

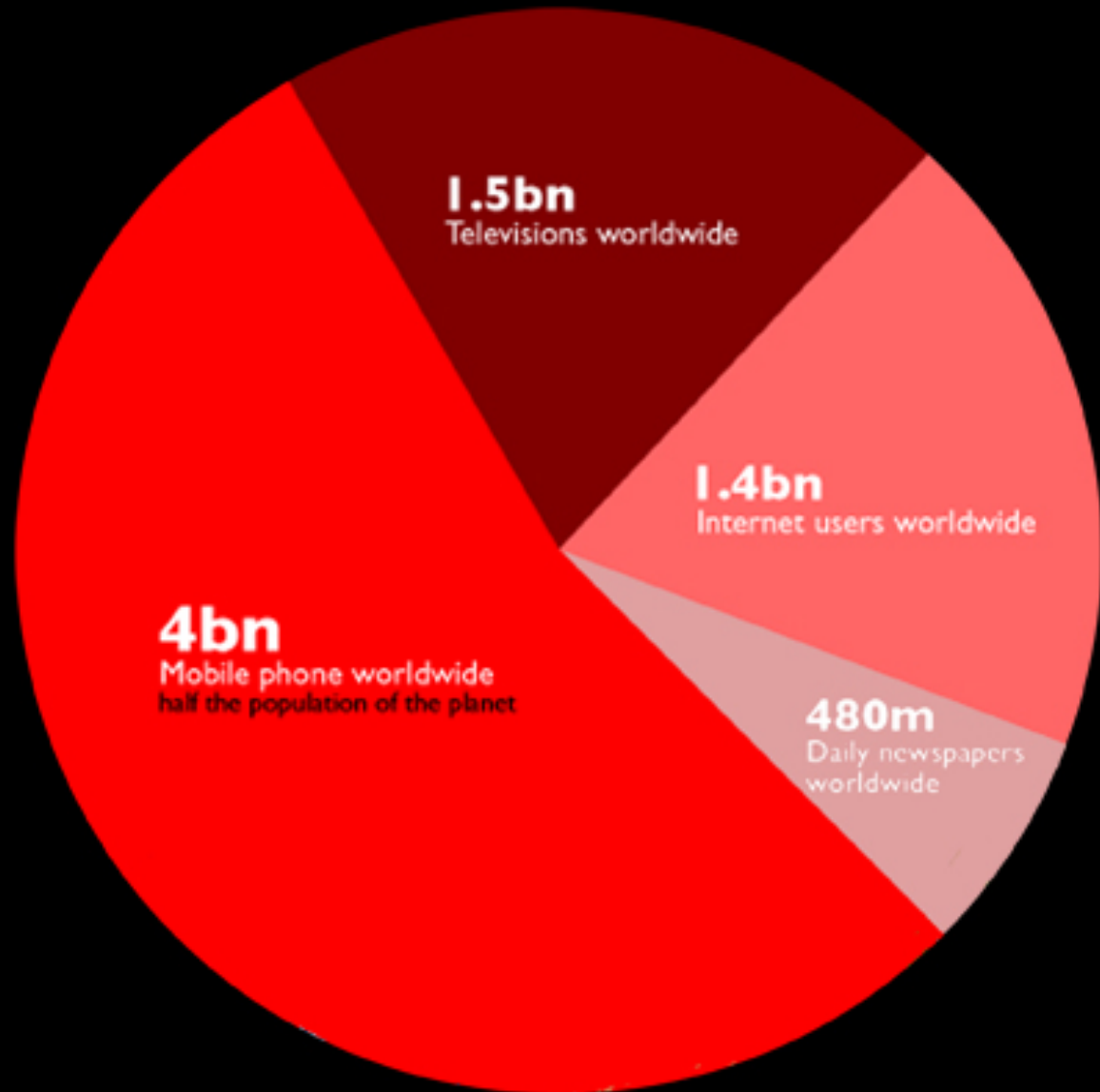
Keynote Highlights From  
**The Role of Technology In  
Mobile Advertising**

