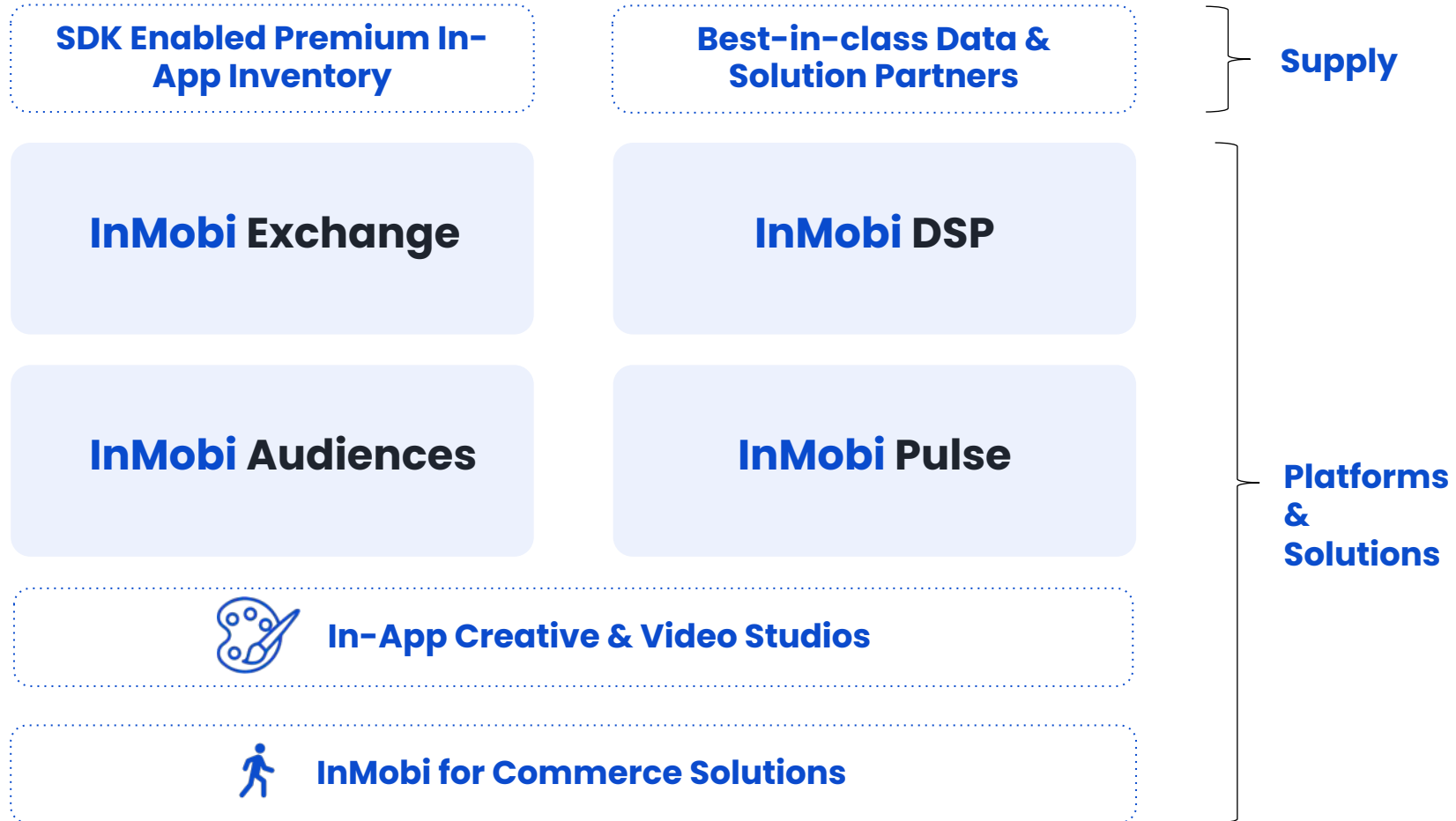We've got you covered
beyond the lockscreen with

