Stefan Bardega, Director of Digital at MediaCom. "Third-party ad serving was really what drove the growth of web advertising, and the emergence of Eyeblaster ACM and Channel Connect for Mobile represents a similar milestone in mobile advertising."

"Mobile technology is the optimal medium to keep up with today's digital consumers and, for the industry to move on to the next level, agencies have to embrace more efficient ways of buying mobile media," said Tom Henriksson, head of Nokia Interactive Advertising. "We're excited that the Nokia Media Network is the first network to be part of this ground breaking project."

Channel Connect for Mobile, currently in beta testing, joins Channel Connect for Search and Channel Connect for In-stream in Eyeblaster's growing arsenal of agency focused tools to integrate digital channels.

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