



# Launching world's largest independent Mobile Advertising platform – in a box

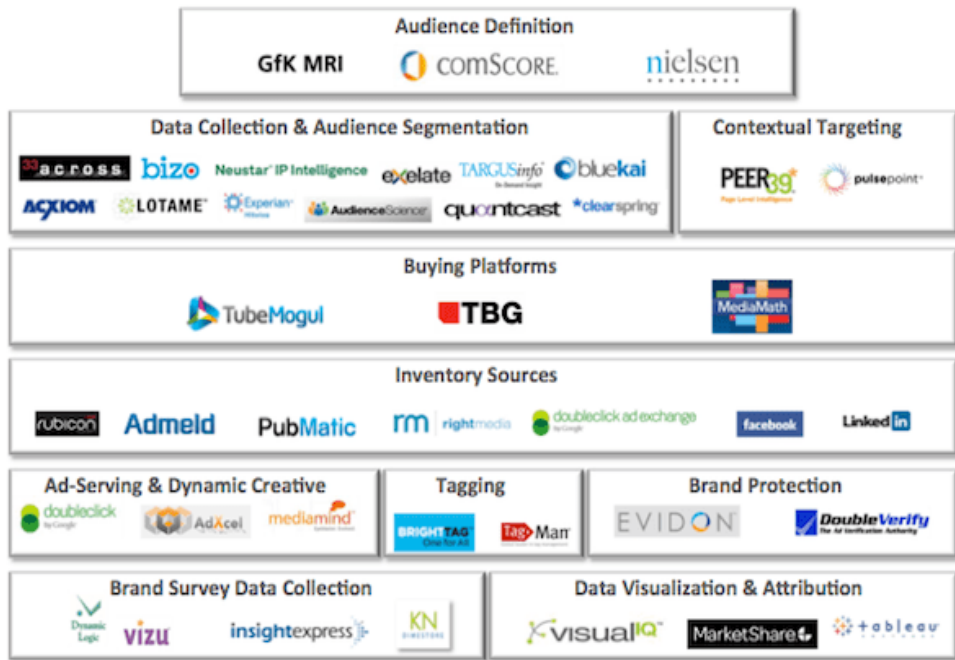
(1.4 Bn users | 90 countries | e2e built on Azure)

# A massively simplified M(Ad)Tech suite (natively built on azure)

INMOBI™

uniquely taken to market by Microsoft

## CMO stack (current fragmented view)



- × 20+ vendors
- × Cost is 'sum' of parts (cannot bulk discount)
- × Built on different underlying clouds
- × Very difficult to collaborate/combine data, infra or operations

