

CMO Council: Mobile marketing's bright spots

PALO ALTO, US: Unilever, SlimFast, Audi, and Priceline.com are among a growing number of brands embracing Mobile Relationship Marketing (MRM). All four are turning rich media engagement and relevant content into connected experiences that go from web to mobile.



Today, February 5, the CMO Council has released "MRM Year in Review: Mobile Advertising Bright Spots in 2012". The white paper includes case studies on how these leading brands have met the needs and expectations of their mobile customers. The paper also includes insights into mobile advertising consumption and consumer attitudes towards these new mobile channels of interaction.

Among the topics addressed in this white paper are:

- Consumer receptivity and response to mobile advertising
- Preferences and patterns in mobile consumer behavior
- Leading brands connecting web to mobile engagements
- Adoption of rich media as a key mobile engagement strategy

[Download the white paper](#) (Large file)

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