

INMOBI

InMobi



October ' 2024





InMobi Group Overview

Our mission is to power intelligent, mobile-first experiences for enterprises & consumers

INMOBI GROUP



Marketing Solutions

- Largest independent mobile-first **Adtech + Martech** platform with solutions catering to the Enterprise CMO.
- End-to-end mobile programmatic stack
- **#1 independent player** in China, India, SEA & leading player in U.S & EMEA.
- Over 15 years of innovation in mobile advertising, recognized as [Top 50 Disruptor Company by CNBC in 2018 & 2019](#).

INMOBI
DSP

INMOBI
Pulse

INMOBI
Exchange

INMOBI
Audiences

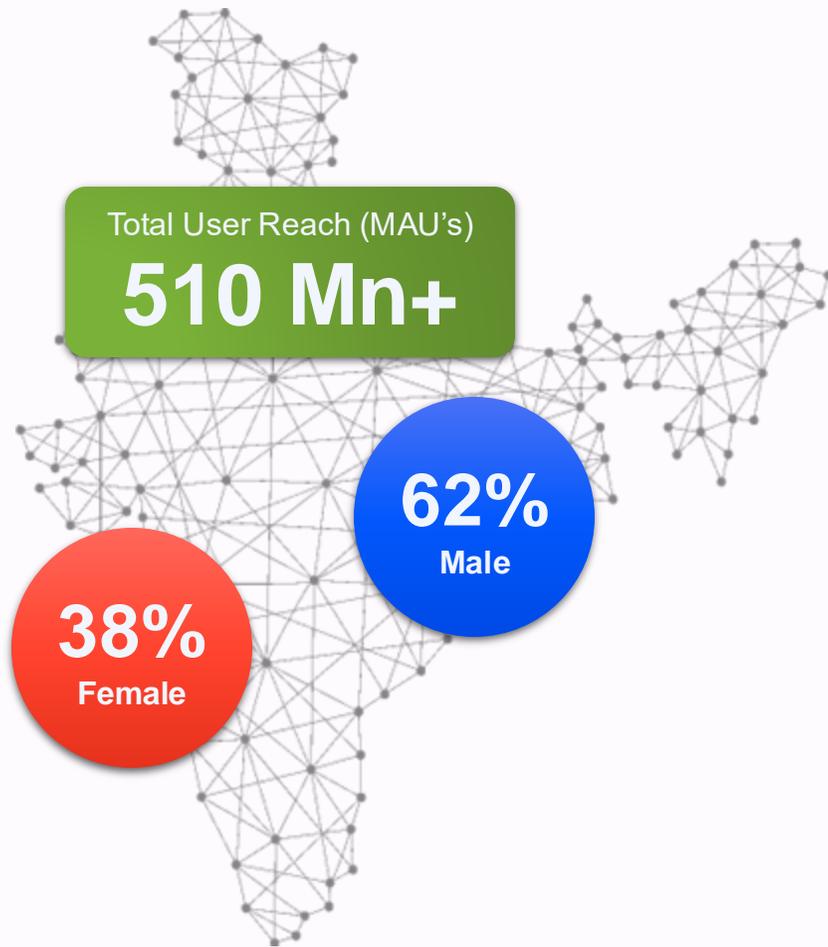


- **Jio invested \$200 mn** to give users a truly unique solution for experiencing **live content, creator driven entertainment commerce and gaming**. Among the **Top 3 content discovery platforms in India today**, also backed by the founders and early investors of PayPal, Palantir and Facebook (Peter Thiel) & Google
- Glance - India's only '**screen zero**' platform in partnership with Android OEMs (Samsung, Xiaomi, Oppo, Vivo)
- Roposo – **Largest video sharing platform** in India with 150M downloads
- Shop101- End-to-end capability for launching **celebrity and influencer-led LIVE commerce**

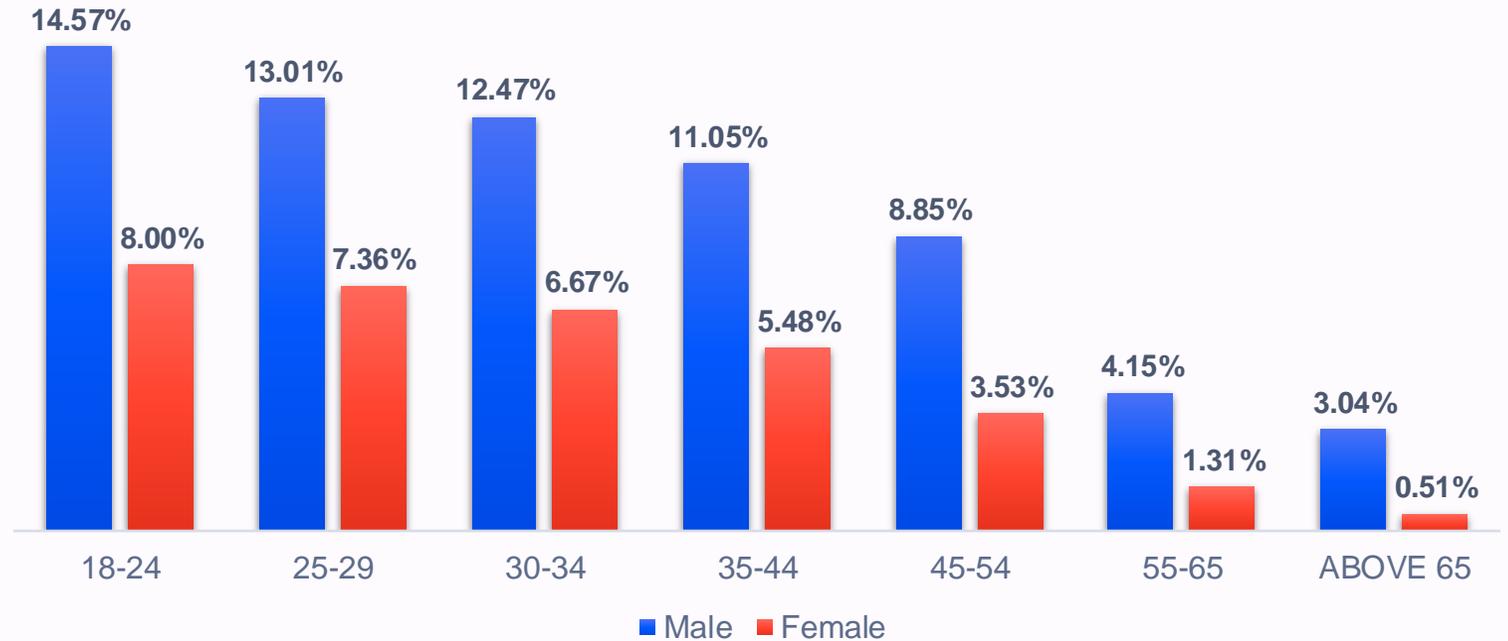


India: Unique Users Across Age Groups

Get Accurate Demographic Info of your Audience bifurcated by Gender & Age



Unique Users Across Age Groups



INMOBI: THE APP EXPERTS

Our SDK is embedded within the Apps, giving you deep access to your Audience's life, at the Hardware/OS level.

Rich Data, High Volume, Greater Depth

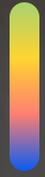
Direct Integration with Apps and Ad Environment

Granular, Real-Time User Data collected at the Hardware/OS level

InMobi SDK : Directly integrated within the app, spanning across layers to handle ad rendering, user interaction, data collection, and seamless communication with the ad exchange.

Seamless Rendering & Creative Control





The InMobi Advantage: **Industry-leading Ads SDK**

What are SDKs

SDKs provide a comprehensive collection of tools that enable apps to quickly integrate with third party providers and run analytics, payments, security, and **Ads**

How InMobi SDK helps

InMobi's SDK footprint allows advertisers to unlock these advantages at scale!

Direct Access to Inventory



Better Targeting & Measurement Capabilities



Rendering High-Impact Creatives

YOU GET TO ACCESS TO GRANULAR, REAL-TIME, RICH & FREQUENT INSIGHTS

We collect up to 80 distinct data points 48 times a day.

This constant flow of rich insights make your campaigns smarter, more effective, and better aligned with your advertising goals



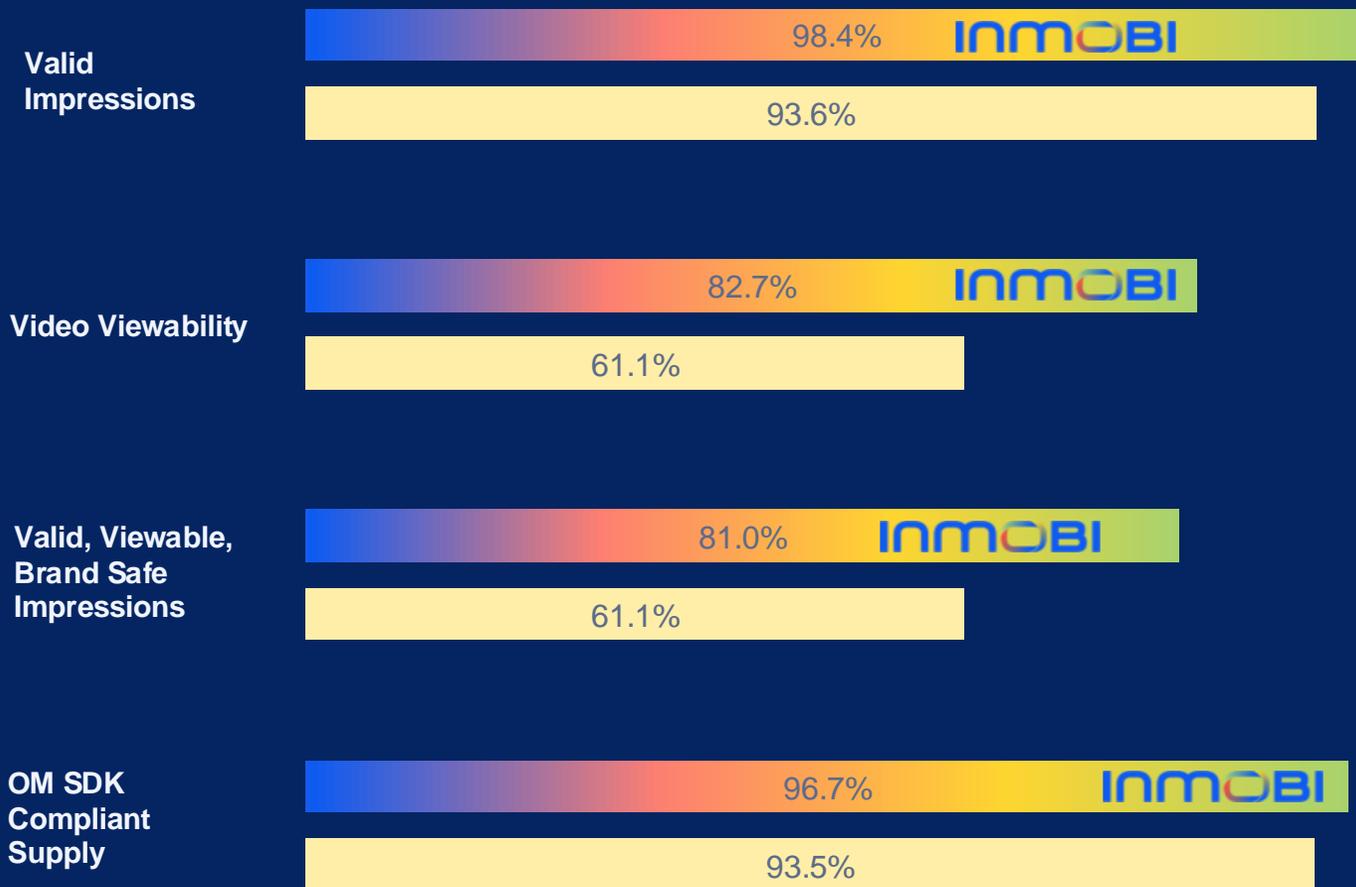
RIGHT USER, RIGHT TIME, RIGHT WAY

AI-Driven Optimization ensures you reach users exactly when they're primed for engagement



