InMobi Telco Cloud Proposal
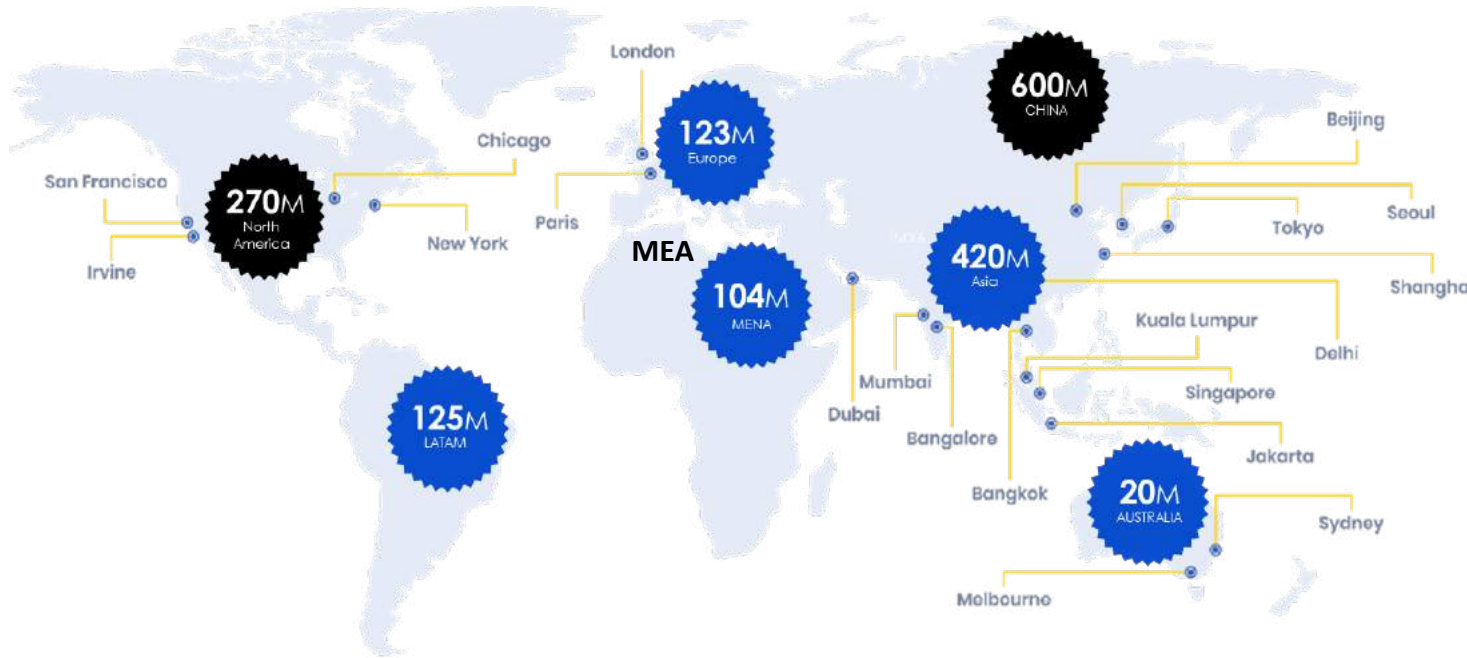
2021

InMobi is one of the largest Media Monetization networks globally
Live ~1.5Bn active unique users

270M North America

125M LATAM

123M Europe

MEA

104M MENA

600M CHINA

420M Asia

20M AUSTRALIA

San Francisco · Chicago · Irvine · New York · Paris · London · Beijing · Tokyo · Seoul · Shanghai · Mumbai · Dubai · Bangalore · Kuala Lumpur · Delhi · Singapore · Bangkok · Jakarta · Sydney · Melbourne

- Established in 2007
- India's first start-up Unicorn
- **23** offices Globally with approx. **1200+** employees.
- Key Investors:
  - **Softbank (2011) Sherpalo, KPC, UC-RNT Fund**.
  - **Google** took strategic equity in December 2020

Key telco & OEM Implementations

Sprint | T Mobile | TRACFONE | Telstra | vodafone

FPT Telecom | boost mobile | airtel | SAMSUNG | Motorola

OPPO | Xiaomi | LG | HUAWEI | vivo

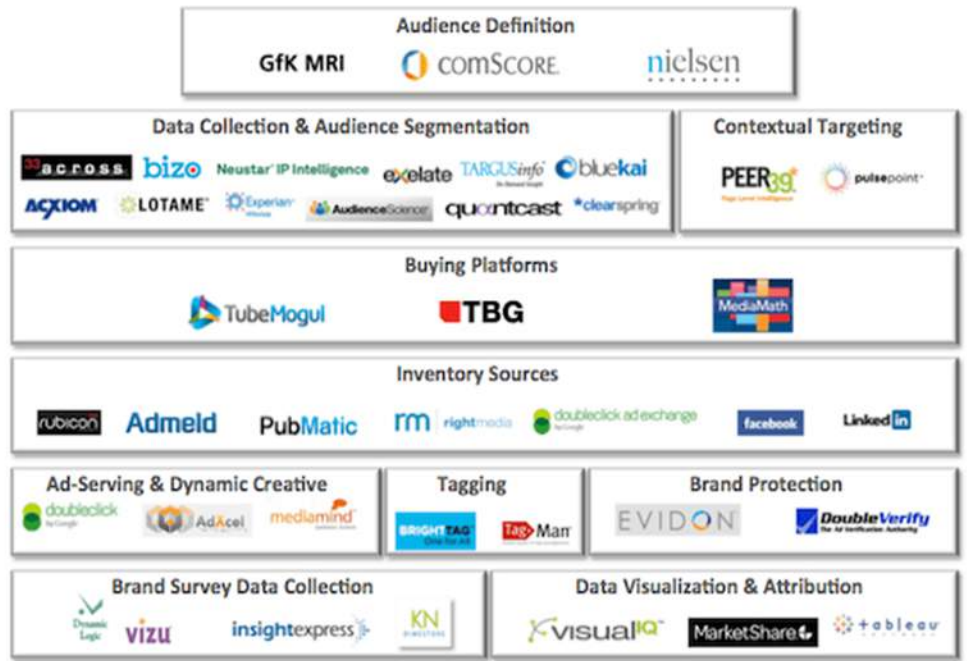### Uniquely governed for Telcos

D.O.J | F.T.C | F.C.C

- **100% success rate** on monthly Govt Regulatory Audits
- Established **16 US Covered Data Systems** per DOJ Regulatory policy
- Deep OEM relationships (**already live on 700+ Device SKUs** across *Samsung, LG, Moto, Huawei, Xiaomi, Nokia, Oppo, Vivo* etc)

Massively simplified operations 'without' margin leakages

Co-built & Co-sold with **Microsoft Azure**

Traditional Ad-Tech buying model (fragmentation & cost leakages)

Audience Definition
GfK MRI · comSCORE · nielsen

Data Collection & Audience Segmentation
across · bizo · Neustar IP Intelligence · exelate · TARGUSinfo · bluekai
ACXIOM · LOTAME · Experian · AudienceScience · quantcast · clearspring

Contextual Targeting
PEER39 · pulsepoint

Buying Platforms
TubeMogul · TBG · MediaMath

Inventory Sources
rubicon · Admeld · PubMatic · rm rightmedia · doubleclick ad exchange · facebook · LinkedIn

Ad-Serving & Dynamic Creative
doubleclick · AdXcel · mediamind

Tagging
BRIGHTTAG · Tag Man

Brand Protection
EVIDON · DoubleVerify

Brand Survey Data Collection
Dynamic Logic · vizu · insightexpress · KN

Data Visualization & Attribution
visualIQ · MarketShare · tableau

- ✕ 20+ vendors
- ✕ Cost is 'sum' of parts (cannot bulk discount)
- ✕ Built on different underlying clouds

→ massive simplification →

InMobi's E2E Mobile media suite
(e2e pre-stitched – reaching 1.6 Bn+ users live today)

Audience Definition
INMOBI CDP & Audience Platform

Data Collection & Audience Segmentation
INMOBI Audience Platform · INMOBI TruFactor.io

Contextual Targeting
INMOBI CDP

Buying Platforms
INMOBI DSP
E2E mobile media suite (Display, Video, Social, Native)

Inventory Sources
INMOBI EXCHANGE & SSP

Ad-Serving & Dynamic Creative
INMOBI DSP · INMOBI Engage

Tagging
BRIGHTTAG · Tag Man

Brand Protection
INMOBI Fraud Protect
(DoubleVerify, Moat, Comscore..)

