Manuscripts are currently being solicited for an upcoming Special Section of the *Journal of Advertising* (JA) dedicated to Mobile Technology and Advertising.

**BACKGROUND**

The evidence suggests that around 5 billion people worldwide have mobile devices and that close to 80% of all adults in advanced economies own a smartphone (*Pew Research Center* 2019). Not surprisingly, the evidence suggests more than 50% of all global internet traffic is accounted for by mobile phones (*Statista* 2019) and advertisers spend about two-thirds of their digital advertising budget on mobile advertising (*eMarketer* 2019).

Mobile technology offers advertisers not only an ever-growing global audience of "always-on" smartphone, wearable, or smart speaker users, but also instantaneous access to their contextual information, e.g., location, environmental, and behavioral data. This information is increasingly being used to apply novel targeting and creative strategies and to develop new forecasting models. The available evidence suggests there is widespread dissemination and broad acceptance of mobile technology in the marketplace, as well as very promising opportunities for advertisers to engage with their customers in novel ways. Nevertheless, the topic of mobile technology’s impact on the advertising business remains largely under researched. For example, in the past, *JA* has published only a handful of papers that have touched on the topic (e.g., Baek and Yoo 2018; Okazaki, Li, and Hirose 2009; Peters, Amato, and Hollenbeck 2007).

Academics and practitioners suggest that exposure to mobile advertising and the creation of user generated content work differently than in nonmobile online media (e.g., Grewal and Stephen 2019; Melumad et al. 2019). Yet, our understanding of the workings and limits of advertising is still very much grounded in theory from the Web 2.0 era given publishing time-lags, without fully accounting for the complexities of the mobile advertising landscape. This is also reflected by comments from industry, indicating that new contextual insights such as location data are among the most misunderstood areas in marketing (*Adweek* 2018) with advertisers still struggling to harness insights effectively (*Forbes* 2019). Additionally, past special issues in major advertising journals were mainly situated in the pre-smartphone era (e.g., Okazaki 2007; Precourt 2009) or limited their scope to mobile media (e.g., Ford 2017).

The aim of this Special Section is to address gaps and extend this body of knowledge by taking a broader and more current approach to these newly emerged complexities.
REFERENCES


