

An aerial photograph of a tropical coastline. The foreground shows clear, turquoise water with visible sandbars and reefs. The middle ground is dominated by lush, green, forested hills that slope down to a sandy beach. In the background, more layers of green hills are visible, creating a sense of depth. The sky is a pale, hazy blue with some light clouds.

INMOBI

# MOBILE MARKETING TRENDS

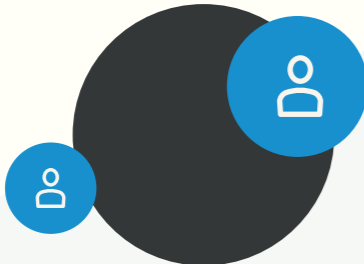
Australia & New Zealand

2017

**LEADERS FROM DOWNUNDER**

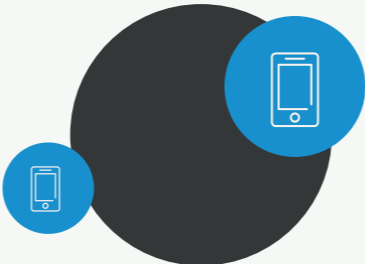


# MOBILE ADVERTISING LANDSCAPE IN ANZ



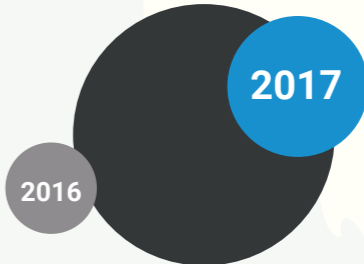
**15 Million**

Unique user count



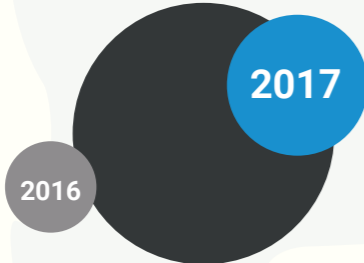
**52% Reach**

InMobi's reach across the mobile device users in ANZ<sup>1</sup>



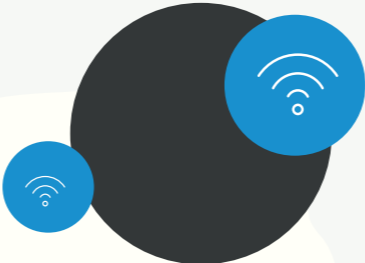
**9.5x Growth**

in spends on mobile video advertising



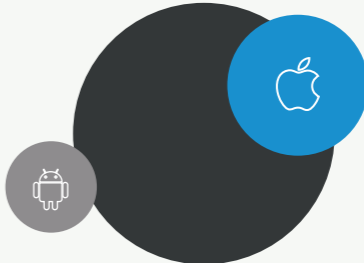
**3.4x Growth**

in the volume of video ad impressions consumed in 2017



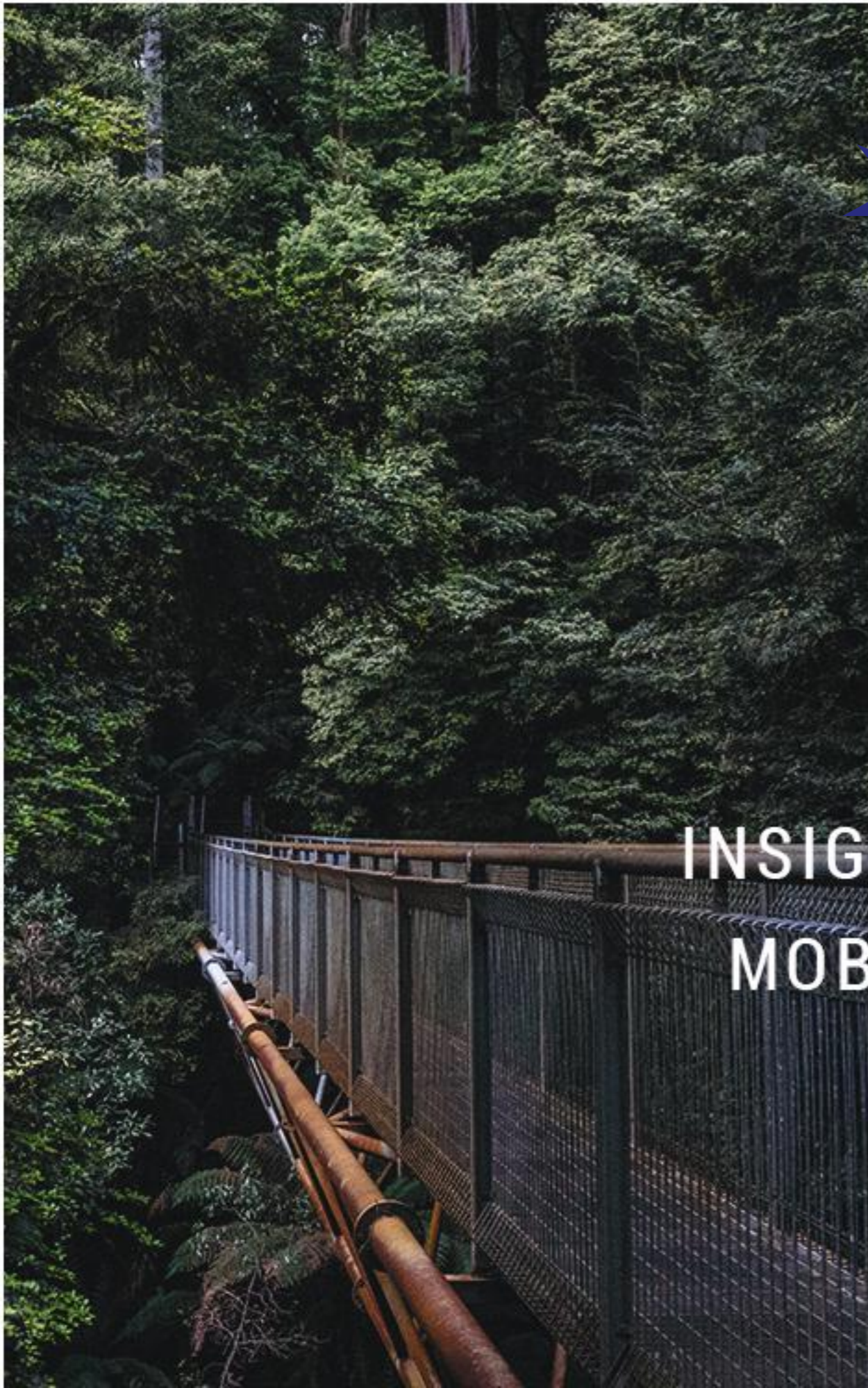