INMOBI

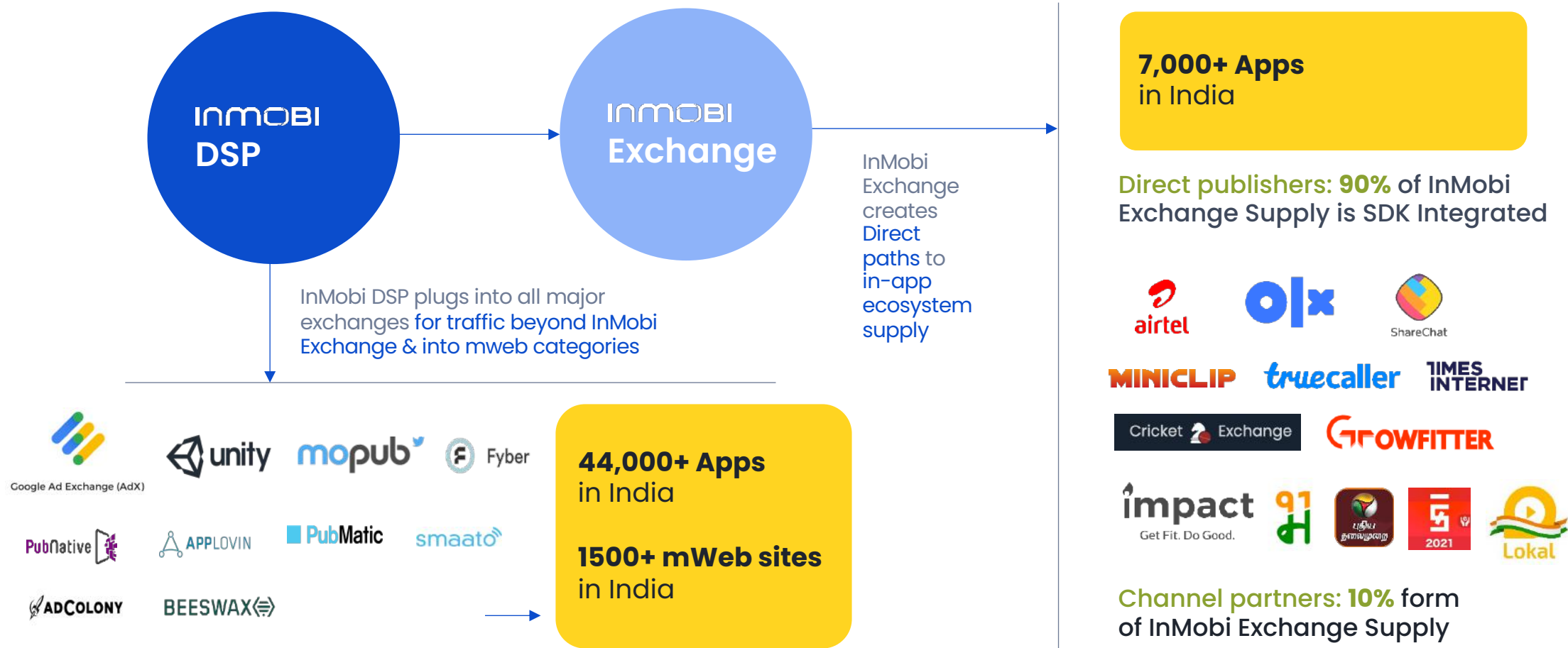# InMobi Marketing Cloud: Overview

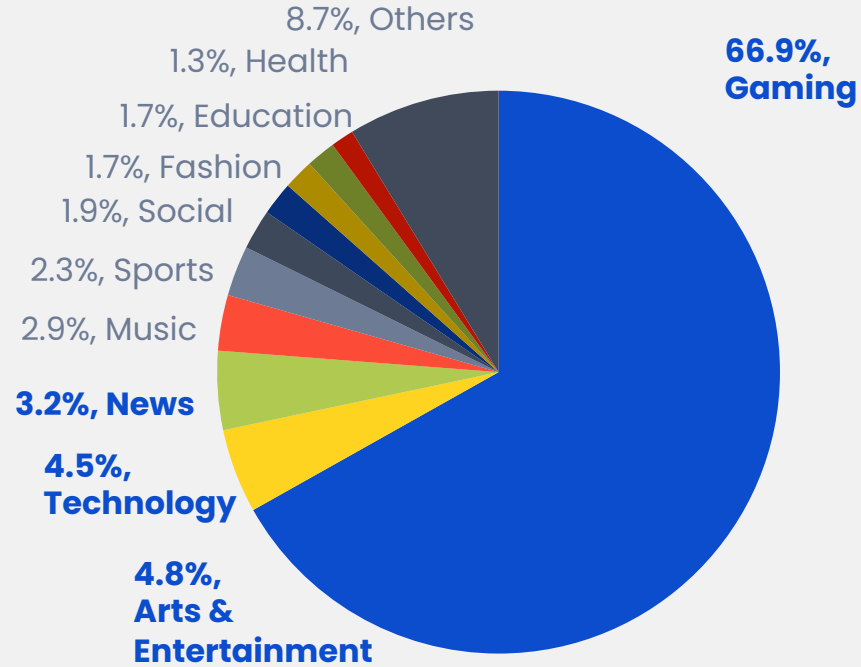## Reach out to 315Mn Users in India

| SDK Enabled Premium In-App Inventory | Best-in-class Data & Solution Partners | **Supply** |

| **InMobi Exchange** | **InMobi DSP** |
| **InMobi Audiences** | **InMobi Pulse** |

In-App Creative & Video Studios

InMobi for Commerce Solutions

Platforms & Solutions

Reach out to the entire mobile ecosystem outside the walled gardens with InMobi

INMOBI DSP

InMobi DSP plugs into all major exchanges **for traffic beyond InMobi Exchange & into mweb categories**

INMOBI Exchange

InMobi Exchange creates **Direct paths** to **in-app ecosystem supply**

Google Ad Exchange (AdX) · unity · mopub · Fyber · PubNative · APPLOVIN · PubMatic · smaato · ADCOLONY · BEESWAX

44,000+ Apps in India

1500+ mWeb sites in India

7,000+ Apps in India

Direct publishers: **90%** of InMobi Exchange Supply is SDK Integrated

airtel · olx · ShareChat · MINICLIP · truecaller · TIMES INTERNET · Cricket Exchange · GROWFITTER · impact Get Fit. Do Good. · Lokal

Channel partners: **10%** form of InMobi Exchange Supply

Our team can procure more supply to InMobi Exchange if you have specific apps not covered in our list.

INMOBI Exchange

7,000+ Apps in India

66% of Apps via InMobi Exchange are of Gaming, with leading apps from Entertainment & News as well

8.7%, Others
1.3%, Health
1.7%, Education
1.7%, Fashion
1.9%, Social
2.3%, Sports
2.9%, Music
3.2%, News
4.5%, Technology
4.8%, Arts & Entertainment
66.9%, Gaming

