



Jamba: Successful pioneer in Mobile Advertising

“We plan to use Google mobile ads in all countries where available.”

Marc Majewski
Head of Online Marketing
Jamba



www.jamba.de

Jamba! GmbH is one of the world's leading providers of digital entertainment services. Jamba develops, markets and provides digital content and services in the mobile sector and via the internet. The range of products includes music, video and information services as well as ring tones, graphics and games, all available directly via SMS text messages, mobile internet (WAP) or the internet. Jamba's business is divided into three main areas: Digital content, supporting services and community & interactivity. The company collaborates successfully with international network providers like Vodafone, O2 and T-Mobile and cooperates closely with numerous partners in TV, internet and the print sector.

Jamba services are available in more than 35 countries such as the UK, USA, Australia, China, South Africa as well as numerous other countries in Europe, as part of a Joint Venture between News Corporation (NYSE: NWS, NWS.A) and VeriSign, Inc. (NASDAQ, VRSN) and employs more than 600 workers in Berlin and Los Angeles.

Challenge

As one of the world's leading providers of digital and mobile entertainment services, Jamba draws on all forms of online marketing, ranging from affiliate marketing to search engines and from email marketing to online partnerships.

End users download Jamba's products and are very keen on mobile content. So what could be more appropriate than reaching them with Google's new mobile ads? Jamba, a customer of Google AdWords for years, was on board right from the start when Google launched mobile ads in autumn 2006. Mobile ads are text-based AdWords ads that appear when users search Google from a mobile device. With mobile ads, users can be directed to a mobile web page or connected to a phone number. “Mobile ads fit perfectly into our strategy,” says Marc Majewski, Head of Online Marketing at Jamba. Thus, Jamba decided to test the new mobile form of marketing in UK, Germany and USA.

Results

“We use mobile ads to get even closer to our customers and get even greater coverage for our products,” says Marc Majewski. Traffic is not yet comparable to that of the internet but, according to Majewski, “we are observing an upwards trend”. Jamba found that mobile ads can be created rapidly and very easily and any initial problems they had tracking were quickly resolved.

Following such a positive first experience of using mobile ads, Jamba now intends to use them for all WAP and product portals in the future. Marc Majewski says: “We will use Google mobile ads in all countries where available”.

ABOUT GOOGLE MOBILE ADS

Mobile ads are text-based AdWords ads that appear when users search Google from a mobile device. When users click on your mobile ad, you can send them to your mobile web page or offer them the option to phone you directly. Mobile ads contain two lines of text, with a maximum of 18 characters per line. A third line can contain your destination URL and a call link.



For more information visit
http://services.google.com/adwords/mobile_ads