WE CRUNCH 700TB Of data/day from 30K+ apps in a privacy-compliant manner

HIGH QUALITY SDK To offer Deep data sciences for your brand, we have a large SDK footprint (70%+ SDK penetration / 95% on IX) that gives us pristine data on user behavior, demographics and App preferences.

GET CLOSER TO REAL CUSTOMERS WITH OUR RICH, MULTIDIMENSIONAL AUDIENCE PERSONAS.
InMobi Audience Personas are defined using multiple dimensions.
This equips marketers with the deepest understanding of mobile audiences available today.

**DEMOGRAPHIC DATA**
- Age, Gender, Household Income (census), Ethnicity (census)

**USER INTENT**
- The categories of ads they have engaged with over a period of time, which allows us to identify their preferences

**APPOGRAPHIC DATA**
- The different categories of apps they engage with, and the varying levels of engagement across these apps

**LOCATION HISTORY**
- Information about the user's physical location (GPS & WiFi-based) over a period of time, allowing us to understand their journey and preferences in the brick and mortar world.

**TECHNOGRAPHIC DATA**
- Information about the device, preferred language settings, operating system and carrier
KAYLA
Traveller

Kayla typically travels at least 600 miles from her home at least 4 times a year.

MIKE
Auto

Mike is an Auto Enthusiast - frequently uses auto related apps. He's also looking for a new car: he has a recent location history of visiting car dealerships.
spends her leisure time at social entertainment venues. She has a location behavior pattern of visiting places such as movie theaters, music and show venues, bars, nightclubs, cafes, karaoke bars, pool halls, and other similar places.

**ERICA**

**ENTERTAINMENT**

Frequently uses financial services: his location behavior patterns indicates of visiting ATMs and places that offer financial planning services.

**HIS INTERESTS**

- Accounting
- Banking
- Health Insurance
- Fundraising
- Investment

**HER INTERESTS**

- Alcoholic beverages
- CPG
- Film Studios
- Fashion Retails
- QSR
JANE
Shopper
is frequently going to superstores, discount retailers, and other big box retailers.

HER INTERESTS

Fashion and Lifestyle
Luxury Brands
Health & Fitness
CPG
Banking

STAN
SPORTS
is frequently using apps belonging to sports related categories. His location history also shows he enjoys attending live sports events.

HIS INTERESTS

Sports Events
Sports Brands
Health & Fitness
Traveling
Health Insurance
## DEEP DIVE: LIST OF PRE-BUILT SEGMENTS AVAILABLE FROM INMOBI

<table>
<thead>
<tr>
<th>SEGMENT NAME</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTOMOTIVE ENTHUSIASTS</td>
<td>This segment reaches consumers that frequently use apps belonging to categories such as Automotive, Racing, Men's Interest etc. Statistical algorithms continually process app-usage patterns of all users on the InMobi network to find users whose app-usage histories over-index for these categories (vs. baseline average). This segment is particularly powerful for Auto and Auto-accessory brands that wish to promote their new auto models/accessory products.</td>
</tr>
<tr>
<td>IN MARKET AUTO BUYER</td>
<td>This segment reaches consumers that are likely to be interested in purchasing or leasing a new or pre-owned vehicle. In-Market Auto Buyer consumers have a recent location history of visiting car dealerships. After three months without activity at auto dealerships, consumers are removed from the In-Market Auto Buyer segment. Statistical algorithms continually process location patterns of In Market Auto Buyers to better understand who they are, where they spend their time, and continually strengthen the segment. Likely employees, observed overly frequently and over long periods of time at dealerships, are flagged and removed from this segment.</td>
</tr>
<tr>
<td>AUDIO-VIDEO ENTHUSIASTS</td>
<td>This segment reaches users who have installed apps belonging to categories such as Audio and Video Entertainment on their devices.</td>
</tr>
<tr>
<td>MILLENNIAL ENTERTAINMENT SEEKERS</td>
<td>This segment reaches users in the Millennial age range (18-34) who frequently use apps belonging to categories such as Entertainment, Magazines, Music, Video etc. Statistical algorithms continually process app-usage patterns of all users on the InMobi network to find Millennials whose app-usage histories over-index for these categories (vs. baseline average).</td>
</tr>
<tr>
<td>ENTERTAINMENT ENTHUSIAST</td>
<td>This segment reaches consumers that spend their leisure time at social entertainment venues. These consumers have location behavior patterns of visiting places such as movie theaters, music and show venues, bars, nightclubs, cafes, karaoke bars, pool halls, and other similar places. This segment includes people whose real world location histories index highly for the above places. Brands use this segment to reach consumers that have a socially active lifestyle, including nightlife activity and spending time in various social settings. Statistical algorithms continually process location patterns of Entertainment Enthusiasts to better understand who they are, where they spend their time, and continually strengthen the segment. Customers that commonly use this segment include major autos, alcoholic beverages, CPG, Film Studios, and retail.</td>
</tr>
<tr>
<td>MOVIEGOER</td>
<td>This segment reaches consumers that view recently released films in movie theaters. Consumers are considered Moviegoers if they frequently are seen at movie theater and cinema locations, indicating that movie-going is a common recreational activity. This segment includes people whose real world location histories index highly for movie theaters. On average, consumers in this segment visit movie theaters at least 1 time per month. Statistical algorithms continually process location patterns of Moviegoers to better understand who they are, where they spend their time, and continually strengthen the segment. The Moviegoer segment is particularly powerful for studios looking to drive consumers to theaters surrounding movie releases as it targets not just entertainment lovers, but consumers who frequently go to the movies.</td>
</tr>
<tr>
<td>FINANCE APP USERS</td>
<td>This segment reaches consumers in the working age bracket (21-54 years) that frequently use Finance apps. Statistical algorithms continually process app-usage patterns of all users on the InMobi network to find users whose app-usage histories over-index for this category (vs. baseline average). Brands use this segment to reach consumers that are interested in financial services and could be ideal consumers for a new product or product extension.</td>
</tr>
<tr>
<td>FINANCIAL SERVICES CUSTOMER</td>
<td>This segment reaches consumers that frequently use financial services. These consumers have location behavior patterns of visiting ATMs and places that offer financial planning services such as accounting, banking, investment, loan and mortgage, student aid, fund raising, and other services. This segment includes people whose real world location histories index highly for the above places. Brands use this segment to reach consumers that are interested in financial services and could be ideal consumers for a new product or product extension. Statistical algorithms continually process location patterns of Financial Services Customers to better understand who they are, what types of services they use, and continually strengthen the segment.</td>
</tr>
<tr>
<td>FEMALE SHOPPERS</td>
<td>This segment reaches female consumers that frequently use apps belonging to categories such as Shopping, Fashion &amp; Style, Catalog etc. Statistical algorithms continually process app-usage patterns of all users on the InMobi network to find females whose app-usage histories over-index for these categories (vs. baseline average). InMobi runs additional statistical algorithms to also include females who over-index on their engagement histories on Shopping category ads (vs. baseline on the InMobi network). This is particularly useful for superstores, discount retailers, and other big box retailers. The Shopper segment is also important for Fashion and Lifestyle brands.</td>
</tr>
</tbody>
</table>
This segment reaches wealthy consumers that spend on luxury brands and services.
A typical consumer visits luxury stores more than 5 times in a year.
These are consumers whose location history indicates they have household incomes above $120,000.