A Snapshot of Top Apps via InMobi Exchange

Gaming

Ludo King | My Talking Tom | Subway Surfers | 8 Ball Pool

Arts & Entertainment

JioSaavn | Airtel TV | Zee5 | MX Player

Business

Money Control | The Hindu | Times of India | Economic Times

Sports

Cricbuzz | SportsKeeda | NDTV Cricket | Real Cricket

InMobi Reaches out to users in an In-App Environment

App Install Ad

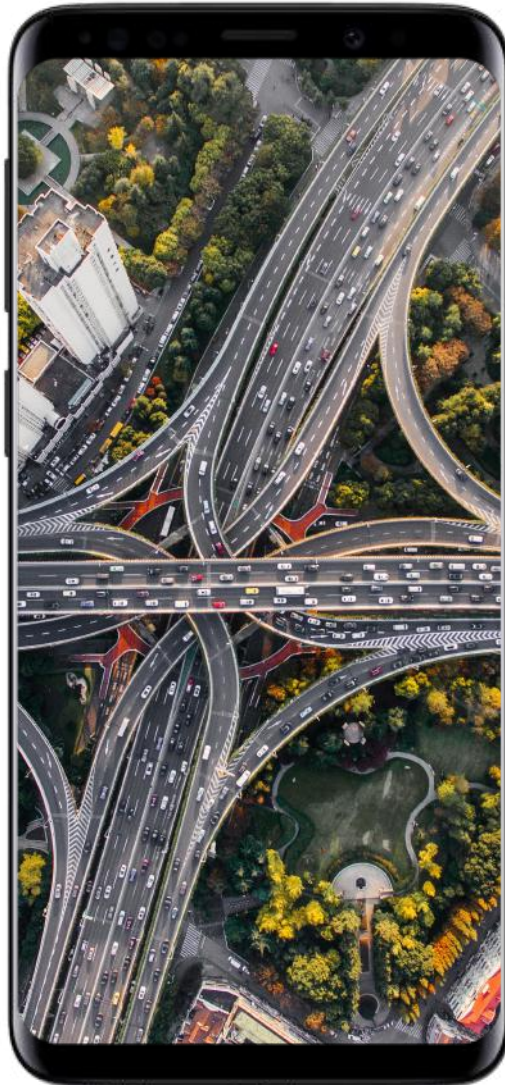## Rich Media Display Ad
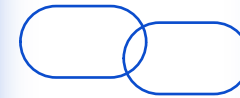

Banner & Interstitial Ad

Video (In-Feed)
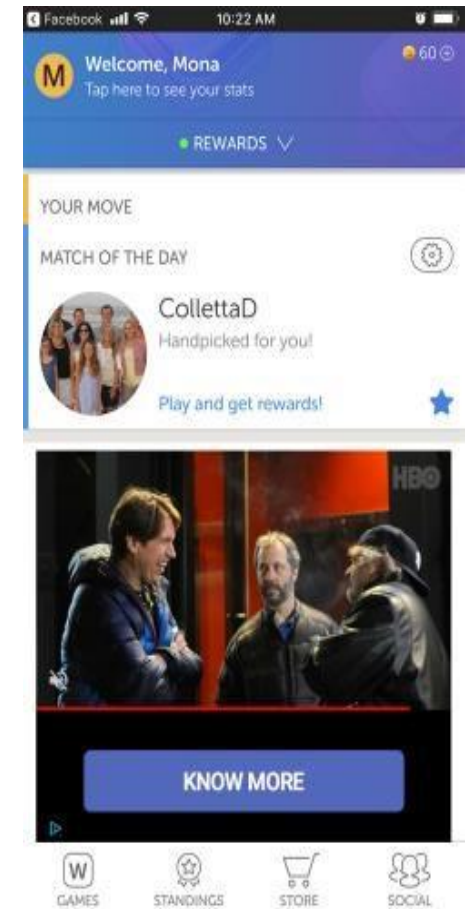
We reach out to audiences on mobile in a fully programmatic environment with our Exchange & DSP!

INMOBI™ Exchange

- 7000+ Apps across Moments from the Open Internet

- A Strong Supply of Gaming & Entertainment

- Supply Path Optimized

Reach out to new users & create brand awareness

INMOBI™ DSP

- Plugged into all Leading Exchanges for Massive, Global Reach

- Predictive Customer Lifetime Value based bidding for ROI

Drive performance along with brand awareness

Reach over 160 Million users in Tier 2, Tier 3, & Rural India

Opportunity to target regional grids with vernacular communication

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

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

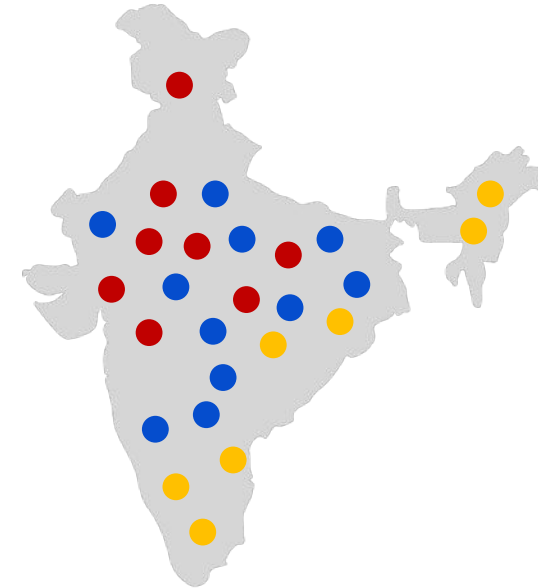Further identity audiences in Tier 2 & 3 cities based on their mobile Behaviour.