**70% Ads**

viewed over WiFi connections



**54% Share**

of impressions viewed over Apple devices



# INSIGHTS INTO ANZ'S BOOMING MOBILE ADVERTISING MARKET

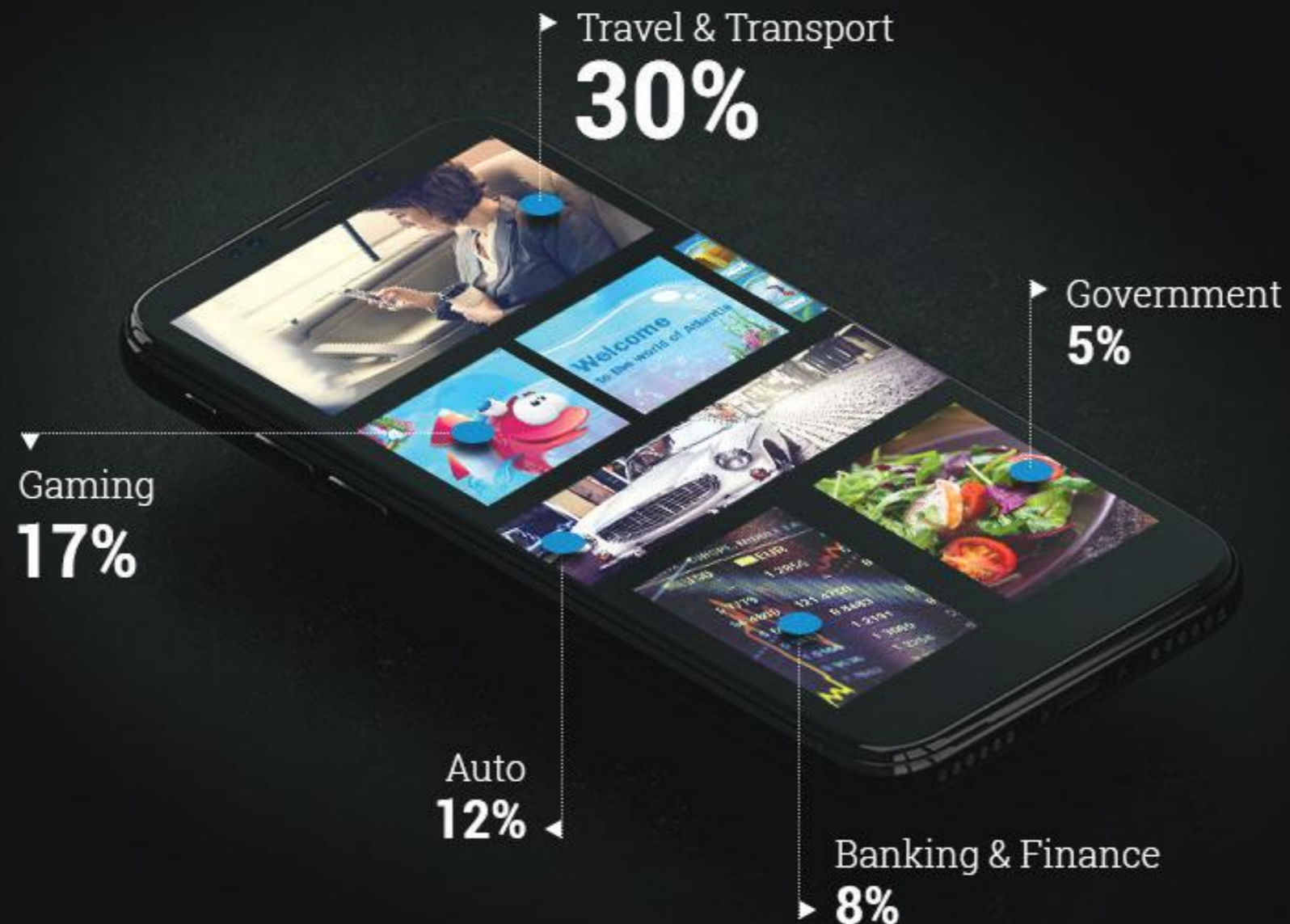
# ANZ REMAINS A DOMINANT FORCE IN MOBILE AD CONSUMPTION

ANZ remains a dominant force in mobile ad consumption in APAC

In the Asian region, ANZ is the fifth largest mobile ad destination after South Korea

The top categories of mobile ads consumed include – Travel, Gaming, Auto, and Finance.

