

The background of the slide is a photograph of three people sitting together, looking at their mobile phones. The person in the center is wearing a bright yellow sweater and is holding a smartphone. The person on the left is wearing a white top and is also holding a smartphone. The person on the right is wearing a grey t-shirt and is holding a smartphone. The overall tone is warm and focused on mobile technology.

# INDIA MOBILE PROGRAMMATIC & VIDEO INSIGHTS

2018

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# INTRODUCTION

Over the past few years, user consumption patterns have undergone significant transformation. People have moved away from desktops and have embraced the ease and convenience of mobile devices.

With over 81% penetration of TV, Indians have always harbored a deep love for all things video long before the advent of smartphones. Coupled with competitively priced data plans, higher speeds and bandwidths along with the explosion in streaming content platforms, Indians cannot get enough of their regional and English TV shows and movies. From teenagers, to Millennials, their parents and grandparents, India is hooked to video in all its forms.

This explosion of mobile video consumption has fueled major advancements in mobile video advertising. Today's advertisers demand increased metrics to ensure unprecedented levels of transparency and efficiency in their campaigns. By embracing video that is custom-tailored for the mobile device and also the behavior of a mobile user, advertisers are now able to achieve superior performance that only video can deliver.

As advertisers try to scale quickly and efficiently, they are soon realizing the potential of programmatic buying of video inventory to ease the pain that accompanies such growth. Video and Programmatic together are a match made in advertiser heaven!

## APPROACH AND METHODOLOGY

This report explores the popularity and performance of mobile video ads around the world and tailors insights specifically to the Indian market. At InMobi, we analyzed data from our network for 2017 (January – December). By delving deeper into mobile video consumption patterns worldwide, we were able to glean useful insights for advertisers to leverage to satisfy all types of marketing goals such as:

1. Driving awareness
2. Maximizing traffic to landing page
3. Interactions with a video ad
4. Media performance such as completion rates and Viewability metrics

