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

ENGAGING, CONSUMER-CENTRIC CREATIVE

RICH UNDERSTANDING OF USER BEHAVIOR ON APPS

Generate Brand Awareness
Generate Leads
Drive App Downloads

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
- Relevant Audience Personas
- Sharp Geo Context Targeting
- Affinity Targeting

ENGAGING, CONSUMER-CENTRIC CREATIVE

- Native
- Video
- Rich Media

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

REAL RESULTS

- Measure: Ad campaign attribution
- Guaranteed Outcomes: Remove uncertainty from campaigns and meet marketing objectives
Access To Engaging Creatives
Targeted Ad Placements
Work Directly With The InMobi Account Team To Achieve Campaign Goals

DIRECT BUYS
Access our reach across more than 40,000 publishers

PROGRAMMATIC BUYS
The world's largest native mobile exchange in partnership with Rubicon

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 Experian, Factual, BlueKai, Datalogix

SUPPORTED FORMATS: Video, Rich Media, Native and Banner, Open Exchange, and Programmatic Direct
**THE APPS THAT THE INMOBI BILLION ARE ON**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Entertainment</td>
<td>36%</td>
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<tr>
<td>Games</td>
<td>27%</td>
</tr>
<tr>
<td>News &amp; Lifestyle</td>
<td>24%</td>
</tr>
<tr>
<td>Messaging</td>
<td>14%</td>
</tr>
<tr>
<td>Social &amp; Messaging</td>
<td>13%</td>
</tr>
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</table>

**THE PERCENTAGE OF ENGAGED USERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messaging</td>
<td>33%</td>
</tr>
<tr>
<td>News &amp; Lifestyle</td>
<td>21%</td>
</tr>
<tr>
<td>Games</td>
<td>17%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>16.5%</td>
</tr>
<tr>
<td>All Apps</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

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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

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

We wrote the book on it!

Apponomics: The Insider's guide to a billion dollar app business

*Source: IAB
INMOBI DATA PLATFORM

13 B
Events Ingested Daily

24 TB
Data Generated Daily

500 TB
Data Processed Daily

RICH USER SIGNALS FROM OUR DATA SOURCES

INMOBI DATA SOURCES

- Handset, Carrier, OS, Browser
- Age, Gender, Ethnicity
- City, ZIP, POI, Geo Context & Store Location
- Session Time, Engagements, User History
- Content Consumption
- Offline Events, Purchases, Surveys/Panels
- Brand Affinity
- App Interests

CONSUMER UNDERSTANDING BUILT THROUGH ITERATIVE LEARNING

- Enrichment using 1st party signals
- Enrichment using cross channel user intelligence
- Enrichment using 3rd party signals
- Look-alike modeling & recommendation engine

CONSUMER EXPERIENCE PROFILES CREATED

Gender
Location
Age
Device
News App
Gaming App
Chat App

Look-alike modeling & recommendation engine
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
- 200+ countries
- 500 TB of data processed daily by our big data platform
- 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
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
THE INMOBI TARGETING SOLUTION:

CONDITIONAL TARGETING

GEO-CONTEXT TARGETING

PSYCHOGRAPHIC TARGETING
Audience Personas Or Custom Personas

BRAND AFFINITY TARGETING

DEVICE CHARACTERISTICS

CONDITIONAL CRITERIA

REAL-TIME ACTIVITY

BEHAVIORAL TRAITS

BRAND AFFINITY

TARGET USING:

Device Hardware
OS
Browser
Carrier

Time Targeting (Day Parting)
Viewer/Clicker/Downloader Retargeting
Geo-retargeting

Real-time Geo-Context Targeting Suite
Real-time Site Context Targeting
Wi-fi Carrier/Network

Intent Signals
User Interests
Demographic info
Footprint Behavior

Socio-economic data
Purchase history
Custom personas on request

Proven affinity to brand category

PRECISE AND PREDICTIVE TARGETING
Use mobile parameters to your advantage for accurate targeting
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

DATA GATHERING

- InMobi SDK
- 3rd party data

DATA COLLECTION

- InMobi SDK
- 3rd party data

MULTI-DIMENSIONAL UNDERSTANDING

- DEMOGRAPHIC
  - Device Ownership
  - Gender, Age
  - Household Income
- TECHNOGRAPHIC
  - Device Ownership
  - Device Usage Pattern
  - Device Characteristics
- GEOGRAPHIC
  - Location Proximity Patterns
- BEHAVIORAL
  - Interest - Content Consumption
  - Intent - Mobile Ad Interaction

BUILDING THE PERSONA

LOCATION GRAPH
- Physically seen around airports at least 3 times in past 30 days

INTEREST GRAPH
- Visited local and international travel destination sites at least 10 times in past 30 days

INTENT GRAPH
- Clicked travel related ads more than 8 times in the last 30 days

AUDIENCE ON DEMAND WITH CUSTOM PERSONAS ON REQUEST!
**GEO CONTEXT TARGETING**

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

**POINT SOLUTIONS**

- **Designated Place Of Interest**
- **Home/ Office/ Outdoors**
- **Any Specific Location**
- **State/ City/ Zip**
- **Specific Geo-coordinates**
- **Competitor Location Or Near Store Location**