Emmanuel Allix VP, MD Asia Pacific

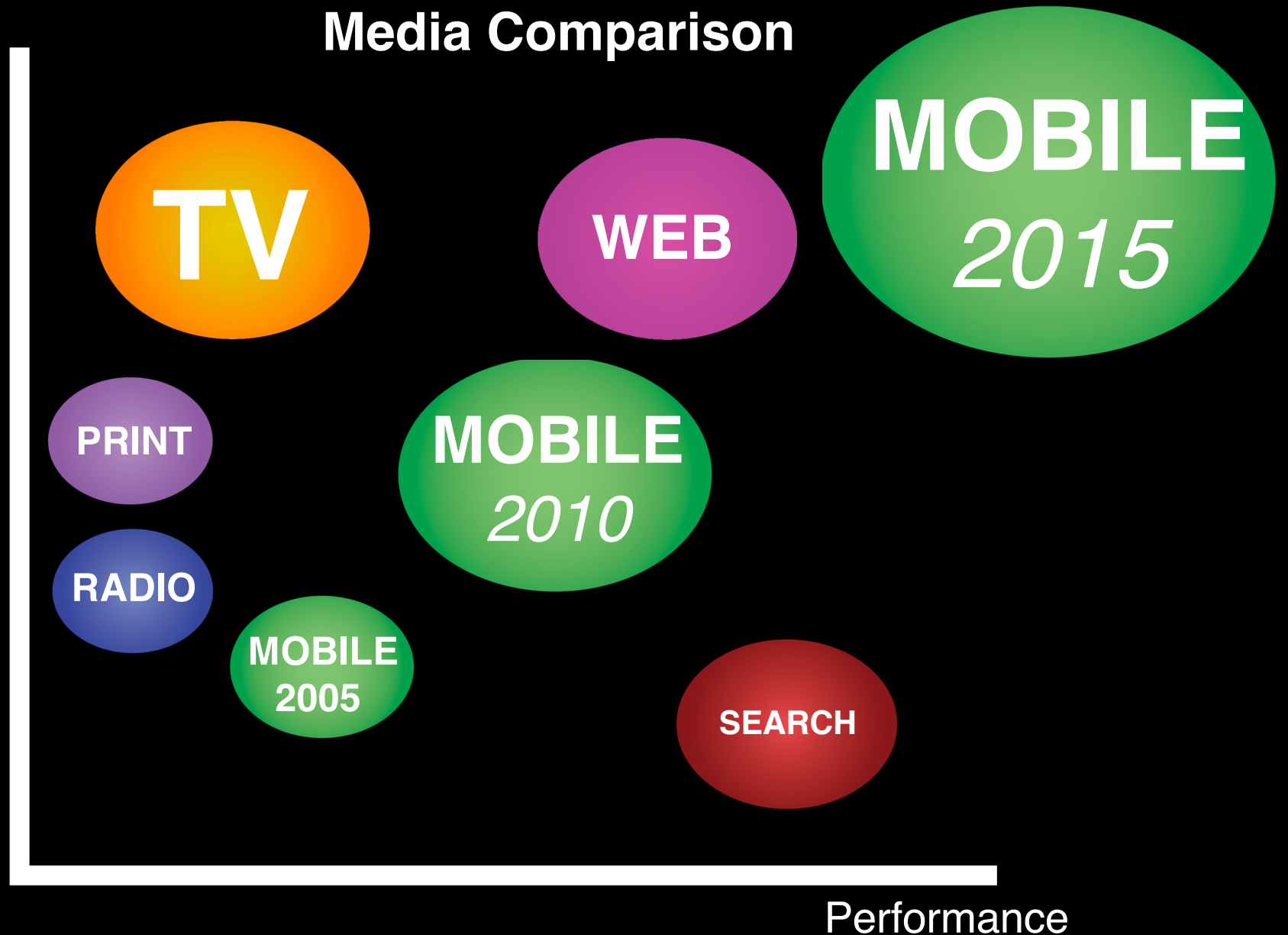
May 2010

























# Global Mobile Device Sales




10x newspapers.  
Over 2x TV.  
Nearly 3x the Web.



## Media Comparison

CREATIVE  
IMPACT

	REACH	CREATIVE IMPACT	VIRAL	PERFORMANCE
MOBILE				
INTERNET				
SEARCH				
TV				
RADIO				
PRINT				

 GOOD
  OK
  BAD



# THE \$40b MOBILE AD LIFE CYCLE: 2010 to 2013

Maturing technology.  
Engaging creative.  
Combined with data.



