

MOBILEGEDDON



**WE'VE ALL
HEARD IT BEFORE**



THE REALITY

BY 2019

70%

OF ALL DIGITAL
AD SPEND WILL
BE MOBILE



THIS IS JUST



THE BEGINNING

WHERE MORE PEOPLE OWN A
CELL PHONE THAN A TOOTHBRUSH

6 BILLION



4 BILLION



A close-up photograph of a young child, likely a toddler, sitting and looking down at a white smartphone held in their hands. The child has dark hair and is wearing a white long-sleeved shirt with grey polka dots. A small, light-colored stuffed animal is visible behind the child's head. The background is a plain, light-colored surface.

1 IN 7 BABIES UNDER THE AGE
OF ONE USE DEVICES FOR AT
LEAST 1 HOUR A DAY.

- PEDIATRIC ACADEMIC SOCIETIES

WHERE BABIES WORK IPHONES
BEFORE THEY CAN WALK

THEY SEND 34 TEXTS A NIGHT,
AFTER THEY'RE IN BED

-JFK MEDICAL CENTER

A young woman with long brown hair is lying on her back on a striped couch. She is wearing a pink and grey long-sleeved shirt and dark blue jeans. She is holding a black smartphone in her right hand and looking at the screen. Her legs are bent and raised in the air. The couch has a green and white striped pattern. A purple pillow is visible on the left side of the couch.

WHERE 4 OF 5 TEENS
SLEEP WITH THEIR PHONE



WHERE GENERATIONS ARE NEVER NOT CONNECTED

BY 2020, THE NUMBER OF INTERNET-CONNECTED
DEVICES WILL REACH 33 BILLION—THAT'S
4.3 DEVICES PER PERSON.

- MOBILE WORLD LIVE



WHERE THE INTERNET LIVES ON OUR WRISTS

WEARABLES WILL INCREASE 240% IN
FOUR YEARS TO 600 MILLION DEVICES.

- CISCO SYSTEMS



AND ON OUR EYES

GOOGLE IS DESIGNING A SMART CONTACT LENS THAT MONITORS
BLOOD-SUGAR LEVELS AND CORRECTS VISION IN A NEW WAY.

- WALL STREET JOURNAL

THE WORLD IS CHANGING



A white smartphone with a severely cracked screen is centered against a solid orange background. The screen is black and displays the text "IS YOUR MARKETING?" in white, bold, sans-serif capital letters. The cracks on the screen are numerous and radiate from the center, suggesting significant damage. The phone's home button is visible on the left side of the screen, and the Apple logo is on the right side.

IS YOUR
MARKETING?

WHY ARE WE SHOWING **:30 ADS** DURING **:60 SESSIONS?**

(FYI - ad blocking is thought to have originated as an angry consumer response to digital pre-roll)



WE STILL HAVEN'T FIGURED OUT WHAT TO DO WITH THIS SCREEN

Wake



Email



Weather



News



Games



Coffee



Email



To Do



Pay Bills



Music



Friends



Dinner



TV



220X/Day



30%
Invasion
of Space



3 THINGS TO CHANGE

WHAT
types of ads

WHERE
you run ads

HOW
you buy & sell



ARE YOUR ADS TOO LONG?

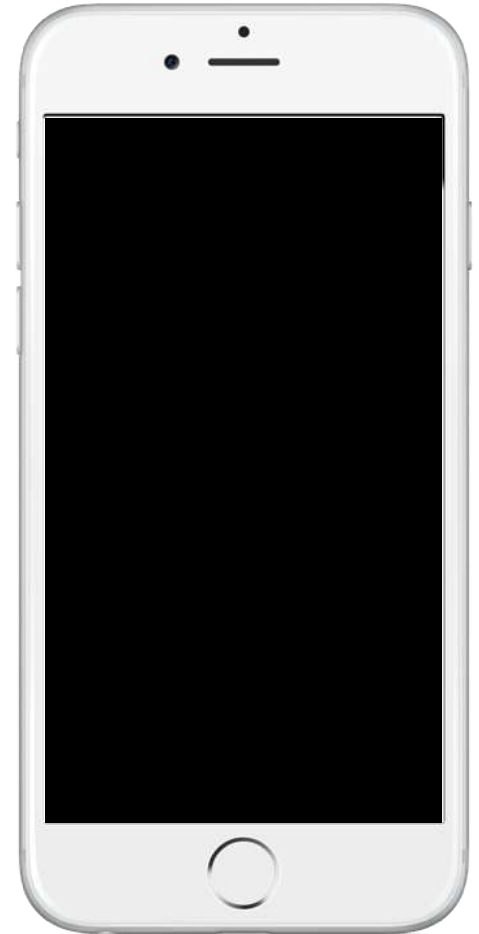
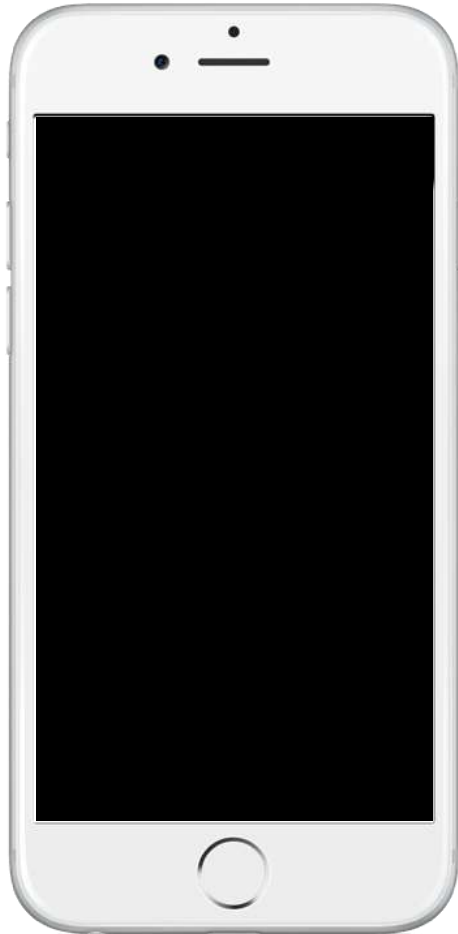
“SMARTPHONES HAVE
SHORTENED OUR
ATTENTION SPAN”

