



BRAND MARKETER MEDIA KIT | 2015



INMOBI FOR BRANDS

An Overview

YOUR BRAND AUDIENCE HAS FULLY EMBRACED MOBILE

Understand, Reach, and Engage

Your Audience On Mobile

with the world's most powerful mobile advertising platform

PRECISE TARGETING AND
GLOBAL REACH



RICH UNDERSTANDING OF
USER BEHAVIOR ON APPS

Generate Brand
Awareness

Generate Leads

Drive App
Downloads



ENGAGING,
CONSUMER-CENTRIC
CREATIVE

REAL RESULTS

UNDERSTAND, REACH, & ENGAGE YOUR AUDIENCE ON MOBILE

with the world's most powerful mobile advertising platform

PRECISE TARGETING AND GLOBAL REACH

The largest set of mobile audiences at scale



Precise Targeting



Sharp Geo Context Targeting



Relevant Audience Personas



Affinity Targeting

RICH UNDERSTANDING OF USER BEHAVIOR ON APPS

40,000

Mobile apps and premium publishers

125,000

Daily app downloads on network

1 Bn

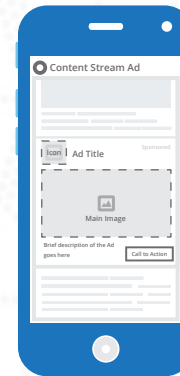
Uniques



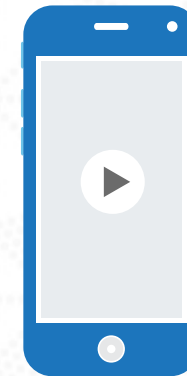
Partnerships with world - class data providers

ENGAGING, CONSUMER-CENTRIC CREATIVE

Native



Video



Rich Media



REAL RESULTS

Measure :

Ad campaign attribution

Guaranteed Outcomes :

Remove uncertainty from campaigns and meet marketing objectives

INMOBI™

BUYING OPTIONS

DIRECT BUYS

Access our reach across more than 40,000 publishers

Access To

Engaging Creatives

Targeted

Ad Placements

Work Directly With The InMobi Account Team To

Achieve Campaign Goals

PROGRAMMATIC BUYS

The world's largest native mobile exchange in partnership with 

1 Billion

Active Unique Devices

17,000

Fully Transparent Mobile Apps

Diversity

in Programmatic Supply

Audience

Personas

at scale

CAPABILITIES: **InMobi Audience Personas + Segments from**    

SUPPORTED FORMATS: **Video, Rich Media, Native and Banner, Open Exchange, and Programmatic Direct**

INMOBI[™]

UNMATCHED UNDERSTANDING OF USERS IN THE APP ECOSYSTEM

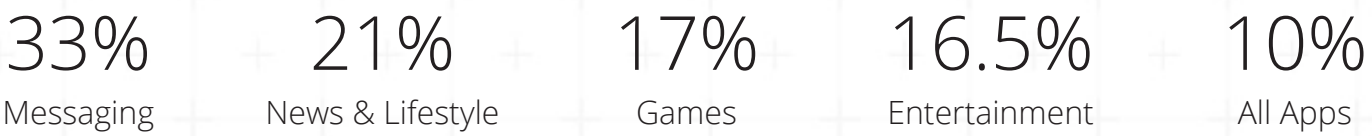
On Mobile, users spend a majority* of time on apps, outside the realm of search and social

- Mobile first global alliances** with industry leading companies
- 8+ years of data collection**, impressions served in over 165 countries
- 5 billion data points** processed daily, 250 data points per user each month
- 125,000 daily app downloads**

THE APPS THAT THE INMOBI BILLION ARE ON



THE PERCENTAGE OF ENGAGED USERS**



** Who visit an app category at-least four times a day

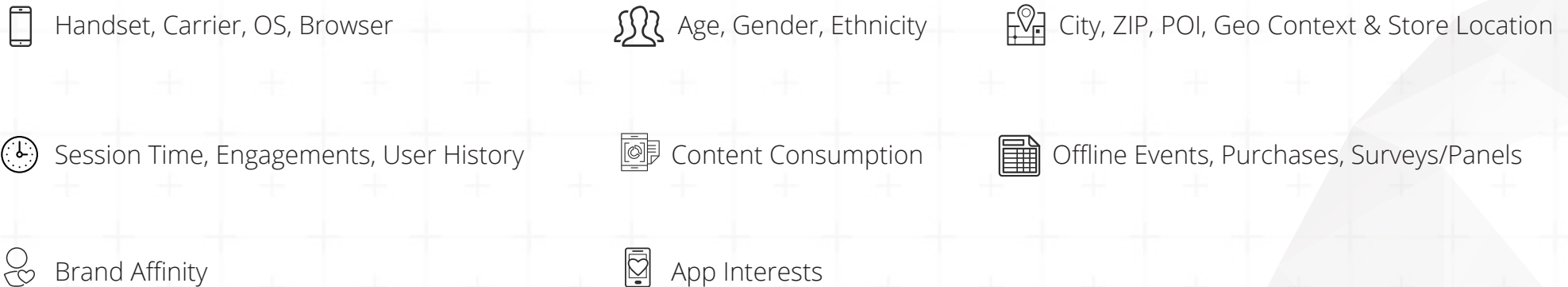
We wrote the book on it!
Apponomics: The Insider's guide to a billion dollar app business



