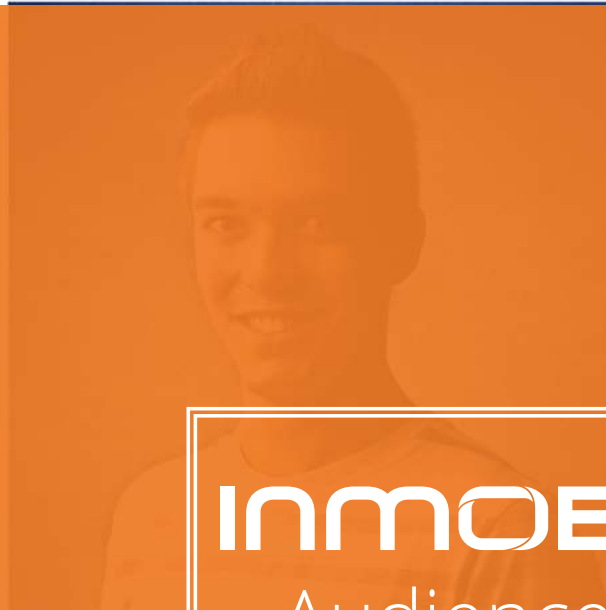




inMOBI™

Audience
Personas



INMOBI AUDIENCE PERSONAS

Moments in a consumer's life map provide brands with the opportunity to engage their target audience. But brands need to understand their audience intricately to use these opportunities.

Consumers today spend more time on mobile than any other media. Mobile is different and brands need to approach their audiences in a mobile-first world differently.

InMobi Audience Personas provide marketers with the largest set of mobile-first audiences, giving brands the insights and scale needed to make the most of relevant consumer moments.