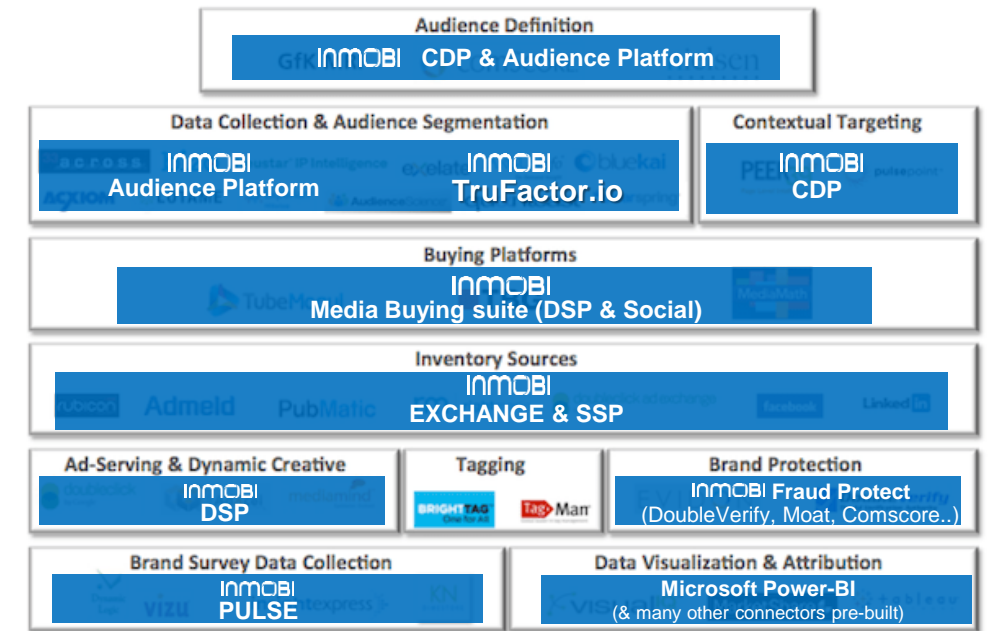
massive  
simplification

CMO's massive  
cost \$ advantages

avanade  
Results Realized

## InMobi's Ad-Cloud in-a-box

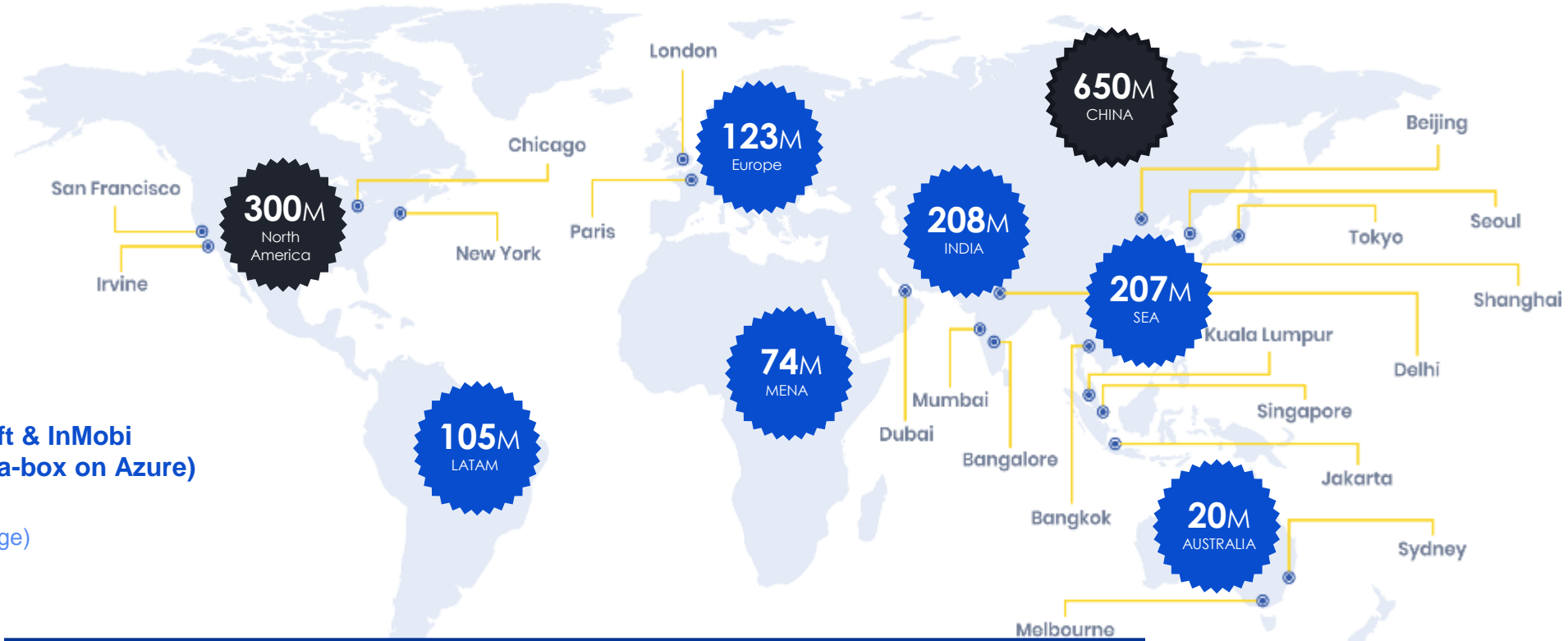
(e2e pre-built on azure)



- ✓ One vendor (simple deployment & less risky)
- ✓ Massive cost advantages (e2e volume discounts)
- ✓ Built on single cloud (AZURE)
- ✓ Combine & collaborate your data, infra or operations



# InMobi has become one of world's largest 'converged' PhyGital AdTech platform (live with 1.4Bn active unique users)



Jointly developed by Microsoft & InMobi  
(world's only E2E AdTech suite in-a-box on Azure)

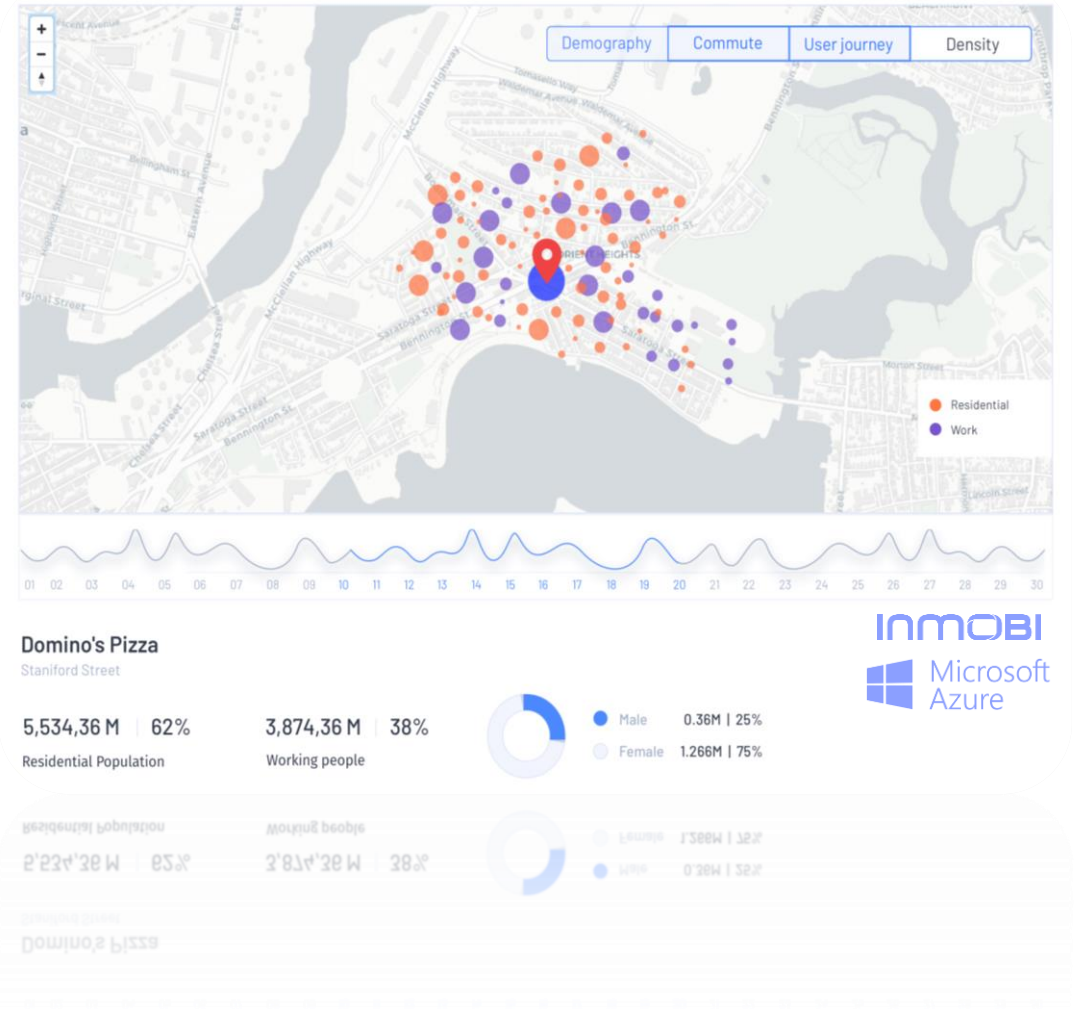
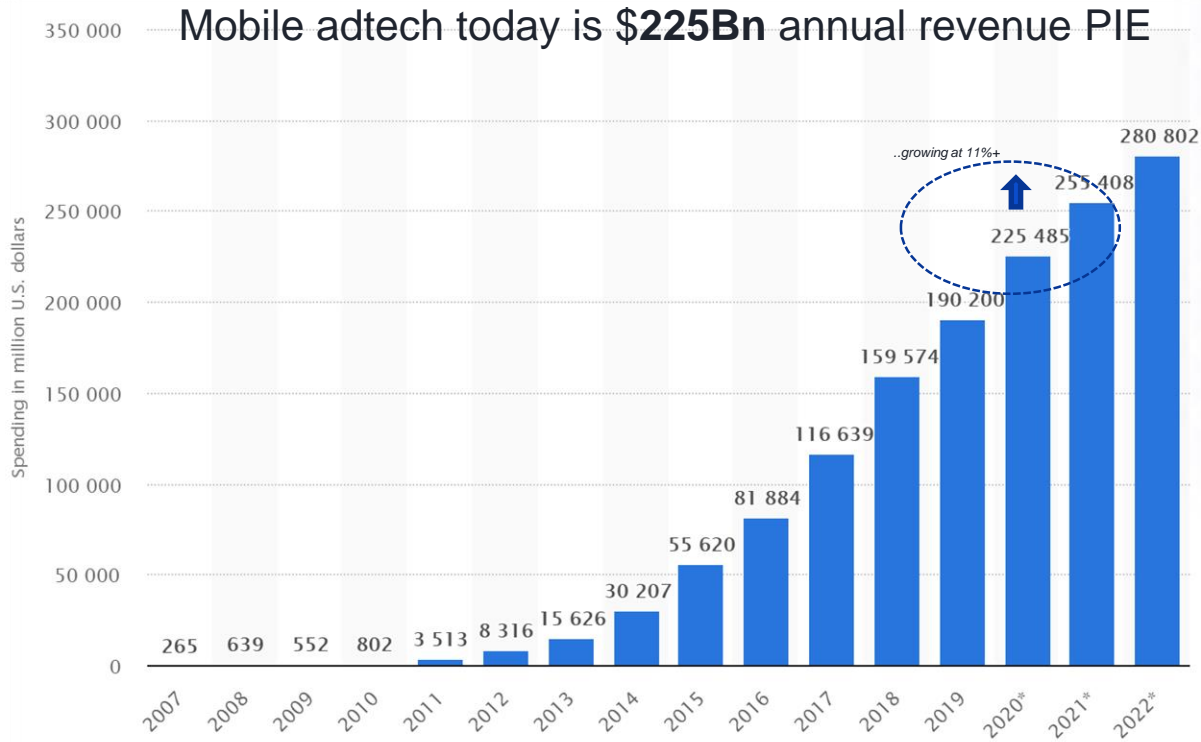
(CDP+DSP+SSP+Exchange)