Brand Survey Data Collection
INMOBI PULSE

Data Visualization & Attribution
Microsoft Power-BI
(& many other connectors pre-built)

- ✓ Massive cost advantages for ETISALAT (margin saving by using one vendor for e2e buying)
- ✓ No 3rd party cost leakages (like traditional location-based vendors who sub-contract media buying externally)

Carrier becomes the GATEWAY to *everything* 'internet commerce'

## Revenue opportunity - InMobi vs Others small players

Legend: — Other Platforms — blink- Unified Platform

Chart values (blink- Unified Platform / InMobi): $1.25, $2.25, $3.75, $4.25, $5.0

Chart values (Other Platforms / Incumbent app-monetization players): $1.5, $0.00, $0.00, $0.00

Y-axis: Revenue per action ($6.0, $4.0, $2.0, $1.0, $0.00)

X-axis: Blind Intent, Activation Intent, Content Discovery Intent, Engagement Intent, Reengagement Intent

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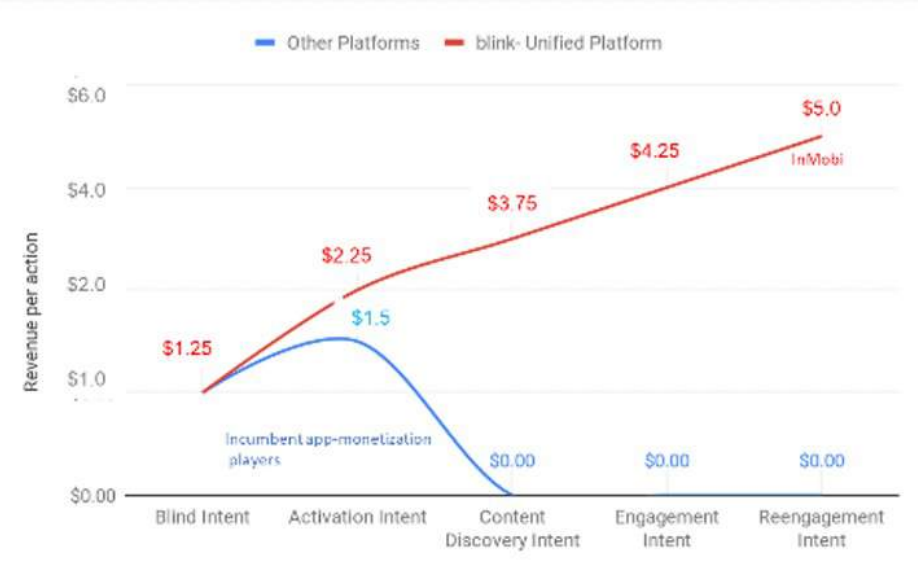
Telco can now make revenue-share on all app-commerce dollars on the

Telco's users shopping eCom	Telco's users doing app-interactions	Telco'users discovering WEB content
Amazon, Yahoo, eBay, Flipkart etc	**Games, Music, Travel, Flights, Taxi etc**	**Movies, News Music, Politics, Sports etc**

Telco's Device-Monetization Service

(powered by InMobi)

INMOBI

1.91 Billion active users | Always on | Always transacting

Recurring Revenue ($) paid by InMobi to Telco every month

Over 35,000+ premium global content, commerce & merchant companies – pre-connected at InMobi
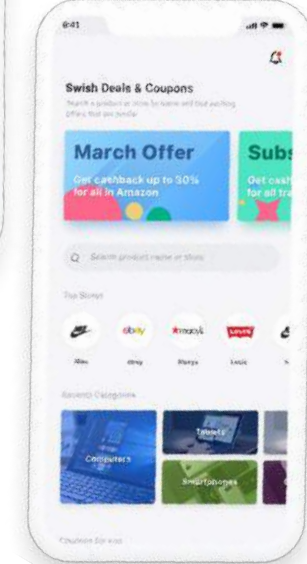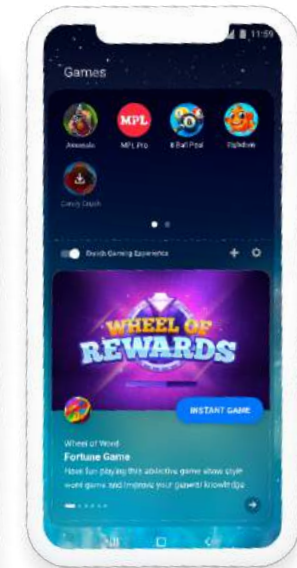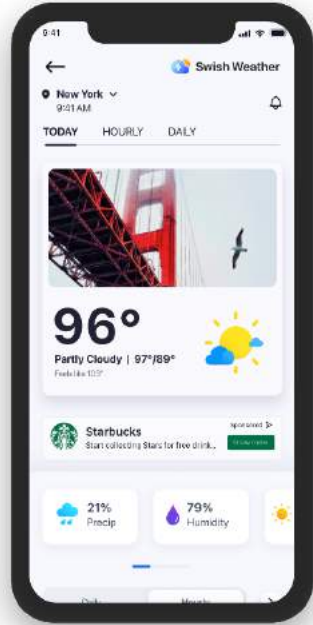
INMOBI
TELCO CLOUD

Scale of the Products
340 Mn +
Lifetime Users

Building blocks for InMobi Telco Strategy

InMobi comes with deep understanding of Telco landscape and so serves best as the one stop shop for accelerating business growth for Telcos. InMobi has a laser sharp definition of how to cater to Telco challenges through three strategic levers of Success: **Elevate, Scale, Monetize**.

Telco Objective

One Stop Shop for Accelerating Business Growth (with stunning customer experience)

