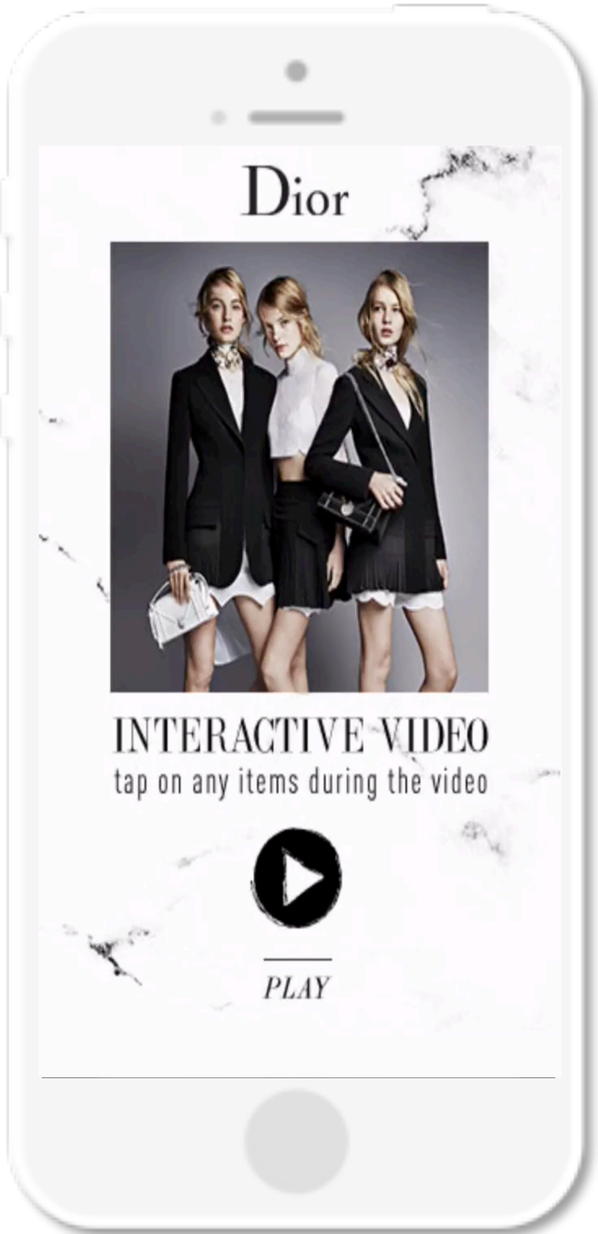


THE 7 CRITICAL MOBILE-FIRST CREATIVE BEST PRACTICES

ANNE FRISBIE Global SVP Brand & Programmatic

OVER 80% OF IN-APP BRAND DISPLAY ADVERTISING IS RICH MEDIA

SHOPPABLE VIDEO





DRAG AND DROP
ENGAGEMENT VIDEO

GESTURES, ANIMATION, SOCIAL: USER-FIRST



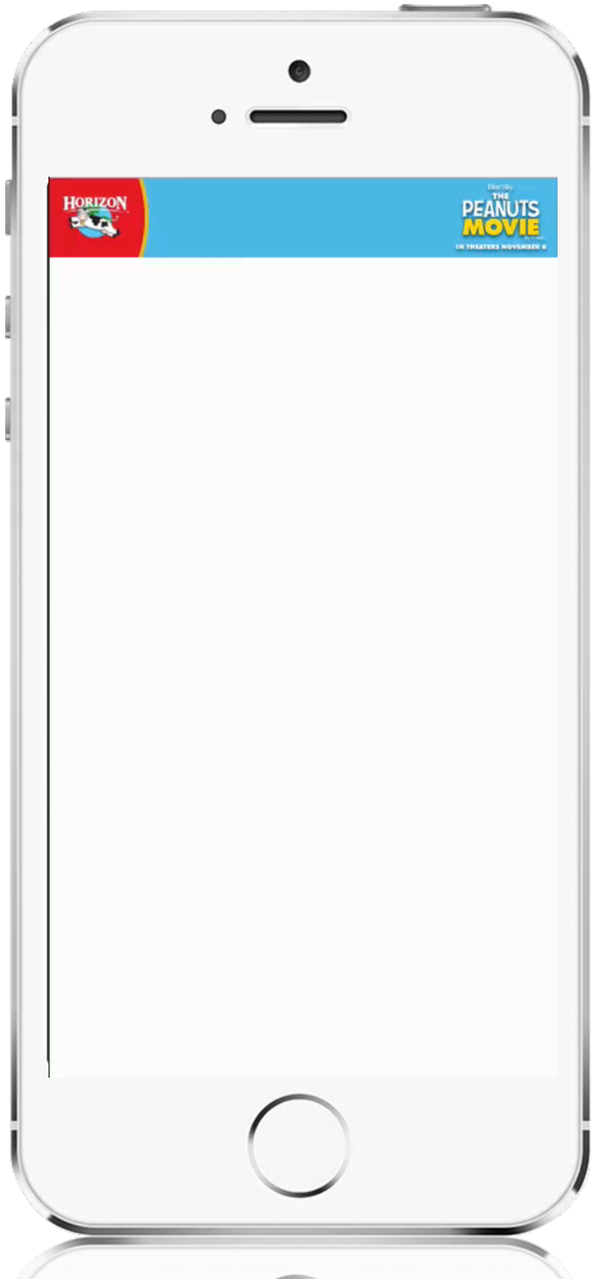