Powered by Microsoft Azure

Over 200+ global premium brands – trust us and run on our core technologies



# In short – what are we looking at ?

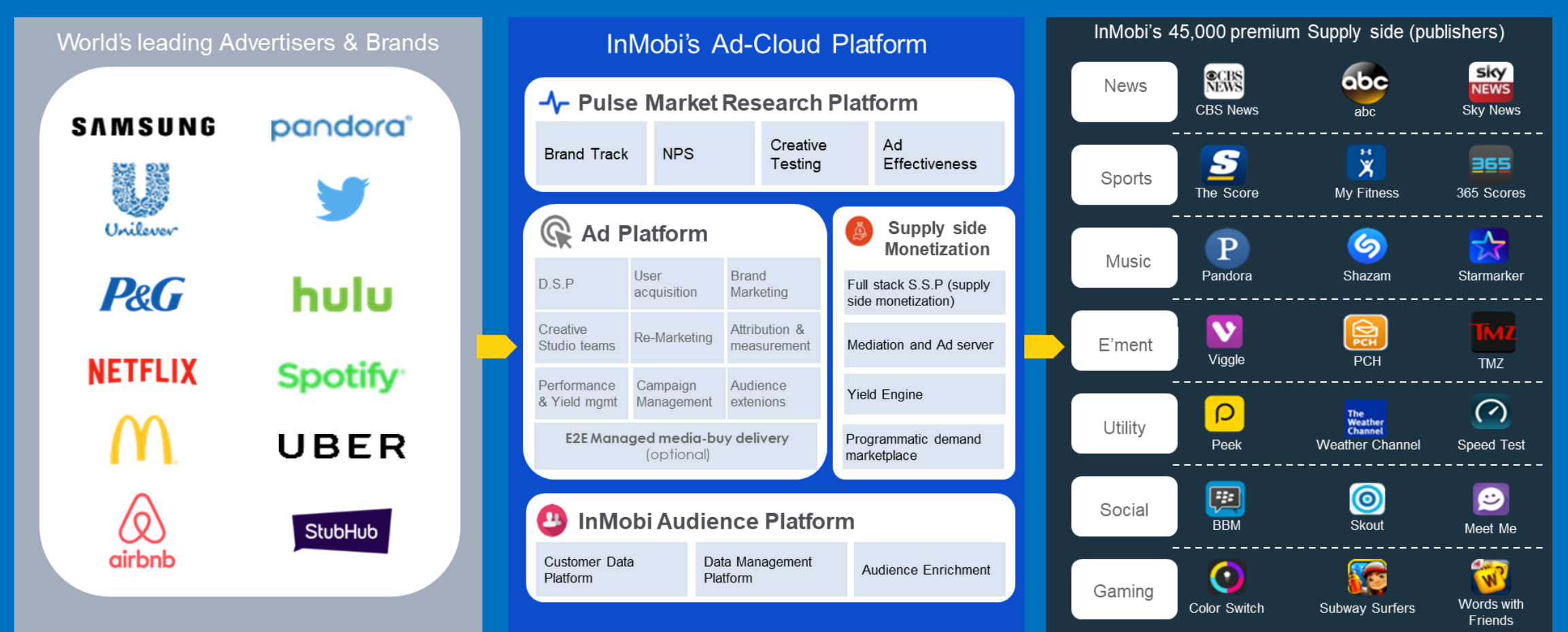


# Its not just a stack, its 3 upfront advantages from from day-1

**1**  
25,000 leading advertiser (brands) already connected & spending on InMobi

**2**  
Access to 1.4Bn users LIVE already globally (Engage, Acquire, Target)

**3**  
45,000 large publishers pre-integrated via 1st party InMobi SDK





# Why InMobi is in direct roadmap of Digital-CMOs ?

**Because MOBILE is the only key to the kingdom  
(IOT, 5G, OTT, Connected-Consumer)**



**2009 - 2014 : Desktop led platforms**

(Massive control by  
Google & legacy walled-gardens)



