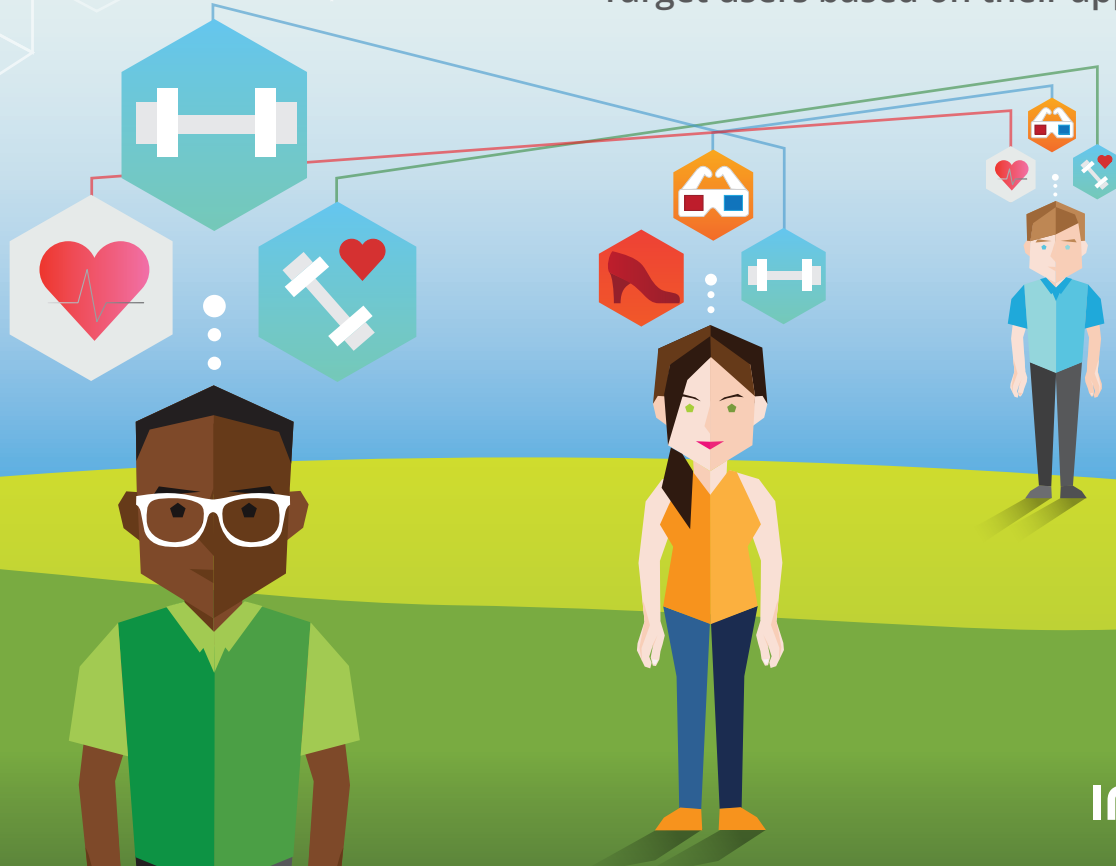


Appographic Targeting™

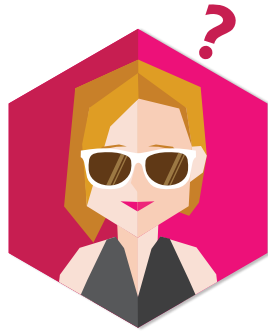
Target users based on their app interests



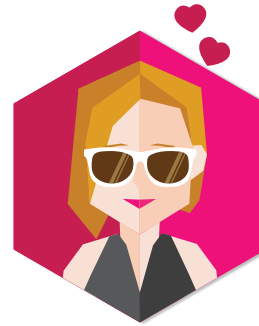
WHY YOU SHOULD LOOK BEYOND TRADITIONAL TARGETING TO DRIVE APP INSTALLS

Traditional targeting may not always help you find the perfect users for your app.

By now, most app marketers realise that a user's demographic profile, device, or operating system can go only so far in terms of predicting the user's app download behavior. The best way to find the right user for your app is to promote it to users who have engaged with similar apps before.



A teenager addicted to her iPhone might seem like the perfect user for a fashion based game.