E-Comm App Users   Sale Shoppers   Frequent Shoppers

● English Speakers

● Regional Language Speakers (Hindi)

● Regional Language Speakers

Differentiators of the InMobi Exchange

Focused on Needs Of Brand Marketers - Drive Efficiencies & Maximize KPIs with Programmatic Buying

Large Independent In-App Reach

- Largest **Independent** In-App Exchange
- **2nd** Largest In-App Audience
- In-App **Header Bidding** (AerServ)
- Deep Linking
- App And Audience **Diversity**

Best-In-Class Brand Safety

- **100%** Transparent App Inventory
- **Pre-bid IVT** solution (DV)
- **<0.05%** Invalid Traffic Scores (MOAT)
- **TAG** CAF Certified

Industry Leading High Impact In-App Creative

- Rich Media
- **Buffer-Free** Video / **Vertical** Video
- **Native**
- Interactive **End Cards** w/ Split Screen Video
- Award Winning **Creative Studio**

Deterministic 1st Party Data & Data Solutions

- **SDK** 1st party InMobi Data
- **Award Winning** A.I. Data Scientists
- **Custom** Segment Targeting & Measurement

Leading DSP Partnerships & Integrations

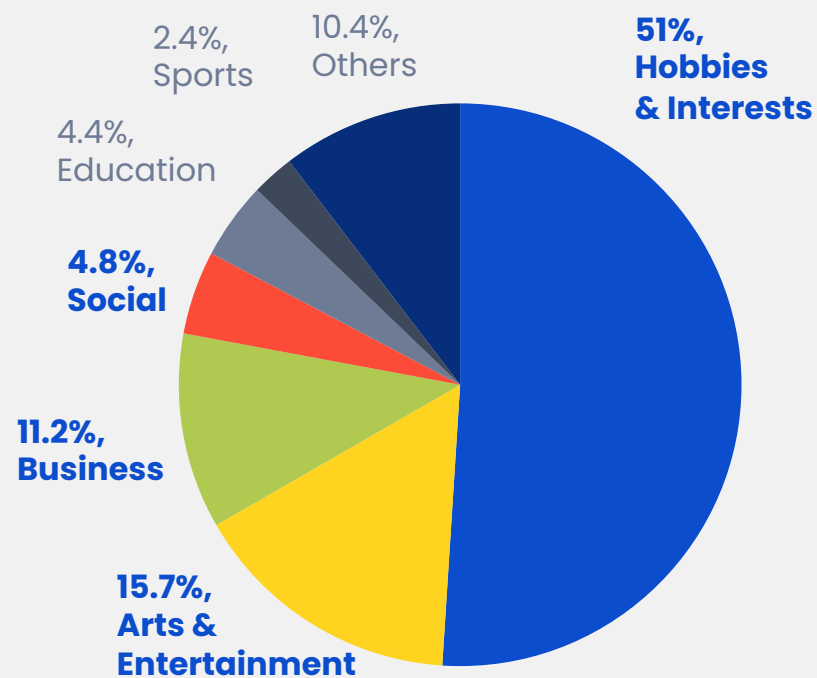- **200 DSP** partnerships globally, **60** direct integrations
- Reporting Extensions for **Viewability**
- Private Marketplace **(PMP)**
- **8,000** Advertiser Globally
- Product **Innovation**

First-to-market Programmatic Partnerships For Mobile In-App

DoubleClick Bid Manager by Google

Active View Google

IAS Integral Ad Science

MOAT ORACLE

TubeMogul

theTradeDesk

INNOVID

Sizmek

celtra

INMOBI

INMOBI DSP

44,000+ Apps in India

51% of Apps via InMobi DSP are of Hobbies & Interests, with unique/niche apps from Entertainment & Social as well

Pie chart:
- 51%, Hobbies & Interests
- 10.4%, Others
- 2.4%, Sports
- 4.4%, Education
- 4.8%, Social
- 11.2%, Business
- 15.7%, Arts & Entertainment

A Snapshot of Top Apps via InMobi DSP

Games
- Disc Pool Carrom
- Hunter Assassin
- High Heels
- (unlabeled)
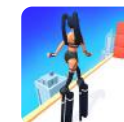
Arts & Entertainment
- Videoder Video Downloader
- Cricinfo
- WiWi Anime
- Art Puzzle

Business
- InShare
- Ins Mate for Instagram
- The Verge
- Washington Post

Social
- Reddit
- Bright Side
- LifeTest Psychological Tests
- BuzzBreak

Reach Audiences **Across Top Mobile Websites** with InMobi

1500+ mWeb sites
in India

Dailymotion.com

Timesofindia.com

Buzzfeed.com

Oneindia.com

Pinkvilla.com

Nytimes.com

Anandabazaar.com

Jagran.com

Khabar.ndtv.com

Complete User Journey Tracking with the InMobi DSP Pixel

In-App Browsing Unit for
App to Web Campaigns

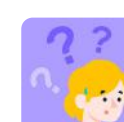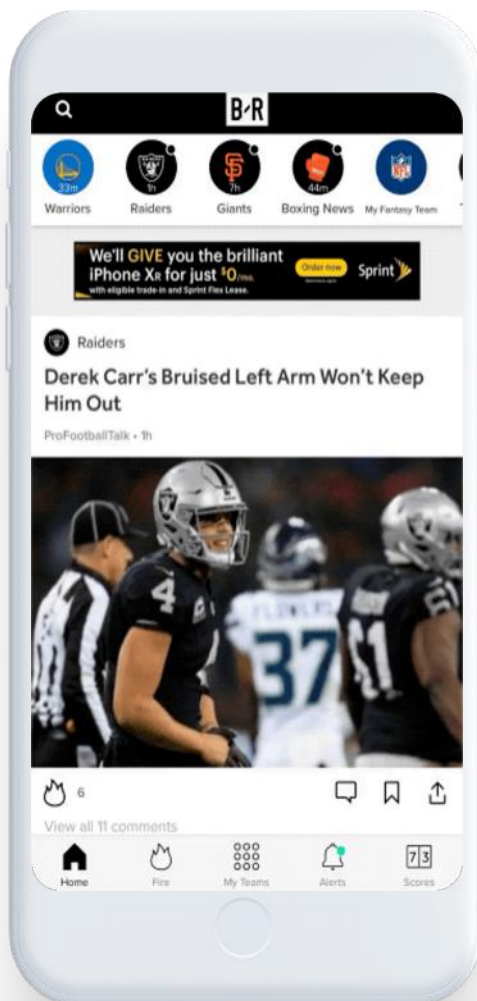**Without the pixel, campaigns can only be optimized towards clicks and initial landing page visit.**

Track the complete user journey beyond the initial Landing Page.

