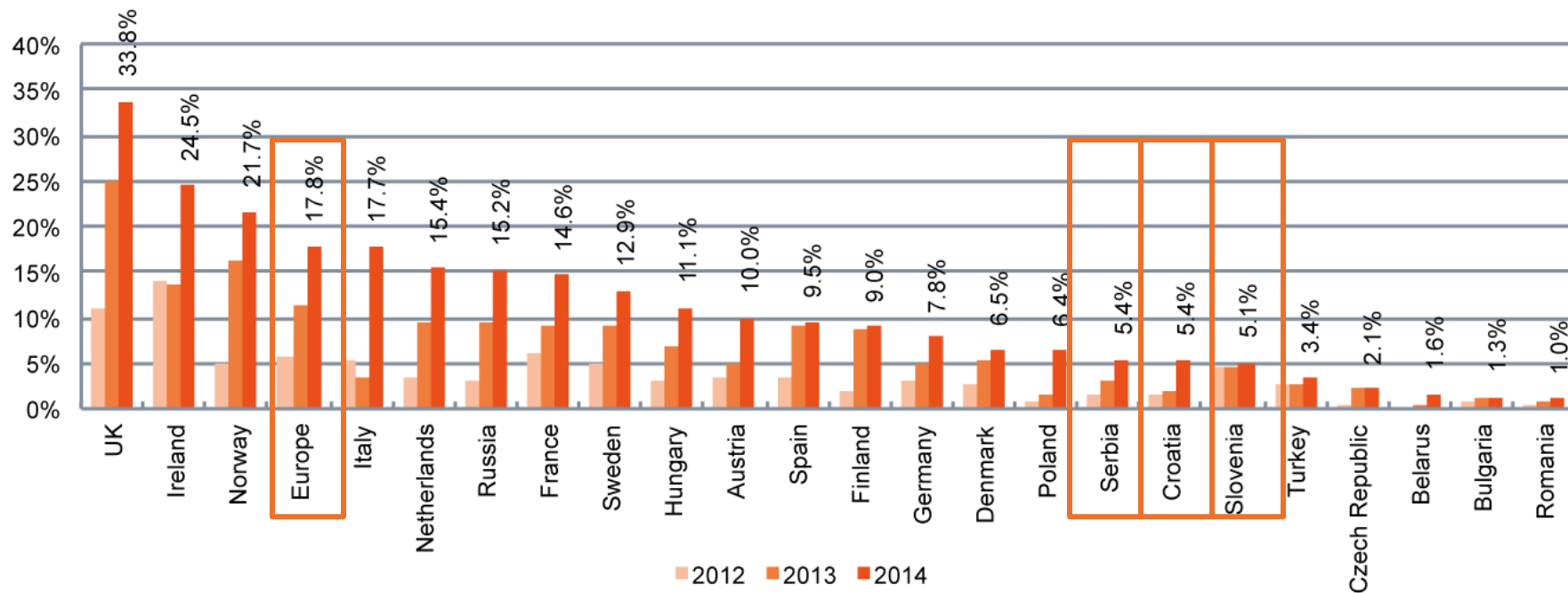


**CLICK
ATTACK**

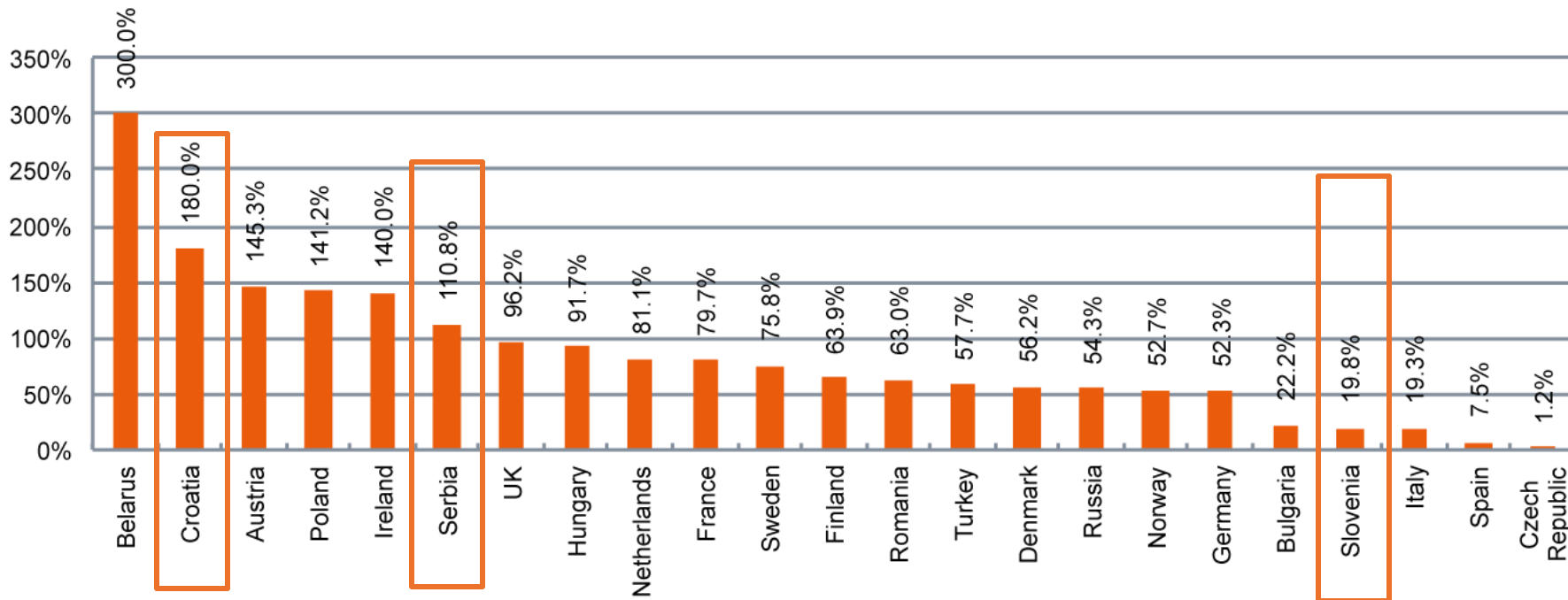
Mobile Advertising in CEE IN 2015.

