Engagement is measured as Click-Through-Rate (CTR). The numbers presented are indexed against the 2014 global CTR average, with 100 as base. A score of 153 for a brand vertical means that consumer engagements are 53% higher for brands belonging to that vertical compared to the global average engagement across all brands.

**Most Engaging Brand Verticals**
- Travel
- Social Media
- Retail
- CPG
- Technology
- Automotive
- Entertainment
- Food & Drink

**Most Engaging Brand Verticals by Device**
- Smartphone:
  - Travel (195)
  - Retail (122)
  - Technology (105)
- Tablet:
  - Travel (170)
  - Social Media (195)

**Most Engaging Creative Formats**
- Video Ads (603)
- Native Ads (195)
- Rich Media Ads (160)
- Banner Ads (105)

**Most Engaging Day and Time by Brand Vertical**
- Retail:
  - 1 am
  - 7 am
- Finance:
  - 8 pm
  - 11 pm
- Auto:
  - 8 pm
  - 10 pm
- Technology:
  - 11 am
  - 1 am
- Food & Drink:
  - 9 pm
  - 11 pm

**Most Engaging Content On Mobile**
- Health & Fitness
- Entertainment
- Games
- Food & Drink
- Social Networking

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