Ads shown when user is most likely to engage

Ahead of the curve: Best-in-class benchmarks



■ InMobi ■ In-App

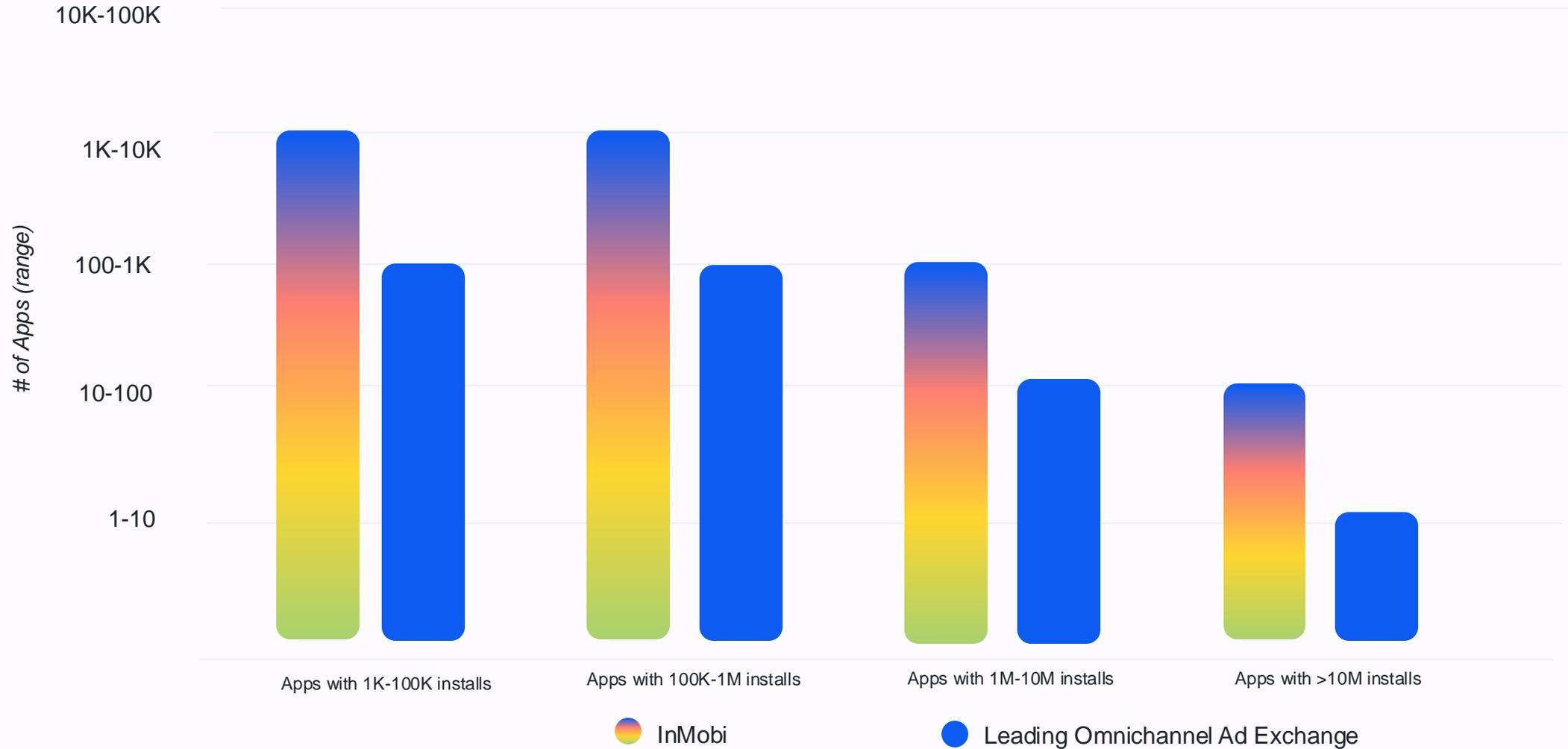
Source: InMobi and benchmark data from all campaigns tracked by Moat or InMobi in Q3'22



inMOBI

SDK scale: InMobi at least 10x better than leading omnichannel exchange as per Google

Comparison of Ads SDK adoption in Android apps



Measurement and Verification across the funnel



Awareness



Audience Measurement



OM SDK-powered Viewability



Brand Lift



Consideration



Web Conversion Tracking:



Cross Device Targeting and Measurement:



Footfall Measurement:



Acquisition



Sales Lift



App Install and Engagement Measurement:



Certifications



Privacy Compliant



Achieve highest engagement with mobile-first ad formats

Banner

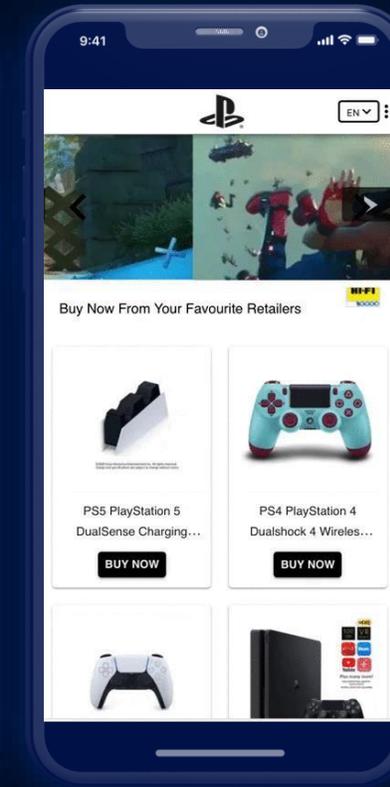
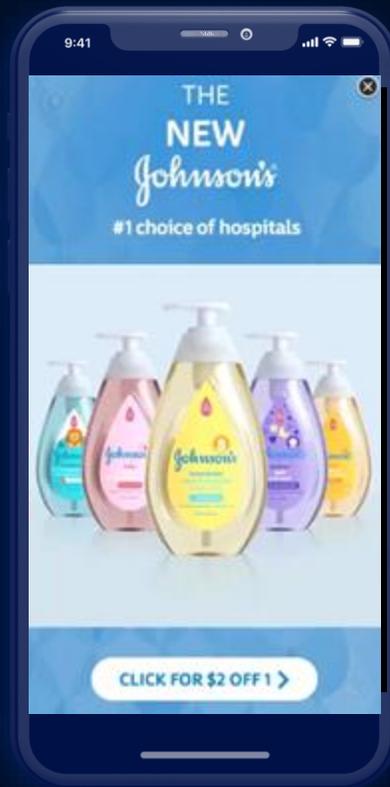
Video

Rich Media

Native

In-Game

Shoppable Media



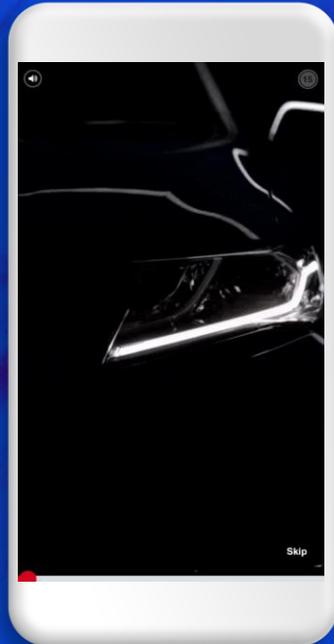
Let our award-winning creative services team innovate for you

Video with Custom End Cards

Convert video completions into engagement with and interactive end card
Convert video completions into engagement with and interactive end card



Theater Locator
End Card



Lead Gen
End Card

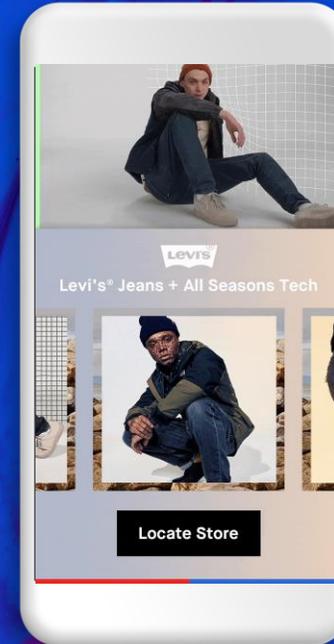


Coupon Code
End Card

Coupon Code
End Card

Rich Media Videos

Use rich media enhancements to create an immersive video experience



Video with
Interactive Carousel



Interactive Video
Interactive Video

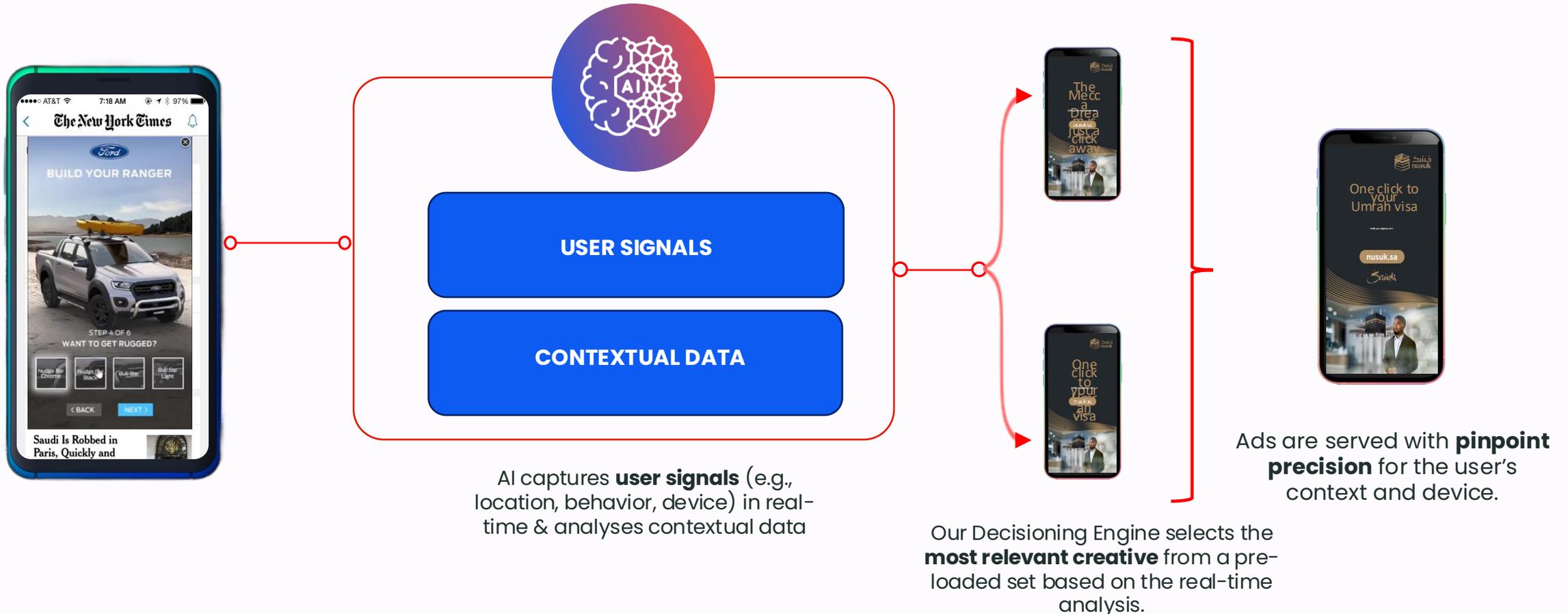


360° Video
360° Video

AI Powered Dynamic Creative Optimization



We have built cutting-edge AI technology to ensure that ads are delivered with pinpoint precision and contextual relevance. Our AI continuously analyzes real-time data to optimize ad experiences and delivery, ensuring that each user sees the most relevant creative at the right time.



