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<https://stuservis.ru/kontrolnaya-rabota/414135>

**Тип работы:** Контрольная работа

**Предмет:** Английский начальный - средний

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These days, usage of mobile phones has become a necessity and a common staple in our lives. With the growing popularity among the consumers, people are using mobile phones for various purposes than just for communication. Mobile phones are used as a source of information, various entertainment opportunities and also for socializing purposes. The new range of Android-based phone has initiated a hot trend among the consumers that has extended the usage far beyond than just regular mobile internet access.

These Android applications are used for task organizing and various other purposes including mobile marketing. With a variety of useful advertising applications, Android mobile advertising applications encourage the users to click and learn more about the product or service. Today, Android is an industry leader in mobile advertising and helps thousands of marketers to reach numerous prospective clients through Android advertising campaigns. Recently, the Android platform for mobile phones has become a popular mobile phone advertising operating system worldwide. Based on a free and open source software system, Android advertising campaigns can be easily implemented on various mobile devices on a variety of networks connecting numerous users. While the Android platform is still considered to be in its infancy, its success across the world has opened up a new era for its growth while encouraging the marketers to use these applications to advertise on different hand-held devices.

Fortunately, the mobile phone advertising has been supported from different SEO marketing leaders including the Google. Recently, based on consumer feedback and opinions certain reports state that, it is a feasible and fast way to advertise on Android through mobile format website ads. These specially designed ads are particularly for the mobile browsers and work flawlessly just as the advertising ads on a computer browser.

In 2009, new features of Android advertising have been introduced by Google in the sector of mobile marketing. One such exciting feature is the materialization of in-app advertisements involved in mobile marketing method. The specially designed applications are exclusively for the mobile devices and provide all sorts of information and entertainment for users of the Android operating system while advertising the products.

Apart from the simple Android based ads there are various types of multi-panel banners as well. These banners can animate multiple ads together along with full screen expandable ads while including some video files for advertisement. Android advertising offers a number of feasible options for the users. Hence, it is easy for the users to choose any of the advertising options for their business to advertise successfully among the clients.

В наши дни использование мобильных телефонов стало необходимостью и обычным делом в нашей жизни. С ростом популярности среди потребителей, люди используют мобильные телефоны для разных целей, а не только для связи. Мобильные телефоны используются в качестве источника информации, различных развлекательных возможностей, а также в целях общения. Новая линейка телефонов на базе Android запустила горячую тенденцию среди потребителей, которая расширила использование далеко за пределы обычного мобильного доступа в Интернет.

Данные приложения Android используются для организации задач и различных других целей, включая мобильный маркетинг. С различными полезными рекламными приложениями, мобильные рекламные приложения Android поощряют пользователей, чтобы нажать и узнать больше о продукте или услуге. Сегодня Android является лидером в индустрии мобильной рекламы и помогает тысячам маркетологов охватить многочисленных потенциальных клиентов через рекламные кампании Android.

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