**Ad networks look like four disconnected feature sets today.**

**TARGETING**

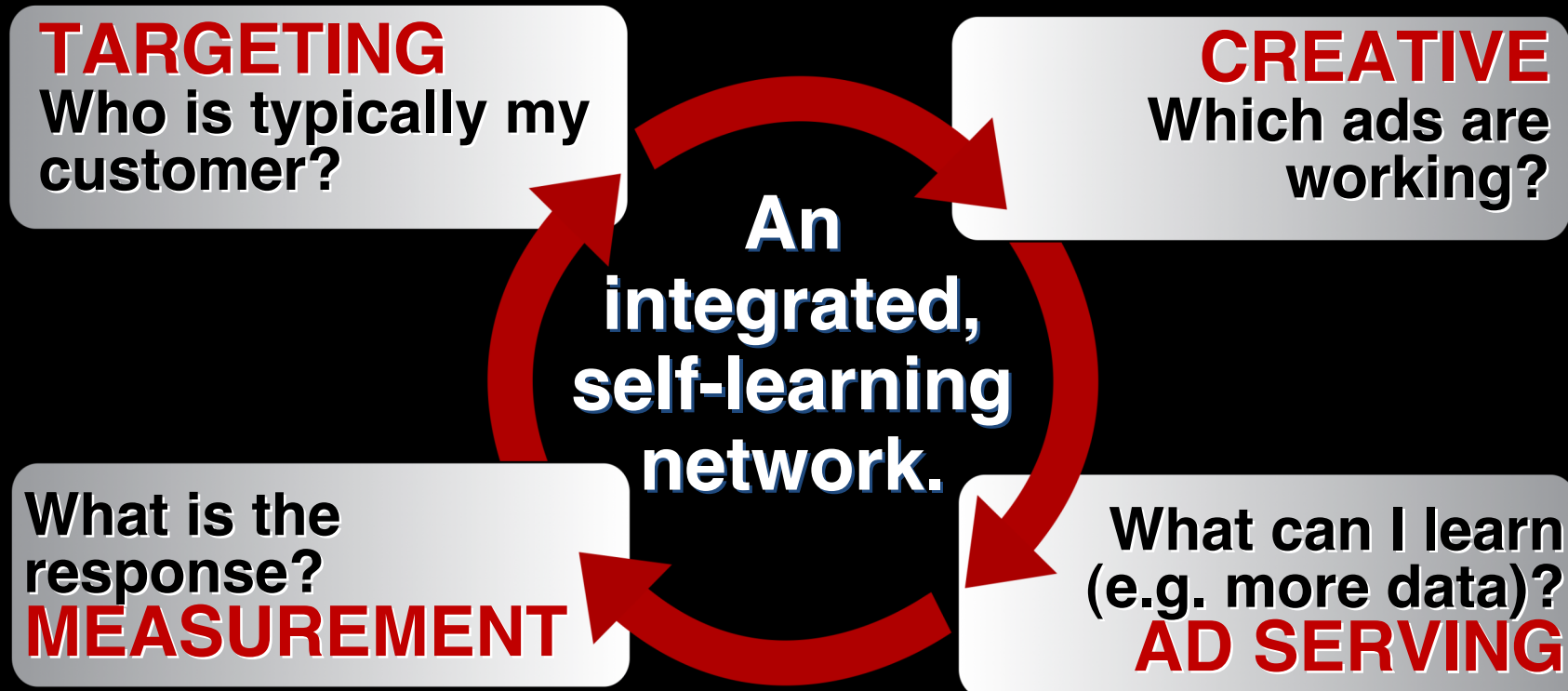
**CREATIVE**

**Disconnected  
Features**