## Leading Categories of Mobile Ads Consumed in ANZ

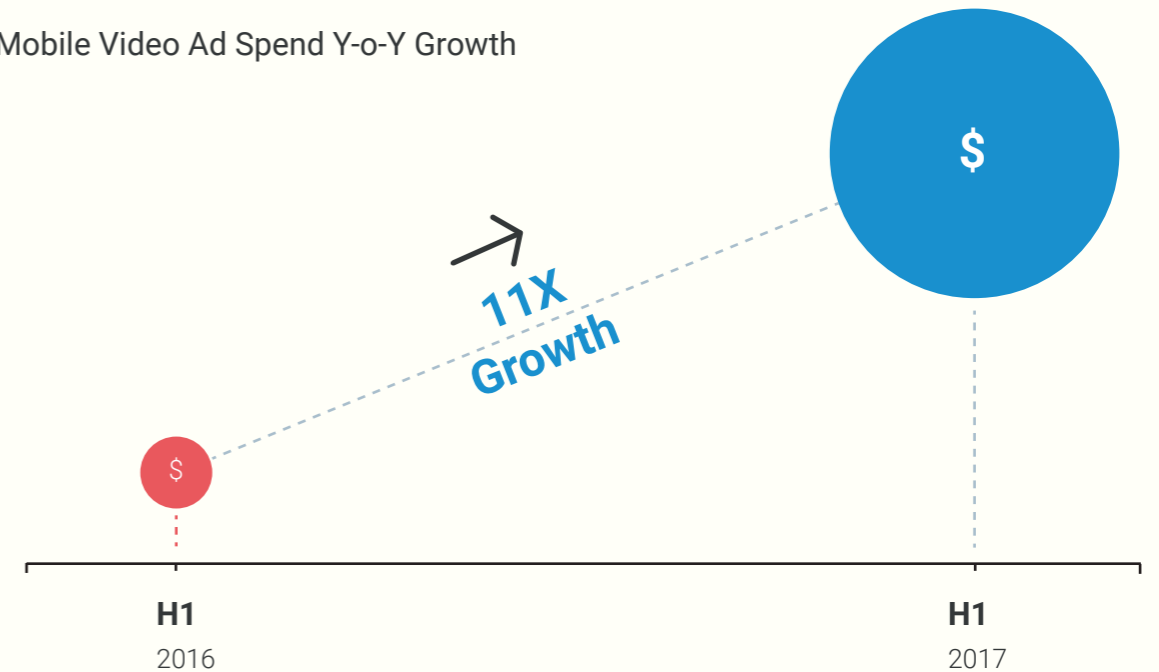


# MOBILE VIDEO ADVERTISING TAKES OFF

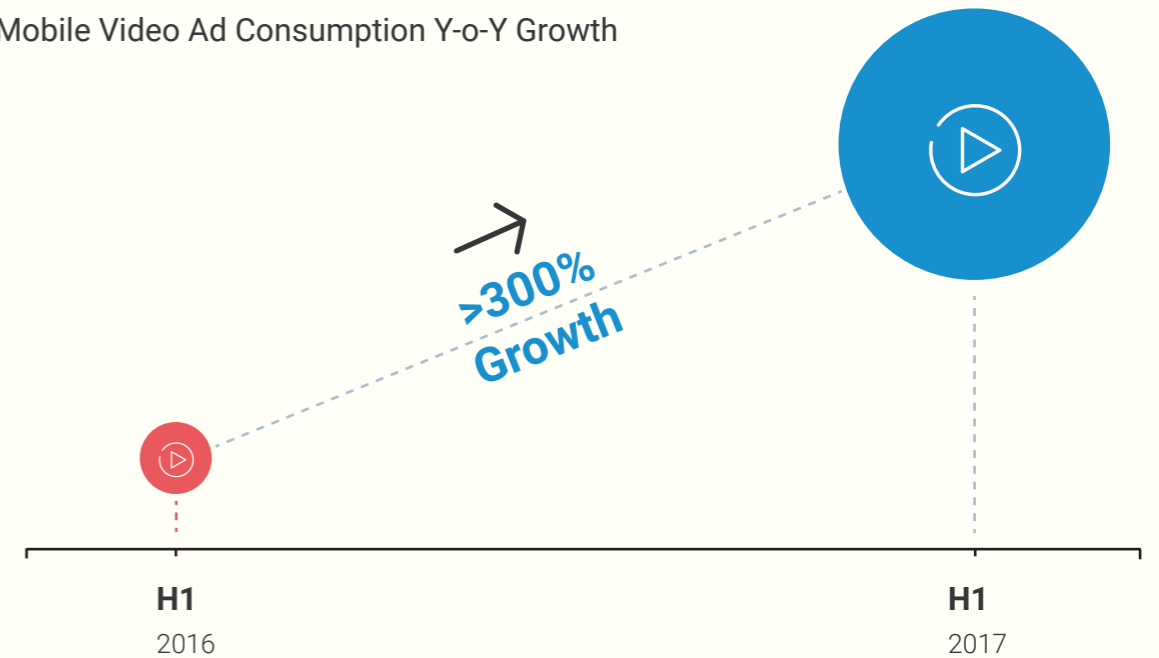
Brand advertisers are keenly aware of the importance of video as an effective storytelling medium. Certain verticals of the industry such as FMCG, Auto and Retail sectors have been driving growth in the adoption of mobile video advertising in ANZ.

