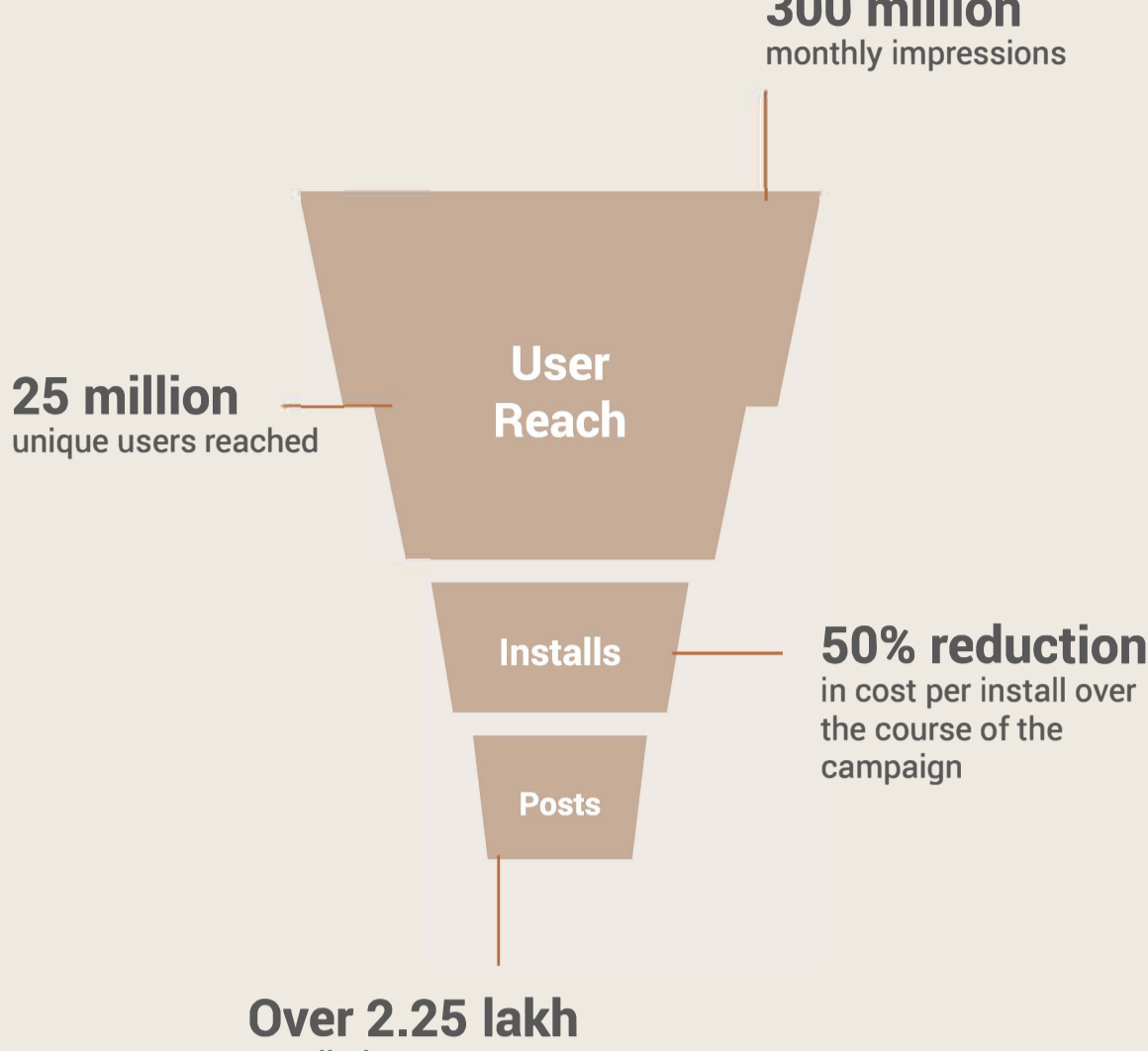


OLX India leverages InMobi to acquire high-quality users at 50% lower costs

HIGHLIGHTS



THE CHALLENGE

As one of the largest online classifieds marketplace in India, OLX was looking to consolidate its online presence and to encourage users to buy/sell using their smartphone. OLX India had decided to aggressively double down on acquiring quality users and to grow its engaged user base. With mobile as the key driver of its growth, OLX India partnered with InMobi to acquire and activate high-quality users.