**2015 - 2019 : Mobile overtakes  
desktop & TV**

(Mobile-first businesses | ~\$400 billion on mobile)

(InMobi becomes world's largest independent  
Mobile-first advertising platform built e2e on azure)



**2020 - 2025 : Mobile is the  
common control point**

(5G | IOT | OTT | Connected-Consumer | AR)



# POWERING WORLD'S LARGEST ADVERTISERS via INMOBI'S EXCHANGE

Over 21,000 Advertisers Globally



WORLD'S #1 PHYGITAL PERFORMANCE end2end platform



# OUR UNIQUE TELCO & MOBILE DATA

We enhance PhyGital customer targeting for Retail & B2C *like never before*

Ingesting 100TB data (80Bn user signals)

- Physical dwell-times, POI & routes in real-time
- Competitor digital usage (say -Walmart, Costco, Amazon, Krogers ..)
- Key Place visits (grocery stores, malls, retail stores, airports, food..)
- Web browsing & search history
- Cultural, Language, Ethnic traits
- Behavior and App-o-graphic profile
- **Demographic, ethnicity, income, location**

**38 Billion**  
Location signals per day

**47 Billion**  
Behavioral signals per day



**PHYSICAL**

**DIGITAL**

80%+ of all purchases still happen offline

An average user spends 4-5 hrs on mobile daily

Consumer experiences becoming more integrated across offline and online

Global smartphone user base of 3-3.5 Bn by 2020

**TRUFACTOR**



# A combination of our First Party Signals and Rich Location allow us to develop a deep understanding of the user's real world intent

1.4Bn Mobile users sending billions of intent signals

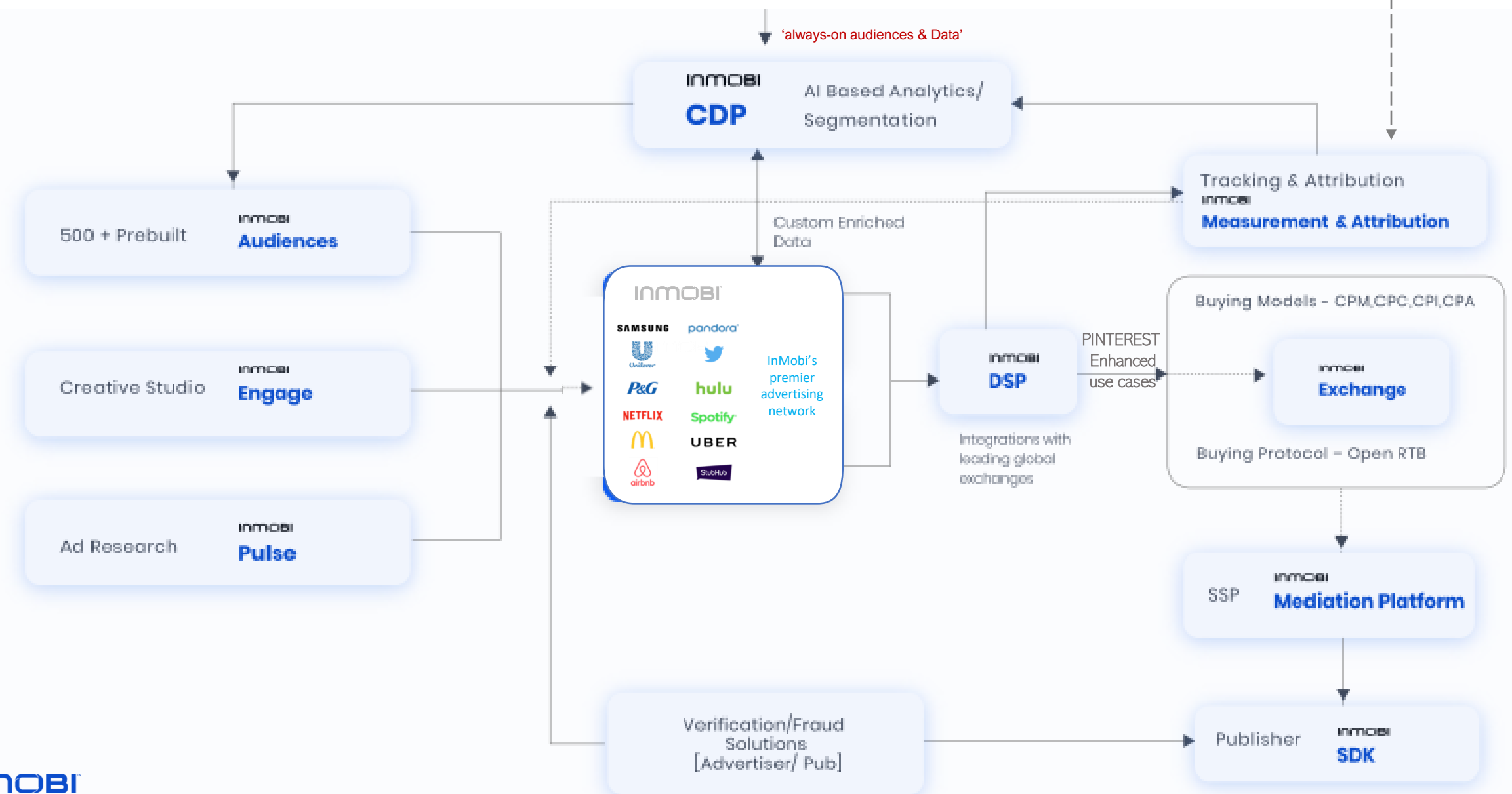
Overlapping signals to derive intent based audiences (Telco verified)

