

Research on Brand Advertising Communication in the Mobile Internet Era (Postprint)

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Abstract

With the proliferation and development of mobile communications in China, mobile internet advertising has increasingly emerged within brand marketing processes. Understanding the characteristics of mobile internet marketing has become a critical focus for enterprises seeking to establish a market foothold. To this end, this paper analyzes the current state of mobile internet and presents relevant discussions on promotional methods, emerging technologies, and future development trends.

Full Text

Preamble

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Abstract: With the popularization and development of mobile communications in China, mobile internet advertising has become increasingly prevalent in brand marketing processes. Understanding the characteristics of mobile internet marketing has become a focal point for enterprises seeking to establish themselves in the market. To this end, this paper analyzes the current state of mobile internet, examining promotion methods, emerging technologies, and future development trends.

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1.3 Current State of Mobile Internet Brand Advertising

The rapid development of mobile internet has led an increasing number of brand advertisers to begin placing advertisements on mobile devices. The brand advertisements most frequently encountered by mobile internet users fall into e-commerce, gaming, and finance categories. Over 80% of mobile internet users report that they will view brand advertising content that interests them, while 45.2% are willing to bookmark or share advertisements with friends. Currently, mobile internet users hold relatively optimistic attitudes toward mobile brand advertising, with relatively weak resistance to brand advertising content and substantial potential for interactive engagement. In the future, improving the “precision” of mobile brand advertising will be a crucial strategy for exploring remaining markets and consolidating existing ones.

As smartphone shipments increase, mobile internet user numbers grow rapidly, and mobile social media develops swiftly, netizens are migrating from traditional PC-based internet to mobile platforms. Data from the Ministry of Industry and Information Technology reveals that in 2016, China’s total mobile phone users reached 1.32 billion, with a penetration rate of 96.20 devices per 100 people. Users of 2G and 3G networks are accelerating their migration to 4G, with 4G users experiencing explosive growth—adding 340 million new subscribers in 2016 for a total of 770 million, representing a penetration rate of 58.20% among mobile users. Mobile internet access traffic consumption reached 9.36 billion GB, a year-on-year increase of 123.7%, up 20.7% from 2015. These data collectively demonstrate that mobile internet is in a stage of rapid development. Mobile internet is as ubiquitous as air—seemingly intangible, yet seemingly guiding the world’s development along established trajectories. Yet the principle of simplicity applies: regardless of how new technologies evolve, human life continues along several established tracks: social interaction, media consumption, search, security, finance, and gaming. These represent both human nature and humanity’s future, leading us toward a broader world, both tangibly and intangibly. [1]

1.2.1 Rapid Growth of Mobile Advertising

In 2016, the mobile advertising market reached 156.55 billion yuan, representing a 73.7% year-on-year increase—a growth rate far exceeding that of the overall internet advertising market. Mobile advertising is gradually becoming the main force in promotion, accounting for 21.7% of the total advertising market. The mobile terminal is becoming the preferred channel for promotion.

1.2.2 Intense Competition for Mobile Media Traffic

The mobile advertising industry currently features numerous contenders and intensifying competition. In addition to improving advertising technology, com-

panies are also engaged in fierce battles to capture industry traffic resources. Current mobile media traffic resources are extremely abundant, raising the bar for companies' ability to integrate these resources. Mobile advertising companies with substantial and high-quality traffic resources will stand out in the competition.

1.2.3 Listing on the New Third Board as a New Strategy for Mobile Advertising Companies

Listing on the New Third Board has become a key strategy for most mobile internet advertising companies to increase market share. Since 2013, numerous mobile internet advertising companies have used the low-threshold New Third Board as a springboard for financing while simultaneously generating brand benefits and enhancing corporate visibility. In 2017, the trend of mobile internet advertising companies listing on the New Third Board will intensify, with major players eager to make their move.

2.1 Precision Targeting

Precision targeting technology is increasingly important because advertising intrusion level and advertising value determine user attitudes toward ads. Therefore, mobile internet advertising companies must control the timing and frequency of ad appearances based on user behavior to reduce interference with users. They must also improve advertising content quality and authenticity to enhance targeting accuracy. Most mobile users show high acceptance of ads pushed according to personal interests, followed by those based on purchase or browsing history.

Current targeting technology can create user portraits based on user interest data, enabling personalized in-depth analysis of users and thus achieving precision targeting.

2.2 Content Marketing

Content marketing has become increasingly important in the mobile internet era. The primary method involves creating content that users are willing to share voluntarily, thereby strengthening user stickiness. The prerequisite for content marketing is user research—producing corresponding promotional content based on user needs, which may take the form of text, images, video, HTML5 pages, expandable animations, etc. After content creation, channel distribution and data collection must follow.

2.3 Interactive Advertising

Mobile social networks provide brands with the possibility of comprehensively understanding users by analyzing dimensions such as who users follow on social

networks, who they frequently interact with, what activities they participate in, what types of content they prefer to engage with, and high-frequency terms in their published comments to determine user preferences. [2] User participation in advertising interaction takes many forms, mainly including: (1) click-based interaction, where subsequent page actions occur after user interaction, with ads clicking through to landing pages; (2) in-ad interaction, where post-interaction events are completed within the ad without generating subsequent actions; and (3) social platform sharing, where audiences send their experiences or feelings to social platforms. These interactive advertising formats can increase user engagement and improve advertising favorability.

3. New Technologies for Mobile Internet Brand Advertising

In 2017, mobile internet brand advertising has introduced new approaches that effectively improve promotion conversion rates through innovative technologies.