**MEASUREMENT**

**AD SERVING**

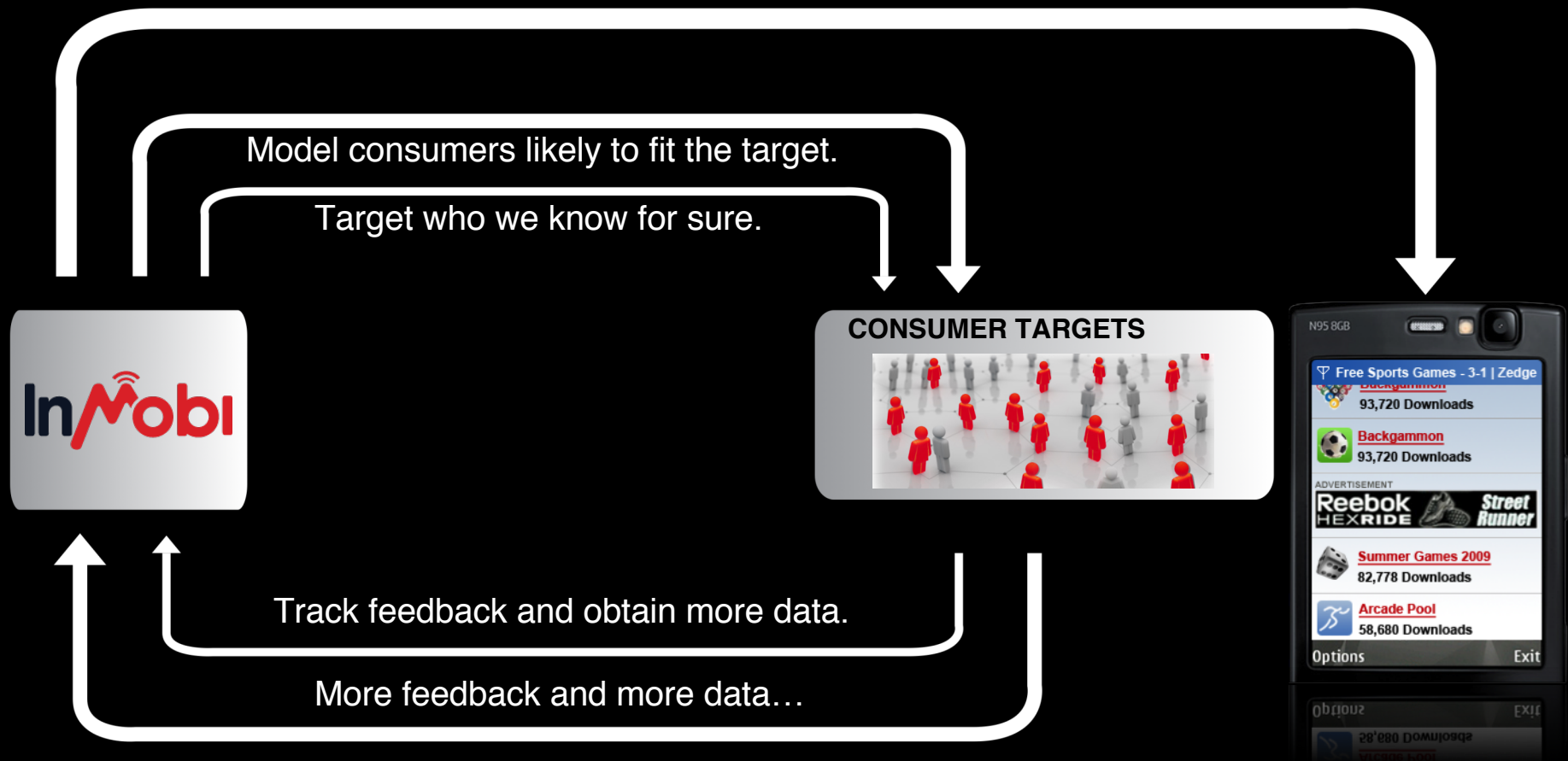
**We treat these features as data inputs.**