- Video ad spend on the InMobi network in ANZ grew over 10-fold Y-o-Y in the first half of 2017 – a strong indication that advertisers want to reap the benefits of the immersive and engaging experience that video ads provide.
- Growth in video ad consumption was up by over 300%, a further reinforcement of consumer demand for all video content.

Mobile Video Ad Spend Y-o-Y Growth



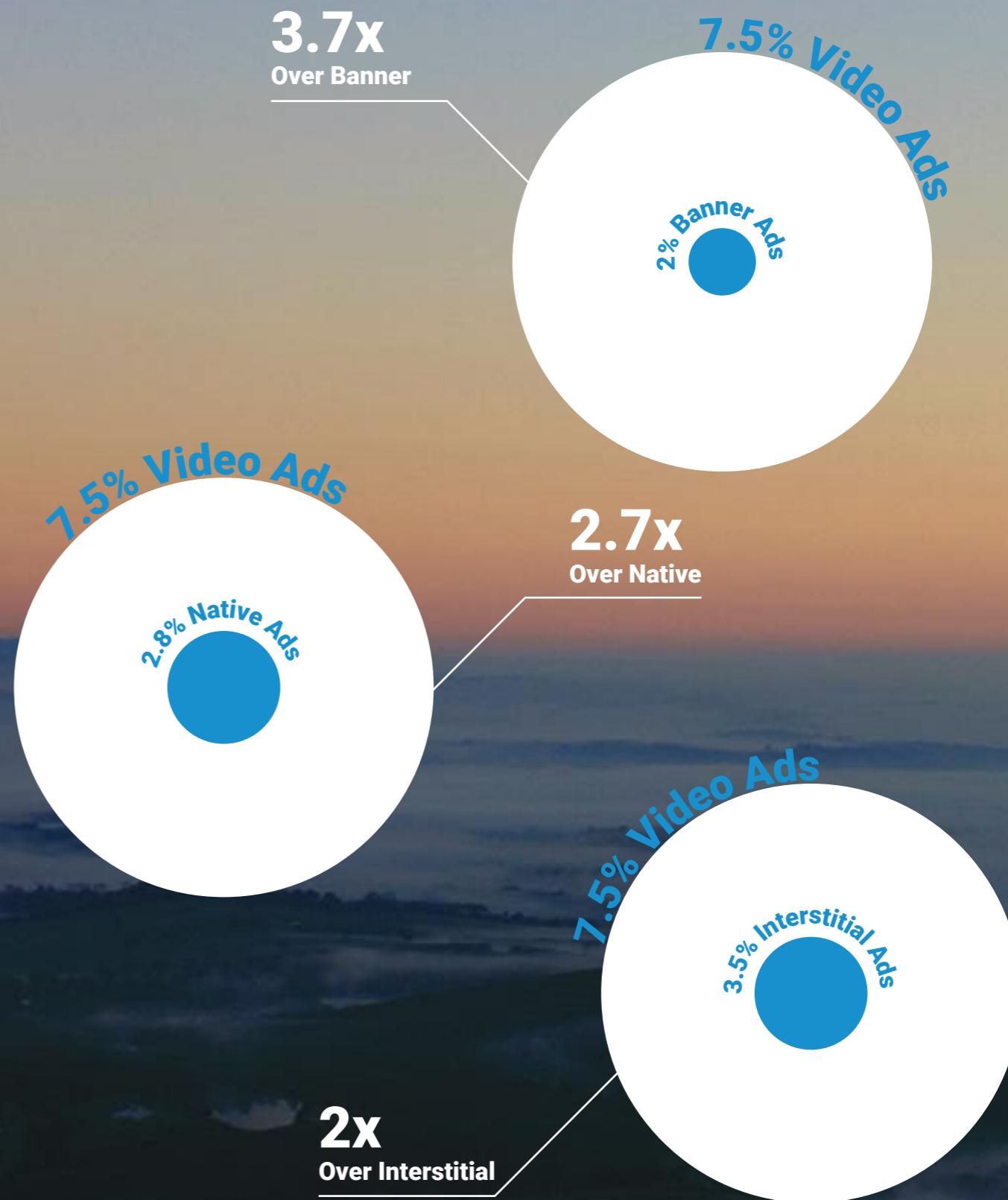
Mobile Video Ad Consumption Y-o-Y Growth



