



inMOBI™

inMOBI

REDEFINING

consumer experiences through mobile advertising

WE ARE FULL-STACK, MOBILE-FIRST AND MOBILE-ONLY



INMOBI NETWORK

Ad Network

*Connecting your brand to the right users
via our award-winning, intelligent ad
serving platform*



INMOBI EXCHANGE

Programmatic Exchange

*Enabling you to buy media transparently
and in real time via a digital
marketplace*



INMOBI AFFILIATE

Affiliate Network

*Expanding your advertising reach through
efficient media buying on affiliate
channels*

THE WORLD'S LARGEST INDEPENDENT MOBILE ADVERTISING PLATFORM



GLOBAL

17 offices worldwide



DEMAND

20,000+ advertisers



SUPPLY

32,000+ top apps



USERS

1.5 B mobile uniques



AWARDS

Rank 3 - Fast Company's
top 10 most innovative companies,
India 2018

5 Gold, 2 Silver, 6 Bronze
at MMA Smarties 2017

1 Gold, 2 Silver, 3 Bronze
at Mob-Ex awards 2017

Top 50 companies
Great Places to Work

Rank 1 in industry
Great Places to Work

ET India's best companies
to work for in 2017

WE DELIVER MOBILE ADVERTISING THAT'S BUILT ON A FOUNDATION OF TRUST

Strong partnerships with leading independent measurement providers to bring brand safety, viewability, transparent measurement and verified reporting to your brand campaigns, at scale

MOAT

IAS Integral
Ad Science

nielsen

comSCORE

Google
Active View
Viewable Impressions

INMOBI IN INDIA

65%

2017 Revenue Growth

500%

2017 Programmatic Growth

20 BN+

Monthly Ad Impressions

300+

Advertisers

1200+

Publishers

182 MN

Monthly Active Users

PIONEERING THE NEXT GENERATION OF MOBILE ADVERTISING



With our powerful first and second-party data, we help you understand your users, their mobile behavior and path to purchase, so you can plan your campaigns better and improve your ROI

 Data and supply partnerships

 Research panel

 Audience platform



Our comprehensive creative suite enables you to efficiently and easily launch mobile campaigns across a variety of creative formats in order to differentiate your brand and truly engage your mobile users

 Creative authoring platform

 Video platform

 Creative services



The power of InMobi's Software Development Kit (SDK) and programmatic exchange enables you to efficiently buy and reach your users with highly targeted messages, anywhere and anytime

 Location insights & Polygon targeting


 Programmatic exchange


 Glance


THE AD TECHNOLOGY ENGINE THAT POWERS IT ALL

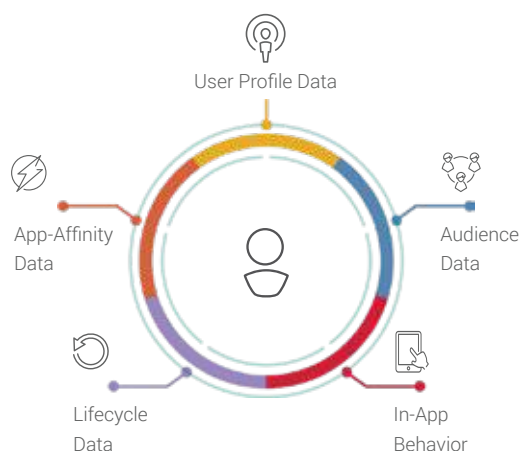
Audience Profile Data

Audience Personas


1st, 2nd and 3rd party data leveraged to build deeper insights


300+ TB of user data analyzed monthly


20 bn events ingested daily















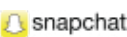
- 01**
Technographic
(Device/ Carrier, OS)
- 02**
Demographic
- 03**
Geographic
- 04**
Appographic
- 05**
Behavioral



UNDERSTAND YOUR REAL USERS AND GET CLOSER TO THEM

DATA AND SUPPLY PARTNERSHIPS

Our industry-leading data and app partnerships help drive highly precise segmentation and allow you to reach premium mobile audiences at scale

CRM-level partnership				
3rd-party data partnership				
eCommerce data ingestion				
Publisher data and premium reach				
				

MARKET RESEARCH PANEL

With a reach of over 1.5 billion users, our efficient, fast and accurate market research panel enables you to launch pre and post-campaign surveys at global scale with verified responses and immediate results



AUDIENCE PLATFORM

Leverage existing audiences or create custom audience segments based on multi-dimensional data signals such as demographic, technographic, geographic and behavioral signals.

