

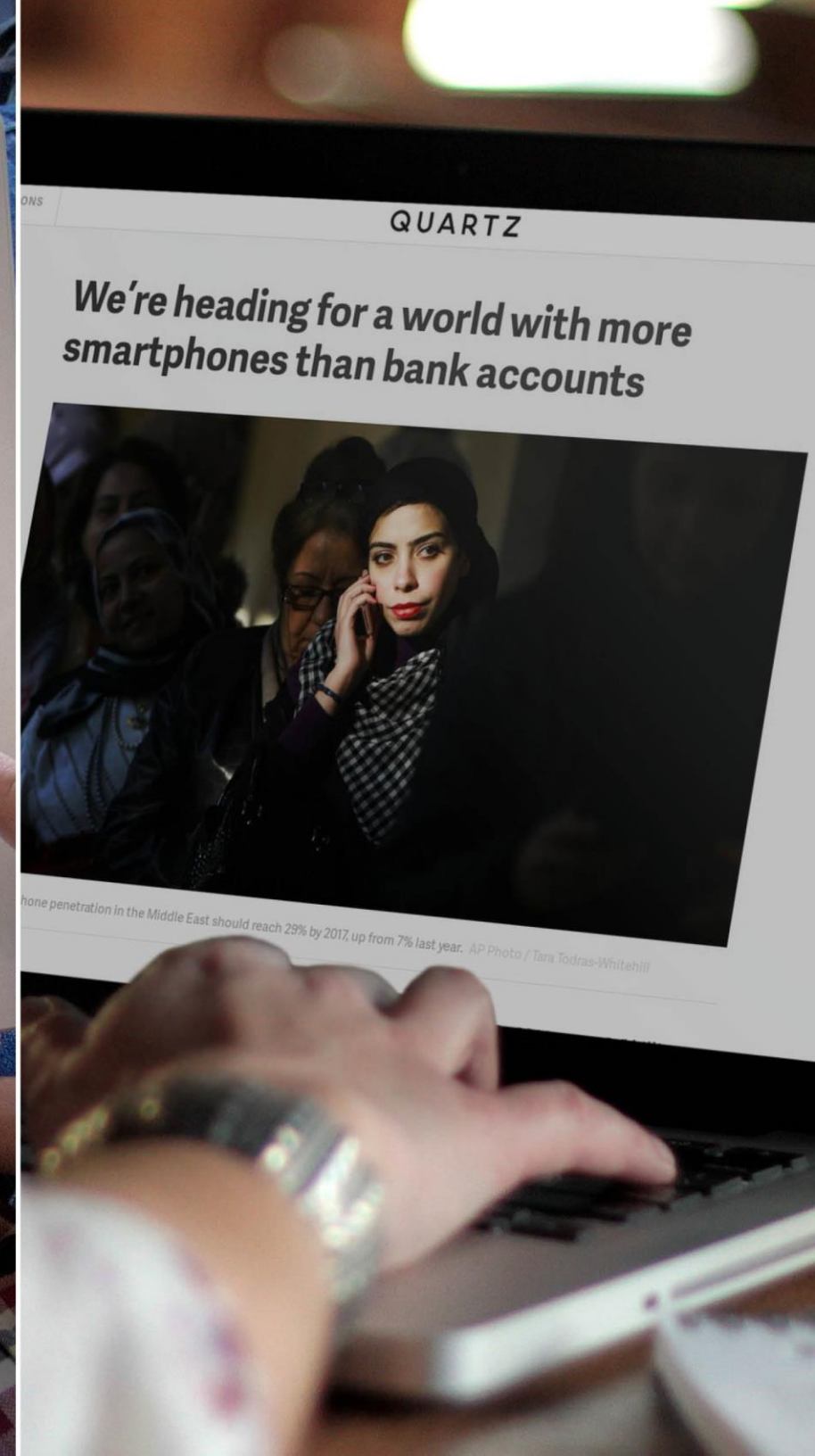
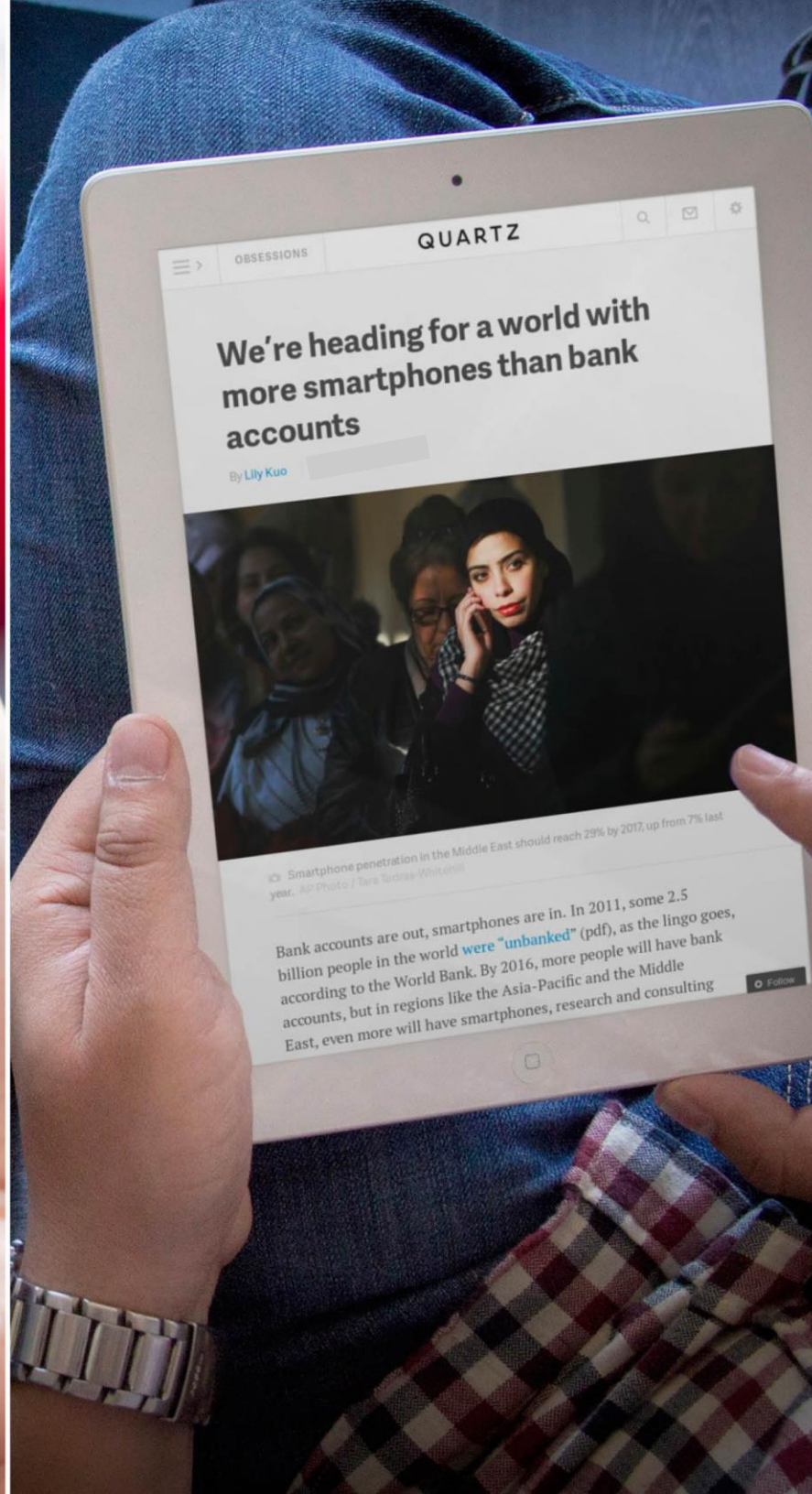
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QUARTZ