INMOBI

Audiences

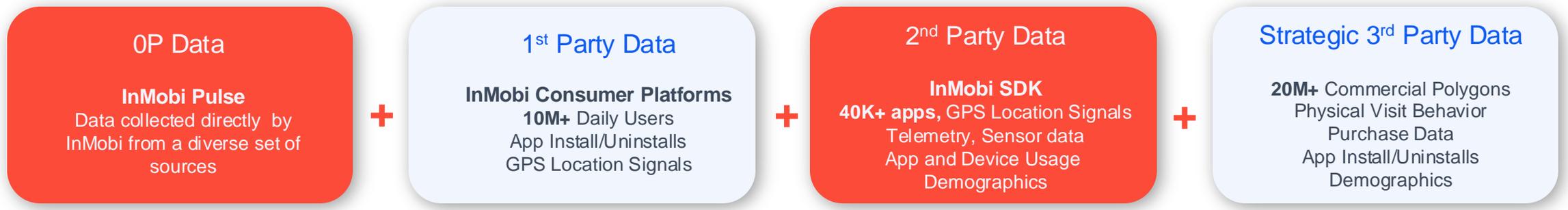


Solutions for precision and scale

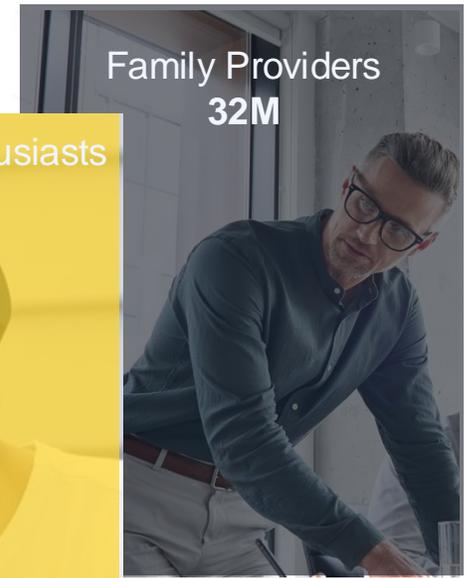
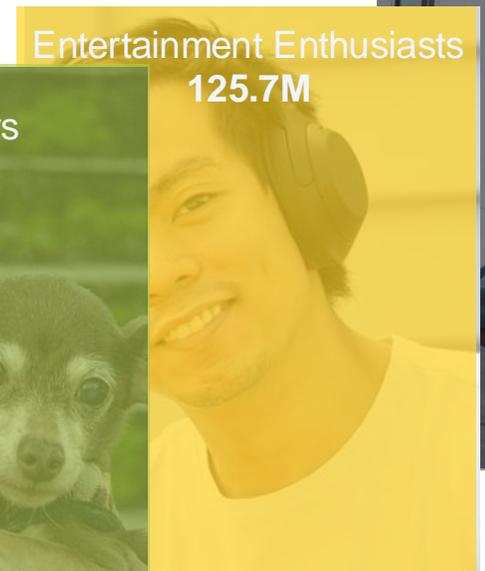
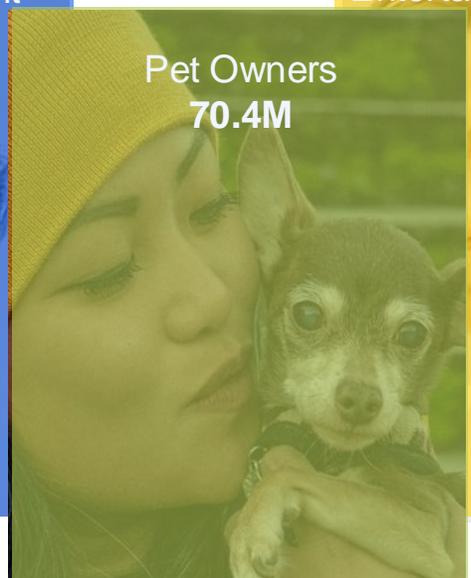
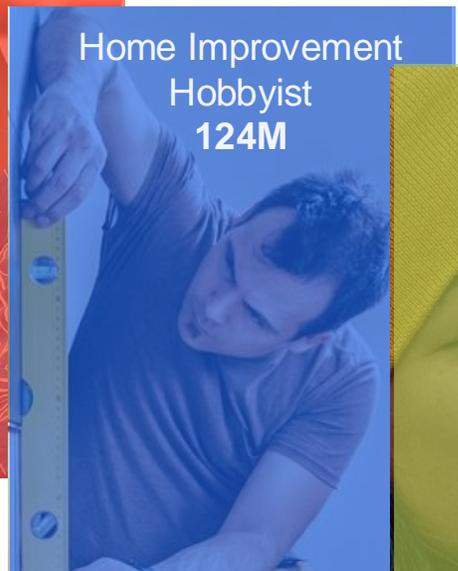


Personalized audiences from a wide range of data signals

Combine data from multiple sources to redefine audience targeting

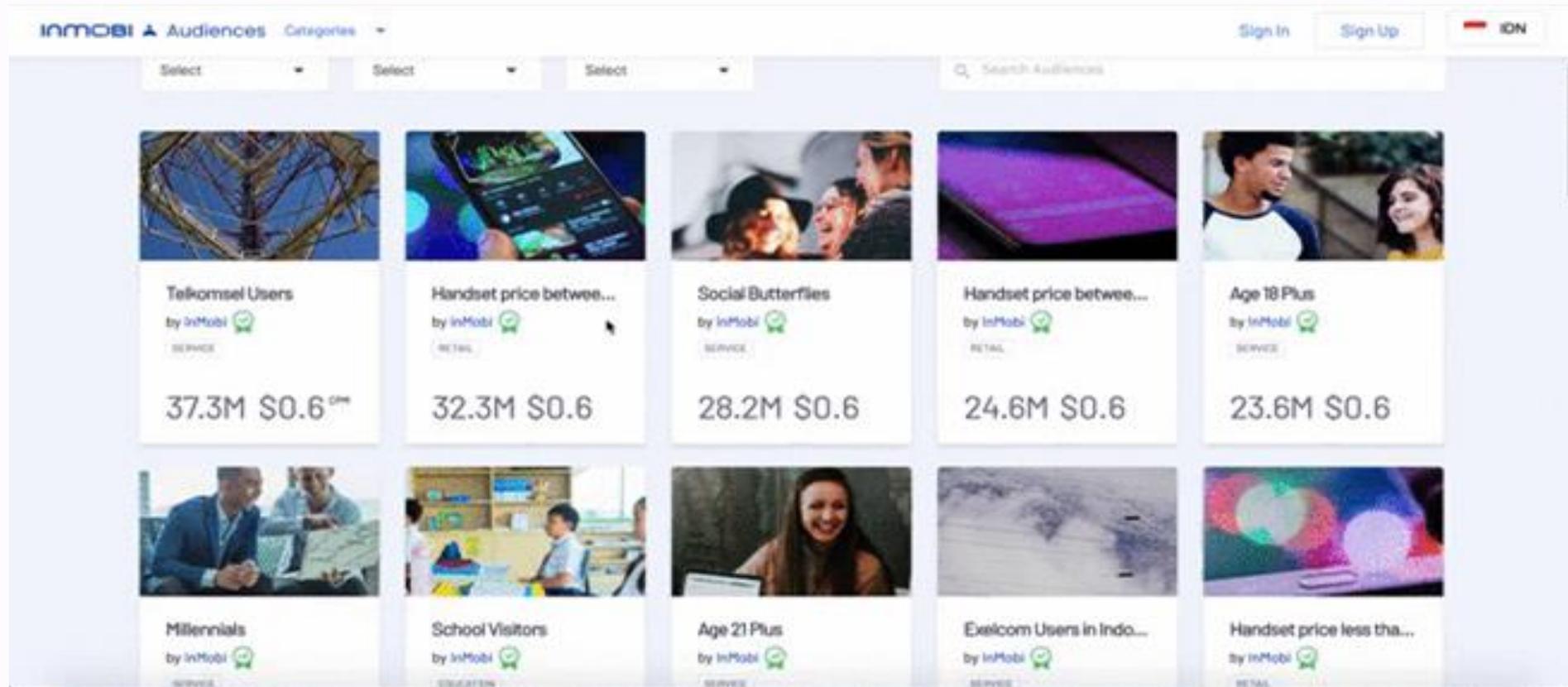


10k
Premium Audiences Globally



2.2bn
Unique Users

InMobi Audience Marketplace allows to find segments perfect for your industry and use case (InMobi Audience Segments)



Premium Audience Extensions (Swiggy)



Brand partners can access these user cohorts for improving campaign efficiency and conversions by focused targeting.

- 01 Category Focused users of Instamart (Product + Category)
- 02 Dormant users of the respective product/brand
- 03 Active buyers of the respective product/Brand
- 04 Category focused users of Food (Cuisine + Dish)
- 05 Product based interest & buying behaviour
- 06 Frequency & Intent based cohorts
- 07 New users for the respective product/brand
- 08 Region based cohorts (local & hyperlocal)
- 09 Choice based targeting (Sweet, Snacking, Beverage, etc)

Premium Audience Extensions (PhonePe)

InMobi - PhonePe Audience Segments available only via **PMP** buys.

Some examples of these cohorts as available directly to InMobi are as under:

- **Value Seekers (10.6M)**: Grocery & Daily Needs shoppers (DMart, Jiomart); Budget e-commerce buyers.
- **Bargain Hunters (115M)**: Actively seeking discounts and rewards during sales (Myntra, Ajo).
- **OTT & Entertainment Enthusiasts (86M)**: Subscribers to platforms like Netflix, Hotstar, Spotify.
- **Salaried Professionals (23M)**: Credit card holders; users of professional upskilling platforms.
- **Convenience Seekers (24M)**: Users of hyperlocal delivery services (Zepto, Bigbasket).
- **Premium Cohort (66M)**: Premium credit card users and high-value monthly spenders.

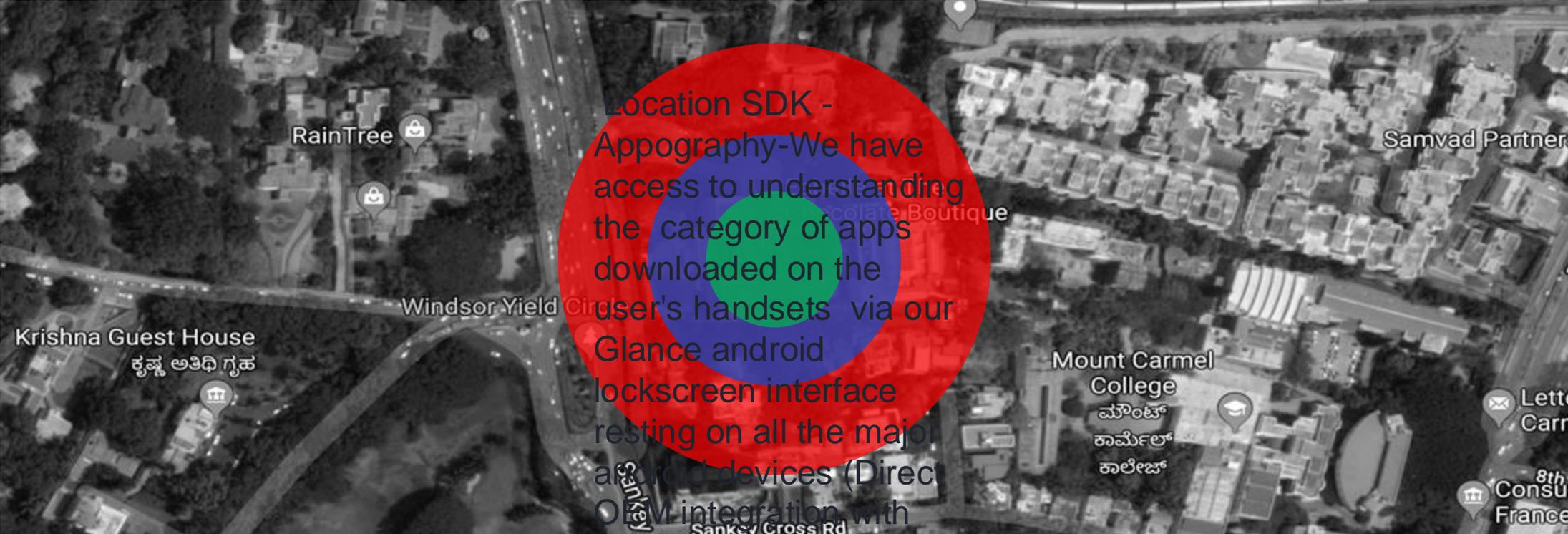
+ Many more available on request

Leverage location targeting to influence the right user at the right moment

Target users in the stores real time to push cooler opens

Nudge users in store vicinity to visit store <1000M radius>

Reach relevant users in larger area with brand communication <5km radius>



InMobi Location Solutions help us Identify Real World Behaviour Of Consumers

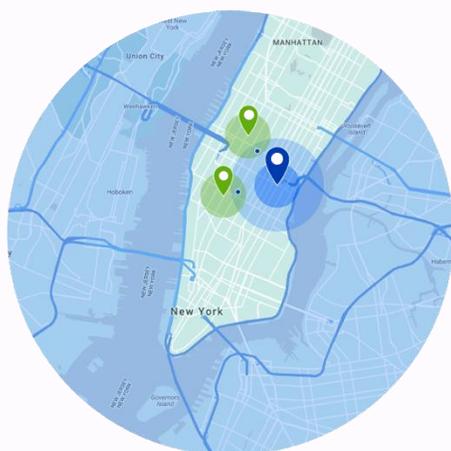
1



Real-World Places of Interest

Target relevant consumers real time around places of interest such as airport, stadiums, supermarkets and banks.

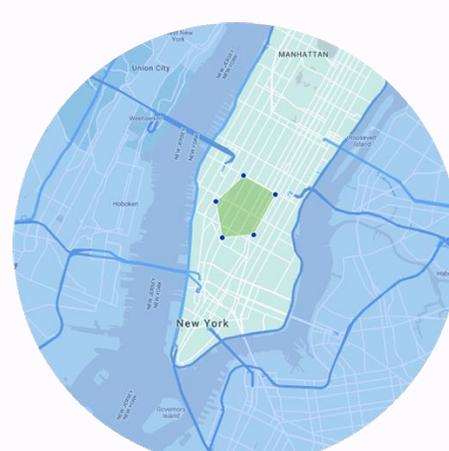
2



Geofencing

Reach customers who are around your locations or competitor's stores in real time or who have visited the store in the last 90 days, anywhere in the world.