# METRICS THAT MATTER – MOBILE VIDEO ADS

## CLICK-THROUGH-RATE

= Number of Clicks / Number of Impressions delivered



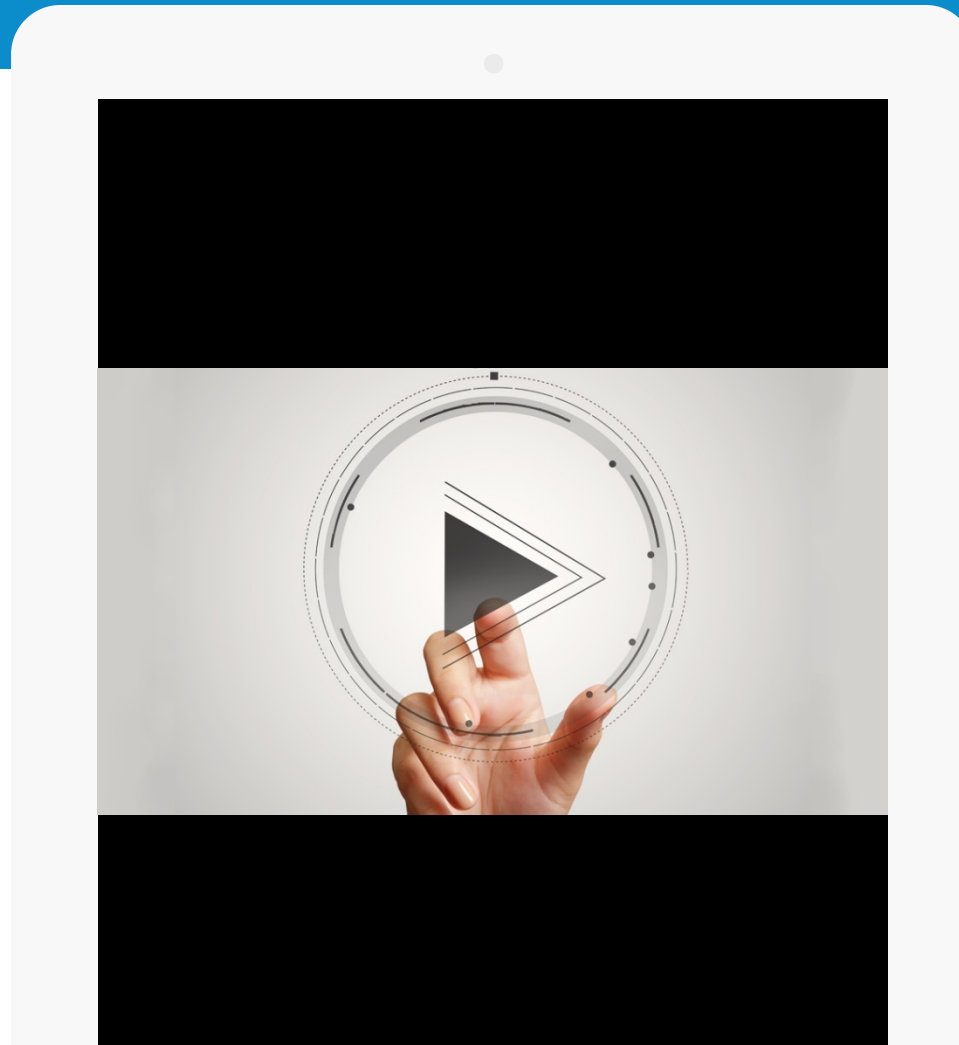
## INDEXED VIDEO CTR

= Specific Video CTR / Global Average Video CTR



## CONVERSION PER MILE

= (Number of App Installs / Number of Impressions delivered) \* 1000



## VIDEO PLAY RATE

= Number of Video plays / Number of Impressions delivered



## VIDEO COMPLETION RATE

= Number of Video Ads Completed / Number of Video Ads Played



## INVALID TRAFFIC RATE

= (Impressions delivered to non-human end point / total unfiltered impressions)

# PROGRAMMATIC BUYING FOR MOBILE VIDEO IN INDIA

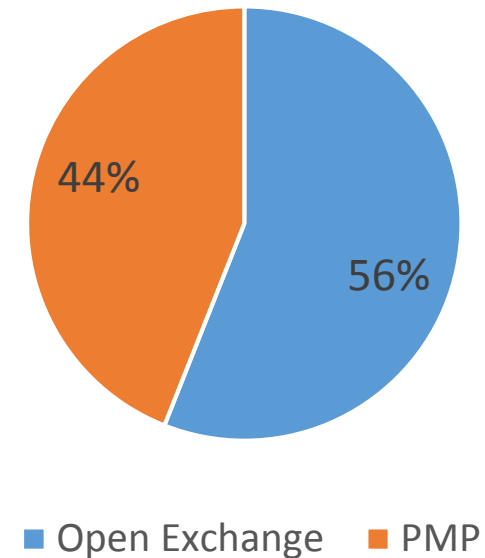
## ADVERTISERS EMBRACE PROGRAMMATIC BUYING

- Extensive use of mobile is a key factor in the move to programmatic advertising in India. Mobile users are to surpass 5.5bn by 2022 fueled by growth in India, which will give programmatic space the required push.
- The use of programmatic offers advertisers a distinctive advantage over traditional ways. Superior transparency, viewability, targeting, and retargeting in real-time enhance campaign performance like never before.

Mobile Programmatic Ad Spend in India Q1 2017 Vs. Q4 2017



Mobile Programmatic Ad Spend by Transaction Type, 2017



## PROGRAMMATIC AND VIDEO : A MATCH IN ADVERTISER HEAVEN

Clearly programmatic video has arrived and is on an upward rise. As programmatic technology evolves, and consumers' move to video away from the TV screens, the shift in programmatic video technology is only waiting to happen. For advertisers and publishers, alike, programmatic video represents a huge opportunity for improved efficiency as well as profit.