75+

audience personas across
15+ industry verticals

1.5 Bn+

unique, global mobile
users

10 TB

data ingested daily

20 Bn

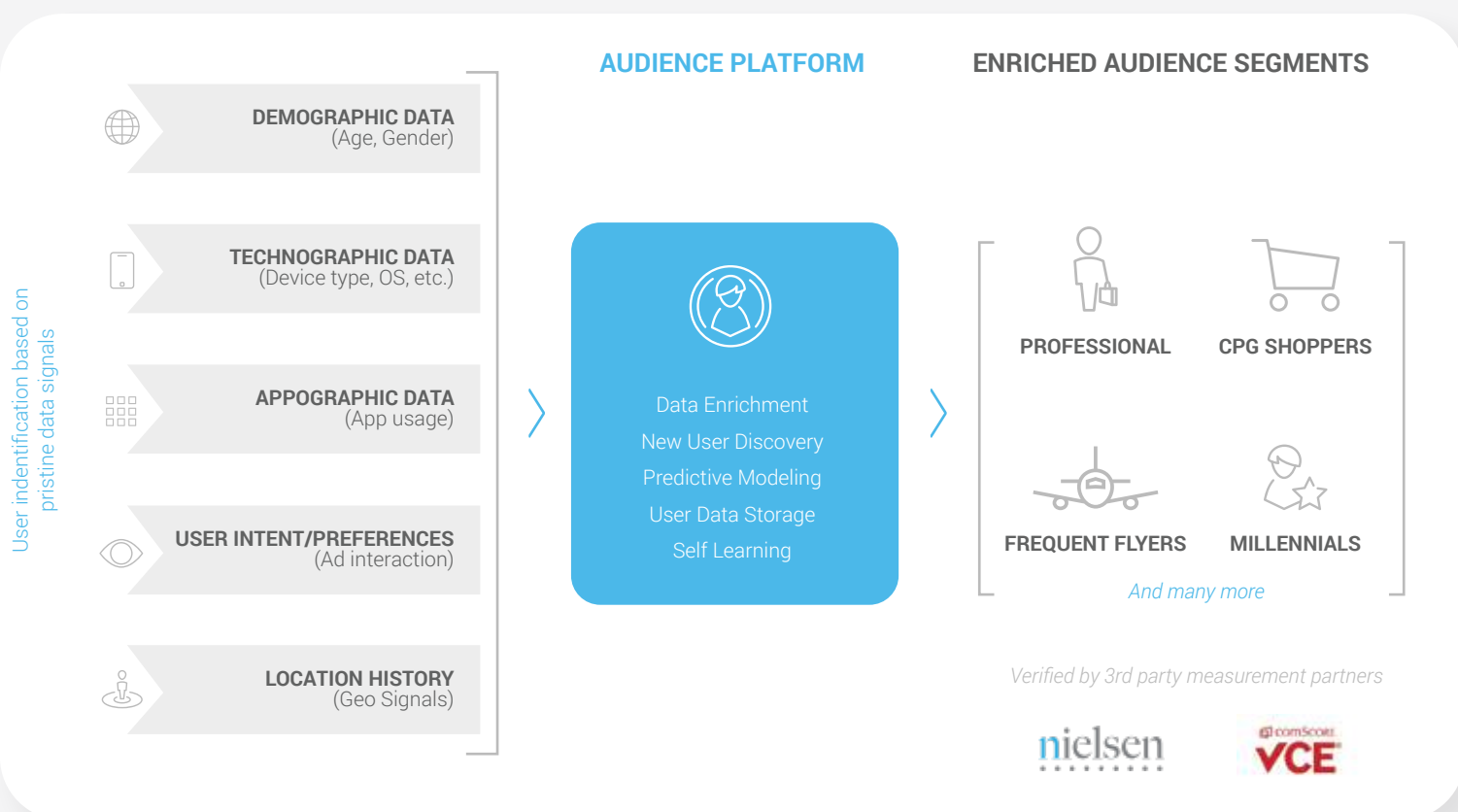
events processed daily

150k+

requests / second

DATA GATHERING & SYNTHESIS FOR ENRICHED AUDIENCE PERSONAS

1st party multidimensional data signals enrich our audience personas



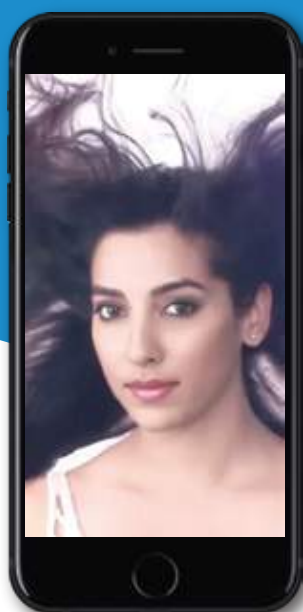


ENGAGE YOUR USERS WITH ADS THEY ACTUALLY WANT TO SEE

InMobi's award-winning creative services and comprehensive suite of mobile-first video formats guarantee immersive creatives that engage better, with optimal user experience and beautiful design



