



**INMOBI™**

Publisher Solutions

**Premium Ad Monetization for Mobile Apps**

DECEMBER 2018

# THE INDUSTRY'S MOST COMPREHENSIVE PROGRAMMATIC MONETIZATION SUITE

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## **INMOBI™** **MONETIZATION SOLUTIONS**

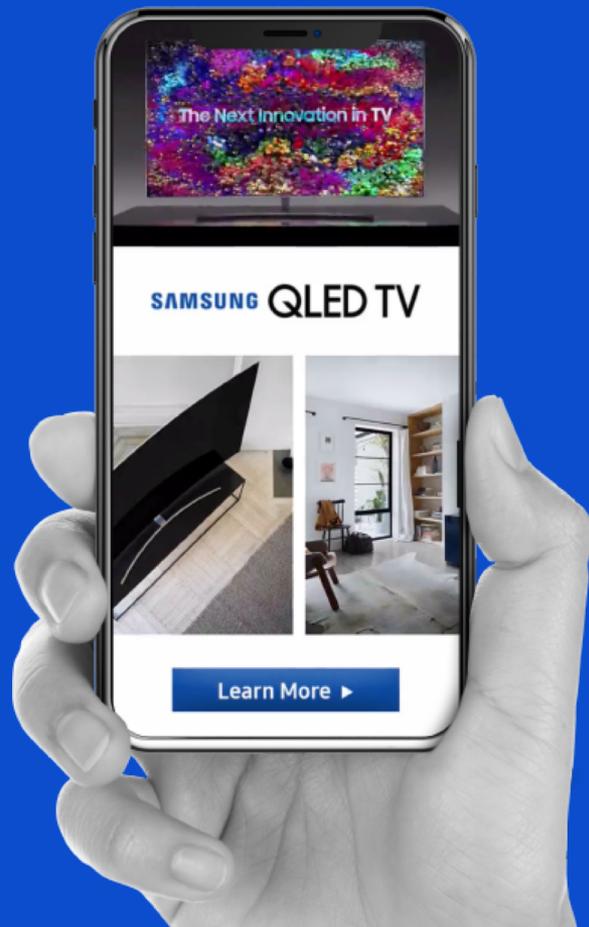
- Diverse Demand From Top Global Advertisers
- Lightweight SDK
- High Quality Ads That Respect the User Experience
- Deep Reporting
- Plug-and-Play Integration
- SDK-integrated Moat & IAS Viewability
- Crash Analytics With Proactive Logging

## **INMOBI™** **MEDIATION PLATFORM**

- Access to 33+ Additional Demand Sources
- Unified Auctions Maximize Revenue From Demand Sources
- In-App Header Bidding
- Reduced Latency
- Dedicated Account Management and Support
- Unparalleled Transparency & Control

## MONETIZATION SOLUTIONS

Learn how we can help you achieve  
your monetization goals



# BEST-IN-CLASS MOBILE AD FORMATS

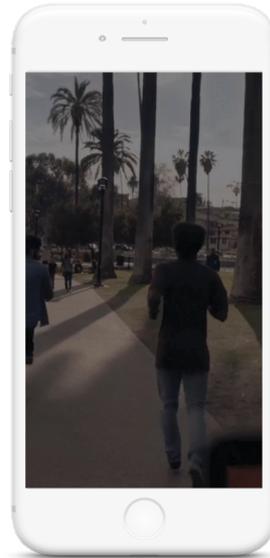
Attract Brand Dollars With InMobi Premium Advertising Experiences

Tailored video suite for your app environment  
True HD, buffer-free video viewing experience  
Skippable ads are easily dismissed by users  
Support for muting and unmuting audio  
Instant, interactive, VAST 4.0 compliant video  
SDK-integrated MOAT & OMSDK viewability  
High performing ads = higher eCPM