InMobi Strategy

Elevate Customer Experience	Scale Business Growth	Monetize Smart

Head of Customer Experience

Chief Marketing Officer, VAS Teams

VAS Teams, Commercial Teams
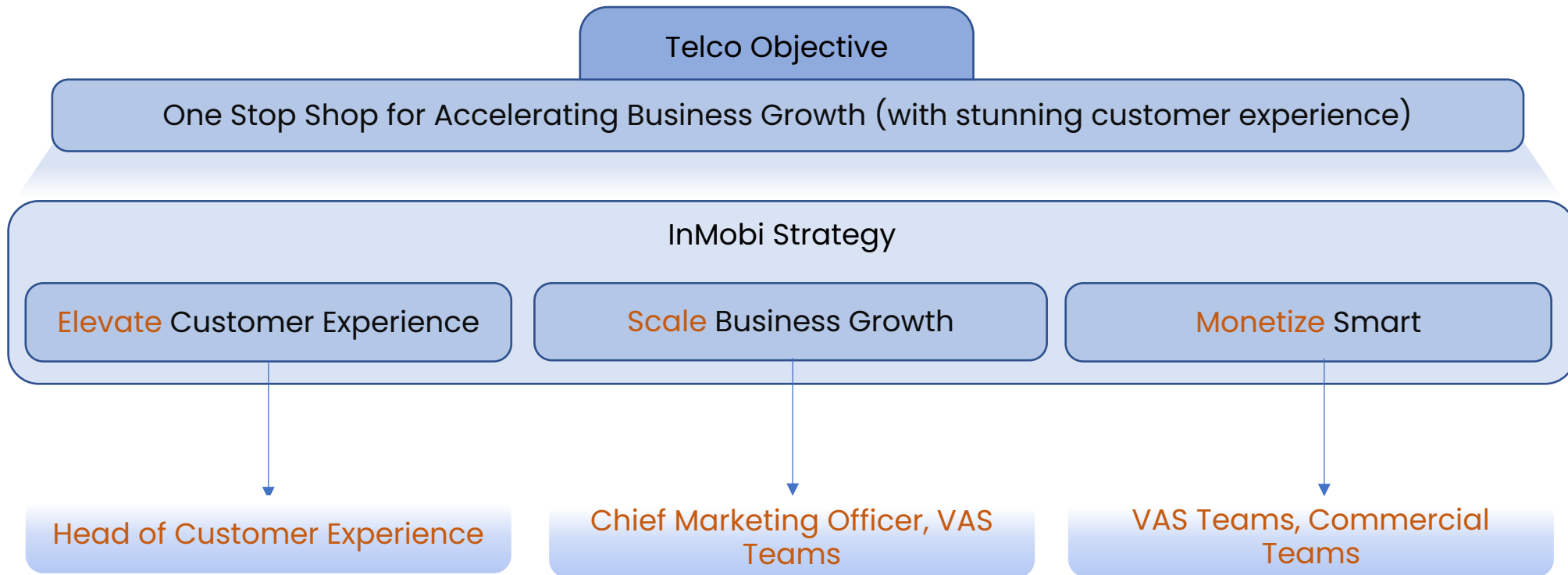
Smart folders & contextual discovery of relevant apps
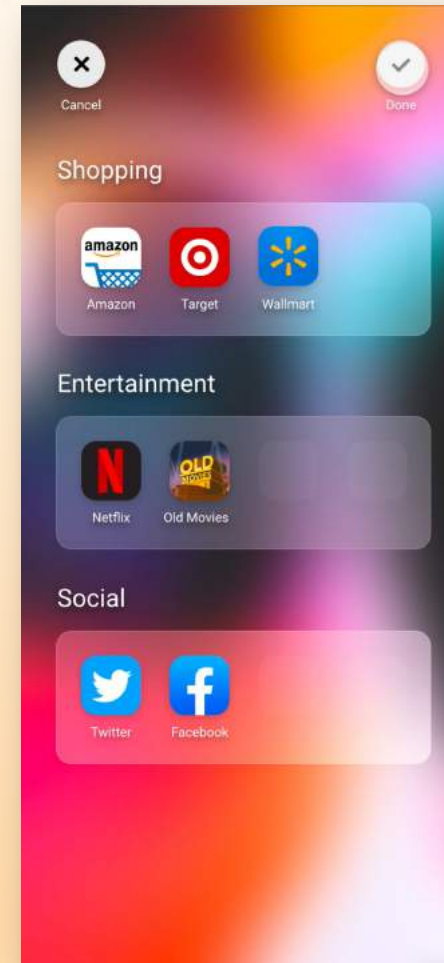
Smart folders & contextual
discovery

dynamic folders, allows re-engagement

Dynamic folders

A dynamic folder also allows the users to discover various content bits / offerings from apps within the folder.

Through API integrations with various App providers, we can drive high intent clicks within the App and thus provide a surface area for the App owners to drive high intention clicks even before the user has opened the app but has shown intent to open the Shopping folder in this case.
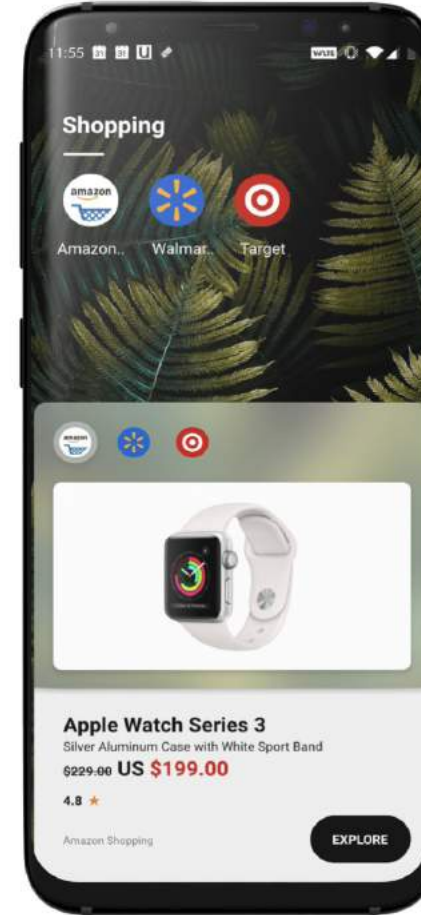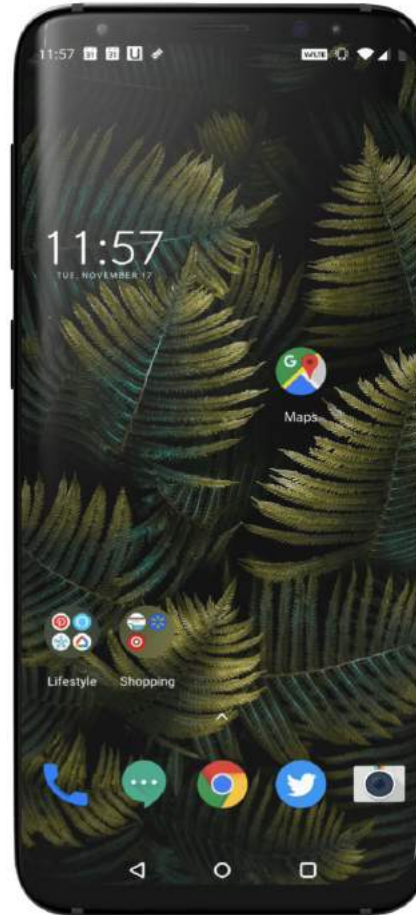
Smart Folders & Contextual discovery ..

Dynamic

Personalized

Data Intelligent

Native

Consented

Explore & Unlock new content
More Choices > More Engagement

Customize your device
Native & Friendly > Higher Retention

Single Touch Experiences
Every Click > More Monetization

$ **$0.20+ ARPDAU**

Time To Launch (6-8 Weeks)

Live with Boost

+2 Screen
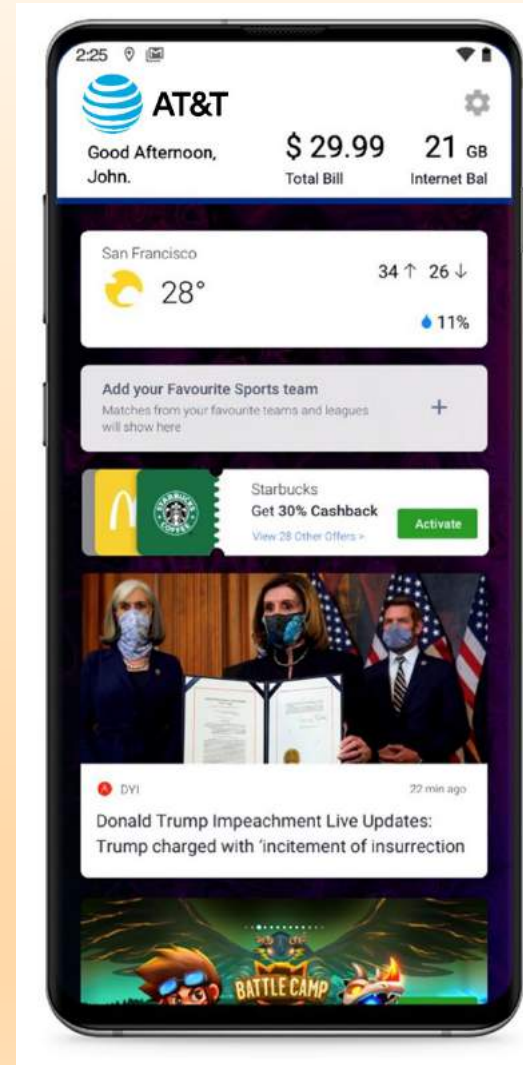
+2 Screen

Micro Interactions Commerce widgets along with Bill/Plan Details, Deals, Entertainments, News, Weather etc.