Pre-built millions of polygons in USA over retail, b2c & even residential POIs



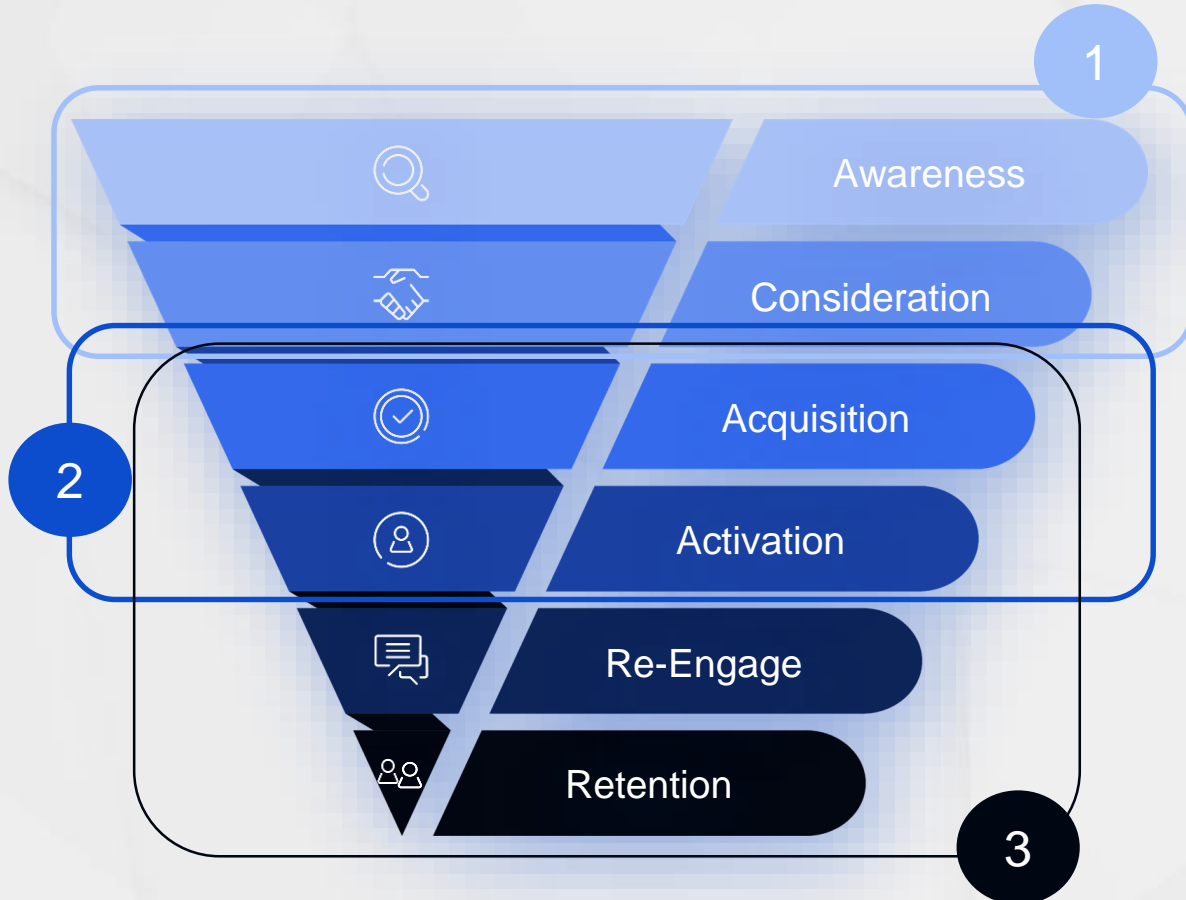
**INMOBI™**  
 1.4 Bn mobile users on InMobi network  
 +  
 Unique Telco 1<sup>st</sup> party data in USA

InMobi also has millions of pre-cached physical mapped polygons of retail, B2C & other POIs in USA for targeting & footfall tracking





# A UNIQUE FULL-FUNNEL 'TECH' to enhance MOBILE-FIRST TARGETING of your existing stack



**1 Audience Measurement:**

**1 Viewability:**

**1 Brand Uplift:**

**2 Web Based Conversion Tracking:**

**2 Footfall Measurement:**

**2 Cross Device Targeting & Measurement:**

**3 App Download & Engagement Measurement:**

**3 Sales Uplift:**

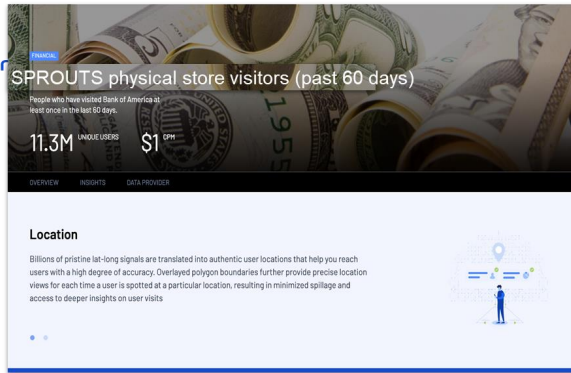


# We combine our Physical+digital data to execute PhyGital (Mobile) extension like never before

Select 'exposed' audiences on InMobi Network

Extract instantaneous PhyGital characteristics & Mobile- IDs from our Geo-targeting engine

Not only allow brands to acquire exposed-users but also uniquely target competitor's users



- Demographic Data**
  - Benchmarks 2x higher on Nielsen DAR than mobile industry averages
- Location Data**
  - Majority of GPS signals are collected directly from Telco & SDKs (not exchanges) to 6-digit lat/long precision
  - Verified against cell tower data
  - Overlaying **polygon boundaries** provide precise location views
- App Usage Data**
  - user behavior data

WholeFoods (advertiser)



Persona of WholeFood's high-value user

INMOBI

Geo location / polygons

Physical location data

Competitor-loyalty data

Demographic data

Behavioristic (app-o-graphic) data

Brand's own CRM data

Machine learning algos running over 30+ attributes

... Acquire competitor users



The model is applied on all InMobi users to find similar high-value users

'exposed' to your ad

\*only indicative use of brand names



# InMobi CDP overlays 80Bn+ data signals to create an enriched AUDIENCE TARGETING like never before

**SPROUTS physical store visitors (past 60 days)**  
 People who have visited Bank of America at least once in the last 60 days.