## LANDSCAPE VIDEO



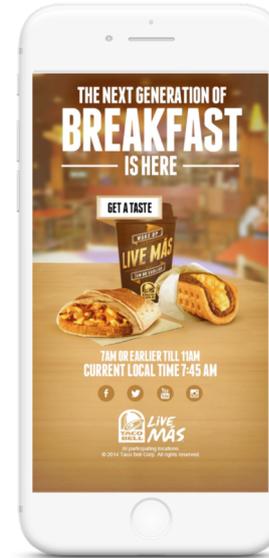
## VERTICAL VIDEO



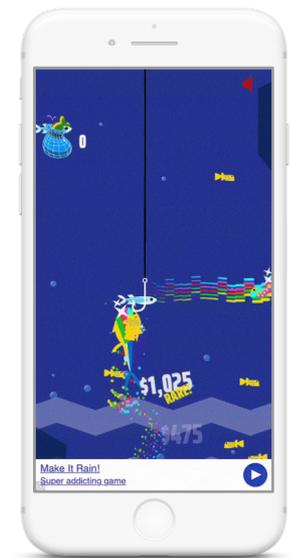
## PLAYABLES



## INTERSTITIALS



## REWARDED VIDEO

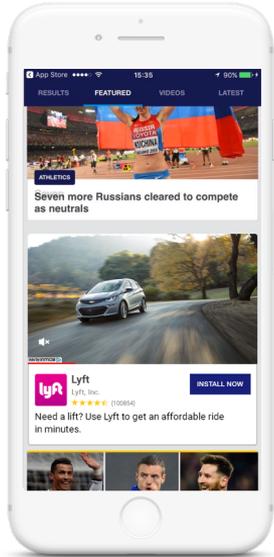


Plus Interstitials, Banners and More!

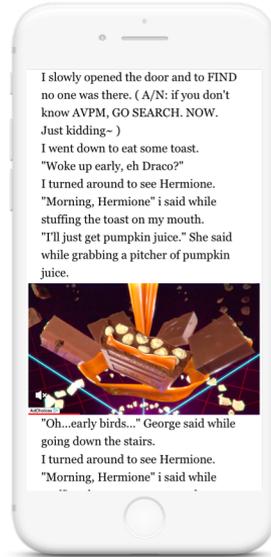
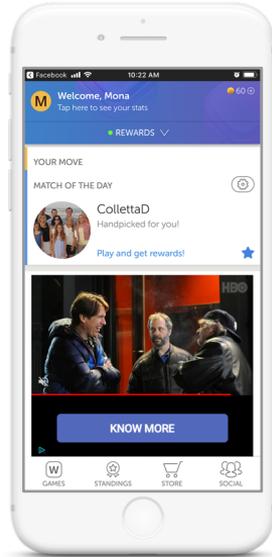
# NATIVE MOBILE AD FORMATS

