InMobi's State of App Performance Marketing Survey – Europe

—

2017

TABLE OF CONTENTS

RESEARCH OBJECTIVE

InMobi's State of App Performance Marketing survey is the leading research program for mobile developers and the app economy. It is designed to help app marketers better understand the responsibilities, activities, challenges, and current/future trends that mobile app marketers face

This survey explores

1. App marketer trends

2. User acquisition strategies

3. Need for in-app remarketing

4. Measurement & attribution

5. Mobile Ad Fraud

6. KPIs to measure campaign success

INMOBI

RESEARCH METHODOLOGY

- Quantitative survey

- Email invitation delivered to a broad cross-section of app marketers

- A total of 103+ responses were received for Europe market during the survey which was open June and July 2017. Not all questions were required to answer for completing the survey and many questions allowed for multiple answers

- Cool prizes and a copy of the complete survey results was offered as an incentive to respond

# STATE OF APP PERFORMANCE MARKETING SURVEY, 2017

Mobile app marketing has come a long way in the past few years since focusing solely on only app store optimizations to a wide array of techniques that span the entire customer journey from acquisition to retention and conversion.

As part of our endeavor to help grow the mobile app space, we at InMobi have designed this mobile performance marketing survey to help provide app marketers with a greater understanding of what is working and what is not and to better understand the current and future state of mobile app performance marketing covering User Acquisition, App Monetization and Retention.

STATE OF APP PERFORMANCE MARKETING SURVEY, 2017

Survey Participant's Location

- North America
- Europe
- APMEA
- Others

30%
22%
40%
8%
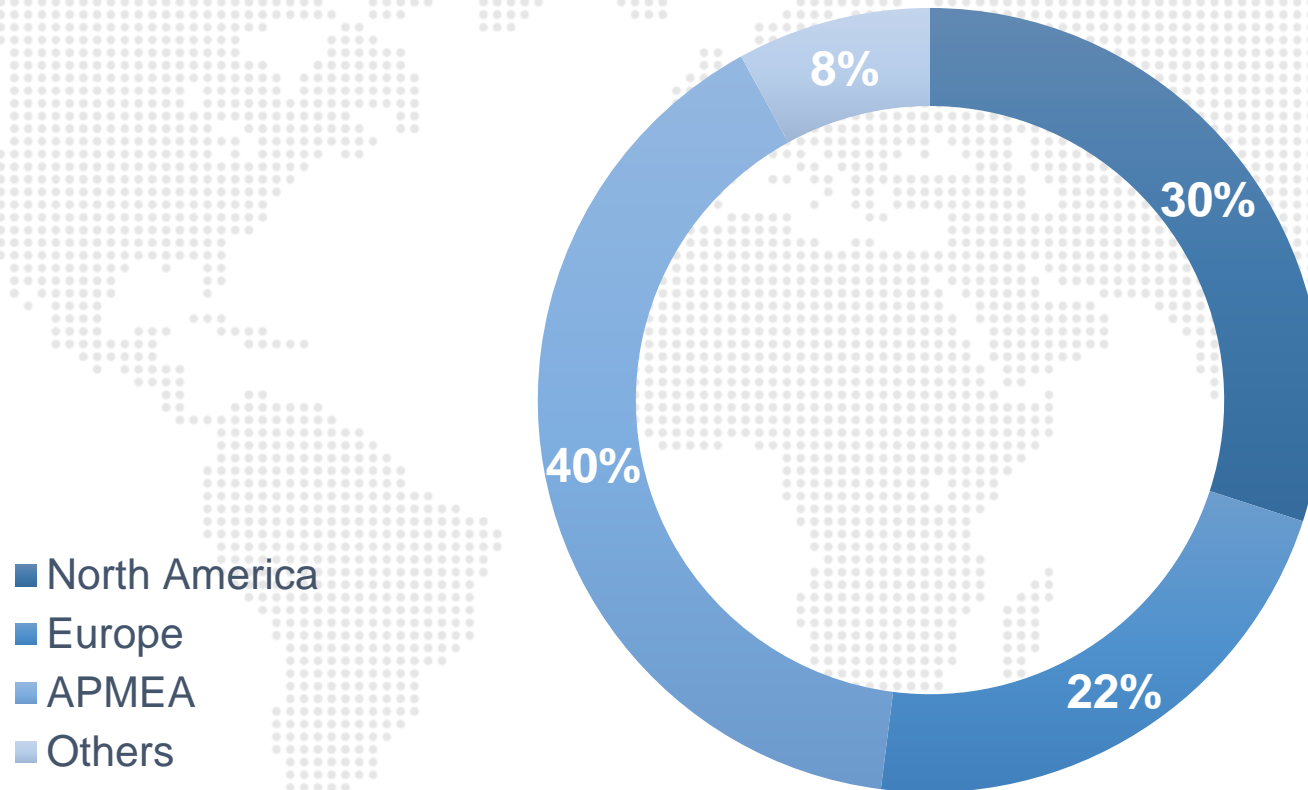
APP MARKETER
CHARACTERISTICS

Insights

- Mobile app development is a still relatively young and growing industry with 50% of developers having 5+ years experience.

- App marketers are pioneers, with a high degree of knowledge about their field. Most have 4 years or less of experience in the field and only 93% rate their knowledge of the field as strong or expert level.

- Mobile app marketing teams are compact: members must play multiple roles. Europe and North America are the most popular target regions for app marketers, given the stronger economic development, large English-speaking populations and increased smartphone adoption.

- 78% of app marketers consider user acquisition as the most important marketing goal for their campaigns.

Mobile App Development Is A Prospering Industry And Is Going To Get Bigger Over Time

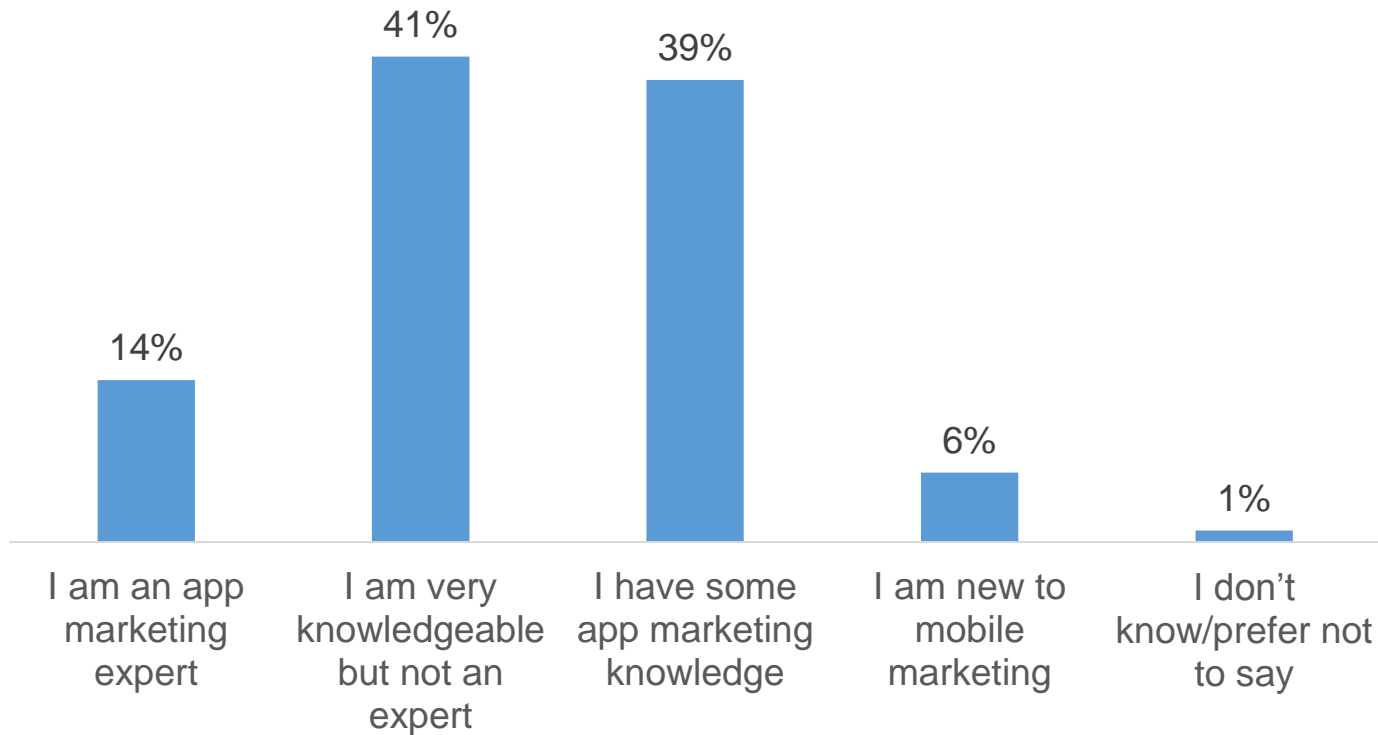## Length of Time Working in Mobile App Industry

4% — Less than a year

12% — 1-2 years

35% — 3-4 years

50% — 5 years
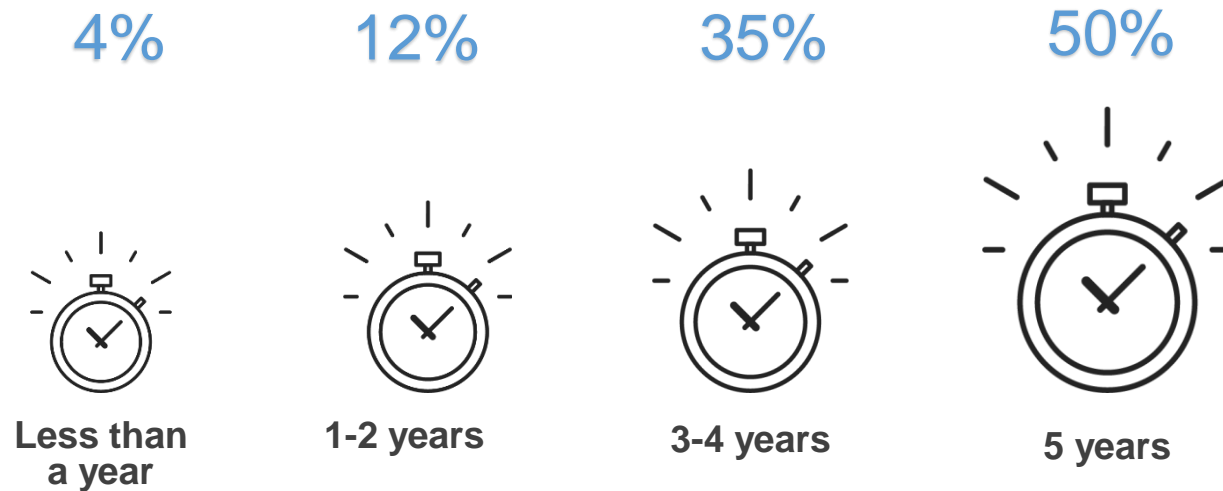
- Mobile app development is a young and growing industry. 50% of the developers have been in the industry for less than 4 years.

Marketers are Pioneers in a Dynamic App Environment

Level of Expertise in Mobile App Marketing

Chart: Level of Expertise in Mobile App Marketing

- I am an app marketing expert: 14%
- I am very knowledgeable but not an expert: 41%
- I have some app marketing knowledge: 39%
- I am new to mobile marketing: 6%
- I don't know/prefer not to say: 1%

- App marketers are pioneers with a high degree of knowledge about their field. Most have 4 years or less in the field and 3 in 4 app marketers rate their knowledge of the field as strong or expert level.

- In a constantly evolving industry with new strategies and tactics to learn every month, only a handful of marketers call themselves app marketing experts (14%).

Q2 . How would you classify your level of expertise in mobile app marketing?
Sample Size : Europe : n=103

Mobile App Marketing Team are Compact ; Members Must Play Multiple Roles

INMOBI

Size of Mobile App Marketing Team

| Team Size	Percentage
1-5 people	73%
6-10 people	13%
11-20 people	7%
21-50 people	4%
51-99 people	2%
100+ people	2%
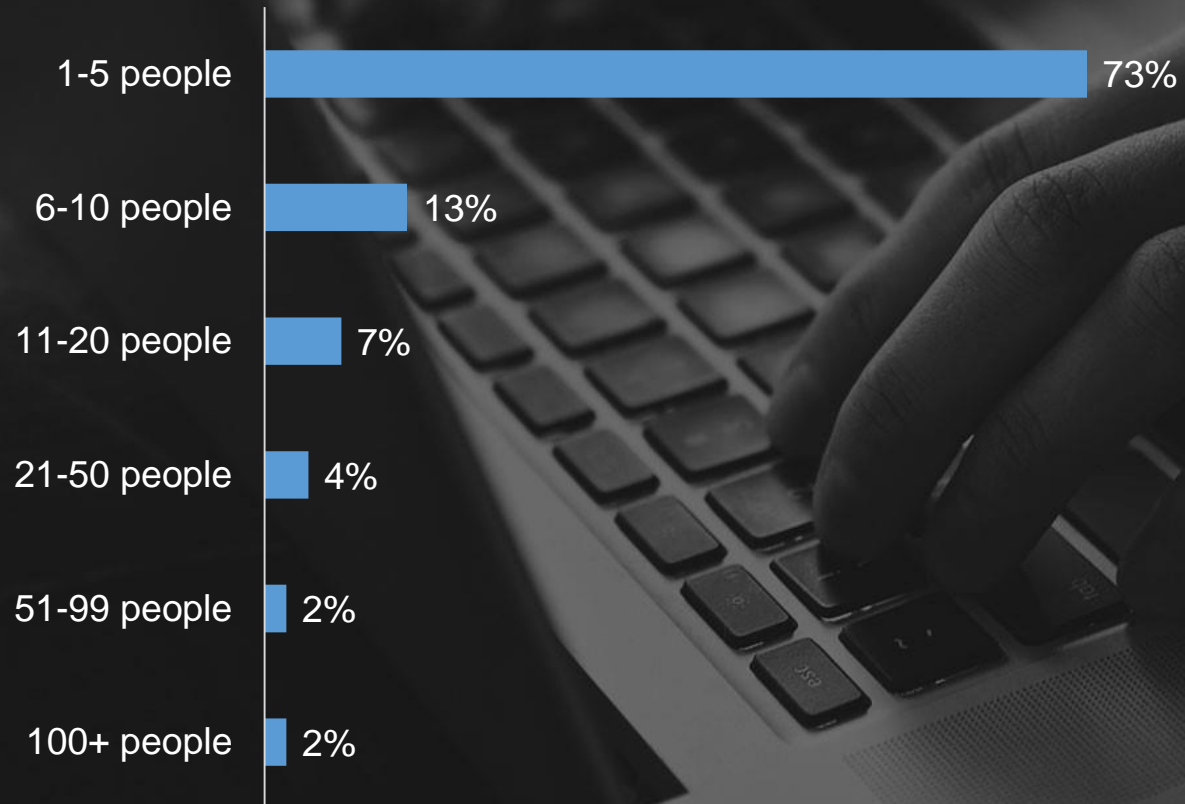
- App marketing teams are quite compact, despite the growing role that apps play in the overall revenue mix for many companies.

