



# InMobi » Exchange

## Leading DSP Boosts Reach,

Viewability For Key Food & Beverage Customer Through InMobi Exchange

Case Study

Context

In order to provide repeatable results for its advertising clients, a leading demand-side platform (DSP) has been working closely with the InMobi Exchange throughout 2018 to help one of its premier clients boost scale 5x while also beating initial viewability benchmarks.

As one of the leading DSPs worldwide, the business works with the biggest brands to help them achieve their branding and awareness goals across a variety of digital marketing channels.

Approach

The DSP leverages the power and scale of the InMobi Exchange specifically for customers interested in effectively reaching the growing mobile in-app audience. The InMobi Exchange is capable of reaching over 1.6 billion people globally and has SDK-level integrations with tens of thousands of apps, providing the DSP's customers with high-quality audiences and targeting capabilities at scale.

These capabilities were crucial for one of the DSP's largest food and beverage companies. As a well-known brand, the F&B business was especially concerned about brand safety.

## Results

Thanks in part to InMobi's commitment to brand safety, the food and beverage company was able to run in-app ad campaigns in guaranteed brand-safe environments. In addition, the DSP plus InMobi helped them boost their scale by 5x while also beating initial benchmarks relating to viewability and audience reach by 25 percent.

To make sure all of its client's advertising budgets were spent optimally, the DSP established direct, optimized connections with the InMobi Exchange. Thanks to these efforts along with the inherent strengths of the InMobi Exchange, the DSP and its F&B customers have been able to see strong revenue growth throughout 2018. Going forward, the DSP and the brand are encouraged by the results of 2018 and will continue to utilize the InMobi Exchange for in-app advertising campaigns in 2019.



25%

**InMobi boosted  
viewability and audience  
reach by 25 percent**



5x

**InMobi boosted their scale  
by 5x while also beating  
initial benchmarks**