

HOT: How many geeks does it get to work a Poloroid Pogo? [Find out!!](#)

[About](#) | [Contact](#) | [Advertise](#) | [Feeds](#) | [Newsletter](#)

MOBILE INDUSTRY REVIEW

incorporating

SMS Text News

- [Home](#)
- [Applications](#)
- [Devices](#)
- [Marketing](#)
- [Operators](#)
- [Texting](#)
- [Opinion](#)
- [Jobs](#)
- [Podcast](#)
- [TV](#)
- [Events](#)
- [Showcases](#)
- [Special Features](#)
- [All](#)
-

« [Previous: Motorola shitphones and the iPhone. Everywhere.](#)

[Next: Right then.. that's me at CTIA](#) »

[AdMob serves 35m iPhone impressions in August](#)

Published by [Ewan](#) on Tuesday 9th September 2008, 05:32 | [Related](#) | [Filed Under](#)

“On the bus on the way to the Financial District [in San Francisco] every one is using an iPhone. It’s unreal.”

That’s a quote I got from a chap I met today about San Francisco. They love their iPhones here, they really do.

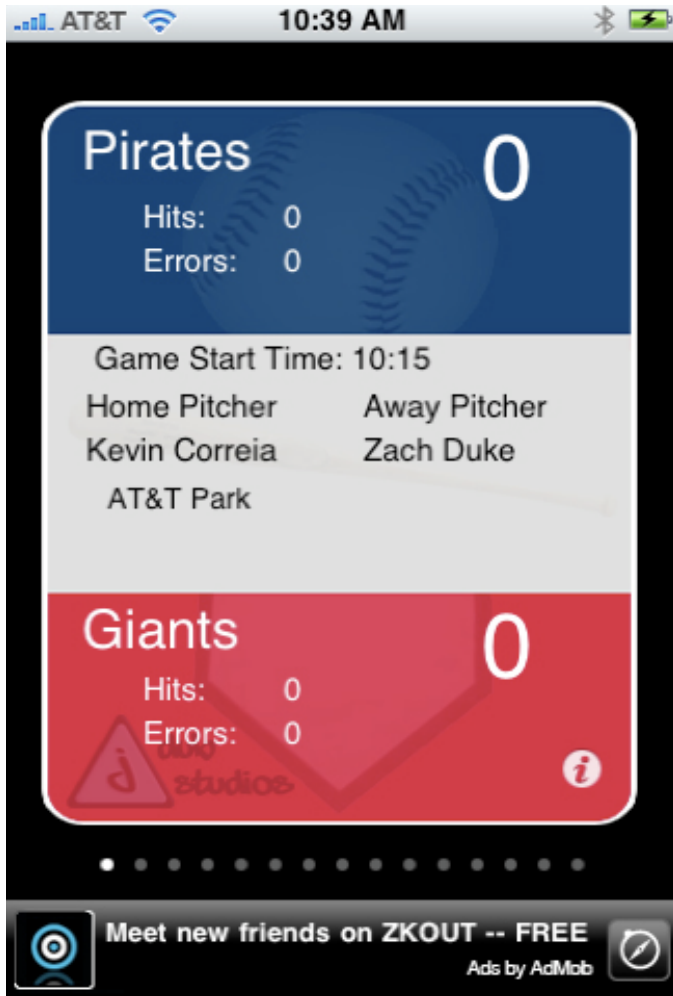
But iPhone lovin’ isn’t just restricted to the City By The Bay. It’s spreading.

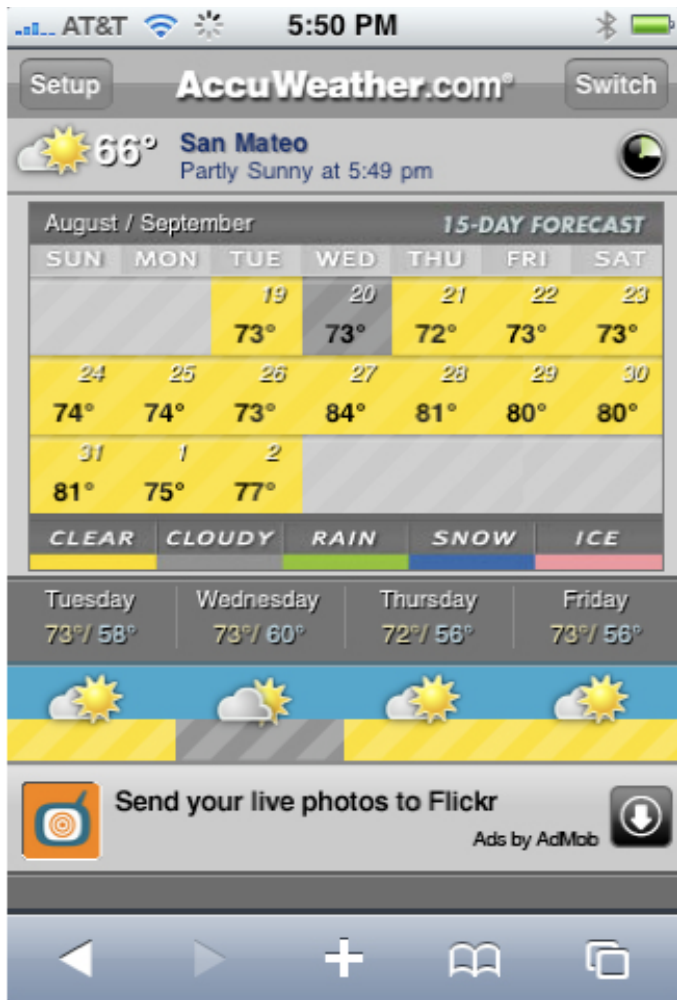
Yes it’s still a tiny dot in the ocean of mobile — but it’s a very, very influential dot.