Unified O&O Experience
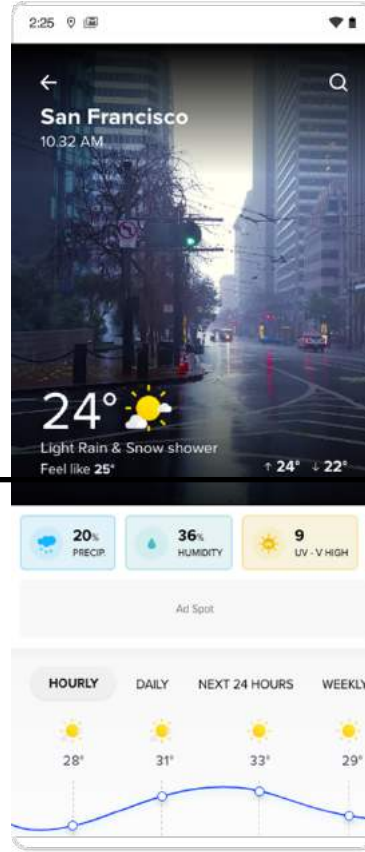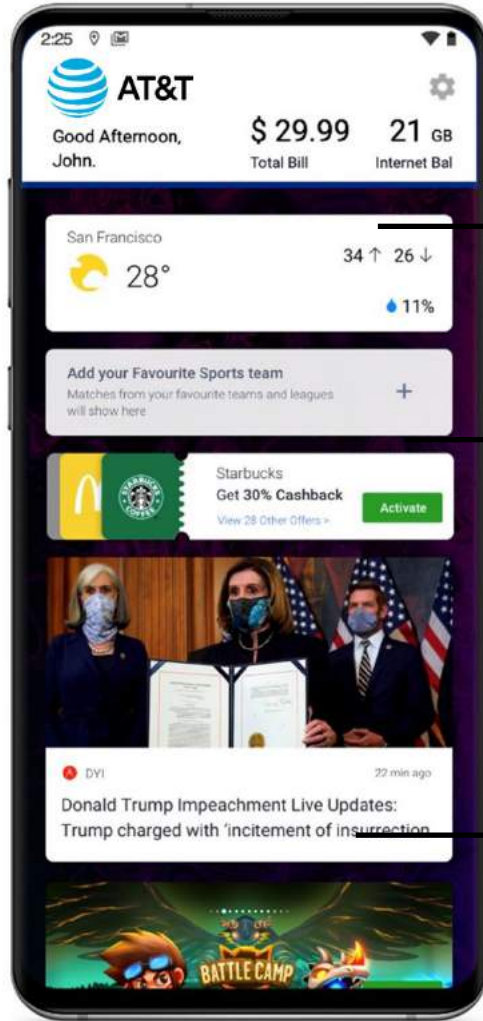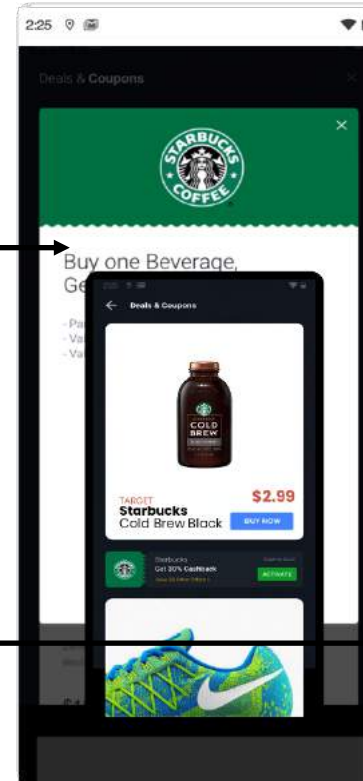
Gaming / Lifestyle

Weather

Rewards / Commerce
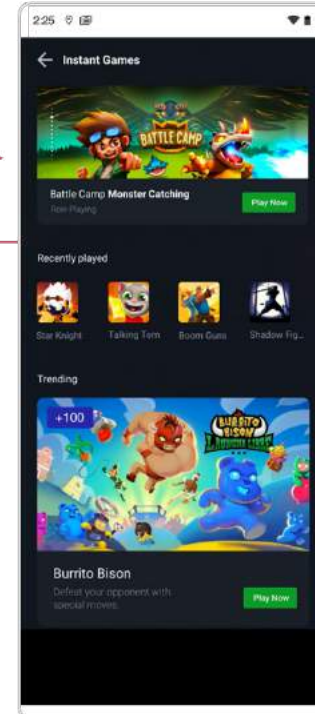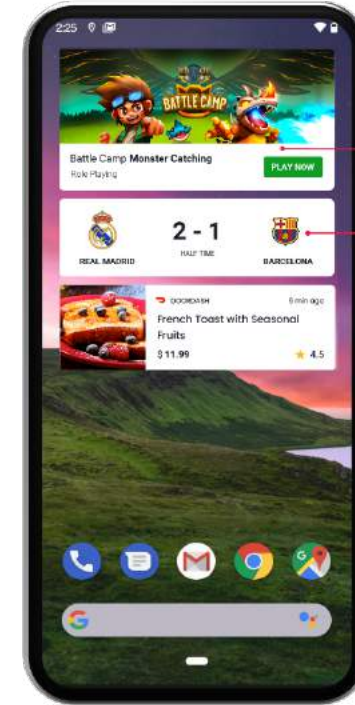
News / OTT

