

PRESS RELEASE

**IAB LAUNCHES MOBILE INTERNET SITE TO PROVIDE BEST PRACTICE
TEMPLATE FOR UK BRANDS**

**Digital trade body partners with Incentivated to showcase latest mobile
functionality**



The Internet Advertising Bureau (IAB) – the trade body for digital marketing – has launched a new mobile site to promote best practice within the medium and provide a best practice ‘template’ for brands looking to establish their mobile presence.

www.m.iabuk.net, built and hosted by mobile agency Incentivated has been designed to showcase the latest mobile functionality to ensure that UK marketers and businesses are aware of the capabilities of a mobile phone browsing the mobile internet.

Redesigned for the medium and compatible with all handsets, the site was built using Incentivated’s ‘WAPsite publisher’ platform. www.m.iabuk.net will act as a destination source for digital marketing expertise and educational materials, including a dedicated mobile area for advertisers and agencies looking for more information on the potential and efficacy of the medium. Site functionality also includes live news feeds undated via RSS feed, access via SMS, web, mobile browser and mobile barcodes, registration and events booking capability as well as detailed reporting of visitors and their session information. The site also includes an automatic redirect service from www.iabuk.net to m.iabuk.net for those browsing the website on mobile devices.

The IAB and Incentivated have also produced a series of introductory guidelines, which all organisations should adhere to when developing their mobile site:

- Always use handset detection to optimise the correct version of the site and ensure the best mobile user experience
- As users don’t have a keyboard for navigation, always include ‘back’ and ‘home’ links on each page
- Ensure the web URL redirects mobile users to a mobile site, and provide a link to view the full site. Drive traffic to the site with SMS, URL and mobile barcode links
- Optimise your site for mobile search engines (Google, Yahoo!)

Jon Mew, Head of Mobile at the IAB, comments: “Adoption of mobile media amongst marketers is steadily increasing, however it’s important for the IAB to keep teaching businesses the basics to

ensure that they're adhering to best practice from the outset. We've launched this site to show brands how it should be done, whilst educating the market about the wealth of opportunity available within mobile media."

Robert Thurner, Commercial Director at Incentivated, adds: "It's fitting that the IAB now has a world class mobile internet site, with slick navigation, realtime content uploads and extensive data capture. The site leads the way for advertisers, agencies and media owners to follow their example".

To access the service:

- www.m.iabuk.net
- www.iabuk.net
- Text IAB to 62233
- Use your mobile's camera and barcode reader to snap one of the barcodes below



ENDS

For more information, please contact:

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Notes to Editors

Incentivated works with brands, the public sector, charities and their agencies to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text and picture messaging, mobile internet, apps, mobile barcodes, Bluetooth and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Heineken, Hilton Group, Jaguar, King of Shaves, Macmillan Cancer Support, Marks & Spencar, Mars, Pricewaterhouse Coopers, Scottish Power, Specsavers, Transport for London, Virgin, and Visit Britain.

For more information please visit: <http://www.incentivated.com>