*Source: IAB

RICH USER SIGNALS FROM OUR DATA SOURCES

INMOBI DATA SOURCES



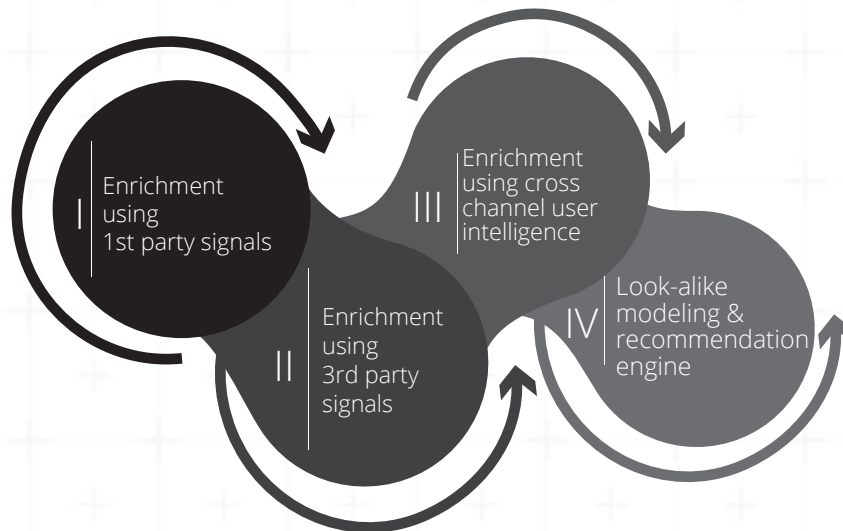
INMOBI DATA PLATFORM

13 B
Events Ingested Daily

24 TB
Data Generated Daily

500 TB
Data Processed Daily

CONSUMER UNDERSTANDING BUILT THROUGH ITERATIVE LEARNING



CONSUMER EXPERIENCE PROFILES CREATED



INMOBI BY THE NUMBERS

REAL TIME INSIGHTS

based on first party data, third party partners like BlueKai, Factual and Independent Attribution Partners