+2 Screen Widget
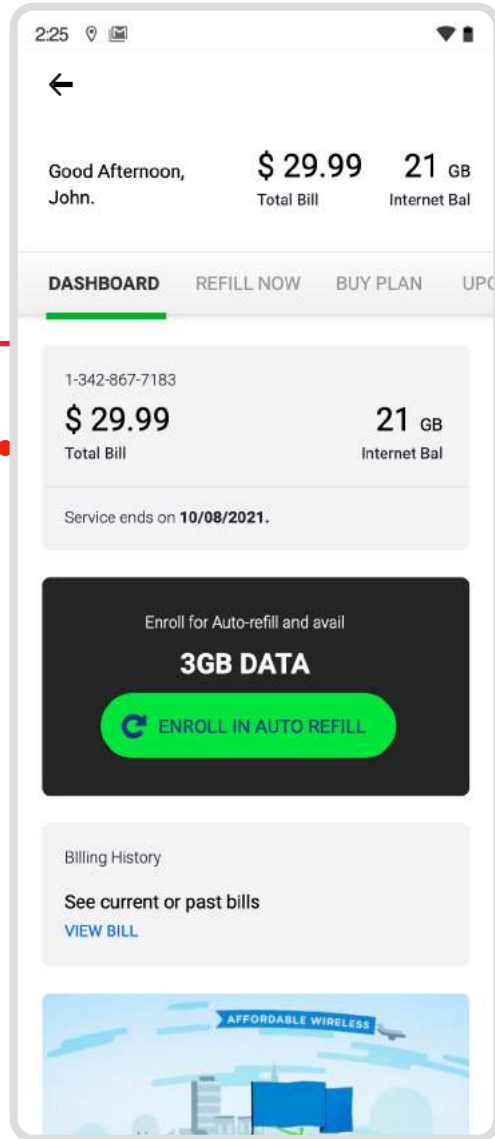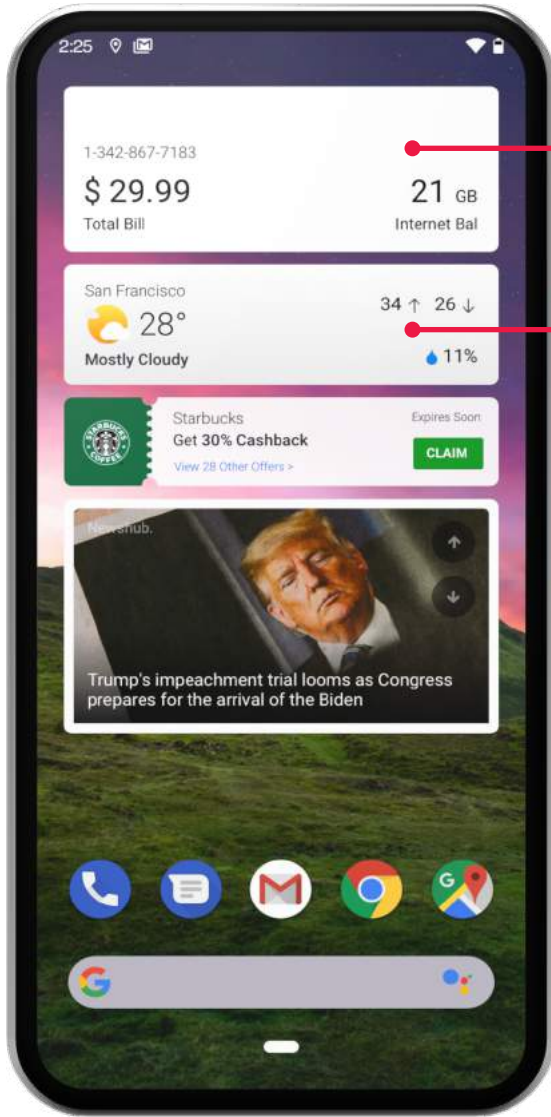
1. Account
(Billing, Usage & Plans)
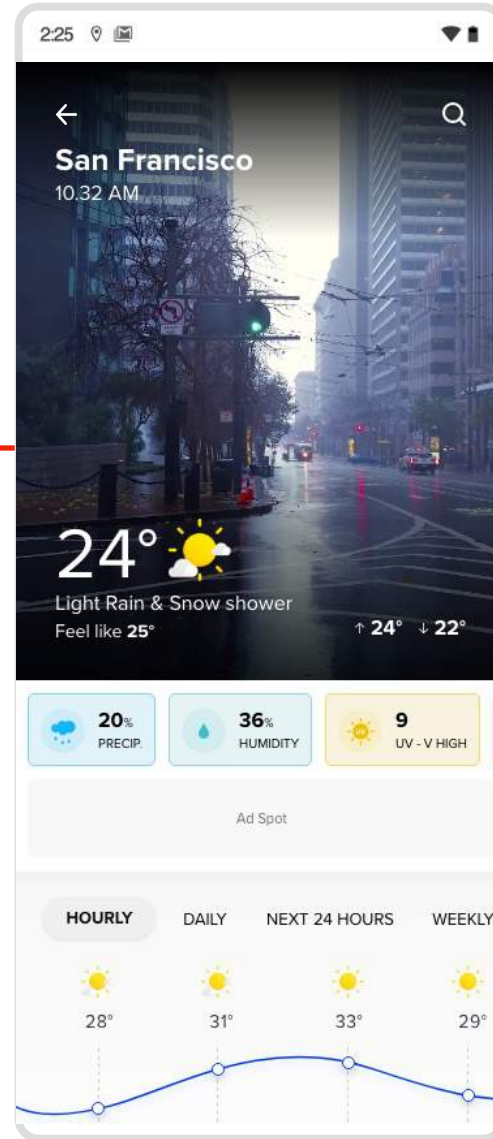
2. Weather
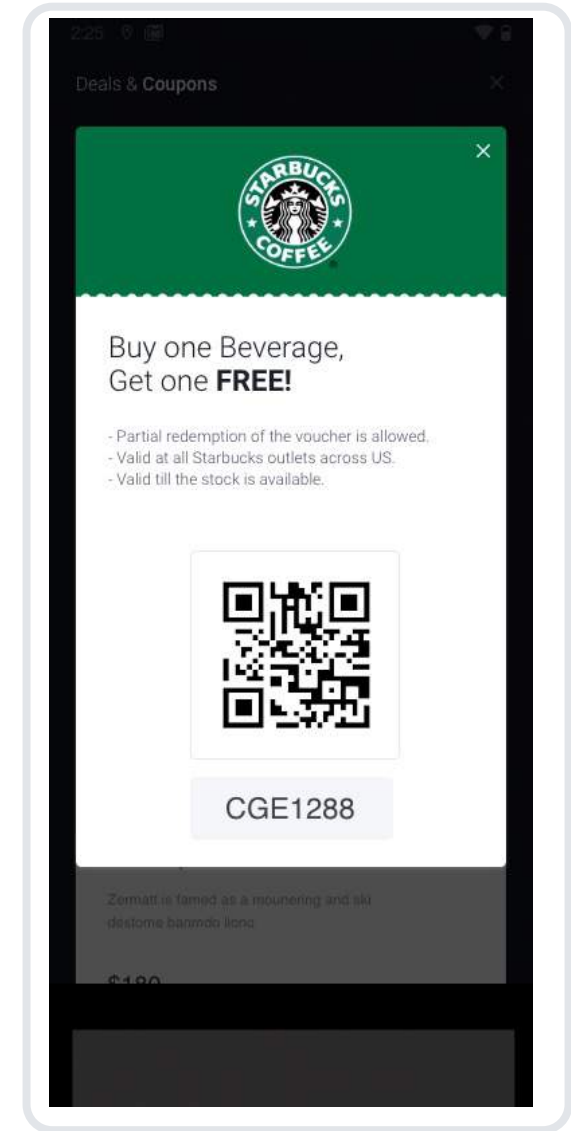
3. Deals & Coupons