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# Monetizing Mobile & Successfully Leveraging the Platform for Brands

Joy Robins/ @JoyARobins / joy@qz.com  
SVP Global Revenue & Strategy



# We're heading for a world with more smartphones than bank accounts

By Lily Kuo

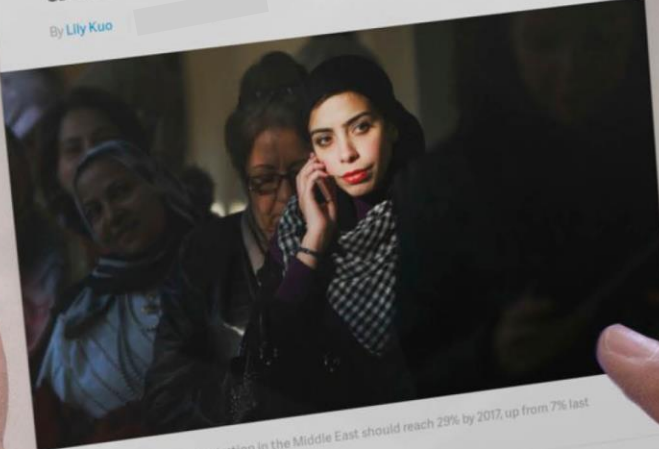


Smartphone penetration in the Middle East should reach 29% by 2017, up from 7% last year. AP Photo / Tara Todras-Whitehill

Bank accounts are out, smartphones are in. In 2011, some 2.5 billion people in the world were "unbanked" (pdf), as the lingo goes, according to the World Bank. By 2016, more people will have bank accounts, but

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Smartphone penetration in the Middle East should reach 29% by 2017, up from 7% last year. AP Photo / Tara Todras-Whitehill

Bank accounts are out, smartphones are in. In 2011, some 2.5 billion people in the world were "unbanked" (pdf), as the lingo goes, according to the World Bank. By 2016, more people will have bank accounts, but in regions like the Asia-Pacific and the Middle East, even more will have smartphones, research and consulting

# We're heading for a world with more smartphones than bank accounts



Smartphone penetration in the Middle East should reach 29% by 2017, up from 7% last year. AP Photo / Tara Todras-Whitehill

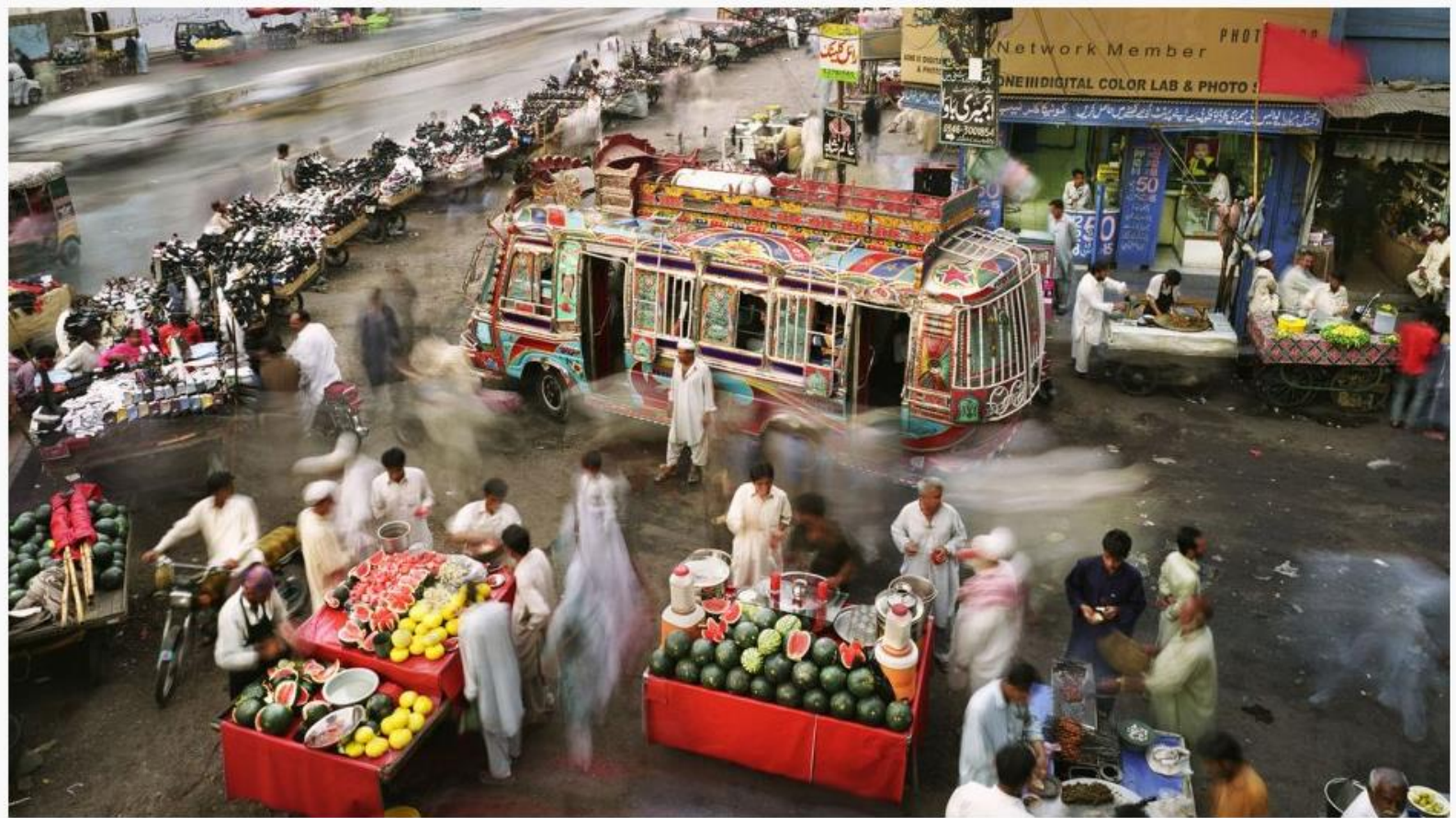
**“Quartz was a bet on the future.”**

Kevin Delaney  
President and editor  
in chief, Quartz





# Hello, world. A welcome letter from our editor in chief



📷 Karachi, Pakistan (Martin Roemers / Panos Pictures)

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Welcome to Quartz.