Attract Brand Dollars With InMobi Premium Advertising Experiences

## IN-FEED VIDEO



## IN-ARTICLE



## IN-STREAM VIDEO: PRE, MID AND POST-ROLL

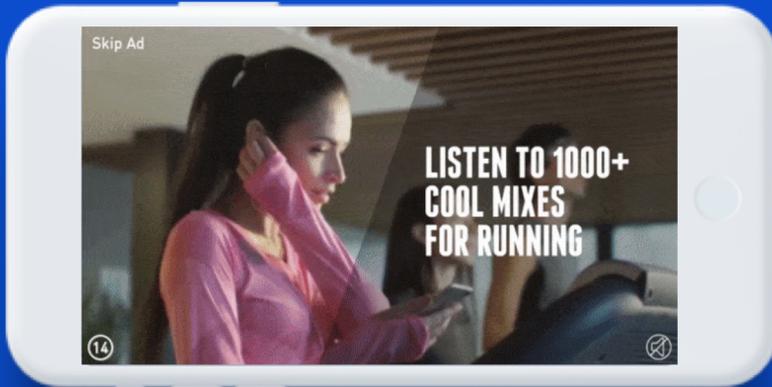


# BUFFER-FREE TRUE-HD MOBILE VIDEO

In-App Video That Loads Instantly

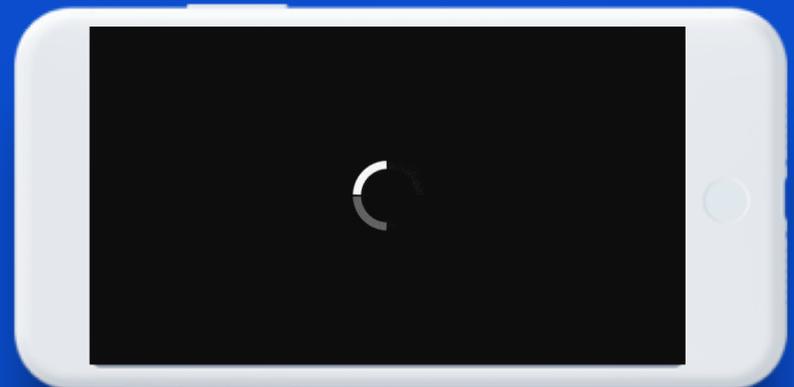
Our native implementation of in-app video ads delivers higher completion rates which equals **higher CPM** for publishers. Plus, faster loading times means **more ads served** per user and a **superior user experience**.

**InMobi**



Video load time **0.06secs** and end card load time 0.1 secs

**Others**



Video load time **3.5secs** and end card load time 2+ secs

# ADVERTISERS IN OUR NETWORK

Delivering Diverse Ad Demand From the World's Biggest Brands

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## MEDIATION PLATFORM

Maximize your revenue yield with  
best-in-class mediation technology



# INMOBI MEDIATION DEMAND SOURCES

Increase in-app revenue by connecting with multiple demand sources

Get access to multiple demand sources and not just one and get a mediated ad source offering the highest CPM

## AD NETWORKS SUPPORTED BY INMOBI MEDIATION

AD COLONY

Chartboost

matomy

myTARGET

RhythmOne

Tapjoy

VERVE

AdMob by Google

CONVERSANT

mobfox.

1

rubicon

TREMOR VIDEO

Vungle

APPLOVIN

facebook.

mobilefuse

OpenX

smaato

TubeMogul

YAHOO!

appnext

mopub

PubMatic

tapit!

unity

# THE INMOBI OPENAUCTION

Simultaneous Auction with Dynamic Bids from Buyers

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**\$2.50 FLOOR**

DEMAND SOURCE 1

\$2.95

Get the most out of every ad you sell

Advertisers compete for your inventory

Understand the true value of your inventory

Get a true price per ad request

US

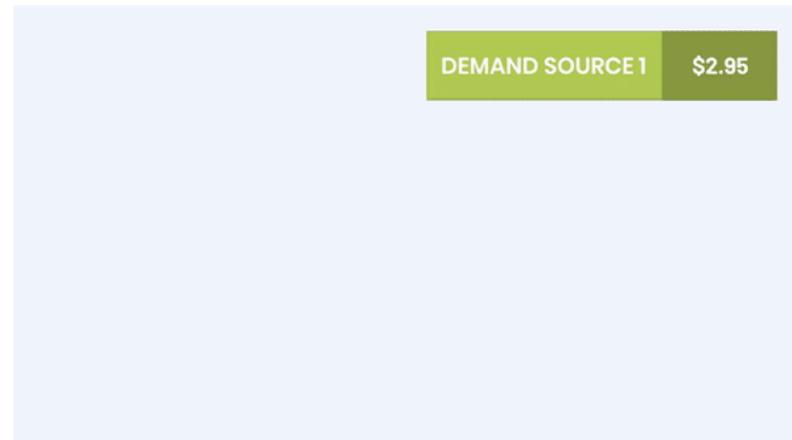
VS

THEM

\$2.50 FLOOR



\$2.50 FLOOR



### OpenAuction Header Bidding

With InMobi, mobile publishers generate more revenue from their ad inventory with the industry's first simultaneous and dynamic priced mobile advertising auction.

### Traditional Waterfall

The traditional waterfall mechanics are antiquated and yield lower revenue for the publisher.

# MEDIATION SOLUTION OVERVIEW

Increase In-App Revenue With Our Global Mediation Platform

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Innovative monetization technology and automation with best-in-class support from a team that cares about your success.