Kristina Šaško



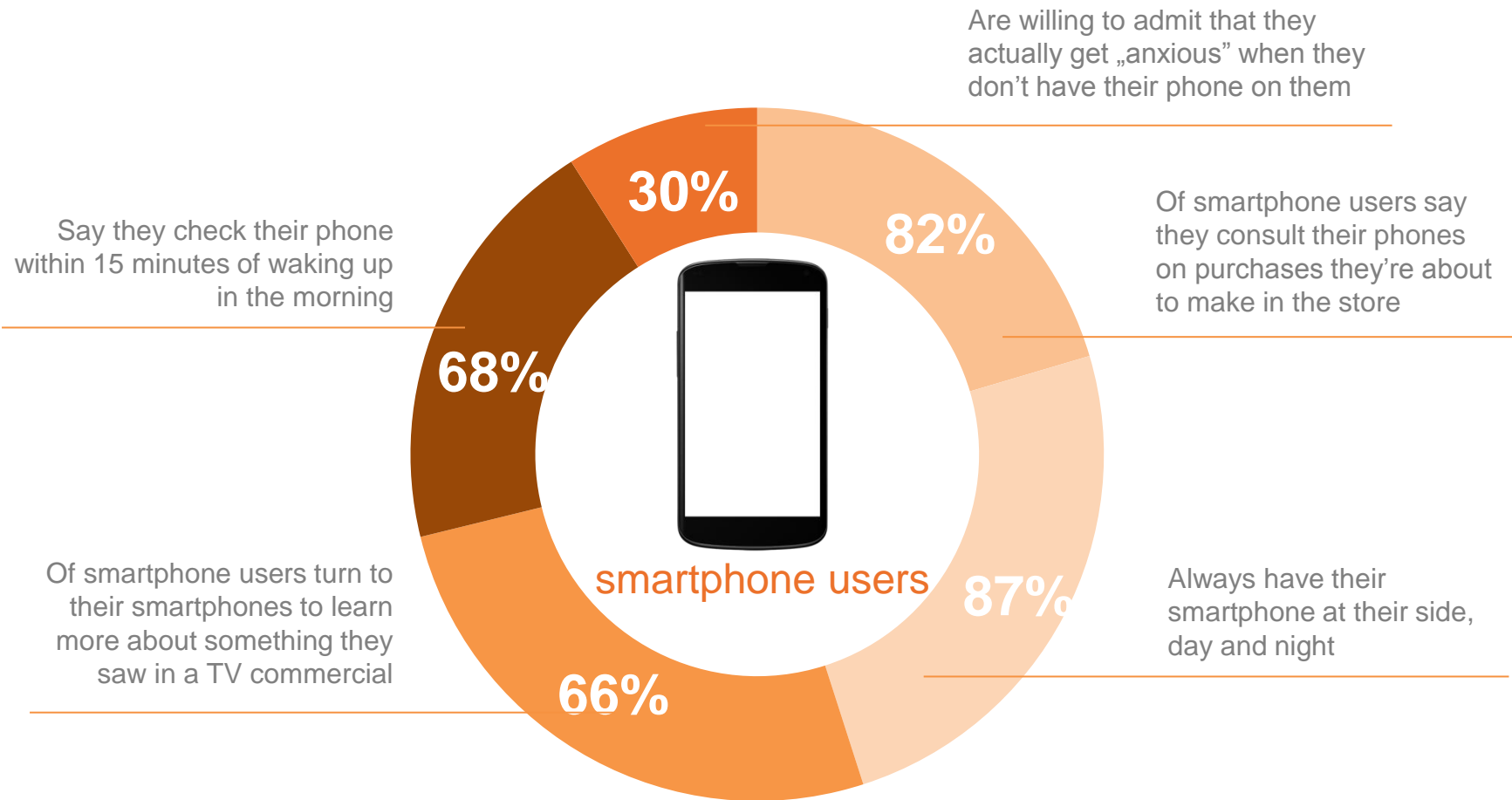
Source: IAB Europe / IHS

MOBILE AS A SHARE OF ONLINE DISPLAY (%)



Source: IAB Europe / IHS

2014 YEAR-ON-YEAR GROWTH IN MOBILE DISPLAY (%)



Source: Google / Micro - Moments



Creative message



Format variety



Destination/Landing
pages



Interactivity



Mobile in-banner
video



Engagement
tracking

- ClickAttack acts as **new** communication channel for **Enterprise**

Campaign Management systems

- For business' with > 50.000 customer base



Retailers



Finance
institutions



Telecom
operators



Insurance
companies