**POI TARGETING**

**PERSONAL LOCATIONS**

**CUSTOM FENCES**

**STATE, CITY, ZIP TARGETING**

**LAT-LONG TARGETING**

**GEO CONQUESTING**

**ACCURATE**

**WI-FI COVERAGE**

**HYPERLOCAL**

- **Proprietary SDK** gives access to clean location signals at high confidence (accurate upto 10m)
- **Unique ability** to map Wi-fi SSID signals to location, adding further scale to our reach
- Amongst the highest location coverages for **Hyperlocal Advertising** (Geofence radius = 0.3miles)

- **75M+** Business Listings
- **450+** Location categories
- **50+** Countries

*Powered by best-in-class location experts: Factual
Users identified using a pre-defined Audience Persona

High Brand Affinity Users identified
ENGAGING, CONSUMER-CENTRIC CREATIVE

Native

Video

Rich Media
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

FORM CAPTURE VIDEOS

Capture information and enable social sharing

A SMART AD

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

REAL RESULTS

40% Completion Rates

5X Engagement Rates When Compared 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.

**CREATIVE CAPABILITIES WITH RICH MEDIA**

- **ANIMATION**
- **DRAG & DROP**
- **SWIPE AWAY**
- **IMAGE GALLERY**
- **SOCIAL**
CREATIVE CAPABILITIES WITH RICH MEDIA

360 DEGREE

SHAKE & TILT

VIDEO

LOCATION

CAMERA ACCESS

 dyson hot+cool

 Features

 The fastest to heat the room evenly

 ASUS TACHI™

 THE INCREDIBLE INNOVATION™ DESIGNED BY INTEL.

 AVAILABLE AT SELECT DEPARTMENT STORES.

 WHERE TO BUY

 LEARN MORE

 The Lamb Snack Wrap

 only $3.90

 FIND YOUR NEAREST STORE

 Available after 6:30pm, for a limited time only.

 A day we say THANK YOU to our fans for their continued support.

 If you want more after Free Cone Day, take a photo with your friend for a 1-for-1 coupon now!

 INMOBI
BANNERS | INTERSTITIALS | TABLETS

Engaging creative meets rich audience understanding for every platform and objective
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
MEASUREMENT AND INSTALL ATTRIBUTION
Accurately and safely track app downloads with our independent tracking partners

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

**RE-TARGETING**

Bring high lifetime value users back to your app

**SOME POPULAR APPOGRAPHIC CONCEPTS**

<table>
<thead>
<tr>
<th>Concept</th>
<th>Icon</th>
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<tbody>
<tr>
<td>Language</td>
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<tr>
<td>Kids</td>
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<td>Creative Awards with Brand and Agency Partners</td>
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<td><strong>MMA SMARTIES APAC</strong></td>
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<td>2014 Gold, Products /Services Launch</td>
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<td>2014 Silver, Best Brand Experience</td>
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<td>2014 Bronze, Most Engaging Mobile Creative</td>
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<td><strong>MMA SMARTIES EMEA</strong></td>
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<tr>
<td>2014 Silver, Products /Services Launch</td>
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<td>2014 Bronze, Innovation Category</td>
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<td><strong>MMA Smarties APAC</strong></td>
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<tr>
<td>2013 Gold, In-App Advertising Gaming</td>
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<td>2013 Silver Enabling Technology Awards Innovation</td>
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<td><strong>ADOBO DESIGN AWARDS</strong></td>
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<td>2013 Design Award</td>
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<tr>
<td><strong>BOOMERANG AWARDS</strong></td>
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<tr>
<td>2013 Bronze, Adidas and Axe Apollo</td>
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**OVER THE YEARS ACROSS MULTIPLE CATEGORIES**

<table>
<thead>
<tr>
<th>Brand/Product</th>
<th>Award Year</th>
<th>Category</th>
<th>Description</th>
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<tr>
<td>UNILEVER CITRA</td>
<td>2014</td>
<td>APAC Smarties</td>
<td>Gold, Silver, and Bronze</td>
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<tr>
<td>SAMSUNG WEATHER TRIGGERED</td>
<td>2014</td>
<td>EMEA Smarties</td>
<td>Silver and Bronze</td>
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<tr>
<td>HTC ONE MAX</td>
<td>2015</td>
<td>MobEx Awards</td>
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<tr>
<td>TRIGGERED</td>
<td>2014</td>
<td>EMEA Smarties</td>
<td>Silver and Bronze</td>
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</table>
AWARDS WE’VE WON

50 Disruptive Companies List
MIT Technology Review 2013

Outstanding Startup Of The Year 2014
Forbes India
Forbes

Pathbreaker of the Year 2014
CyberMedia ICT

Best Mobile Ad Network
Mobile Entertainment

Best Mobile Ad Network 2013
China Advertiser Association