### Mobile Programmatic Ad Spend by Creative Format

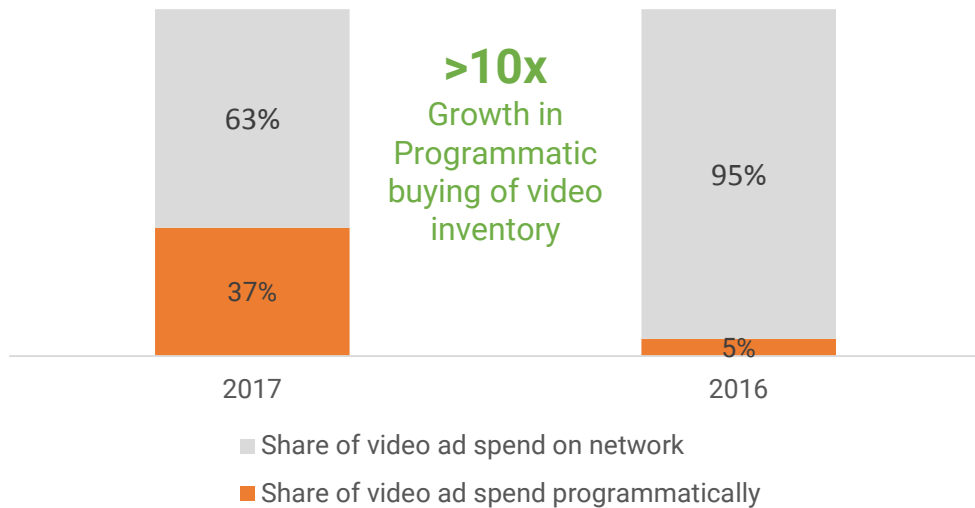
<u>Ad Format</u>	<u>Q1 2017</u>	<u>Q4 2017</u>
Banner Ads	80%	46%
<b>Video Ads</b>	<b>19%</b>	<b>53%</b>
Native Ads	1%	1%



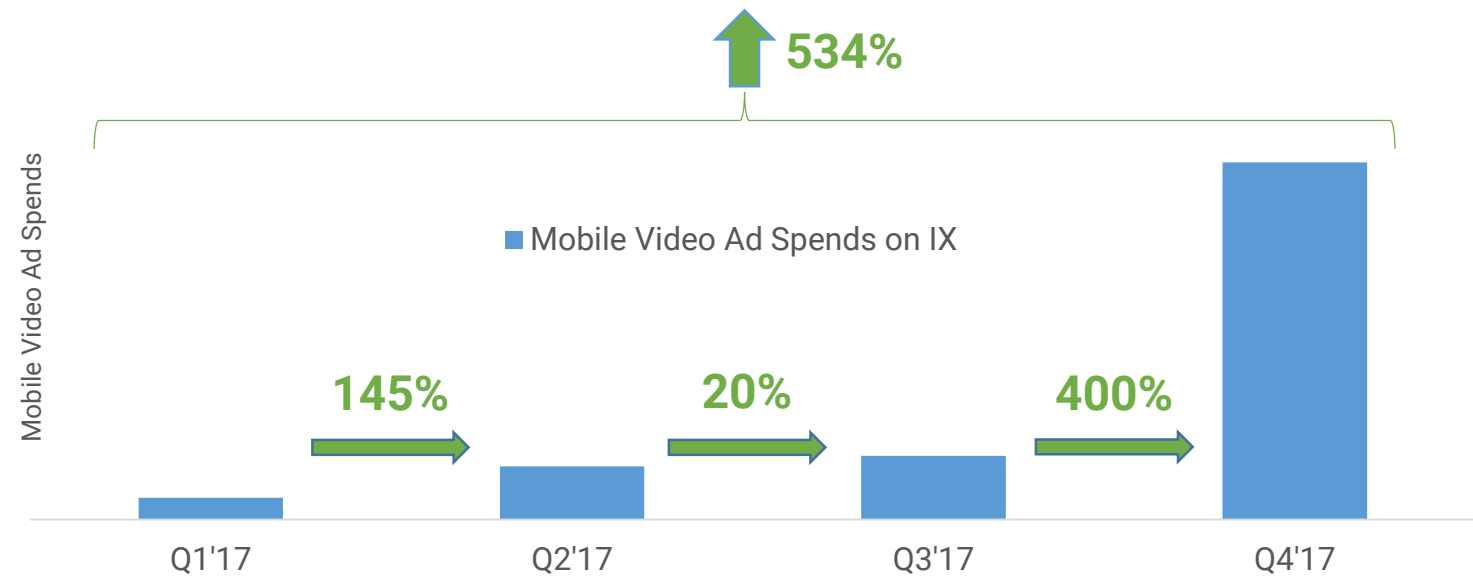
## PROGRAMMATIC BUYING IS INCREASINGLY BECOMING THE PREFERRED WAY

- The mobile advertising industry is moving towards programmatic buying of video inventory to satisfy the growing need for higher transparency, efficiency and control.
- In India, advertisers are increasingly spending via programmatic channels for video ads, recording over 10x growth in just one year.
- As programmatic gains popularity, advertisers across verticals are eagerly adopting this channel as part of their mobile advertising strategy.