3



Polygon-Based Targeting

Reduce spillage and connect with visitors at custom POIs of your interest using accurate polygon-based mapping.

4

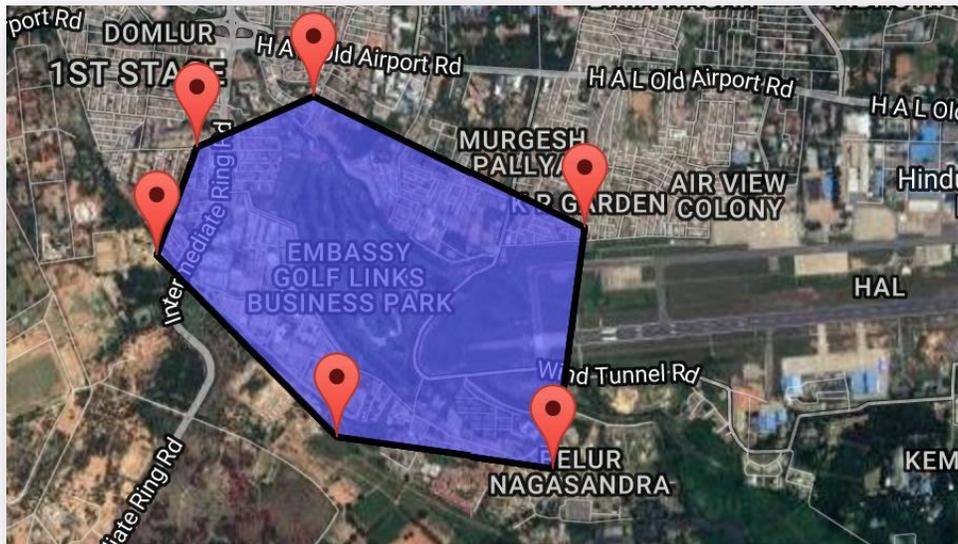


Location Based Audiences

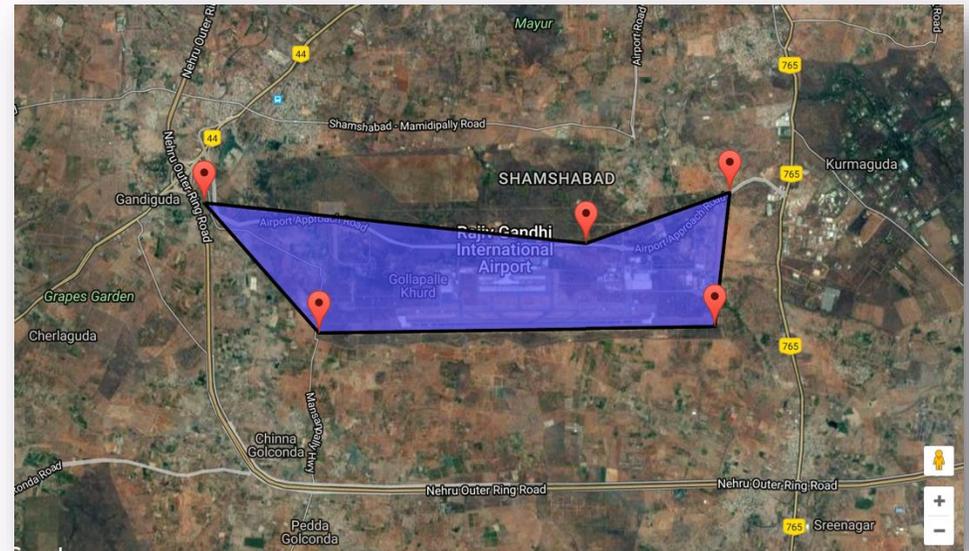
Target audiences based on location history by learning a user's journey and purchases in the real world.

POLYGON BASED MAPPING FOR SUPERIOR GEO TARGETING (Sample Polygons)

Extremely precise and customized draw & drop ability for understanding audience behaviors around point interests like Shopping malls, residential areas, etc. **Reduced spillage** as compared to geo-fencing which is considered a very old method.



Embassy Golf Link Business Park, Bangalore



Rajiv Gandhi International Airport, Hyderabad

* *Can be applied across all activations where precise location targeting is required. InMobi can help create custom polygons at scale by mapping against the Lat/Long data sets provided*

Digital:- Offline to Online

- Demographic
- Behavioral
- App Based
- Technographic
- Location Based
- 100+ Segments



Custom Audience created out of the exposed users in the viewshed.

Audience Insight

Audience profiling, both demographic and psychographic, for deeper insights on the people exposed to the OOH in the viewshed.

In-Target Performance (ITP)

Evaluate how much of the intended Target Audience was exposed to the OOH Ads.

100% OOH Ad Exposed Audience

60% Audience is relevant persona.

40% Audience not relevant persona.

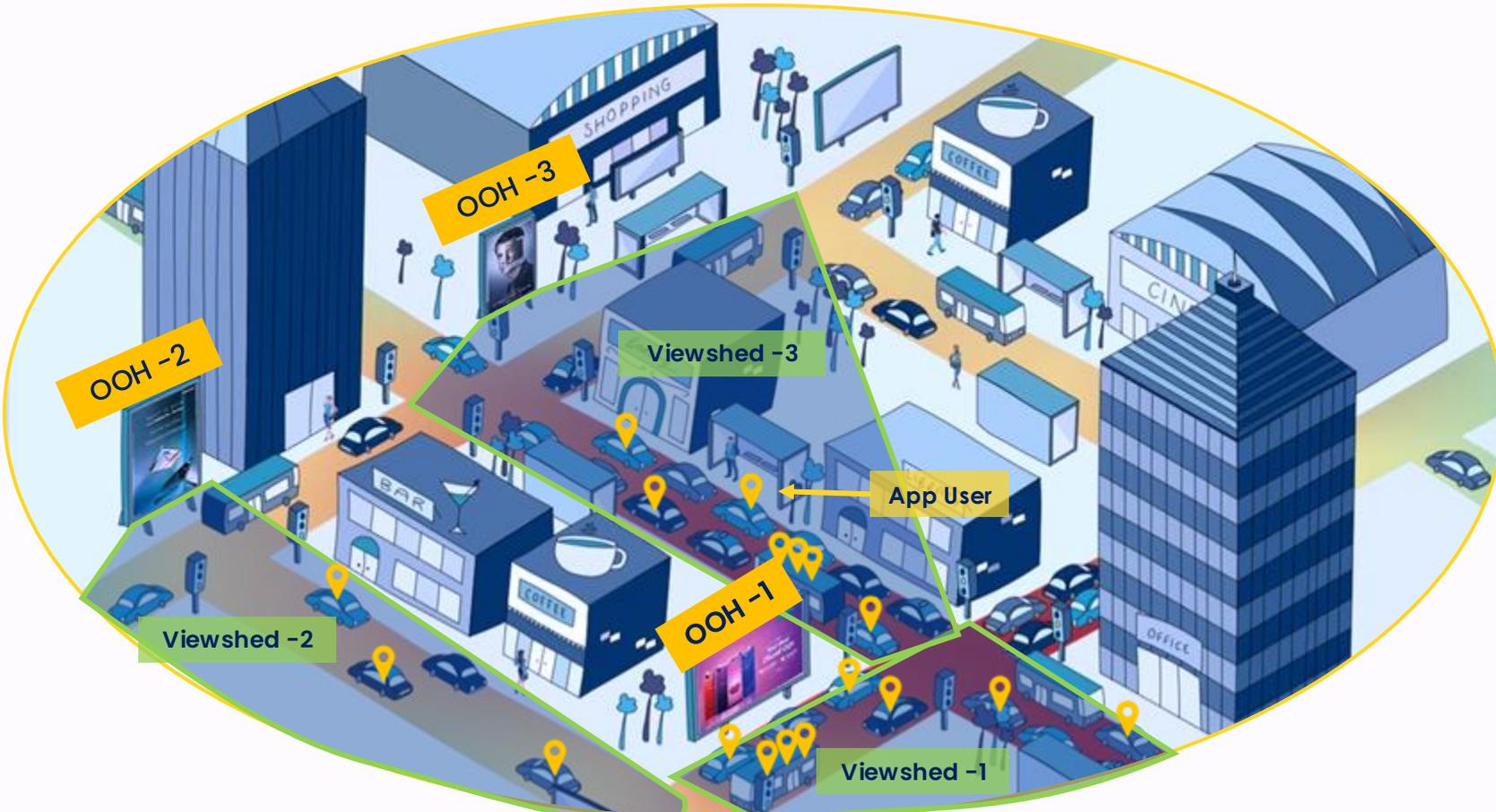
ITP Score - 60

Footfall Attribution

Measure the effectiveness of your OOH ads by measuring the number of people who visited the stores after viewing your OOH Ads.

Re-Target

Tag users who come in the viewshed. Re-Target them with Mobile Ads for better recall of marketing message.



Lift OOH Performance

Identify OOH locations with lower ITP score and re-target the intended target audience once again to increase effectiveness of the OOH campaign.

Brand Lift Study

Measure Top-of-Mind recall by conducting mobile survey on the OOH Ad & mobile re-targeted exposed audience segment.

INMOBI™ Footfall Attribution

Drive Physical Visits and Measure its Visit Lift Impact

InMobi Footfall Attribution is a comprehensive mobile ROI metric that measures actual increase of in-store visits that helps marketers understand how their mobile campaigns influenced purchase behaviour of their target audience.

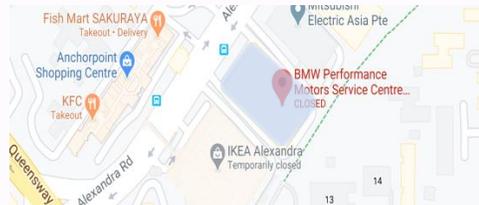


User is served an ad

User visits the store.



A store locator creative showing nearest store along with directions pairs well with footfall attribution



Device ID of user who has been targeted visits a store → visit gets recorded

Detailed Footfall report



HOW IT WORKS



x%

Percentage of users from the controlled group that visited store polygon

20% UPLIFT

Percentage of users exposed to the brand campaign visit the store polygon

X.2%



Player clicks on Brand's icon



Pop-up AD is shown with a claim button



User has to tap to open the dice



Dice is Unlocked



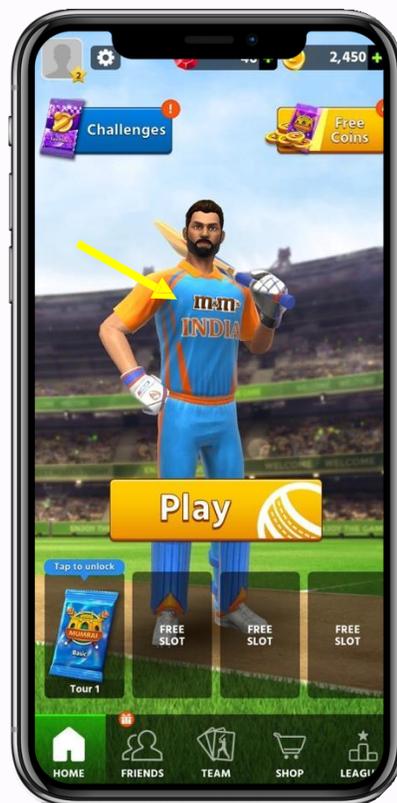
Inventory is unlocked and visible in user's inventory

In-Game Integrations on leading National/International Gaming Publishers (LUDO KING & MINICLIP GAMES)



Custom Integrations: Cricket League

Bat, bowl, and field your way to the top of the league in this fast, fun, exciting, and authentic 3D real-time multiplayer Cricket game.