## Format with Controls

Monetize with formats you like with controls you want



## Global Programmatic Demand

Access to global demand from InMobi Exchange

Receive bids on your inventory from over 5,000 programmatic advertisers representing top brands from around the world



## Transparency

Full control with 100% transparency into behind-the-scenes auction mechanics



## Reduced Latency

2X lower latency with simultaneous auction on dynamic bids from buyers

# TOP PUBLISHERS THAT WORK WITH US

Global publishers trust InMobi to deliver the maximum revenue on each ad impression

## THE WORLD'S LARGEST PUBLISHERS MONETIZE WITH INMOBI



## GETTING STARTED

Let's do this.



# FOUR WAYS YOU CAN WORK WITH INMOBI

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## TRADITIONAL MONETIZATION

Integrate InMobi demand via SDK at a static price/priority in your existing ad serving technology.



## DYNAMIC BIDDING

Integrate InMobi demand via SDK and we'll return a dynamic bid that can be inserted into your waterfall.



## LIGHT MEDIATION

Dynamic Bidding + Server Side Mediation. All the best from InMobi plus integrate your own third party demand in the same server-side auction.



## FULL STACK MEDIATION WITH UNIFIED AUCTION

Replace your old waterfall system with InMobi's best in class OpenAuction technology.

# INMOBI SDK 801

The Programmatic Monetization Platform for Mobile Publishers

## GDPR COMPLIANT



True HD buffer-free video viewing experience

## SDK 801 ANDROID + iOS



Instant interactive VAST 4.0 compliant video ads

## iOS 12, ANDROID P COMPLIANT



SDK-integrated MOAT and OMSDK viewability



Crash analytics with proactive logging



Safeguards user experience with robust ad quality checks



Lightweight SDK

## ONE SDK TO RULE THEM ALL

Whether you are looking to maximize app revenue with an ad mediation platform or directly through in-app advertising, InMobi has the best solution in a single lightweight SDK.

# INMOBI DASHBOARD

Putting the Publisher in Complete Control

## ◆ REAL-TIME INSIGHTS

Get quick insights into the metrics that really matter. Our real-time dashboard highlights key performance indicators across all of your apps, ad units and more.

## ◆ MANAGE INVENTORY

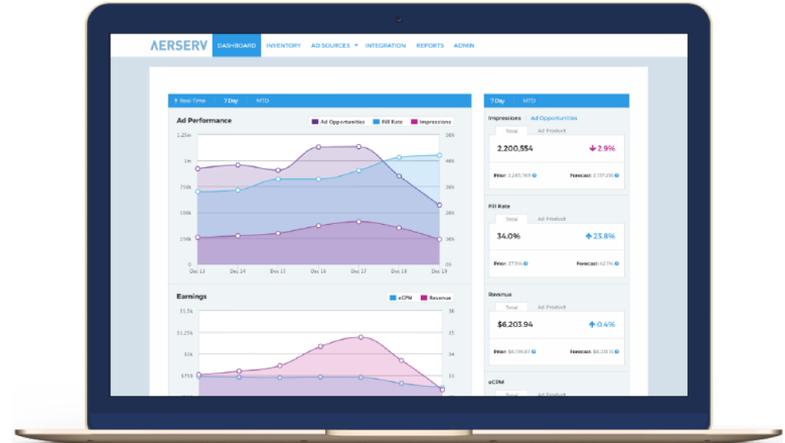
We take the hard work out of managing multiple integrations and give you the power to run video, banners, MRAID or static interstitials from one ad placement.

## ◆ AUCTION MANAGEMENT

Get full transparency into your unified auctions, with unique data points and insights for optimization. Take control by creating prioritization buckets or let AutoPilot optimize for you.

## ◆ CENTRALIZED REPORTING

Slice and dice your data to identify trends, view reports by ad source, geo, placement, ad unity and much more.