Device back button or back icon should take to +1 Screen for sticky experience

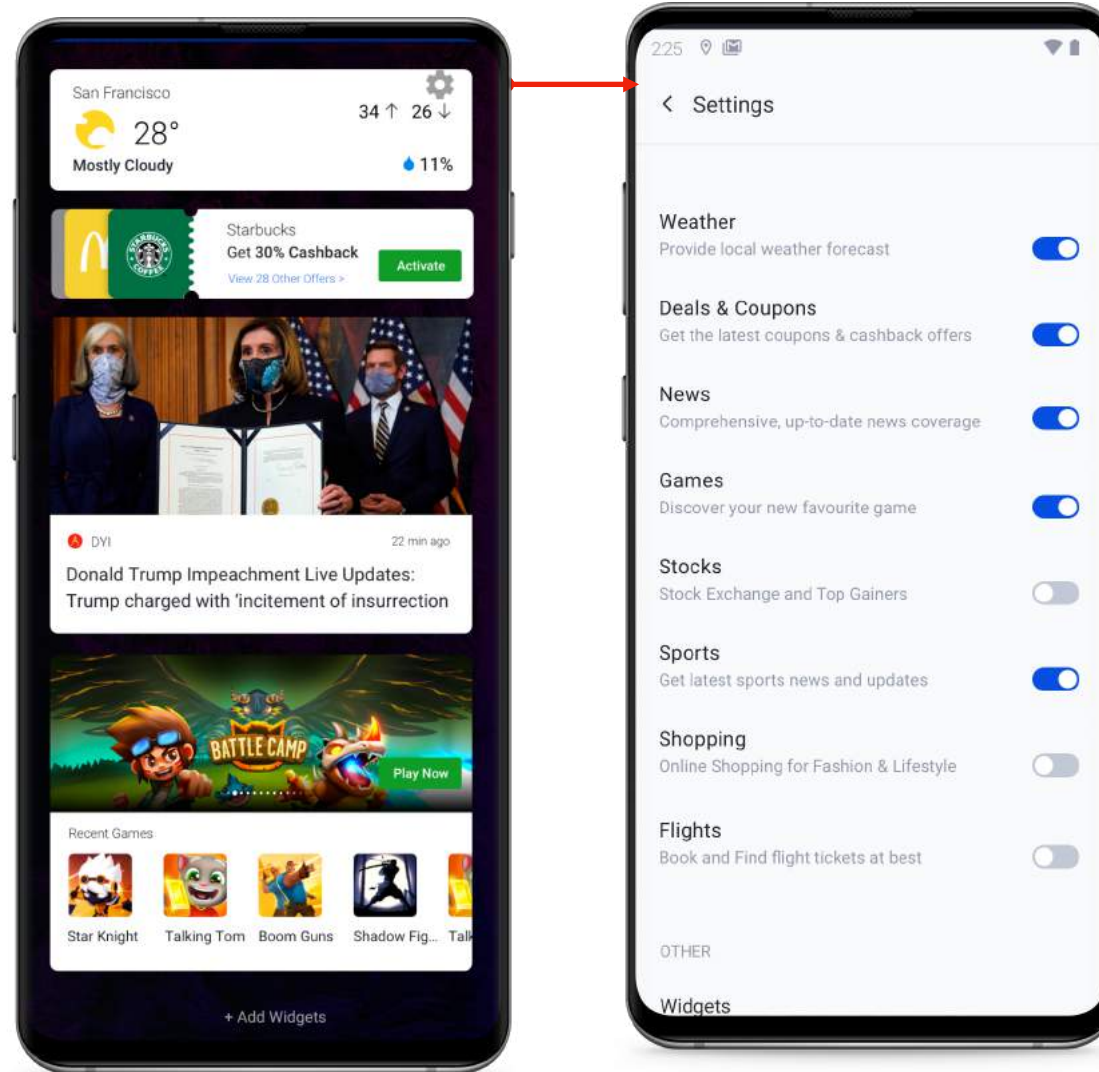# InMobi Telco Suite

1 News
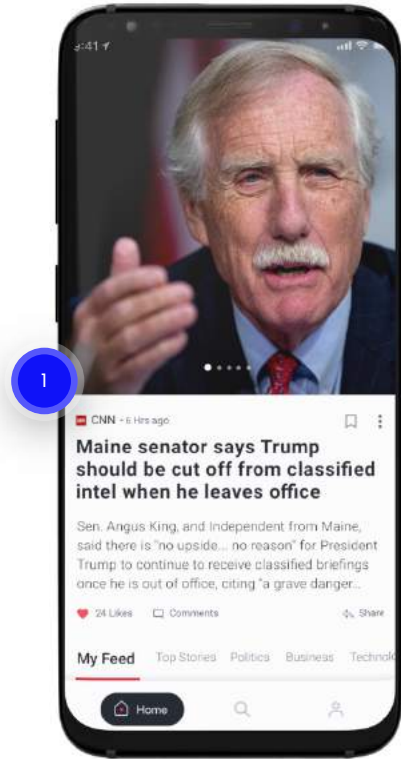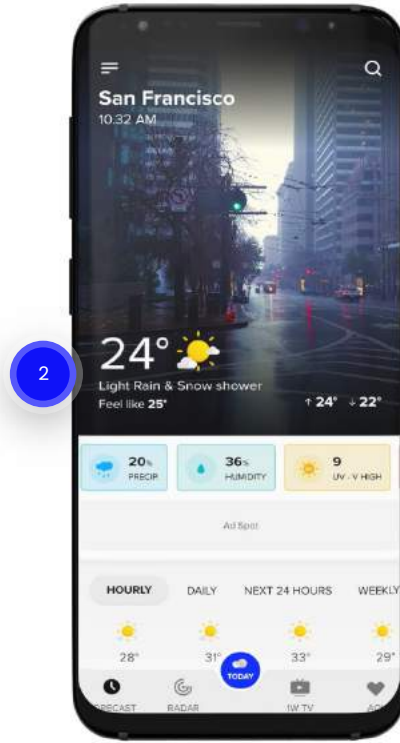
2 Weather
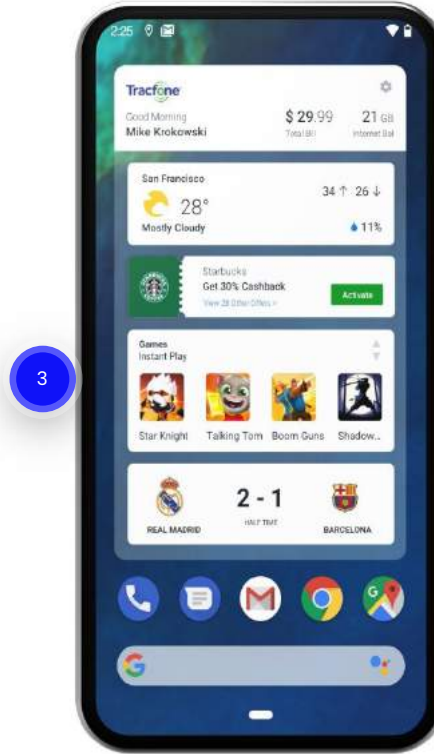
3 +2 & Deep link into Apps
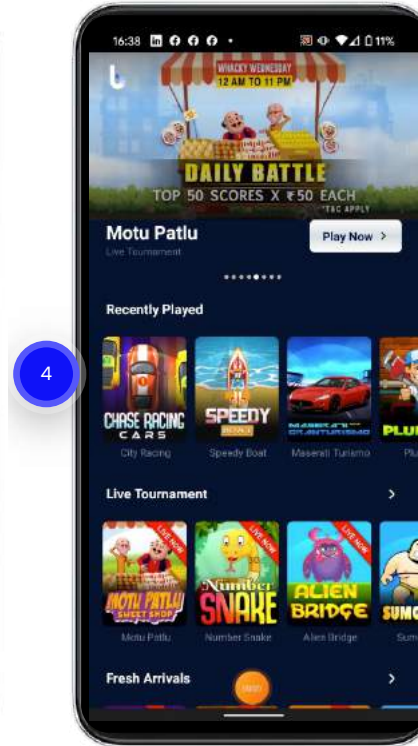
4 Casual gaming
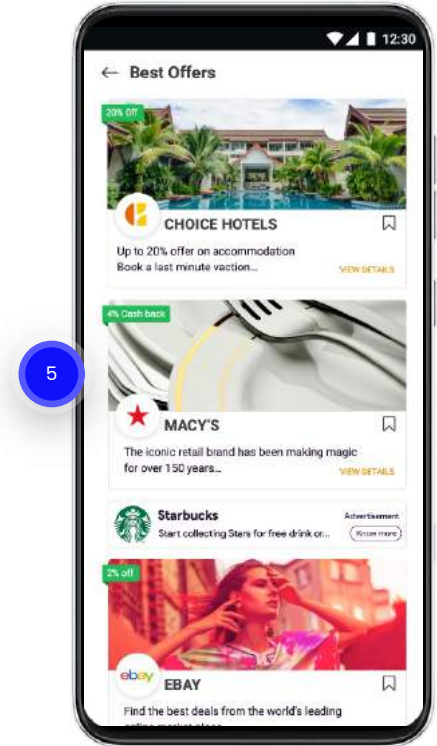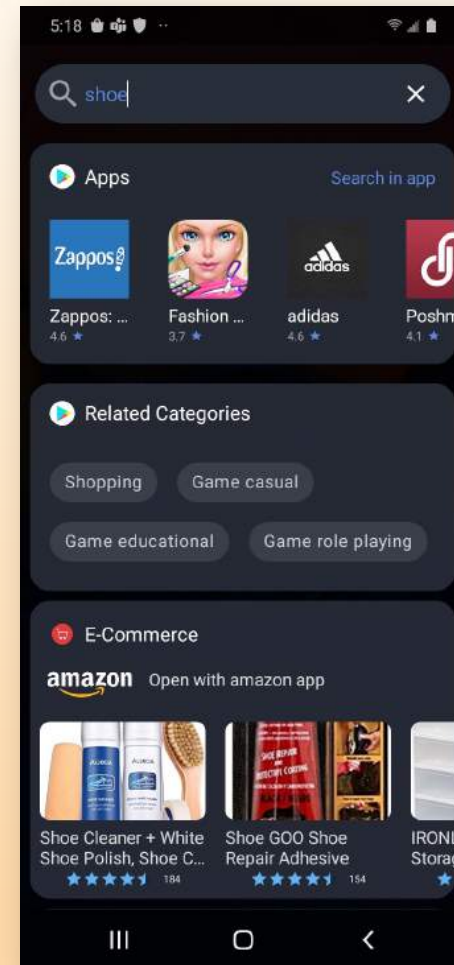
5 Coupons / Deals