Share of Video Ad Spent on Buying Inventory Programmatically



Quarterly Growth in Mobile Video Ad Spends on IX in India



X% refers to positive growth in video ad spend on buying inventory programmatic

## BRANDS ACROSS INDUSTRY VERTICALS SPEND PROGRAMMATICALLY IN INDIA

- Programmatic buying of video touts the benefits of rich and diverse data sources, efficiencies of automation, and transparency of targeting and reporting.
- Advertisers are targeting different audience segments in order to reach their customers in moments that matter.

Verticals	% Ad Spend
Technology	50.7%
Entertainment	12.3%
Retail	7.7%
Travel	7.2%
Autos	4.8%
Finance	3.2%
Business	3.0%
Food / Beverage	3.0%
Personal Care	2.9%
Telecom	2.7%

### Top Audience Segments Bought Programmatically



Shopping Enthusiasts



Travel Enthusiasts



Business Professionals



Upscale Residence Dwellers



Automotive Enthusiasts

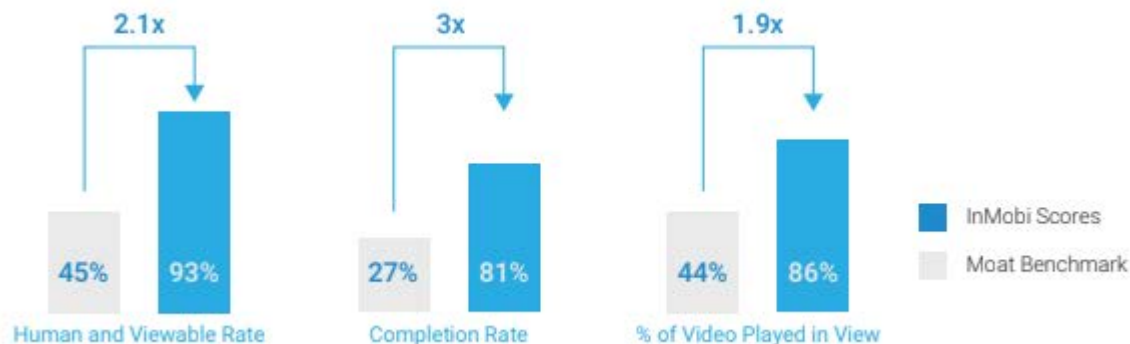
## CASE STUDY: PROGRAMMATIC MEDIA BUYING DELIVERS HIGH EFFICIENCY, TRANSPARENCY IN CAMPAIGN DELIVERY

**Objective:** To drive awareness of the new brand product and generate video views among 3rd party verified targeted audience (25 to 55 year old)

**Challenge :** Build lasting awareness and educate the target audience about the product ensuring strong people connect and brand recollection. A high video completion rate with an exceptional viewable rate was expected to maximize the brand awareness

**Solution:** Customized PMP was created for InMobi Exchange's Moat integrated VAST supply, powered by buffer free video technology. This was also coupled with InMobi's 1st party user targeting (Atlas verified audiences) to reach the right target segment

**Results:** InMobi was able to attract a large number of target users quickly (600k). The campaign delivered an excellent video completion rate through site optimization with double the industry viewability standards.



## FORTUNE 500 BRANDS SPEND BIG PROGRAMMATICALLY: ARE YOU ONE OF THEM?



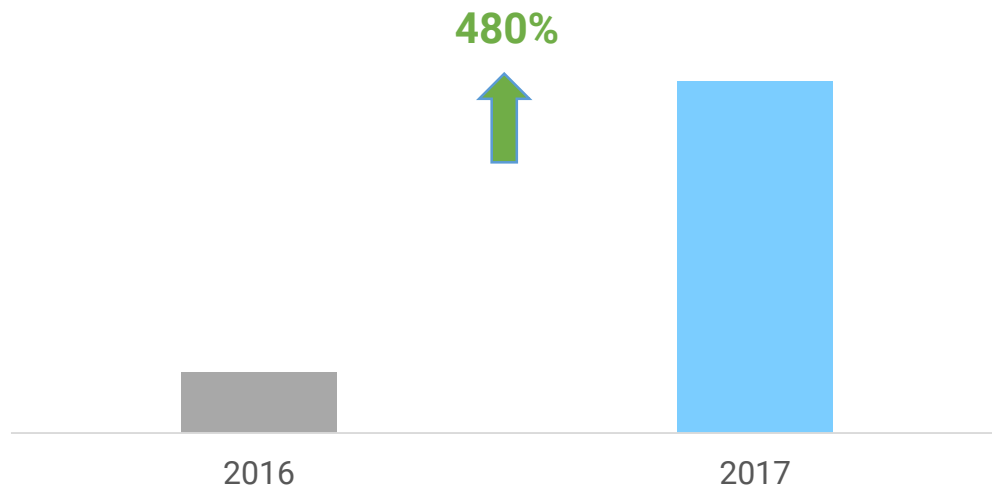
- Globally in 2017, Fortune 500 brands made up over 90% of mobile programmatic ad spend. Clearly the future lies in programmatic buying.
- It will become a one stop solution for delivery of all kinds of digital/mobile ads (banners/rich media or videos) across web or mobile platforms for the time to come.
- The need of the hour is to educate the market, adapt to the ever changing requirements and plan to localize and customize. This has immense potential to deliver value to both advertisers and publishers alike.

