

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

