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## [Opinions](#)

### **iAds aren't the only immersive mobile option**

4

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Posted by [Lori Luechtefeld](#) on July 15th, 2010 at 9:28 pm

Apple's new iAds are generating plenty of buzz. And while it's too soon to gauge the true impact of these new marketing darlings, [early reports](#) suggest the click-through rates might be exceptionally higher than one would expect from a traditional mobile ad unit.

That said, iAds aren't the only player in the rich media mobile game. In fact, Greystripe reports that its rich media mobile ad units, known as "immersion ads," have been delivering significant lifts in awareness and purchase intent for top brands.

Greystripe recently ran a report of its static ads over the past year versus its immersion ads, which the company says are quite "iAd-like." Based on CTRs, the immersion ads outperformed static ads nearly four-fold. CTRs on static ads weighed in at 1.02 percent, compared to an immersion ad for Buick that had a 3.9 percent CTR.



The Buick campaign also generated a 21 percent lift in total awareness of Buick LaCrosse and a 35 percent lift in purchase intent. Greystripe reports that 53 percent of those exposed to the campaign recalled Buick LaCrosse mobile advertising versus 4 percent in the control group.

Will such results continue as rich media mobile ads become more commonplace? Only time will tell.


*Stay informed. For more tips on freshening up your brand's marketing initiatives, attend the iMedia Brand Summit, Sept. 11-15. [Request your invitation today.](#)*

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#### One Response to “iAds aren't the only immersive mobile option”

1.  [Steve Goldberg](#) says:  
[July 19, 2010 at 2:15 PM](#)

VideoEgg comes to mind as the most innovative rich media advertiser. Their management team are intelligent and committed to their clients.

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[Lori Luechtefeld](#)

Senior Editor  
iMedia Connection

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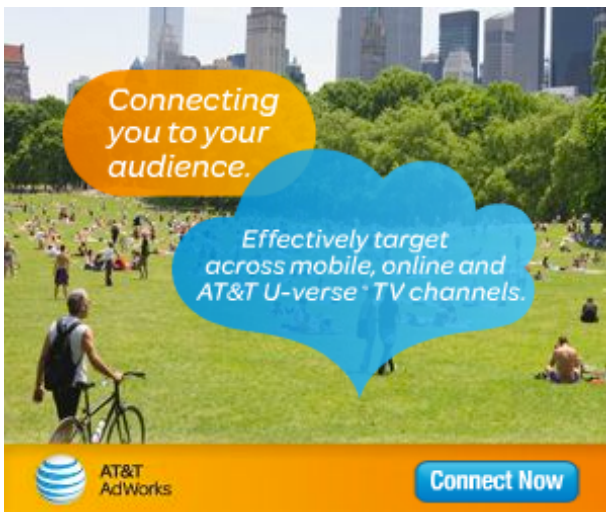


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- [In addition to the traditional email marketing \(mass email\) one should look at another marketing opportunity and that is the emails we all send from our corporate email addresses every day. I represent a company that has developed a solution for just those emails and thus this post. The basic idea behind wrapmail \(OTC: WRAP\) is to utilize the facts that all businesses have websites and employees that send emails every day. These emails can become complete marketing tools and help promote, brand, sell and cross-sell in addition to drive traffic to the website and conduct research. WrapMail can also be used to create personal email stationary based on social networks \(Facebook, YouTube, Twitter, MySpace\) hobbies, interests etc for anyone's personal email. Wrapmail is available for free at \[www.wrapmail.com\]\(http://www.wrapmail.com\) and wrapped emails arrive with no red x!](#)

Rolv Heggenhougen on

[An Outline For The Successful Email Marketing Of Any Business](#)

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