# MOBILE VIDEO ADVERTISING IN INDIA

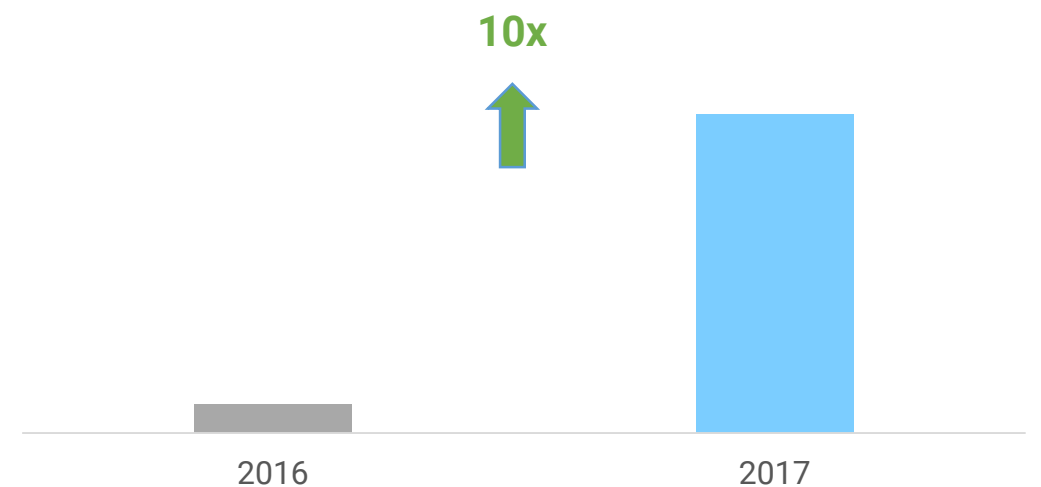
## ADVERTISERS DOUBLE DOWN ON MOBILE VIDEO ADVERTISING

- According to a 2017 InMobi report\*, 43% of advertisers in India used mobile video ads to engage and retain their customers. Video consumption in the country has skyrocketed in the past year. The entry of new telecom players into the Indian market, has made data plans more accessible. Coupled with entertainment content streaming on mobile, Indians are watching and sharing videos every given chance.
- This has consequently led to a drastic increase in the consumption of video ads on mobile devices. As video consumption skyrockets, advertisers in India are increasing their investment in mobile's hottest and most effective ad format.
- The popularity and success of video ads on mobile will propel other advertisers to quickly add this medium to their mobile strategy. In 2018, another 31% of advertisers plan to invest in mobile video, the report suggests\*.