OLX qualifies its user as a high LTV user if they record an in-app post within 7 days of installing the app.

THE SOLUTION

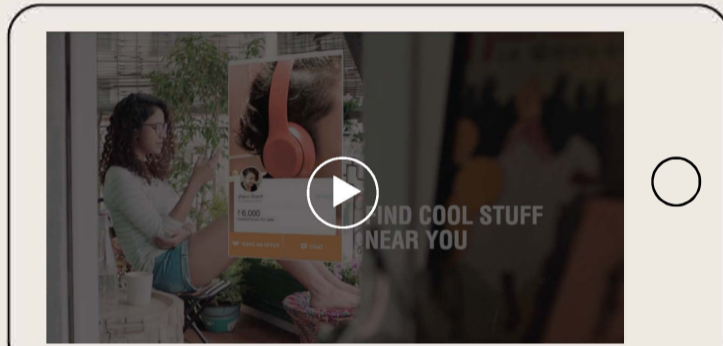
InMobi's performance advertising platform was the perfect solution to drive OLX's mobile growth strategy.

PLATFORM

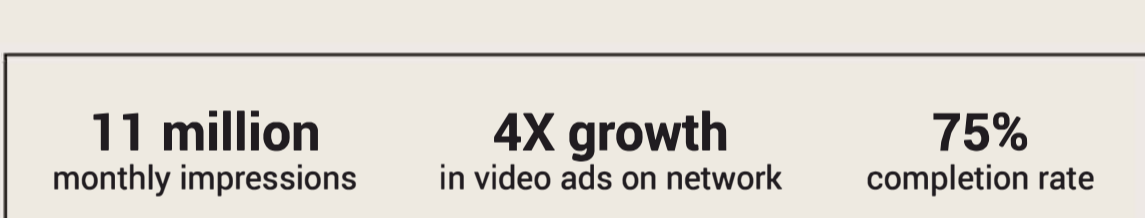
Android (across devices)

CREATIVE

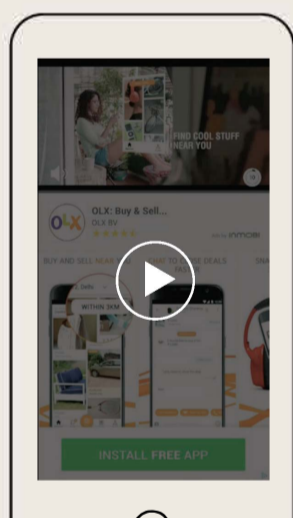
- **Video Focus***
 - Served the secondary objective of brand recall for OLX with a high completion rate
 - Showcased multiple products to users through scrollable carousel video end-cards to drive user action



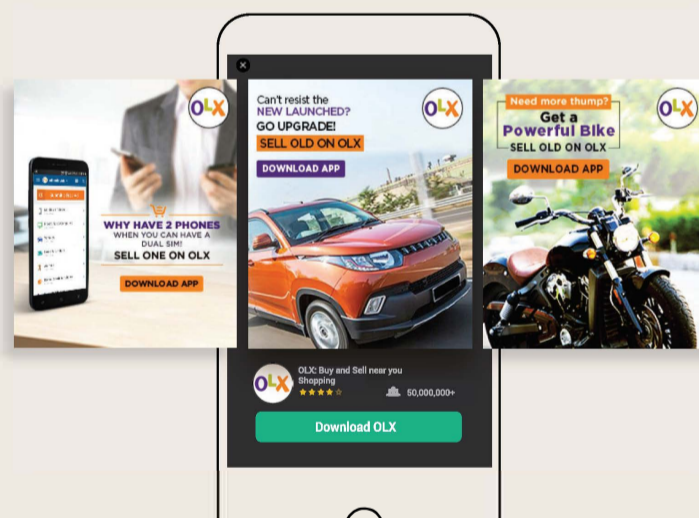
Click to watch video



- **Creative Optimizations**
 - Enabled frequency capping and creative refresh to keep the campaign relevant and impactful
 - Optimized for showcasing the most popular product categories and subcategories that drive user action. Categories such as electronics and sports, and subcategories such as watches and sunglasses in the fashion category showed exceptional results.