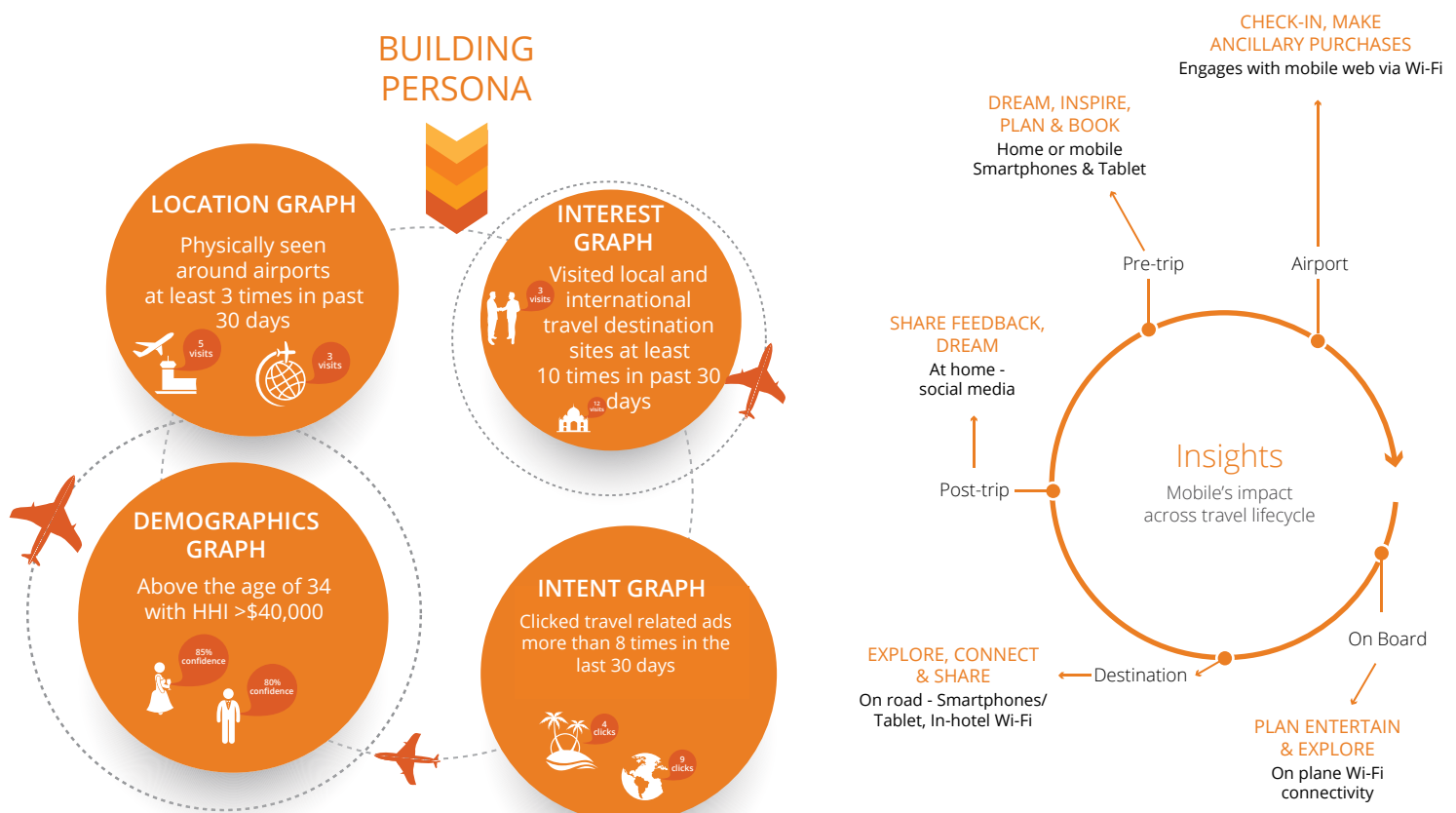
LARGEST MOBILE-FIRST AUDIENCES SET

Each of these 75+ personas is crafted using more than 120 user signals derived from first-party SDK integrations with publishers. These audiences are further enriched through second and third-party data.

InMobi Audience Personas are the realization of multiple years' investment in data and decision sciences. With more than 1 billion uniques on the InMobi network, marketers can now participate in the relevant moments of any mobile consumer that they want.

What's more, InMobi also allows you to create your own custom personas to deliver highly personalized brand messages.

InMobi Audience Persona Example: Frequent Flyer



RICH, MULTIDIMENSIONAL PERSONAS

InMobi Audience Personas are defined using multiple dimensions. This equips marketers with the deepest understanding of mobile audiences available today.

Dimensions of InMobi Audience Personas



Demographic
Device Ownership
Gender, Age,
Household Income.



