INMOBI

Brand
Propensity
Targeting
INMOBI BRAND PROPENSITY TARGETING

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.

Conventional cohort-based audience targeting allows you to effectively reach target consumers on mobile. However, InMobi Brand Propensity Targeting goes a step further and extends your audience reach by uncovering consumers that demonstrate a high affinity towards your brand, but who may not be in your pre-defined cohort.

InMobi Brand Propensity Targeting, based on advanced machine learning algorithms, is the realization of multiple years’ investment in decision and predictive sciences.

HOW IT WORKS

InMobi Brand Propensity Targeting is a real-time prediction engine that uses learnings based on past campaigns to identify consumers that are likely to engage with your brand.

It uses insights generated by the InMobi Episodic Learning Platform. This platform assigns each user a score based on her interaction history with your brand’s past campaigns. This brand propensity score is a strong indicator of a user’s propensity to engage with a brand.

InMobi Brand Propensity Targeting identifies users in real-time who meet a threshold score and engages them during moments that matter most for the brand. It applies machine learning techniques to constantly refine consumers’ brand propensity and reduce prediction errors. As more campaigns are launched, the platform learns more about how consumers interact differently with brands.

WHAT INMOBI BRAND PROPENSITY TARGETING DOES

- **Real-time** prediction engine with machine learning
- **Targets** consumers that have a high propensity to engage with a brand
- **Increases** campaign engagement rates significantly
INMOBI BRAND PROPENSITY TARGETING

REAL RESULTS

› A leading CPG brand in Indonesia saw its reach increase by 38% with InMobi Brand Propensity Targeting. More interestingly, the users identified through InMobi Brand Propensity Targeting had 4.2x the engagement rate of users targeted using parameters specified by the advertiser.

› A European online auction site saw its reach increase by 42% with InMobi Brand Propensity Targeting during the first phase of a mobile campaign. The self-learning algorithms of InMobi Brand Propensity Targeting further improved this metric to 69% during the second phase of the campaign. Engagement rates for users targeted using this method were also higher compared to the control group: 1.3x in the first phase, and 2.06x in the second phase.
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 872 million uniques across more than 200 countries.

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.