LOCATION MEETS CREATIVE: RICH MEDIA + MAP FEATURE





RICH MEDIA INTERSTITIAL WITH LOCATION AND MILEAGE TO RETAILER

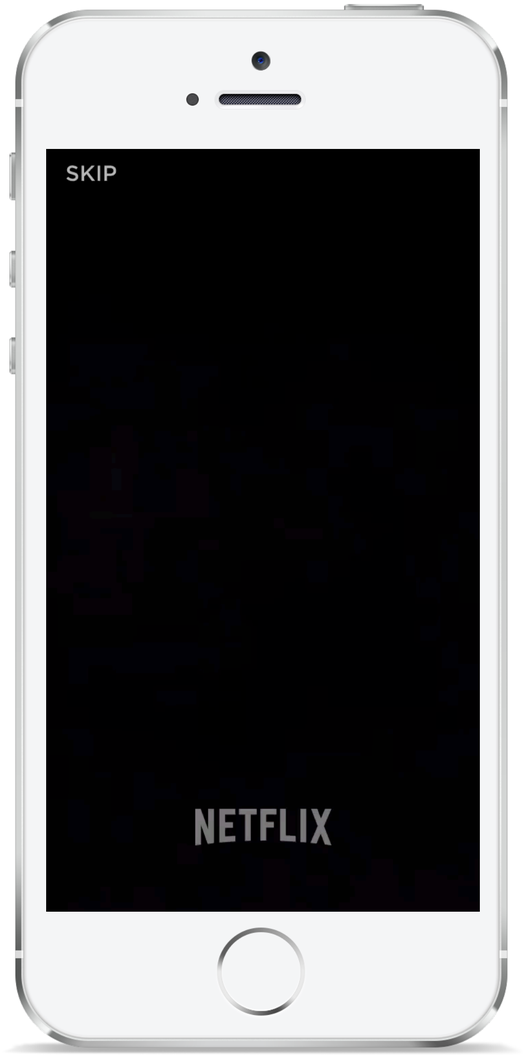
GAMIFICATION: ADVERTISING CAN BE FUN



ADVANCED GAMEPLAY RICH MEDIA

END CARDS MAKE STORYTELLING POSSIBLE

1/3rd of users are more likely to interact with the brand after seeing end card message