159

Billion ad impressions
Globally / month



500 TB
of data processed daily
by our big data platform

200+
countries

40,000
Mobile Apps and
Premium Publishers

6 Bn

Ad Requests Per Day



Rich Audience Understanding
enabled by app expertise



Global Reach at Scale
through direct and programmatic buys

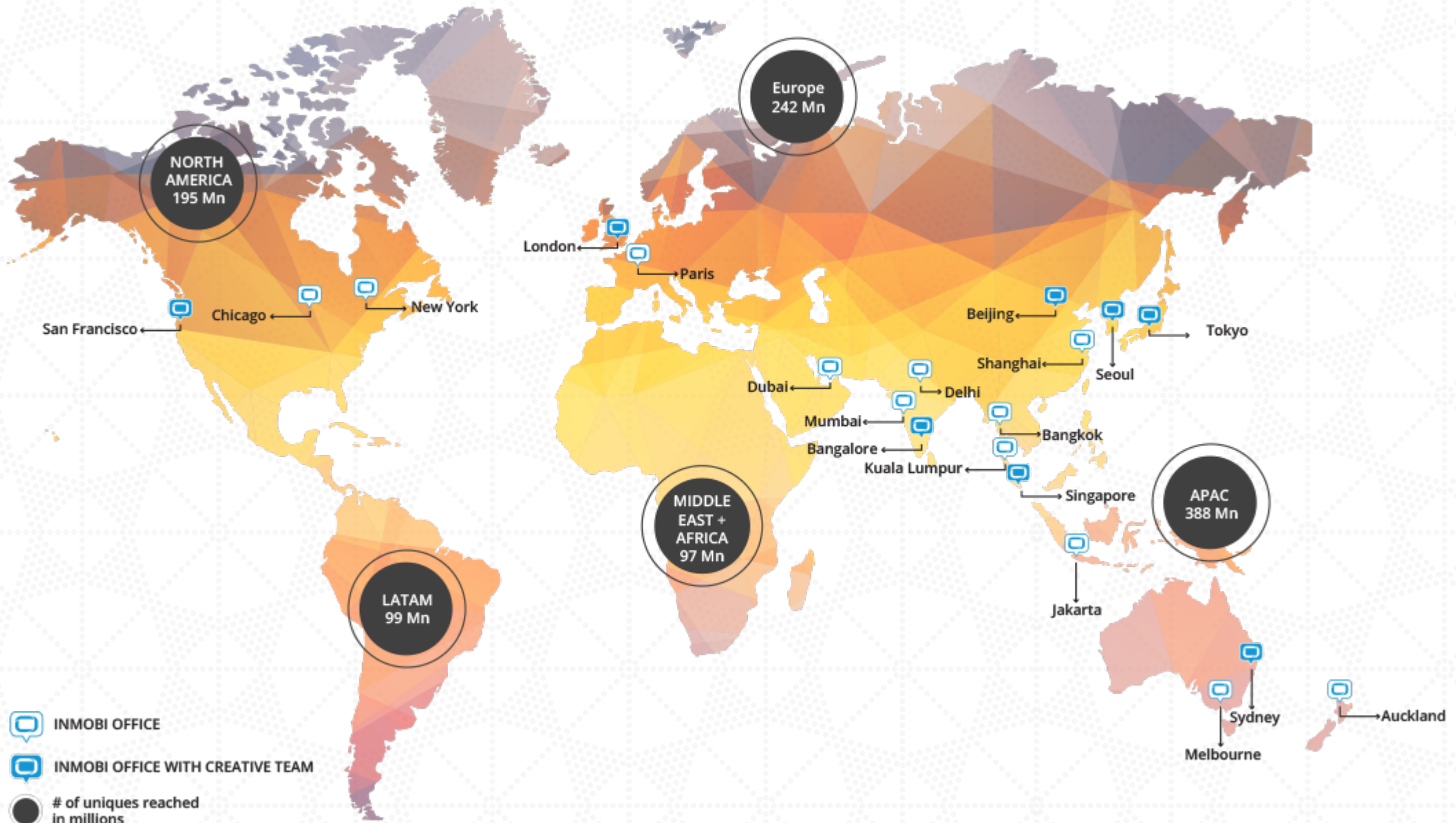


Engaging Creative



Actionable Insights

GLOBAL REACH AT SCALE WITH LOCAL SERVICE



LEADING GLOBAL ADVERTISERS AND PARTNERS

BRANDS



PUBLISHERS



BRAND SAFETY AND ASSURED QUALITY

Brand-safe Inventory Sourced From **Tightly Managed Partners**

Comprehensive Audit Process

DoubleClick And **Vindico Certified**

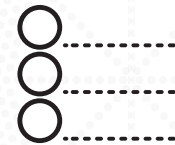
Post-campaign Verification From **Nielsen, Placed, And Comscore**

IAB Taxonomy Alignment For Property Categorization

Comply With **COPAA And DAA Programs** For Online Behavioral Advertising

Count Impressions Very Close To **IAB's 'True View' Definition**, And Report Served And Viewable Impressions

Track Impressions On Client Side With The **Media Rating Council** (MRC0 Accredited Partners).



SYSTEMS:

All sites and apps are assessed for content

MANUAL:

Each supply source manually audited by InMobi experts
App store rating and categorization sourced for advertisers to assess independently

POLICY & PROCESS:

Blacklisted domains systematically and automatically filtered out
Brand Assurance Experts available 24x7

VALIDATION:

Automated periodic review of subsequent alterations to approved supply

PRECISE TARGETING AND GLOBAL REACH

PRECISE
TARGETING



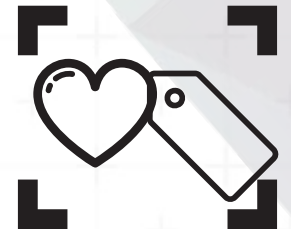
RELEVANT AUDIENCE
PERSONAS



SHARP GEO CONTEXT
TARGETING



AFFINITY
TARGETING



PRECISE AND PREDICTIVE TARGETING

Use mobile parameters to your advantage for accurate targeting

UNDERSTAND:

TARGET USING:

THE INMOBI TARGETING SOLUTION:

DEVICE CHARACTERISTICS



Device Hardware



OS



Browser



Carrier

CONDITIONAL CRITERIA



Time Targeting (Day Parting)



Viewer/Clicker/Downloader Retargeting



Geo-retargeting

REAL-TIME ACTIVITY



Real-time Geo-Context Targeting Suite



Real-time Site Context Targeting



Wi-fi Carrier/Network

BEHAVIORAL TRAITS



Intent Signals



User Interests



Demographic info



Footprint Behavior

BRAND AFFINITY



Proven affinity to brand category

CONDITIONAL TARGETING

GEO-CONTEXT TARGETING

PSYCHOGRAPHIC TARGETING

Audience Personas Or Custom Personas

BRAND AFFINITY TARGETING

AUDIENCE TARGETING

Carefully crafted audiences down to a science with InMobi Audience Personas

World's largest set of mobile audiences with 1 billion uniques

45+ behaviour-based InMobi Audience Personas

Each persona crafted using **> 120 1st party user signals**

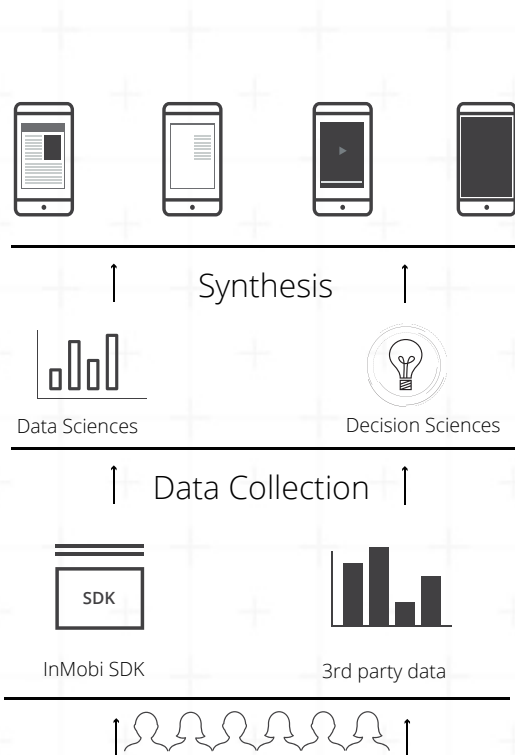
200M locations measured daily and 20M validation points