Over the past few months, we've assembled a team of digital journalists and developers to create a new kind of business news offering that is

September 24, 2012

# Hello, world. A welcome letter from our editor in chief



We view the creation of Quartz as just the beginning of an ongoing process, and we hope it will be a collaborative one. Quartz readers, collectively, know more about this new global economy than we do, so we hope you will be in touch with tips, suggestions, and submissions. You can always reach our newsroom directly by emailing [hi@qz.com](mailto:hi@qz.com), and you can also connect with us on [Twitter](#), [Facebook](#), [Tumblr](#), [Google+](#), [Sina Weibo](#), [App.net](#), and [Flipboard](#).



Karachi, Pakistan (Martin Roemers / Panos Pictures)

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# Hello, world. A welcome letter from our editor in chief



Over the past few months, we've assembled a team of digital journalists and developers to create a new kind of business news offering that is global, digitally native, and designed for the mobile and tablet devices that increasingly dominate our lives. This is version 1.0 of our efforts.



Karachi, Pakistan (Martin Roemers / Panos Pictures)

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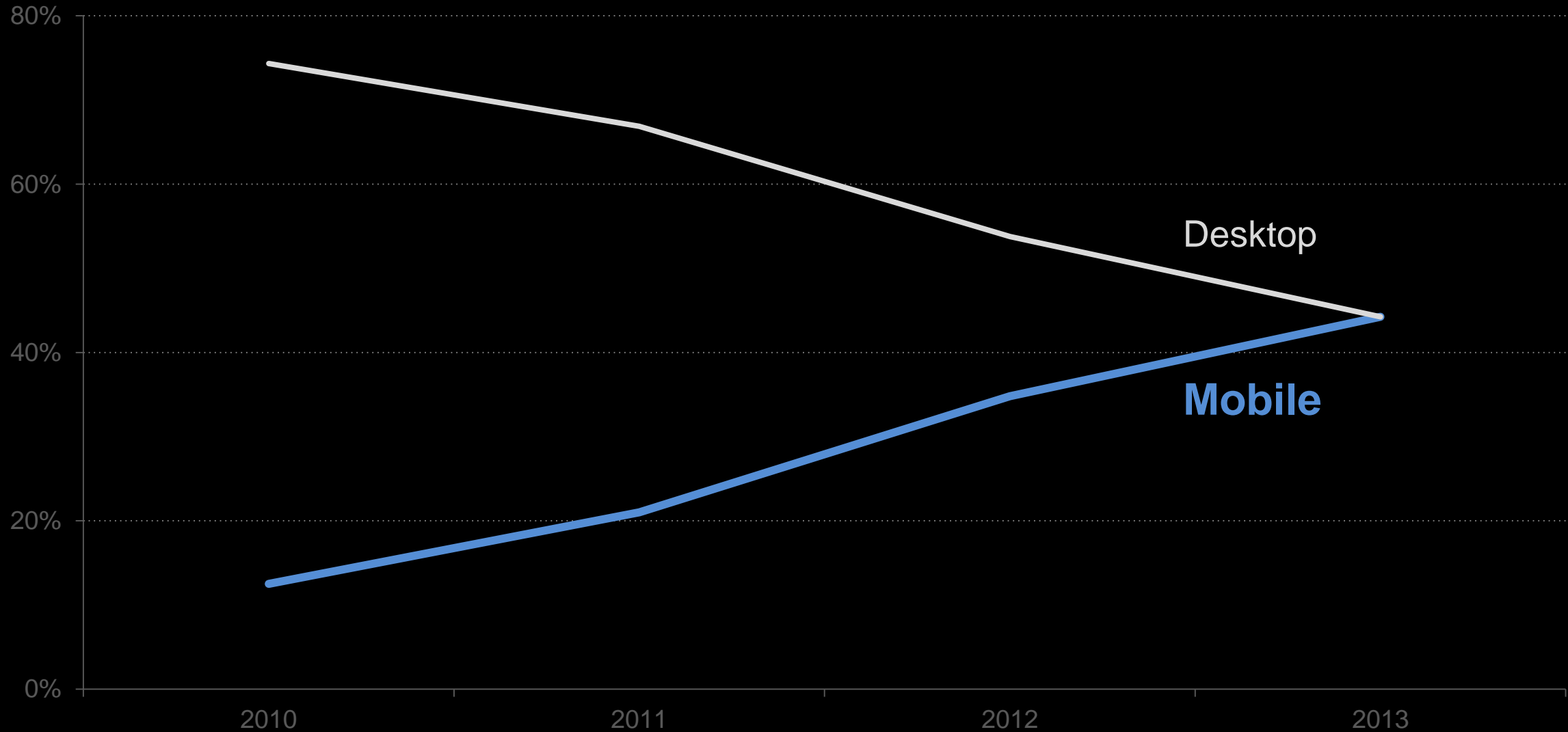
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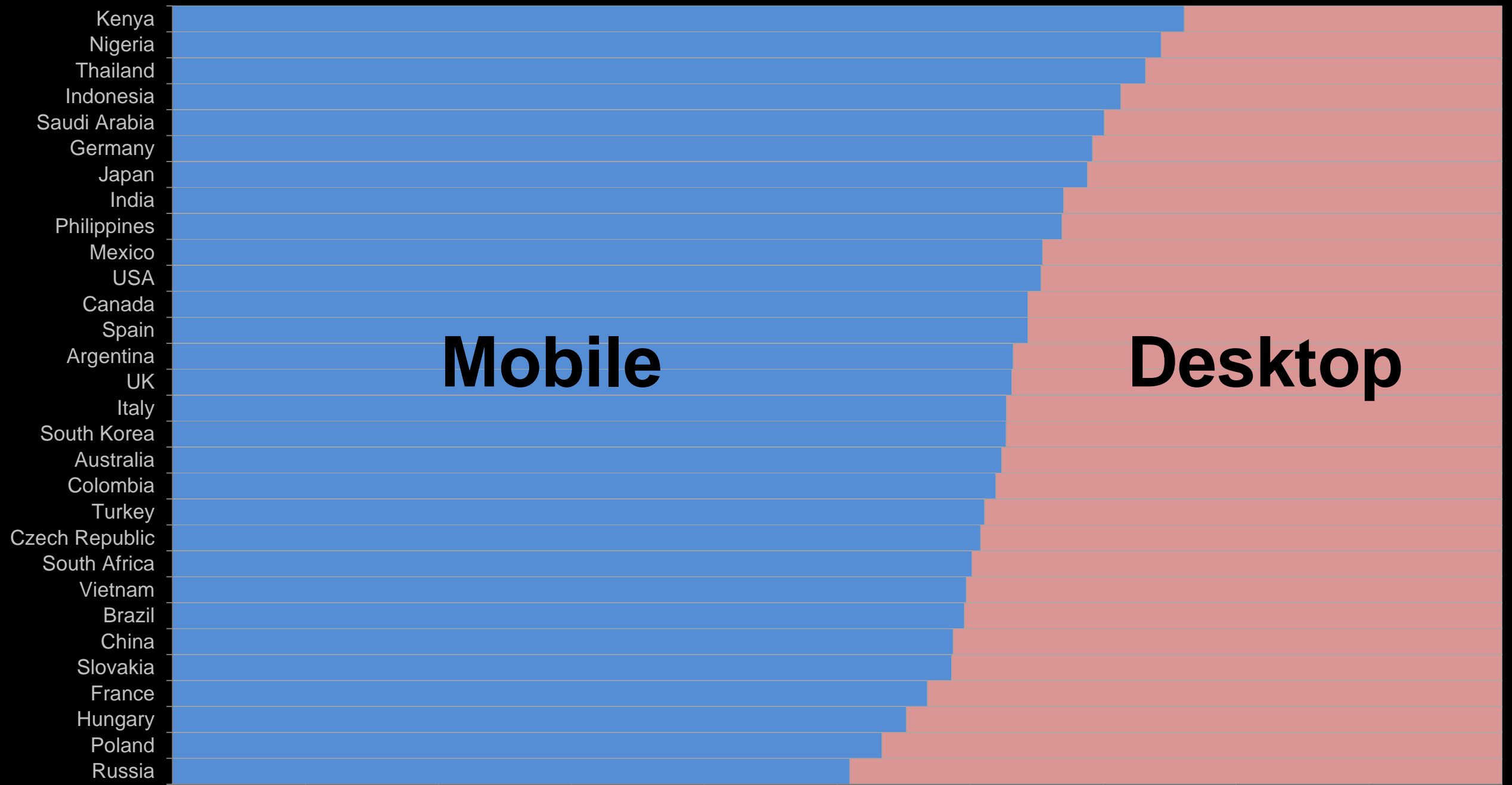
**The inexorable shift to mobile is over.**