Split-screen
carousel video



Vertical
video

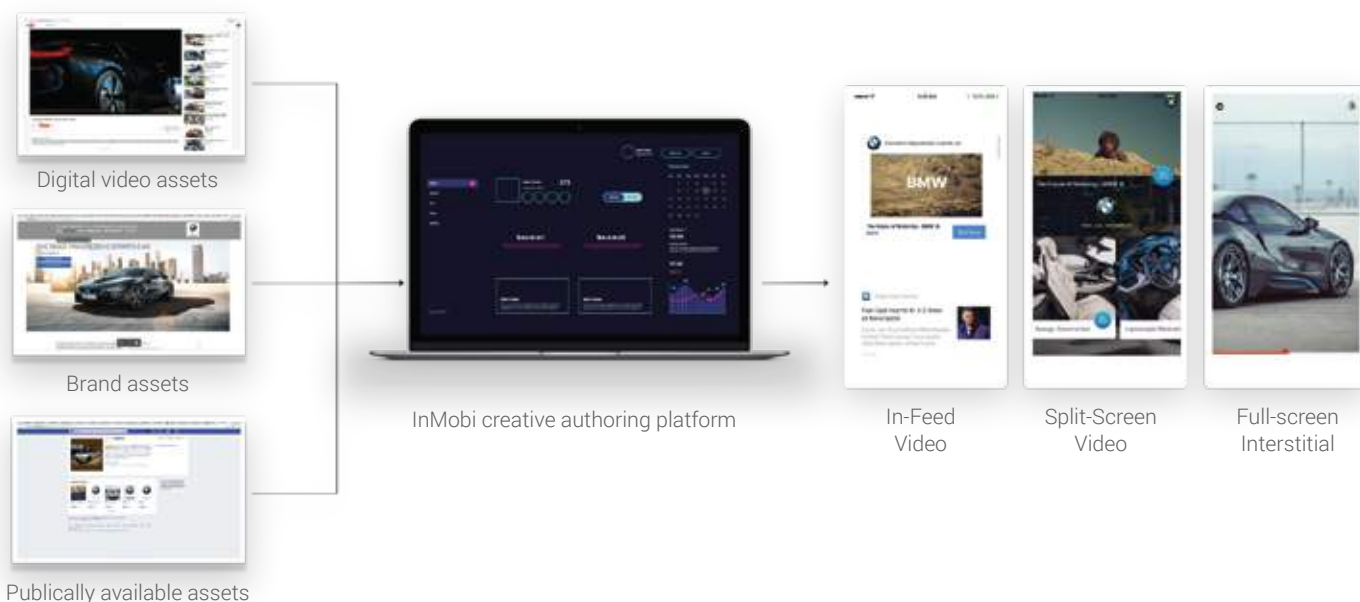


Interactive
video



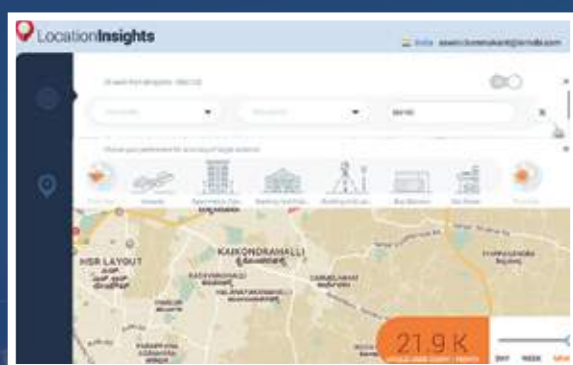
Gamified augmented
reality

IT TAKES NEXT TO NO TIME TO BUILD AND LAUNCH A MOBILE AD CAMPAIGN WITH OUR CREATIVE AUTHORIZING PLATFORM





DELIVER REAL RESULTS FOR YOUR BRAND CAMPAIGNS



LOCATION INSIGHTS

Gain real-time access to highly sophisticated location data that enables you to look for users across 15+ geographical categories within a 0.25 km radius of your chosen point of interest



POLYGON TECHNOLOGY

Target users more accurately than ever before with hand-drawn polygons at points of interest. Unlike radius-base targeting, the polygon method checks for user location inside the actual perimeter of the targeted location

50%
Less Ad Spillage

3X
Improved ROI

2X
Better Engagement



PROGRAMMATIC EXCHANGE

Engage with your users on premium apps, locally relevant apps, most downloaded apps and app store toppers to promote your messages at the right moment. Bid on Open Exchange or get preferred access through the Private MarketPlace



DISRUPTIVE CONSUMER INNOVATION

Reimagining lockscreen experiences with Glance