# QUICK AND SEAMLESS INTEGRATION

Be Up and Running in Less Than 24 Hours With a Global Support Team at Your Service

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- 1** Simple Drag and Drop Integration with Single SDK Bundler Download and Dynamic Documentation
- 2** Start Monetizing Quickly with Instant Account Creation
- 3** Ready Adapters of Leading Mediation Platforms and Ad Networks
- 4** Dedicated Global Team of Product Specialists for Additional Onboarding Support and Troubleshooting

# INMOBI PUBLISHER CONCIERGE

At InMobi, we firmly believe that mobile publishers need a trusted partner, not just another vendor

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Customized  
integration  
solutions



Dedicated integration team  
to assist with setup and  
ensure success



Formal training and  
education on the technology  
and suite of products

Platform Account  
Manager

Platform Account  
Coordinator

Technical  
Integration  
Specialist

Platform Data  
Analyst

# OUR THREE PILLARS TO HONEST ADVERTISING

A Commitment to Full Transparency, High Quality Products & Powerful Measurement



## TRANSPARENCY

### What You See is What You Get

InMobi believes in providing maximum transparency so publishers can control the ad experiences running in their apps and advertisers have peace of mind that their ads are being delivered in a brand-safe environment to the right audience.



## QUALITY

### Trail-Tested Tech That Delivers

Over the past 10 years, InMobi has been focused on building quality products and solutions. The result: publishers control the ad experiences in their apps and marketers' ads get delivered in a brand-safe environment to the right audience.



## MEASUREMENT

### Real Metrics, Real Results

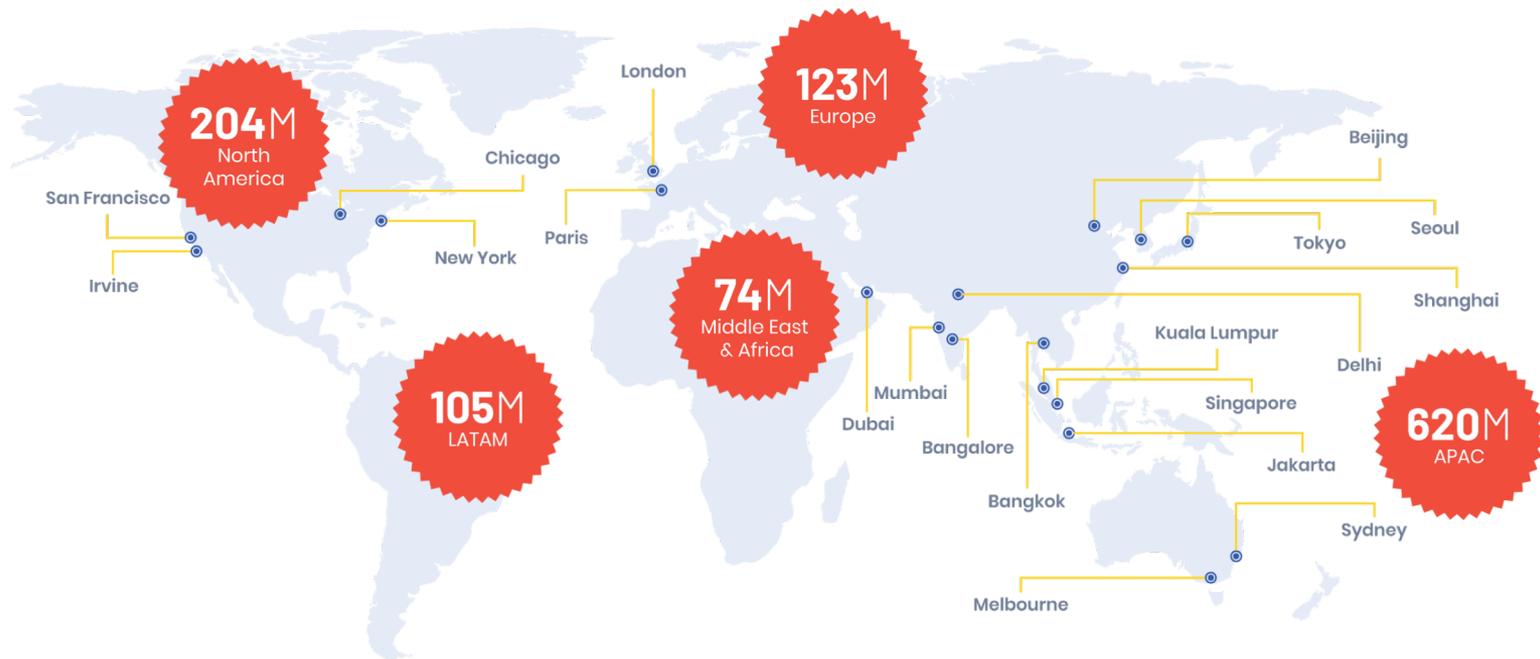
By forging deep partnerships with industry-trusted independent measurement and attribution platforms, InMobi gives marketers powerful insight into their campaign's performance which, in turn, gives publishers access to premium demand.