11.3M UNIQUE USERS | \$1 CPM

OVERVIEW | INSIGHTS | DATA PROVIDER

### Location

Billions of pristine lat-long signals are translated into authentic user locations that help you reach users with a high degree of accuracy. Overlaid polygon boundaries further provide precise location views for each time a user is spotted at a particular location, resulting in minimized spillage and access to deeper insights on user visits



Blend SPROUTS store visitors of past 60 days with SOLAR ENTHUSIASTS

Industry | Category | Search audiences

- Fashionistas** by InMobi Audiences | 35.6M | \$3 CPM
- Quick Serve Restaurant Fans** by InMobi Audiences | 38.2M | \$2 CPM
- College Students** by InMobi Audiences | 18.3M | \$2 CPM
- Health and Fitness Enthusiasts** by InMobi Audiences | 26.4M | \$1 CPM
- Car Shoppers** by InMobi Audiences | 15.5M | \$1.5 CPM



### Demographic Data

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### Location Data

- Majority of GPS signals are collected directly from Telco & SDKs (not exchanges) to 6-digit lat/long precision
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### App Usage Data

- user behavior data

**Fashionistas**  
 35.6M TOTAL UNIQUE USERS PER MONTH | \$3 CPM

OVERVIEW | INSIGHTS | DATA PROVIDER

**AGE DISTRIBUTION**

25-29 years	43.2%
30-34 years	38.8%
35-44 years	8.2%
45 years and above	7.9%
Less than 18 years	1.9%

**GENDER DISTRIBUTION**

MALE | FEMALE

**INCOME DISTRIBUTION**

USD 100 - 150K	28%
USD 150K+	28%
USD 75 - 100K	22%
USD 40 - 75K	13%
USD 20 - 40K	7%

**OS DISTRIBUTION**

ANDROID | IOS

**TOP DEVICES**

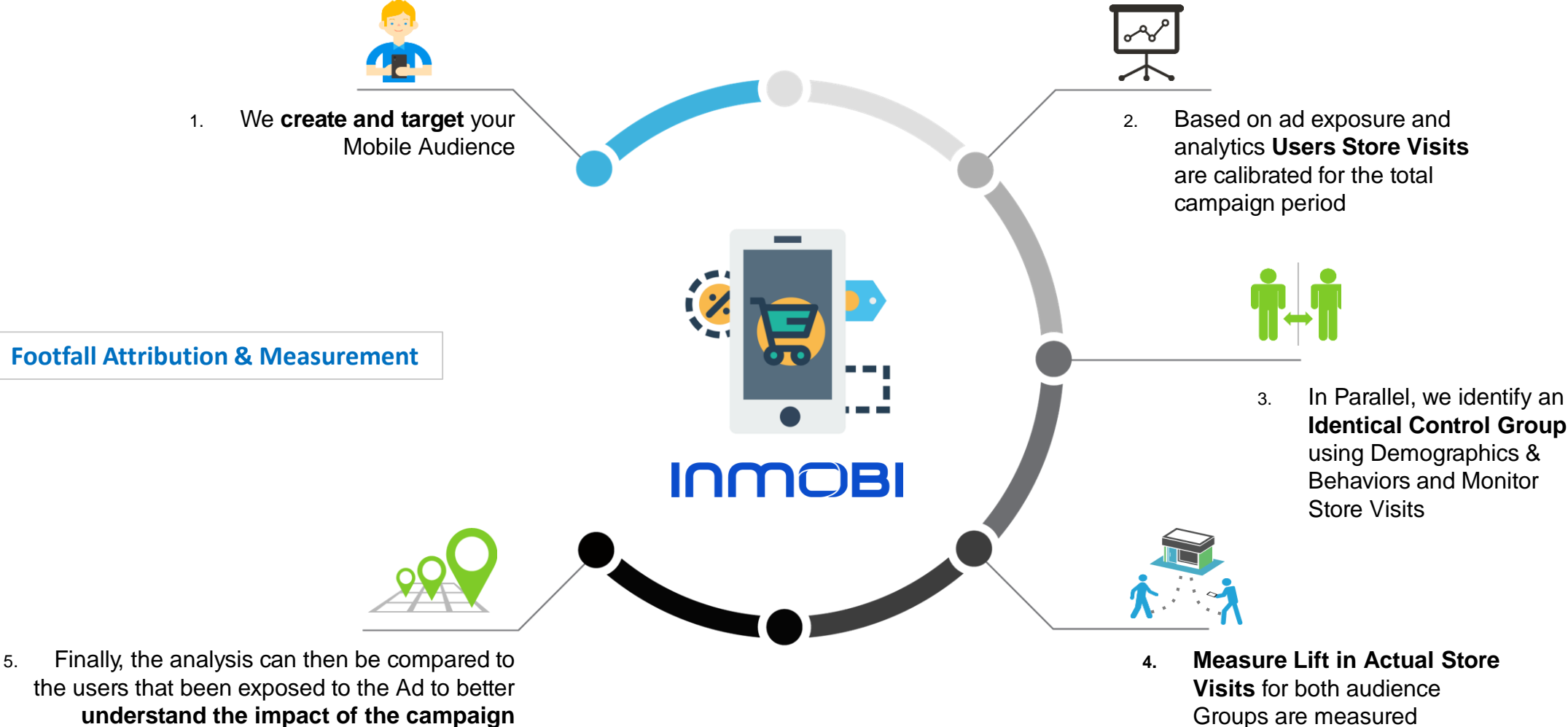
Apple iPhone 7	5.2%
Apple iPhone 7 Plus	5.2%

