



5 Ways InMobi Ensures Trust and Transparency



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Introduction

For advertisers, who want users to engage with their ads, it's critical to provide the best possible experience for their target audience. If an ad is slow to load, looks odd or is plagued with issues, it won't be clicked on. If it's too generic it will be ignored, **but if it's too personalized** then it may be deemed "too much" and again it will be ignored. So much of someone's mobile app experience hinges on how that app handles advertisements.

And if ad quality is so critical to users (real people like you and me), then it's definitely critical to advertisers and app publishers. Poor ad quality means users are less likely to engage with ads, which effects publishers' ability to make money and keep their apps afloat.

As part of our effort to be the industry's most trusted advertising and marketing solution, we have taken many steps over the past few months and years to improve ad and inventory trust for everyone. Here are five of the steps we've been taking to guarantee brand safety, promote optimal viewability and build trust with our advertiser and publisher partners.

Leveraging Rich Data Curated from the Largest Independent In-App Ecosystem

InMobi is the second largest U.S. mobile app ad network, as measured by user reach. We're the largest independent player in the in-app marketplace. This gives us a lot of data, which we utilize in a variety of ways that improve mobile ad quality.

- Machine learning algorithms are most successful when a lot of data is available. Our extensive data storehouse allows us to more accurately model fraud scenarios and predict which creatives will perform best with a particular audience, among other artificial intelligence applications.
- More accurate targeting (and retargeting) is possible through advanced data analysis. Globally, the typical smartphone owner uses **30 apps a month** on average. In some countries, like India, Brazil and China, that figure is closer to 40. When and how someone uses each app, and how they interact with advertising on each app, can vary dramatically. Our volumes of data give us a granular view on how advertising varies across apps and audiences. Plus, our information regarding device IDs enables us to see how people move from one app to another, making mobile retargeting a reality at scale.
- The combination of device ID data, app usage data and geolocation data provides a full 360-degree customer view, which is hugely beneficial for advertisers and publishers looking for granular insights on their target audiences and their behaviors.

Knowledge is power, and our unique data sources give all of our ecosystem partners much greater insights on how to best talk to the right people at the right time.

Holding All Partners in the Supply Chain to Strict Quality Standards

As the old saying goes, a chain is only as strong as its weakest link. And in the programmatic landscape, there are a lot of players within the supply chain that can cause problems for everyone else. Advertisers, demand side platforms, ad networks, supply side platforms, app publishers and many others are involved in creating and then placing ads in front of the right people.

But, if just one of these players is not up to par, then the whole system doesn't function optimally and problems emerge. If advertisers or DSPs serve weak creatives, then no one will want to see or interact with their ads, significantly decreasing viewability and wasting advertising spend. If ad networks don't have robust supply or demand, then they don't provide value to their legitimate partners. If publishers don't have many real users or aren't displaying ads well, then they're not helping anyone upstream. This is just a small sample of what can go wrong, but these examples highlight the interconnectedness of the ecosystem.

In today's mobile ecosystem, transparency is critically important. InMobi not only serves as a good actor, but also helps to police the ecosystem. If any potential partner doesn't meet our high standards, then we stop working with them. It's as simple as that. These kinds of hard stances are often unpopular to take, but we're willing to go the extra mile to ensure that everyone we work with is just as **committed to trust**, transparency and ad quality as we are.

One partnership that helps in regulating ad quality and improving the experience of app users worldwide is our recent work with **GeoEdge**. This collaboration is critical in our continued fight against fraud and malware.

Holding All Partners in the Supply Chain to Strict Quality Standards

Just like fraud, mobile malware is on the rise. According to Symantec, the number of new mobile malware strains **rose more than 50 percent** between 2016 and 2017, and looks set to rise even higher in the coming months and years. In particular, DNS hijacking, adware, trojans and more are all **increasing within mobile environments**.

This affects the mobile user experience in a variety of ways. Not only does adware make users hesitant to click on even legitimate ads, but spammy in-app environments and rising fraud can greatly damage a mobile device and generally erode consumer trust.

To help combat these issues and others, we work hand-in-hand with many different partners, including GeoEdge. As one leading ad security provider, GeoEdge works hard to ensure that the InMobi ecosystem remains free of mobile malware. That way, all of our partners can rest assured knowing that InMobi delivers only the highest quality creatives and publishers.



