



**MOBILE  
PROGRAMMATIC  
HANDBOOK**

**#MoveToMobile**



## Introduction

Everyone in advertising these days 'knows' programmatic but not many really understand the technology well. Is it about automation? Is it about low-cost execution? Is it about audiences? Is it only for performance or can it be used for branding as well? Does it really work on mobile? Everyone has a different question about the technology based on their limited exposure to it.

And when it comes to mobile, the perception is still that of using it as an auxiliary channel. However, mobile is anything but an afterthought - it is the cause of some of the biggest mindset and technology shifts in advertising:



Cookies to device IDs



Walled gardens to open measurement



Waterfall to open auctions



Banner to in-app video

And in times where programmatic and mobile are set to take over the world of advertising, it's essential to truly understand the transformative, combined power of the two. It's essential to do mobile programmatic right.

In this handbook, we help you identify and understand the three main aspects of doing mobile programmatic right.



**In-app  
Advertising**



**Mobile  
Video**



**Trust**

Enjoy!

**Team InMobi**

## Where The Consumers Really Are

It's no secret that where consumers go, marketers will invariably follow. And today, consumers are largely in-app, spending 85% of their mobile device time outside of the mobile web. This trend heralds a telling shift in user behavior, especially in SEA, where mobiles are the primary screens. Also, with app-based businesses proliferating faster than traditional brick-and-mortar, a meaningful in-app strategy becomes hygiene for marketers in order to engage new-age consumers and stay relevant.

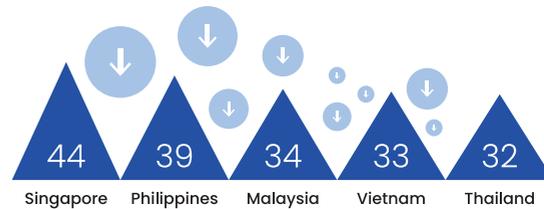
## 3.6 Hrs

Avg. time spent per day on mobile internet in SEA region, highest in the world\*

### Share of mobile time spent in-app\*\*



### Average No. of Apps Installed Per User\*\*\*



## Where Consumers Go, Marketers Follow

### Mobile Ad Spending in Southeast Asia, 2016-2021 (Billions)\*

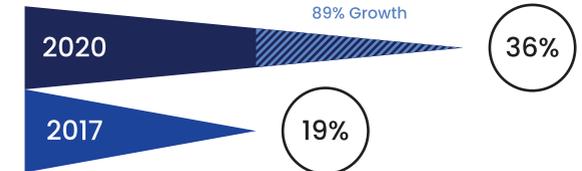


**\$38.5 Bn** in 2017

**\$77 Bn** in 2021\*\*\*

Asia Pacific, specifically Southeast Asia, is projected to outpace other regions when it comes to in-app spends

### Programmatic Share of Ad Spends in Digital and Video\*\*



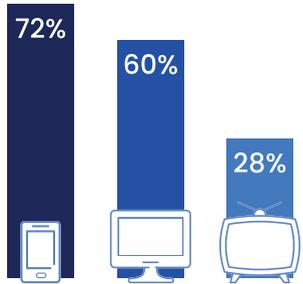
\* Global Digital Report 2018, We Are Social, \*\* CampaignAsia, \*\*\* eMarketer

\* Mobile Ad Spending in Southeast Asia, 2016-2021, eMarketer, \*\* The Rise of Programmatic Guaranteed Advertising in Asia-Pacific, BCG, \*\*\* App Annie

# The New Primetime

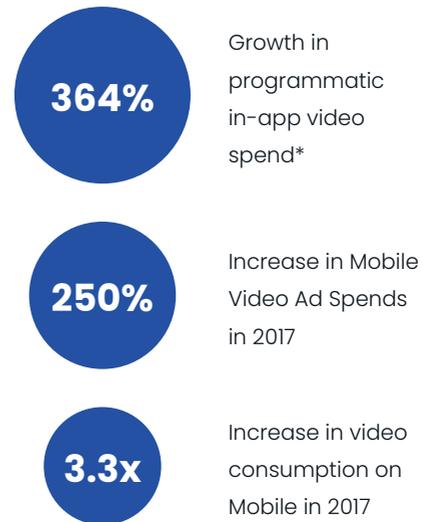
The world is in the midst of a technological upheaval. Consumers are rapidly abandoning technology of the last century like desktop, computers, and cable television in favor of powerful new mobile devices. As a result, there has been an exponential rise in video viewing on these mobile devices and this change in viewing behavior has happened rapidly.

