



What is 5G and how it'll Usher in a New Mobile Marketing Era?

The world's connectivity needs are changing and according to Ericsson, "global mobile data traffic is expected to multiply by 5 before the end of 2024, particularly in dense urban areas." Naturally, current 4G networks simply won't be able to keep up. Consumers need super-fast wireless technology for mobile devices, and the ability to handle heavier loads of traffic. And here comes 5G. 5G is the "evolution" of 4G LTE, promising much faster data download and upload speeds, wider coverage, and more stable connection than currently possible with 4G. The capabilities of 5G create expansive possibilities and here are five ways 5G can revolutionize mobile marketing:

01. Faster Ad-Load Times and Happier Users

Today, when a visitor to a website clicks a link, there is a slight delay before a server responds, resulting in a delay of the information a user seeks. It's an issue that also causes visitors to click away from an article or site. 5G will effectively eliminate that delay, as ads become less of an obstacle to loading times and more flawlessly woven into the pages/apps, users will be less inclined to install ad blockers as well.

02. Personalized Content at a Quicker Speed.

Imagine shopping experiences expanding with AR and VR interactions with mobile experiences that allow us to sit at home and try on clothes in an AR space. With 5G, mobile marketers will be able to implement experiences like that one, plus advanced interactive gaming, and an even greater degree of personalization, thanks to even more accurate technologies around GPS and other types of context-driving data at a more stable and faster speed.

03. Mobile Video and Live Streaming

The world has gone mobile, it has become the go-to device for consuming any video, audio or text content, 5G will expand this aspect to the next level. HD

video and live streaming will become far more pervasive, and uninterrupted 4K and 8K videos/streaming will become the norm. Video marketing can see a surge of innovations with mobile streaming to be faster and more stable, cementing the format as a high-demand form of content.

04. It will Improve Consumer Mobile Experience

Considering how hard it is to retain the attention of a customer from a swarm of options from an array of different features and services, 5G can ease up



this process. With quicker loading times, bounces, caused by download delays, will decrease substantially meaning more users will be captured. Marketers will be able to connect many more devices at the same time, the content will move from screen to screen, between brands and customers and customer at lightning-fast at uninterrupted speeds.

05. 5G could Change the Consumer's Data Price Point

Even though the data cost is not directly linked with mobile marketing but it does play a vital role in affecting the content created by marketers. According to Ericsson, "evolution to 5G will enable 10 times lower cost per gigabyte than current 4G networks." The cheaper data price rates will automatically shift a consumer's mindset from "How much does this data cost?" to "How can I enjoy mobile media in new and better ways?" Therefore, 5G will encourage

advertisers to do high-quality content such as 4K or 8K video that usually demands high data and hence, furthering advertisers' ability to personalize content in real time.

Therefore 5G will present Mobile marketers with ample opportunities to reinvent themselves and be more sustainable, smarter and connected with its customers and potential customers at a seamless, stable and faster speed.

It affects you. And it's starting now!

Geek Out!

A Password Cracker Walks into a Bar. Orders a beer. Then a Beer. Then a BEER. beer. b33r. Beer. Be3r. bEer. bE3R. BeEr



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