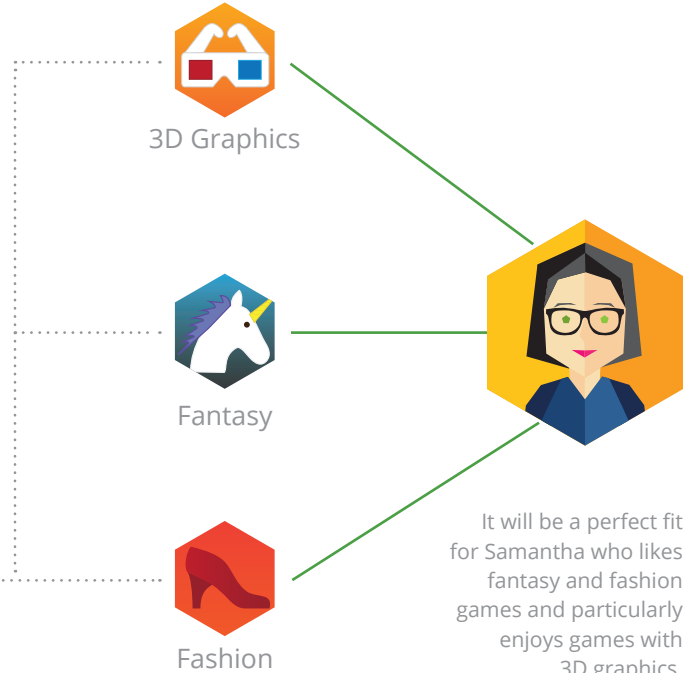
But in reality, her app interests might be completely different!

APPOGRAPHIC TARGETING™: WHAT IT IS AND WHY IT IS DISRUPTIVE

At InMobi, we've re-imagined targeting for app promotions. InMobi Appographic Targeting™ is an industry-first, app-interest based audience targeting technology that helps app marketers promote their apps to users based on their unique app interests. Appographic Targeting™ leverages audience insights that go beyond app ownership and app category, and allows you to target over 200 unique appographic segments based on app interests.



Tiana's Adventure is a game about a fairy's adventures in the fashion world depicted through powerful 3D graphics.

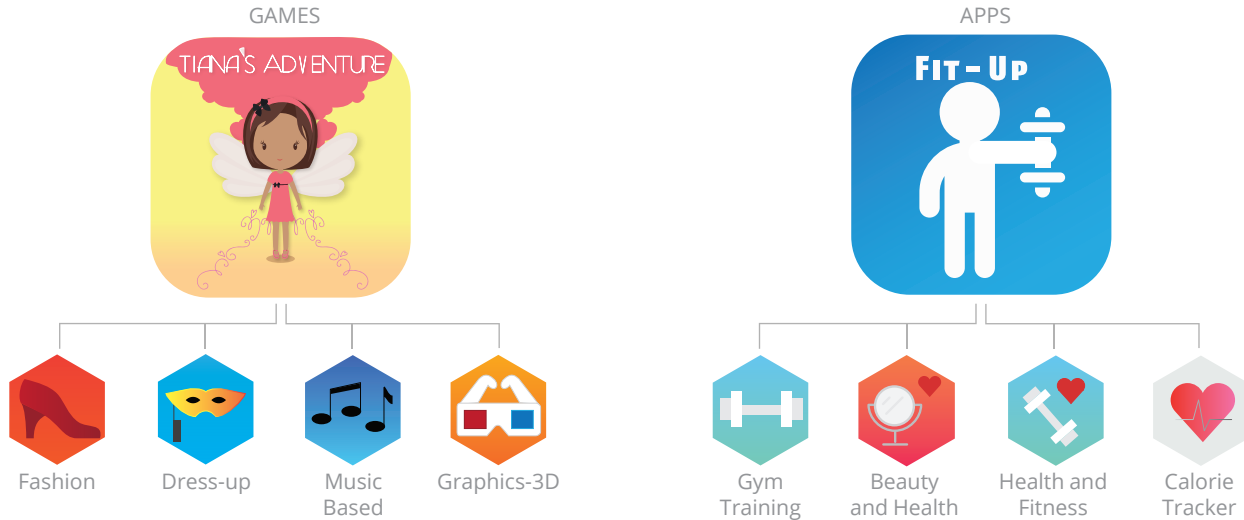


It will be a perfect fit for Samantha who likes fantasy and fashion games and particularly enjoys games with 3D graphics.

HOW DOES APPOGRAPHIC TARGETING™ WORK ?

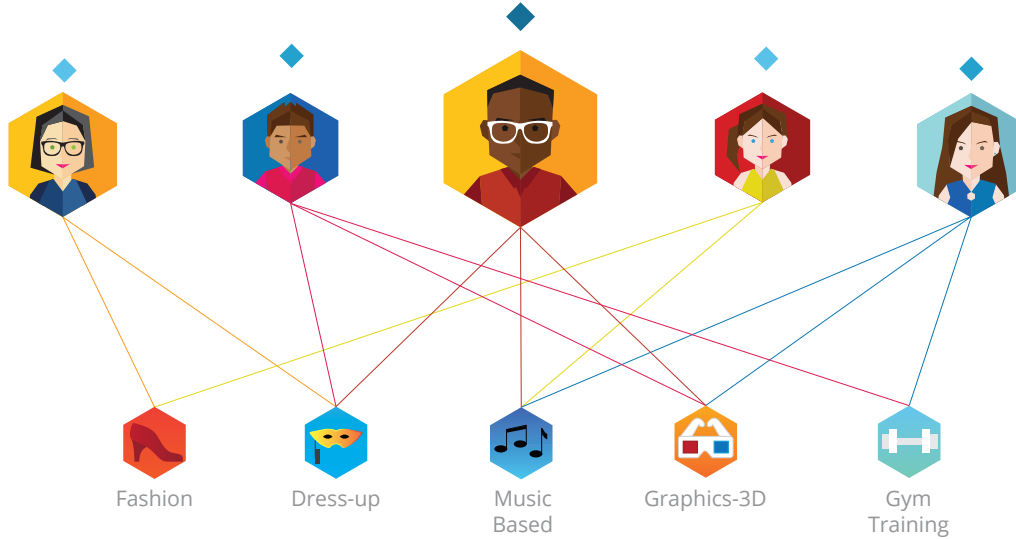
Every app can be defined by certain functional, design and interactive elements that form the basis of a user's interest in the app. At InMobi, we dissected over 10,000 popular games and apps, and defined over 200 app interests that describe users who download gaming, social, entertainment, travel and commerce apps.

