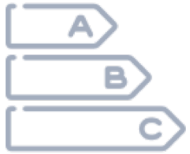
INMOBI

Pulse

WORLD'S LARGEST MOBILE RESEARCH PLATFORM

INMOBI Pulse

DO MARKET RESEARCH EVERYDAY



SCALE

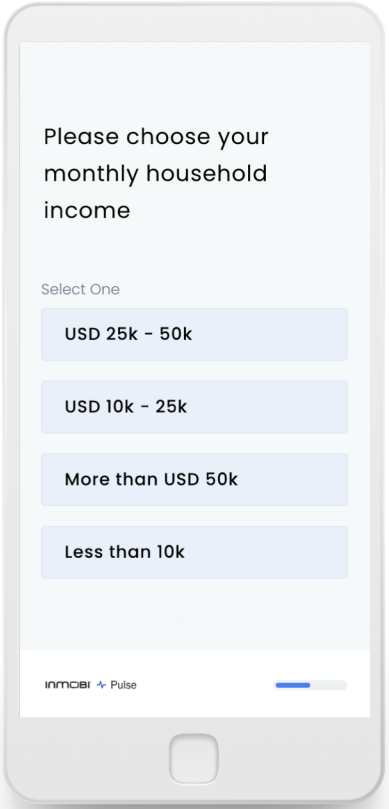
Run mobile surveys on our massive panel of 1.6 billion mobile users cost-effectively

ACCURACY

Deep context of the mobile user and machine learning validation algorithms provide verified responses

SPEED

Easy access to target audiences helps in getting responses within hours



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FEATURES

Accurate User Personas

Multiple user signals like gender, app usage, location, device type, income aggregate into precise behavioral personas that are easy to target at scale

Polygon Targeting

Accurate and granular polygon locations enable targeting consumers based on their offline movement and behaviour

Always-On

Study user behavior through their native device constantly for trends & variations in opinions regarding a brand

Multiple Survey Formats

Use a range of creative formats like video, images, carousels to do research on digital or offline creatives

Machine Learning Algorithms

ML verified results ensure multipoint corroboration

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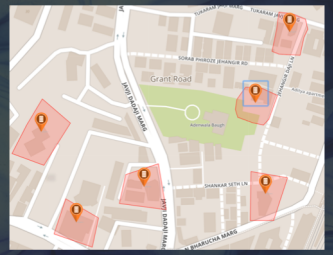
TARGETING ACCURACY

Locational targeting



Locationally target surveys using country, state, zip code, polygons and Point of Interest

Detailed Personas

Car Owner

Soccer Mom

Working Professional

Leveraging InMobi's mobile audience data & acumen, target precise Personas defined using demographic, locational, behavioral and device data

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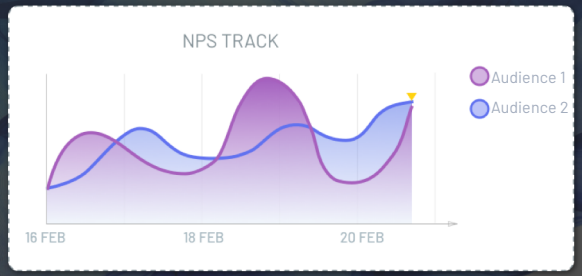
ALWAYS-ON STUDIES

Study trends and variations in your customers' opinions and perception through constant monitoring



Track KPIs constantly across segment cuts and audience clusters

NPS Studies

Net Promoter Score tracks your customer's willingness to recommend you further

CSat Studies

Customer Satisfaction tracks the customer feedback and satisfaction with your offering