Brand Spends on Mobile Video Advertising



Growing Mobile Video Ads Consumption



\*Source: InMobi State of Mobile App Performance Survey Report, India, 2017

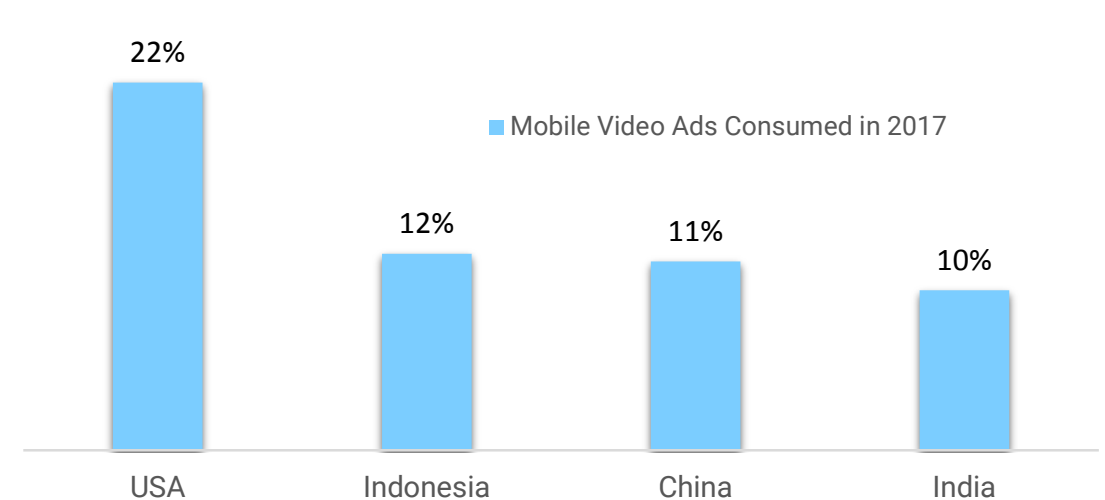
## INDIA RANKS AMONGST TOP 10 MARKETS IN VIDEO AD SPENDS AND CONSUMPTION

- India is the **second largest consumer of mobile video ads** around the world. Given the extent of video consumption in the country, following the recent telecom entrants, competitively priced data plans along with the ease of streaming the latest regional and English TV shows and movies, Indians are on a video high!
- Despite accounting for only 3% share of the global spends on mobile video ads, Indians watch more video ads on their mobile devices, than most of the world.

India ranks 6<sup>th</sup> in the World in Brand Spends on Mobile Video Ads



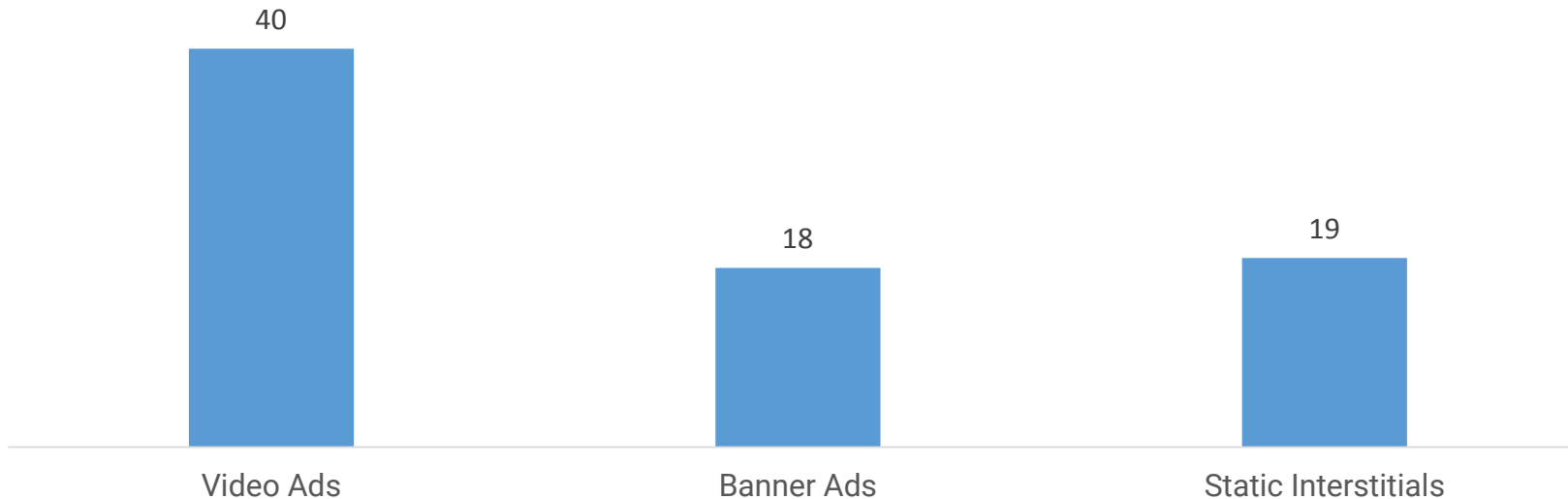
India is the 4<sup>th</sup> Largest Consumer of Video Ads on Mobile



## MOBILE VIDEO ADS OFFER WHAT NONE OTHER AD FORMATS CAN

- Mobile video advertising is able to deliver where no other format can – unparalleled performance. Customers are engaging thrice as much with video than banners. Video’s superior storytelling capability is wooing audiences and advertisers alike.
- 81% of Indians\* own a TV. A penetration level so astounding but one that clearly highlights our love for video long before the advent of smartphones.
- A good video ad still has the potential to garner more attention and engagement from an average Indian than any other format till date.