Branded Uniform



Main Billboard



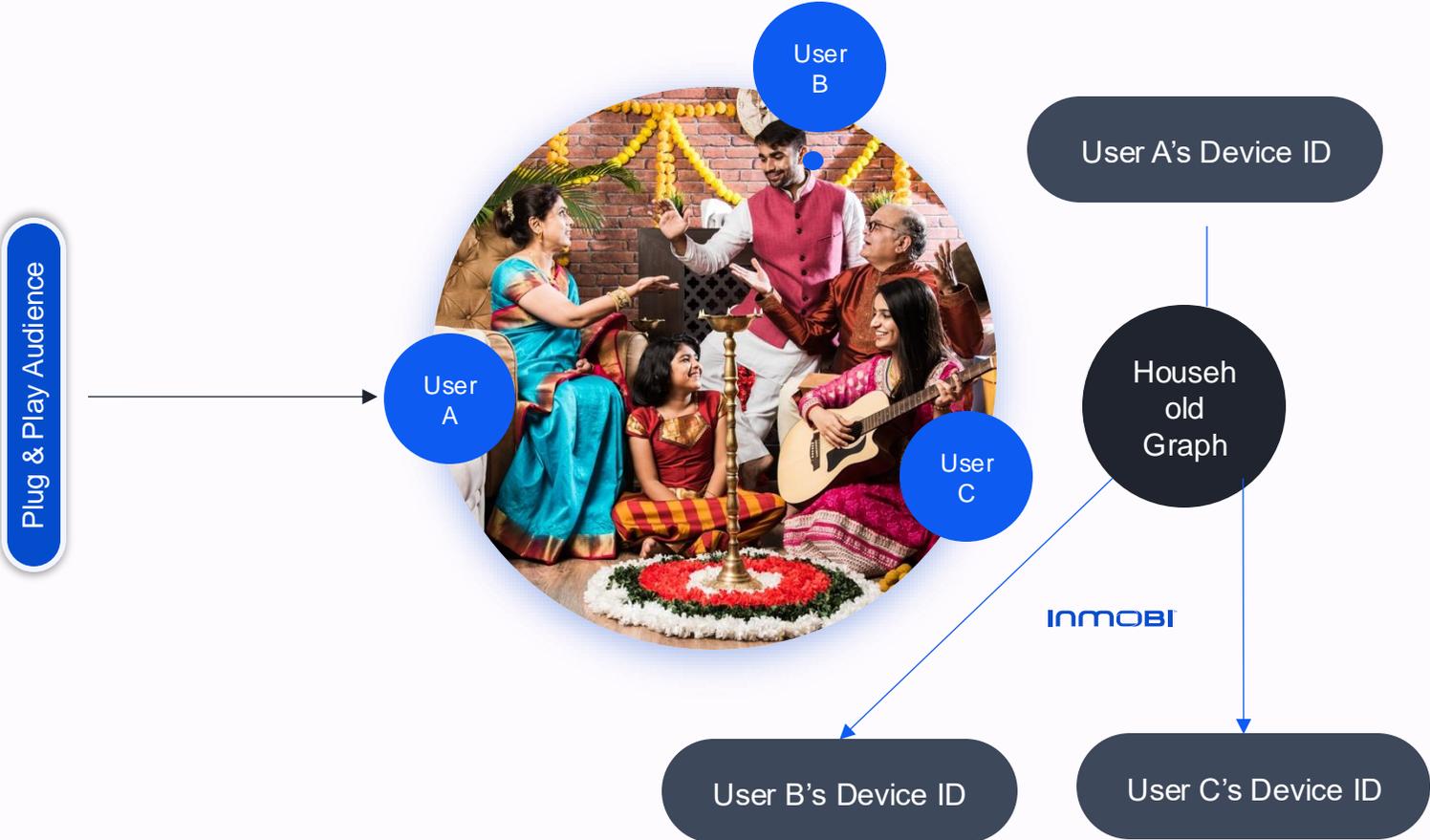
In-game Banners



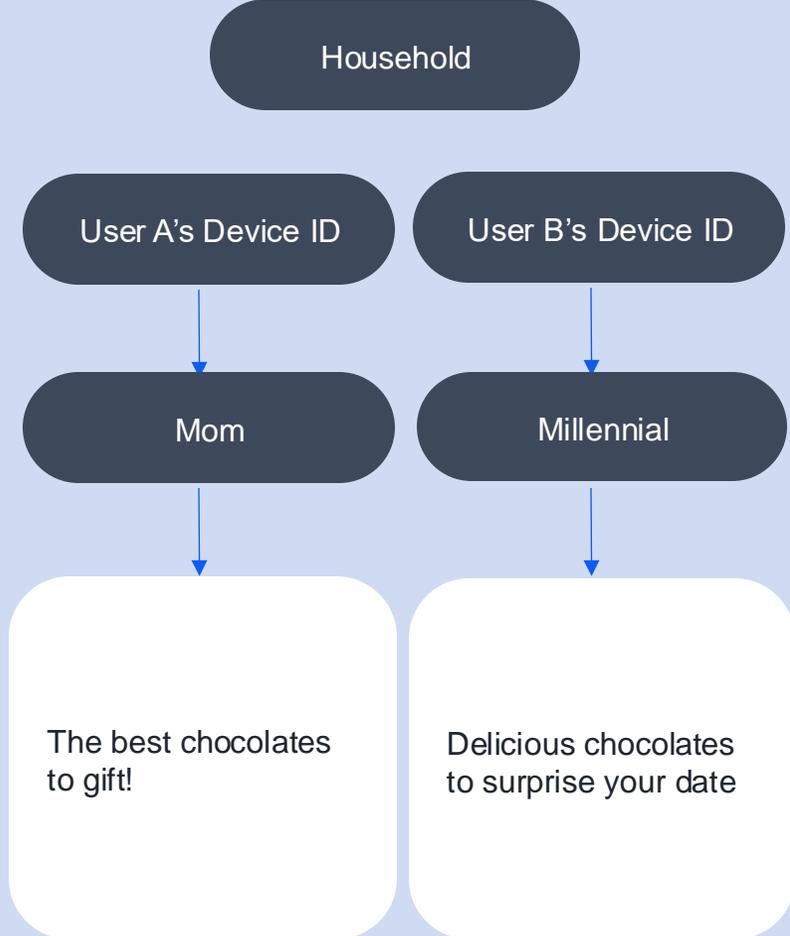
In-game Banners

Extend Audiences with Household Targeting

Identify Device IDs at a household level & reach out to the entire household for your campaigns.



Make an impact with **purchase influencer & decision maker** within a household.



Reach target audience with a personalized message in their local language

Language Targeting – What is it ?

A form of targeting that allows a brand advertisers to reach users profiled by their preference in language

And how does it help advertisers?

- ① Deeper understanding of the user's cultural identity. An addition to current demographic attributes
- ② Reach users when they are out of their country of origin
- ③ Customize ad units/landing pages based on the preference of language



**LANGUAGE TARGETING IS AVAILABLE IN INDIA
ON 90% OF INMOBI'S INVENTORY**

Reach over 180 Million users in Tier 2, Tier 3 & Rural India with InMobi

Polygonal mapping at scale to reach “town-market shoppers” in Tier 2 & 3 Cities



Eg. Y.V Street, Kadapa, AP, Lanka Market Varanasi

Further identity audiences in Tier 2 & 3 cities based on their mobile Behaviour.

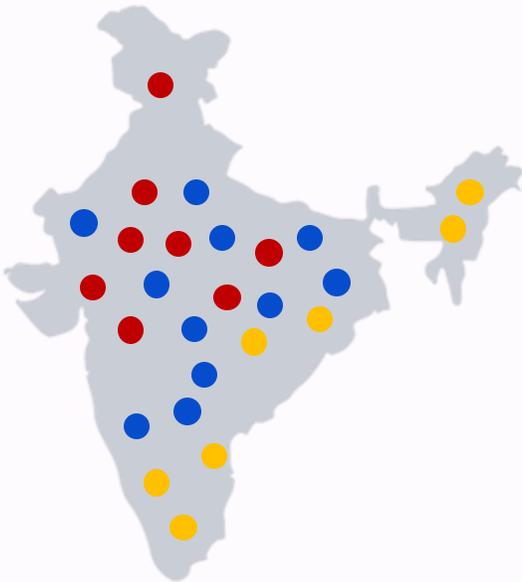
E-Comm App Users

Sale Shoppers

Frequent Shoppers



Opportunity to target regional grids with vernacular communication



- English Speakers
- Regional Language Speakers (Hindi)
- Regional Language Speakers

Regional Apps Suite

MX Player	Airtel TV	ShareChat	Manorama	Heeroz
Zee 24 Bangla	Hindustan Times	Puthiya TV	OdishaTV	ABP Live

Leverage the regional apps suite to gain penetration into Tier 3 & Rural areas with the most trusted names

Our Green media offerings are vetted against **Scope3's** and **InMobi's** highest quality standards







Latest sustainability & transparency in advertising standards

Measure campaign effectiveness with Brand Lift Study

INMOBI Pulse

Measure Brand Metrics for your Brand Campaigns

Go beyond Campaign Metrics like Impressions, Views, VCR, CTR.

Measure Lift in Brand Metrics like Awareness, Recall, Consideration.



You said you remember seeing this advertisement.

Can you please tell which brand was it for?

- Brand A
- Brand B
- Brand C
- Brand D

INMOBI
Pulse



Which, if any, of the following brands are you aware of?

- Brand A
- Brand B
- Brand C
- Brand D

INMOBI
Pulse



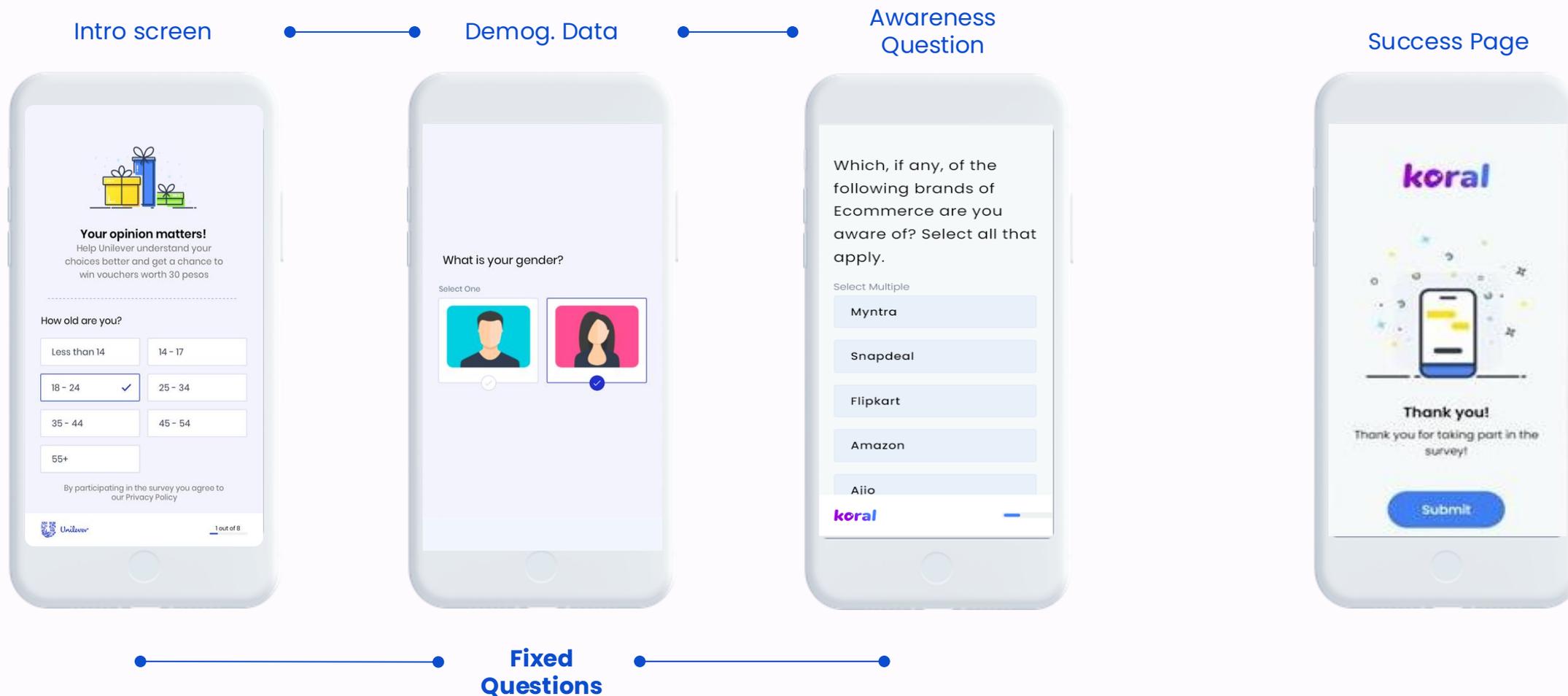
Which, if any, of the following brand(s) do you prefer the most?