Enter [AdMob](#), then with their August statistics. They’ve served over 35 million ads on the iPhone platform during the month. To put this in perspective, they served 3.6 billion ads across their whole mobile platform in August.

Why’s the iPhone different? Well, it offers a heck of a lot more. You can get creative. You’re not restricted to text or a really, really small, piece-of-shit advert. You’ve got real estate to play with.

Here are some recent examples (the ads are at the bottom):





Smart. Very smart. AdMob are reporting nearly three times the response rate from iPhone ads compared with normal text based mobile ads. It's not surprising.

I'm also pleased to see that a lot of brands are taking the plunge and experimenting. Here are just a few:

EA Mobile, Herbal Essences, Universal Studios' The Mummy 3, Land Rover, Always Sunny in Philadelphia, Fox Searchlights' Choke, MGMs' College, Summit Films' Sex Drive, Toshiba, CBS News, Luxor Hotel, and DirecTV

I'm hoping to get a few minutes with Jason from AdMob sometime this week so I'll see if I can get more perspective.

Article Sponsor:

[Integrate SMS into your business today. aql.com's range of developer API's allows developers to quickly integrate the power of inbound and outbound SMS with their applications. Click here now for more details.](#)

Related Posts

- September 10, 2008 -- [Nokia N96 hits the Indian markets](#)
- September 8, 2008 -- [Motorola shitphones and the iPhone. Everywhere.](#)
- September 5, 2008 -- [Oik from your HTC phone; or the XPERIA X1 if you have one](#)

- September 3, 2008 -- [O2 UK launches the iPhone on prepay](#)
- September 1, 2008 -- [The iPhone: It didn't work, but I think I like it!](#)

On this day

- [Radio & Text](#) - 2006
- [iPhone unlock available tomorrow](#) - 2007
- [The arses at UnlockTelecom just took £3.99 from me](#) - 2007
- [Right then.. that's me at CTIA](#) - 2008
- [The Motorola Q9: Still a rubbish phone and/or operating system](#) - 2008



Add New Comment

Type your comment here.

[?] Unclaimed Register Login DISQUS

Name

[Record video comment](#)

OPTIONS +

Trackbacks

[blog comments powered by Disqus](#)

- [Advertise here](#): Reach thousands of industry executives daily.

The advertisement is a vertical rectangle with a white left half and an orange right half. On the left, there is a blue icon of an envelope with a circular arrow around it and a right-pointing arrow. Below the icon, the text reads "SMS Gateway Free Trial" in large blue font, followed by "Send text message alerts from your website." in smaller blue font. On the right, the Clickatell logo is at the top, with the tagline "Any message, anywhere." below it. At the bottom of the orange section, it says "Global SMS delivery".



[The Future of Mobile conference 2008 will be exploring the threats and opportunities of increased openness in mobile devices and networks.](#) With key speakers from the major Operating Systems and mobile app developers, a new era of mobile will be examined. Speakers from around the world will present successful business models and detail strategies for success in emerging markets.

Search MIR:

Recent Comments

- → **Calmorton** on [US Senator not happy re: US text increases](#)
- → **Rickyc** on [UK Prepay vs Contract: A complete joke!](#)
- → **Trsills** on [700m NFC-equipped mobiles within 5 years?](#)
- → **Trsills** on [Day One& CTIA](#)
- → **Iphone200** on [3G femtocells will be with us by year end](#)
- → **MarkW** on [The Nokia Event](#)
- → **Ewan** on [UK iPhone unlocked and running on the Three network!](#)
- → **Ewan** on [\\$115,000 for a Porsche Cayenne and it doesnt have Bluetooth](#)
- → **Ewan** on [The Nokia Event](#)
- → **Ewan** on [Nokias Microsoft ActiveSync support for Exchange - more info](#)

© Copyright [Mobile Industry Review](#) 2008. All rights reserved.

Powered by [WordPress](#) [XHTML](#)