

# IAB mobilises website for easy access to industry advice

## Business need

The Internet Advertising Bureau (IAB) wanted to launch a mobile-friendly version of their website with real-time updates to appeal to advertisers and agencies looking for more information on the advantages of mobile phone browsing and marketing.

## The solution

The IAB used Incentivated's mobile internet publishing tool to direct visitors to its mobile site and repurposed content for a device-specific experience delivering a simple, clean and easy to navigate mobile site.

Incentivated's content management service also made it possible for the mobile site to offer a quick and easy way for visitors to sign up for events and news alerts from their phone.

## Results

**2,539**  
mobile site hits



**8.59 min**  
average session length