Step 1: Break down apps into the functional, design and interactive elements that define them



We then segmented InMobi's audience, that now comprises of 1 Bn unique devices, based on these app interests.

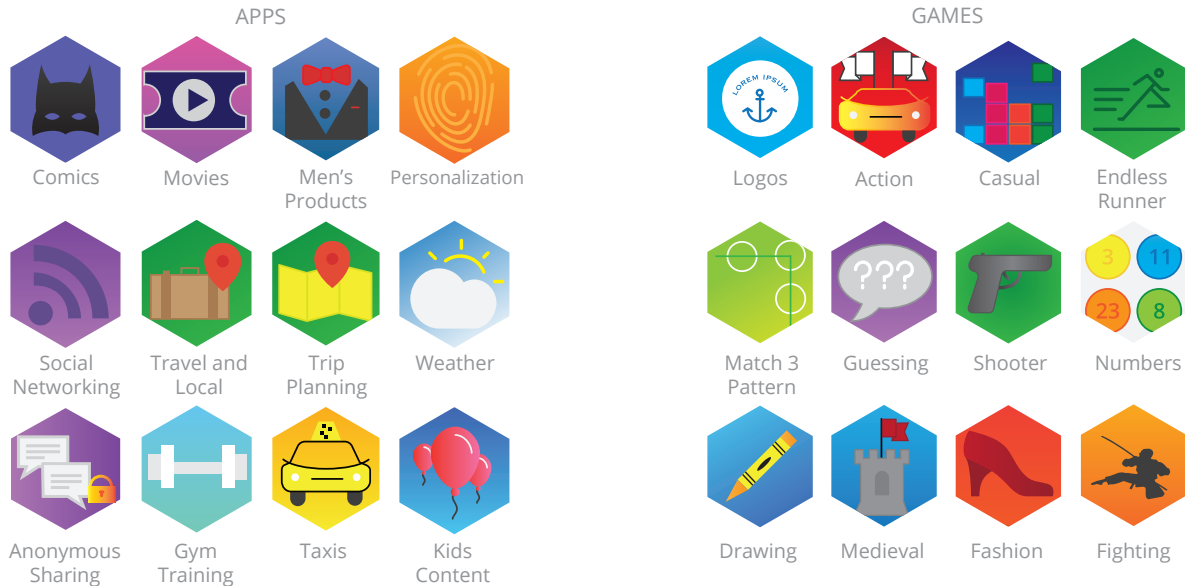
Step 2: Segment users based on their unique app interests as understood from the elements identified



By targeting users based on their app interests, you're pretty much leaving nothing to chance, and promoting your app to users who are most likely to install it. This not only helps you acquire more users through better install rates, but also helps you drive more loyal and engaged users.

OVER 200 APPOGRAPHIC SEGMENTS TO CHOOSE FROM

Target users on the InMobi App Install Platform based on their app interests, understand which segments are working well for you from our reporting dashboard, and manage bids efficiently to get the most out of your ad campaigns.



For a complete list of the Appographic segments, go to: www.inmobi.com/support

IMPROVED CAMPAIGN PERFORMANCE AND BETTER ROI WITH APPOGRAPHIC TARGETING™



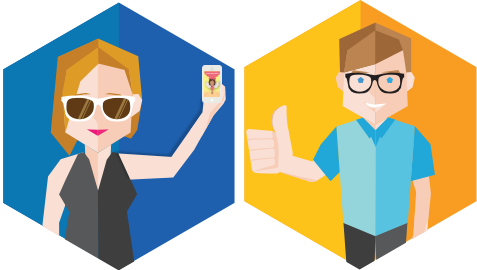
higher install rates*



reduction in CPIs*



higher life-time value of users*



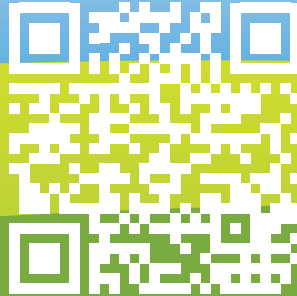
*Results seen on beta campaigns as compared to traditional targeting methods



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Try Appographic Targeting™ today.



<http://www.inmobi.com/products/app-install-platform>