Learn more at [inmobi.com/trust](https://inmobi.com/trust)

INMOBI

# WE ARE A GLOBAL MARKETING PLATFORM

Dominant Reach Across the Mobile App Ecosystem



1.1Bn monthly users reached globally  
Over 10 yrs of innovation in mobile advertising  
Global SDK footprint of over 20k apps

22 local offices  
Hubs in San Francisco, Beijing and Bangalore



**INMOBI™**

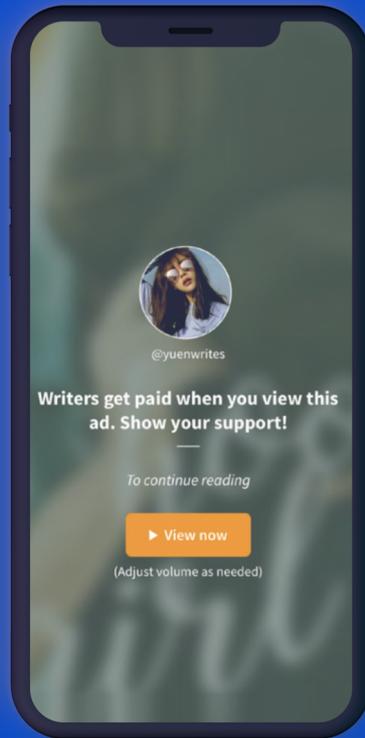
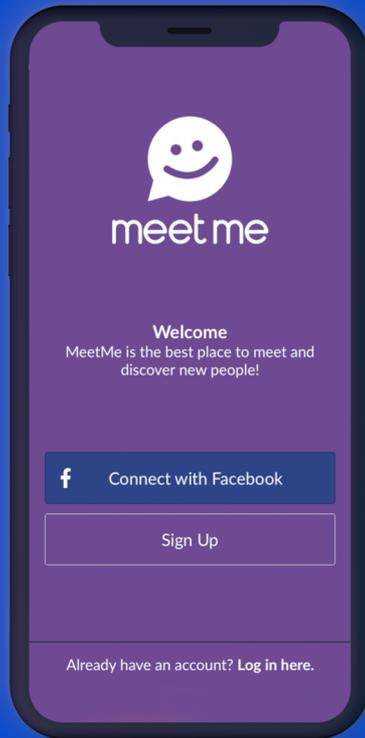
Publisher Solutions

**Premium Ad Monetization for Mobile Apps**

For more details please visit  
[www.inmobi.com](http://www.inmobi.com)

# CASE STUDIES

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# PUBLISHER CASE STUDY

## WeatherBug Increases Monthly Revenue with InMobi Mediation

### THE CHALLENGE:

As one of the world's most popular free weather apps with 20 million users worldwide, WeatherBug was looking to improve global ad revenue while also reducing its SDK load.

### THE INMOBI SOLUTION:

To solve these issues, WeatherBug turned to the InMobi mediation platform to take advantage of true unified auctions and increase the number of ad sources available, without having to implement numerous additional SDKs directly into the app. The InMobi mediation platform is unique in that it supports true competition and openness through unified auctions, where buyers bid on all inventory in real time as soon as it becomes available, which helps to boost publisher revenues through dynamic pricing while reducing latency through server-to-server connections and fewer passbacks.

