

## Enhancing Mobile Advertising Performance Using New Creative Formats of Digital Video Advertising

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### Abstract:

According to a recent ([Forrester report](#)), video ads expenditure is expected to reach \$102.8 billion by the year 2023. One of the video areas seeing the greatest leap in ad spend will be mobile video. Mobile video is the fastest growing video type among consumers. It is accounting for [more than half](#) of all video plays. Advertisers spent over \$30 billion on mobile video advertising alone in 2018. Advertisers are getting aware that consumers now rely on their phones for news, shopping, and a significant portion of their entertainment. Vertical, in-stream, and opt-in videos are all types of MVA that have been proven to enhance the performance through brand awareness, attention and engagement. MVA has the advantages of, reaching highly engaged content viewers, expanding reach by complementing desktop video advertising campaigns with mobile, drive up to a three times lift in viewer engagement than other [ad formats](#) and deliver highly viewable mobile video ads with full screen executions. As video consumption grows, formats and executions of mobile video advertising advance. Nevertheless, mobile video advertising is facing some challenges that are slowing down the progress. Creative formats for mobile video advertising are gaining more dominance and power. VR/AR/MR as well as 360° videos, vertical videos and esports are influencing and empowering the performance of mobile video advertising. This research looks at how the challenges facing mobile video advertising are perceived by Egyptians and which creative format could enhance mobile video advertising performance. To achieve valid credible results, documentation and survey were carried out. The research concluded that 38% of the studied sample assert that the challenges confronting mobile video advertising depends on the quality of user experience, while 35% assert that challenges are due to quality of creative content, 15% of the sample answered that challenges are due to programmatic quality and 12% answered that ad blocking is accounted for the challenges facing MVA. The sample has studied the choice of the virtual/augmented/mixed reality creative format to top the creative formats of MVA with 64% while vertical video format came with 32% of the sample. This denotes the importance of defying the challenges facing MVA to drive up the performance using the studied creative formats.

### Keywords:

Mobile video ads, Mobile video advertising challenges, Formats, Performance.