- Brand A
- Brand B
- Brand C
- Brand D

INMOBI
Pulse

Brand Lift Studies – Pulse

Brand Lift Study has evolved from a custom offering to a **standardized offering of 5 questions** – 3 fixed and 2 to be chosen out of 5 options



Buying Options





Flexible buying types to suit your **campaign goals**

KPI Qualified

Addressability

Ad Experiences

Measurement

Programmatic Open Exchange (CPM)



Yes



Buyer Controlled



KPI Driven



Buyer Controlled

Programmatic Auction Packages: Curated (CPM)



Yes



AI Driven Curated Packages



KPI Driven

inMOBI
MEASUREMENT

InMobi Measurement

Programmatic Auction Packages: Custom (CPM)



Yes



Custom, Bespoke



+



KPI Driven + In-house

inMOBI +
MEASUREMENT

3P

InMobi Measurement + 3P

RO based Managed Services (CPC, CPCV, CPV, CPM)



Yes



Custom, Bespoke



+



KPI Driven + In-house

inMOBI +
MEASUREMENT

3P

InMobi Measurement + 3P

Programmatic Preferred Deal (CPM)



Yes



Publisher Controlled



+



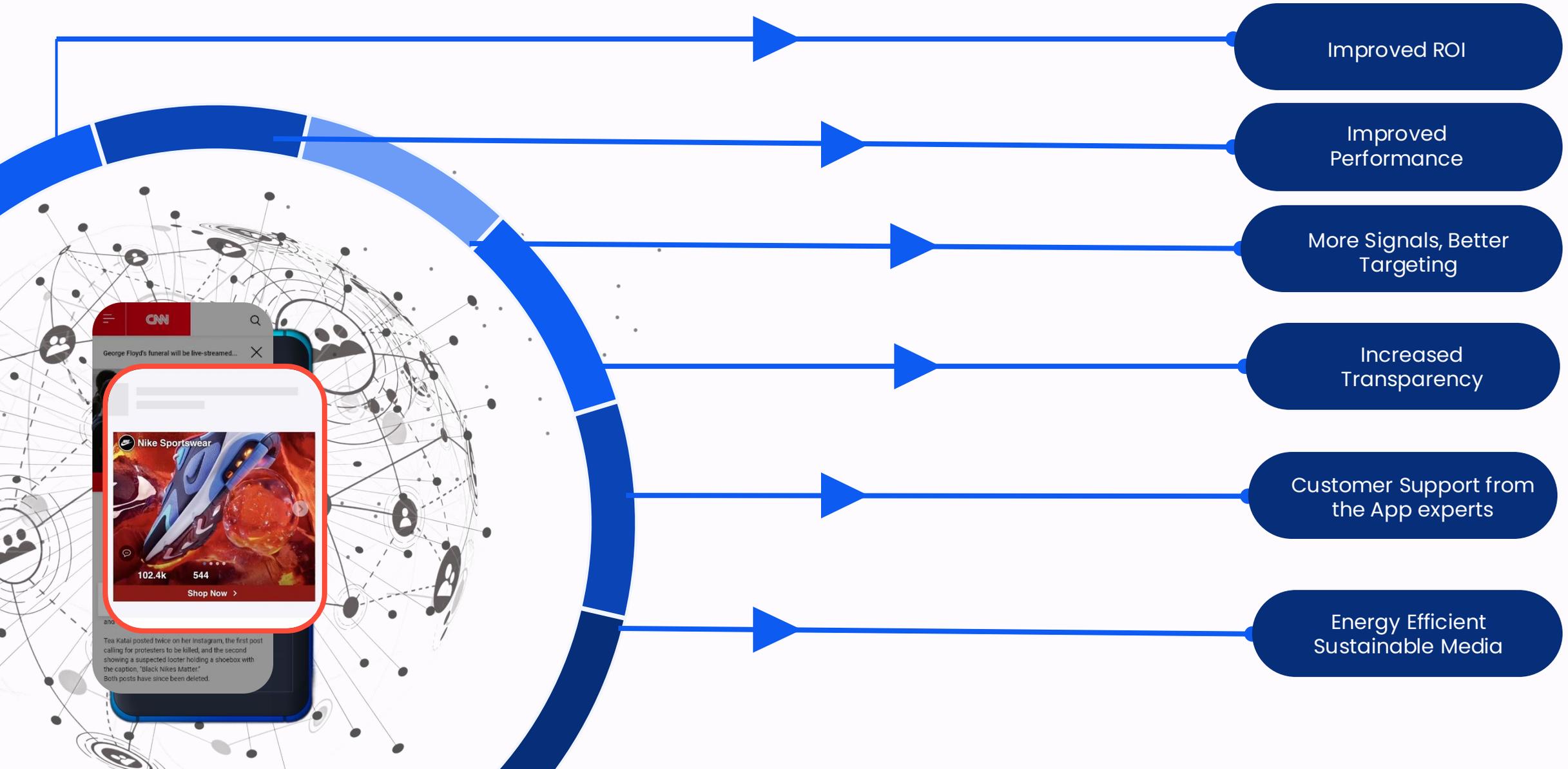
KPI Driven + In-house

inMOBI +
MEASUREMENT

3P

InMobi Measurement + 3P

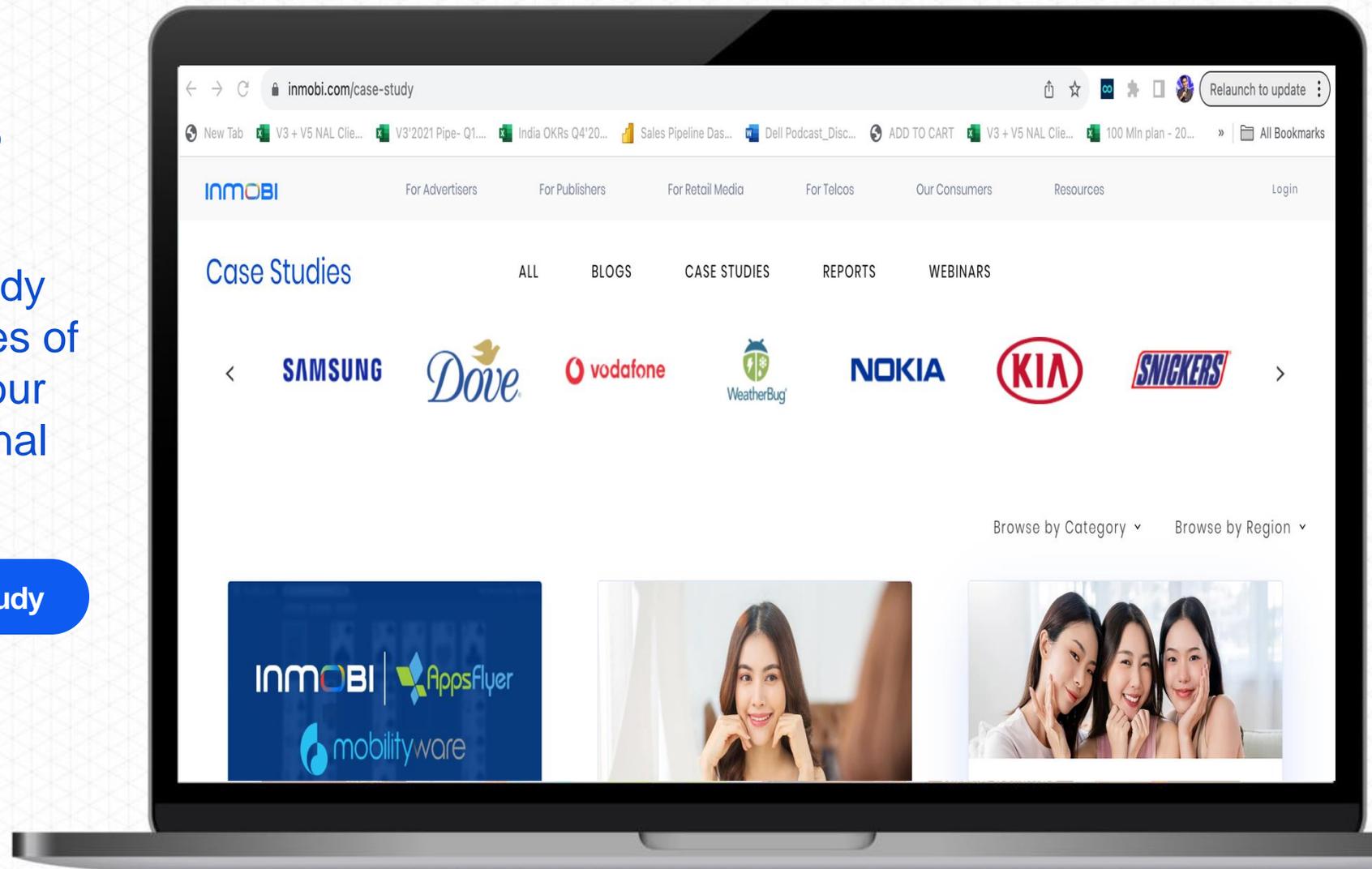
Get the Advantage of Working **Directly with InMobi**



Case Studies

Visit the InMobi Case Study repository to see examples of executed campaigns on our platform at a global/regional region

<https://www.inmobi.com/case-study>



Case Study: Footfall Attribution



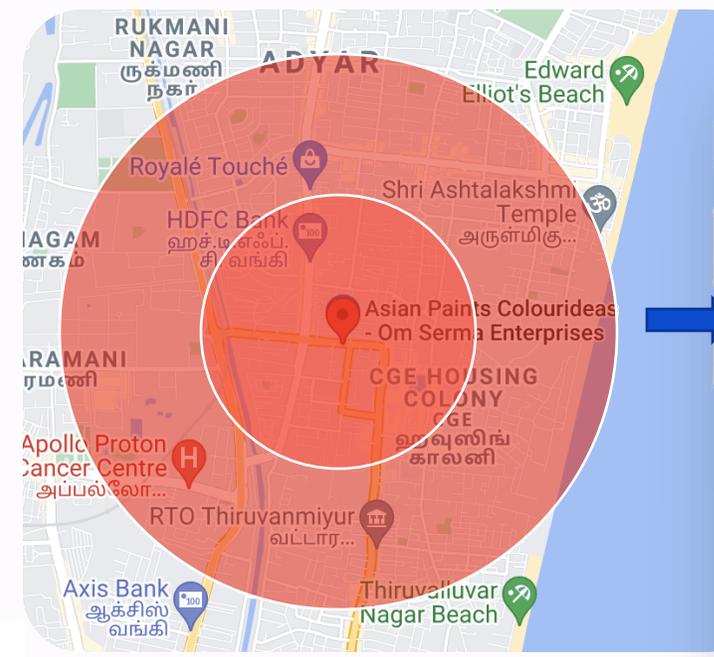
As Consumers spend more time Indoors, Asian Paints asks them to repaint their Homes post lockdown

Results

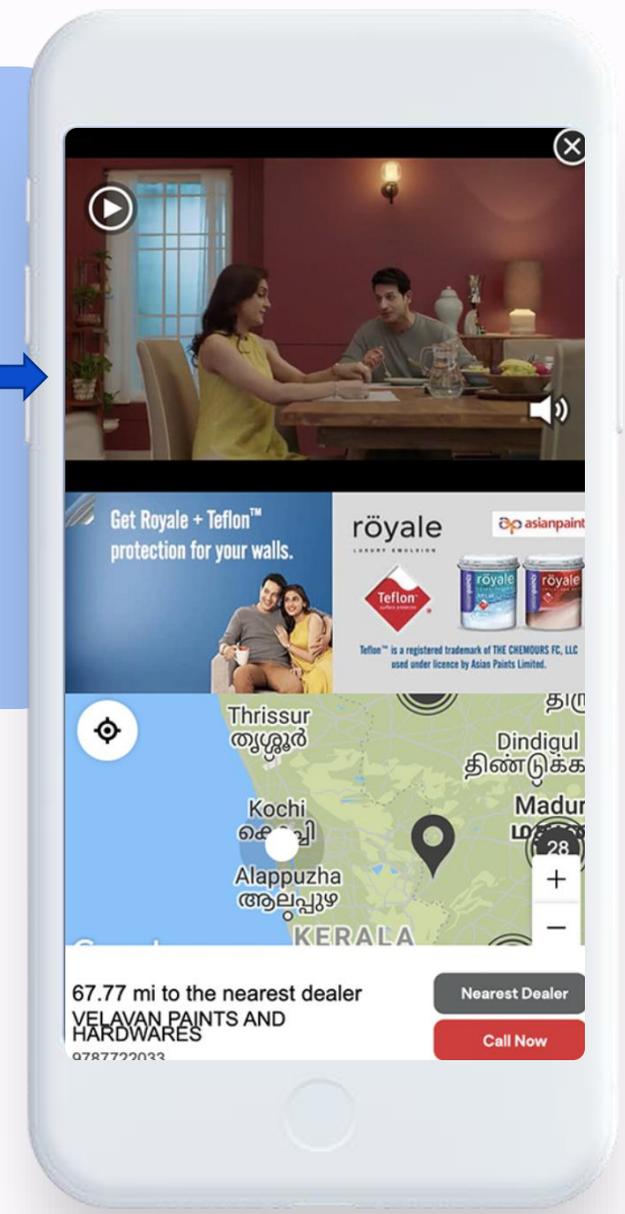
800 Stores Geofenced

2X CTR vs eMarketer Benchmarks

14.5k Footfalls Driven in 20 Days



- POI/Polygon Targeting
- Footfall Attribution
- Call Nearest Dealer CTA
- Store Locator CTA