Embracing Industry-Leading Mobile Ad Technology like VAST, SDK Integrations and Unified Auctions

An ad is only as good as the technology underpinning it. If the tools and services responsible for getting an ad from point A to point B to a real person fail or underperform, then even the best ad and the best plans will fall flat. It's like entering a Formula One race with the best car body, only to realize it has the same engine as a Geo Prism.

That's why we're committed to the very best in advertising technology, investing and championing tools and standards designed to ensure the very best experiences:

- SDK-based integrations with our publisher partners allow for native implementation of ad experiences, which leads to CTRs for native-based ad implementation up to 2.5x better than browser-based technologies, according to our research.
- VAST enables ads, including true high-definition video ads at 1080p resolution, to pre-cache on a mobile device. This results in load times of just 0.06 seconds or less, while also having minimal bandwidth and device storage requirements. These key advantages over VPAID ensure that ads load quickly and that concerns like buffering and slow load speeds don't negatively impact the overall in-app user experience. This is key for improving viewability.
- The [OpenAuction](#) monetization and mediation framework, which is totally unique to InMobi, revolutionizes the ad bidding and delivery ecosystems. Instead of using a predetermined sequential order to decide who sees available inventory and when bids are submitted, OpenAuction opens up all inventory to everyone all at the same time. By auctioning off inventory in a unified, simultaneous manner, publishers know they are always getting the highest bids and that their users are not left waiting for multiple seconds before an ad is purchased and delivered.

Embracing Industry-Leading Mobile Ad Technology like VAST, SDK Integrations and Unified Auctions

OpenAuction also provides a number of unique advantages for buyers. For one, it improves trust and transparency, as each ad network, exchange and DSP can evaluate every ad opportunity and choose to submit bids or dynamic prices for each impression - with fewer intermediaries as well. OpenAuction also helps advertisers more effectively reach their target users, as every buyer gets a fair chance to compete in the auction. And, to top it all off, it provides far greater efficiency, as buyers are ensured of access to each impression through one unified auction.



Investing in Tools and Solutions, Including AI and Machine Learning, to Better Predict and Model Fraud

Ad fraud is top of mind for everyone in the mobile advertising and marketing space today. Fraud has been around almost **since the invention of currency**, but recently it has become increasingly pervasive in mobile marketing and advertising. Between 2017 and 2018, Adjust found that **mobile ad fraud rates nearly doubled**. By the end of 2018, advertisers will likely lose around \$5 billion to ad fraud. In particular, year over year, SDK spoofing was up 37 percent and faked installs rose 20 percent, showing how mobile ad fraud is not just growing but evolving too.

As a leading member of the mobile advertising and marketing space for over 10 years, we're no stranger to the evolving fraud space. As always, we're committed to helping all of our partners maximize their mobile investments.

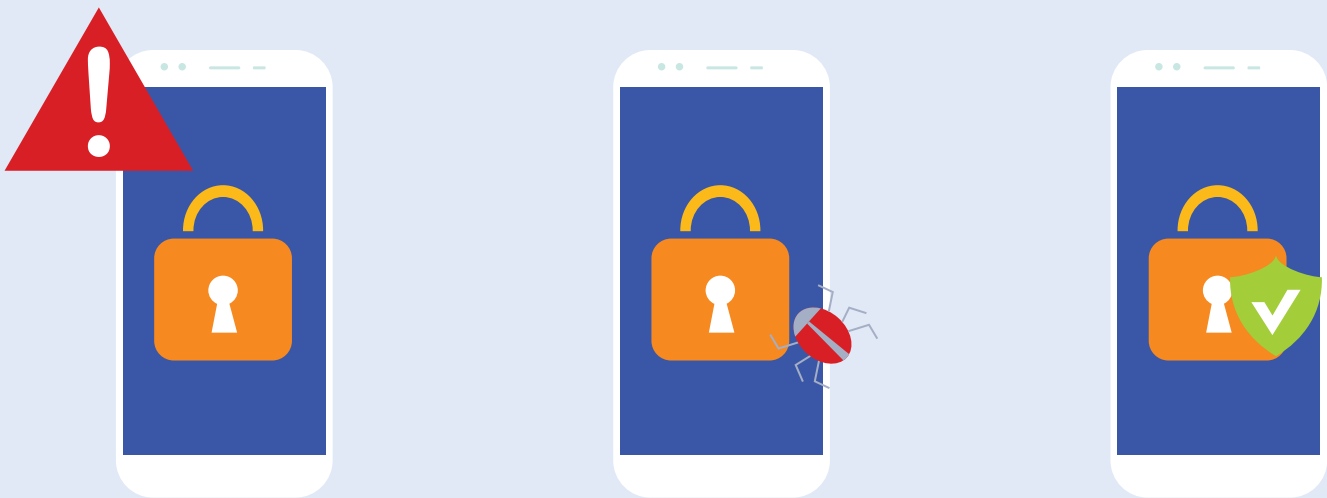
To better predict fraud and stop it in its tracks, we turn to AI. There's a lot of hype right now around Artificial Intelligence and Machine Learning. But how does it actually work in the fight against ad fraud?

