InMOBI
PUBLISHER SOLUTIONS

The Programmatic Monetization Platform for Publishers

Whether you are looking to maximize app revenue with an ad mediation platform or directly through in-app advertising, InMobi has the best solution for you.
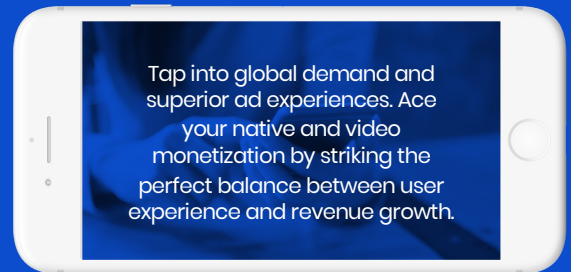
IN-APP ADVERTISING
The World's Most Comprehensive Monetization Platform

Higher Revenue: Natively implemented video ads optimized for viewability and experience increase the value of your properties.

Global Demand: A diverse pool of global premium advertiser demand.

Superior User Experience: Comprehensive suite of ad formats including video, customizable native ad units and interstitials.

Yield Maximization: Dynamic pricing and campaign optimization efforts to ensure the highest value for your properties.

Tap into global demand and superior ad experiences. Ace your native and video monetization by striking the perfect balance between user experience and revenue growth.

MEDIATION PLATFORM
Higher Revenue and Greater Transparency

Maximize your ad revenue with a true unified auction that brings the best of dynamic header bidding to mobile apps.

Reduced Latency: 2x lower latency with a simultaneous auction on dynamic bids from buyers.

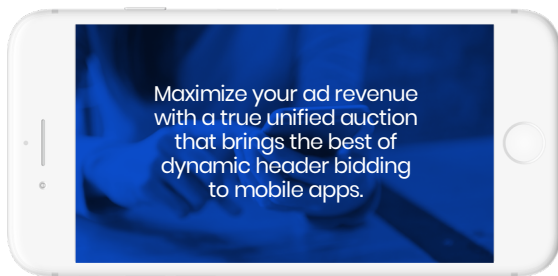**Transparent:** Complete control with transparency into behind-the-scenes auction mechanics.

Global Demand: Default access to global demand from InMobi Exchange.

Formats with Controls: Monetize with formats you like and controls you want.

SDK Bundler: Our technology consolidates all the necessary SDKs, so all you need is one download.

Dynamic Documentation: Personalized documentation gets your drag and drop integration up and running fast.

Dedicated Support: Dedicated teams of account managers and integration specialists, InMobi provides 24/7 support from real people.

inmobi.com | @InMobi | fb.com/inmobi

MAXIMIZE REVENUE WITH A UNIFIED AUCTION ON THE INMOBI MEDIATION PLATFORM

"In an effort to cut down on individual SDKs, we tried InMobi's mediation platform. We have had great success in driving eCPMs higher 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 were quick to respond and offer a lot of insightful ideas on how to get the most from their mediation layer."

WeatherBug®

Ed Arrandale - Director of Programmatic & Monetization at WeatherBug

Unified auction to maximize revenue from all demand sources

Dynamic bidding

2x

2x reduced latency

SDK bundler

Autopilot Auto-optimization

Support for 30+ ad networks

Unparalleled control and transparency

AD NETWORKS SUPPORTED BY INMOBI MEDIATION

ADCOLONY	Chartboost	matomy	my TARGET	RhythmOne	Tapjoy	VERVE
AdMob by Google	CONVERSANT	mobfox.	1 by Aol.	rubicon PROJECT	TREMOR VIDEO	Vungle
APPLOVIN	facebook.	mobilefuse	OpenX	smaato	TubeMogul	YAHOO!
appnext	mopub	PubMatic	tapit!	unity		

FOUR WAYS PUBLISHERS MONETIZE WITH INMOBI

Industry-Leading Monetization

2x lower latency with a simultaneous auction on dynamic bids from buyers.

Dynamic Bidding

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

Light Mediation

Bring your own third-party demand alongside InMobi in the same server-side auction.

Full Stack Mediation with Unified Auction

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

> "Working with InMobi for almost two years now has been fantastic for our business and we are exploring ways to expand this relationship even further. InMobi Video Ads helped us achieve this by increasing our mobile video completion rates to over 98% while still delivering the best user experience to our global audience."
>
> **wattpad**   *Chris Stefanyk - Head of Brand Partnerships at Wattpad*

SUPPORTED MEDIATION AND DEVELOPER PLATFORMS

VENISO   ironSource   heyZap   Fyber   COCOS2D

APPODEAL   AdMob by Google   AdMarvel   mopub   unity

THE WORLD'S LARGEST PUBLISHERS MONETIZE WITH INMOBI

CBS Interactive	zynga	TMZ	MINICLIP	DEEZER
Mail Online	SEGA	EA	EUROSPORT	glu
GRAM GAMES	imgur	GAMELOFT	LaLiga	DRAFT KINGS
ASKfm	Merriam Webster	MUSI	musixmatch	pinger
photobucket	FLIPBOARD	SHAREit	SKY MEDIA	Slacker RADIO
Spinrilla	timehop	BANDAI NAMCO	TUNE IN	UNDER ARMOUR CONNECTED FITNESS
wallapop	wattpad	WeatherBug	Vinted	ArcSoft

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.

GDPR COMPLIANT

SDK 800+ ANDROID + iOS

iOS 12, ANDROID P COMPLIANT

1080P FULL HD

True HD buffer-free video viewing experience

Instant interactive VAST 4.0 compliant video ads

Tailored video suite for our app environment

SDK-integrated MOAT and OMSDK viewability

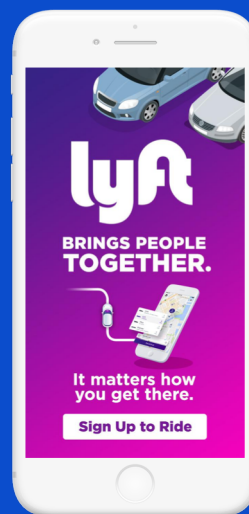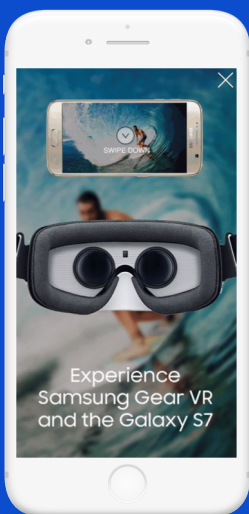Crash analytics with proactive logging

Safeguards user experience with robust ad quality checks

Lightweight SDK

PREMIUM MOBILE AD FORMATS

Vertical Video, Playables, Rewarded, In-Feed Video, Out-Stream Video, Interstitial, Banners and more!

Experience Samsung Gear VR and the Galaxy S7

ANSWERS FROM BEYOND
SHAKE DEVICE
GO BEYOND THE BUN

lyft
BRINGS PEOPLE TOGETHER.
It matters how you get there.
Sign Up to Ride

HYUNDAI NEW THINKING. NEW POSSIBILITIES.
THE HYUNDAI PASSION SPECIAL MODELS
Real Deals for real fans
Book a test drive

To learn more about InMobi Publisher Solutions, please write us at **developer@inmobi.com**