



# MAKE MOBILE WORK

USE HTML5 TO POWER AND SCALE AD CREATIVE

## HTML5



### Your Audience is Mobile – Your Brand Should Be, Too.

Audiences are increasingly moving to Mobile and so are savvy marketers. Brand marketer **Mobile budgets surged 142%** between 2011 and 2013\*.

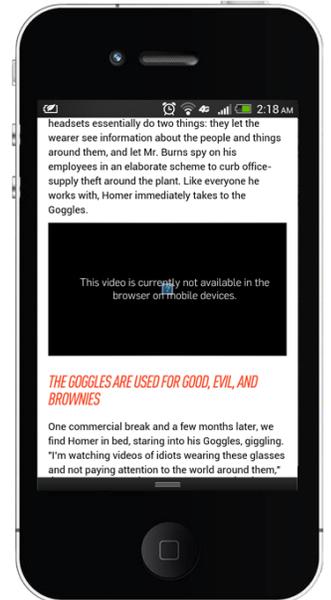
*What marketers may not realize is that today ad creative can be developed in formats optimized for cross-screen campaigns.*

Using non-mobile-friendly tools like Flash can mean that your ads aren't seen on every device. HTML5 provides a solution to help scale your ads across platforms and devices, ensuring they look great on every screen.

### What is HTML5?

HTML5 is the latest update to the Hypertext Markup Language (HTML). It includes the ability to scale video, audio and other design components across platforms.

As browser and device support for this technology grows, marketers, agencies and publishers are embracing HTML5 as the preferred way to deliver rich, interactive ads across many screens.

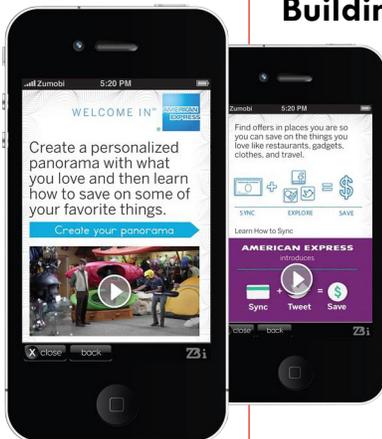


### Building ads in HTML5 will help you

- Eliminate the waste of designing multiple creatives for each platform
- Make ads **consistent, interactive** and **scalable** across platforms
- **Engage with your audiences** on their personal devices

### Plan Your Campaigns Strategically

To make the most of this new technology make sure your marketing budget takes mobile and cross-platform into consideration at inception to reach your audiences everywhere. **Be sure to ask your agencies and developers to use HTML5.**



### Learn More

Learn mobile marketing best practices, understand how to build effective cross-screen creative, download questions to ask your agency, use the Mobile Marketer Checklist, and more at the Make Mobile Work site. Visit [iab.net/mobilecenter/makemobilework](http://iab.net/mobilecenter/makemobilework)

This initiative is part of IAB's Mobile Marketing Center  
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### Questions?

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\* Source: Marketer Perceptions of Mobile Advertising, Ovum study for the IAB, September 2013