# Share of time spent on digital media by US adults, 2010-2013:

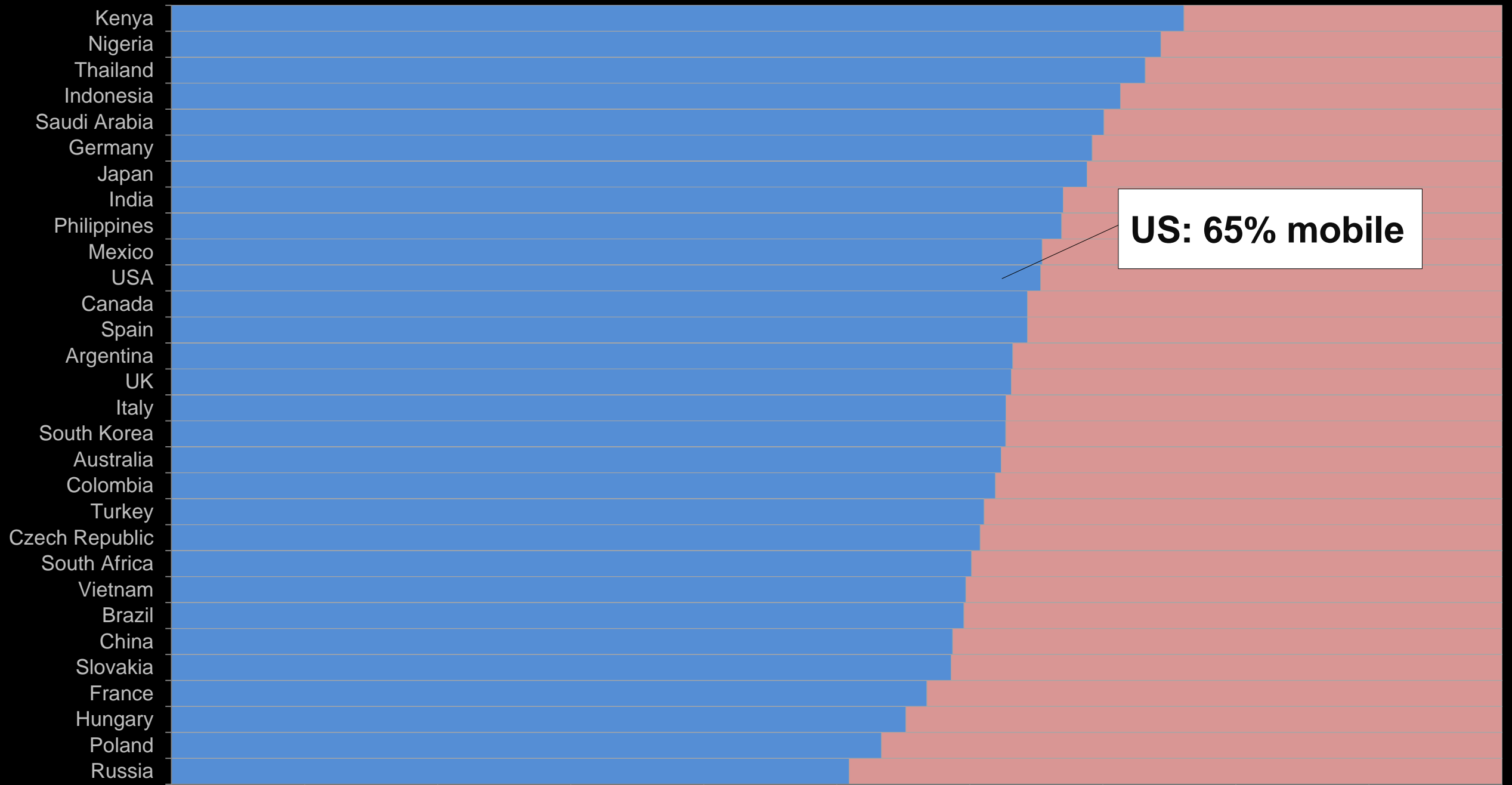




# Daily distribution of time on mobile vs. desktop, 2014:



# Daily distribution of time on mobile vs. desktop, 2014:



**US: 65% mobile**

# Building a mobile-first product



**What's different about mobile?**

**You can't fake a high-quality experience.**

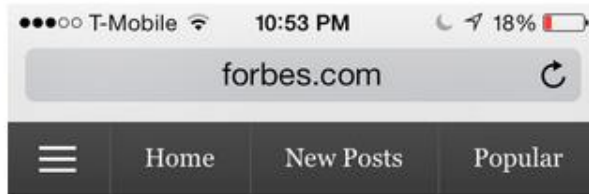


**Bojan Dordevic**  
@bojandordevic



Follow

Forbes article talking about poor mobile experience, while they got horrendous one.  
Ads + poor CSS = garbage



TECH 12/19/2011 @ 10:56AM | 1,775 views

## A Bad Mobile Experience Will No Longer Be Tolerated

O'Reilly Media, Contributor



*This post originally appeared on O'Reilly Radar ("You can't get away with a bad mobile experience anymore"). It's republished with permission.*

