



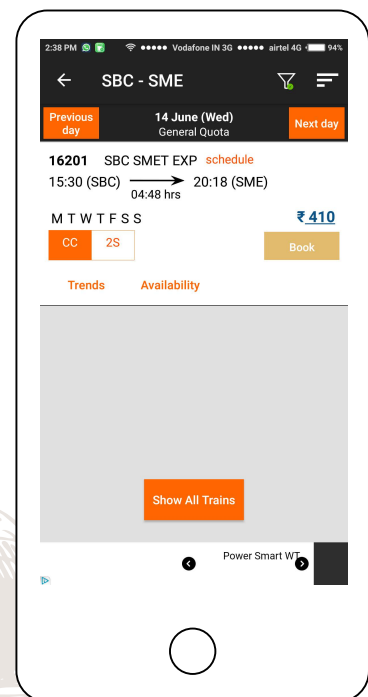
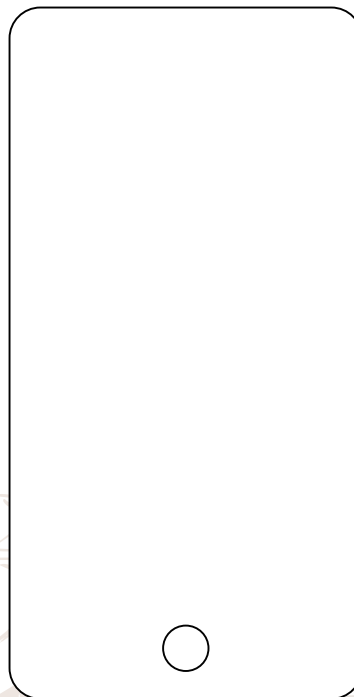
Trainman Grows Revenues By 2x Leveraging InMobi's Monetization Platform

Available in 7 Indian languages namely Hindi, Marathi, Kannada, Tamil, Telugu, Bengali and Gujarati, Trainman is the highest rated train app for Indian Railways. Trainman is the fastest app for PNR status prediction and train info and train running status in India.



2X
Growth in Revenues

3X
Higher eCPMs





"Trainman can be categorized as a very niche app, although highly relevant for the Indian consumers. The availability of seats, booking status and information on arrival/departure of trains is a big consumer pain point that we are trying to address. Similarly, having reached a million installs, monetization was our biggest challenge," **quipped Trainman Founder Vineet Kumar Chirania**, "InMobi's monetization platform was an obvious choice. InMobi's experience in driving mobile monetization has helped us effectively generate revenues from Trainman."

InMobi helps apps monetize with a variety of in-app ad placements such as interstitial, video and native, that best suit the app experience. "The focus of our partnership with Trainman has been about monetizing the app without trading off on the user experience." **shared Navin Madhavan, who heads strategic partnerships for InMobi in India.**



InMobi works closely with app developers to understand the app flow and user experience and chalk out a monetization strategy. "Our partner management team has constantly been suggesting innovative ad placements that can help grow revenues for Trainman."



As an indie developer, Vineet always felt that integrating any SDK can be time-consuming and can also impact the app's stability. "(However) It was really easy to integrate with InMobi's lightweight, plug-and-play SDK, and the app has been stable with a good ad experience," **shared Vineet.**

The partner management team at InMobi ensures due diligence and dedicated account management, which builds trust with publisher partners. "Our belief is that partner management brings a face to the partnership, be it with a global or an indie app. We are glad to support every indie developer with monetization in the same fashion." **stated Navin.**



"The InMobi team has helped find the best placements to increase the quality of the user experience, and with their expert account management has provided Trainman with continuous value." **concluded Vineet.**