- Among our respondents, 73% say that their teams are composed of five people or less.

Q3. What is the size of your app marketing team?
Sample Size : Europe : n=103

App Marketers Prioritize Europe & North America Markets For Launching Their Apps

Regions App Marketers Launched Apps
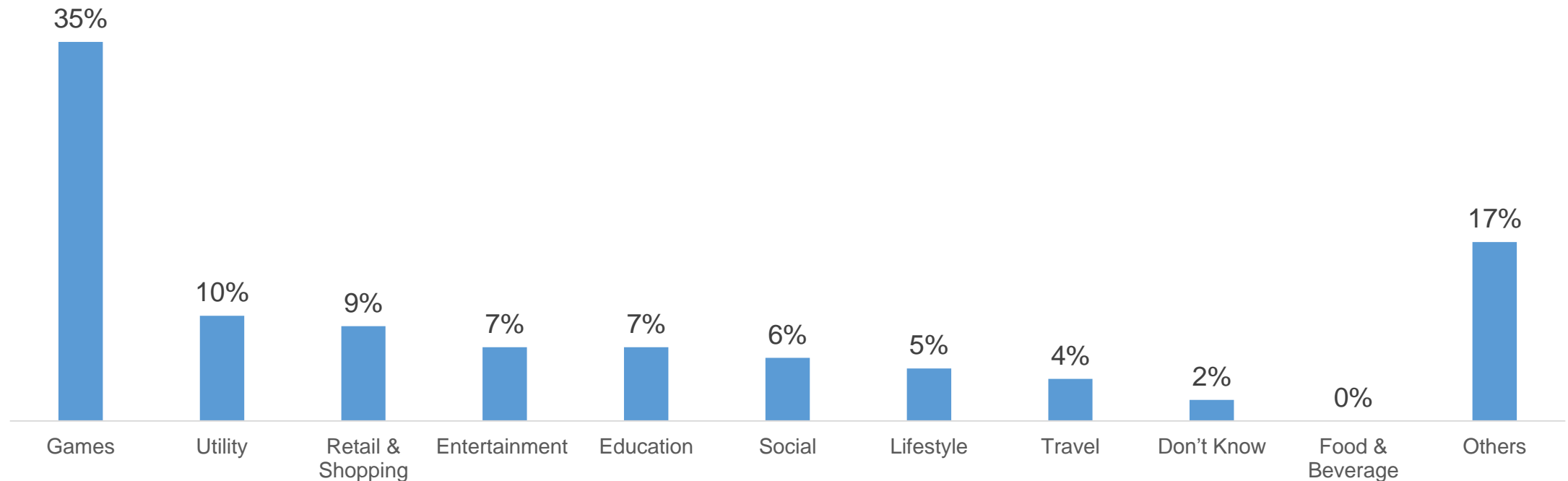

- 41%
- 71%
- 20%
- 22%
- 23%
- 44%
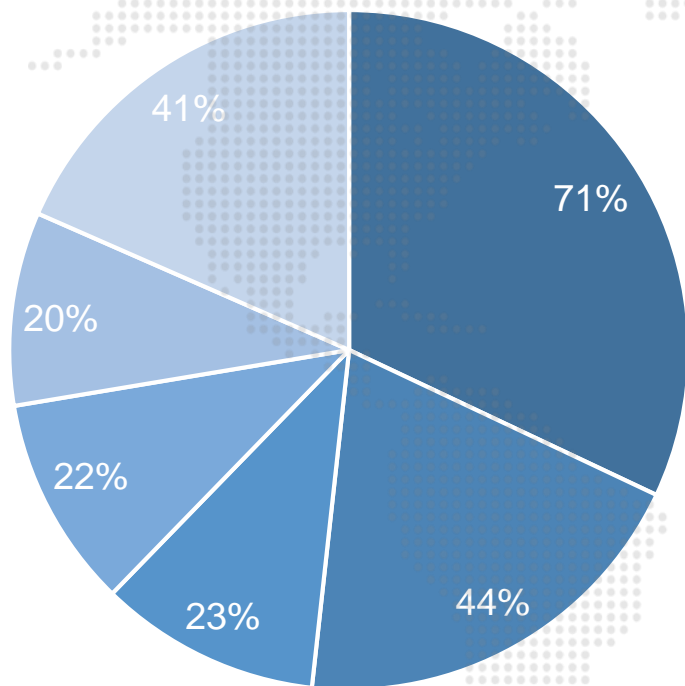
■ Europe ■ North America ■ LATAM ■ APAC ■ Middle East ■ All

- Most common target regions for app marketers are the once with stronger economic development, increased smartphone penetration and large English-speaking populations like Europe & North America.

App Marketers Surveyed Promote A Broad Range Of App Types

- Gaming, utility, retail, entertainment apps were most well represented in our sample, in keeping with general industry trends. These categories also present more opportunities for marketers to add value.

Mobile App Categories

Games	Utility	Retail & Shopping	Entertainment	Education	Social	Lifestyle	Travel	Don't Know	Food & Beverage	Others
35%	10%	9%	7%	7%	6%	5%	4%	2%	0%	17%

App Marketing Spending Varies Widely Across the Industry

Monthly Average App Marketing Expenditure
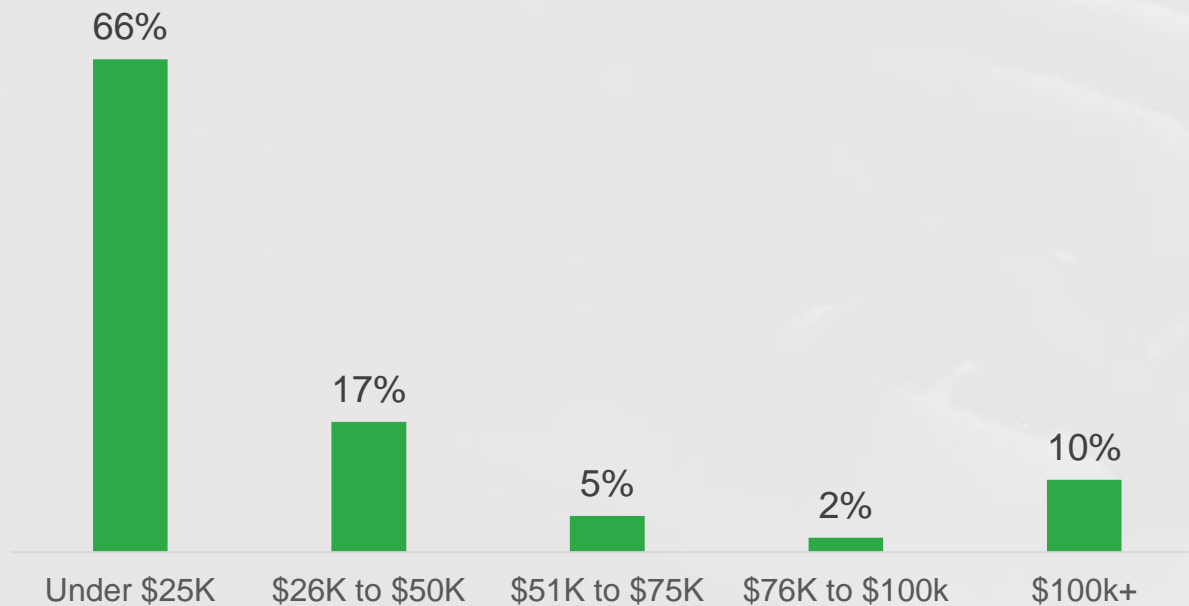
- There is a wide range of monthly marketing expenditure across various apps.
- About only 10% of marketers reported heavy spend rates of more than $100K per month.
- 66% reported spend rates of less than $25K per month. 24% of marketers surveyed reported spending between $26K and $100K.

66% — Under $25K
17% — $26K to $50K
5% — $51K to $75K
2% — $76K to $100k
10% — $100k+

Q6. What is your average monthly marketing spend per app?
Sample Size : Europe : n=103

Mobile App Marketing Goals: User Acquisition, Engagement & Retention

Mobile App Marketing Goals

Goal	Percentage
User Acquisition	78%
Engage & retain existing user base	32%
Brand Awareness	25%
Increase online traffic to various brand properties	15%
Increase foot traffic to physical stores	4%
All the above	10%
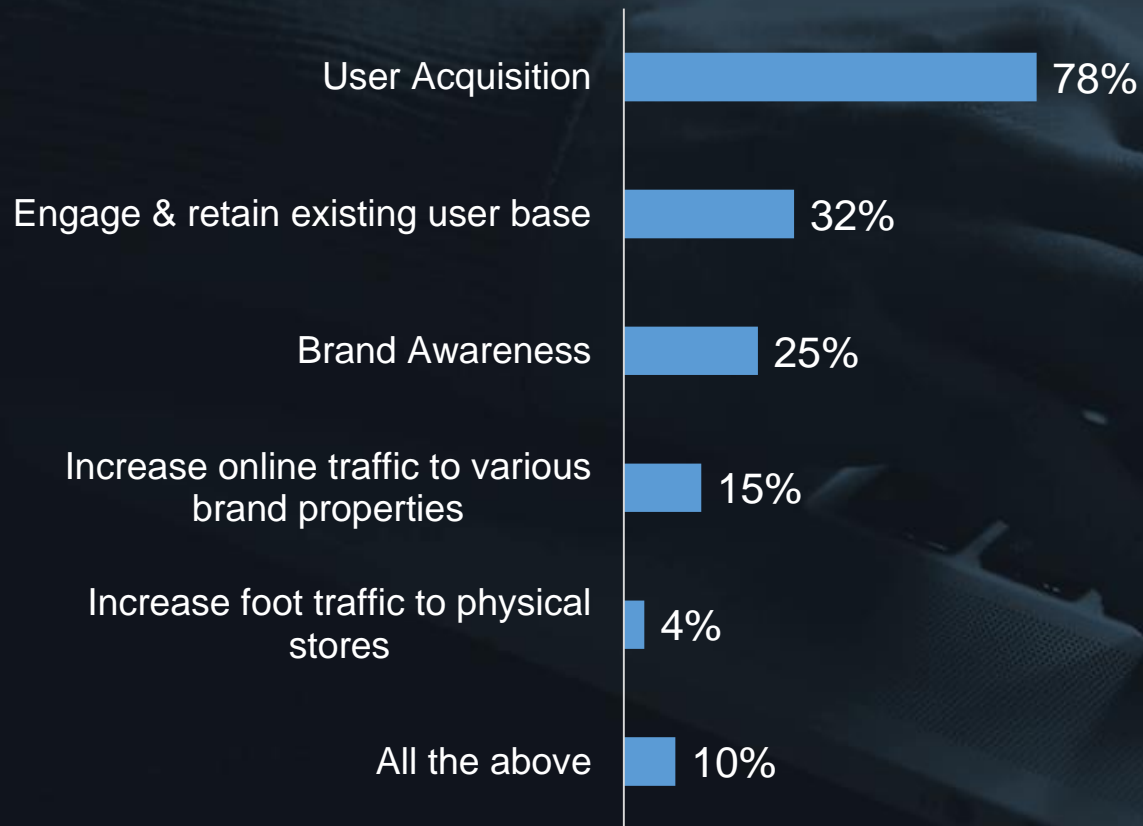
- User acquisition is vital for the success of any new mobile app. In fact, 78% of app marketers consider it to be the most important marketing goal and focus on attracting as many users as possible

- The next most important goal for marketers is engagement and retention, which involves building a personal relationship with all the users you have acquired.

Q7. What are your mobile app marketing goals? (Check all that apply)
Sample Size : Europe : n=103

APP MARKETER CHALLENGES, KEY ISSUES/CONCERS

Insights

- In-app advertising is still the most dependable app business revenue model, preferred by over 61% of app marketers.

- Discoverability of the app was picked as the toughest problem, as nearly 58% of the survey respondents said they have trouble raising awareness for their apps

- Ad Blocking, Ad Fraud and Attribution challenges are key issues concerning app marketing and advertising.

