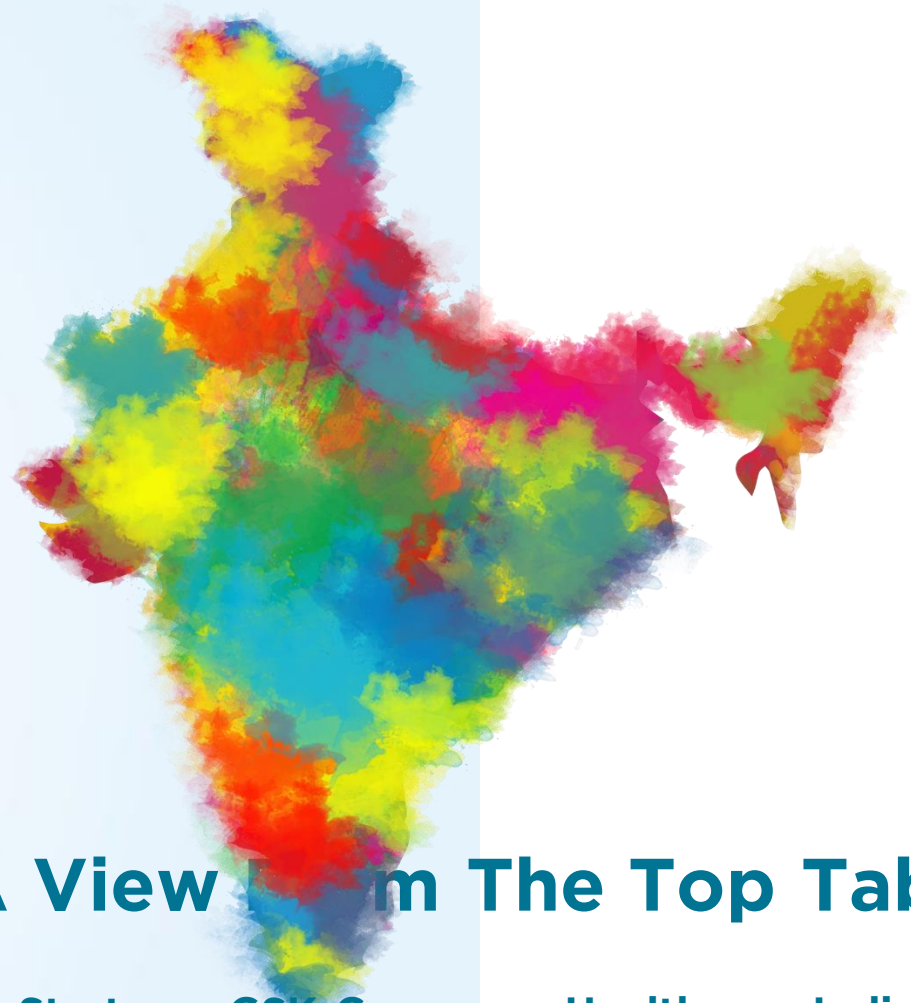
MMA FORUM INDIA
OCTOBER 27, 2017 | NEW DELHI