Video ad consumption = Video ad plays



# MOBILE VIDEO ADS DELIVER SUPERIOR ENGAGEMENT



Source: InMobi Network Insights

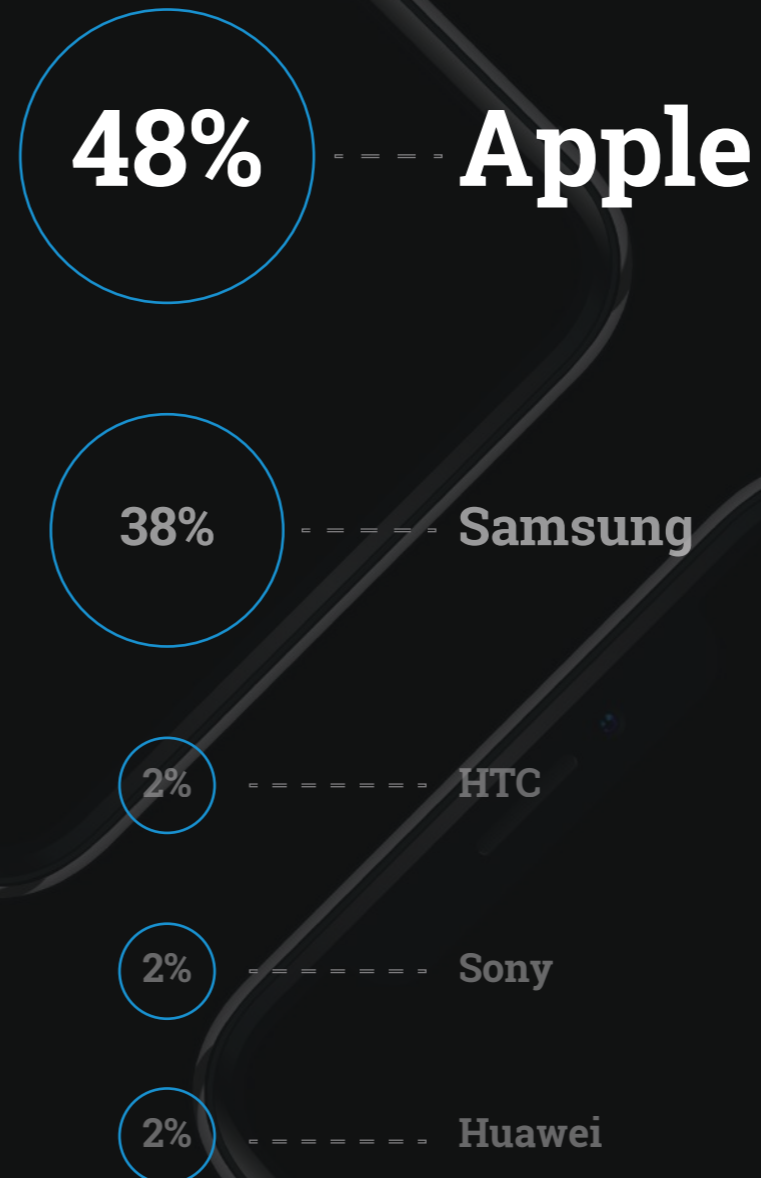
Note: User Engagement is measured in terms of CTR. Video, Interstitial and Native User engagement has been compared to Banner Ads.

# APPLE USERS ARE THE LEADING CONSUMERS OF MOBILE VIDEO ADS

The unanticipated success of the iPhone 7 and 7 Plus in Q4'16, not only smashed shipment records but also propelled Apple into the #1 spot overtaking Samsung. The profile of iPhone buyers has widened to include 25 - 34 year olds, which has been key to Apple's success.

While the launch of iPhone 8 did not garner similar enthused reactions in the region, speculators are waiting to see the impact iPhoneX has on the market dynamics.

**MOBILE  
VIDEO  
VIEWERSHIP  
ACROSS  
HANDSETS  
IN ANZ**





# INMOBI CONSISTENTLY OUTPERFORMS ACROSS VIEWABILITY METRICS

▲ MOAT Benchmark ▲ InMobi Score

## Viewability Rate

46.3%  
92%

## Human & AVOC Rate

21.8%  
39%

## IVT Rate

0.60%  
0.06%

## MOAT Score

31  
61

Viewability Rate = % of Impressions viewable under MRC standards and were delivered to humans.