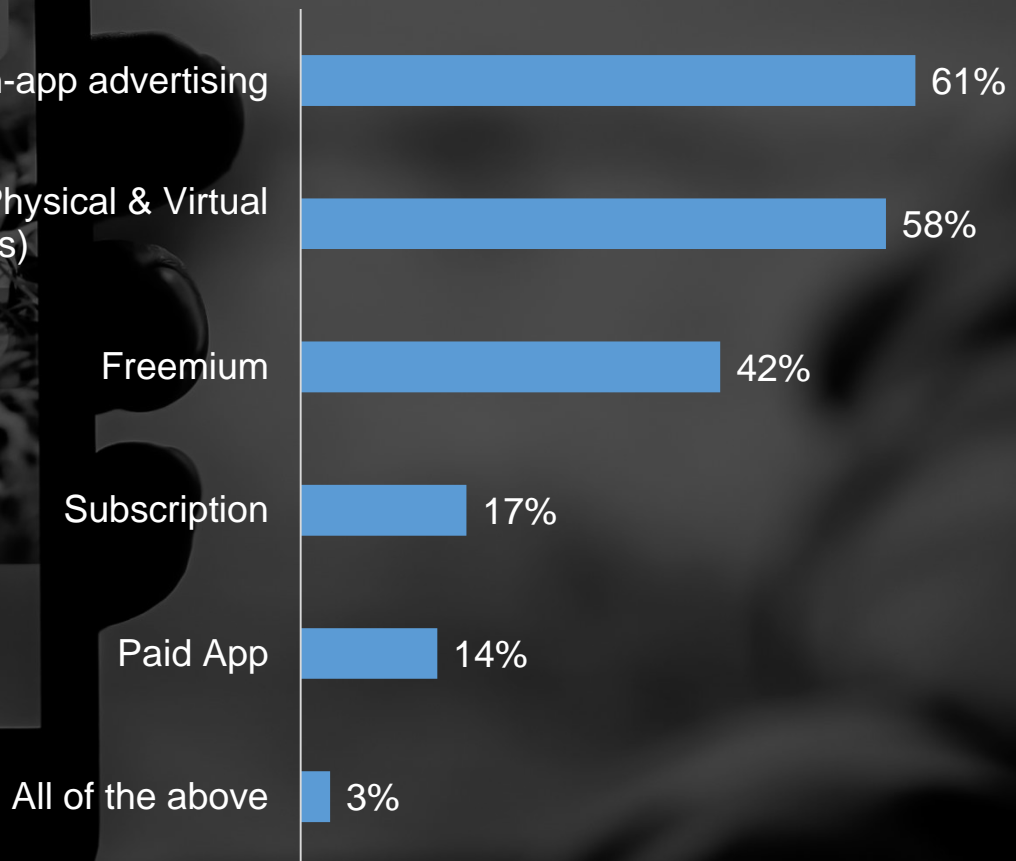# New Monetization Models Are Quickly Gaining Popularity

Mobile App Monetization Model

- In-app advertising is still the most dependable app business revenue model, and is preferred by over 61% of app marketers.

- In-App Purchases (IAP) of both real world and virtual goods were the next most popular revenue streams among them.

- Having multiple methods of monetization is gaining popularity as a way of diversifying revenue streams and maximizing profitability. About 3% of app marketers have embarked towards embracing multiple revenue streams.

Model	%
In-app advertising	61%
In-app purchases (Physical & Virtual Goods)	58%
Freemium	42%
Subscription	17%
Paid App	14%
All of the above	3%

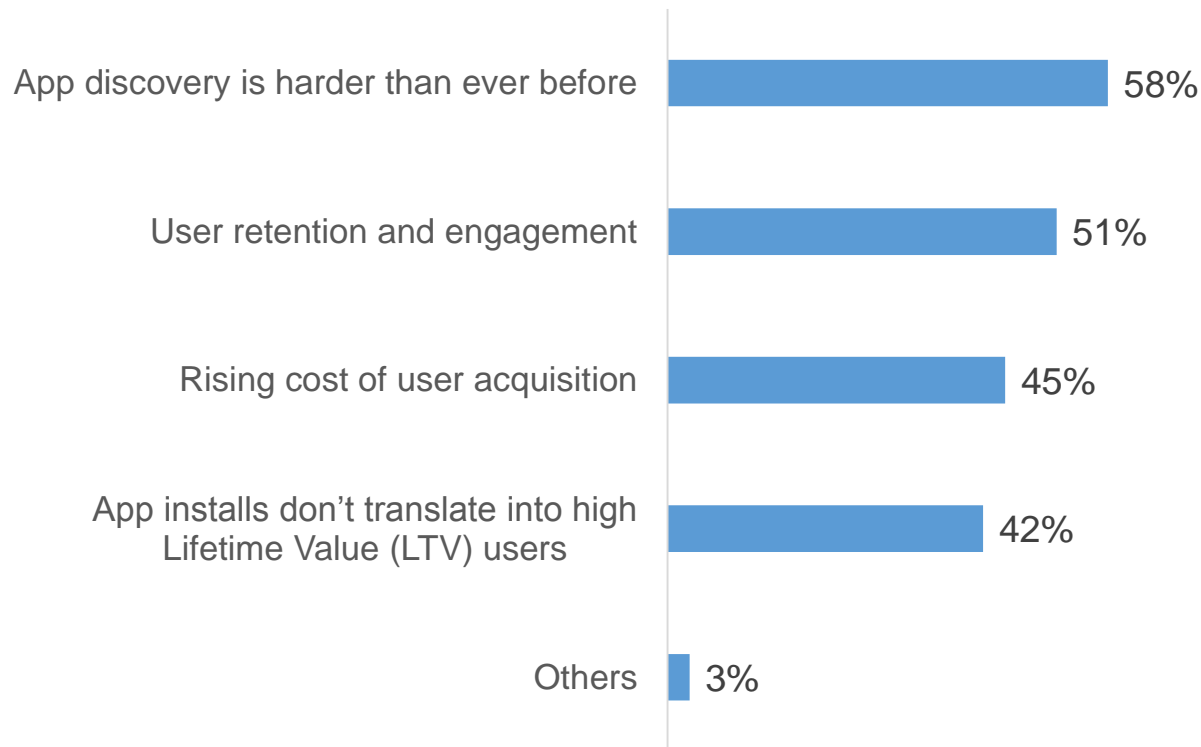*Q8. What is your app monetization model? Please select all that apply*
Sample Size : Europe : n=103

INMOBI™

App Discoverability A Major Marketing Challenge That Marketers Face

Biggest Marketing Challenges Faced by App Marketers

App discovery is harder than ever before — 58%

User retention and engagement — 51%

Rising cost of user acquisition — 45%

App installs don't translate into high Lifetime Value (LTV) users — 42%

Others — 3%

- Discoverability of the app was picked as the toughest problem, as nearly 58% of the survey respondents said they have trouble raising awareness for their apps. This does not come as a big surprise, given there are currently millions of apps available in the various mobile app marketplaces.

- 51% of the respondents stated that User retention & engagement is a big challenge that they face currently, as the retention level diminishes with the passage of time, denting the monetization efforts of app developers.

.

Q9. What are the biggest marketing challenges you face today as an app developer? Please select all that apply
Sample Size : Europe : n=103

Attribution, Ad Fraud and Ad Blocking are Key Advertising Issues/Concerns App Marketers Face

Primary Issues/Concerns Facing In-App Advertising
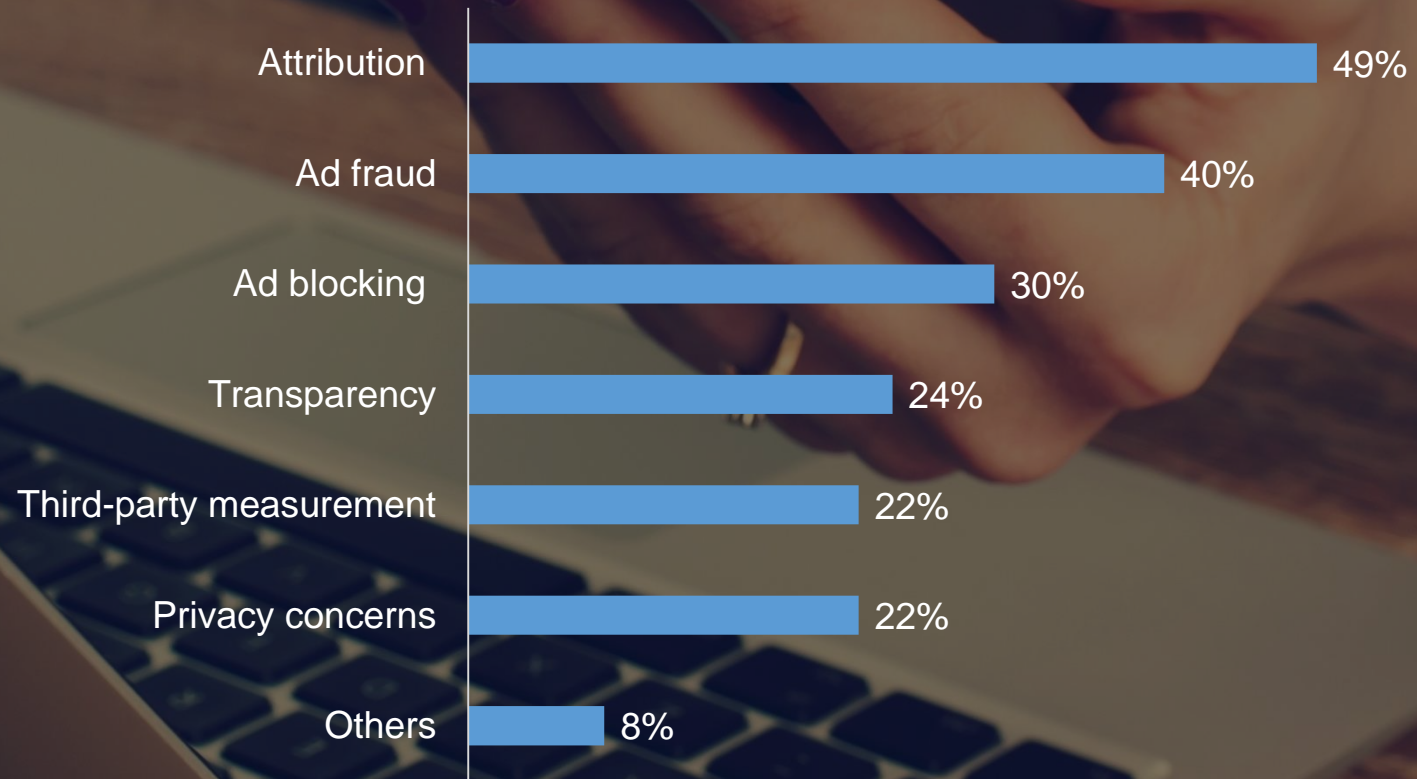
Issue/Concern	Percentage
Attribution	49%
Ad fraud	40%
Ad blocking	30%
Transparency	24%
Third-party measurement	22%
Privacy concerns	22%
Others	8%

USER ACQUISTION TRENDS

Insights

- 56% of app marketers allocate less than $50K a month towards user acquisition campaigns.

- From a UA standpoint, CPI is still used by more than half of marketers as the preferred pricing model.

- 50% of app marketers use mobile video ads for running UA campaigns . Video ads clearly, has started to take over the traditional static format.

- Video ads are clearly gaining popularity among app marketers with 40% of them planning to invest in video over the next 12 months.

- User Quality, Targeting & Cost are the top three most important criteria that app marketers evaluate when selecting an ad network for a user acquisition campaign.

Low Budgets Hinder User Acquisition Efforts

- 56% of app marketers allocate less than $50K a month towards user acquisition campaigns.

Budget Allocated Monthly Towards UA Campaigns

Nothing	15%
$1 - $49,000	56%
$50,000 - $99,999	10%
$100,000 - $199,999	1%
$200,000 - $499,000	6%
$500,000 - $999,999	3%
$1MM and up	1%
I'd rather not say	9%

Q11. How much do you allocate to your monthly mobile user acquisition budgets?
Sample Size : Europe : n=103
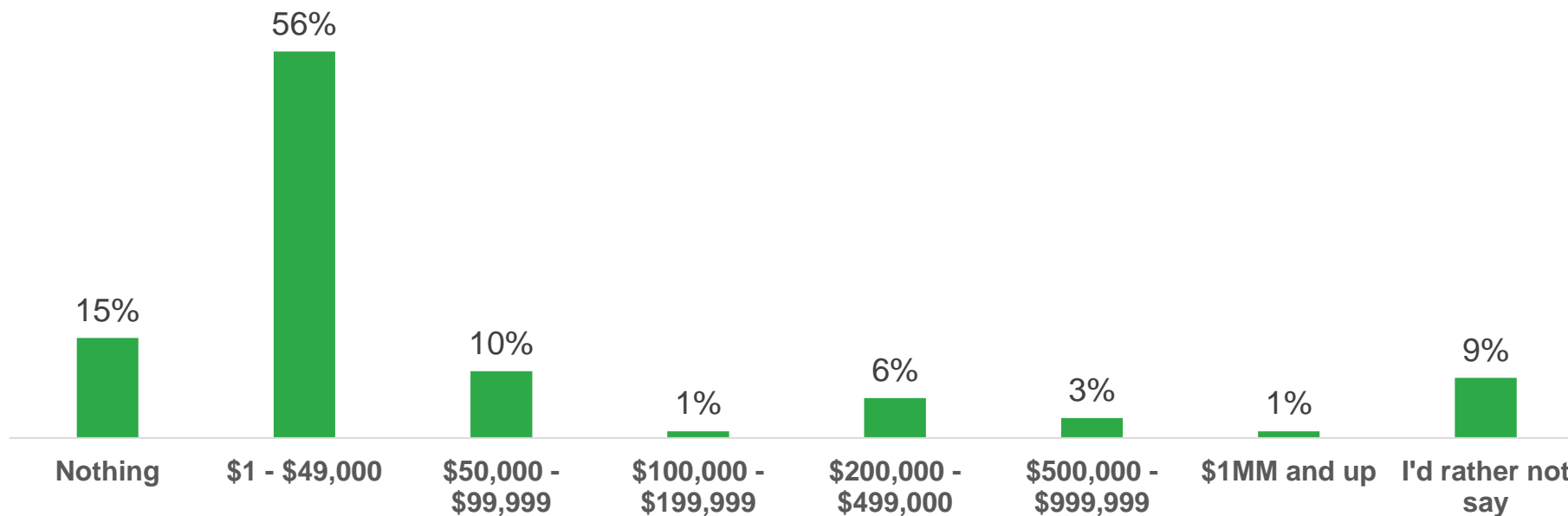
Marketers Prioritize Europe & North America Market For Running UA Campaigns

Regions Focused For Running UA Campaigns

Region	Percentage
Europe	81%
North America	50%
APAC	15%
Middle East	12%
LATAM	9%
All	13%
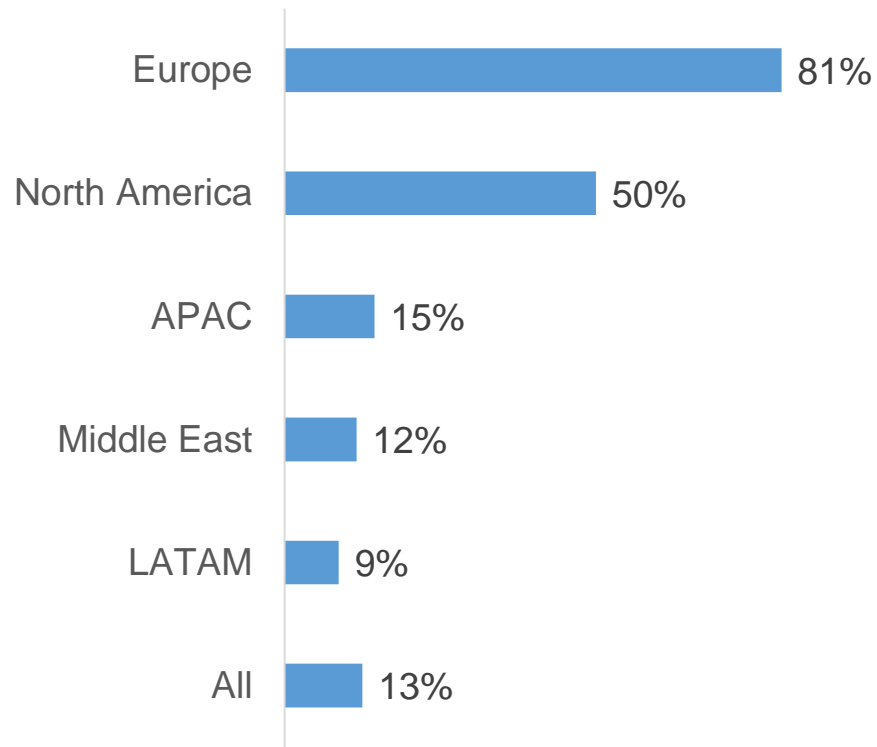
- 81% of app marketers mainly prefer Europe as the top region for running UA campaigns because of stronger economic development, increasing English-speaking populations and high smartphone penetration.
- North America is the second most common target region for UA campaigns.