Mobile Landscape: A View From The Top Table

ALOK AGARWAL, General Manager, Strategy, GSK Consumer Healthcare India

JOHNNY LI, Vice President, Global Sales & Business Development, Cheetah Mobile

NEHA SINGH, Director Client Services, India, comScore

RAJEEV DHAL, Head – Monetization, Dailyhunt

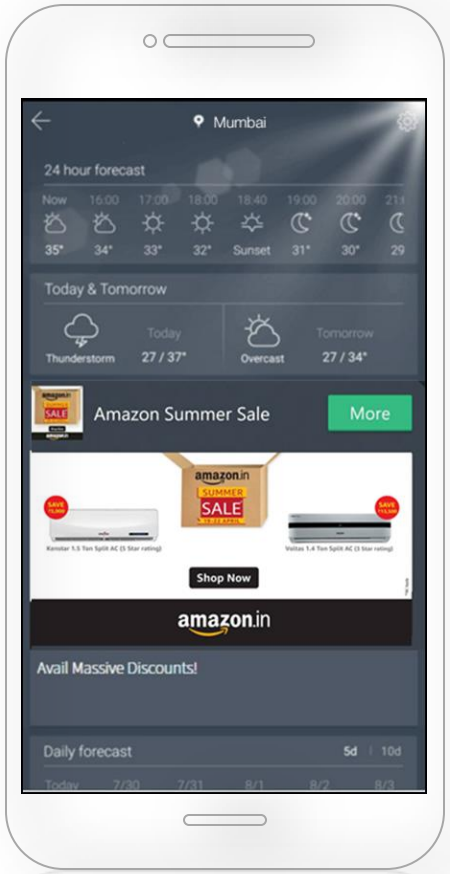
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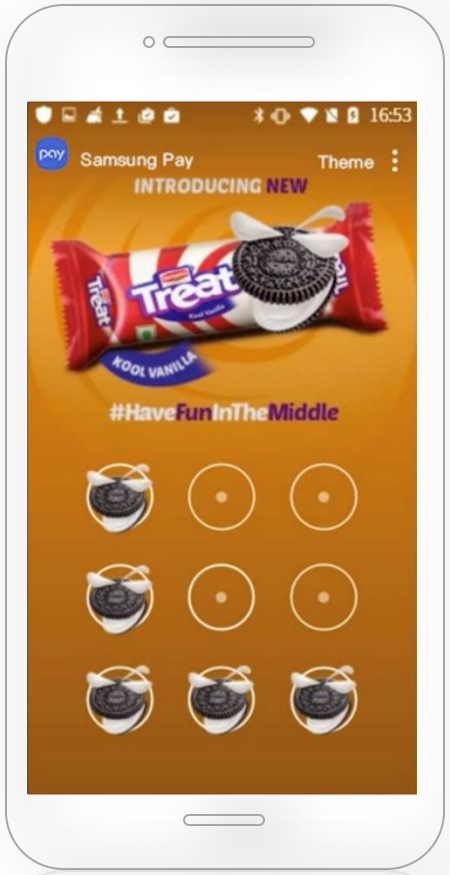
Mobile Landscape

