

InMobi Helps Major Food & Beverage Brand

Boost Reach 25% and Increase Scale 5x While Guaranteeing Brand Safety

Context

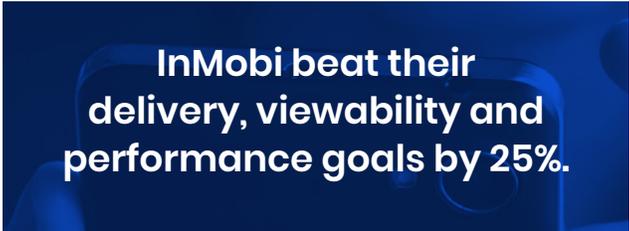
One of the world's biggest and most iconic food and beverage companies was looking to reach its target audience at scale through mobile in-app advertising. But, in order to ensure their brand continued to have a positive perception in the marketplace, they were extremely concerned about brand safety.

Thanks to InMobi's strategic partnerships and high quality location data signals, InMobi was able to assuage their brand safety concerns while also helping them beat their delivery, viewability and performance goals by 25%.

Approach

As audiences flock to mobile devices (specifically apps), it behooves major brands to move advertising dollars to where people actually spend their time. But, these new digital channels do present some new challenges, especially for risk-adverse brands.

For this food and beverage company, brand safety was paramount since the brand has been around for decades and is well known globally. This meant that many large publishers were off limits, since they couldn't guarantee that all of their inventory was brand safe.



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Solution

To help address this important concern among brands, InMobi adopted Integral Ad Science's pre-bid brand safety solution in 2018. With this in place, the brand and its agency of choice were able to filter out any potential unsafe placements beforehand. This provided the company with the guarantee they needed to ensure that their creatives across their \$1 million+ campaign would only appear in brand safe environments.

Results

In addition to brand safety, InMobi also helped the food and beverage company increase the effectiveness of its mobile in-app advertising campaigns through 40 optimized creatives and highly accurate targeting. InMobi developed custom rich media creatives including fullscreen video ads with interactive end cards. They saw a 90% viewability average for video with end cards, 70% for DCM display and 75% for rich media units.

And, InMobi was able to combine real-time data signals, historic location signals and other data sources to increase their scale by 5x. They saw 100% delivery and KPI goal achievement of all location-targeted co-branded campaigns.

To measure the effectiveness of its mobile in-app advertising campaigns, the brand and agency used Nielsen's digital ad ratings (DAR). InMobi was able to beat their DAR benchmarks by 25%.

While the brand has only been working with InMobi since 2018, the major results seen so far are pushing the relationship forward in 2019. In 2019, the agency and its brand client plan on increasing private marketplace spending with InMobi by 37% throughout year two of the partnership.

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