Mobile Video Ads Deliver 2x Engagement\*\* over Static Interstitial Ads



Source: InMobi Network Insights

\* Paid Cable and Satellite TV penetration in India, Statista

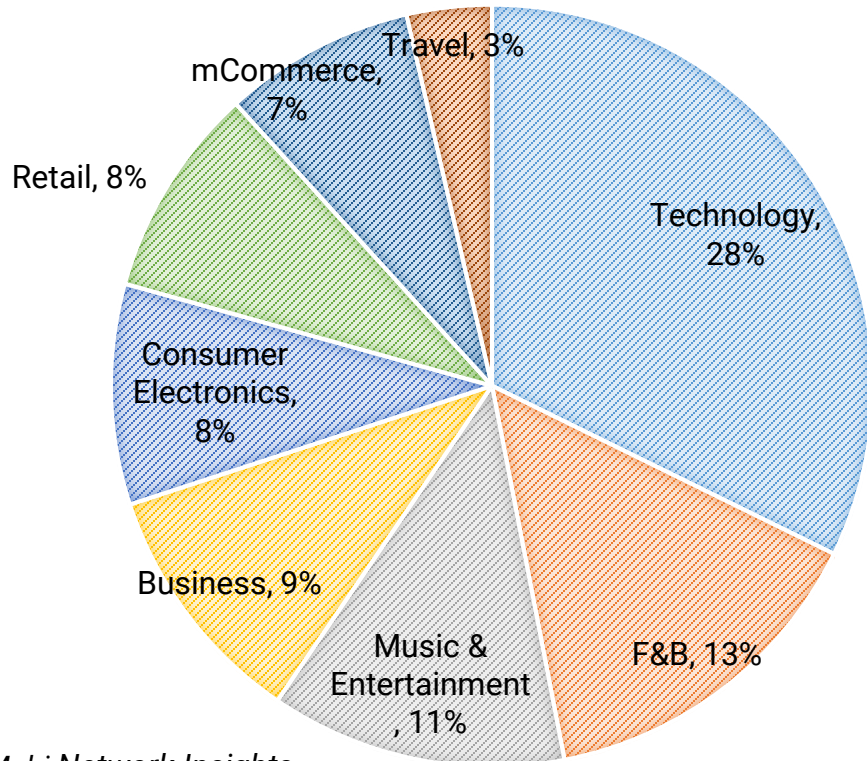
\*\*Engagement is measure through CTR (Click Through Rate). It is represented as Indexed value. CTR Index = ((CTR/Global Average CTR)\*100). Global average CTR Index = 100.