3.1 Dynamic Creative

Through technical integration between brand advertisers and media platforms, when users who have browsed certain product categories access media resources, the system automatically pushes relevant advertisements to them. Advertising materials can be directly captured from the advertiser's official website, with the advantage of significantly enhancing advertising effectiveness. For example, if an automotive brand wishes to advertise on the Toutiao app, the advertiser needs to match user information from those who have visited the automotive website with Toutiao's platform. Subsequently, when these users access the Toutiao app, they will see advertisements for that specific vehicle, and clicking on the ad allows them to schedule test drives at nearby 4S dealerships. Since the targeted user group consists of individuals already interested in the vehicle, advertising effectiveness is substantially improved. Currently, cooperable media platforms include Guangdiantong and Toutiao.

3.2 Lookalike

Lookalike is a technology that identifies similar audiences through seed users, improving advertising precision. While many mobile internet advertising platforms offer targeting functions such as region, gender, age, and interests, these parameters are relatively broad and not highly precise. Consequently, an increasing number of brand advertisers are opting for Lookalike functionality.

Brand advertisers possess phone numbers, QQ IDs, IDFAs (iOS advertising identifiers), and IMEIs (mobile device serial numbers) of existing users. By tracking these identifiers to identify common characteristics, they can find other similar users and deliver advertisements to them. For example, when an anti-hair loss shampoo brand needs to launch an advertising campaign, the advertiser can upload existing user phone numbers and QQ IDs into a DMP targeting package. The media platform backend can analyze these users' commonalities

and identify other users experiencing hair loss—far more precise than simply targeting by age or gender in the media backend. Currently, cooperable media platforms include Guandong and Toutiao.

3.3 DSP Advertising Platforms

DSP (Demand-Side Platform) obtains advertising exposure opportunities from ad exchanges through real-time bidding, with the entire bidding process taking approximately 40 milliseconds. DSP advertising platforms feature massive high-quality resources that comprehensively cover premium users. Through diverse advertising formats, they meet advertisers' multi-platform combination promotion needs. Simultaneously, DSP platforms enable multi-dimensional targeting, allowing advertisers to easily select target audiences for ad delivery.

As the mobile internet advertising industry scales up rapidly, DSP platforms have also developed swiftly. However, this growth has exposed certain issues, such as fraudulent traffic inflation and unguaranteed advertising effectiveness. It is hoped that future national regulatory systems will address these concerns.

4.1 Development Prospects Analysis

With increasing smartphone shipments and rising numbers of mobile internet users, mobile internet advertising continues to evolve rapidly, presenting new opportunities and challenges for brand owners and the mobile internet advertising industry. Currently, advertising audiences have transformed from passive ad recipients into real-time ad responders. This shift in audience roles has changed the direction of brand building. Excellent mobile internet advertising should be based on comprehensive audience understanding, including mobile terminal usage behavior, demographic characteristics, and mobile consumption psychology and behavior. Effective mobile internet advertising requires hardware and software coordination, as well as advertising content and format design that more clearly 洞察受众的心理反应，才能有效地提高广告效果。

4.2 Market Size Forecast

The proliferation of smart terminal devices, continuously increasing user numbers, and the emergence of mobile advertising platforms collectively drive the overall development of the mobile internet advertising market. Mobile internet advertising will maintain impressive growth momentum with enormous development potential. The market size is projected to reach 235.09 billion yuan in 2017 and exceed 300 billion yuan in 2018, achieving an 80% penetration rate in the overall online advertising market. After undergoing competition, the mobile advertising market will gradually enter a new development stage.

4.3 Trends Forecast

Transparency. Ad fraud and fake traffic volume have created significant concerns for advertisers, with many mobile internet advertising campaigns delivering lower-than-expected ROI. An increasing number of advertisers will choose to introduce third-party data monitoring to ensure data authenticity, enabling them to grasp promotion performance and adjust marketing strategies in real time. Introducing third-party data monitoring will also be a major breakthrough in enhancing the core competitiveness of brand advertising.

Personalization. Consumer demands have undergone major changes, with increasing pursuit of personalization and autonomy in consumption choices. Rather than purchasing mass-market products, consumers now seek consumption experiences that express individual personality. [3] In the mobile internet era, rapid upgrades in advertising technology have propelled the industry into an era of intelligence, efficiency, and creativity. Competition for intelligent technology in advertising is intensifying. Future mobile advertising platforms will focus on building and optimizing product matrices such as DSP and DMP, enabling precision targeting that selects advertising audiences based on individual user characteristics.

Contextualization. The future will usher in a new digital marketing era centered on people, where communication is based on big data and creates user engagement through different channels, participation methods, and content. However, the core of marketing lies in truly integrating into people's lives. Contextual marketing constructs a dialogue platform between brands and people in the "Internet Plus" era, naturally integrating brands, social trends, people, and media. It not only creates brand stories but also creates life scenarios that brands can enter, generating both short-term high attention and long-term sustainable brand value.

5. Conclusion

In summary, the proliferation of smart terminals in recent years has fueled rapid development in mobile internet advertising, with intense competition among brand advertisers. How to leverage new media to break away from competition is critically important. Continuously integrating mobile internet advertising technology and innovative elements into corporate marketing processes carries far-reaching significance, and relevant professionals in society should work together to foster a healthy mobile internet advertising environment.

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Note: Figure translations are in progress. See original paper for figures.

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