



Coldplay iPhone Banner



Coldplay - Viva la Vida page in the iTunes Music Store



Lily Allen iPhone Banner



Lily Allen - It's Not Me, It's You page in the iTunes Music Store

Coldplay Campaign Results

- AdMob drove >60,000 users to iTunes store on their iPhone and iPod Touch devices
- CTR was >1.5% for both banner and text ads

Lily Allen Campaign Results

- AdMob drove >37,000 users to the iTunes store on their iPhone and iPod Touch devices
- CTRs were as high as 1.93%

“AdMob has created a product that gets consumers what they want – music on their iPhones – with as few steps as possible. These results are demonstrable proof that mobile advertising isn’t experimental; it works.”

– David Simutis
Senior Director, Digital Strategy + Marketing, GARY Group Interactive.