By **Mac Slocum**





**You can't be rude.**

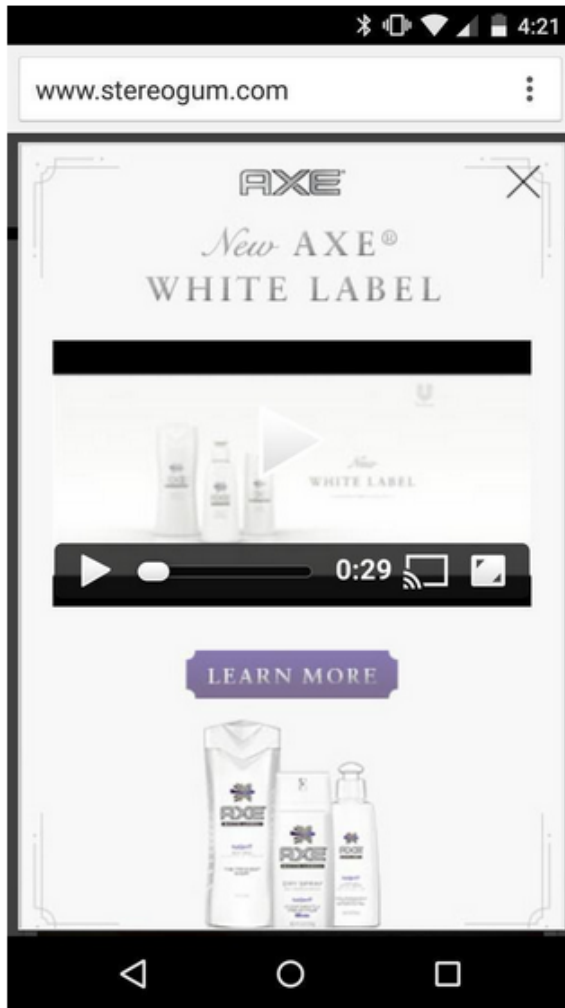


**Chris Carella**  
@ccarella



+ Follow

Minutes later I get hit with this terrible mobile ad experience. I'm just trying to read that Run The Jewels article.



**You can't build mobile-second ads.**



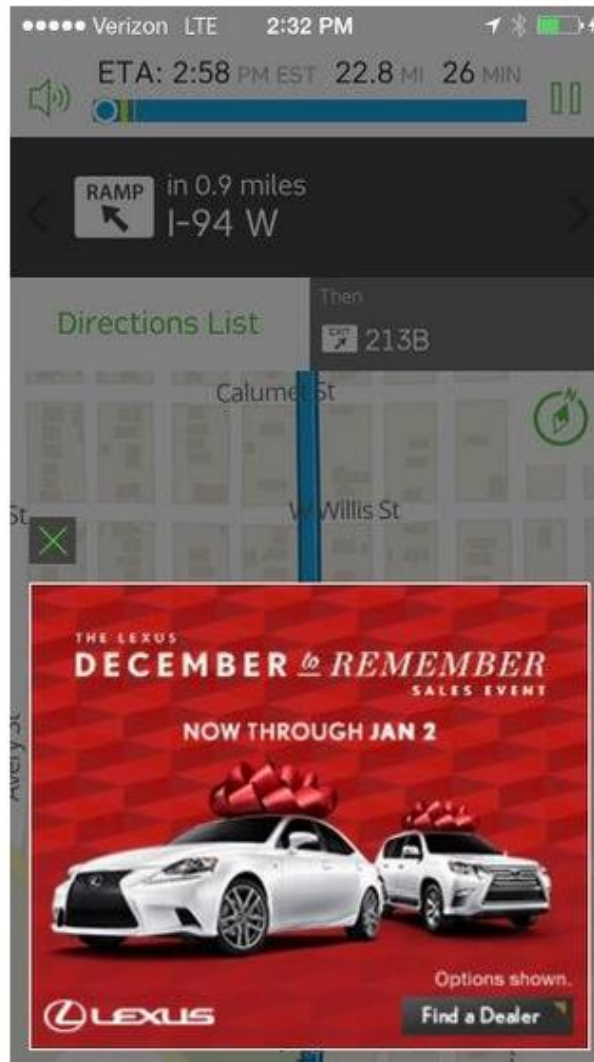


**Marc Walker**  
@detroitmarc



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I love the @mapquest mobile app. But their new ad unit is terrible. Blocking the map while I drive?



What can you do?

**You can engage people in a more powerful way.**

---

*Our guiding principles*

---

- 1. Don't compromise quality**
- 2. Capitalize on the mobile mindset**
- 3. Believe in your product**

**Don't compromise quality.**

**“Our cardinal design principles have always been to stay out of your way, let the stories shine, and make sure it all works well on your phone.”**