Statistical algorithms continually process location patterns of the Affluent Consumer to better understand who they are, where they spend their time, and continually strengthen the segment.

This segment includes people whose real world location histories index highly for visits to high-end and luxury retail stores such as Club Monaco, Coach, or Louis Vuitton.

High end and luxury brands use this segment to reach consumers that shop for luxury products, and are likely to find interest in seasonal fashion and product releases.

This segment reaches consumers that frequently shop for products such as video games, mobile phones, connected televisions, and other electronics and technology products.

These consumers frequently visit electronics stores, such as Best Buy, Frye’s, or the Apple Store etc.

This segment includes people whose real world location histories index highly for the above places. On average, consumers in this segment visit electronic stores two times per month.

Statistical algorithms continually process location patterns of Electronics Buyers to better understand who they are, what retail locations they visit to buy electronics, and continually strengthen the segment.

The Electronics Buyer segment is particularly powerful for technology brands looking for early adopters - consumers interested in purchasing newly released products, are interested in products due to their technological advancements (e.g., connected cars, advanced appliances), and who frequently serve as brand reviewers and evangelists.

This segment reaches users that often shop for mass market and discounted goods including clothing, cleaning supplies, and home decor.

These users exhibit location behavior patterns of visiting discount stores and big box retailers. In particular, these users are likely to visit stores such as Target, Sam’s Club, Ross Dress for Less, Sears, Big Lots, Marshalls, TJ Maxx, and others.

Statistical algorithms continually process location patterns of Shoppers to better understand who they are, where they spend their time, and continually strengthen the segment.

This is particularly useful for superstores, discount retailers, and other big box retailers to reach users that seek discounted products and large, one-stop-shop environments.
SHOPPING ENTHUSIASTS
This segment reaches consumers that often shop at malls, shopping centers, and other major retail establishments associated with leisure shopping.
We observe if consumers visit any Shopping Centers or Malls in our Global Places Data.
Statistical algorithms continually process location patterns of Shopping Enthusiasts to better understand who they are, where they spend their time, and continually strengthen the segment.

SPORTS FANS
This segment reaches users who frequently use apps belonging to sports related categories.
Statistical algorithms continually process app-usage patterns of all users on the InMobi network to find users whose app-usage histories over-index for these categories (vs. baseline average).

LIVE SPORTS FAN
This segment reaches consumers whose location history shows they enjoy attending live sports events.
These consumers are known as having frequently attended large-scale sporting venues like stadiums and arenas.
This segment includes people whose real world location histories index highly for the above places.
On average, consumers in this segment visit sporting venues 2 times per year.
Statistical algorithms continually process location patterns of Live Sports Fans to better understand who they are, where they spend their time, and continually strengthen the segment.
The Live Sports Fan segment is particularly powerful for teams and ticket retailers looking to drive consumers to stadiums to fill seats at various price levels. The Live Sports Fan segment is also commonly used by event sponsors to send follow up messaging to event attendees.