Click to watch video



DAY PARTING

- Showcased ads at high engagement periods such as late evenings and weekends when user interaction was highest

CONTEXTUAL TARGETING

- Maximized exposure to high-, medium-price handset owners in tier-1 cities

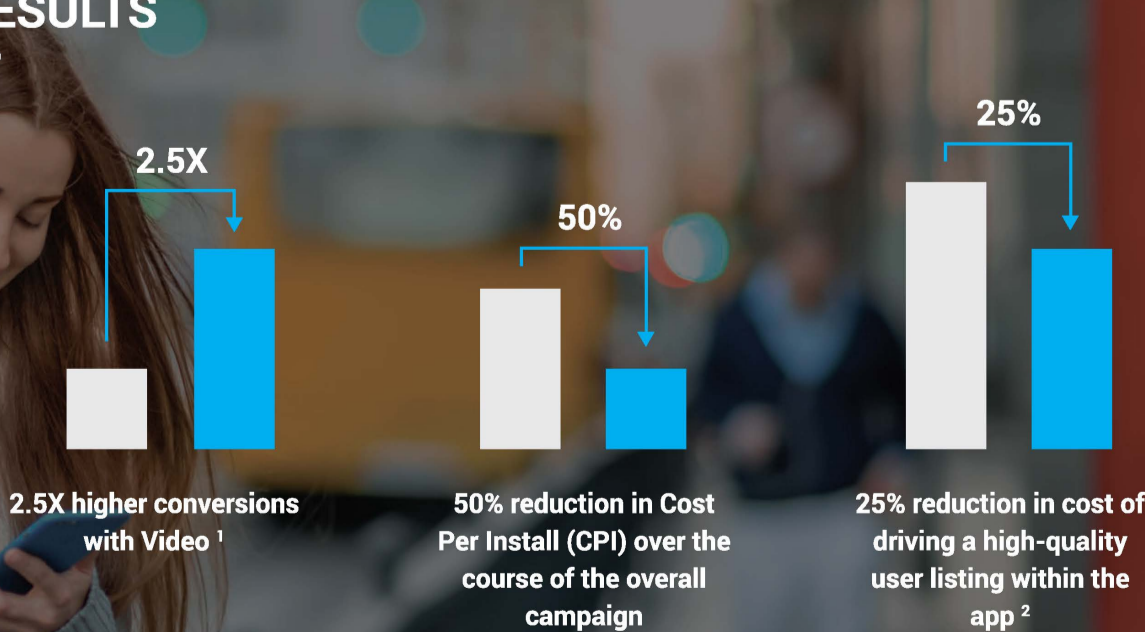
SPECIAL LTV OPTIMIZATIONS

- With key focus on user quality, InMobi's special LTV optimization was effective in efficiently improving the quality of the installed user base.

REACH AND SCALE

- InMobi was a key mobile performance partner for OLX campaigns such as *Let it Go* and *The All New OLX*.
- With on-ground presence and a strong network of premium publishers in India, InMobi reached over 25 million monthly unique users and delivered over 300 million monthly impressions.

RESULTS



"As a strategic mobile marketing partner for OLX India, InMobi has been instrumental in enabling our strategy of driving high-quality, engaged users. With the ability to reach users through all ad formats, especially video, InMobi has significantly reduced new lister cost over the course of this partnership. InMobi's account management has been very hands-on and passionate to deliver against our objectives."

—Richa Khara, Online Marketing Manager, OLX India

*ran all formats during the campaign period

¹ Performance (measured as CVM) compared to other non-interactive formats on the InMobi network

² Trend of cost per high-quality user listing¹ as observed during the overall campaign period