3X the click-through rates delivered on campaigns

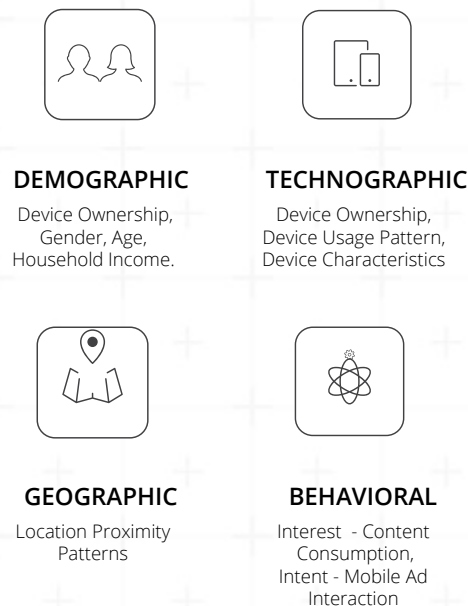
Geo-audiences built by analysing footprint behaviour

AUDIENCE ON DEMAND
WITH CUSTOM PERSONAS
ON REQUEST

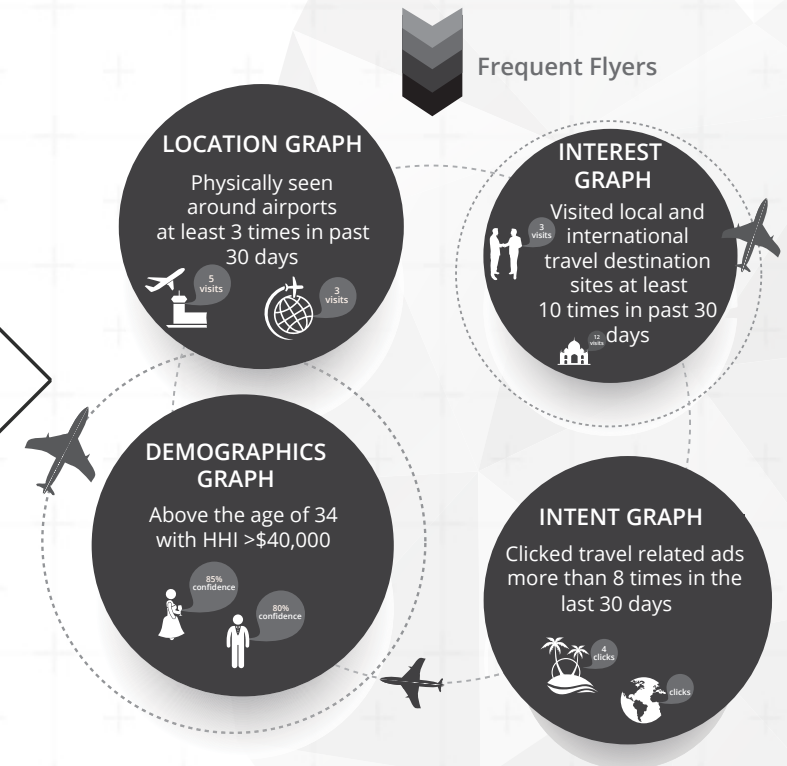
DATA GATHERING



MULTI-DIMENSIONAL UNDERSTANDING



BUILDING THE PERSONA



GEO CONTEXT TARGETING

Drive sharp targeting* by leveraging 7.5 billion daily data points on location

POINT SOLUTIONS

Designated Place
Of Interest



POI TARGETING

Home/ Office/ Outdoors



PERSONAL LOCATIONS

Any Specific Location



CUSTOM FENCES

State/ City/ Zip



**STATE, CITY,
ZIP TARGETING**

Specific
Geo-coordinates



**LAT-LONG
TARGETING**

Competitor Location
Or Near Store
Location



**GEO
CONQUESTING**

ACCURATE



Proprietary SDK gives
access to clean location
signals at high confidence
(accurate upto 10m)

WI-FI COVERAGE



Unique ability to map Wi-fi
SSID signals to location,
adding further scale to our
reach

HYPERLOCAL



Amongst the highest
location coverages for
Hyperlocal Advertising
(Geofence radius =
0.3miles)