Our self-learning network finds incremental customers

## Mobile Customer Discovery.





Our distributed ad servers ensure your ads are seen

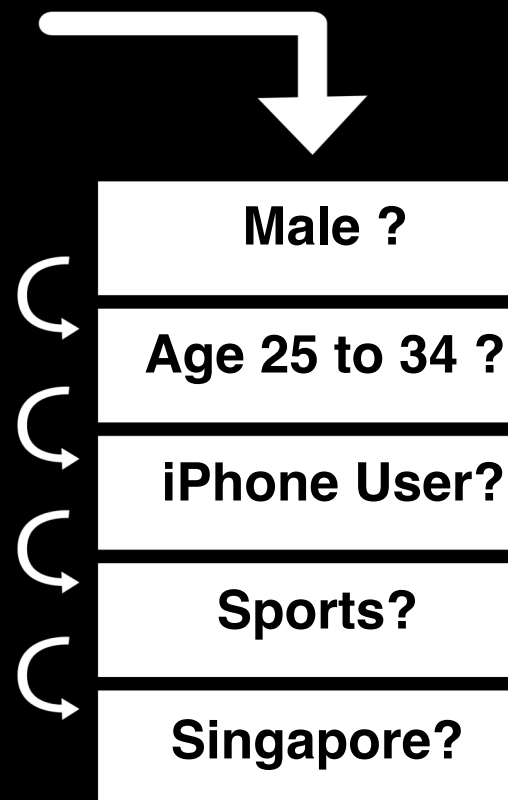
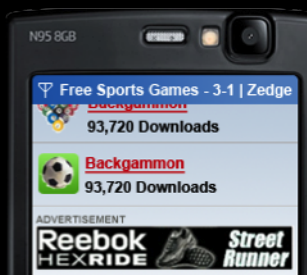
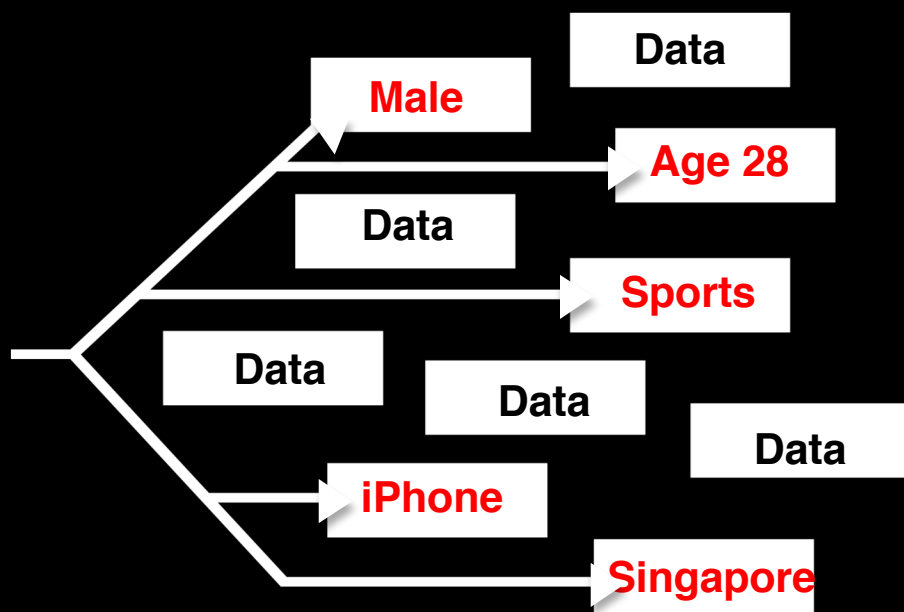
Protecting the consumer experience is key.



