

Location targeting using InMobi Pulse

Success Stories

Learn how a Recruitment Startup used InMobi Pulse to create its online Platform

Objective

A job-search platform in India wanted to better understand the search and selection criteria most important to engineers and product managers in their job search, in order to design a product suited to their requirements.



Solution

Identifying ideal target segments using location information

The study required a clear delineation of the target segment in order to gauge their preferences correctly. InMobi Pulse’s locational targeting prowess enabled the recruitment startup to target working professionals. At very granular level, polygons binding the perimeter of Tech Parks were used in the target city of Bangalore, since the Tech Parks in the city house the largest concentrations of working engineers and product managers. Further, surveys included a Screener Question in order to prune the respondent panel.

What is a Location Polygon?

InMobi Pulse allows for locational targeting at varying levels of abstraction: from country level down to a building. InMobi’s locational targeting goes further with the following granular targeting opportunities:

1. Geofencing Targeting:

Geofencing is a point & radius method of location targeting. It enables the targeting of users observed within a particular radius around a set of latitude-longitude coordinates or a point-of-interest location category. Some examples of points of interests can be malls, universities or movie theaters.

2. Polygon Targeting:

Although the Geofencing remains a fairly granular method of targeting, the accuracy could be low in some instances. For example, using the latlong method of targeting people who may have in the last month visited the airport in Mumbai can be shown in the fig. 2. The lack of accuracy becomes apparent in the areas around the airport that are getting covered in the lat-long marking, due to the point and radius nature of geofencing targeting.



Fig 2: Latitude-Longitude Geofencing of CST, Mumbai

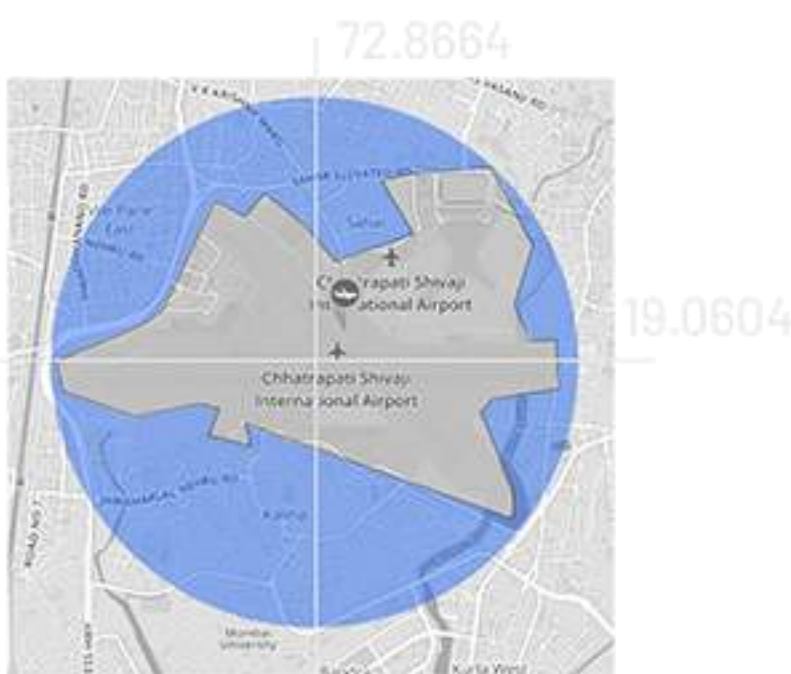


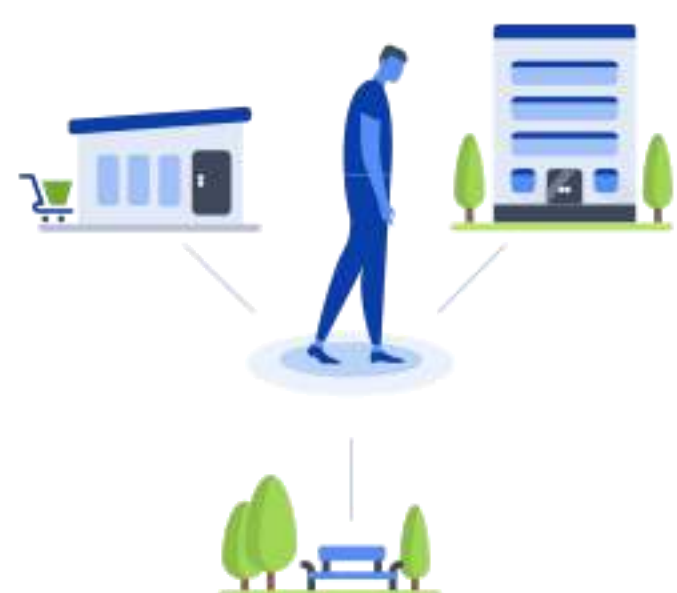
Fig 3: Spillover caused by Geofencing of CST, Mumbai

With heavy residential traffic around the airport, the targeting becomes highly askew with areas marked in blue in figure 3 also getting targeted. The surveys targeted at airport visitors may then spill over to people who may simply commute or reside in the areas around the airport. This is where the need to granularly define the perimeter of the airport may come in handy, as indicated in figure 4.