Content Personalization

Mega Widget Settings
To Follow / Unfollow topics

Push Notifications
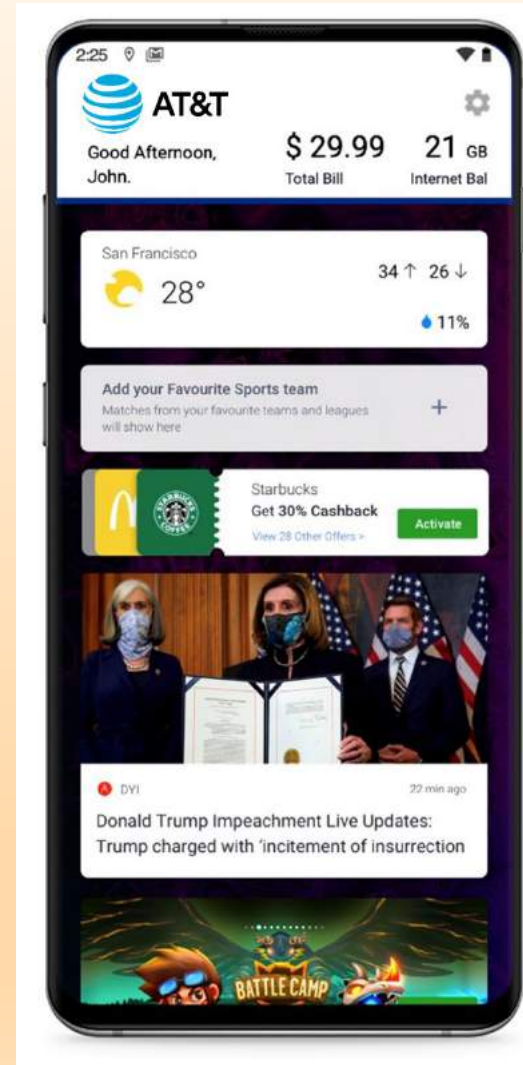
Integrated Search
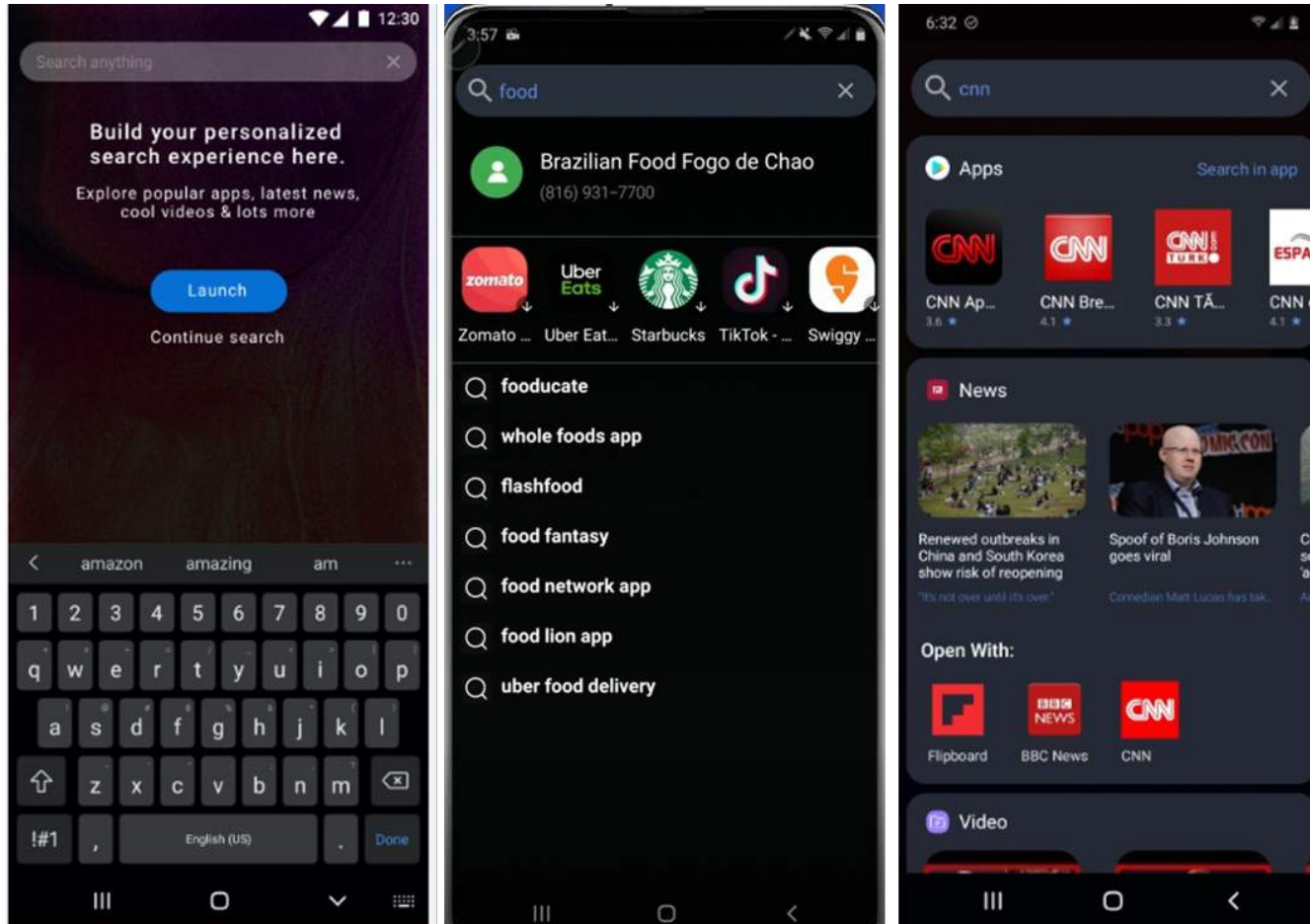

Integrated search = on device search + faceted search

Integrated Search Drive Personalized search experience

Native Organization

Ease of Navigation

Personalization

Search Relevance

Consented

Explore & Unlock new content
More Choices > More Engagement

Customize your device app tray
Native & Friendly > Higher Retention

Frictionless Experience
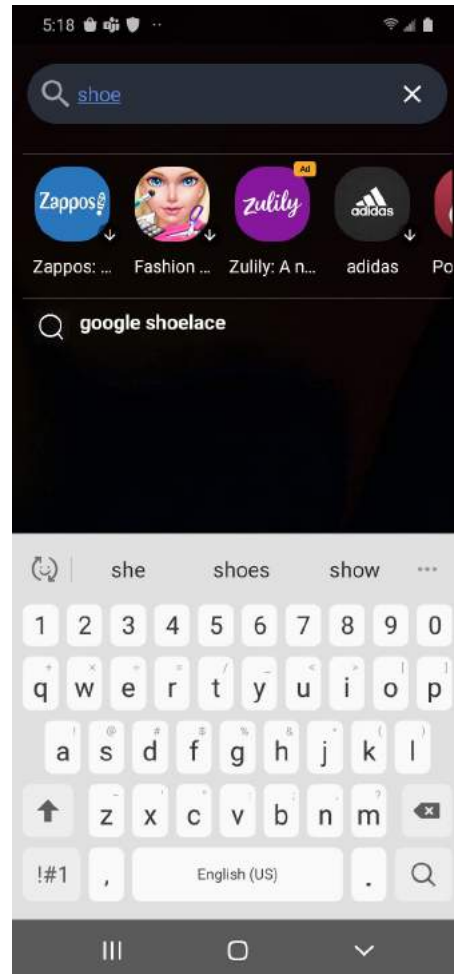More sessions > More Monetization