In-session & Out-of-Session both accounted for and differentiated to ensure you don't miss out on any valid conversions.

Organic & In-Organic traffic recorded for clearer attribution, optimization, and benchmarking of our own traffic patterns.

Provide data for **retargeting** and **optimizations** across different strategies.

Leverage Re-Marketing to sustain campaign & drive sales

- Upsell other categories from existing shoppers during sale season.

- Convert visitors to customers

- Activate dormant users

- Minimize cart abandonment & minimize lost revenue

- Drive Revenue Per User (RPU) up

Activate —— **Retarget** —— **Re-engage**
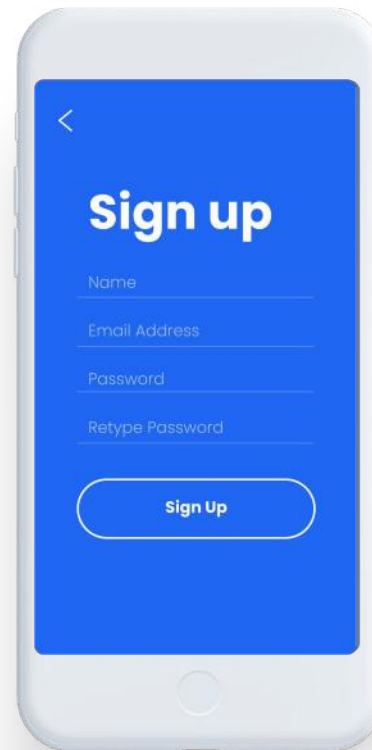
Reach out to users who have interacted with Ads

Retarget loyal and **active users**
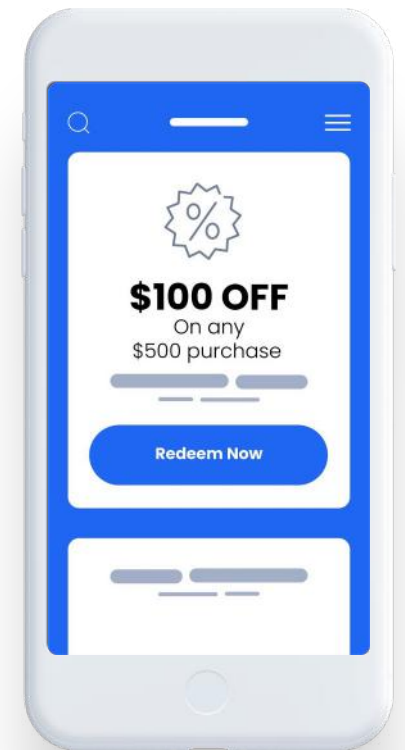
Re-Target users who have visited app but not converted with Sale Offers

INMOBI PILLARS

- Mobile Audiences
- Path to Purchase Solutions
- Mobile Research
- Creative Solutions
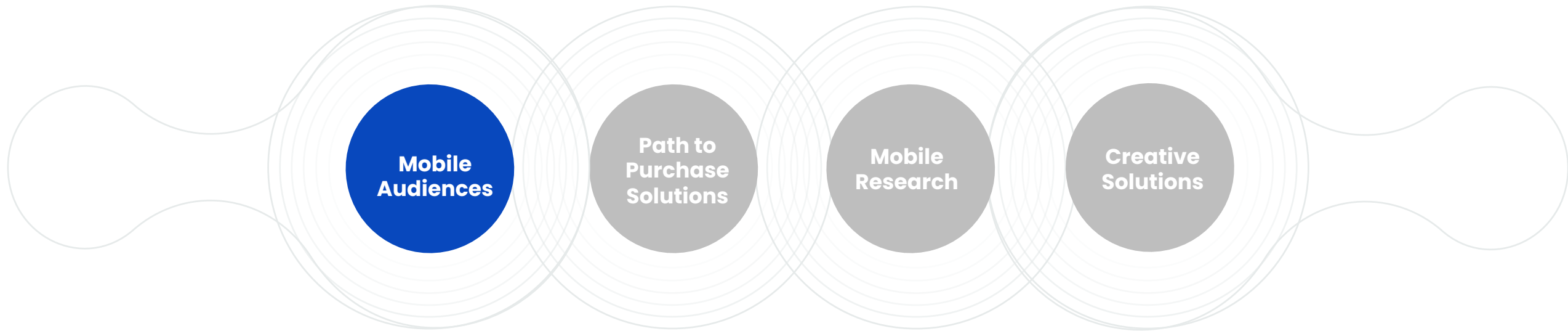
CREATE A UNIFIED VIEW OF YOUR AUDIENCES

INMOBI

Single View of Your Customer

Consumer History

Pristine Data Signals

Offline Behavior

Online Behavior

Location Signals

Pulse: Granular Data of Consumer

6
Capitalize users' historical insights on real-time basis for campaign optimization and data environment

5
Analyze data collected by partners to enrich audience

Periodic surveys to understand ever changing consumer preferences

4
Consumer life maps based on polygonal location history

Transition pattern from one location to another

1
Data Signals collected and analyzed on ad network

2
Footfall at store, frequency of store visits

Store Affinity, Shopping Basket Size

Purchase behavior – product/category frequently purchased etc.