Technographic
Device Ownership,
Device Usage Pattern,
Device Characteristics



Geographic
Location Proximity
Patterns



Behavioral
Interest - Content
Consumption
Intent - Mobile Ad
Interaction

REAL RESULTS

75+ InMobi audience
personas across 15 industry verticals

Reach across

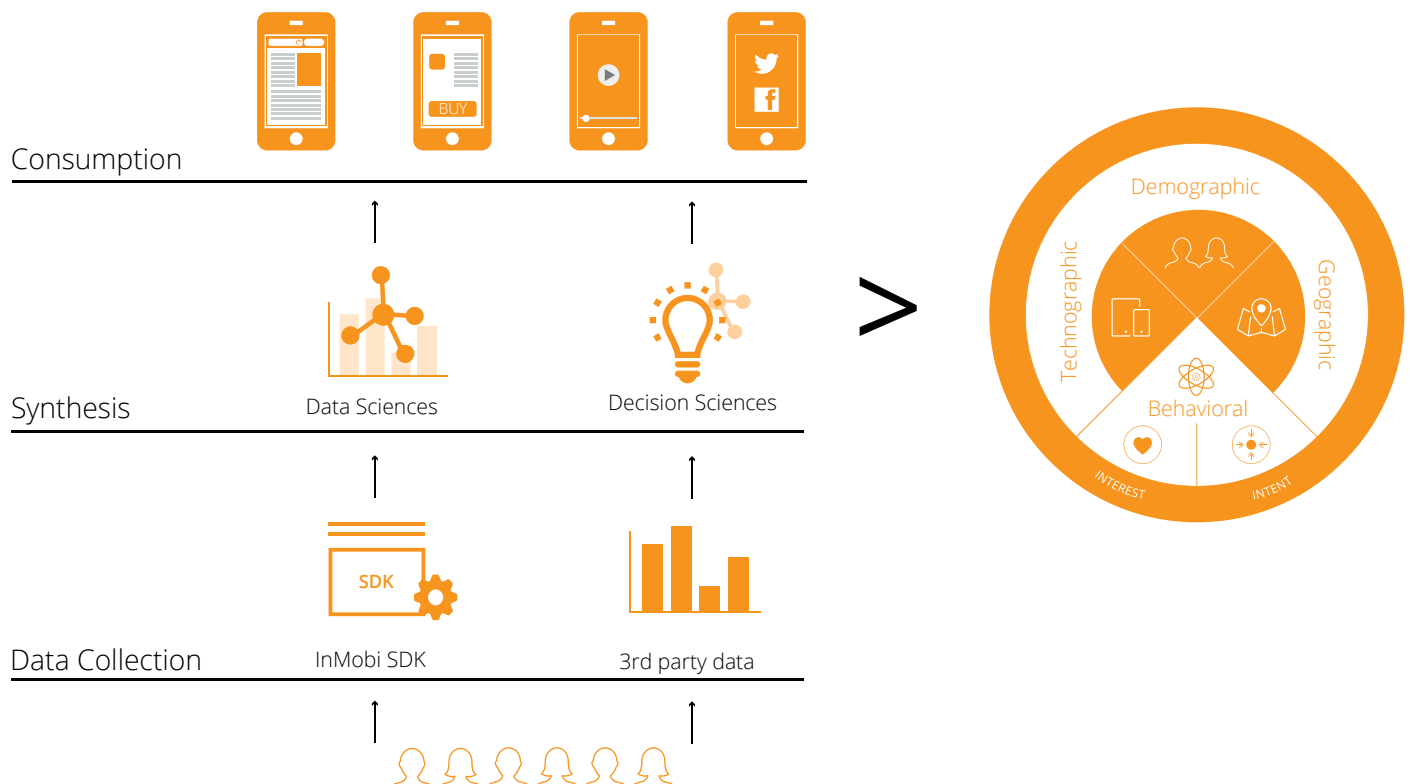
1 billion uniques globally

3x click-through-rates (CTRs)
delivered on campaigns using InMobi
Audience Personas