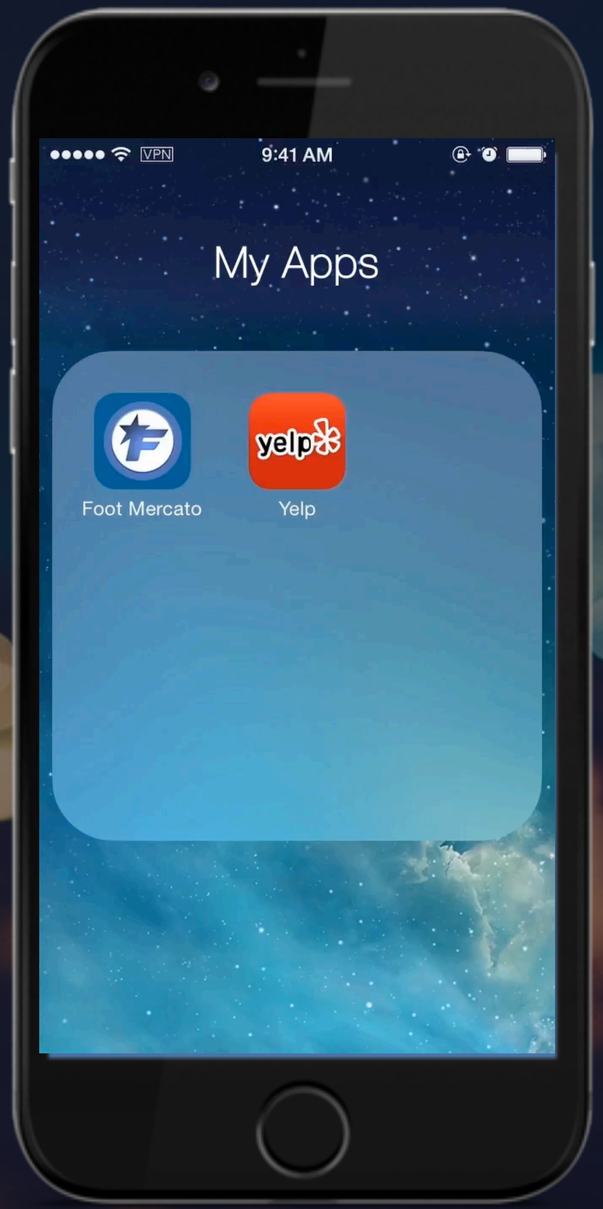


User engagement time on video ads is **2X** bigger with end cards