CPI Still Rules Mobile App Media Buying

Preferred Pricing Model For Paid User Acquisition

Pricing Model	Percentage
Cost Per Install	58%
Cost Per Click	18%
Cost Per Action	17%
Hybrid Model	17%
Cost Per Thousand Impression	11%
Don't Know	12%
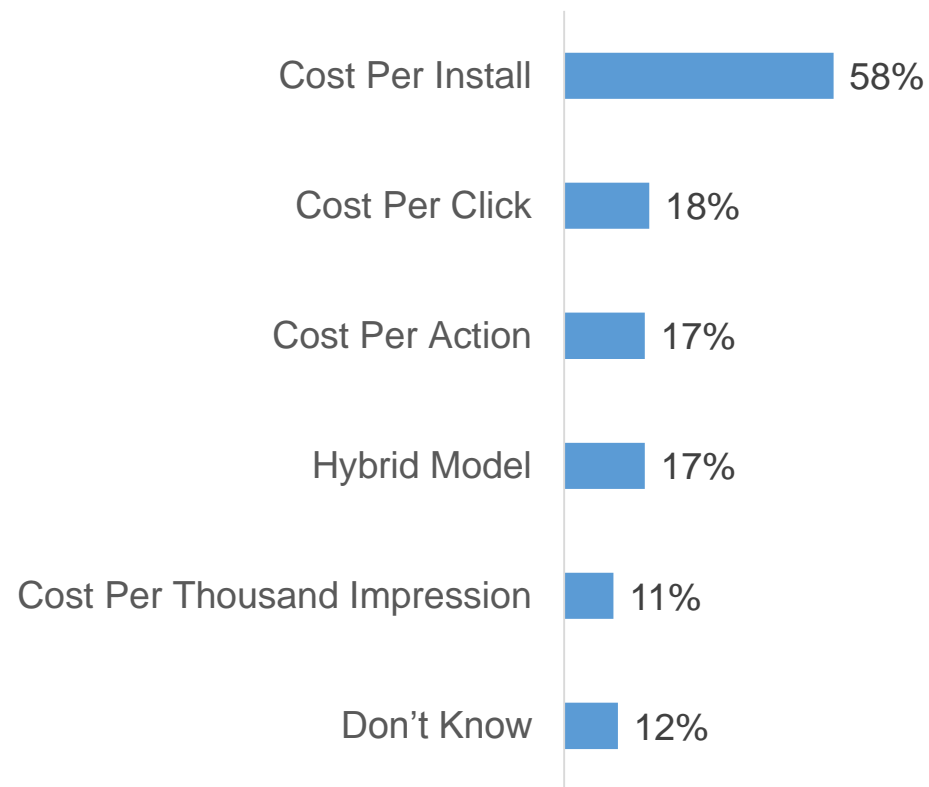
- In regards to user acquisition campaigns, CPI is still used by more than half of marketers as a preferred pricing model.
- CPC is preferred by 18% of respondents despite the susceptibility of click fraud in this pricing category.
- 17% of respondents use CPA model has it offers advertisers more opportunities to increase their revenues while minimizing expenses. Since an advertiser pays only for a specific action in contrast to Cost-per-Click pricing models, ad fraud is much less likely to occur.
- As the app landscape becomes more sophisticated, there is a trend towards adoption of hybrid pricing models.

Q13. What is your pricing model for paid user acquisition?
Sample Size : Europe : n=103

INMOBI

Banner, Video & Native Ads are The Most Preferred Ad Formats For UA

Commonly Used Ad Formats for User Acquisition Campaigns

**Banner Ads
56%**

**Mobile Video Ads
50%**

**Native Ads
47%**

**Full-screen Interstitial ads
47%**

**Others
17%**
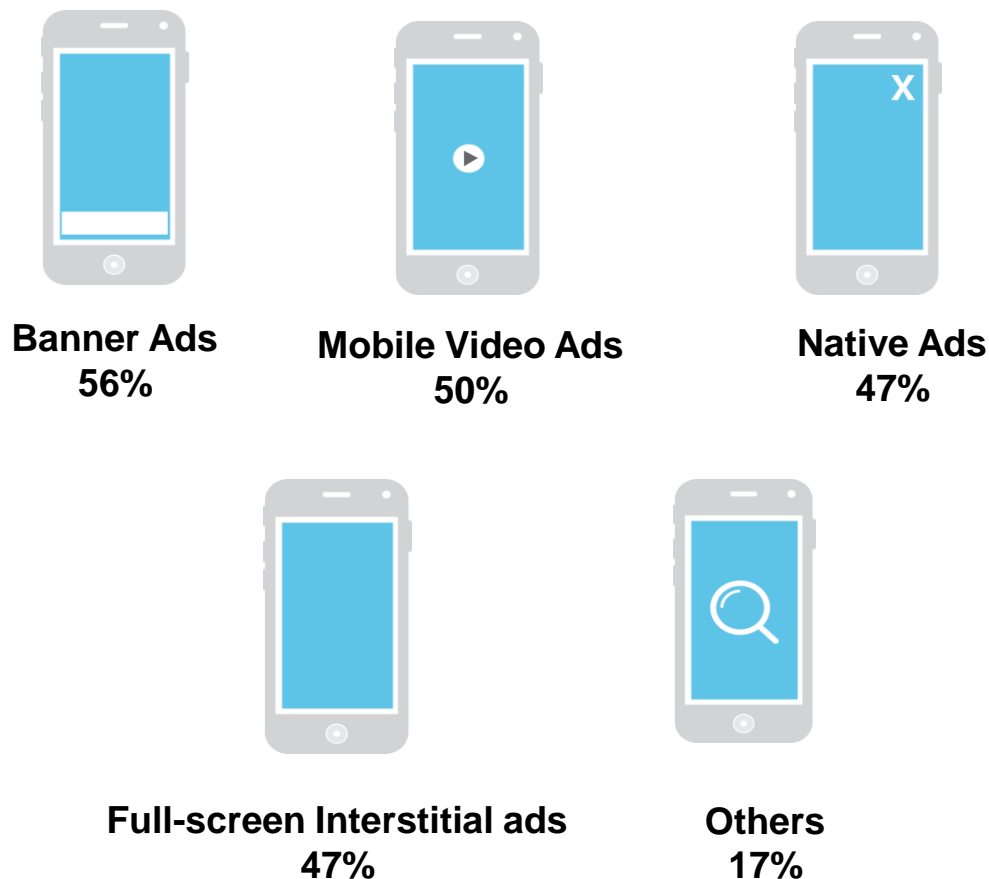
- 56% of app marketers use banner ads for running UA campaigns. The reason for this being that display ads promise mass reach at affordable prices, which translates to millions of ad impressions on mobile.

- Video ads are gaining traction with 50% of respondents using video for UA campaigns.

- Using a combination of multiple formats provides unique opportunities. This is also a great way to gain a better understanding of what ad formats are most effective

Mobile Video Gaining Popularity

Mobile Ad Formats Planned to be Used in Next 12 Months
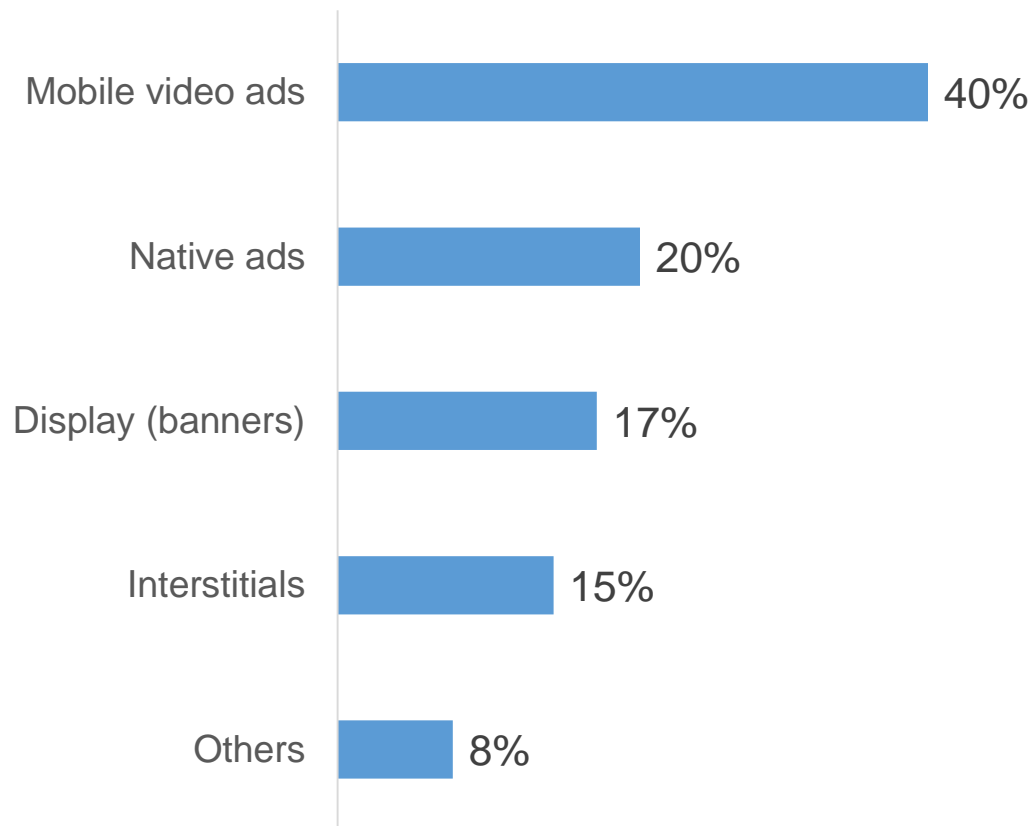
Format	%
Mobile video ads	40%
Native ads	20%
Display (banners)	17%
Interstitials	15%
Others	8%

- Video ads are clearly gaining popularity among app marketers with 40% of them planning to invest in video over the next 12 months.

- Most mobile video ads are user-initiated, non-intrusive and prompt high levels of user engagement so it's no wonder why video is quickly becoming app marketers' favorite format.

Q15. Which of the following mobile ad formats do you plan to use extensively in the next 12 months?
Sample Size : Europe : n=103

Video Ads: The Key to Acquiring High Quality Users

- Top marketers realize that there is nothing more powerful than sight, sound and motion with 76% of them saying video ads are very/somewhat effective for acquiring users.

Effectiveness of Video Ads in UA Campaigns Compared to Other Formats

33%

Very Effective

11%

Less Effective

43%

Somewhat Effective

14%

Ineffective
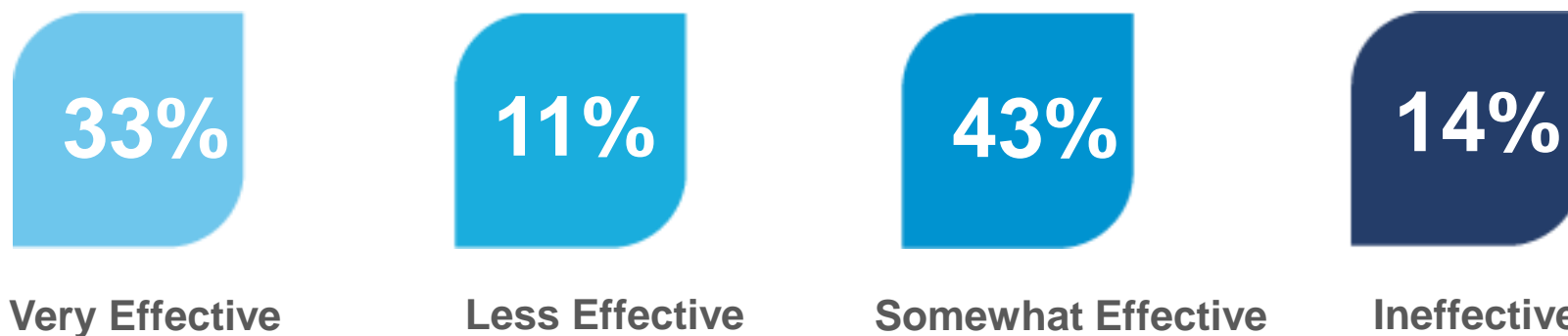
App Marketers Are Betting Big on Video and Native

- Video ads are gaining popularity with today's mobile app developer community with 43% of them plan to spend more on mobile video ads over the next year, while 26% of them plan to increase spending on native ads.