Right now, most anti-fraud solutions are reactive, seeking to stop threats only once they have been identified and understood. Yet, by the time an issue has been stopped, not only has it already caused a lot of damage, but fraudsters likely have already evolved their tactics and found a new way to illicitly make money.

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The power of AI can go a long way towards stopping this cycle. Through our extensive investments over the years, we are getting to the place where we can preemptively model all possible scenarios, to determine what could go wrong and how it can be proactively spotted. Like in the film [Minority Report](#), AI very much has the potential to stop problems before they ever appear. And, unlike others in the mobile ad space today, InMobi has the volume of data needed to create accurate models.

Investing in a comprehensive framework to fight ad fraud that leverages machine learning - and is further supported by data, insights and human intervention - is not cheap nor easy. But, it's something we're committed to, as we know it can and has gone a long way towards stopping ad fraud in its tracks. How can you trust someone who isn't committed to fighting fraud?



Continued Investment in Third-Party Partnerships to Increase Transparency and Measurement

Everyone can talk the talk, but do they actually walk the walk? Just because mobile ad and marketing players claim to provide great campaigns and results, how can you make sure their metrics and statistics are totally accurate and unbiased? This can be especially problematic in today's highly automated advertising and marketing landscape, where lack of transparency has emerged as a key issue.

This is where many of our third-party partnerships come into play. By working with the leading verification and measurement firms out there today, we have taken the extra steps needed to prove definitely that everything we say we're doing is actually happening.

We're proud to say that not only do we meet all industry standards when it comes to transparency, but we often outperform them too. For example, in 2017, InMobi's valid and viewable rate was, on average, **twice as good as the average rate** observed by intelligence and analytics firm Moat. And, during the first three months of 2018, while the average ad viewable rate observed by ad placements analysis firm Integral Ad Science (IAS) was 48 percent, ours was 65 percent.

So-called walled gardens and other mobile industry players that don't have third-party metric verifications require their partners to just take them at their word. Third-party verification and measurement firms like Moat and IAS ensure companies don't feel exposed and vulnerable; we accept the challenge, as we know our key performance indicators will always meet or exceed established standards.

Continued Investment in Third-Party Partnerships to Increase Transparency and Measurement

We also work with many other industry groups to champion best practices and make brand safety concerns a thing of the past. Industry groups like the Trustworthy Accountability Group (TAG) and the Interactive Advertising Bureau (IAB) are also acting to improve standards across the board, and we always aim to either spearhead or be in lock step with all of these efforts. We are proud of our industry group partnerships and certifications, and we are always working to go above and beyond to help everyone in our space improve the mobile ad experience.

In June 2018, for instance, InMobi was certified by TAG's Anti-Fraud Program, allowing us to proudly display their Certified Against Fraud seal. With TAG's Certified Against Fraud seal, advertisers know they are reaching real people and publishers know they are only working with the most reputable partners - in fact, TAG found that certified channels had **83 percent less fraud** versus non-certified ones.

We also recently started working with demand-side partners using a new brand safety solution introduced by IAS. It's already been successful in the real world, providing external validation to one of the world's biggest food and beverage companies that their ads were running only in certified brand safe environments.

Luckily, we're not the only ones working to improve ad quality in mobile environments. For more information, go to inmobi.com/trust.

About InMobi

InMobi is a global provider of enterprise platforms for marketers. As a leading technology company, InMobi has been recognized as a 2018 CNBC Disruptor 50 company and as one of Fast Company's 2018 Most Innovative Companies. For more information, visit [inmobi.com](https://www.inmobi.com).