Brand Track

Brand track measuring the awareness and perception of your brand constantly

Track your key brand metrics round the clock through Always-On Studies

INMOBI Pulse | SURVEY FORMATS

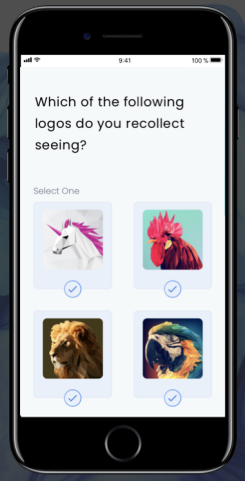
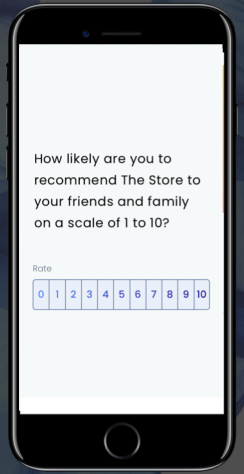
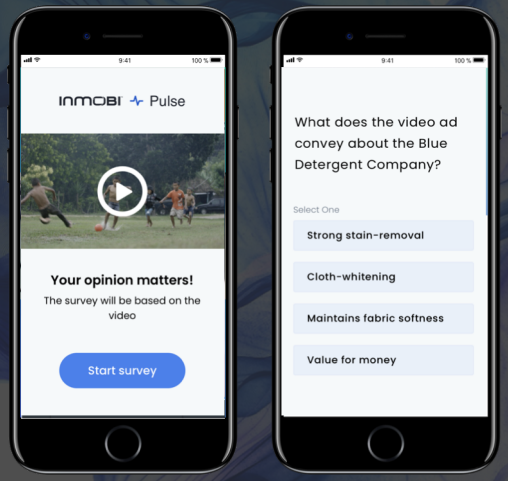


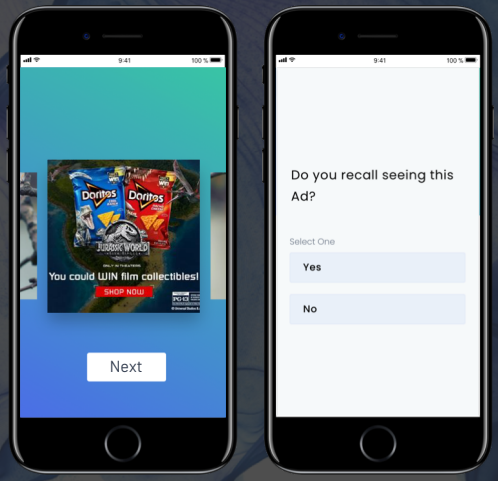
Image Selection



Slider Response



Image/ Video
Followed by Survey



Carousel Images
Followed by Survey

High-Impact Surveys That Balance Form and Function

INMOBI Pulse | RESPONSE QUALITY

Demographic Patterns

Anomaly detection in demographics through unsupervised learning techniques using signals such as handset models, os-version, network etc.

Multi-Point Corroboration

Continuous refinement of detection methods through corroboration through various sources like InMobi's 1st party data, partner data and independent verification sources

Dwell Time

Ability to filter out bad quality responses by matching survey dwell time with the complexity of question and responses

Response Patterns

Quality detection by identifying anomalous response patterns, which are then mapped to distribution for a given demographic segment in a given context

Machine Learning based real-time validation

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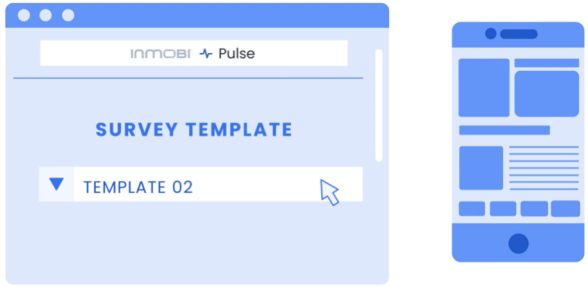
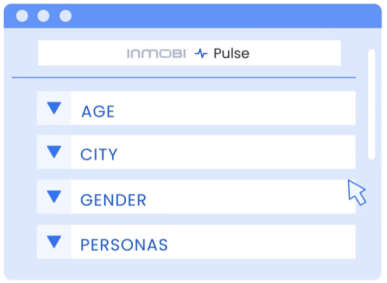
JUST FOLLOW 3 SIMPLE STEPS



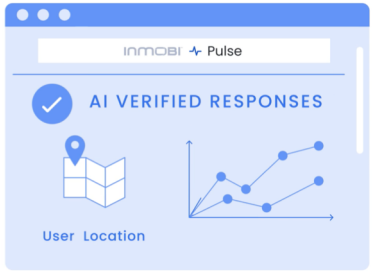
1. AUTHOR

Build beautiful surveys using the intuitive survey builder or just choose from existing templates



2. TARGET

Choose from a variety of survey targeting options such as age, persona or even a location polygons



3. PUBLISH

Simply pay & publish!
Receive AI-verified responses, graphs, crosstabs on your dashboard