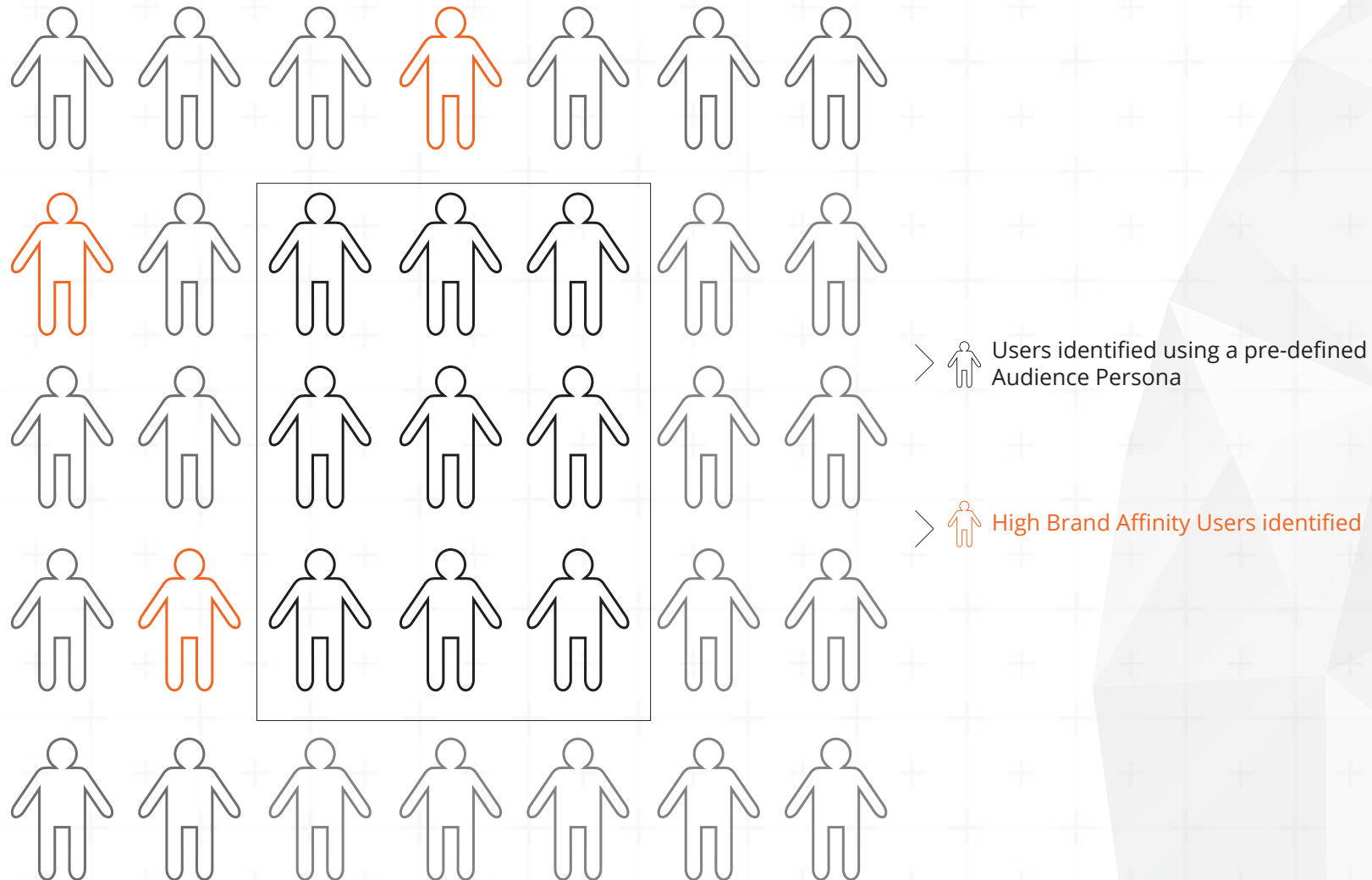
75M+
Business Listings

450+
Location categories

50+
Countries

AFFINITY TARGETING

Discover consumers who demonstrate a high affinity to your brand, but may not be on your radar

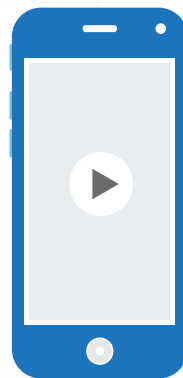


ENGAGING, CONSUMER-CENTRIC CREATIVE

Native



Video



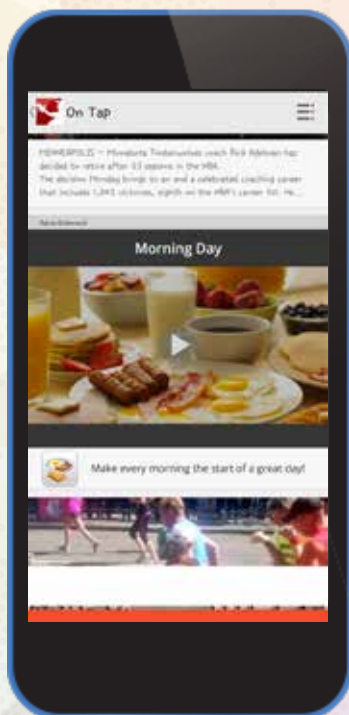
Rich Media



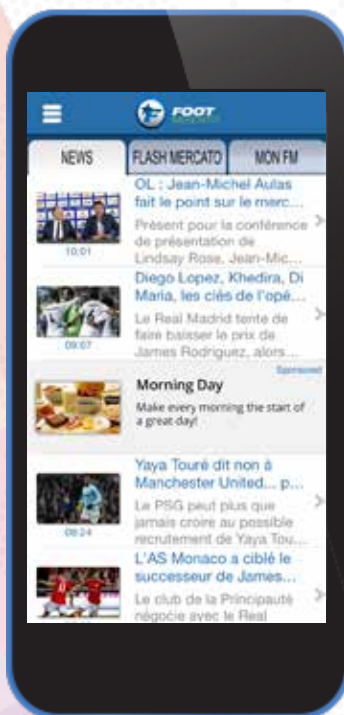
INMOBI NATIVE ADS

Become a part of the consumer's mobile experience. Access premium publisher audiences through the world's largest native exchange. Experience layouts tailor made for brand objectives.

VIDEO



NEWSFEED



CONTENT STREAM



CAROUSEL



ICONS



EXPECT

8 times the conversion rate and user engagement of standard display ads.