# Successfully serving ~ 5,000 ads per second globally

InMobi: Smart decisions in < 10 milliseconds

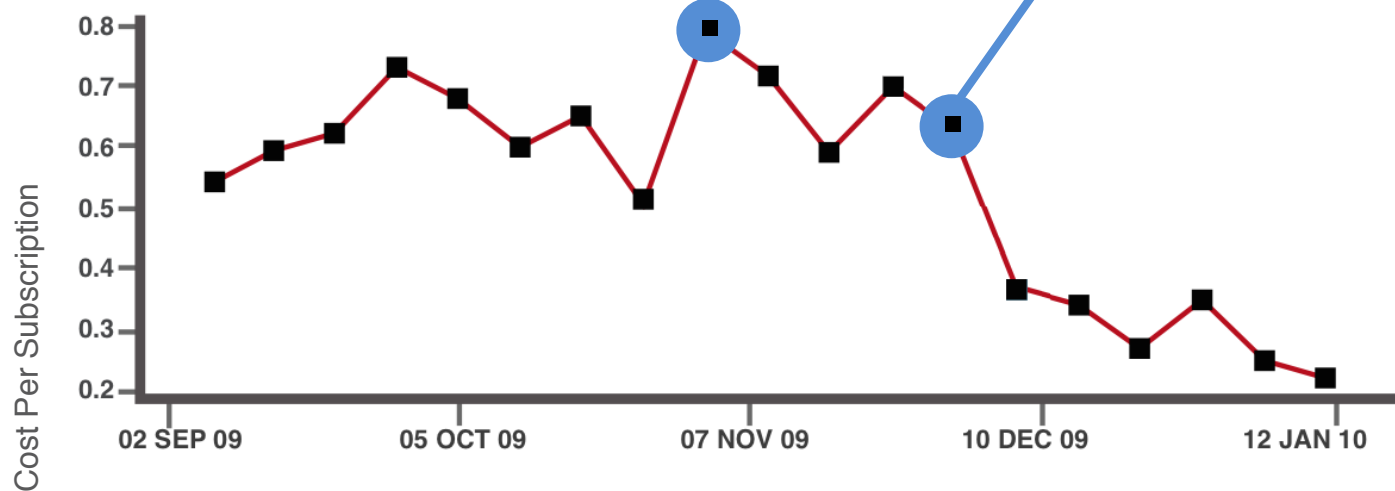
Them: Slow, Rule-based, Unscalable



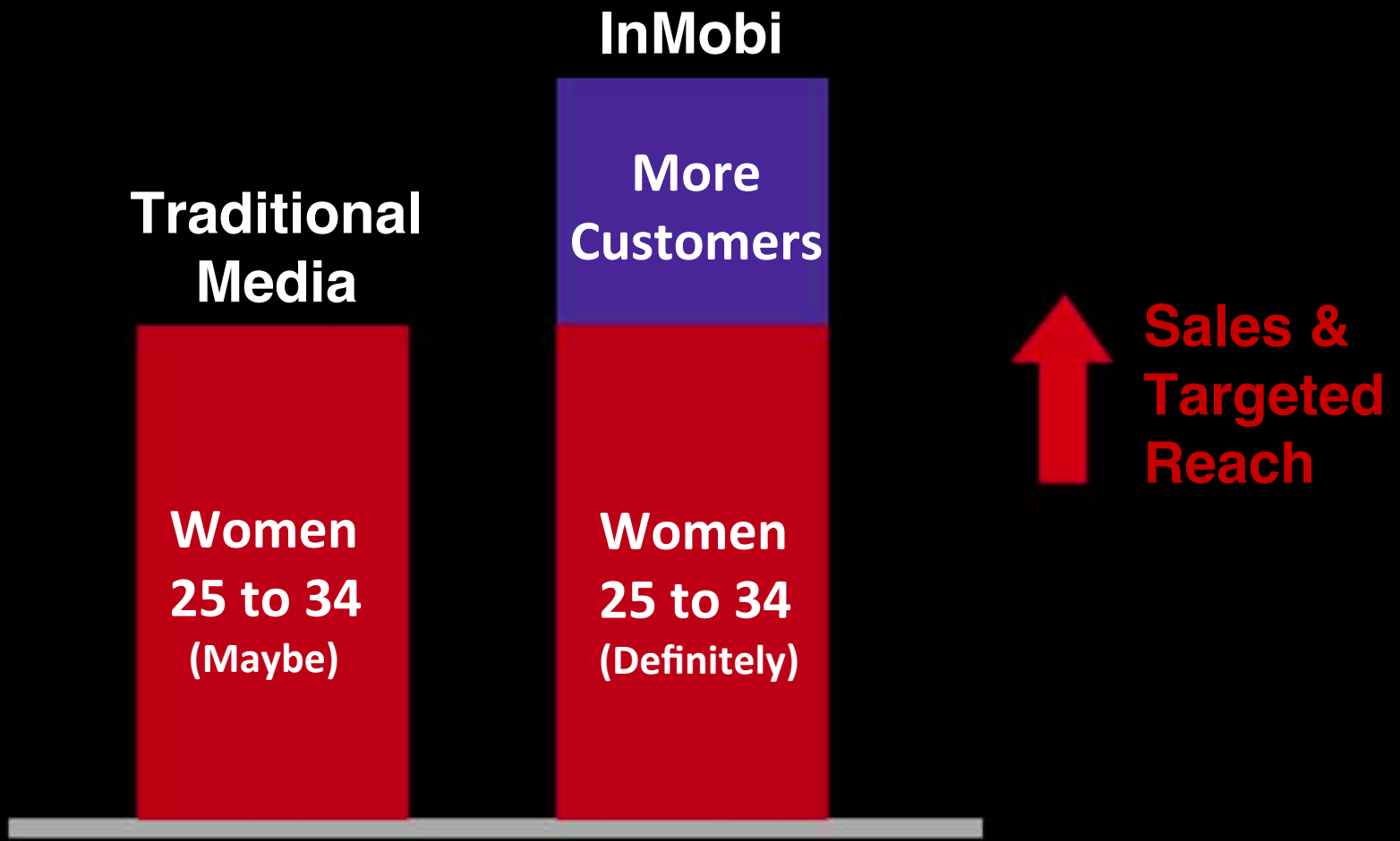
# AdRoit™ achieved ~40% reduction in CPA.

Targeting change

Data feedback loop introduced



**We find customers you didn't know you had.**





## The first mobile enthusiast - John Wanamaker.



*"Half the money I spend  
on advertising is  
wasted; the trouble is I  
don't know which half."*

**John Wanamaker  
1838 -1922**

**Understand Mobile and Leverage  
it's Revolutionary Technology.  
Job Security.**

**Make John proud. Be one of the  
people that knows which half.**

The **one-stop** shop to over 100 million users in APAC

The **largest** mobile ad network in Asia with  
**5.2 billion** ad impressions per month



Thank You!

Emmanuel Allix  
+65 9384 3188  
[emmanuel.allix@inmobi.com](mailto:emmanuel.allix@inmobi.com)