3
Consumers' product/category affinity

Consumers' preference eCommerce platform and buying behavior

100+ Data Signals: Mobile is the gateway to audience intelligence

INMOBI

Location Based Traits

- Travel Behavior
- Home Location
- Place of Interest Signals
- Work Location

Demographic Traits

- Gender
- Age
- Income
- Ethnicity

Appographic Traits

- Apps Owned
- Websites Visited
- App Usage
- Browsing History
- Frequency

Technographic Traits

- SIM Carrier
- Language
- Handset Model

Advanced Targeting Capabilities

- Geographic
- Demographic
- Appographic
- Device
- Re-targeting
- Audience Persona
- Lookalike Audiences
- Negative Targeting

How Audience Signals Come Together

INMOBI

1ˢᵗ Party Signals

SDK Enabled Inventory gives us access to High Value Data Attributes

App Usage Tracking

Location Tracking

Demographics

Insights & Segment overlaps/Meta Data

Rich Location Trail

Insights into user movements help us identify customer journey

Fashion Stores
Seen twice a month

Home
Multiple Pings

Urban Parks
Seen multiple times in a month

Malls
Seen once a week

Custom Personas

Moms

Gaming Users

Social Butterflies

Fashion Enthusiasts

Gen-Z

Music Enthusiasts

Working Professionals

Fitness Enthusiasts
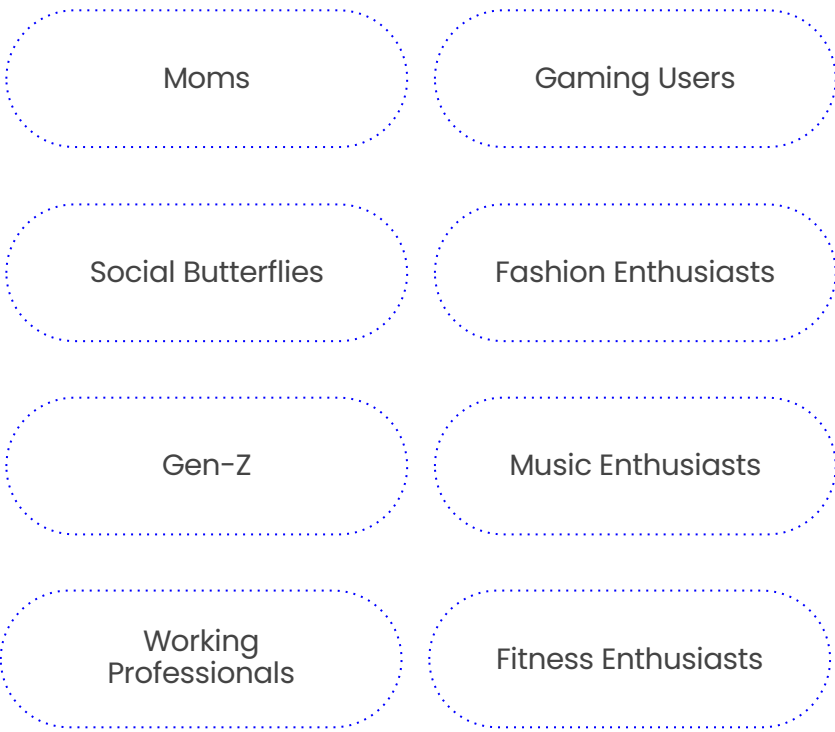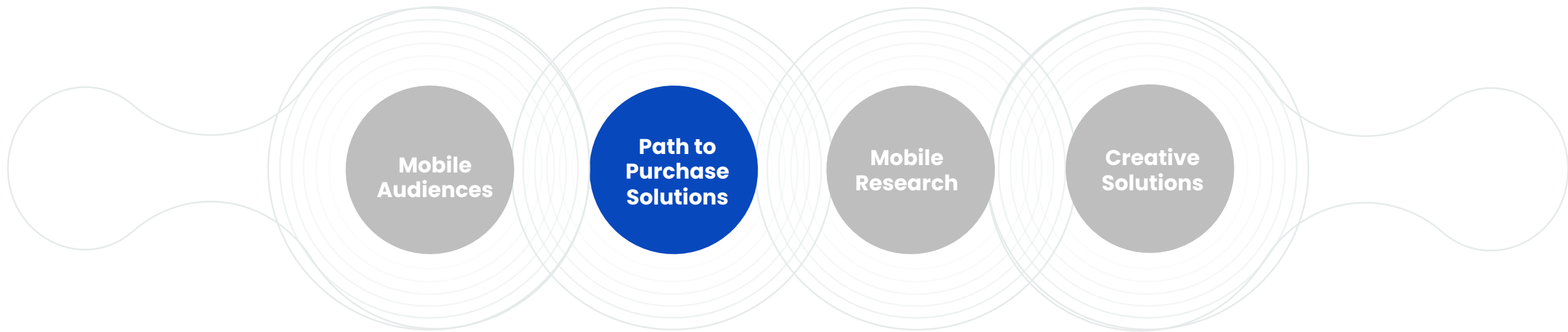
PATH TO PURCHASE SOLUTIONS

Shoppable Ads

Online to online conversion with mobile first shopping pages custom built for your brand

Powered by

3rd Party Partners

Understand footfall uplift at stores

Measure footfall uplift among exposed audiences using store polygons

Powered by

INMOBI

Audience Intelligence Platform

Cross device conversion

Household device graphs to measure conversion across devices in the same household

