INMOBI NATIVE ADS

Moments in a consumer’s life map provide brands with the opportunity to engage their target audience. As different moments present themselves, InMobi knows how to engage the consumer in the most compelling way.

Consumers view InMobi Native Ads in the same way as they would editorial content. This results in high viewership and engagement rates, and enables marketers to become part of consumers’ moments, without being considered intrusive.

For premium publishers, InMobi Native Ads is an elegant way to monetize their premium audiences. This brings in an entirely new set of audiences previously not available through any other medium, including mobile.

For marketers, InMobi Native Ads provides a creative canvas that matches the form and function of the context in which it is placed.

WHAT IS NATIVE ADVERTISING

An approach to advertising where the ad format meets both the form and function of the content in which the ad is placed.
PROMOTE YOUR PRODUCT WITH CAROUSEL ADS

Jane is reliving moments from her recent vacation on her photo-sharing app. Become a part of this moment by presenting your brand’s latest collection as a series of images in a carousel format.
“ANNOUNCE” NEW PRODUCTS WITH NEWS FEED ADS

Bill is catching up with the latest developments around the world, while on his morning commute to work. A clearly labeled sponsored “news feed”, showcasing your recently launched sedan gives Bill the impetus he needs to sign-up for a test drive.
DRIVE BRAND CONVERSATIONS WITH CONTENT STREAM ADS

Kevin, a social-app enthusiast, spends an hour daily, connecting with his friends and sharing updates. Slide into Kevin's conversation through sponsored updates, using InMobi Content Stream Ads. These updates blend in with the app content, driving higher levels of viewership and engagement.
PROMOTE YOUR BRAND APP WITH APP WALL NATIVE ADS

Martha unwinds in the evening with a session of her favourite casino game on her iPad. Promote your brand app showcasing your new fast-food chain with InMobi App Wall Native Ads. Martha is more likely to download your app and engage with your brand when the ad is displayed at a level win.
GO NATIVE!

- Access new audience segments through premium publishers
- Use carefully crafted non-intrusive ads that users love and view with the same interest as content
- Select from layouts tailor-made for specific brand objectives
- See higher engagement due to reduced accidental clicks

RESULT-DRIVEN ADS

Beyond being beautiful ads, InMobi Native Ads deliver tangible advantages for brands.

EXPECT:

8 times the conversion rate and user engagement of standard display ads.

1.5 times more than banner ads.
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.