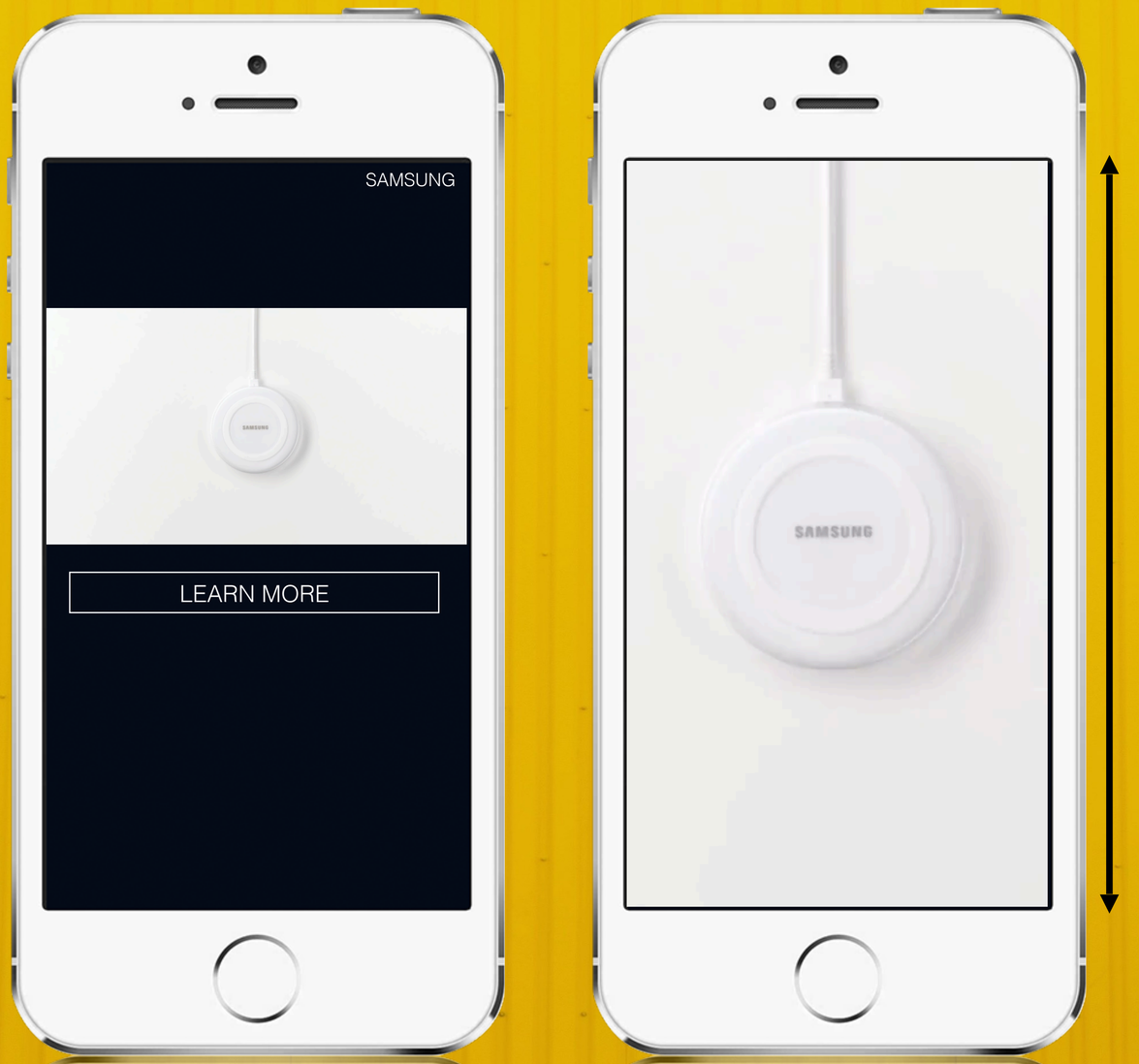
IN-APP VIDEO: OPTIMAL, INSTANT PLAY HD EXPERIENCE