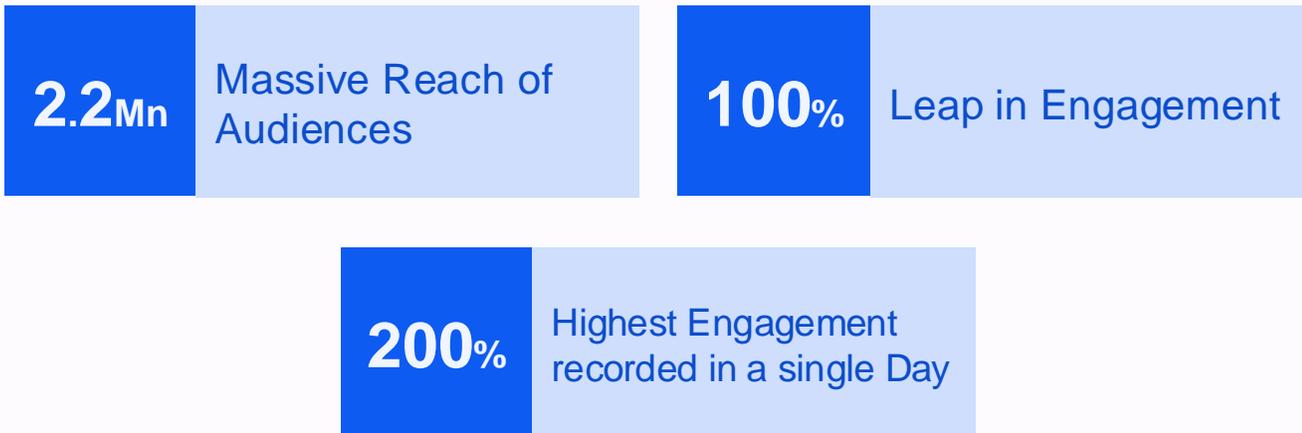
Objective

Mondelēz India expanded its Choco-bakery segment with the launch of 'Cadbury Chocobakes' – a scrumptious cookie filled with the taste of the iconic Cadbury at its heart. The campaign needed a push-start to reach the target audience.

Solution

Cadbury Chocobakes reached and engaged audiences where they were most active and could interact with it – Mobile. InMobi built an interactive in-app video advertising campaign to unravel the secret of the cookie to its consumers. A full screen, vertical mobile ad was designed that teases chocolate lovers about Cadbury's Sweet Secret through scattered pieces of chocolate, prompting them to swipe on them.

Results



Top Personas Targeted:

- Millennials
- Gen Z



L'ORÉAL

PARIS

Objective

With a history of delighting users through product innovation, L'Oréal wanted to experience mobile innovation with InMobi to deliver on its endeavour of - offering beauty for all. L'Oréal wanted to bring the retail experience for consumers on their palms and in the comfort of their current location.

Solution

An immersive ad experience was created to introduce the L'Oréal Cannes collection encouraging users to get Deepika's Cannes Carpet look. Through its built in, facial recognition software, the ad unit identified the contour of the user's face. Once the face is captured, the user can swipe left or right to try the shade on themselves. The live face tracking will help place the shade of colour onto the user's lip making their front camera a virtual mirror.

Results

710k

Reach in 20 days across
Tier I & Tier II Cities

2.4Mn

IMPRESSIONS

19k

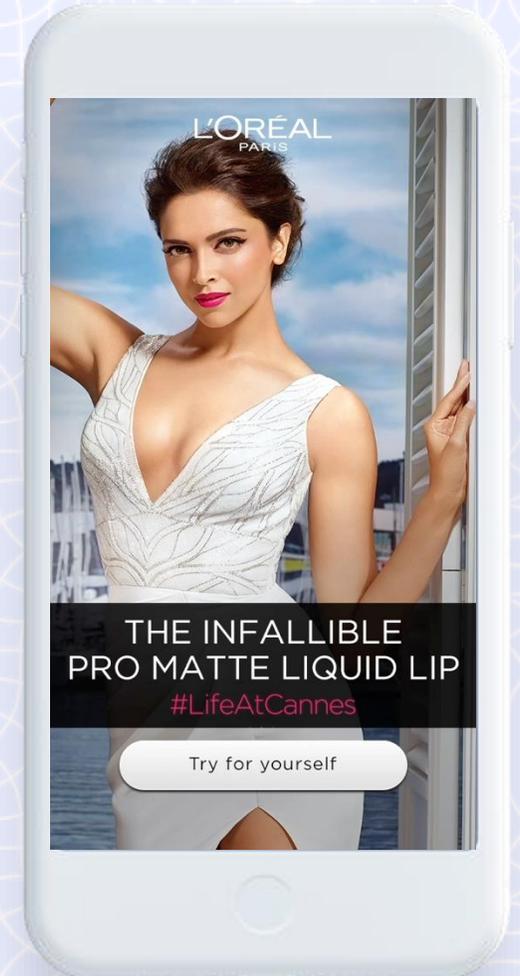
AD CLICKS

60sec

AVERAGE DWELL
TIME

Top Personas Targeted:

- Millennials
- Fashionistas
- Mobile Savvy females





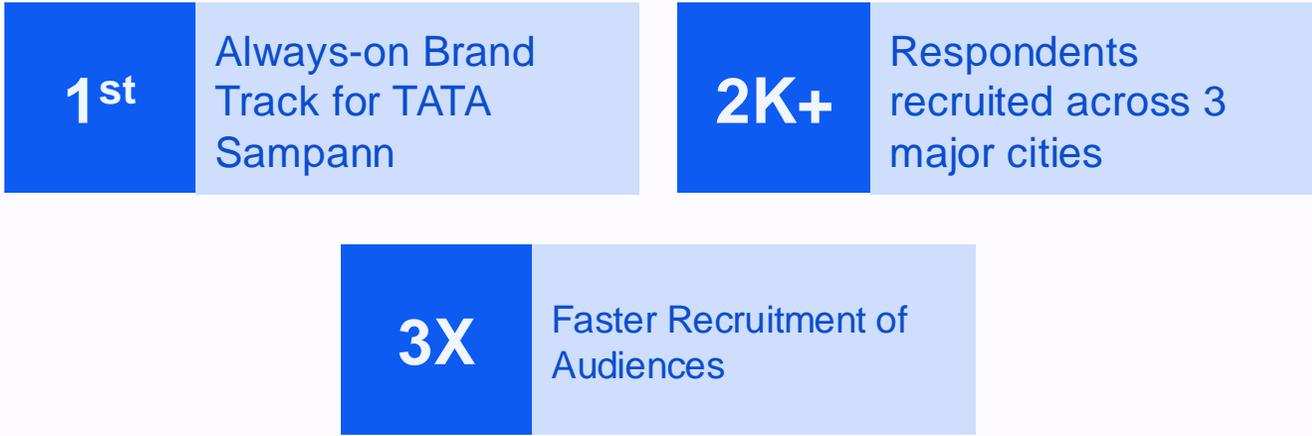
Objective

Tata Sampann aimed to leverage mobile-first consumer intelligence to gather data, identify emerging trends, and gauge the on-ground awareness of the brand.

Solution

Using InMobi Pulse, the mobile-first consumer intelligence platform, the brand delved deep into understanding the “know-how” of the market dynamics, consumer choices, and behavior across three major cities in India. Using demographic, location, and other targeting on InMobi Pulse, the brand successfully recruited internet-savvy female audiences.

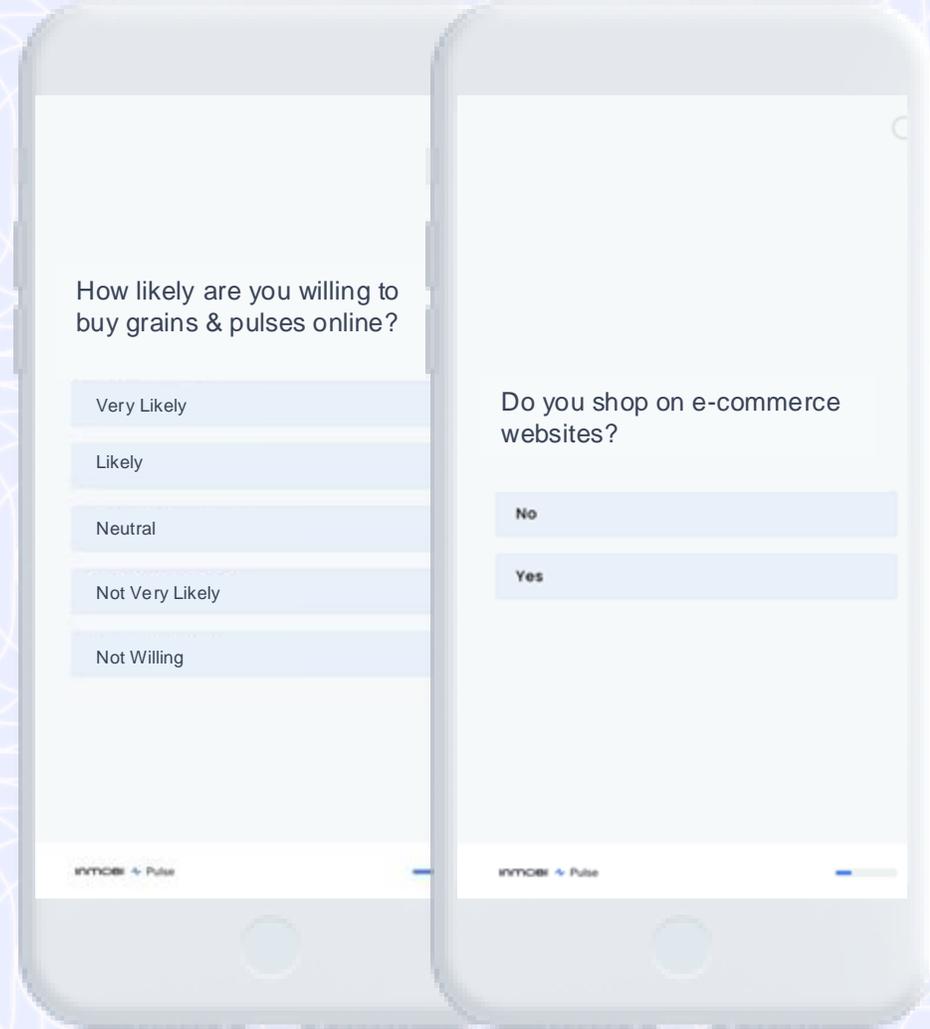
Results



Key InMobi Solutions

Recruiting Internet-Savvy, Female Audiences

Gain Deep Consumer understanding via Pulse





The Brand Objective

When the 2020 version of Kia Motors' flagship sub-compact SUV - Kia Sonet - was launched, it comprised of five cutting-edge features that were new to the segment including a 26.03cm HD Touch Screen Navigation, ventilated seats, voice assistant, Bose speaker setup, and smart air purifier with virus protection. Kia Motors aimed to capture the mindshare of connected consumers by introducing them to the AI Voice Command feature – Hello, Kia. The feature provides drivers control over certain features of the car through voice commands, without the need of ever-switching their eyes off the road. Kia Motors partnered with InMobi for the promotion of Sonet's AI Voice Command feature in a manner that would delight motorheads across the country.

