

# Celtra selected to boost mobile advertising capabilities

[NEW BUSINESS](#) [DIGITAL](#) [MOBILE](#)

14 MAR 2014 4 min read

**First global agency partnership delivers innovation in effective rich media advertising at scale on tablets, mobiles and social networks**

BOSTON, Mass. and LONDON: MediaCom, one of the world's leading media communications specialists, has partnered with leading mobile display ad creation and analytics provider Celtra to deliver more effective advertising opportunities to its clients.

The partnership will make it significantly simpler and more cost effective to produce, manage and monitor delivery of mobile advertising. MediaCom clients will benefit from the rapidly growing mobile market in three key ways:

- They will only need to build one centralised version of their rich mobile display ads rather than having to work with individual publishers and multiple tools.
- Advertisers will only need a single creative build to launch campaigns, enabling them to get their message across much faster and with much wider reach than they are currently able to.
- It will provide centralised, consistent reporting right across the globe, allowing MediaCom and its partners to track impressions delivered, shown and billed.

The global partnership will provide particular benefits to multi-national advertisers, helping them save money on ad production across markets by providing a platform by which centrally produced creative can be shared with local teams. They will also be able to track which creative has run in which market.

The formal partnership agreement follows a year of testing with MediaCom first using the Celtra platform in early 2013. It has since been used to run new innovative formats, such as the IAB Rising Stars, Social Rich Media for Facebook and Twitter and allow its creative partners to explore new ways of user engagement such as swipe and shake to expand.

Celtra's cloud-based platform means very quickly local markets can take advantage of rich media mobile advertising and with Celtra's comprehensive training and support, MediaCom is instantly able to extend its creative and insight offering.

Ben Phillips, Global Head of Mobile at MediaCom, said, "The world's leading brands know that mobile advertising has become essential to customer engagement. Celtra's best in market mobile display capabilities will play a critical role in simplifying the challenges of advertising on mobile for MediaCom clients and help us drive tangible business benefits, such as acquisition for direct response clients and customer retention for brand-led clients."

Mihael Mikek, Co-Founder and Chief Executive Officer of Celtra, said, "Mobile is poised to become one of the most influential advertising channels and is quickly transforming our industry. As this always-on trend continues with ever more demanding consumers, brands will increasingly turn to their agencies for solutions for best cross-screen display advertising that can not only boost overall awareness and engagement but also truly measure success. We are excited to partner with MediaCom and look forward to together driving effectiveness and innovation in mobile first brand display advertising on the global scale."

NEW BUSINESS   DIGITAL   MOBILE