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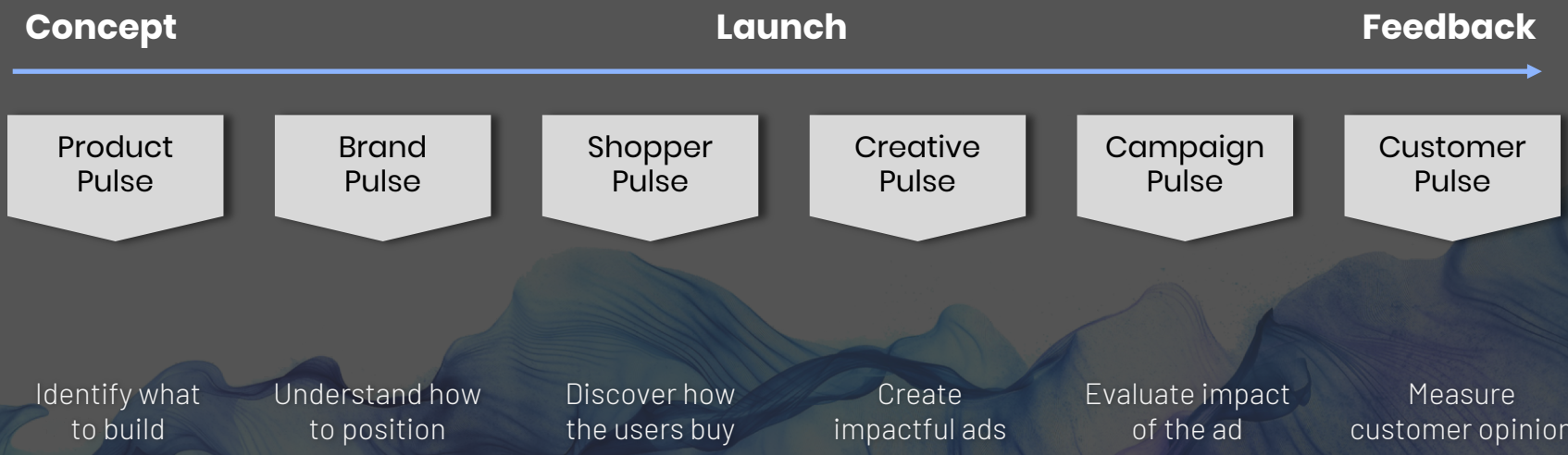
FULL SPECTRUM RESEARCH



Our Customers

Myntra

Lenovo

Hindustan Unilever Limited

RICE

SAMSUNG

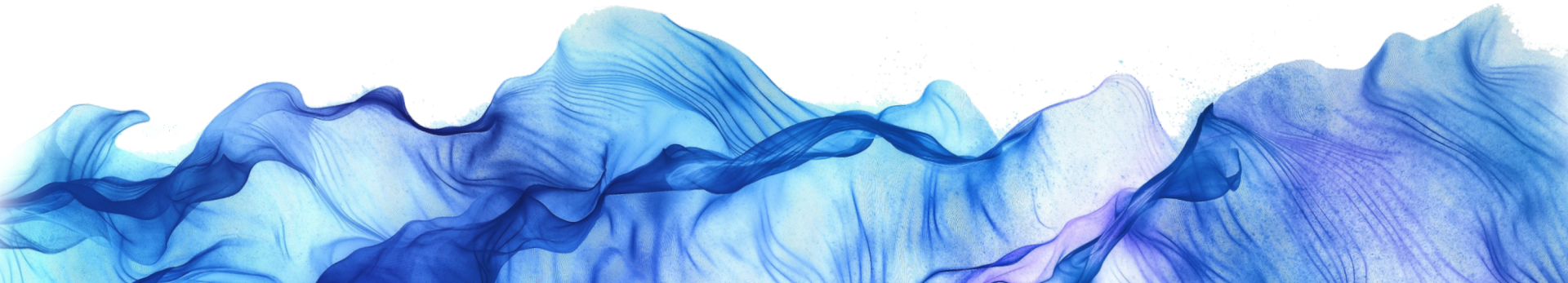
SWIGGY

L'ORÉAL PARIS

CHAI POINT

eset

BIRA 91

stackedskincare BY KERRY BENJAMIN

Nightingales THE HOME HEALTH SPECIALIST | A Mahindra Collaboration