Spending on Mobile Video Ads in Next 12 Months
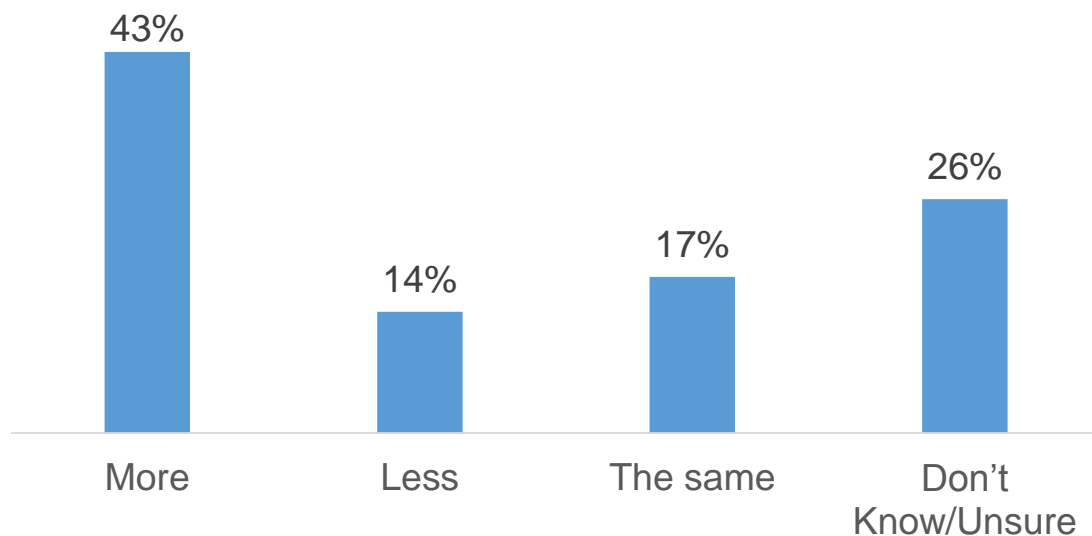
Spending on Native Ads in the Next 12 Months
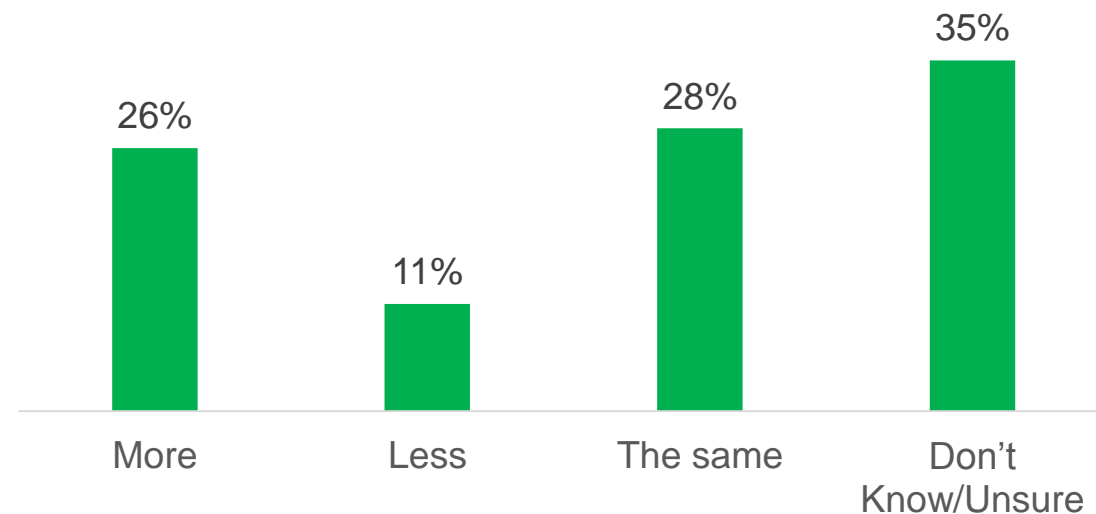
Q17. In the next 12 months, my company will spend _____ on mobile video ads
Q18. In the next 12 months, my company will spend _____ on native advertising

Sample Size : Europe : n=103

User Quality, Targeting and Cost are Key in Evaluating Ad Networks

- User Quality, Targeting & Cost are the top three most important criteria that app marketers evaluate when selecting an ad network for a user acquisition campaign.

Parameters Used to Evaluate Ad Networks & User Acquisition Campaign Performance

1st	2nd	3rd	4th	5th	6th
Quality User	Targeting	Cost	Volume/ Reach	Transparency and Trust	Account Management Service

Q19. How important is each of the following in terms of evaluating ad networks & user acquisition campaign performance? Please rank them from 1 (most important) to 5 (less important)
Sample Size : Europe : n=103

Average Benchmarks – Europe

$1 to $7

Min – 10 events
Max – 30 events

$7 -$13

Cost per user acquisition (e.g. $2/user)
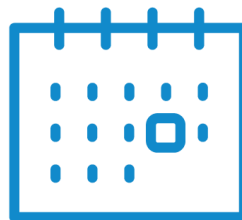
Number of in-app events tracked

Cost per quality user (e.g. $2/user)

IN-APP REMARKETING TRENDS

Insights

- Remarketing is gaining traction with almost 24% saying they are fielding some remarketing today and another 38% saying they will invest in this in the next 12 months.

- While the amount of money invested in remarketing is modest so far, it is widely expected to increase in the coming months. 60% of app marketers invest only 0-5% of their marketing budget towards in-app remarketing.

- Too Expensive (57%), Complexity (29%) & bad user experience (18%) are the top 3 key factors that's is holding app marketers from spending more on in-app remarketing.

- Performance metrics are getting matured: ROAS, ARPU, LTV, CPA are the key KPIs that app developers use to track the In-App Remarketing campaign success.

In-App Remarketing is Gaining Popularity

App Marketers running mobile in-app remarketing campaigns

24%

4%

34%

38%

■ Yes

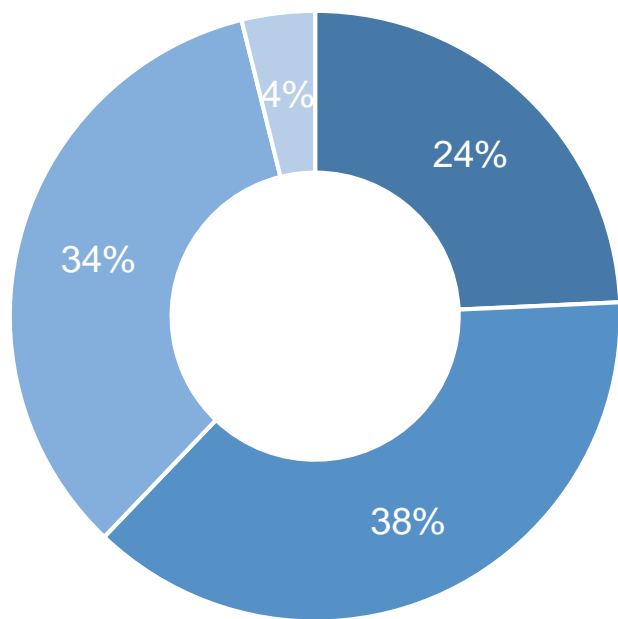■ No, but plan to use in the future

■ No

■ Don't know

- Remarketing is gaining traction with almost 24% saying they are conducting some sort of remarketing today and another 38% saying they will invest in this over the next 12 months.

- The majority of app marketers are already aware of how crucial mobile retargeting can be to driving net new conversions.

Q21. Are you currently running mobile in-app retargeting/re-engagement campaigns?
Sample Size : Europe : n=103

INMOBI

In-App Marketing is Still Considered Expensive With Challenges

Factors That Inhibit From Spending More On In-App Marketing

Factor	Percentage
Too expensive	57%
Too complex	29%
Mobile retargeting ads don't deliver good user experiences	18%
Difficulty in enabling deep-linking	17%
Challenges regarding measuring attribution	17%
Mobile analytics are not reliable	13%
In-app remarketing doesn't work	9%
Others	8%

- High costs, complexity & bad user experience are the key factors currently preventing app marketers from spending more on in-app remarketing

INMOBI

Q22. Which of these factors holds you back from spending more on in-app remarketing? (select all that apply)
Sample Size : Europe : n=103

Remarketing Budgets Will Increase

% Of Total App Marketing Budget Is Currently Allocated To Remarketing

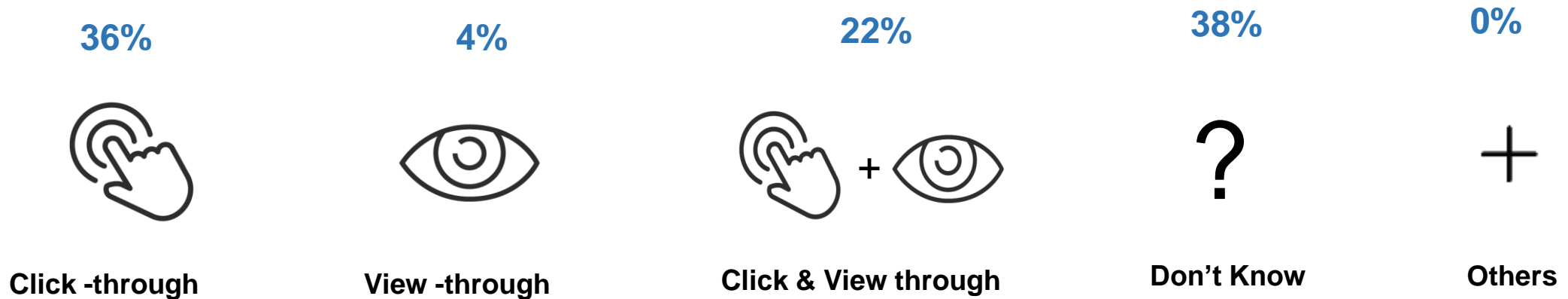| Category	Value
0-5%	60%
6% - 25%	26%
26%- 50%	6%
51%-75%	3%
76%-100%	0%
Don't know	5%
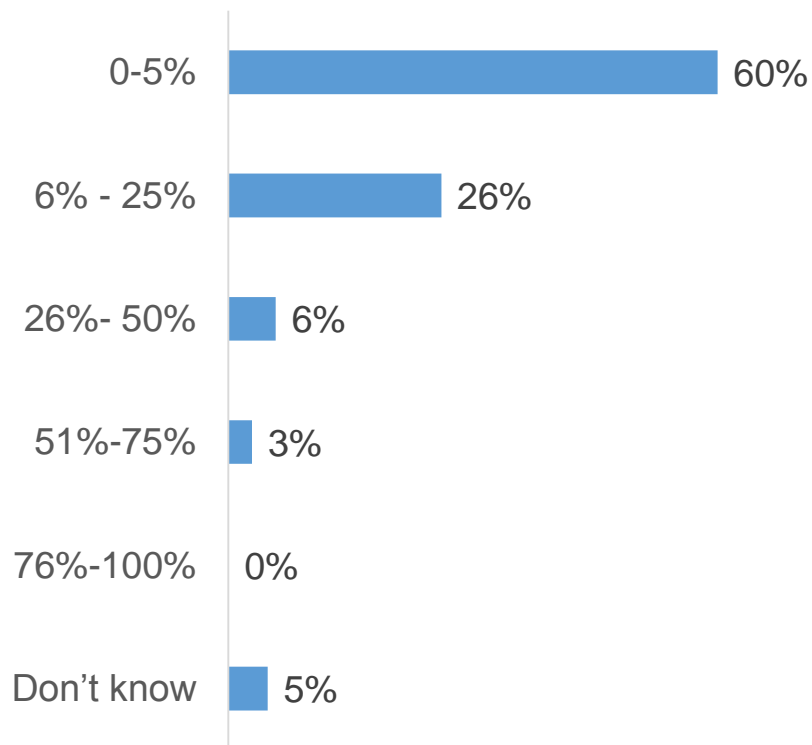
- 60% of app marketers currently invest only 0-5% of their marketing budget towards in-app remarketing. While the amount of money invested in remarketing is currently modest, it is expected to increase in the coming months.

Q23.What percentage of your total app marketing budget is currently allocated to remarketing/retargeting?
Sample Size : Europe : n=103

Click-Through Attribution is Still Preferred for Remarketing Campaigns

- Attribution is now accelerating to the forefront and emerging as the highest priority issue for marketers. Industry professionals have intensified interest in marketing measurement to better evaluate their efforts and optimize their decision process.
- More app marketers are relying on the click-through attribution model with 36% of them using click-through only. 22% of marketers are using both click & view through attribution models.

