iAd: Apple’s Mobile Advertising Platform
Apple iPhone OS 4.0

New Features Include:

• Multitasking
• iAd
• Game Center
• Folders
• Mail
• iBooks
• Enterprise Features

Compatible With:

iPhone (3G, 3GS)
iPod Touch (second- and third-generation)
iPad

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Problem:
When users click on mobile ads they are almost always taken out of their app to a web browser, which loads the advertiser's webpage.

Solution:
iAd displays full-screen video and interactive ad content without ever leaving the app, and letting users return to their app anytime they choose.

Apple's new mobile advertising platform combines the emotion of TV ads with the interactivity of web ads.
Why use it?

• Easy to create content
  iPhone OS 4 lets developers easily embed iAd opportunities within their apps, and the ads are dynamically and wirelessly delivered to the device.²

• Convenient for users
  Unlike many existing mobile ads, Apple will include the ad within the app so users won't have to leave their program if they click on the ad. And the ads will be able to run animation and videos, as well as allow users to buy a new app right through the ad.³

• Potential to increase business revenue
  Location-sensitive ads represent a huge opportunity for marketers that is much more accountable than other traditional forms of brand advertising. McDonald’s could theoretically serve 10,000 people mobile ads in a city and receive analytics showing what percentage of them later actually went and visited a McDonald’s — whether that might be 24 hours or three months later. That’s much more measurable than buying a 30-second spot on TV, which can’t return granular data on how it affected purchasing behavior.⁴
Why not use it?

• Privacy concerns
  Do you really want applications/companies constantly tracking your location?
  Do you really want other people knowing how often you’re out of the house?
  (ex: PleaseRobMe.com)

• Government regulations/interventions
  Legally speaking, there isn’t a coherent standard that covers when mobile carriers and online services should hand over your location history to legal authorities.\(^4\)

• Current Location versus Location History
  As an advertiser, I could push you a coupon to a Starbucks if you’re standing near one now. Or I could push you coupons at certain times of the day, knowing your habitual route to work or your occasional penchant for dropping into a Starbucks at 3 p.m. on Wednesdays.\(^4\)