Higher ad viewership, up to **1.5 times** more than banner ads.

INMOBI MOBILE VIDEO ADS

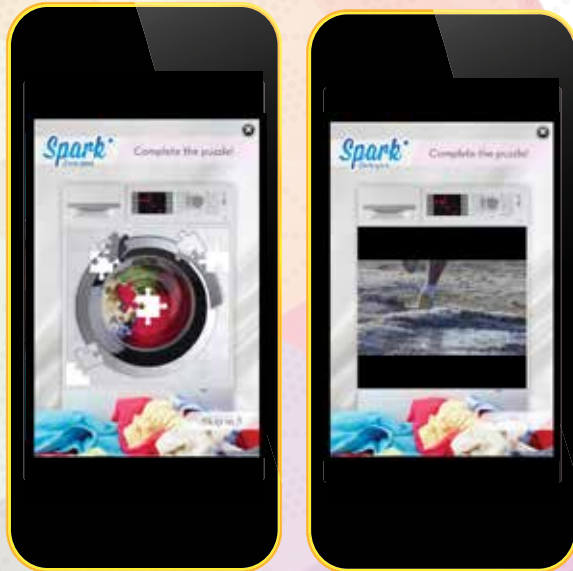
Create trailers for your blockbuster brands with carefully designed layouts for story-telling. Experience comprehensive impression and dwell-time tracking. Serve InMobi Video ads across ad networks including Brightroll, Tubemogul, Dailyme, Vena, and Daily Motion.

There's More!

VIDEO – EXPANDABLE | IN-BANNER VIDEOS | VIDEOSTITIAL | YOUTUBE INTEGRATION

AN INTERACTIVE CONTINUUM

Add interactive puzzles or tell stories through a series of narratives within a single campaign

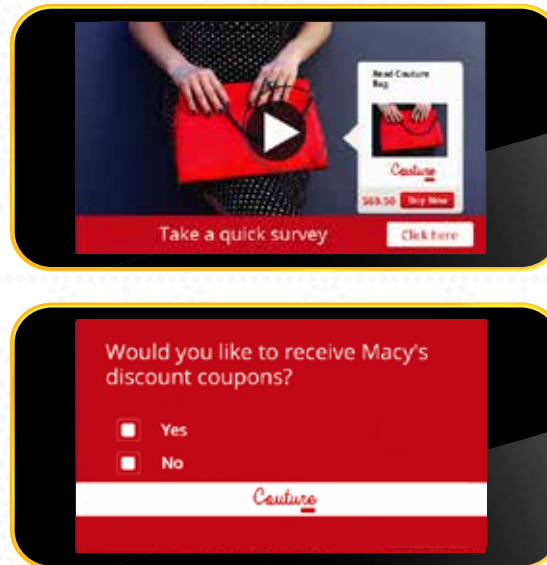


REAL RESULTS

40% Completion Rates

FORM CAPTURE VIDEOS

Capture information and enable social sharing



5X Engagement Rates When Compared With Rich Media

A SMART AD

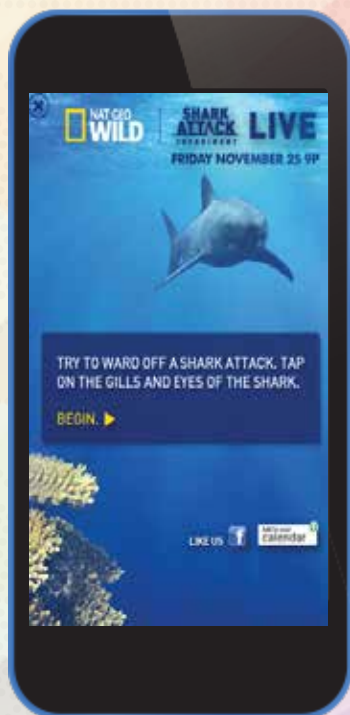
External feeds like the weather can trigger a contextually relevant video message



CREATIVE CAPABILITIES WITH RICH MEDIA

Ads aren't just for viewing. Let our award-winning creative services team bring your ads to life with specially crafted, responsive, and engaging experiences.