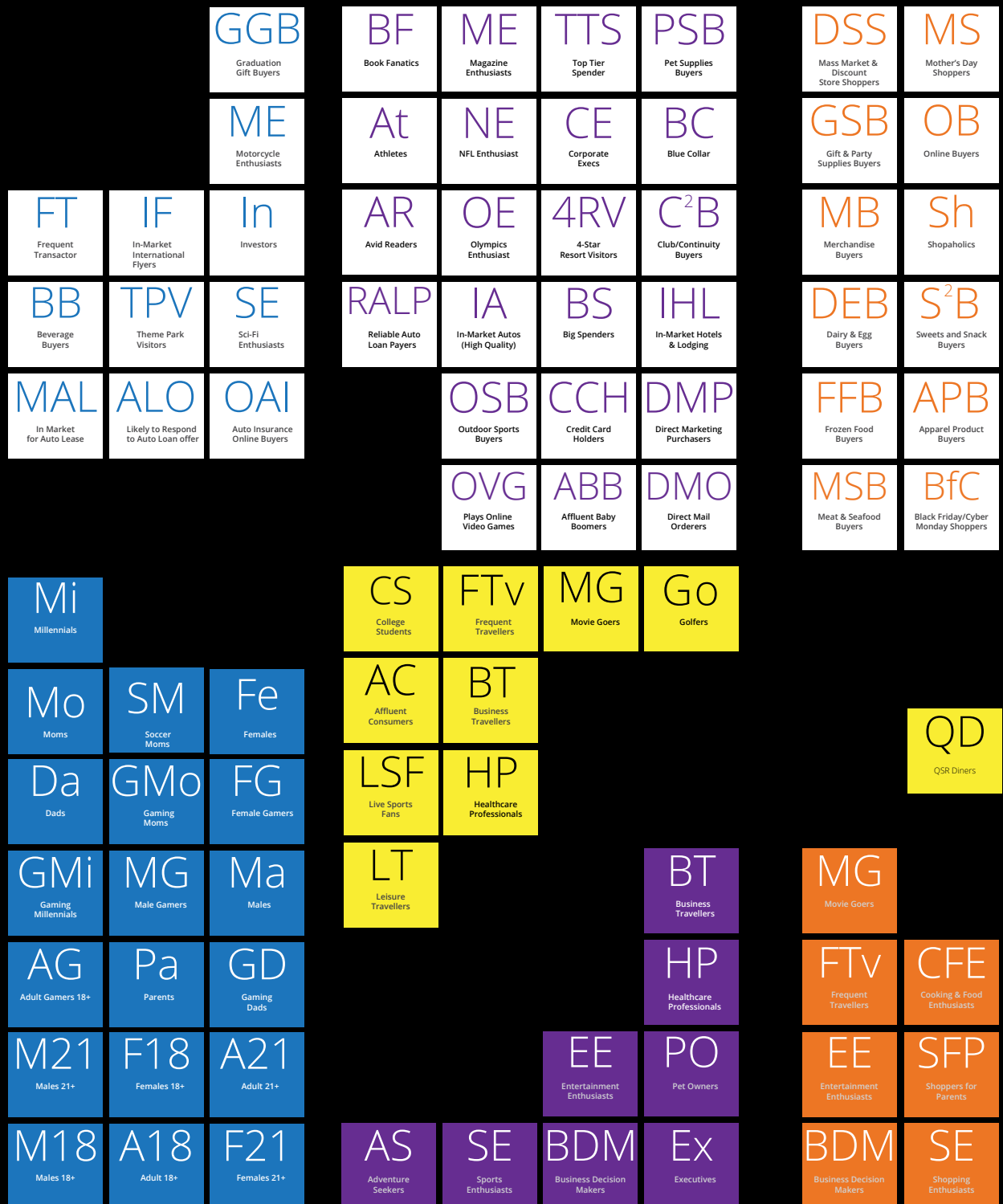
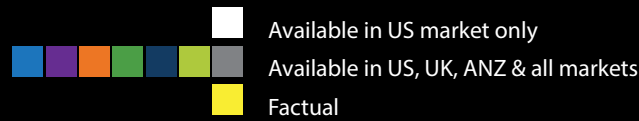
WINNING WITH MOMENT MARKETING

InMobi Audience Personas enable marketers to deliver valuable experiences for their consumers by leveraging the multiple, powerful targeting capabilities available on the InMobi network. Marketers need to win key moments in the mobile consumer life cycle. **InMobi Audience Personas** help you get started.