IN-APP VERTICAL VIDEO: IN-STREAM VIDEO EXPERIENCE (9:16)



IN-APP VERTICAL VIDEO: IMPLEMENTED AS FULL SCREEN INTERSTITIAL (MRAID)



25%

HORIZONTAL VIDEO

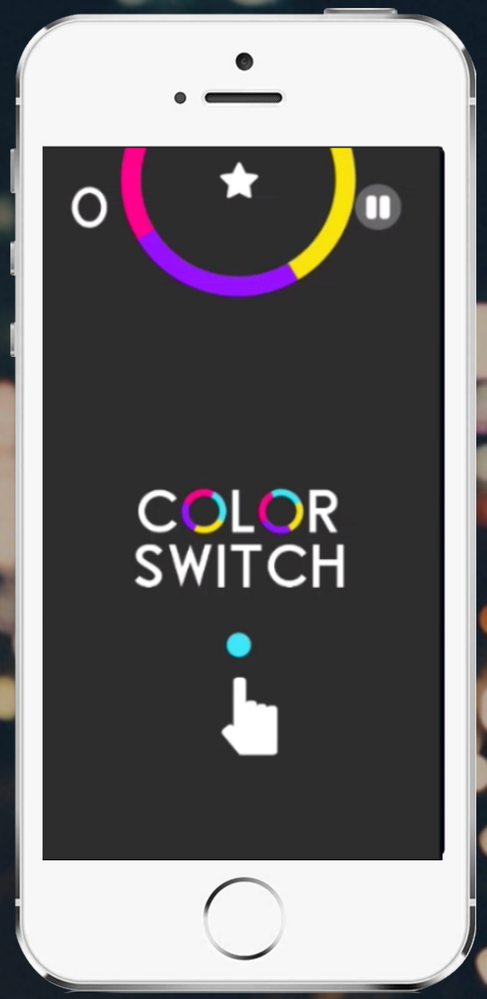
100 %

VERTICAL VIDEO

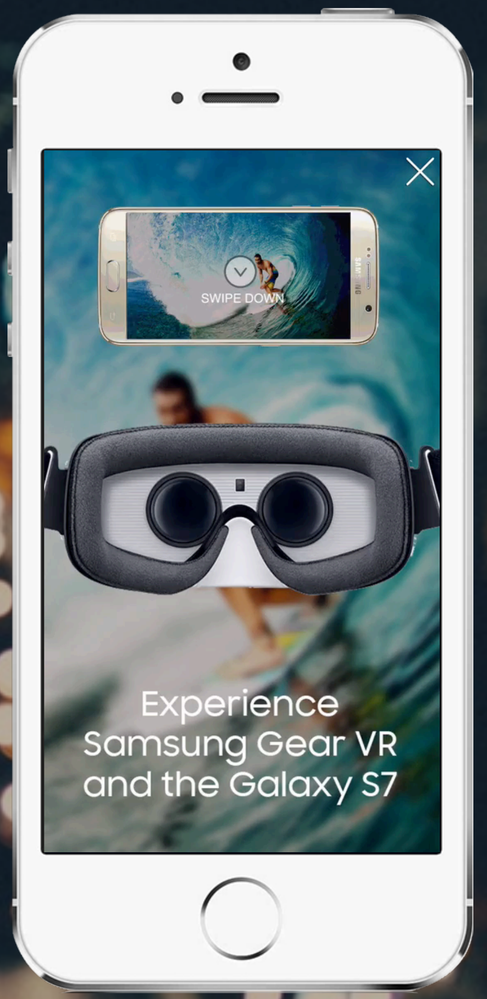
4X greater visual effects

Source: InMobi internal data

ADVANCED, ENGAGING CREATIVE: 360 VERTICAL VIDEO



SAMSUNG SOCCER



SAMSUNG WINDSURF

ACTIONABLE INSIGHTS: VERTICAL VIDEO

Vertical and 360° video is a Mobile-First Experience. Must be filmed in portrait mode (9:16).

15 second, non skippable video.

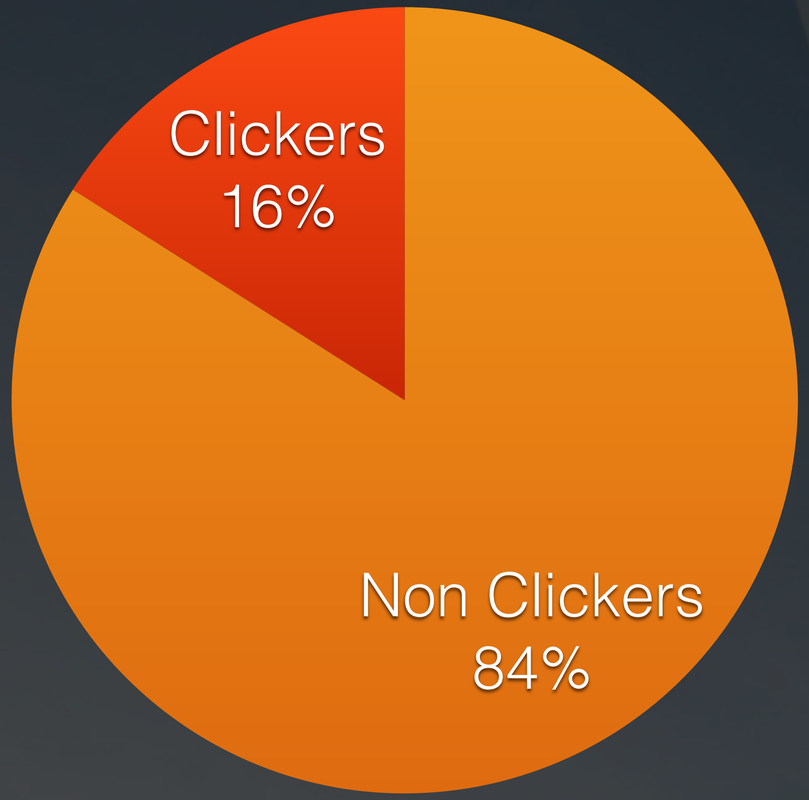


Video files must be 5MB or less.

Leverage Rich Media Interactive End Cards to drive 2X engagement rates.

VIEW-THROUGH ATTRIBUTION

Now the norm.