Zach Seward  
VP of product and  
executive editor, Quartz



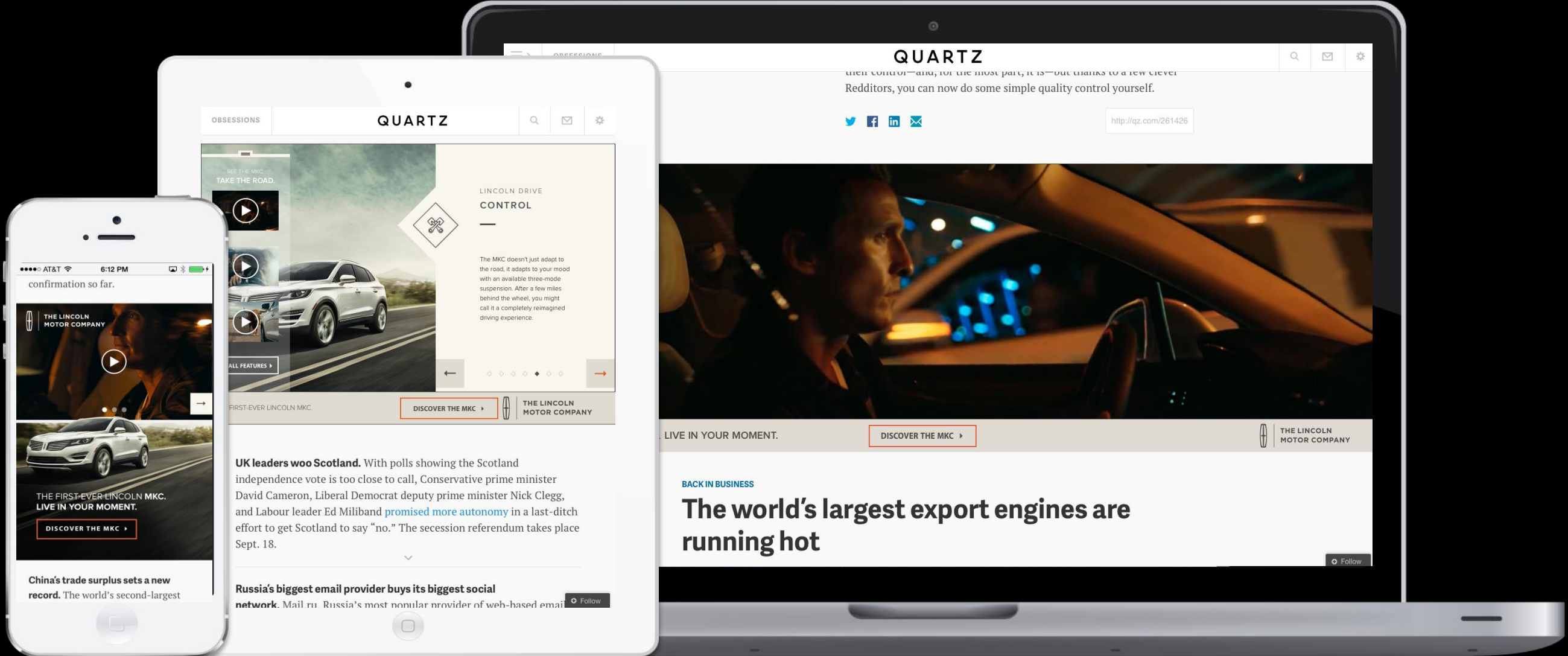


PRADA





adaptive  
ad formats



**86%**

of executives are  
genuinely interested in  
content from brands.

...particularly if that content is a reflection of the brand's expertise.

Branded content topics of greatest interest to executives:

68% industry analysis

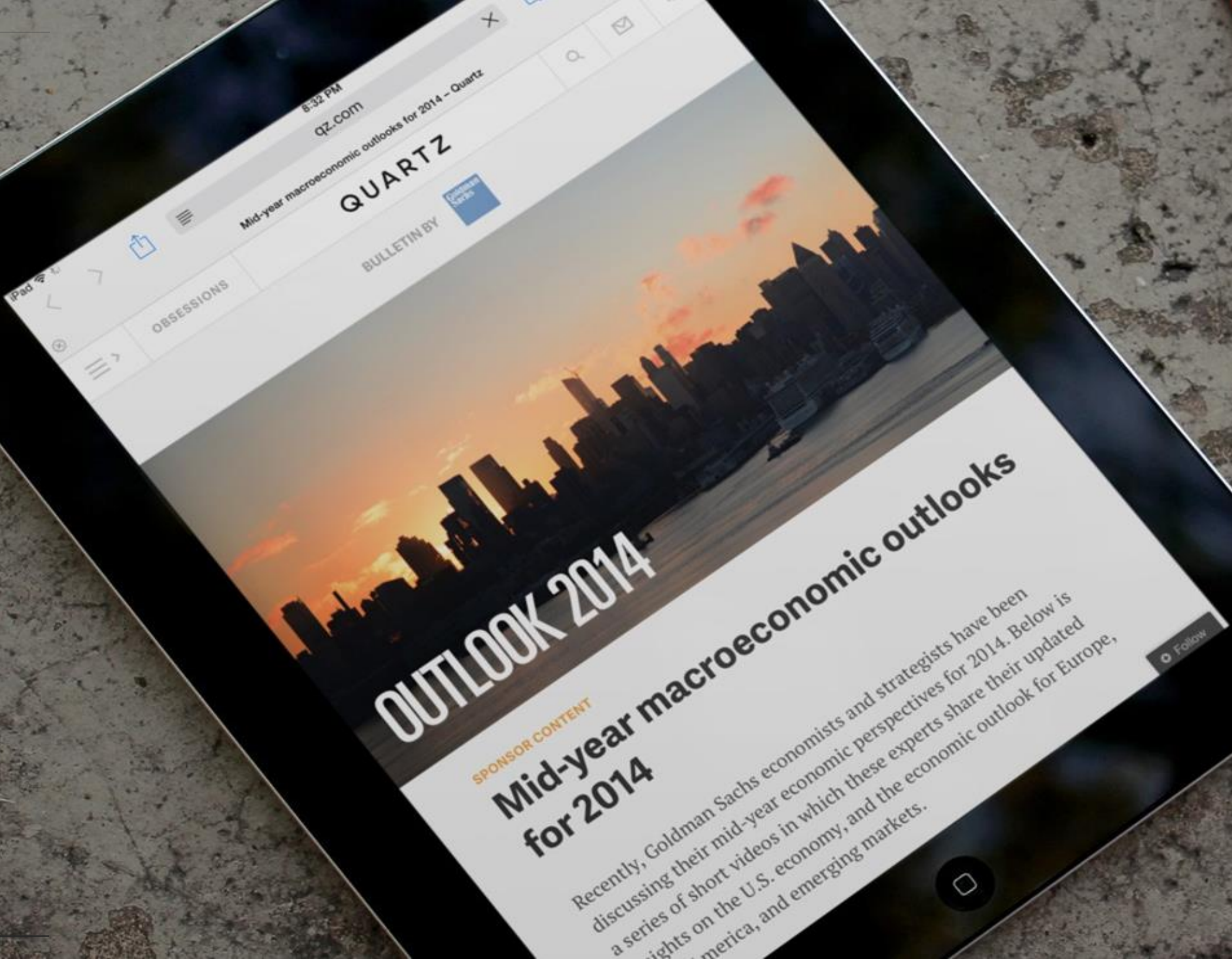
58% new products and innovations

43% leadership insights

25% company growth stories

23% social issues





## OUTLOOK 2014

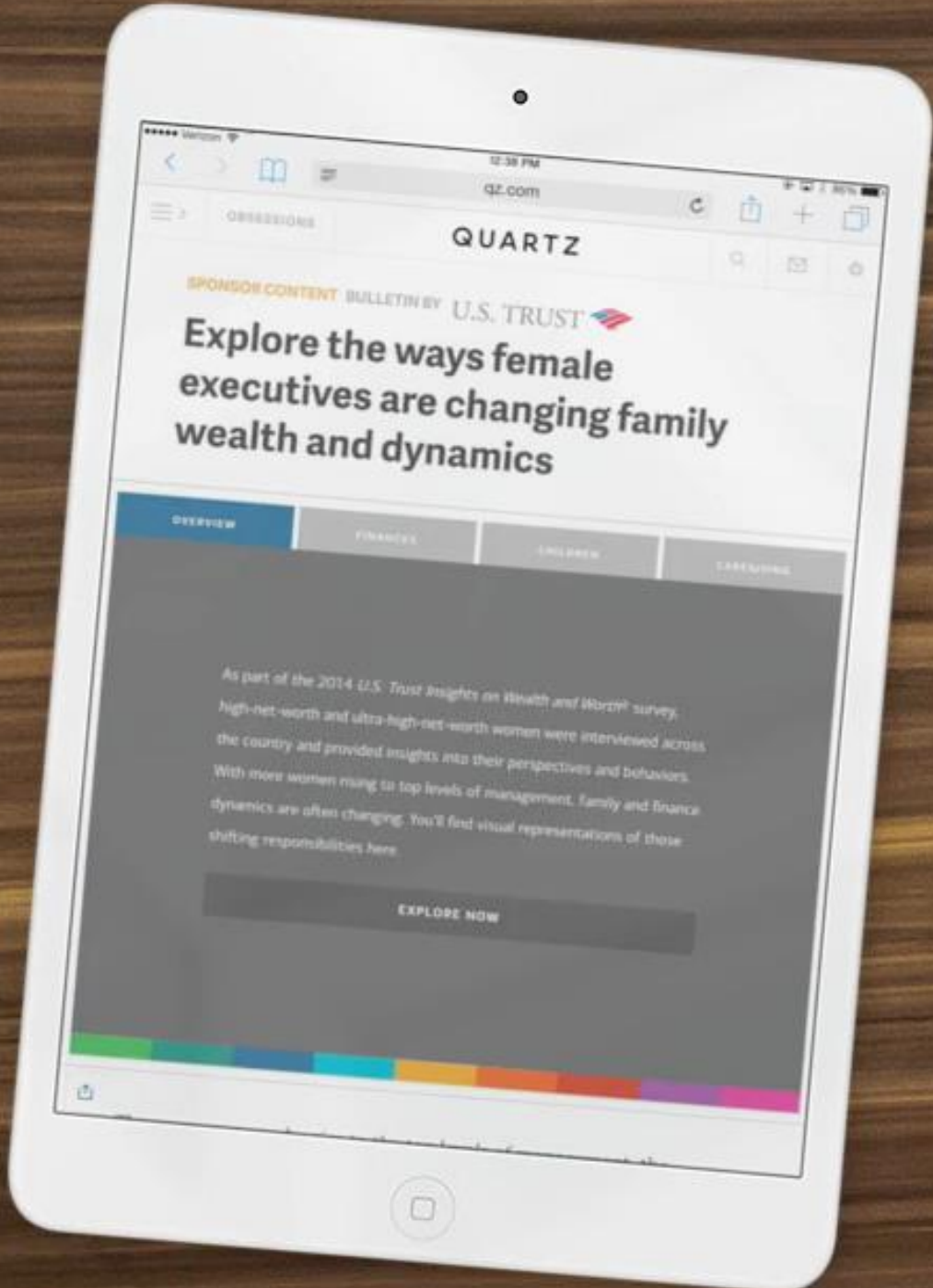
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### Mid-year macroeconomic outlooks for 2014

Recently, Goldman Sachs economists and strategists have been discussing their mid-year economic perspectives for 2014. Below is a series of short videos in which these experts share their updated thoughts on the U.S. economy, and the economic outlook for Europe, America, and emerging markets.

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## Explore the ways female executives are changing family wealth and dynamics

- OVERVIEW
- FINANCE
- LIFESTYLE
- CAREERS

As part of the 2014 U.S. Trust Insights on Wealth and Worth survey, high-net-worth and ultra-high-net-worth women were interviewed across the country and provided insights into their perspectives and behaviors. With more women rising to top levels of management, family and finance dynamics are often changing. You'll find visual representations of those shifting responsibilities here.

[EXPLORE NOW](#)



**Capitalize on the mobile mindset.**

**Create advertising that's discoverable—  
but not interruptive.**

n'est pas compatible avec la vie... l'écrit Hans dans  
l'attention et l'oubli... il est d'un  
je lui ordonne. Un moment d'in-  
partir tout ce que mon corps  
d'origine. Depuis que tu es  
comme ce chevalier parti de son  
système nerveux auto-  
1998, que tous les autres  
même pour Pobox.  
L'écrit Hans dans  
d'origine. Depuis que tu es  
comme ce chevalier parti de son  
système nerveux auto-  
1998, que tous les autres  
même pour Pobox.



AT&T 3:32 PM

Twitter Facebook LinkedIn Email WhatsApp

## Indian Oil and Gas: Endless Possibilities

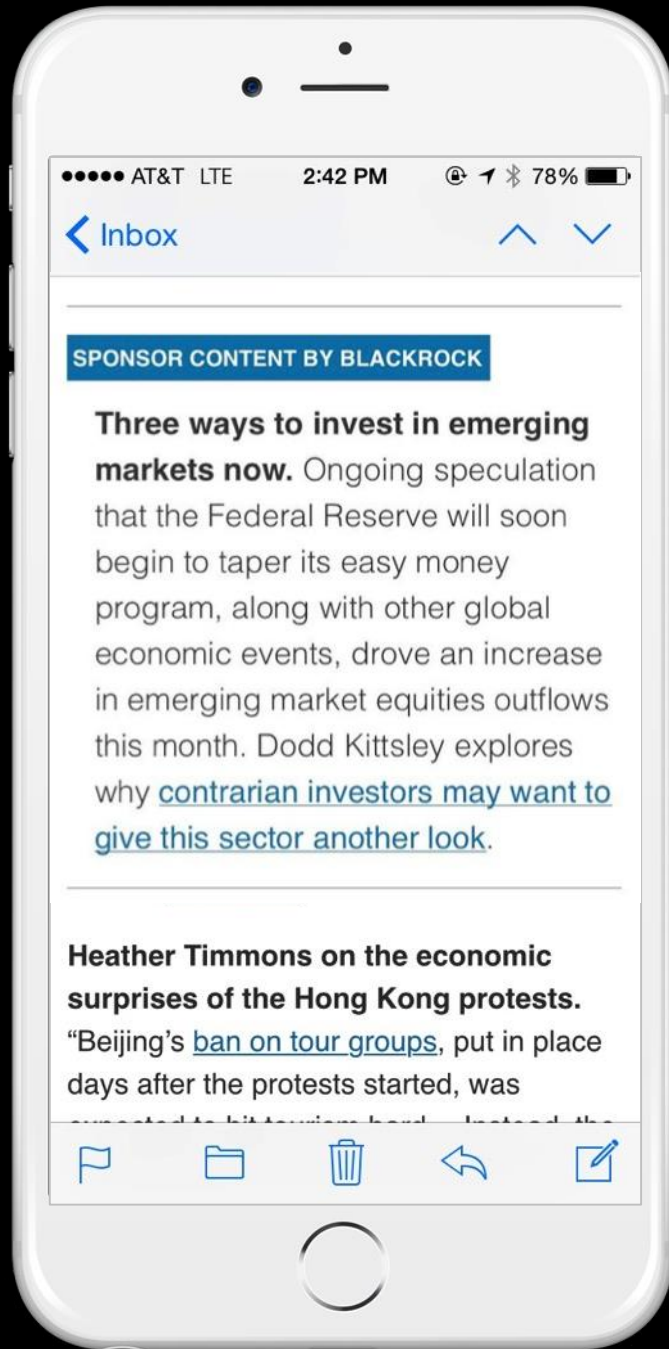
Reducing India's dependence on foreign oil and gas.