Data Gathering and Synthesis for Audience Personas



InMobi Audience Personas

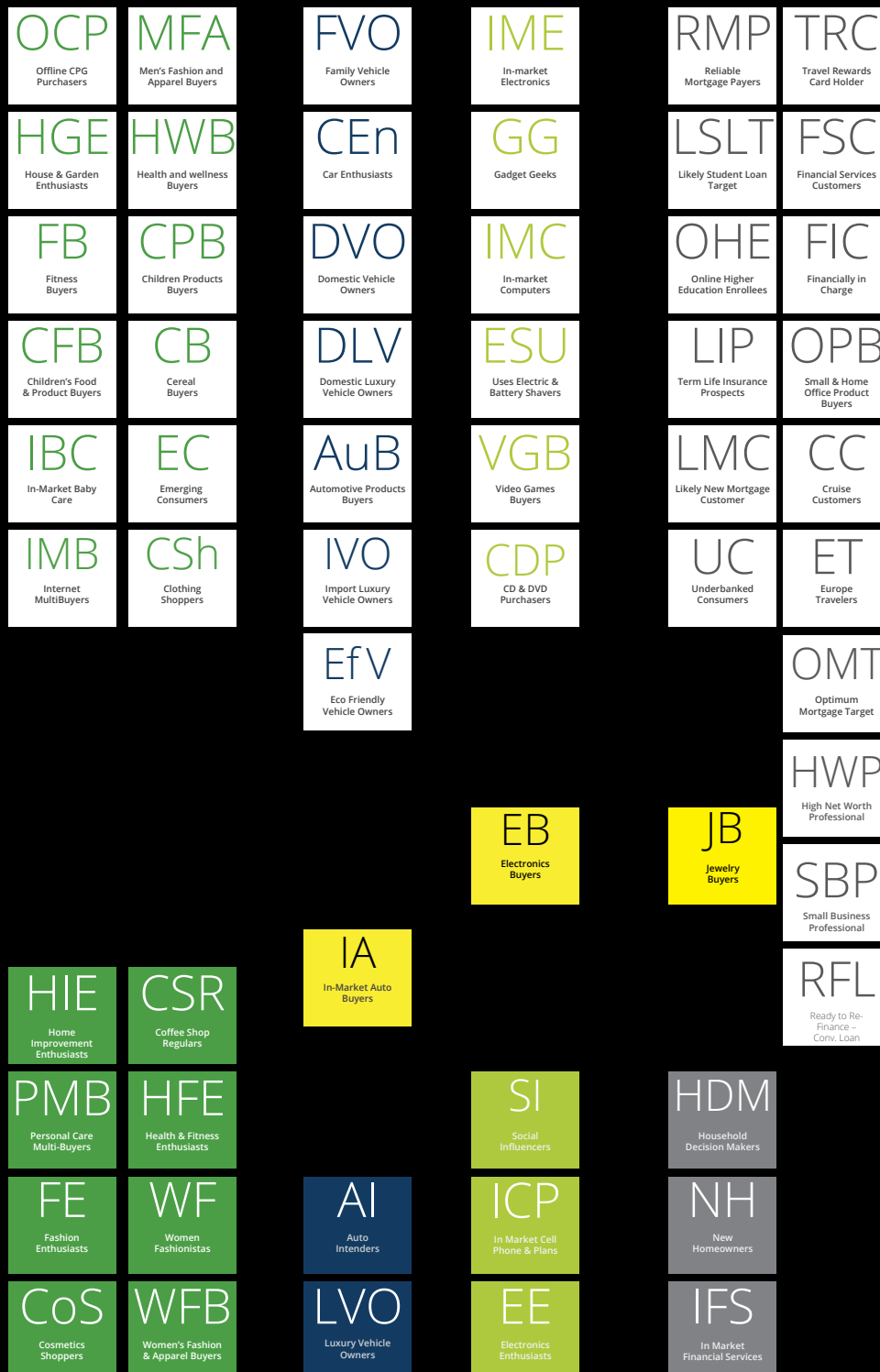


Demog

Lifestyle & Others

Retail & QSR

InMobi Audience Personas



CPG

Auto

Tech & Telecom

Finance



ABOUT INMOBI

InMobi enables the world's leading brands, developers, and publishers to engage global consumers through mobile advertising. InMobi platforms leverage advances in big data, user behavior, and cloud-based architectures to simplify mobile advertising for its customers. Recognized by MIT Technology Review as one of the 50 Disruptive Companies of 2013, InMobi is the world's largest independent mobile ad network, engaging 1 billion uniques across more than 200 countries.



INMOBI OFFICE



OFFICE WITH CREATIVE TEAM

Privacy Policy

InMobi is committed to respecting and protecting individuals' privacy rights. Much of the information we hold is purely technical in nature and relates to the devices that interact with our ads rather than being "personal" in nature about any individual. InMobi does not know who you are or what your name is.

InMobi has been awarded TRUSTe's Privacy Seal signifying that this privacy policy and practices have been reviewed by TRUSTe for compliance with TRUSTe's Privacy and TRUSTed Data program requirements including transparency, accountability and choice regarding the collection and use of consumer information.