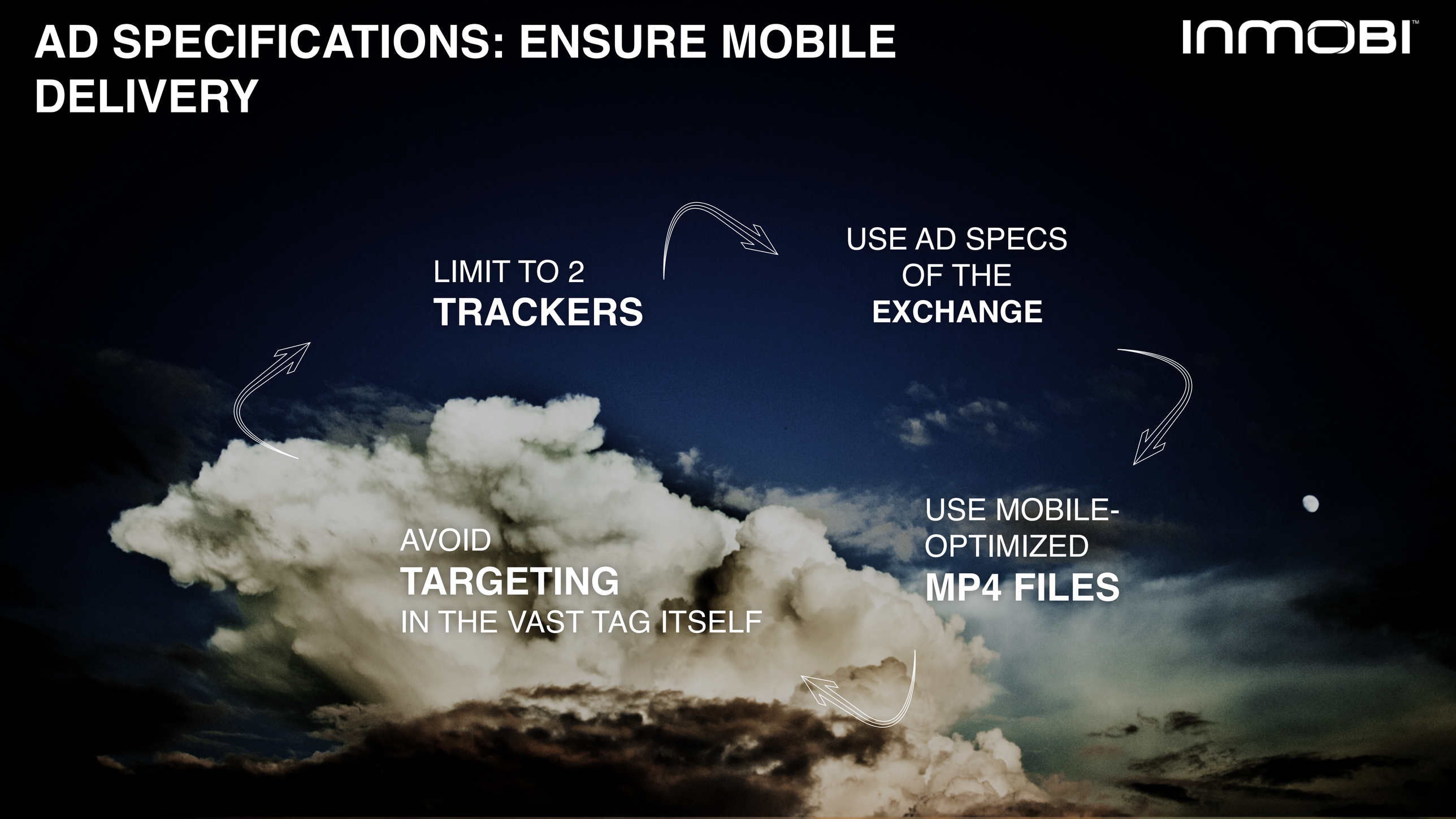


> Majority of in app performance buying today leverage view-through attribution.

> Most common attribution windows are 7 day click attribution and 1 day view-through attribution.

Starcom MediaVest, 2009

AD SPECIFICATIONS: ENSURE MOBILE DELIVERY



The 7 Mobile Creative **BEST PRACTICES**

RICH MEDIA
>80% OF IN-APP BRAND DISPLAY ADVERTISING

END CARDS
2X BETTER ENGAGEMENT

LOCATION
& CREATIVE: DYNAMIC MAPS DRIVE ACTION

GAMIFICATION:
ADVERTISING CAN BE FUN

VERTICAL VIDEO: THE MOBILE-FIRST VIDEO FORMAT

VIEW-THROUGH ATTRIBUTION
IS NOW THE NORM.

AD SPECS:
ENSURE DELIVERY & SUCCESS



THANK YOU!