ANIMATION



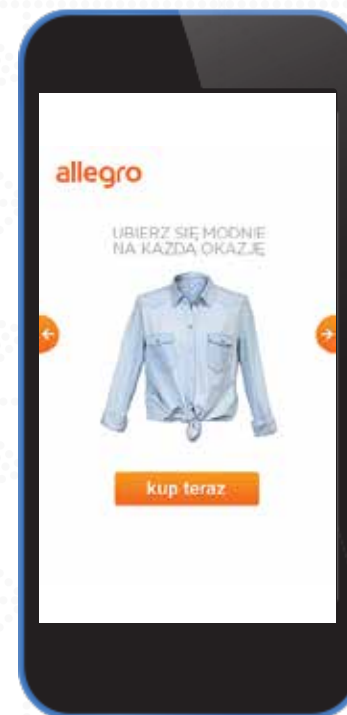
DRAG & DROP



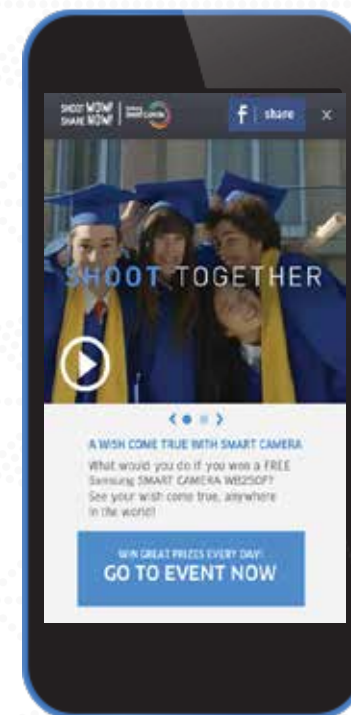
SWIPE AWAY



IMAGE GALLERY



SOCIAL



CREATIVE CAPABILITIES WITH RICH MEDIA

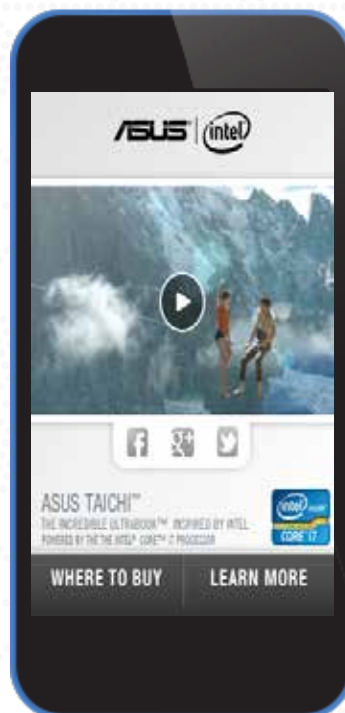
360 DEGREE



SHAKE & TILT



VIDEO



LOCATION



CAMERA ACCESS



BANNERS | INTERSTITIALS | TABLETS

Engaging creative meets rich audience understanding for every platform and objective

