

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