**TOP STATES**

CALIFORNIA	16.4%
FLORIDA	6.4%

**TOP CATEGORIES OF LOCATION VISITED BY FASHION ENTHUSIASTS**

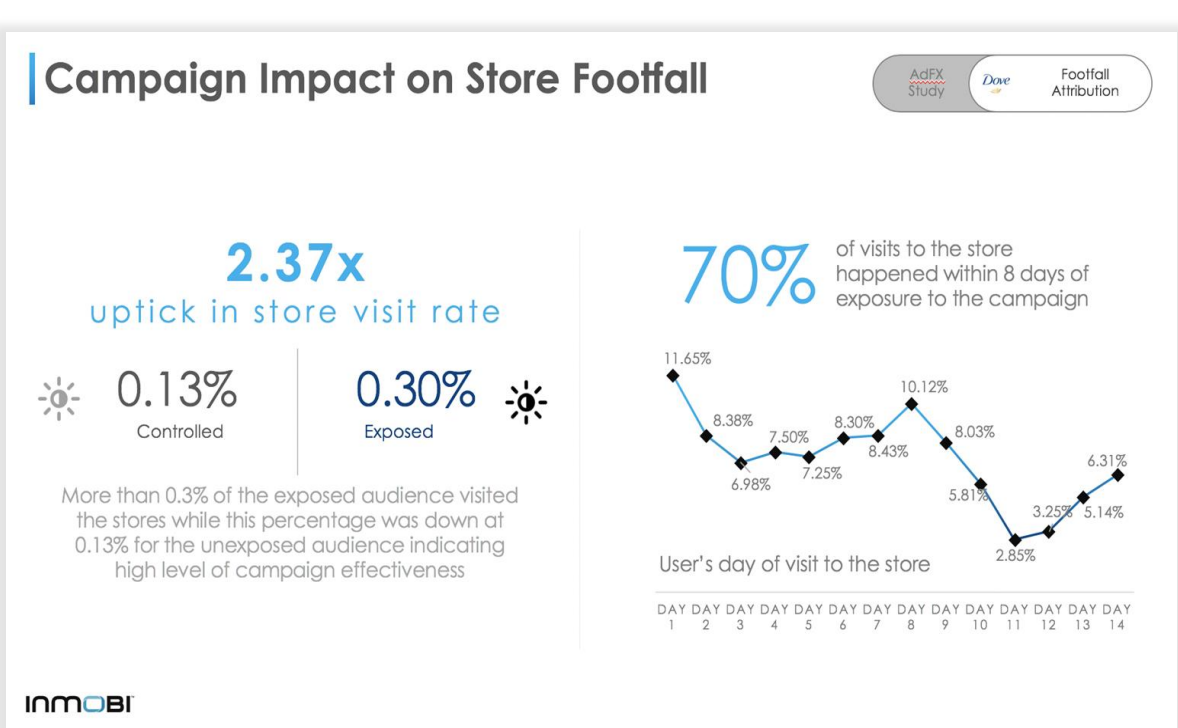
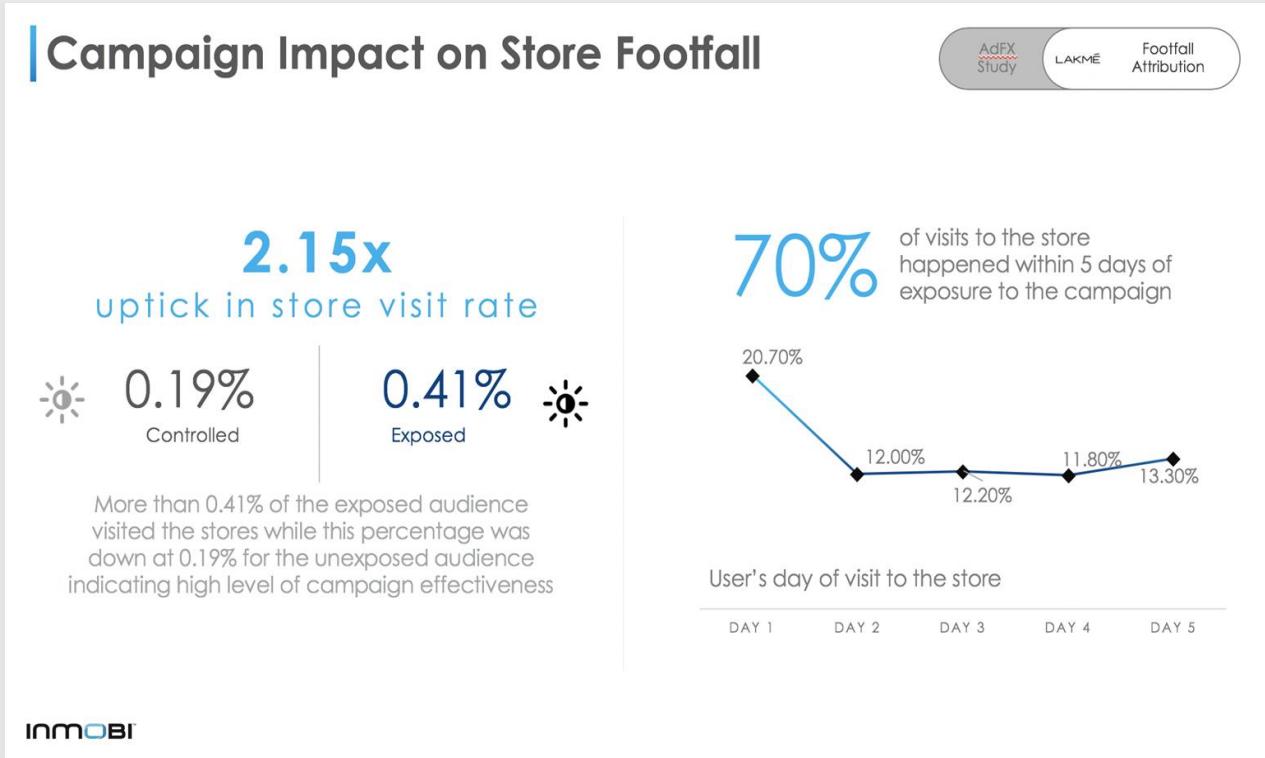
# InMobi's Footfall Measurement & Attribution suite completes the purchase loop for PINTEREST advertisers



\*Proprietary & White-labeled



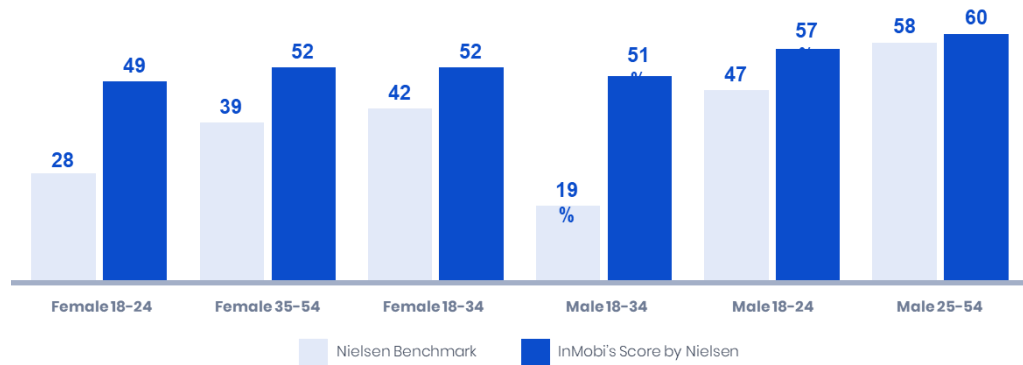
# InMobi Footfall Measurement & Attribution Reporting