Attribution Method Used for Remarketing/Retargeting

36%	4%	22%	38%	0%
Click -through	View -through	Click & View through	Don't Know	Others

Q24. What attribution method do you use currently for your remarketing campaigns?
Sample Size : Europe : n=103

Performance Metrics Have Matured:
ARPU, LTV & ROAS are Key KPIs to Measure In-App Remarketing Success

INMOBI

KPIs For Measuring In-app Remarketing Success

KPI	%
ARPU (Average revenue per user)	43%
LTV (Lifetime Value)	37%
Retention – DAU/WAU/MAU (Daily/Weekly/Monthly Average Users)	36%
ROAS (Return on ad spend)	33%
CPA (Cost Per Acquisition)	29%
Increase in sales/conversions	20%
Incremental revenue	17%
CPFT (Cost per first transaction)	6%
GMV (Gross Merchandise Value)	4%

- The most successful marketers look beyond top-of-the-funnel measures such as click-to-install rates. Instead, they rely on retention-based measures such as lifetime value (LTV) and return on ad spend (ROAS) to gauge overall effectiveness of ad campaigns
- ARPU, LTV, ROAS are the key metrics used to measure the success of in-app remarketing

Q25. How do you measure the success (KPIs) of your remarketing/retargeting performance? (select all that apply)
Sample Size : Europe : n=103
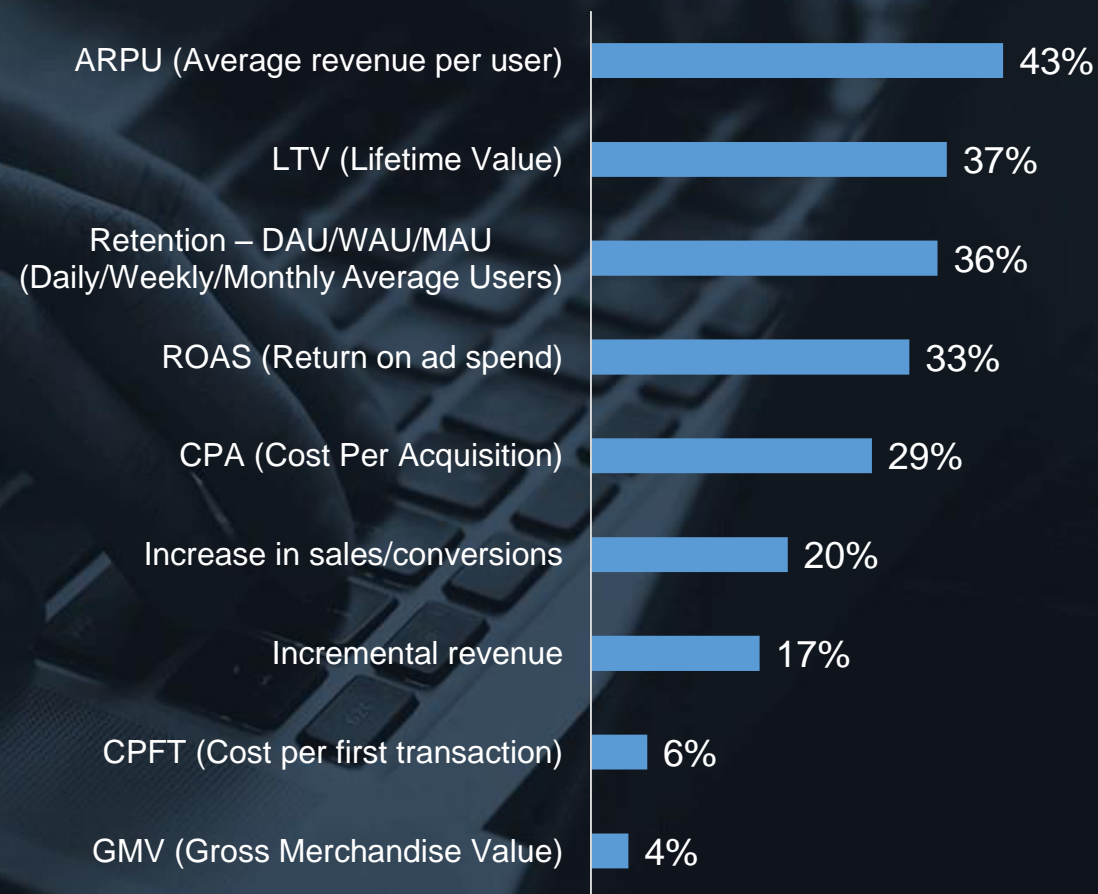
6 out of 10 App Marketers Consider In-App Remarketing Tactics Successful

In-App Remarketing Success

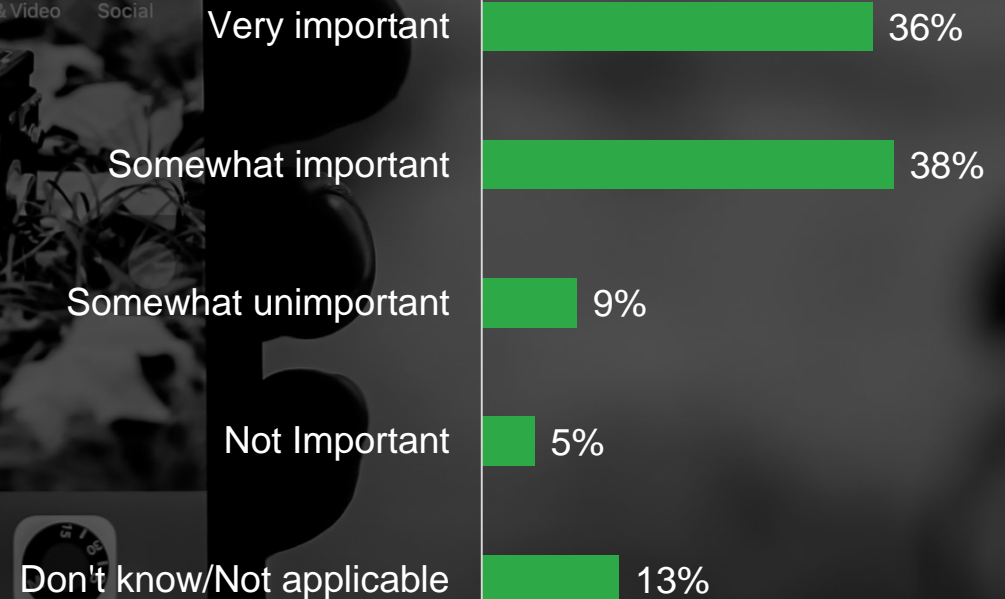| **5%**	**19%**	**43%**	**25%**	**8%**
Very successful	**Successful**	**Somewhat successful**	**Not very successful**	**Not at all successful**

MEASUREMENTS & ATTRIBUTION

Insights

- Attribution is now accelerating to the forefront and is emerging as the highest priority for app marketers. 74% of marketers find attribution very/somewhat important to app marketing success

- App marketers are currently use a wide range of data driven tools to drive best performance and optimization

- 57% of app developers are using primary attribution tools. Tune, Kochava, Appsflyer and Adjust are the most commonly preferred attribution partners

- Viewability as part of the attribution model for in-app ads is gaining popularity

Measurement Matters More Than Ever:
74% of marketers find attribution important to marketing success

INMOBI

Importance of Attribution in Mobile App Marketing Efforts

- 74% of marketers find attribution important to app marketing success

- Mobile attribution tracking tools allow you to see not only where downloads are coming from, but also analyze what users are doing after they install your app. With this information, marketers can make smarter decisions about where to spend their advertising dollars.

Very important — 36%

Somewhat important — 38%

Somewhat unimportant — 9%

Not Important — 5%

Don't know/Not applicable — 13%

Q27. How important is attribution to your mobile app marketing efforts?
Sample Size : Europe : n=103

App Store Analytics & In-app Analytics Tools Are The Most Commonly Used Platforms For Mobile App Marketers

Mobile App Marketing Tools Planned to be Used in Future

| Tool	%
App Store Analytics (e.g., App Annie, Sensor Tower)	62%
In-App Analytics (e.g., Localytics, GA, Mixpanel)	51%
A/B Testing (e.g., Optimizely, Swrve, Leanplum)	45%
App Performance Measurement (e.g., New Relic, App Dynamics)	33%
Mobile App Attribution (e.g., Tune, Apsalar, Kochava, Appsflyer)	33%
Mobile Marketing Automation (Leanplum, Kahuna, Urban Airship, Swrve, Localytics)	26%
Others	7%

- App marketers are currently use a wide range of data driven tools to drive best performance and optimization. App store analytics (62%) and In-app analytics (51%) are most commonly used platform and are expected to continue to grow.
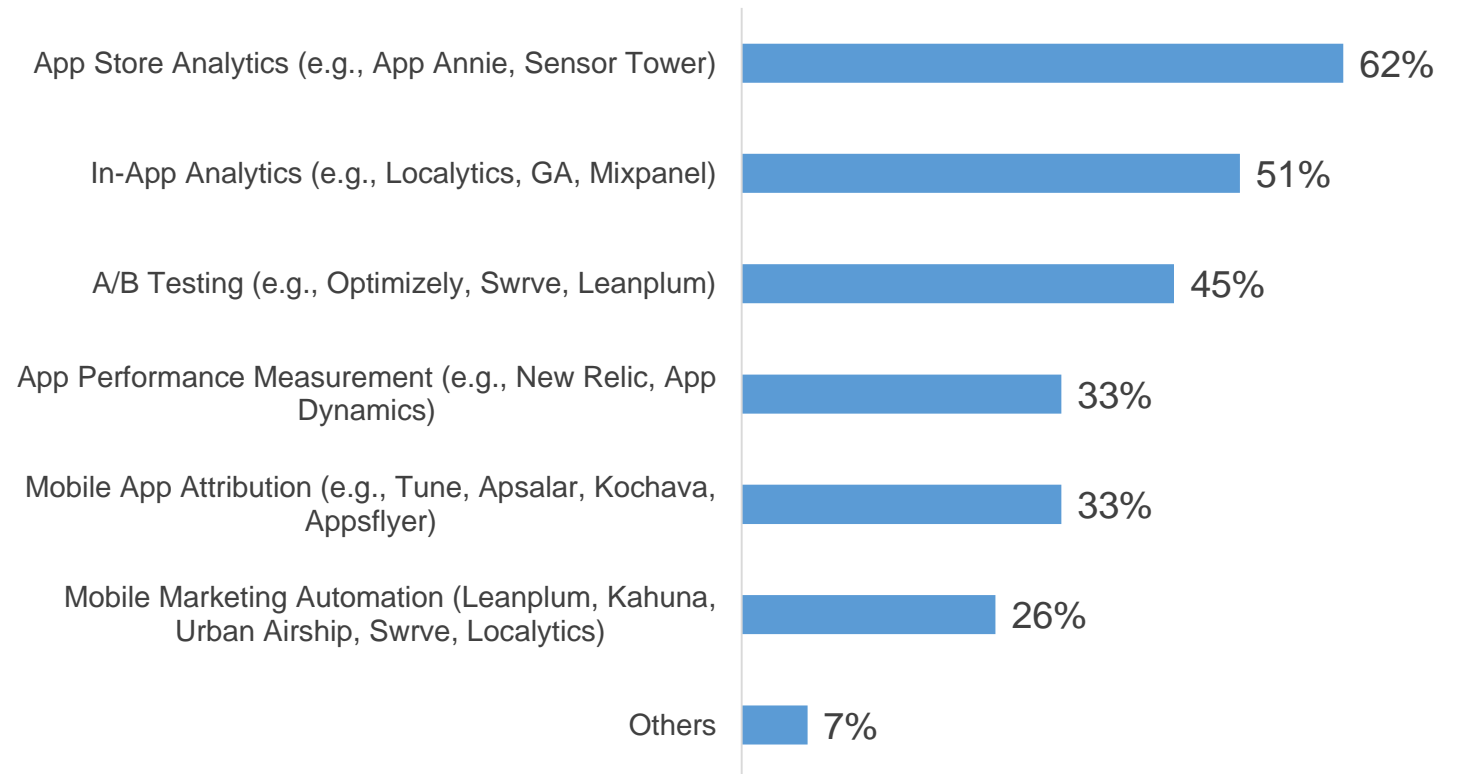
Attribution Windows: Differences in Post-Click and Post-View

