INMOBI Audiences

Fuel Campaign Performance with Laser-focused Targeting

Why InMobi Audiences?

InMobi Audiences delivers a new standard for accuracy and trust. Today's marketers demand more precision and granularity than ever before; they also require trust. Using a combination of proven AI and carrier data, which is the most pristine mobile user record available, InMobi employs advanced algorithms to rank and filter data signals. Audience composition and definition are clearly communicated, so marketers can be confident about every aspect of their campaign targeting.
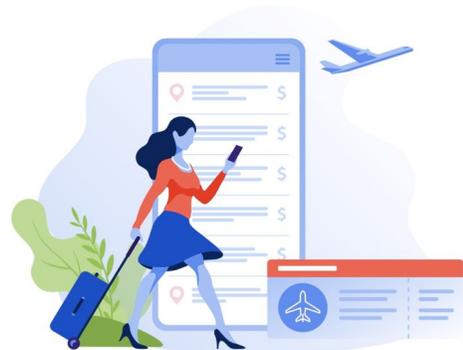
Using Advanced AI to Deliver Carrier Audiences

01 Unique Data Sources

Diverse signals are sourced from partners globally to create a massive pool of billions of signals.

Signal sources include SDKs, Carrier Signals, and Strategic Partnerships to deliver a 360° view of your consumers - from demographics through behavior.

Strategic partnerships deliver the most complete consumer view

02 AI-Powered Validation

In the absence of Carrier data, there is no way of knowing what is real. Carrier data is an ideal benchmark as it delivers multi-layer accuracy and is "always on."

The result of AI and Carrier data? High quality and accurate signals.

Innovative combination of carrier data and proven AI

03 Carrier Segments

These signals are then used to create Carrier segments.

Segments have the same quality and accuracy as Carrier data but also provide the needed scale for reach and effective targeting. These segments are the basis of InMobi Audiences.

Accurate segments with global scale
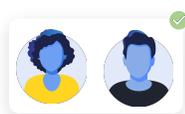
04 Transparent Audiences

Segments are combined to create Audiences that are unique and relevant, delivering a holistic consumer view. Audiences are continually refreshed to reflect consumers' moment-by-moment choices and lives. Easily access audience size, definition and composition for complete transparency.

Transparent and always-on Audiences

> "We were able to tailor our targeting to reach the highest value consumers, drive engagement in a meaningful manner and exceed conversion goals."

Angad Grover
Trading Manager, News Corp

inmobi.com/audiences