



The Advertising Landscape Sprouts an Interactive New Business Model

Users are picking up their mobile devices more than ever before, and that's changing the landscape for advertising. Dominant players such as Google will have to learn how to adapt.

Most of Facebook's revenue growth, as reported by Business Insider at the end of 2014, stems from mobile advertising and payments. Mobile now makes up roughly 66% of Facebook's total revenue.

Facebook made this remarkable transition by recognizing early on the importance of the mobile platform. The transition will continue to move forward as users look to their mobile devices for more functionality.

What will this do to advertising? The answer is both simple and complex. As the online retail giant Amazon captures more of the product distribution market, they've also gained traction in the search market. Hence, advertising on Amazon has become more valuable while product searches have become less lucrative on Google. What about more specific, targeted advertising and increasingly complex algorithms in order to shore up their advertising platforms? This will help, but it won't solve the whole problem. Users are becoming more focused in their interactions and without a foothold in the how and why, there's no way to easily target the right things to the right users.

For instance, in the business-to-business market there are no current effective methods to put these buyers and sellers together. This would require you to have established an interactive web of these transactions — nobody has captured this market yet.

According to the mobile trade operators group GSMA, global mobile connections passed the 7 billion mark in April 2014; by year-end, connections are expected to match the 7.2 billion global population total as projected by the United Nations.

This interactive web mirrors the nature of our real transactions. Using this as the basis to predict your needs is exponentially more accurate and efficient. So far, only one company is exploring the process of creating an interactive web of interactions, and that is Qikspace based in Seattle, Washington.

This radical process dedicated to a deep understanding of the interactive web could revolutionize the advertising platform, thereby expanding usefulness to many businesses that cannot benefit from the current methods deployed by existing players.

About Us

Qikspace (www.qikspace.com) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

About the Author

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