Solution

The brand planned the perfect promotion by combining InMobi's precise targeting with interactive mobile capabilities to deliver an immersive ad experience



Results

-1.9 million unique users reached during the campaign	1 out of 2 viewers engaged with the complete ad unit
Overall indicative time spent on the ad unit: ~1500 Hrs	Avg time spent on the ad unit: 45 sec





The Brand Objective

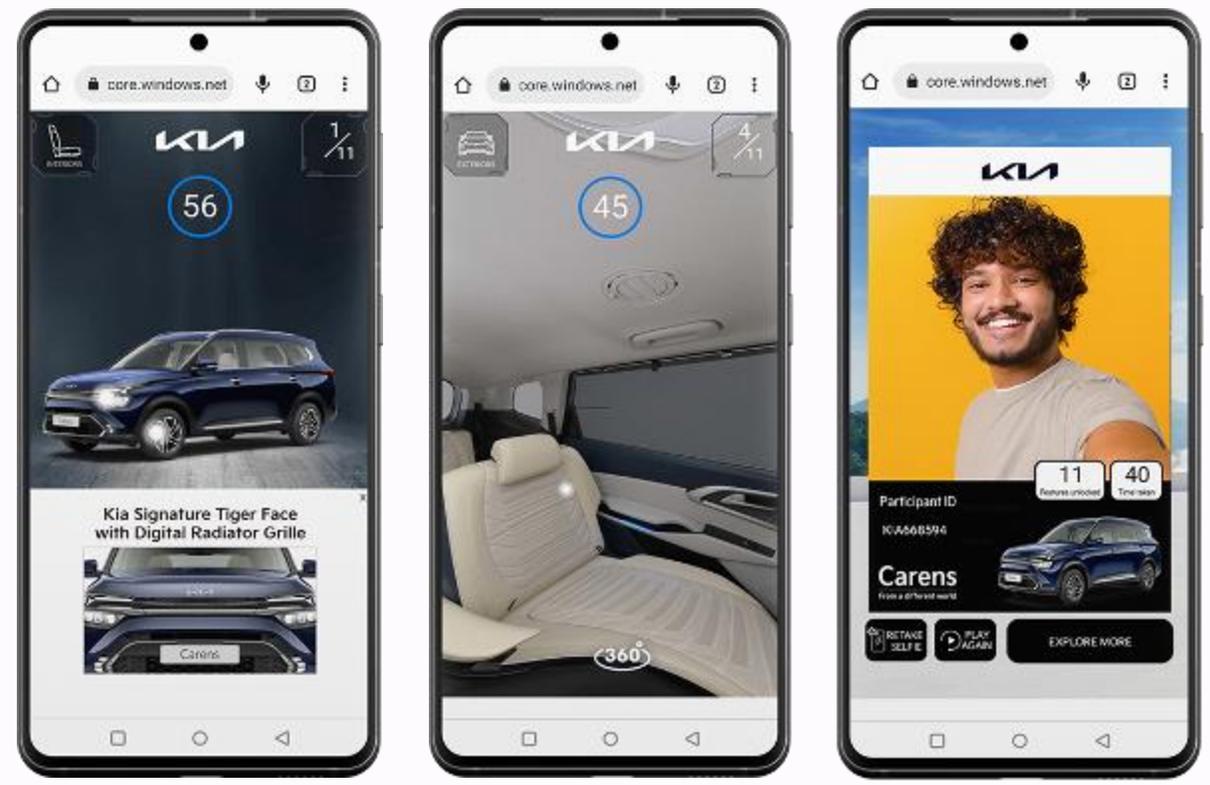
For automobile buyers, the purchase journey begins online. Creating a memorable impact in the overcrowded digital space calls for a mobile-first strategy that is powered by compelling communication. For a brand like Kia, which is known for staying away from the mundane, the objective lay in highlighting the cutting-edge design and innovation seen on the Carens but doing so though an engagement-driven campaign. For boosting brand recognition and maximising mindshare, the brand was on the lookout for a technological partner, with an aim of creating a deep connect with the target audience, while also influencing purchase intent.

The Solution

Kia partnered with InMobi and Innocean Worldwide to design a gamified and interactive mobile campaign for achieving its marketing objectives.

Results

A clutter-breaking, mobile-first approach helped Kia amplify brand love and drive business objectives in equal measure. This campaign was successful in driving fantastic results, with 2X engagement rate recorded in just 2 weeks. Moreover, Kia was able to capture the consumers' attention for a cumulative 713 hours on the experience, that's the length of over 1400 feature films!



Gold award at Mobex 2022 for Display Campaign (Automobile

Paddle Pop thrills parents and kids with the 'Choco Magma Land' Treasure Hunt

Objective:

The brand wanted to drive product consumption by creating a fun, engaging activity that parents could take part in with their children to cultivate healthy snacking habits.

Approach:

Paddle Pop decided to go with a rewarded gamified experience on mobile which was simple, required no preparation and would be fun for parents and children alike.

The brand leveraged audience targeting, gamified ads, audience re-marketing, store locator and BLS for this campaign.



Results:

86% respondents took a positive action after watching the ad

12% higher video completion rate

11 to 30 mins dwell time for attributed store visitors from the ad experience



Awards Won:

Silver Prize – Best Direct to Consumer Campaign, Mob-Ex Awards 2022

Silver Prize – Best Original Content, Mob-Ex Awards 2022

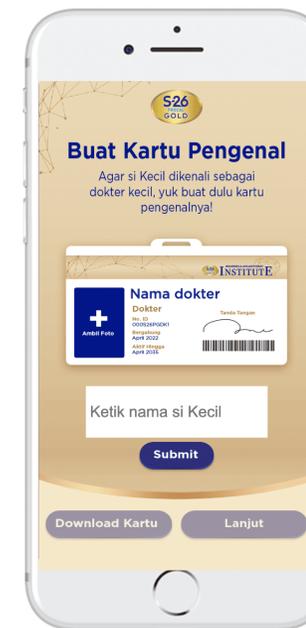
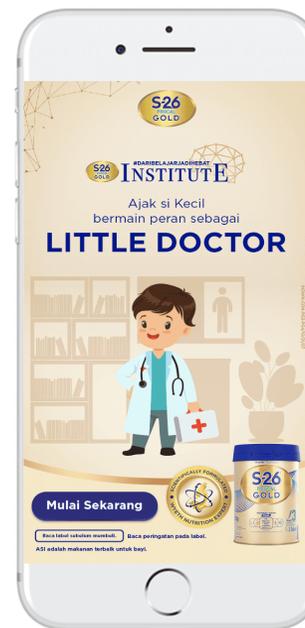
Wyeth Nutrition influences purchase intent amongst parents with mobile gaming

Objective:

Wyeth Nutrition wanted to boost awareness about its scientifically advanced solutions and drive purchases for its premium products. They wanted to launch a campaign that resonated with Indonesian parents, established product superiority and provided full funnel impact.

Approach:

With InMobi-Gojek Audiences, the brand identified over 20 niche audience segments such as 'grocery store visitors', 'health and fitness enthusiasts' and 'millennial moms.' The brand delivered a rich-media gamified interstitial that urged mothers to invite their little ones to learn to become a doctor and enabled them to download their child's doctor ID card as a token of remembrance of their learning efforts. Campaign impact was measured through a BLS study



Results:

- 3x CTR
- 70% users recalled viewing the ad
- 79% ad viewers took a positive action upon watching the ad
- 1.7x overall engagement rate
- Ranked #1 in the premium segment compared to competitors
- 1.6% increase over six months in consumer uplift



Awards Won:

Silver Prize – Gaming, Gamification & E-sports, Smarties Indonesia, 2022

Pepsodent evokes confident 'Merdeka' smiles with an AI-powered brand activation

Objective:

Leveraging the unlimited capability of mobile, Pepsodent wanted to inspire Indonesians on to talk about their brand and bring healthy brushing habits back in their daily routine

Approach:

Pepsodent partnered with InMobi to **target Indonesians aged between 25 to 35 years & women** who are purchase decision makers. Combining the **power of video, AI based keywords recognition and DCO**, we created a rich media solution. The experience ended with a 6 second video that shared the brand's message.



Results:

16% of ad viewers recorded the keyword
14% higher completion rate recorded, compared to industry benchmarks
3.3x overall engagement rate



Awards Won:

Winner – Most Effective Use of Creativity, The Drum Digital Advertising Awards 2022
Silver Prize – Industry Specific use of mobile: Consumer Goods, Mob-Ex Awards 2022

McDonald's 'Best Burger' campaign wins hearts and stomachs across Middle East

Objective:

McDonald's wanted to create global awareness and consideration for its popular menu items and specially for its iconic burger.

Approach:

1. InMobi identified first part audience segments using SDK data, app type and app usage patterns – gamers, music and entertainment lovers, lifestyle seekers and household dwellers
2. High performing sites were leveraged to ensure it reached relevant audiences
3. InMobi created a unique, gamified experience to drive interaction with the users



Results:

- 1.6Mn Unique Users reached
- 11.47% engagement rate (against global benchmark of 1-2%)
- 2.67% CTR
- 75% MOAT Viewability



Summary

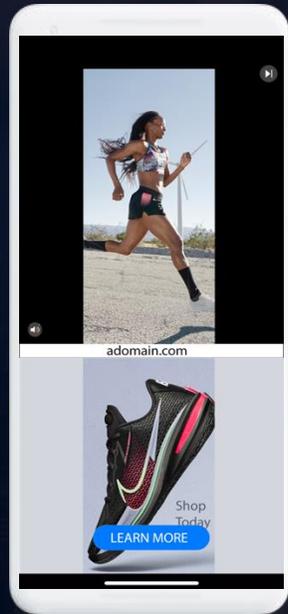
- 1** Access direct mobile supply at scale via a single platform
- 2** Drive efficiency with SPO and best-in-class KPIs on mobile formats
- 3** Find mobile audiences with a range of identity and targeting solutions
- 4** Buy mobile supply tailored to your goals through PMPs and curated marketplaces

INMOBI

Thank You



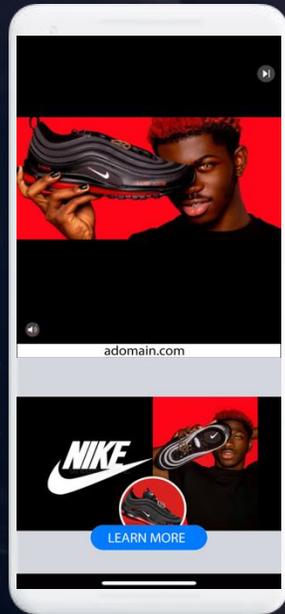
Customize your brand experience with **InMobi's Video Templates**



Brand Awareness



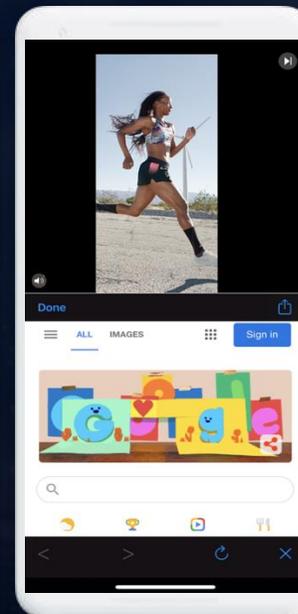
KPI: High VCR, CTR



Native Browser



KPI: High VCR



VistaView



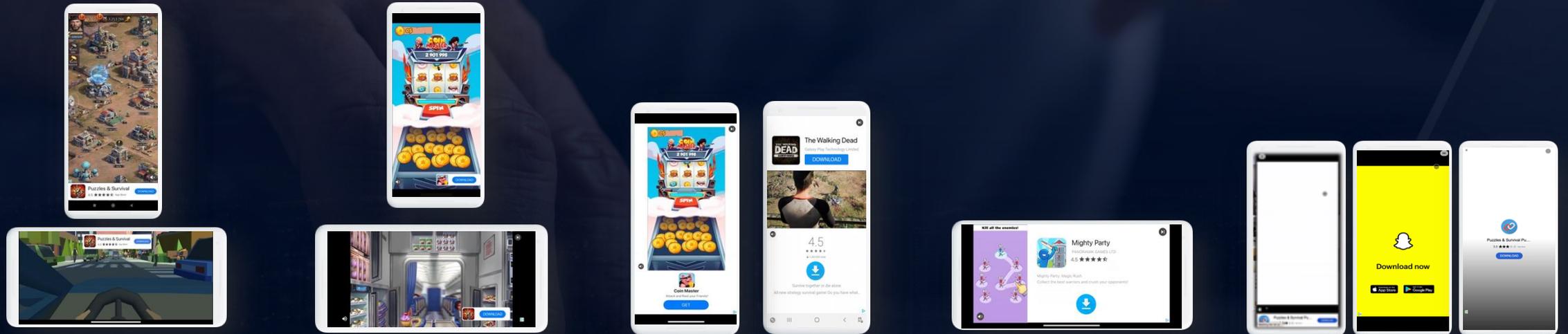
KPI: High VCR



Category: Branding | **Clickable area:** Only CTA clickable



Elevate campaign performance with **performance templates**



Brand Awareness

Category: Performance

KPI: High CTR

Clickable area: Whole screen clickable

High CVR Demand

Category: Performance

KPI: High CVR

Clickable area: Part of the screen near CTA button clickable

High CVR- Portrait/Landscape

Category: Performance

KPI: High CVR

Clickable area: Part of screen around white area clickable

High UA Demand

Category: Performance

KPI: High CVR

Clickable area: Part of screen around white area clickable

Triple Page Ad Template

Category: Performance

KPI: High CTR

Clickable area: Only CTA clickable

Orientation: Vertical & Landscape