Maximize Holiday Sales with these Powerful Turnkey Mobile Advertising Solutions

Mobile is the Channel of Choice for Holiday Shoppers

Consumers have gone mobile and that applies to their holiday shopping behavior.

According to the Ipsos Holiday Shopping Study, more than 75% of all smartphone users will use their smartphone for holiday shopping and 1 in 4 will make a purchase on their phone.*

This Holiday season, InMobi can help brands take full advantage of the shifting digital landscape.

With our Turnkey Mobile Advertising Solution, Brands can:

1. Reach their target audience at scale where and when they are most likely to be in the shopping mindset
2. Engage prospects through rich creative experiences including rich media, native and video advertising
3. Quantify the impact of mobile campaigns on in-store visits and program ROI

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*Ipsos 2013 Holiday Shopping Intentions Study*
Exceed your holiday sales objectives

1. Start with audience

Target users on multiple criteria or combine multiple dimensions to create a user-persona to match your targets.

Introduce Geo-location targeting to reach shoppers close to your retail stores - or your competitors!

Use keywords and hashtags to reach consumers as they share relevant issues on social apps.

2. Stand out with Creative

Smart, scalable rich media experiences leverage user data to drive relevance and impact.

InMobi Native Ads offer a seamless, non-intrusive experience that captures attention and interest just like app content.

Engage users in your brand narrative through rich media including immersive videos ads.

3. Prove ROI from In-store purchase

Quantify impact of your mobile campaigns on in-store visits and even ROI

Why InMobi

Powerful brand experience crafted by InMobi’s global award-winning creative services team

Access to more than 150 audience personas powered by InMobi data platform and its data partners

Powerful targeting and attribution capabilities for superior ROI

Global scale and reach with more than 126 billion monthly impressions from 759 million users in 165 countries

To learn more about Holiday Brand Solutions contact: James Riess, Head of Mobile Strategy InMobi | 917.921.9960