4.6 rating
on Google Play Store



500,000
downloads



Partnerships
with global OEMs



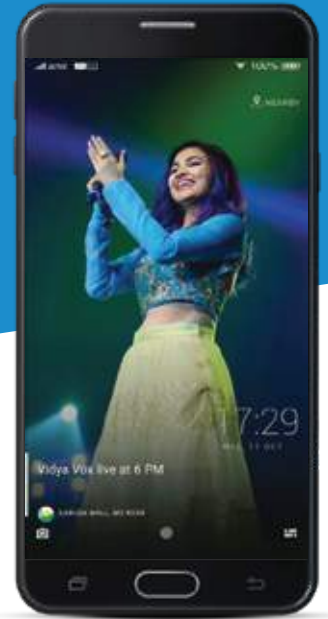
Live

Live updates from across the world
about important events



Launch

A platform that enables the launch
of new products or services



Nearby

The world's first location-powered event
and activity discovery platform

UNLEASH THE POWER OF THE LOCKSCREEN, WITH GLANCE

2,617

The no. of times we touch
our phones/day ¹

150

The no. of times we check our
phones ²

50%

Of the time, users glance at
their lockscreens without
unlocking ³

60%

Of users between 16-34 use
their phones as a primary time
piece ⁴

SOURCE:

1: dscout

2: qualtrics & accel

3: pew research

4: yougov US panel

WITH INMOBI,
THE FUTURE IS NOW!



**NEXT-GENERATION
VIDEO BUYING**

Video with interactivity now available
for programmatic buying only through
InMobi



**PARTNERING
FOR GROWTH**

InMobi acquired AerServ, creating the world's
most powerful mobile video advertising and
monetization solution

**InMobi, the world's largest independent mobile advertising platform
that delivers real ROI for mobile marketers.**



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