Powered by

3rd Party Partners

InMobi pillars

InMOBI

Mobile
Audiences

Path to
Purchase
Solutions

Mobile
Research
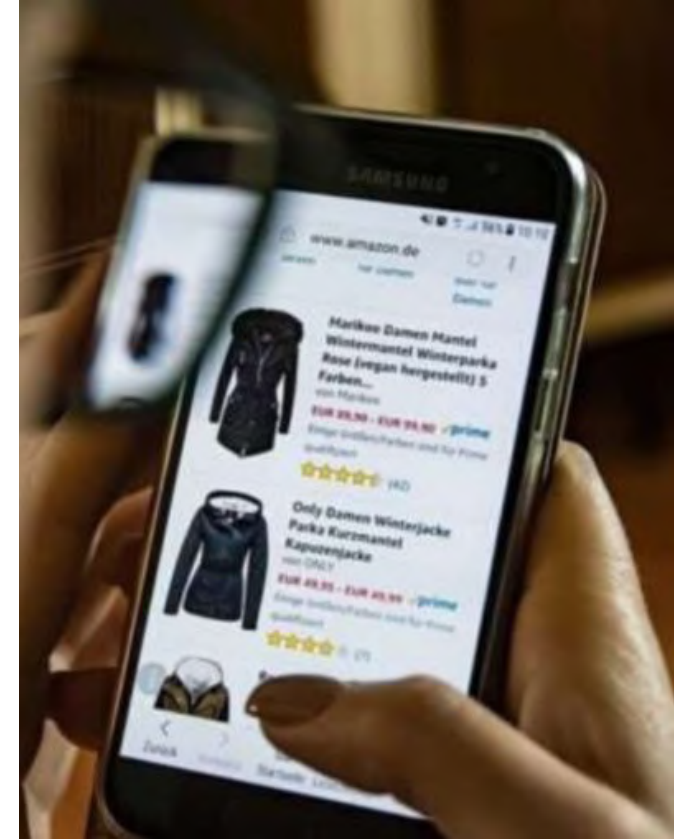
Creative
Solutions
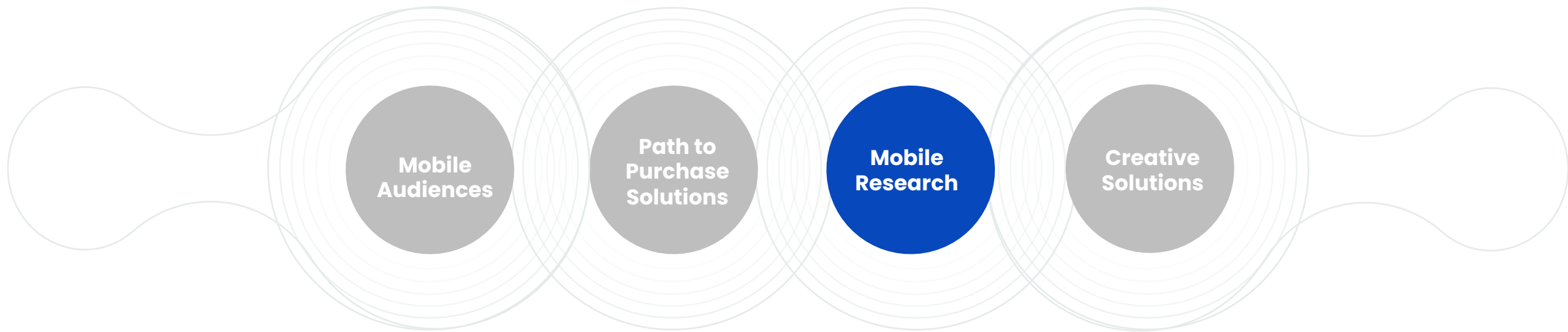
LEVERAGE PULSE FOR DEEP UNDERSTANDING OF
THE USER & MEASURE EFFECTIVENESS

Pre-campaign Studies

Shopper Pulse

A/B Testing

▼

Always-on Brand track

Brand Track

Custom Research

▼

Ad effectiveness studies

AdFx studies

Brand lift studies

End to end execution with Pulse

InMobi Pulse identified high intent audiences for Breeze in Philippines

Bargain hunters   Laggards

Skepticals

▼

Understood brand uplift among these audiences with quick actionable surveys
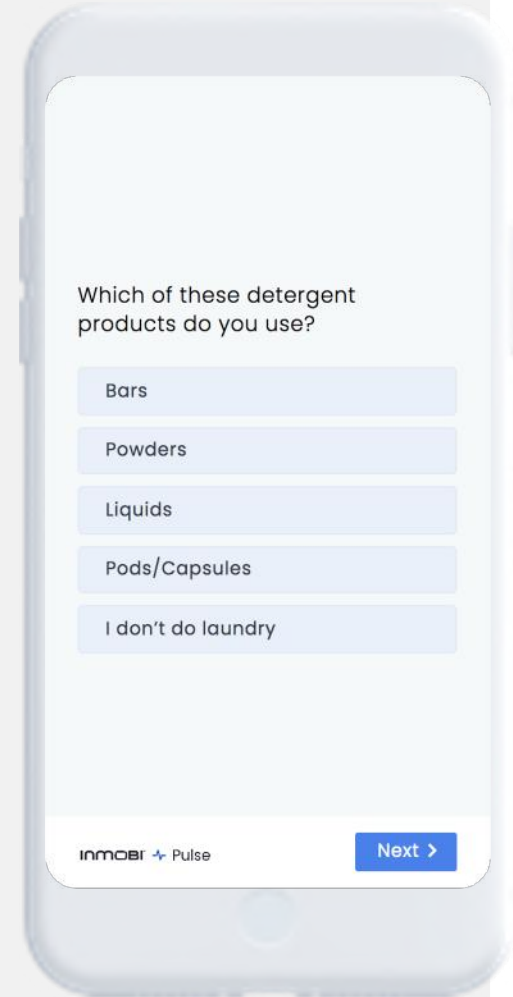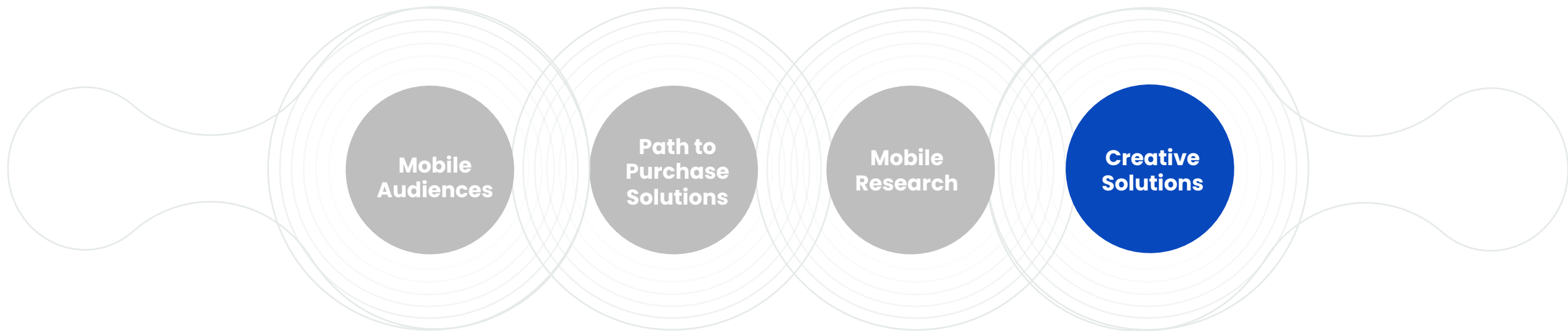
Which of these detergent products do you use?