A View From The Top Table

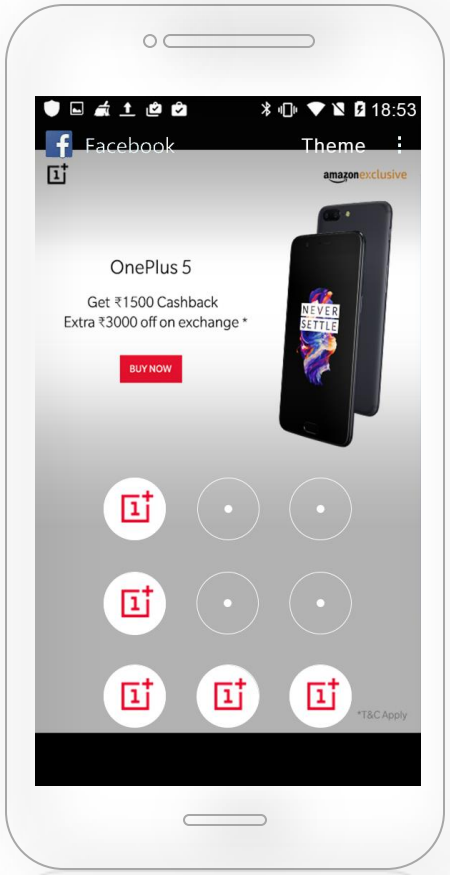
cheetahmobile

Innovation









Mobile Landscape

A View From The Top Table

Measuring Unduplicated Reach Across Platforms

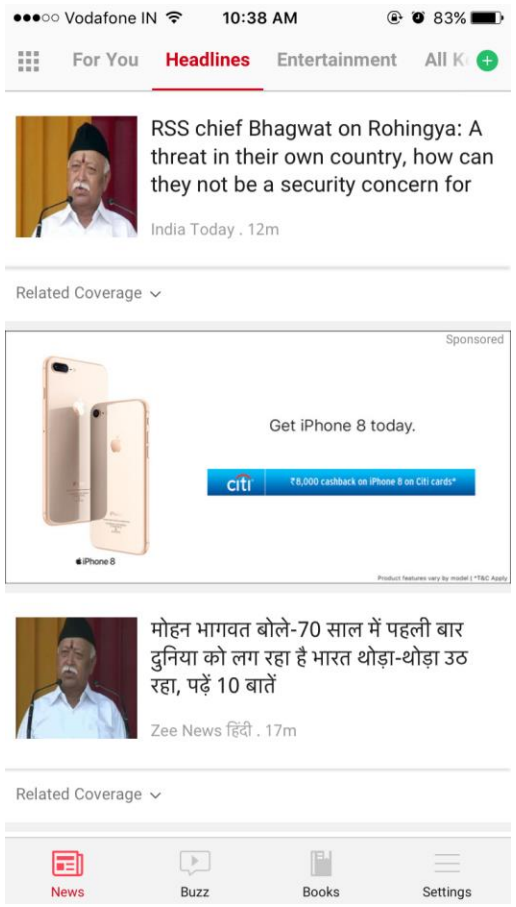
Understanding distributed reach

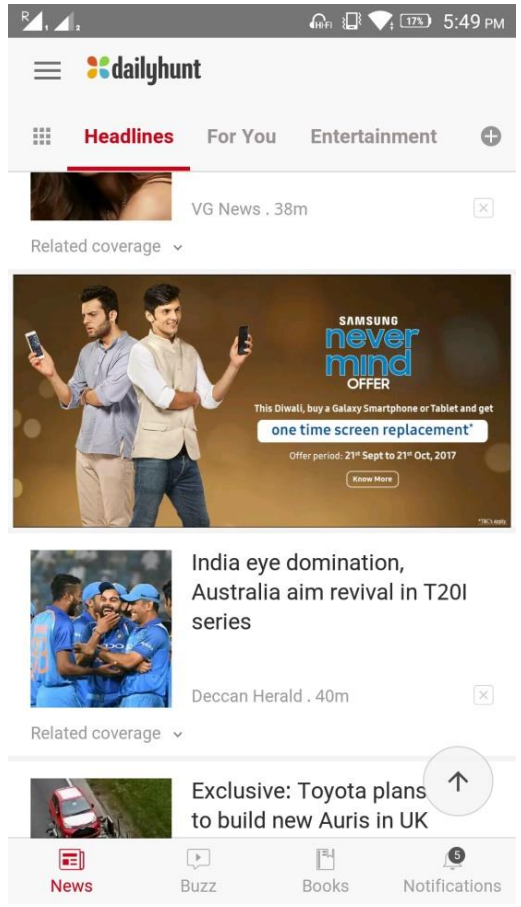


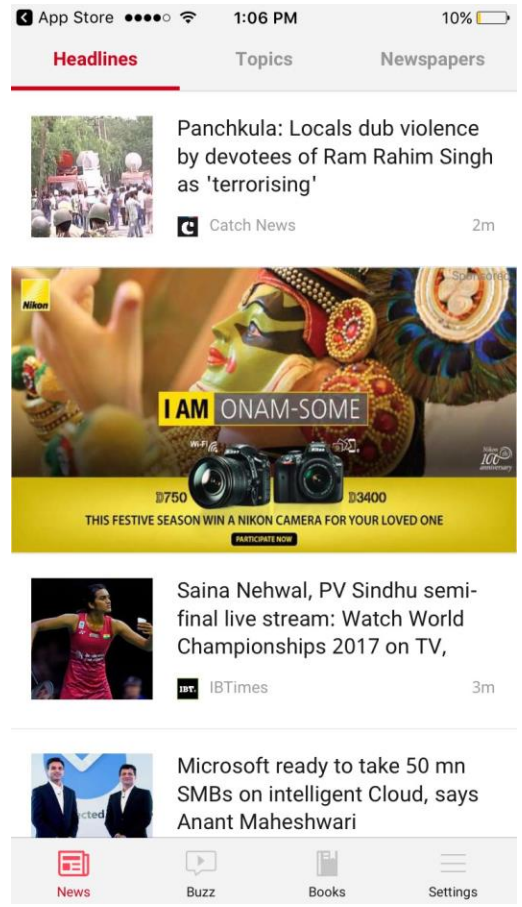
- Disruption
- Fragmentation of content across devices and platforms is making it challenging for publishers to get full credit for their audiences