InMobi footfall attribution reports call out the uptick in store visit rates among the audience exposed to the brand ad campaign as opposed to unexposed audiences among the relevant target audience

# InMobi's Viewability, Scale & Audience Verification

InMobi Consistently Outperforms Nielsen-Rated Audience Verification Scores



Target the Right Personas for Maximum Engagement

	Millennial	Male	Female	Male 18-24 yrs	Male 25-34 yrs	Male 35-54 yrs
<b>Daily In-App Display Requests</b>	1.4 B	782 M	1.1 B	447 M	69.6 M	106.7 M
<b>Daily In-App Video Requests</b>	392.8 M	222.8 M	379 M	89 M	7.7 M	16.7 M

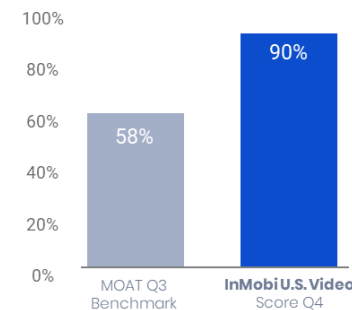
Average Daily Bid Requests Verified by MOAT & IAS

FORMATS	MOAT	IAS Integral Ad Science
<b>BANNER</b>	1.56 B	1.6 B
<b>INTERSTITIAL</b>	228 M	228 M
<b>VIDEO</b>	227 M	227 M

## MOAT

High Completion Rates for PMPs in Q4: **85%+**

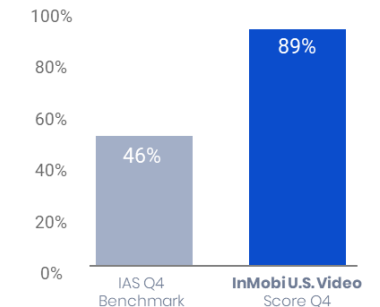
Valid and Viewable %



## IAS

Integral Ad Science

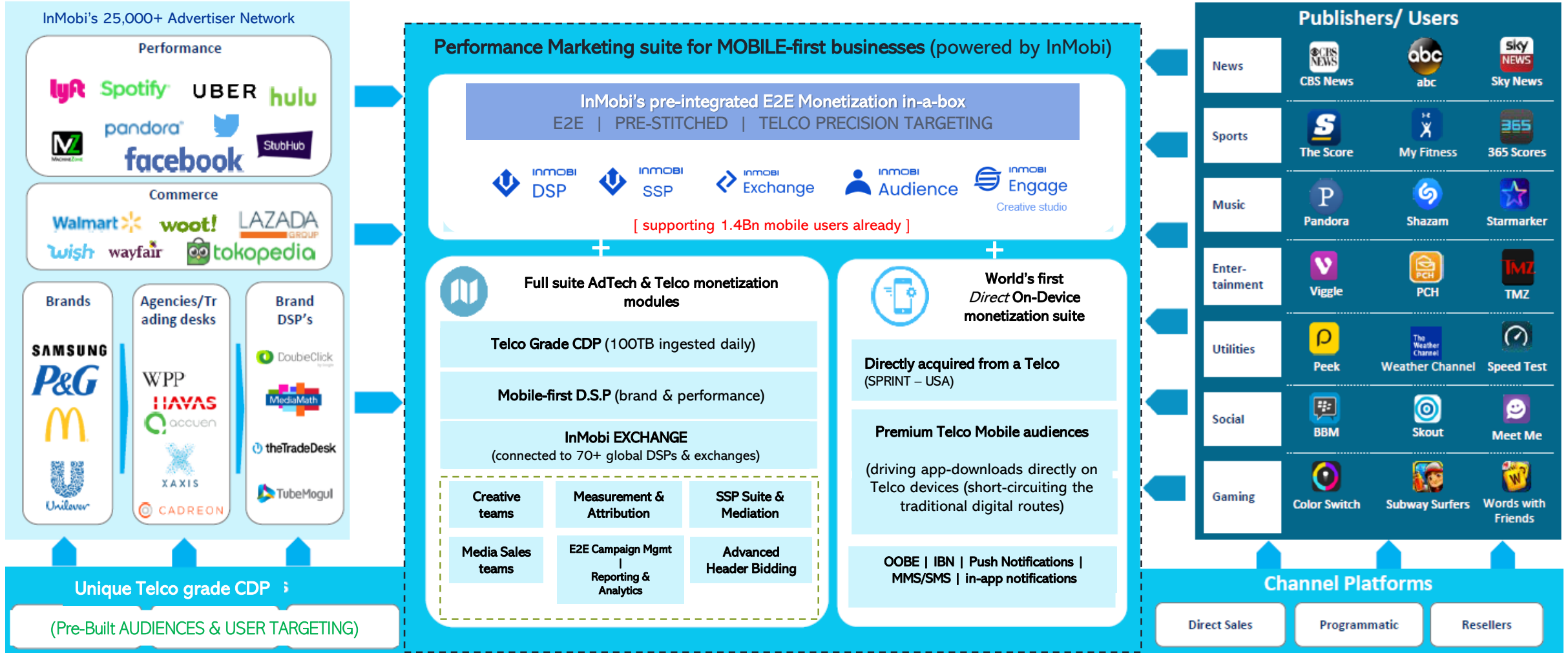
InMobi IVT Score on IAS: **<0.03%**



InMobi is the only in-app MOBILE exchange executing an MRC-accredited pre-bid solution across *100% of inventory*.

# Expand your audiences via InMobi

(get scale of 1.4Bn uniques & Telco-verified high-performance audiences)







**INMOBI**  
**Thank You!**