Bars

Powders

Liquids

Pods/Capsules

I don't do laundry

INMOBI ✦ Pulse

Next ❯

InMobi pillars

Mobile Audiences

Path to Purchase Solutions

Mobile Research

Creative Solutions
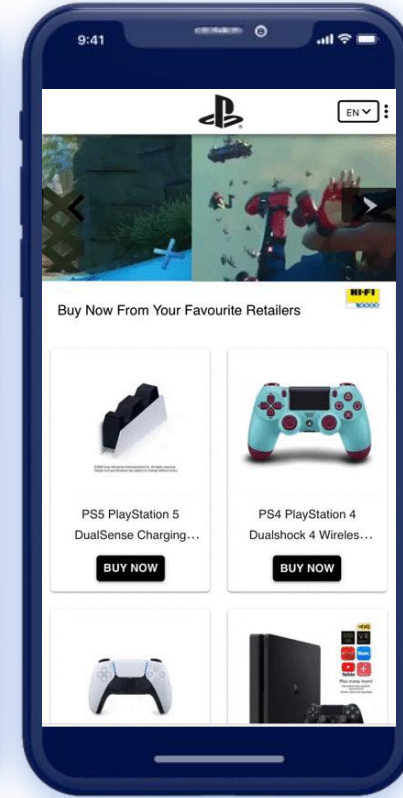
Leverage smartphone features to engage your audience

INMOBI

Get Directions	Video
Store-Locator	Tap
Simple Animation	Swipe
Click to SMS	Wipe
Click to Call	Slider
Shake	Split Screen Video
Stacky Carousel	Carousel

Battery-Level Detection · 3D Poster · Day-Parting · pinch · Internet-Speed · Weather Detection · Static Coupon Code · Micro Video · 360-video · Over Head Ticker · Glitch Transition · Interactive Video · Lead-Gen · Livecast Video

Tilt · 360⁰ Product View · Micro Game · Calendar · Selfie · Hotspots · Voice Detection · Blow · Fake Call · Face Distortion · 360-Pano · Meta Video · Countdown Timer · Drag-Drop

Parallax Swipey Gallery · Open Mouth Detection · Keyword Detection · Face Swap · Magnifier Zoom view · Facial Recognition · Pedometer · Face Tracking · Image Overlays · Multilayered 3D Cube · Face Filters · Audio-Based Image Distortion · Gyro · Complex Gyro Build

Medium Complex Animation · Parallax · Dynamic Coupon Code · Chat-Bot Dynamic · Emotion Detection · Colour Detection · Custom Video · Augmented Reality · Voice Modulation · Audio Recording · Kaleidoscope · API Integration · 3D Cube · Social Share

Global Alliances To Provide Best In Class Solutions

BRAND MEASUREMENT & VERIFICATION PARTNERS

MOAT · IAS Integral Ad Science · nielsen · Nielsen Catalina SOLUTIONS | nc · comScore · proximic · FORENSIQ · whiteops

ATTRIBUTION REPORTING PARTNERS

TUNE · KOCHAVA · Appsflyer · adjust · Apsalar · TalkingData Mobile-Data-Value · Placed · NinthDecimal · singular

PROGRAMMATIC DEMAND

DoubleClick by Google · theTradeDesk · TubeMogul · adelphic · AppNexus · MediaMath · centro · TURN · Linked in · AUDIENCE SCIENCE

SELL-SIDE EXCHANGE PARTNERS

AdMob · mopub · Fyber · unity · LKQD · smaato · APPODEAL · INNERACTIVE · chocolate by VDOPIA

RICH MEDIA PARTNERS

adform · SPONGECELL · Sizmek · DoubleClick by Google · celtra · MEDIALETS · INNOVID · atlas by Facebook · flashtalking

3RD PARTY DATA PARTNERS

acxiom · ORACLE · bluekai · neustar · Experian · LiveRamp an acxiom company · iBehavior · factual · TalkingData Mobile-Data-Value · digital element Location is Elemental · Google · scientiamobile · pitney bowes · Adobe Marketing Cloud

Thank You!

Any questions?

Team InMobi