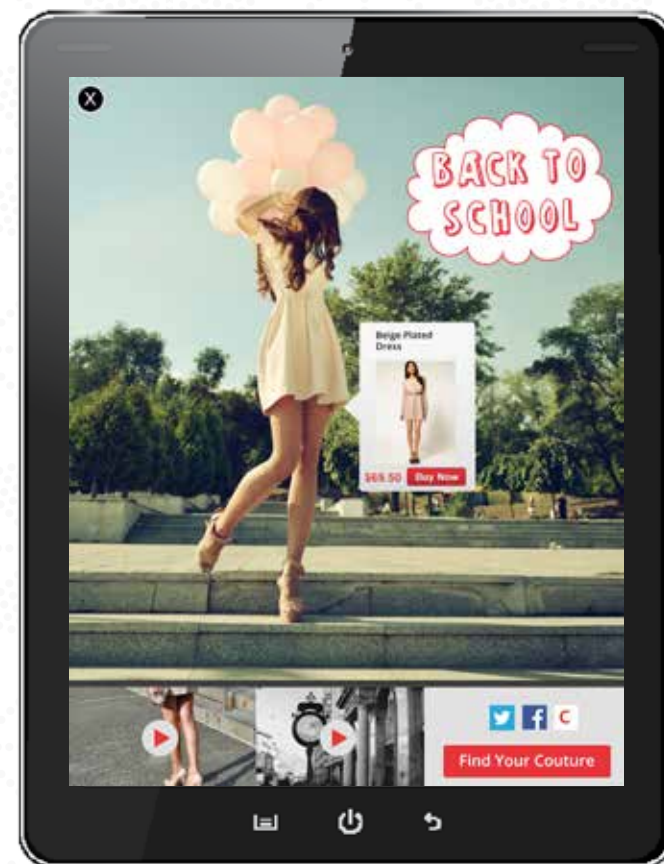
BANNER



INTERSTITIALS



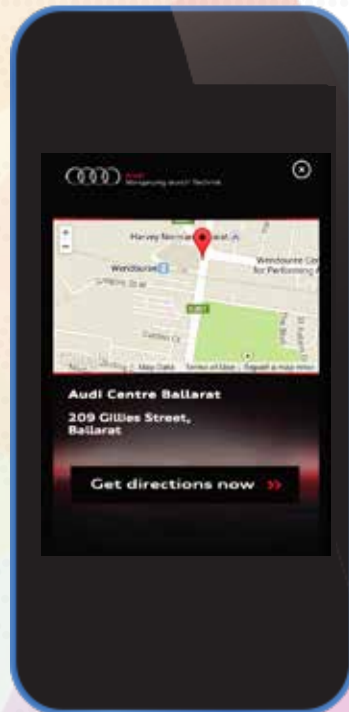
TABLETS



LOCATION POWERED CREATIVES: INMOBI SMARTADS

Engaging creative meets rich location understanding

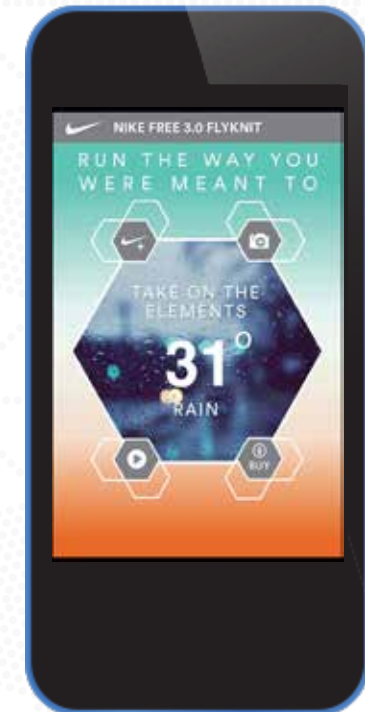
NEAREST STORE LOCATOR



POLLUTION LEVEL BASED DYNAMIC ADS



WEATHER BASED DYNAMIC ADS

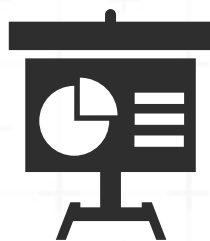


REAL RESULTS

MEASUREMENT AND
INSTALL ATTRIBUTION



CAMPAIGN ANALYSIS



BRAND PERFORMANCE
OBJECTIVES



REAL RESULTS

Measure results and meet your marketing objectives

MEASUREMENT AND INSTALL ATTRIBUTION

Accurately and safely track app downloads with our independent tracking partners

TUNE

AppsFlyer

TalkingData
Mobile-Data-Value

ADX TRACKING

KOCHAVA★

Apsalar

adjust

GUARANTEED OUTCOMES

Take the uncertainty out of mobile advertising campaigns. InMobi ensures ROI by guaranteeing a minimum pre-defined outcome rate. Currently available for expand rates and click rates.

Auto, BFSI Guaranteed Lead Generation Form Initiate
Retail Guaranteed Coupon Clip Initiate
CPG Guaranteed Product Info Request

CAMPAIGN ANALYSIS

Hourly reporting on all metrics and dimensions*

*Region, Platform, Carrier, manufacturer are reported daily

CAMPAIGN METRICS

Impressions, Clicks,
Conversions, Spend

DERIVED METRICS

Click Through Rate (CTR),
Cost per Click (CPC),
Cost per Conversion

CAMPAIGN

Campaign, Ad Group, Creative

BASE DIMENSIONS

Time, Country, Region, Platform (OS)

OTHER

Carrier, Manufacturer

MEET BRAND PERFORMANCE OBJECTIVES

LEAD GEN

Customizable design,
multiple features, and
data privacy compliant
lead-gen solutions

APPOGRAPHIC TARGETING

Target users based on their
interest in certain types of
apps

Julia



Loves
pattern-
matching
games



Travels on
a budget



Is always on
the lookout
for deals



Enjoys
anonymous
chatting

SOME POPULAR APPOGRAPHIC CONCEPTS



Language



Kids



Comics



Movies



Taxes



Gym
Training



Men's
Products



Beauty
and Health



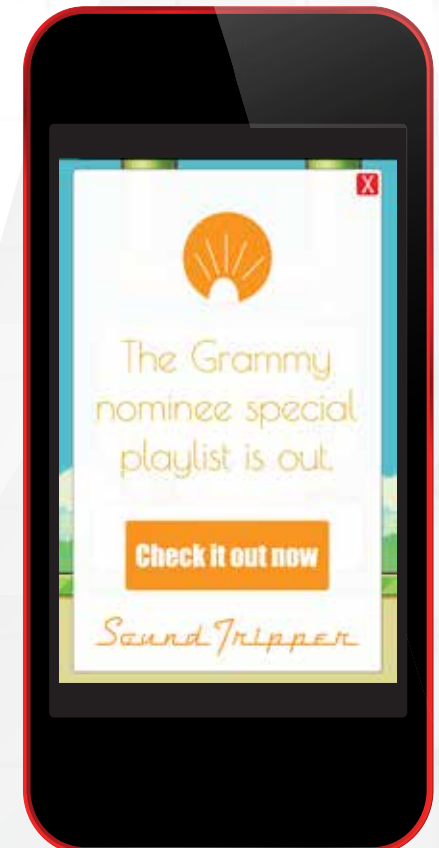
Deals and
Coupons



Dating

RE-TARGETING

Bring high lifetime
value users back to
your app



CREATIVE AWARDS WITH BRAND AND AGENCY PARTNERS



UNILEVER CITRA
Won APAC Smarties, 2014 -
Gold, Silver, and Bronze



HTC ONE MAX
Won MobEx Awards, 2015



**SAMSUNG WEATHER
TRIGGERED**
Won EMEA Smarties, 2014
- Silver and Bronze

MMA SMARTIES APAC

2014 Gold, Products /Services Launch

2014 Silver, Best Brand Experience

2014 Bronze, Most Engaging Mobile Creative

2014 Bronze, Products /Services Launch

MMA SMARTIES EMEA

2014 Silver, Products /Services Launch

2014 Bronze, Innovation Category

MMA Smarties APAC

2013 Gold, In-App Advertising Gaming

2013 Silver Enabling Technology Awards Innovation

ADOBO DESIGN AWARDS

2013 Design Award

BOOMERANG AWARDS

2013 Bronze, Adidas and Axe Apollo

OVER THE YEARS ACROSS MULTIPLE CATEGORIES



AWARDS WE'VE WON

50 Disruptive Companies List

MIT Technology Review 2013



Outstanding Startup Of The Year 2014

Forbes India



Pathbreaker of the Year 2014

CyberMedia ICT



Best Mobile Ad Network

Mobile Entertainment



Best Mobile Ad Network 2013

China Advertiser Association





The world's most powerful mobile advertising platform

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