HUMAN
8
SECONDS

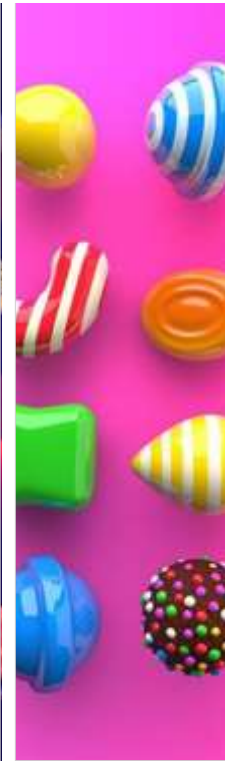
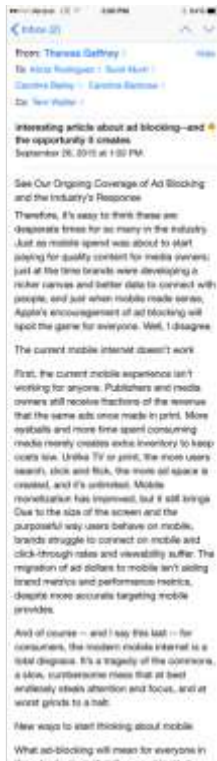
GOLDFISH 
9
SECONDS



YOU NEED TO MOBILIZE THEM



ARE THEY IN THE RIGHT PLACE?



95_{MN}

Texting

49_{MN}

Emailing

39_{MN}

Watching
Videos

38_{MN}

Trolling
Facebook

35_{MN}

Reading
Content

27_{MN}

Listening
to Music

19_{MN}

Gaming

17_{MN}

Instagramming



AND HOW DO YOU DO IT
PROGRAMMATICALLY?



SHOP KARGO



BUILD A PROPOSAL

BRAND

Target

BUDGET

\$100,000,000

FLIGHT DATES

July 1, 2015 - August 31, 2015



NEXT >

BROWSE CREATIVES

BROWSE PROPERTIES



THE
Hollywood
REPORTER

VICE

Vox

CNN

marieclaire

TARGETING

Run of Network


TARGETING PARAMETER

2.4 Million

EST. AUDIENCE SIZE


NEXT >


KARGO MARKETPLACE



Categories


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.






Audiences


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Carriers & Devices


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Geo-Targeting


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Lotame

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Grapeshot

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CREATIVES

4 maxed

CREATIVES SELECTED

2,000,000

EST. IMPRESSIONS

\$8.32

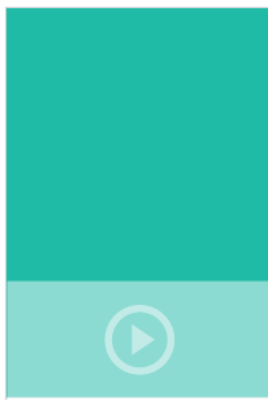
EST. ECPM



NEXT >

RECOMMENDED UNITS



 **Animated**
BREAKOUT 



 **Video RM**
ANCHOR 



 **Scroll Reactive**
SIDE KICK 



 **Video**
KAPSULE 



 **Shuffle & Flip**
INTERSTITIAL FULL 





 **Prod. Carousel**
NATIVE 



 **Virtual Tour**
HOVER 



 **Video**
PRE-ROLL 



 **Animated**
SITE SKIN 



 **Explorer**
MIDDLE BANNER 

Animated

BREAKOUT

Ectas vendebis ant quaerunt quam ut ipis si
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et quo exerfer feriatuscia quid que estem sit,
Ipsum commo es de net maximus Arnet a
sam moditat.