DISCOVER MORE

GE

IMMIGRANT ETHOS





*“Blackrock’s branded content play at Quartz is brilliant and perfectly executed.”*

*Justin Breitfelder  
Investment Strategy*



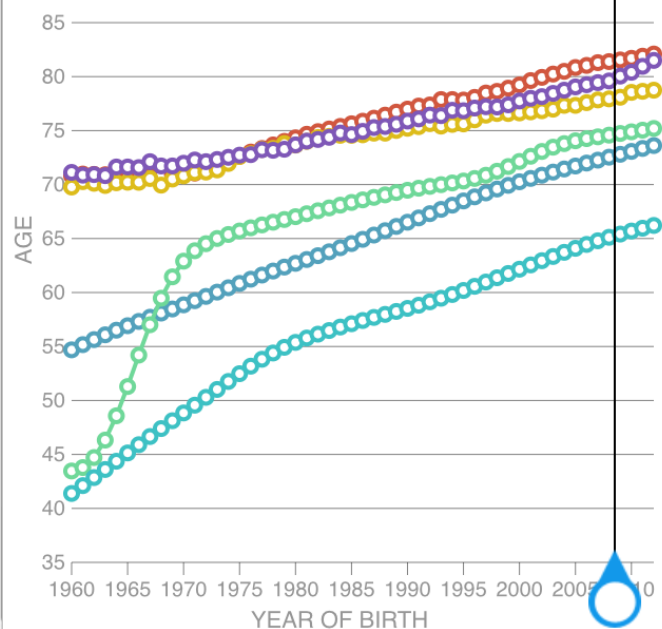
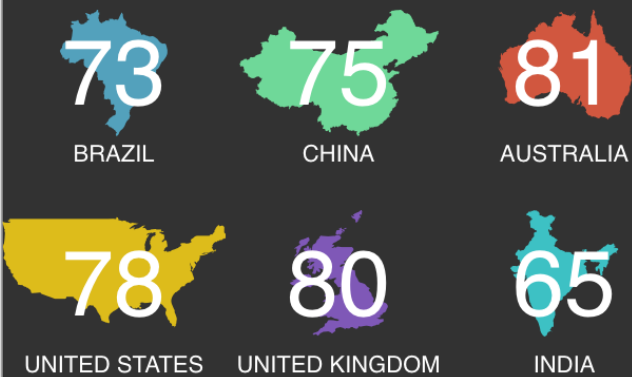
**Create experiences that are native to  
their environment.**



QUARTZ

Menu

### Life expectancy at birth





**Create experiences that people want to share.**



**Ben Rooney** ✓  
@benjrooney



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Hate (hate) to say this, but this advertorial on [@qzBulletin qz.com/298705#1](https://qz.com/298705#1) is better than a lot of stories on some tech sites



Quartz Bulletin



**Five major European exporting trends**

Five major European exporting trends. Europe is still crawling out of the depths of a euro zone crisis that began roughly five years ago—and you need not be Martin Wolf or a hardened official to see...

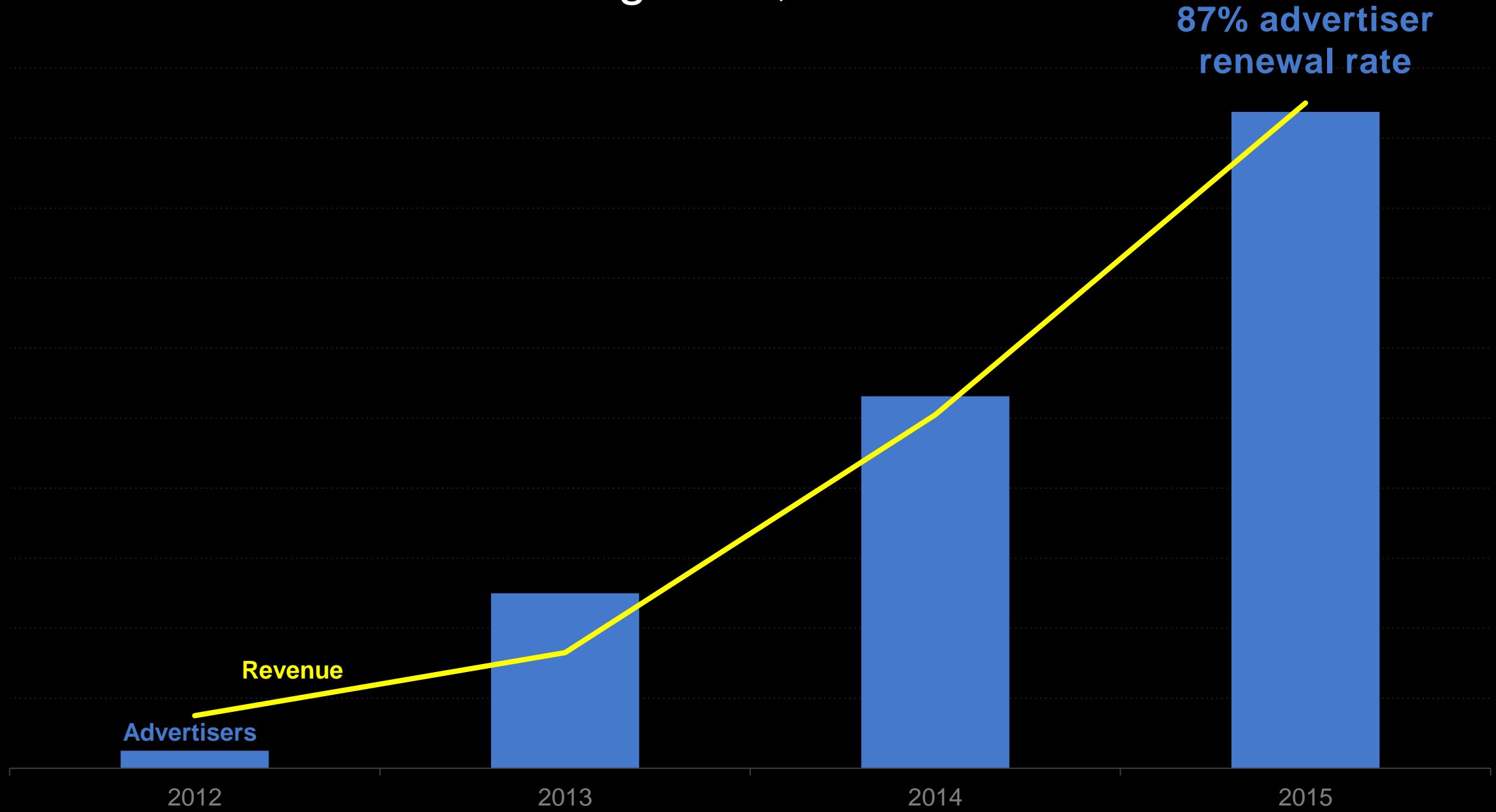
**“Hate to say this, but this advertorial on Quartz is better than a lot of stories on some tech sites.”**

Ben Rooney  
Former tech editor,  
Wall Street Journal Europe



**Believe in your product.**

# Quartz revenue and advertiser growth, 2012-now:



87% advertiser renewal rate

Revenue

Advertisers

2012

2013

2014

2015

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QUARTZ

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**Thank you!**

**Joy Robins / @JoyARobins / joy@qz.com**  
SVP Global Revenue & Strategy