Human and AVOC Rate = % of Impressions where ad was viewable and audible on completion and delivered to humans.

IVT Rate = % of total unfiltered Impressions that were delivered to non-human end-point.

MOAT Score = a benchmark score based on averaged % of the video that was audible and/or visible.

# ANZ IS NOW A HOTBED FOR PROGRAMMATIC ACTIVITY

77%

growth in mobile programmatic ad spend from H1'16 to H1'17

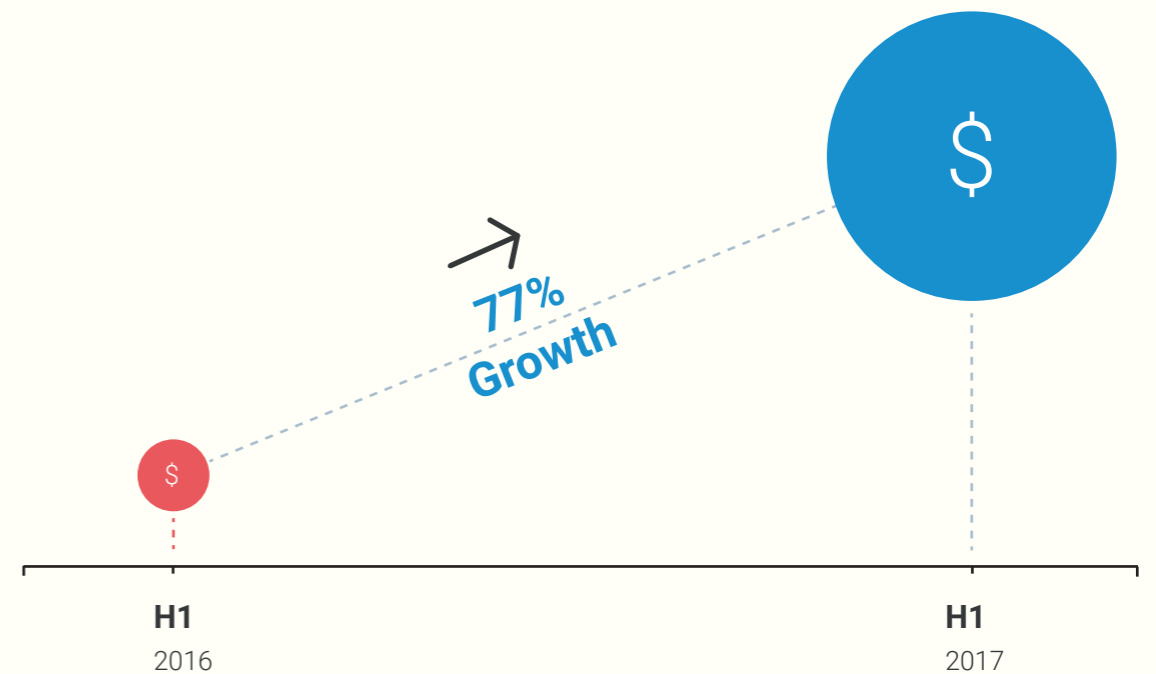


Finance & Retail are leading the explosion of growth on programmatic buying of video inventory



Video was the most preferred ad format for programmatic campaigns

Mobile programmatic ad spend



# CASE STUDY: MOBILE VIDEO DELIVERS REAL RESULTS

## Problem Statement:

To increase a leading media company's subscriptions via their NBA offering and hence grow the viewership of the latest NBA season.

## Solution:

InMobi created a custom vertical video ad unit for the said company, to encourage more Australians to watch the NBA games. This increased their subscription base and audience viewership. The ad unit displaying dynamic units, which recommended the one game, viewers must watch based on the company's insights.

# IMPACT

on **BRAND METRICS**

**6 Million**

impressions delivered

**304 Hours**

of the video watched. This is more than the total live NBA coverage

**21% increase**

in the share of sports network viewers for said media house, compared to the target of 15%

**29% increase**

in average audience size compared to the last NBA season



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.



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