- In regards to attribution windows, there are two camps: marketers who use the narrowest possible attribution window (last click in session) and those who use a much wider attribution window.
- Although, in both post-view an post-click attribution, more than half of them use an attribution window of 24 hours or less
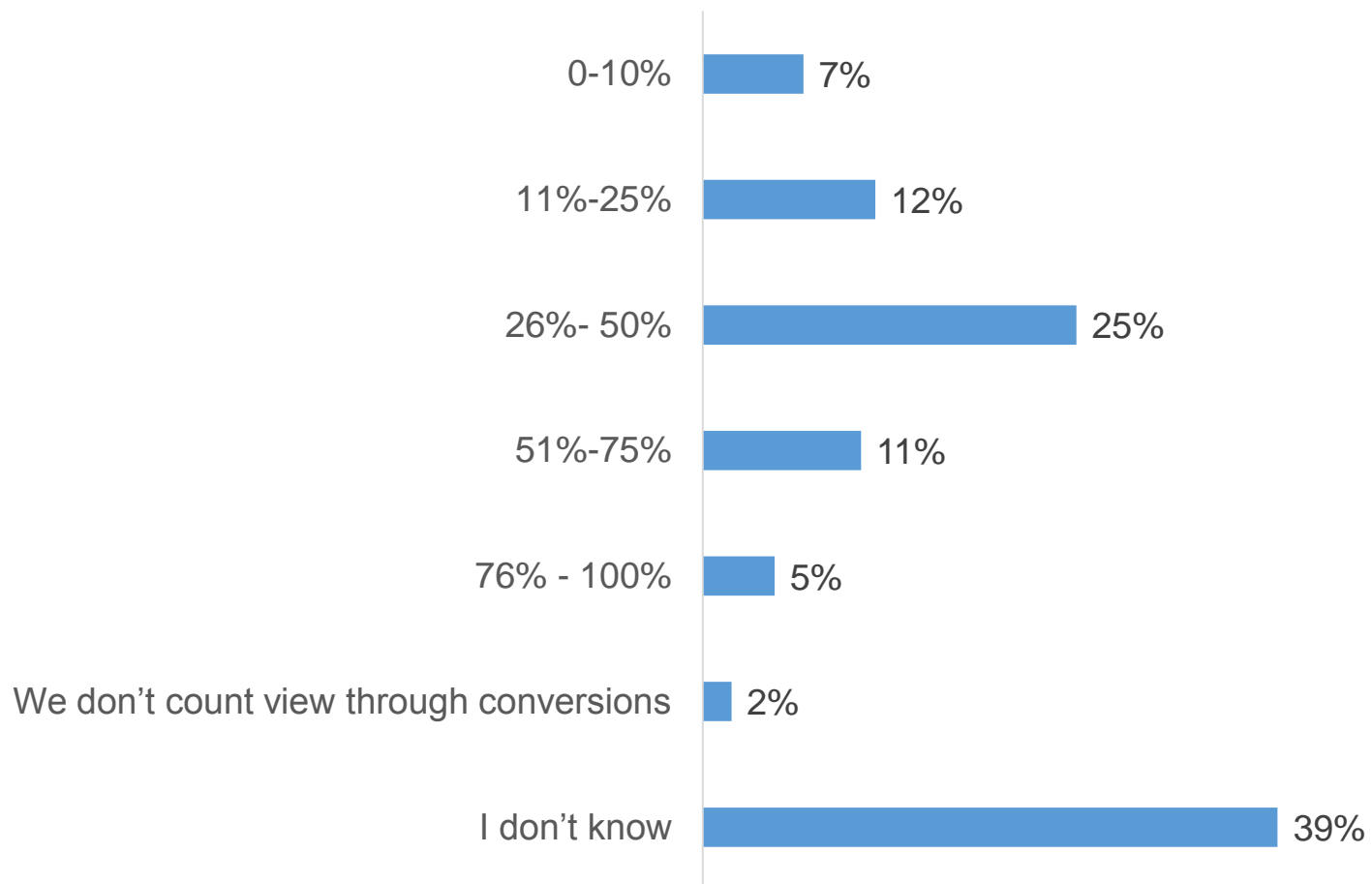
Click Through & View Through Attribution Windows
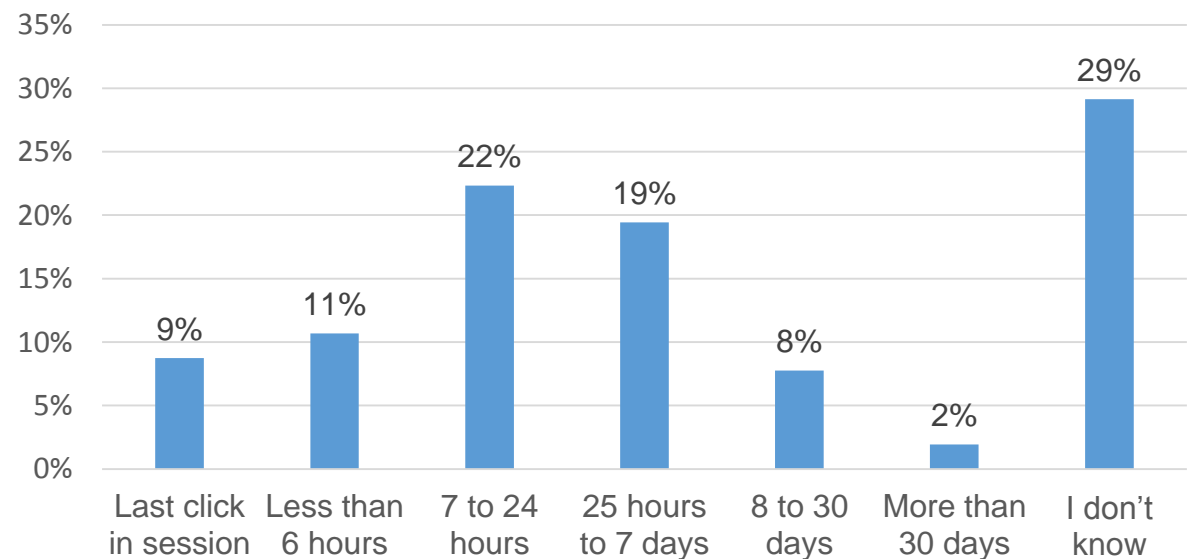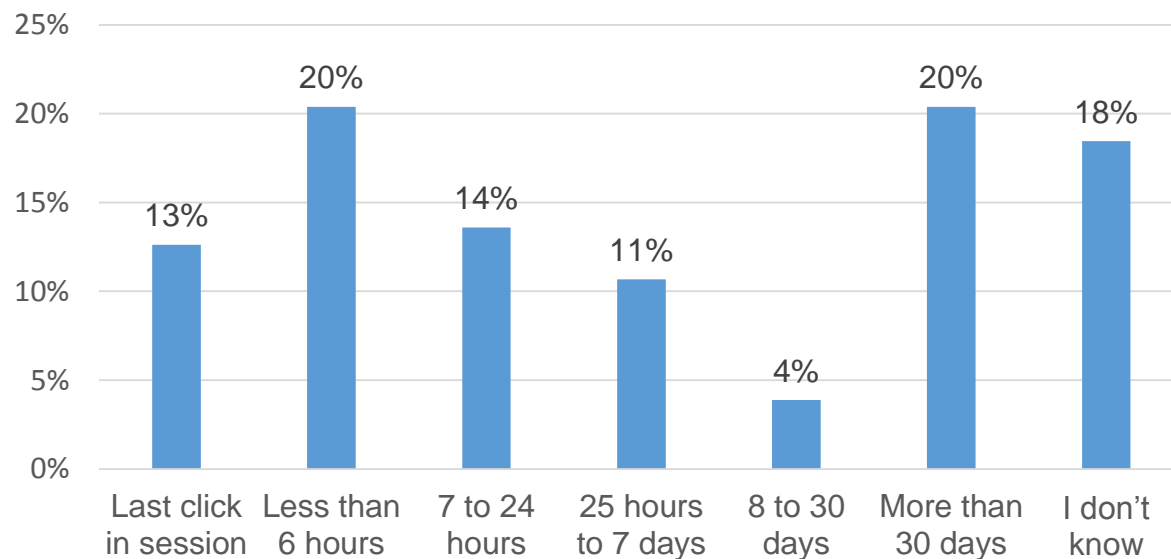
44% Of Them Assign <50% Weightage To View Through Conversions

View Through Conversion – Weightage Assigned

Category	Percentage
0-10%	7%
11%-25%	12%
26%- 50%	25%
51%-75%	11%
76% - 100%	5%
We don't count view through conversions	2%
I don't know	39%

Q31. How important (assign weight) are view through conversions for you?
Sample Size : Europe : n=103

Viewability As Part Of The Attribution Model For In-app Ads Is Gaining Popularity

- Viewability as a campaign report metric is gaining popularity among app marketers, 43% of them use viewability as a full-fledged component of their attribution models.
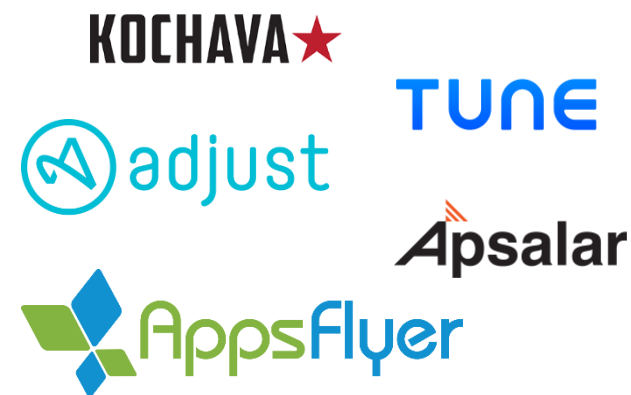

38%

43%

19%

- Yes
- No
- Don't know

![INMOBI]
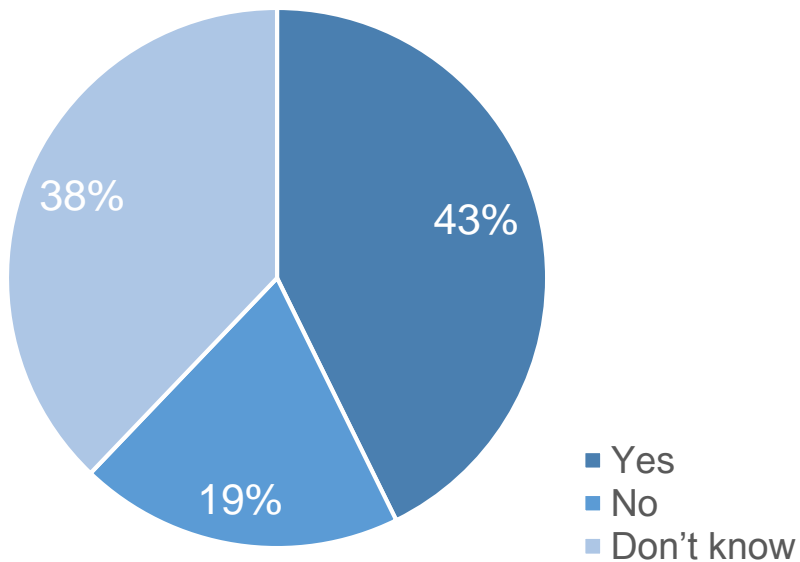
TUNE , KOCHAVA, APPSFLYER Most Commonly Used In-App Analytics

Primary Attribution Tool/ In-house Analytics Used

57%

Of app marketers are using primary attribution tools. Exciting new marketing attribution models and methods have emerged, allowing marketers to become more sophisticated in their approach to measuring ROI.

KOCHAVA ★

TUNE

adjust

Apsalar

Appsflyer

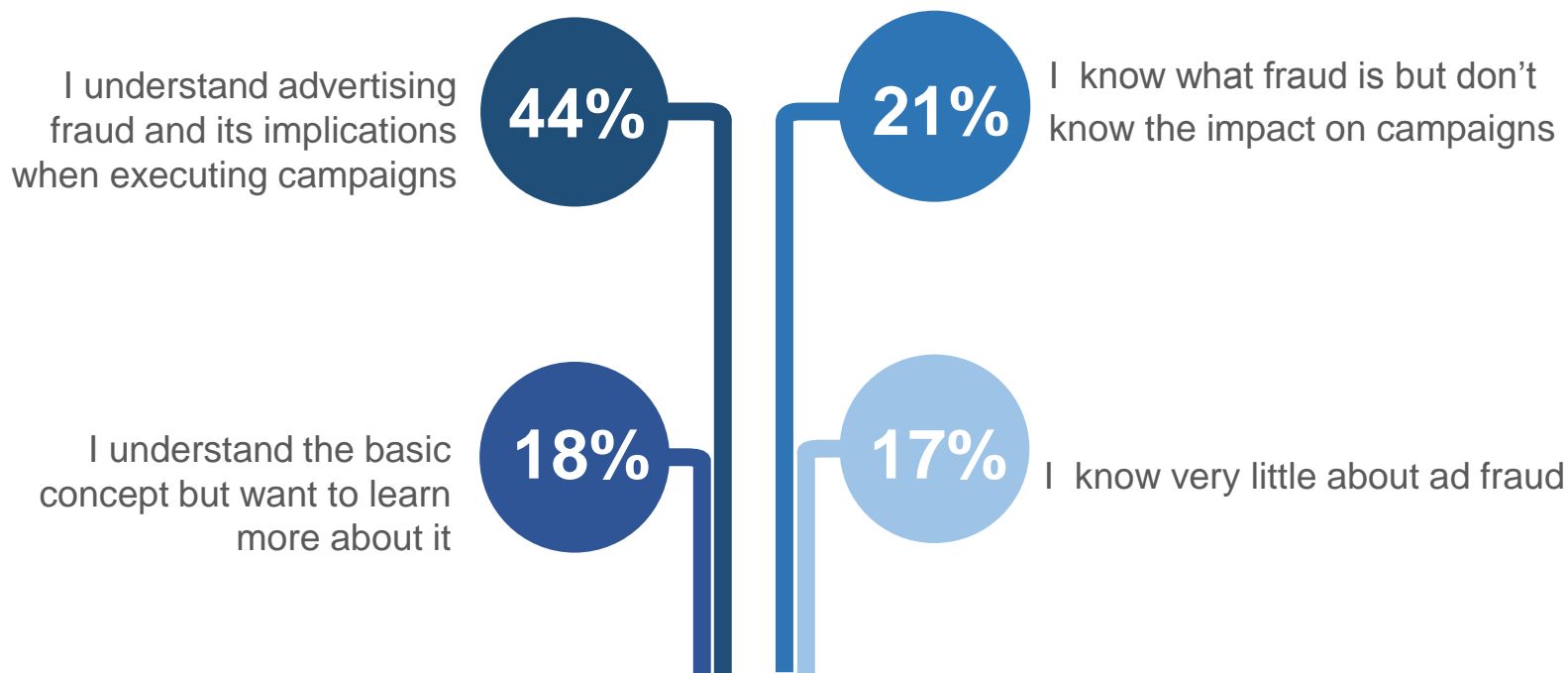Tune, Kochava, Appsflyer and Adjust are the most commonly preferred attribution partners

Mobile Ad Fraud

Insights

- 83% of app marketers have some understanding of how app fraud is perpetrated. It's imperative that app marketers gain a high-level understanding of ad fraud, implementing robust anti-fraud solutions – while making sure vendors and partners do the same – and supporting industry initiatives to combat fraud, which is crucial in creating a secure and trustworthy digital advertising ecosystem.

- The top 3 prevalent fraud type that app marketers have encountered the most are: a. Invalid Traffic by bots & scripts (51%), b. Click cramming (13%), c. Unauthorized re-brokering (10%)

- Partnering with trusted ad networks (62%) ,Direct publisher partnership (31%) & Transparency & reporting (30%) are the measures that app developers are currently using to minimize the impact of ad fraud.

83% of Marketers Have Some Understanding of Ad Fraud

Level of Understanding of Impact of Ad Fraud on Campaigns

I understand advertising fraud and its implications when executing campaigns

44%

21% I know what fraud is but don't know the impact on campaigns

I understand the basic concept but want to learn more about it

18%

**17%** I know very little about ad fraud

- 44% of respondents understand advertising fraud and its implications when executing campaigns. Another 21% said they've heard the term but don't have a clear understanding of it. And 18% said they understand the basic concept but need to learn more about how to apply it to campaigns.
- 17% said they were completely unaware of mobile ad fraud.
- It's imperative that app marketers gain a high-level understanding of ad fraud, implementing robust anti-fraud solutions – while making sure vendors and partners do the same. Supporting industry initiatives to combat fraud is crucial in creating a secure and trustworthy digital advertising ecosystem.