This defined perimeter around a very specific region is called a Location Polygon. The Polygon provides an accurate understanding of the mobile user’s movement & reduces spillover, drastically enhancing the accuracy of the targeting. InMobi Pulse holds access to pre-defined polygons of various location categories such as malls, airports and banks.

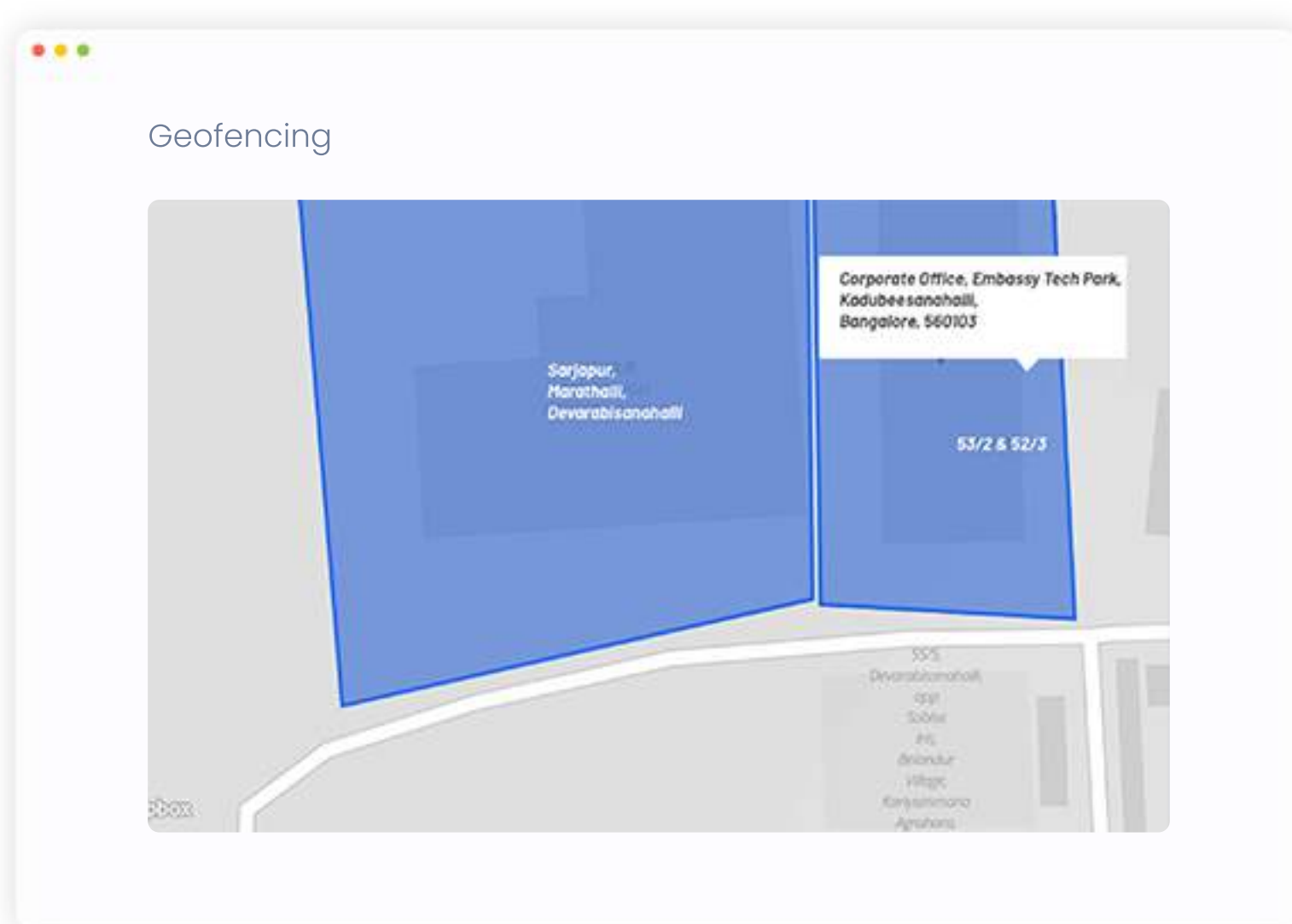


Fig 4: Accurate Polygon defining of CST, Mumbai



Permissively sourced locational information of mobile users on the InMobi network allows for the identification of people that may have entered the defined perimeter of the polygon in the past day, week or month. This lends a high degree of accuracy to user targeting and behavioral understanding of the customer based on their movement in the real world.

For the purpose of solving for the job-search platform, the tech parks in the city holding the highest concentration of the target segment of product managers and engineers were targeted.



Results

1. With the screener qualification and location targeting capabilities of Pulse, the startup accurately reached the target group of engineers and product managers. They were therefore able to map the factors that make a particular job role type more attractive to candidates.
2. The startup added the derived intelligence in their discovery algorithms when building the platform targeted at PMs and engineers. This impacted their overall search quality and the relevance of search results.
3. Through the customer insights & a better understanding of the needs of their target users, the recommendation engine suggested jobs that scored high on desired criteria by job seekers.