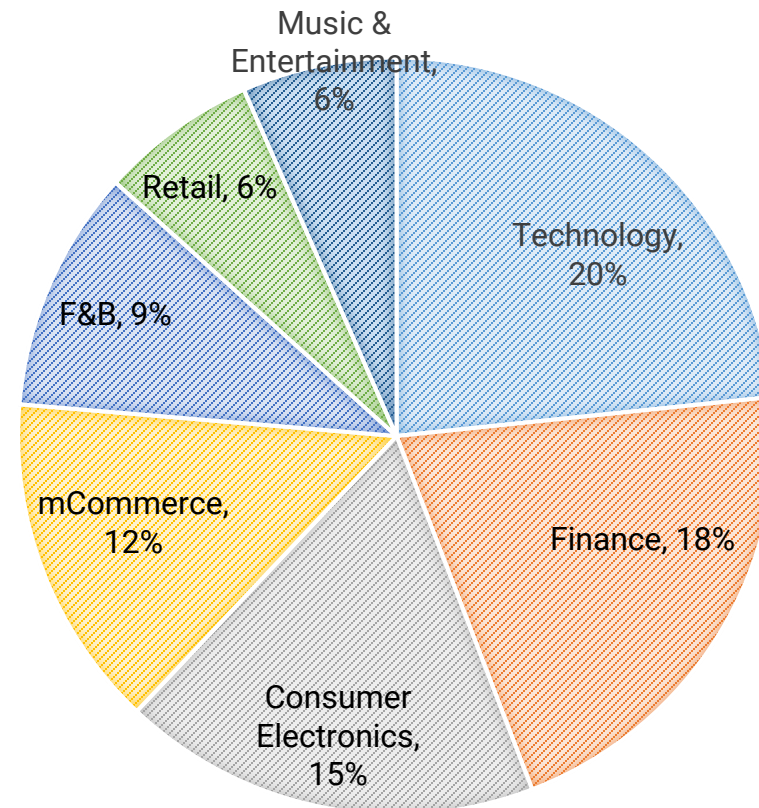
## ADVERTISERS ACROSS INDUSTRY VERTICALS INVEST IN MOBILE VIDEO ADS

- Brands across industry verticals of Tech, F&B, mCommerce, Retail, Consumer Electronics and Finance are investing heavily in mobile video advertising.
- As the ROI from video rivals other ad formats, advertisers are leveraging the power of video advertising to drive awareness, top of mind recall and purchase intent.

TOP BRAND ADVERTISER CATEGORIES SPENDING ON MOBILE VIDEO ADS



TOP VIDEO CONTENT CONSUMED BY INDIANS ON THEIR MOBILE DEVICES



## VIEWABILITY OF VIDEO ADS DETERMINES THE SUCCESS OF YOUR MESSAGE

- The arrival of MRC’s Viewability Guidelines\* provided a single globally accepted definition for mobile video Viewability. As Viewability of ad impressions takes center stage, brand advertisers must demand MRC-compliant metrics for their ad campaigns for long term success.
- Third party verification measurement partners such as MOAT are incorporated directly into InMobi’s SDK resulting in cleaner metrics and the option to optimize the campaign on Viewability metrics.
- When delivering ads via mobile, it is basic hygiene for advertisers to know if your ads are actually viewable or not. If not, a share of your spends are being wasted on delivering ads that your customers cannot see.

<u>Viewability Metrics</u>	<u>InMobi Score</u>	<u>MOAT Benchmark</u>
Average Human and Viewable Rate	92.36%	49.20%
Average IVT Rate	6.44%	0.30%
AVOC Rate	47.49%	24.70%
MOAT Video Score	60	50

# ABOUT US

InMobi is a global mobile advertising platform that specializes in delivering the best ROI for mobile marketers. A mobile-first and mobile-only platform, InMobi has been pioneering the next generation of ad experiences, including video advertising, on the back of deep learning based optimization engines.

InMobi platforms help brands, performance marketers and app publishers engage mobile users across different stages of their lifecycle, converting each mobile moment into an opportunity to drive engagement and revenue. Recognized by Fast Company as one of The Most Innovative Companies in 2016, InMobi reaches over 1.5 billion unique mobile devices worldwide, and is redefining business models for the mobile ecosystem. For more information, visit

[www.inmobi.com](http://www.inmobi.com)

[contactus@inmobi.com](mailto:contactus@inmobi.com)

# WE ARE A TECHNOLOGY POWERHOUSE

The global scale & reach of our full-stack advertising platform helps brands nudge mobile users across different stages of their lifecycle, converting each mobile moment into an opportunity to drive engagement & revenue.



**1.5 BILLION+**

UNIQUE MOBILE  
DEVICES



**20,000+**

GLOBAL  
ADVERTISERS



**120+ TB**

OF USER DATA ANALYZED  
MONTHLY



**6 MILLION+**

APP DOWNLOADS  
TRACKED MONTHLY



**32,000+**

PUBLISHER  
APPS



**200 BILLION+**

MONTHLY AD  
REQUESTS

# ABOUT INMOBI, COMPANY OVERVIEW

Over 9 years pioneering mobile advertising and discovery spanning the globe



## GLOBAL COVERAGE

Global reach and scale with local expertise, spanning 18 offices across the globe, and a dominant position in key mobile markets like North America, China and India



## DEMAND POOLS

World-class performance, brand, and commerce advertisers accessible via every buying scheme, from fully programmatic -open and private, to managed services



## PUBLISHERS GROWTH SOLUTIONS

InMobi features a comprehensive suite of publisher solutions that solve for all mobile growth needs: user acquisition, user monetization and audience extension



## ECOSYSTEM PARTNERSHIPS

InMobi's dedicated Global Alliances team forges long-lasting partnerships with key industry players to ensure seamless campaign execution and measurement to our clients while delivering the best possible ad experience to our consumers.

# THANK YOU



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