Q34. To what extent do you understand mobile ad fraud and its impact on campaigns?
Sample Size : Europe : n=103

74% of App marketers Has Serious Problem With Ad Fraud

Seriousness of Mobile Ad Fraud

23%

Not a serious problem. There have been issues since online advertising began

74%
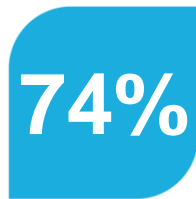
A serious problem and ad networks must do more to address it.
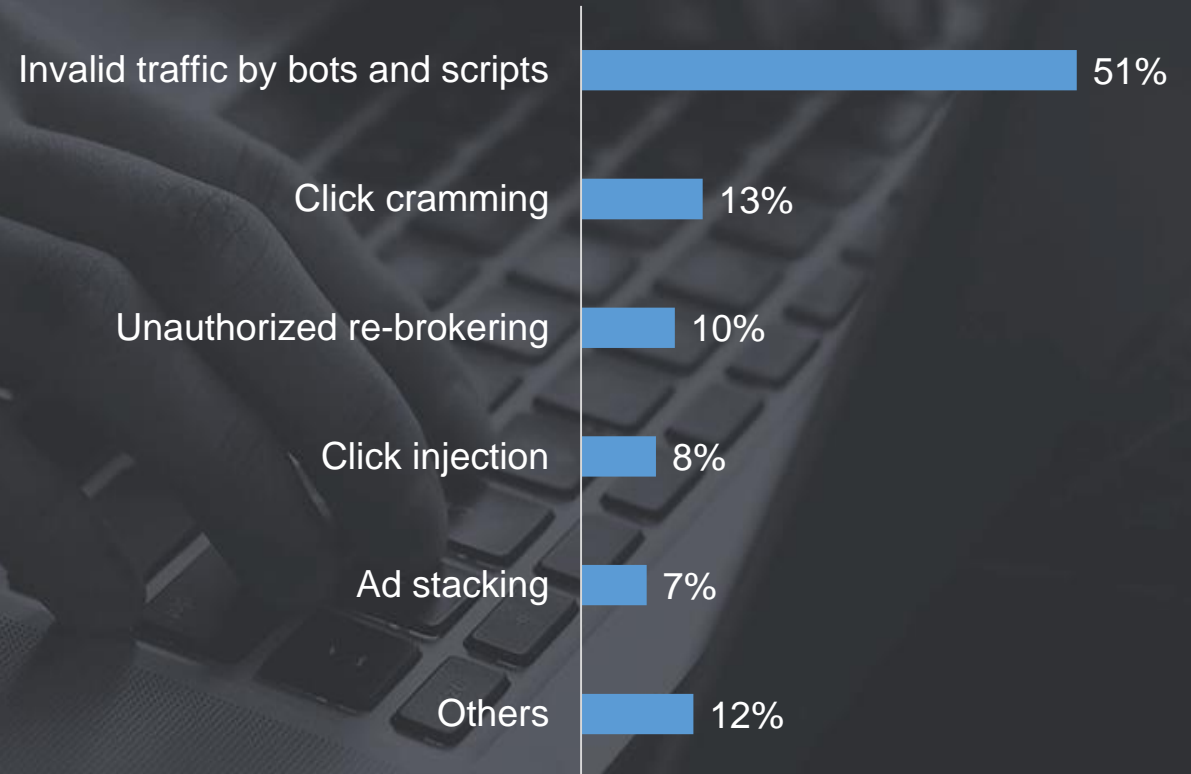
3%

Others

- 74% of app marketers think mobile ad fraud as a serious problem and that ad network must do more to address it.

- Clearly, today's majority of ad networks are investing heavily towards in-house solutions and actively participating with third-party players to help prevent and detect fraud.

- It is time for marketers to educate themselves to ensure they understand the issues and have procedures in place to combat fraud in mobile advertising.

Q35. How serious of a problem do you think mobile ad fraud is for in-app advertising?
Sample Size : Europe : n=103

The Most Common Fraud Tactics Encountered by App Marketers

Most Common Ad Fraud Practices Encountered When Running Campaigns

The landscape of ad fraud is ever-changing as fraudsters develop and adopt new techniques in a bid to evade detection while stealing more money. While there are many types of ad fraud, the three most prevalent types are:

- Invalid Traffic by bots & scripts (51%)
- Click cramming (13%)
- Unauthorized re-brokering (10%)

Category	Percentage
Invalid traffic by bots and scripts	51%
Click cramming	13%
Unauthorized re-brokering	10%
Click injection	8%
Ad stacking	7%
Others	12%

Q36. What are the most common ad fraud practices encountered by you in your campaigns?
Sample Size : Europe : n=103

Partnering with Trusted Ad Network is the Key to Minimize Ad Fraud

- With ad fraud posing a billion dollar threat, industry is proactively on the lookout for protecting value for advertisers across the funnel and through the lifecycle of an advertising campaign. Partnering with trusted ad networks, direct publisher partnership and full transparency & reporting are the measures app marketers are currently using to minimize the impact of ad fraud.
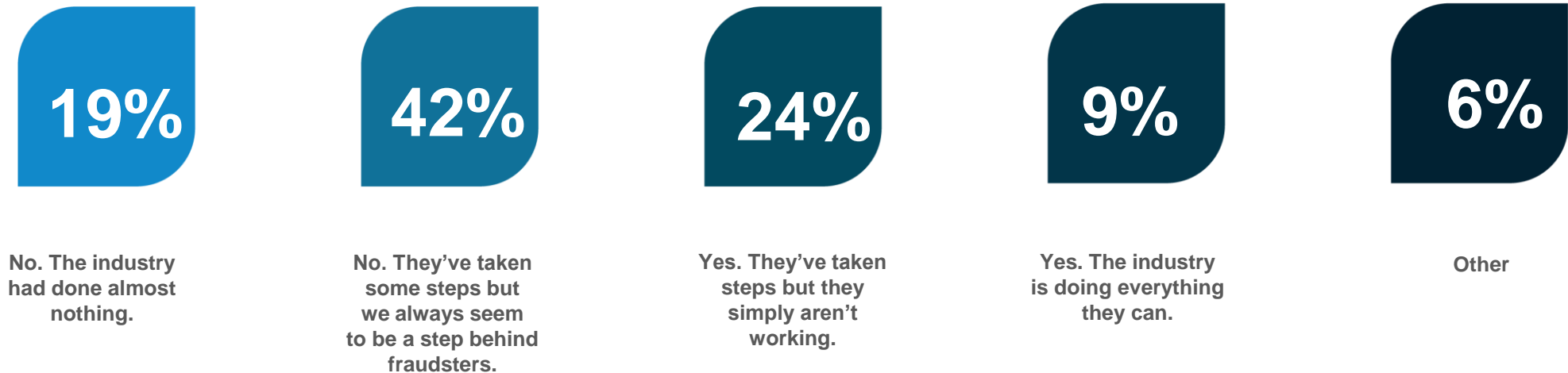
Measure Undertaken To Minimize The Impact Of Ad Fraud

Partnerships with trusted ad networks	Direct publisher partnerships	Insist on full transparency and reporting	Blacklisting IPs	Integrating with independent fraud prevention tools	Others
62%	31%	30%	24%	22%	7%

Q37. What measures do you undertake to minimize the impact of fraud?
Sample Size : Europe : n=103
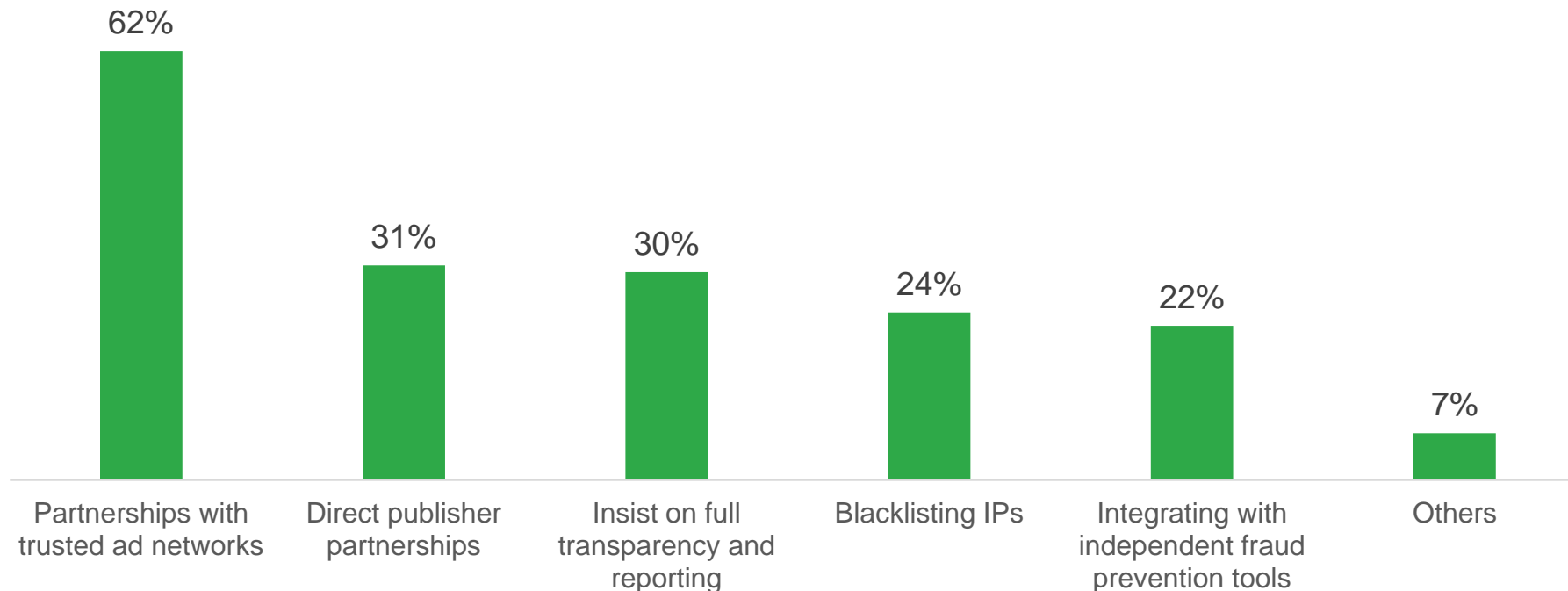
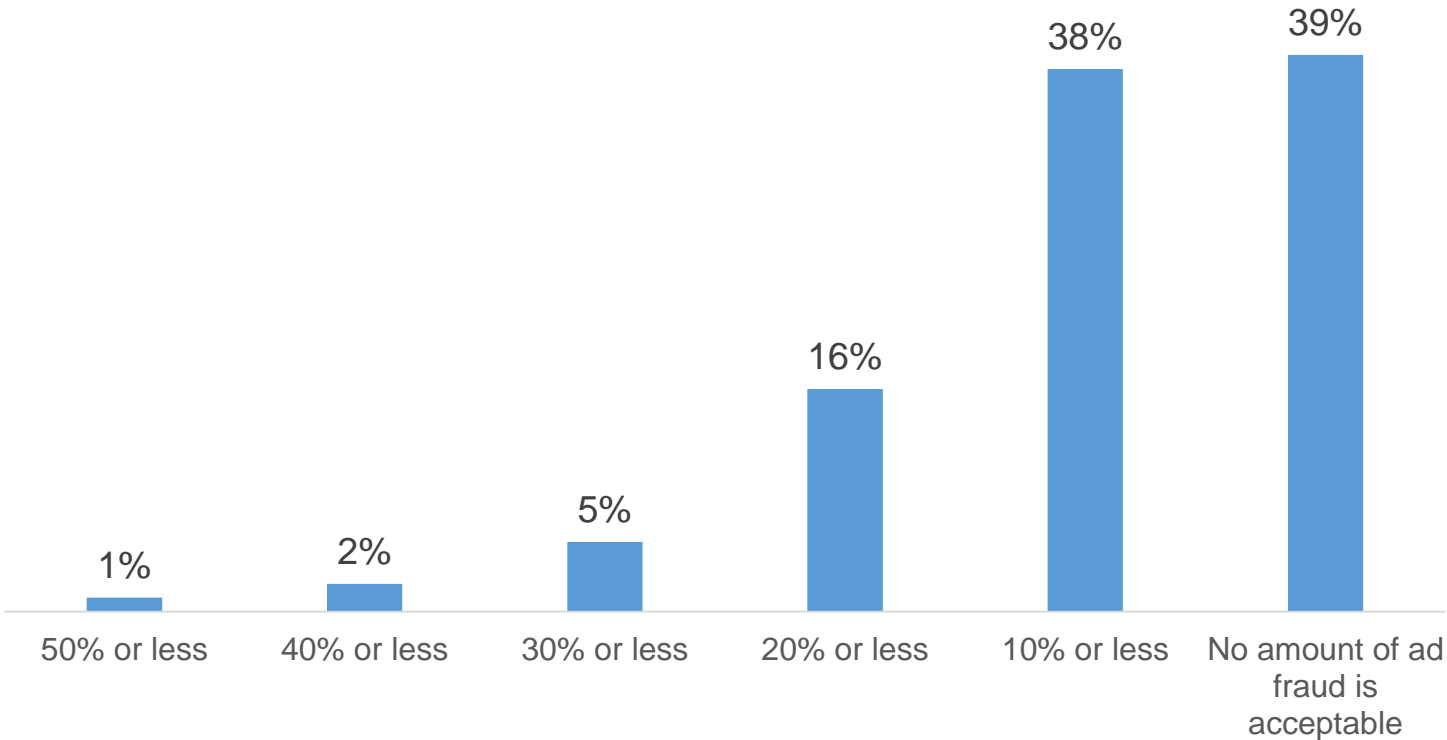# App Marketers Think the Industry Must Do More to Combat Ad Fraud

- According to the survey: 42% of marketers think the industry has taken some steps but needs to do more to combat fraud. Only 33% of app marketers think the industry is moving in the right direction in tackling this menace.
- Clearly, there is no easy fix for ad fraud: it's an ever-evolving arms race. But as fraud techniques become increasingly sophisticated, the industry must continuously improve detection and prevention processes.
- To combat ad fraud, all players of the mobile advertising ecosystem must play their part in identifying fraudulent practices and prevent its impact on campaigns.

Has Industry Taken Enough Steps to Fight Fraud

19%	**42%**	**24%**	**9%**	**6%**
No. The industry had done almost nothing.	No. They've taken some steps but we always seem to be a step behind fraudsters.	Yes. They've taken steps but they simply aren't working.	Yes. The industry is doing everything they can.	Other

Zero Tolerance for Advertising Fraud

Acceptable Percentage of Mobile Ad Fraud

- It's important to remember that no specific piece of inventory is safe from fraud. 38% of marketers surveyed say 10% or less of a campaign is a acceptable for ad fraud.

Q39. What do you consider an acceptable percentage for ad fraud?
Sample Size : Europe : n=103

ABOUT US

InMobi is a global mobile advertising platform that specializes in delivering the best ROI for mobile marketers. A mobile-first and mobile-only platform, InMobi has been pioneering the next generation of ad experiences, including video advertising, on the back of deep learning based optimization engines.

InMobi platforms help brands, performance marketers and app publishers engage mobile users across different stages of their lifecycle, converting each mobile moment into an opportunity to drive engagement and revenue. Recognized by Fast Company as one of The Most Innovative Companies in 2016, InMobi reaches over 1.5 billion unique mobile devices worldwide, and is redefining business models for the mobile ecosystem. For more information, visit www.inmobi.com

contactus@inmobi.com

THANK YOU

inmobi.com　　facebook.com/inmobi　　@inmobi　　contactus@inmobi.com