## Mobile video share of user time continues to explode



Users in SEA who watch videos daily on Mobile, Desktop & TV

## Leading to increased ad spends

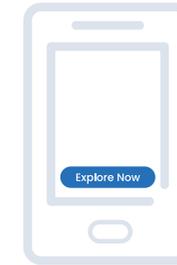


# A Marketer's Checklist For Doing Mobile Video Right



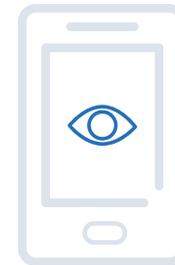
Limit the duration of video ads to a maximum of 15 seconds to grab users' attention.

Top performing InMobi video ads are between 6 seconds -15 seconds.



Leverage static or rich media end cards with a CTA to drive engagement and track ROI.

InMobi video ads with end-cards deliver 3X greater engagement.



Track viewability with MRC-accredited partners for in-app VAST video.

InMobi video ads deliver viewability 2X the industry mobile average.



VPAID load times are slower than VAST, resulting in low completion rates.

InMobi's pre-cached video ads perform 5X better than browser-based video ads.



In-app Advertising



Mobile Video



Trust

# The Three Pillars Of Honest Advertising

## Transparency

For advertisers and publishers alike, knowing that their brands and products are being effectively and correctly leveraged is top priority. Maximum transparency ensures publishers can control the ad experiences running in their apps and advertisers have peace of mind that their ads are being delivered in a brand-safe environment to the right audience.

## Quality

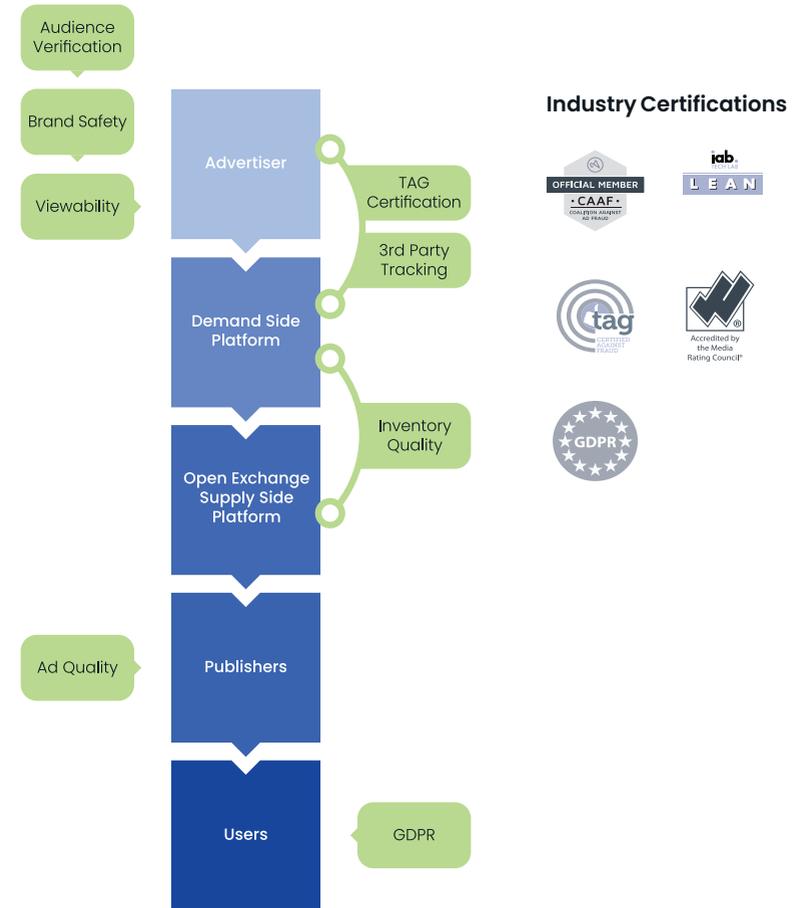
Rising mobile ad fraud prevents advertisers from trusting the results they receive from publishers and third-party ad tech partners. With SDK-integrated inventory, robust anti-fraud measures and stringent inventory & ad quality checks in place, media spend losses due to bad quality advertising are effectively controlled, restoring trust in the ecosystem.

## Measurement

Without independently verified metrics and data, there is no way of knowing the true picture of a campaign's performance. By leveraging industry-trusted third-party measurement and attribution platforms, marketers can gain powerful and independent insights into their campaigns, ensuring that their ad-tech partners are not grading their own homework.

Learn more at [inmobi.com/trust](https://inmobi.com/trust)

# How Inmobi Exchange Delivers Honest Advertising



In-app  
Advertising



Mobile  
Video



Trust

# About InMobi

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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)



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