Key Strengths

- 👁 Viewability
- 📈 Engagement
- 🌟 Social

Details

SUPPORTED PLATFORMS

Mobile Web Mobile App

SIZES

300 x 250 320 x 250 Responsive



[REPLAY DEMO >](#)

TOTAL	\$13.00	CPM
<input type="checkbox"/> Emogi	\$1.00	
<input checked="" type="checkbox"/> Social Sharing	\$1.00	
+ ADD TO PROPOSAL		

SIMILAR UNITS



PROPERTIES

58 minimum - Any Less And We Won't Be Able To Deliver

PROPERTIES SELECTED

NEXT >

RECOMMENDED PROPERTIES

TARGETING

DESK

PACING

PUBLISHERS

by Category

by Alphabetical

Entertainment

**The Hollywood Reporter**2,000,000 | 5 Units
Entertainment, Fashion**Warner Brothers**2,000,000 | 5 Units
Entertainment, Fashion**M Magazine**2,000,000 | 5 Units
Entertainment, Fashion**Web MD**2,000,000 | 5 Units
Entertainment, Fashion**The Hollywood Reporter**2,000,000 | 5 Units
Entertainment, Fashion**Warner Brothers**2,000,000 | 5 Units
Entertainment, Fashion**ABC**2,000,000 | 5 Units
Entertainment, Fashion**Men's Fitness**2,000,000 | 5 Units
Entertainment, Fashion**Cnet**2,000,000 | 5 Units
Entertainment, Fashion**Extra TV**2,000,000 | 5 Units
Entertainment, FashionBrowse
All Properties

Games & Tech



Finance





BEN & JERRY'S Q3 2015

TIMEFRAME

Jul 1, 2015 -
Sep 15, 2015

BUDGET

\$33,000

IMPRESSIONS

4,000,000

ECPM

\$8.25

GOALS

VIEWABILITY
SOCIAL
STORYTELLING

SUMMARY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

YOUR KARGO TEAM

ACCOUNT DIRECTOR



Dave Morrison
dave@kargo.com | 347-919-0202

ACCOUNT MANAGER



Jose Navarro
jose@kargo.com | 347-777-8888

Creatives

Site List

Audience

Targeting

Analytics & Data

Q Search



Peel Away
BANNER - RM TIER 2

FLIGHT DATES
Jul 1, 2015 - Sep 15, 2015

IMPRESSIONS
2,000,000

CPM
\$8.00

COST
\$16,000.00



Wipe Away
BANNER - RM TIER 2

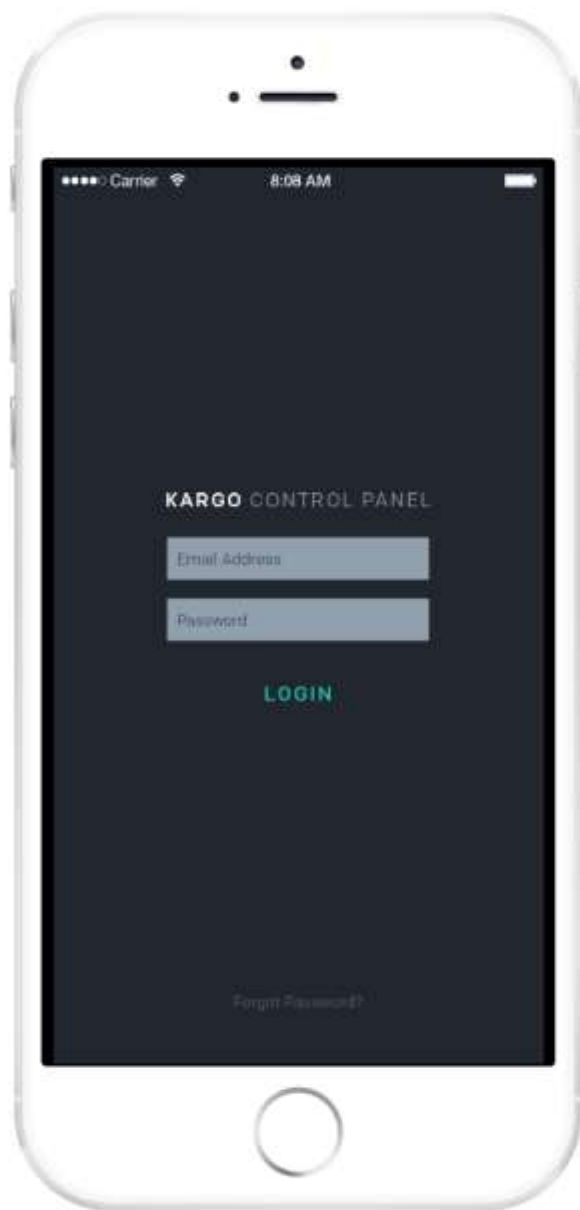
FLIGHT DATES
Jul 1, 2015 - Sep 15, 2015

IMPRESSIONS
2,000,000

CPM
\$8.00

COST
\$16,000.00





ELECTED TO THE 2015

Inc.500

KARGO

BUILDS MOBILEMENTUM

ONE OF THE

HOTTEST AD TECH COMPANIES

BUSINESS INSIDER