

What's new with DoubleClick?

By [Lee Thaver](#), issued by [Incubeta](#)

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There have been some really exciting developments to Doubleclick's mobile offering in the Bid manager system. These range from new ad units to a standardisation of previously released features.

DoubleClick have added video to the mobile app install ads. This is an exciting new development as mobile app install campaigns are engagement based. This means users are more likely to engage with your app when their path to that conversion originates from an ad unit that sees higher engagement.

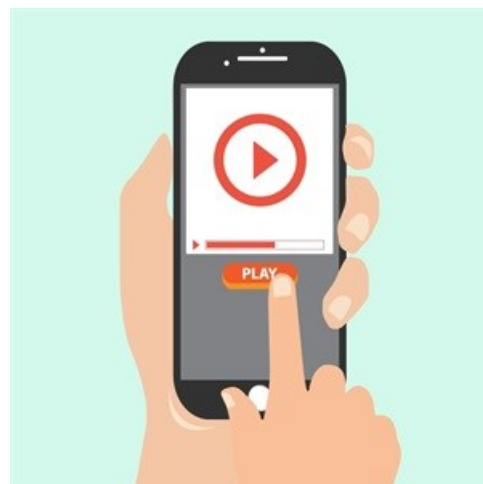
With a further push into mobile, Doubleclick have needed to standardise the mobile offering with the desktop offering. The first of these updates has been inclusion of more mobile specific traffic for channel creation. You can now build out channels with mobile app inventory, previously this was restricted to Domains/URLs.

Last of these updates has been the inclusion of Carrier/ISP targeting. You can now target all non-cellular internet traffic on smartphones and tablets. This is helpful for video or other high bandwidth situations. This option is available under targeting by selecting "Wifi-connected mobile devices under "Carrier and ISP" targeting.

Mobile will continue to evolve in the programmatic space, and we eagerly await the next release to the mobile offering in DoubleClick Bid manager.

Source - Doubleclick bid manager updates

<https://support.google.com/bidmanager/answer/6390906?hl=en>



About the author:



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Lee is passionate about digital marketing from Acquisition to Retention. He has covered Media buying within display, social and affiliate marketing in the acquisition arena and community page management, Email marketing and mobile communication from a Retention perspective. Recently with a push into the RTB space, strategic Campaign set up's with sufficient research and management tactics to maximize performance and revenue have been his key focus areas.

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