

## MONDELEZ INDIA GETS MOBILE VIDEO RIGHT THROUGH PRIVATE MARKETPLACE ON INMOBI EXCHANGE

Mondelez India is a subsidiary of the multinational consumer goods company - Mondelez International. Mondelez creates foods including chocolates, cookies and beverages, and houses a variety of brands such as Cadbury Fuse, Cadbury Bournville, Bournvita and Oreo. Whether grabbing a quick bite, sitting down with family or celebrating with friends, Mondelez is there with the brands consumers know and trust.

## HIGHLIGHTS

### REACH

**24**

MILLION UNIQUE USERS\*

**21**

MILLION UNIQUE  
VIDEO VIEWS

### TRANSPARENCY

**100% higher  
Viewability than  
industry average\***

**Brand-safety  
Compliant**

### ENGAGEMENT

**1.5X**

Video completion  
rate as industry  
standard\*\*

**2X**

higher CTR than  
industry average

## CUSTOMER TESTIMONIAL

“The InMobi Exchange is the perfect platform for brands to get mobile video right on programmatic. As a brand consumers know and trust, Cadbury’s focus on brand safety is paramount and InMobi Exchange has guaranteed that. The combination of unique reach, unparalleled video ad experience on SDK-integrated publishers and transparency have consistently met the mobile programmatic objectives of Cadbury.”

– Cadbury India

## THE MONDELEZ MARKETING OBJECTIVE

Mondelez International has been a pioneer in the marketing and advertising space with its adoption of digital and mobile. At the same time, Mondelez believes in a more disciplined approach in its marketing and advertising strategy. As a multinational brand with a presence in India for over six decades, Mondelez's top marketing priority is to drive business impact while safeguarding brand reputation. Mondelez has brought its global best practice of leveraging programmatic as a channel to drive its mobile marketing objectives.

Mondelez aimed to drive awareness of its top brands – Cadbury Fuse and Cadbury 5-Star amongst mobile-savvy Indian audiences

Mondelez aimed to achieve the following:

- ✓ Advertise on brand safe, high-quality publishers/apps
- ✓ Ensure relevant audience reach
- ✓ High engagement through viewable video completes



# THE SOLUTION

InMobi Exchange was the preferred platform for Doing Mobile Video Right. Through the InMobi Exchange Private Marketplace (PMP), Mondelez could drive mobile video campaigns with control, precision and at scale.

# HOW DID MONDELEZ GET MOBILE VIDEO RIGHT ON PROGRAMMATIC?





## SDK, IN-APP MOBILE VIDEO

- Accessed premium in-app SDK-integrated inventory across iOS and Android mobile devices
- Drove high completes through an enhanced, buffer-free experience through VAST tag enabled video ads
- Leveraged mobile-first, 6s videos
- Deployed frequency capping to control/enhance the user experience and drive higher ROAS



## BRAND-SAFETY COMPLIANCE

- Accessed 100% whitelisted inventory through InMobi's in-house and third-party brand-safety filters such as DV, IAS, Grapeshot, ensuring adherence to brand safety guidelines
- Independent, third-party viewability measurement through Active View



Active View



## PREMIUM AUDIENCE TARGETING VIA GAMING

- Reached male and female audiences in the age group of 18-44 at scale
- Leveraged gaming app environment to engage brand target audience through non-intrusive ad experiences

## THE RESULTS

Seamless mobile video ad experiences through VAST-enabled, SDK in-app inventory

**24 Million**

Unique Users reached

**21 Million**

Video views driven

High brand recall and engagement amongst premium audiences

**1.5x**

higher video completion rates than industry standards

**2x**

higher click through rates compared to industry standards

Complete transparency through third-party measurement

**100%**

higher viewability as measured on Active View

High brand-safety compliance