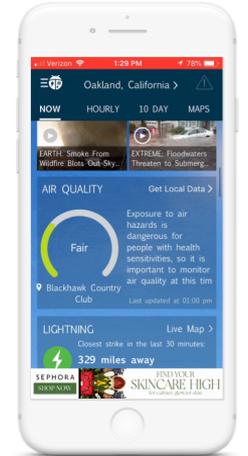
### THE RESULTS:

Once In just two months after implementing InMobi's mediation platform, Weatherbug had already seen significant results thanks to simultaneous ad calls coming through a central platform. In looking at the last six months of 2017 compared to the first four months of 2018, WeatherBug saw an increase in eCPM and an overall revenue jump of 15 percent. Thanks to the success realized from InMobi's mediation platform, WeatherBug will be doubling down on its usage by moving more of its demand and mediation business to the solution. Unified auctions coming through just one SDK can be a boon for the app.

"In an effort to cut down on individual partner SDKs, we tried InMobi's mediation platform. We have had great **success in driving higher eCPMs utilizing their unified auction**, as we find this to be a more efficient and profitable way to do business. Another crucial element for us was the **excellent customer service we got from InMobi**, as they are quick to respond and offer a lot of insightful ideas on how to get the most from their mediation layer."

- Ed Arrandale, Director of Programmatic & Monetization at WeatherBug

**+115%**  
Ad Revenue  
Increase



Display Ad Placement



# PUBLISHER CASE STUDY

## The Meet Group Matches with InMobi to Increase Mobile Ad Revenue

### THE CHALLENGE:

Just as MeetMe helps people connect across the world, **InMobi helped MeetMe connect to diverse advertising demand sources worldwide** with a **unique multi-tiered monetization model to increase revenue.**

### THE INMOBI SOLUTION:

MeetMe connects over 100 million global users with similar interests from around the world. MeetMe knew that to maximize its revenue, they needed to ensure their extensive global ad inventory was being used to its full potential. As the industry moves away from legacy waterfall models, MeetMe needed to **better serve advertisers' varying CPM appetites** by users on the same ad unit. To solve this problem, **InMobi architected an innovative multi-tier monetization solution.** This custom solution, akin to header bidding, allowed the MeetMe app to call on InMobi to deliver **contextualized ad units at price points that fluctuate based on demand.**

### THE RESULTS:

Once the solution went live in June 2017, the MeetMe app enjoyed an immediate diversification of advertising demand, with the number of **unique advertisers increasing almost 5x.** This structure created a sustainable monetization model, with revenues now spread across more advertisers. InMobi delivered **4x higher CPMs** while contributing an average of **\$10,000 in daily revenue from over 85 countries** across the globe.

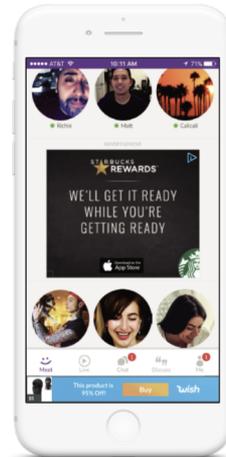
*"As one of The Meet Group's preferred monetization partners, InMobi has developed intelligent solutions to some rather complex challenges. As a result, The Meet Group has seen a steady increase in eCPM growth on their platform which has produced increased efficiency and revenue. Additionally, the hands-on service we get from the InMobi team, combined with detailed reporting and overall transparency, is part of what makes InMobi one of our most trusted partners."*

- *Bill Alema, Chief Revenue Officer at The Meet Group*

**+130%**  
Ad Revenue  
Increase

**4x**  
Higher  
CPM

**85+**  
Countries  
Reached



Display Ad Placement



## PUBLISHER CASE STUDY

Wattpad Turns to InMobi to Monetize Growing International Millennial Audience with Higher Performance Video Ads

### THE CHALLENGE:

After more than a decade since launch, Wattpad has transformed the traditional reading and writing experience bringing together a large community for readers and writers. Providing support for over 50 languages, Wattpad has experienced an impressive hockey stick growth over the last couple of years prompted by a successful global expansion. Wattpad needed a **sustained ad monetization strategy** that would, above all, **preserve the storytelling experience** while capitalizing in a growing global youthful audience.

