Chapter 17
Building an Intelligent Mobile Advertising System

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ABSTRACT
The fast deployment of wireless networks and mobile technologies and the significant increase in the number of mobile device users have created a very strong demand for new innovative mobile commerce applications and services. Since mobile advertising is one of the important subjects in mobile commerce, studying and developing mobile advertising solutions becomes a hot research and business topic. This paper first discusses the basic concepts of mobile advertising. Then, it reports a mobile advertising system (known as SmartMobile-AD), including its supporting business process, functions, system architecture, and built-in technical solutions. The system supports the wireless advertising workflow for wireless service companies and publishers (or portals) to manage and deliver multimedia mobile ads to mobile users over the wireless Internet. The paper provides insights and design solutions on mobile advertisement targeting, delivery, tracking, and performance measurement. Furthermore, the paper presents application examples of the system.

1. INTRODUCTION
The fast deployment of wireless networks and mobile technologies and the significant increase in the number of mobile device users have created a very strong demand for emerging mobile commerce applications and services. Wireless advertising is one of the important and hot subjects in m-commerce and wireless application. In recent years, there is a tremendous increase of the number of mobile users and their usage of wireless networks and wireless internet. According the November issue of Wireless Design & Development Asia, in 2007, wireless networks are deployed in 224 countries in the world. Informa Telecoms and Media reveals that worldwide mobile subscriptions will hit 3.3 billion—equivalent to 50% of the global. They also forecast that wireless advertising revenue

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This paper focuses on wireless advertising and provides a comprehensive study on mobile advertising. It first provides the basic concept and background on mobile advertising, including processes, issues and challenges, and major players. Then, it presents a wireless advertising system (SmartMobile-AD) in terms of its supporting functions, system architecture, and its built-in technical solutions. The system supports the wireless advertising workflow for mobile service vendors and publishers (or portals) to manage and deliver multimedia mobile ads to mobile users over the wireless Internet. Unlike the published research work, this paper presents the first published results discussing how to design and develop a mobile advertising system to support a complete workflow process for mobile publishers. The paper provides detailed insights on important technical solutions in mobile ad targeting, delivery, tracking, performance measurement, and payment.

2. UNDERSTANDING MOBILE ADVERTISING

2.1 Basic Concepts in Mobile Advertising

What is wireless advertising? As defined in Gao, Shim, Mei, and Su (2006), wireless advertising is “a process which various advertising and marketing activities are performed using mobile advertising solution to deliver advertisements to mobile devices”. Wireless advertising not only offers a new advertising and marketing channel between advertisers and mobile users, but also has its unique advantages over online advertising. Its basic concepts and three distinct features have been highlighted in (Yunos, Gao, & Shim, 2003).

• Mobile Accessible: wireless ads can be accessed by mobile device users via wireless connection anywhere and at anytime.
• Personal: since wireless devices can carry mobile user’s assigned identity, it enables advertisers to deliver personalized advertisements based on the profiles of mobile device users.
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