GOLFER
This segment reaches consumers that regularly enjoy playing golf.
These consumers frequently spend time at golf courses, country clubs, driving ranges, and other similar places that golf enthusiasts tend to visit.
This segment includes people whose real world location histories index highly for the above places.
On average, consumers in this segment visit golf related businesses at least 2 times per month.
Statistical algorithms continually process location patterns of Golfers to better understand who they are, where they engage in golf-related activities, and continually strengthen the segment.

NFL ENTHUSIAST
This segment reaches consumers whose location history shows they enjoy attending live NFL football games and buying NFL merchandise.
These consumers are known as having frequently attended NFL games at football stadiums across the country.
These are likely to be consumers of NFL related goods, and have exhibited a location history pattern of visiting sporting goods stores.
Statistical algorithms continually process location patterns of NFL Enthusiasts to better understand who they are, where they spend their time, and continually strengthen the segment.
The segment is particularly powerful for teams and ticket retailers looking to drive consumers to stadiums to fill seats at various price levels, and for brands that have NFL sponsorships to serve follow up messaging.
This segment reaches consumers whose location history shows they enjoy attending live soccer games and buying soccer related merchandise. These consumers are known as having frequently attended soccer games at stadiums across the country. These are likely to be consumers of soccer related goods, and have exhibited a location history pattern of visiting sporting goods stores. Statistical algorithms continually process location patterns of Soccer Enthusiasts to better understand who they are, where they spend their time, and continually strengthen the segment. This segment is particularly powerful for teams and ticket retailers looking to drive consumers to stadiums to fill seats at various price levels.

This segment reaches consumers whose location history indicates they frequently travel for business or leisure. These are people who typically travel at least 600 miles from their home at least 4 times a year. We examine the broader population’s travel behavior patterns and select consumers that travel most frequently across time. These consumers include the high-frequency elements of the Business Traveler and Leisure Traveler Audience segments. Brands use this segment to reach consumers that travel on a regular basis, and are interested in hotel offers, car rental, tourism services, vacation packages, airline offers and other travel related products. Statistical algorithms continually process location patterns of Frequent Travelers to better understand who they are, what their travel behaviors look like, and continually strengthen the segment.

This segment reaches consumers we know are currently traveling away from their homes. We can see people’s real-time location at time of an ad call. We compare that location to a user’s home or typical location area pattern; if they are away from their home or typical location at the time of the ad call, they are defined as Now Traveling. Now Traveling consumers are typically traveling for holiday or work trips. The Now Traveling segment is particularly important for airlines and hotel brands to be able to reach consumers that may be currently in need of their services.

These users have demonstrated a behavioral pattern of frequently using Travel category apps. Statistical algorithms continually process app usage patterns of all users on the InMobi network to find users whose app usage histories over-index for this category (vs. baseline average on the InMobi network). Brands use this segment to reach consumers that travel on a regular basis, and are interested in hotel offers, car rental, or tourism services. The Traveler segment is particularly important for airlines and hotel brands to be able to build awareness at the appropriate points in the consumer’s purchase lifecycle.
This segment reaches consumers whose location patterns indicate travel between cities for work. These consumers exhibit a pattern of visiting airports during the workweek. Consumers in this segment typically have 2+ airport visits per month. They travel by plane or train; they show at least three location data points travelling at a speed above 125 MPH (200 KPH). They are active in areas other than their home city during the week, indicating travel for work. This segment filters out people who we know work at an airport due to regular visit patterns. For example, a consumer that visits airports in excess of four hours per day, three times per week, would be considered an airport employee and not a Business Traveler. Statistical algorithms continually process location patterns of Business Travelers to better understand who they are, what their travel habits are, and continually strengthen the segment.

**BUSINESS TRAVELER**

**COMMUTER**

This segment reaches consumers that commute between home and a work location on a regular schedule. These consumers display a pattern of commuting at the same times on the same days of the week. Behavioral patterns and location data indicate these consumers frequent train stations, subways, bus stations, and taxi stands. This segment includes people whose real world location histories index highly for the above places. Brands use this segment to reach consumers that use major commuter transportation, or spend regular times each day traveling from home to work. Statistical algorithms continually process location patterns of the Daily Commuter to better understand who they are, where they spend their time, and continually strengthen the segment.

**COMMUTER**

**LEISURE TRAVELER**

This segment reaches consumers we know are traveling by plane or train for vacation or leisure. These travelers have demonstrated a behavioral pattern of being seen at airports on weekend days. Leisure Travelers have usually go to at an airport at least four times in the last year. They travel by plane or train; they show at least three location data points travelling at a speed above 125 MPH (200 KPH). Statistical algorithms continually process location patterns of Leisure Travelers to better understand who they are, when they spend their time, and continually strengthen the segment. Brands use this segment to reach consumers that travel on a regular basis, and are interested in hotel offers, car rental, or tourism services. The Leisure Traveler segment is particularly important for airlines and hotel brands to be able to build awareness at the appropriate points in the consumer’s purchase lifecycle.

**LEISURE TRAVELER**