### THE INMOBI SOLUTION:

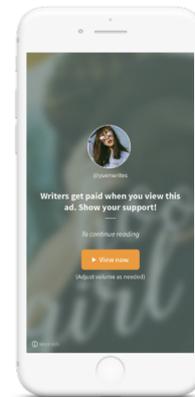
In 2015, Wattpad started working with InMobi when looking to monetize their app with banner ads. InMobi introduced Wattpad to effective InMobi display ad units and provided consultative advice on testing various sizes and placements. Being mindful of maintaining the true reading experience, InMobi guided Wattpad in how to make the most out of these placements by optimizing based on performance and user behavior as well as determining the optimal frequency for which of these ad units were fed in-app. Additionally, Wattpad turned to InMobi to power Wattpad Futures, their innovative ad-generated revenue program for its writers. The suite of flexible and configurable InMobi video ads – skippable and available in both vertical and horizontal orientations – played an integral role in the program where in-story ads are seamlessly displayed every few chapters and appear every 30 minutes during a reading session.

### THE RESULTS:

InMobi's campaign optimization strategies, combined with Wattpad readers' willingness to support their favorite authors by viewing an ad, boosted video completion rates to over 98%, exceeding most advertiser objectives. Going one step further, InMobi assisted Wattpad in reaching their 2016 programmatic targets, leveraging the InMobi Exchange to serve high-performing brand campaigns that would perfectly connect young readers with the lifestyle brands they love.

**+125M**  
Global Daily Ad  
Request

**+98%**  
Video  
Completion Rate



Video Ad Placement

**"InMobi offers a diverse and high-performing in-app product portfolio with video, display and native ads which blends seamlessly with Wattpad's app layout.** Wattpad users enjoy a great non-disruptive advertising experience while we are able to consistently exceed our increasingly demanding global revenue targets."

- *Chris Stefanyk, Head of Brand Solutions at Wattpad*



Fortafy Games Selects InMobi as Preferred Monetization Partner to Lead Revenue for the #1 Hit App of the Year, Color Switch

### THE CHALLENGE:

With more than 100 million downloads worldwide, Color Switch consistently tops the app store ranks as the free game category leader across iOS and Android. Like many gaming publishers, Fortafy Games relies on in-app ads to monetize their growing user base.

### THE INMOBI SOLUTION:

Fortafy Games turned to InMobi's monetization solution for gaming publishers. Given the global and overnight popularity of Color Switch, it was also critical that Fortafy Games find a monetization solution that could easily scale with consistent global fill rates to capitalize on the great adoption and user loyalty to the title.

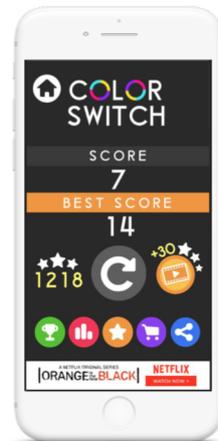
### THE RESULTS:

After over two years of working closely together, Fortafy Games enjoys sustained global revenue generation thanks to continuous personalized optimization. In particular, InMobi provides global demand from over 150 countries for the first ad for five different ad formats, a mix of display and video, across the two ad placements available.

**1.8X**  
Higher  
CPM

**35%**  
Ad  
Revenue

**#1**  
Ad  
Network



Banner Ad

"The key to success for Color Switch lies in its flagship simplicity with unique colors, music and gameplay where users must defy gravity, and results in a refreshing and unexpected gaming experience. **That is why our main focus is to monetize our vast user base without compromising the user experience.** With a flawless combination of display ads - banners and interstitials, skippable videos and high-performing rewarded video ads - InMobi provides us with a tailored mix of ad formats to reach our users in the friendliest way across the different placements of the game including main screen and end of game. We seamlessly added InMobi ads in Color Switch from the onset and installs are consistently high while we enjoy great user retention rates. As a matter of fact, **user reviews are consistently above 4.5 stars.**"