

Click to Call: Google releases another innovative advertising tool

With over 97% penetration of mobile phones in South Africa and almost 9-million people capable of surfing the web on their phones, it is only natural that marketing via the mobile phone is on the rise.

By [Graeme Lipschitz](#) 30 Nov 2010

With this hefty number of surf-capable mobile users comes an even heftier proliferation of mobile devices with different specs, making it a challenging environment for meaningful engagement between users, brands and their products.

Google, for example, has recognised that the user experience across such a wide range of devices varies and has, therefore, allowed for advertisers to choose which carriers and handsets their ads are placed upon. Advertisers can now choose to target iPads, iPhones or even Google's own operating system, Android.

Added to the marketing conundrum is the fact that South African businesses and, particularly, their webmasters, still haven't cottoned onto the fact that people are searching for products using their mobile devices.

Read the [full article](#) on www.memeburn.com.

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