$ **$0.40 ARPDAU**

Time To Launch (~12 Weeks)
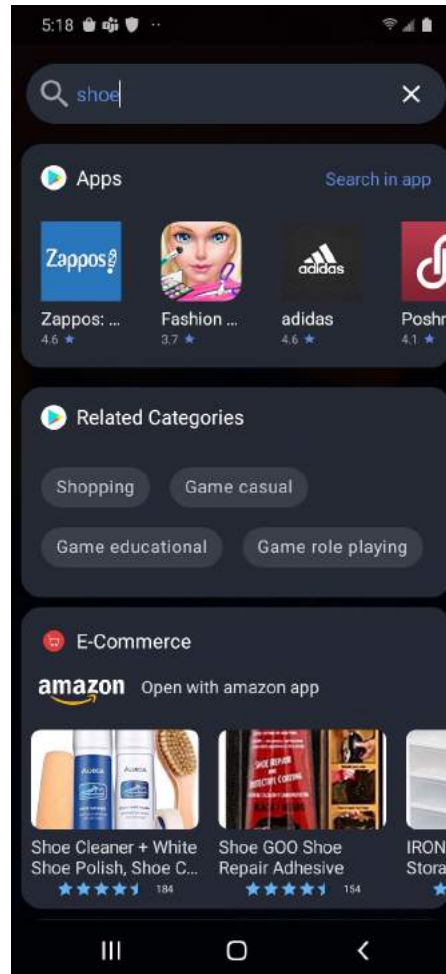
Live with US MVNO

InMobi Integrated Search : Native to App Tray & drives better discovery
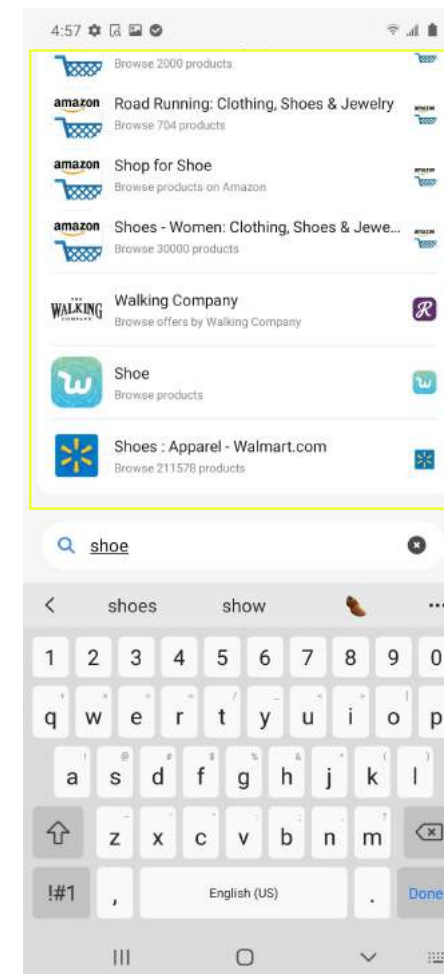
InMobi Experience

Real-Time

Submitted

Competition

✓ Familiar to user - Enables fast navigation without information overload

✓ Doesn't introduce friction to today's common use (app navigation)

✓ Affords much greater breadth when user submits search to find most relevant category, app, and listing

VS

✓ Heavily indexed on deeplink results – Adds navigation costs to user engagement

✓ Appears non-native to app tray UI – Requires context switch as users navigate across search & app tray usage

App deep links on real time search

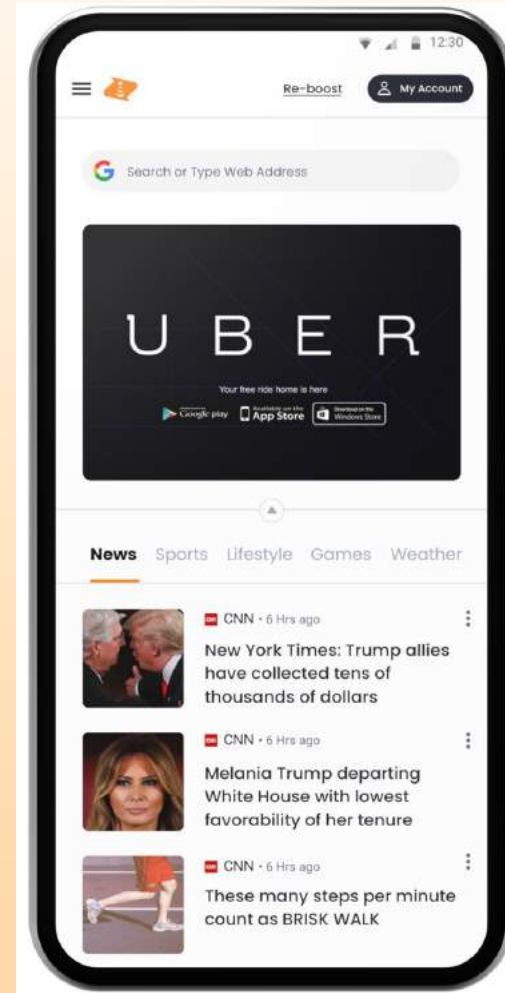**Category Deep-links: Meal & Food Type**
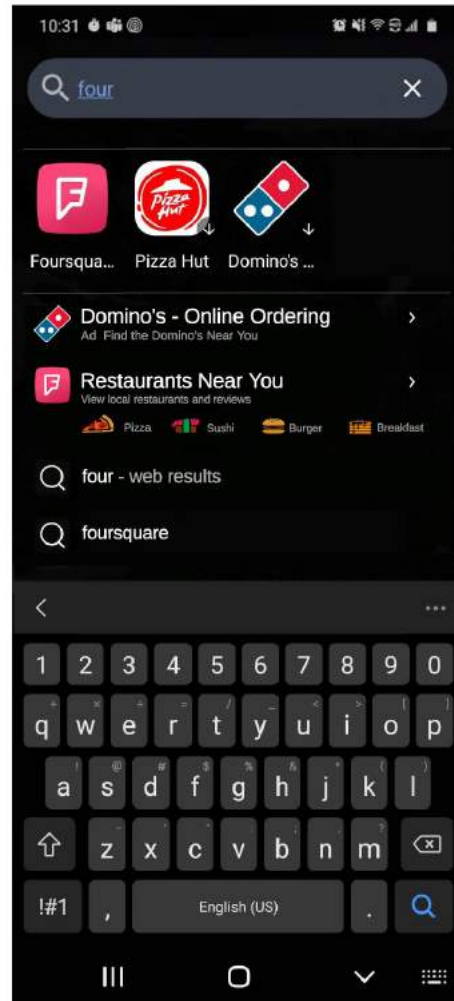
Utility Deep-links: Delivery Pref. & Store Location
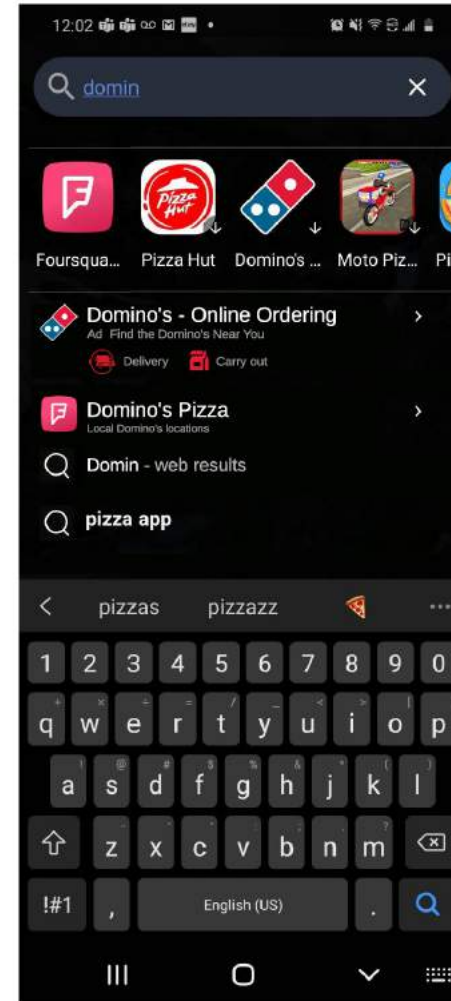
- ✓ Full keyword submission results will have up to 4 app shortcuts (based on relevance)

- ✓ We can light up a dedicated module to surface shortcuts (deep-links)

Browser Home page

Default Browser

Home page

InMobi monetizes the default screen in the native browser (OEM Browser or Chrome browser).

The consumer value propositions involves a mix of Quick access links and News & Entertainment stories which have mass appeal.

We monetize this reach for a Telco and cut them a check.