- What's Needed
- Holistic measurement of distributed content across key digital platforms and apps
- Measurement integration with platforms like AMP, Apple News, Facebook Instant Articles, DailyHunt, Flipboard and Google Play Newsstand
- In aggregate, traffic from certain platforms can add an incremental 25-30% to a unique audience in a given month

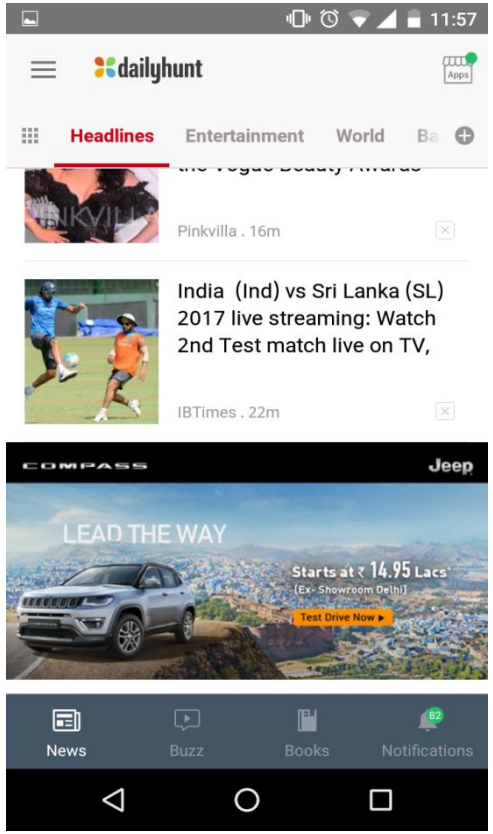
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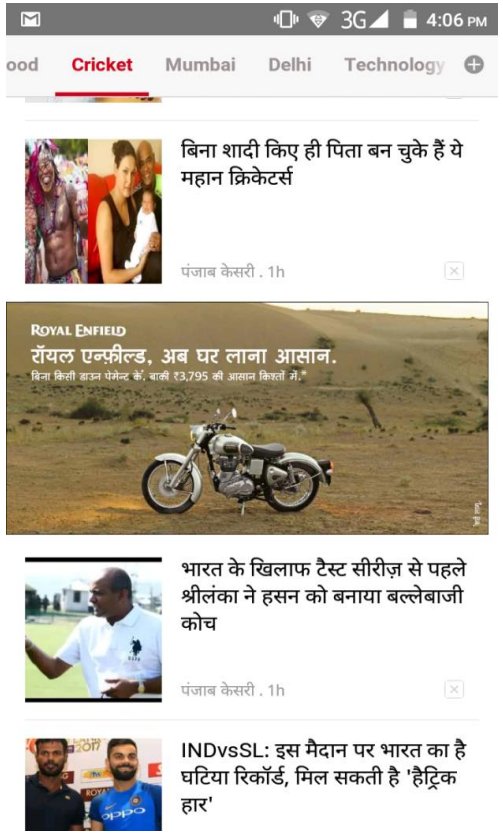
A View From The Top Table

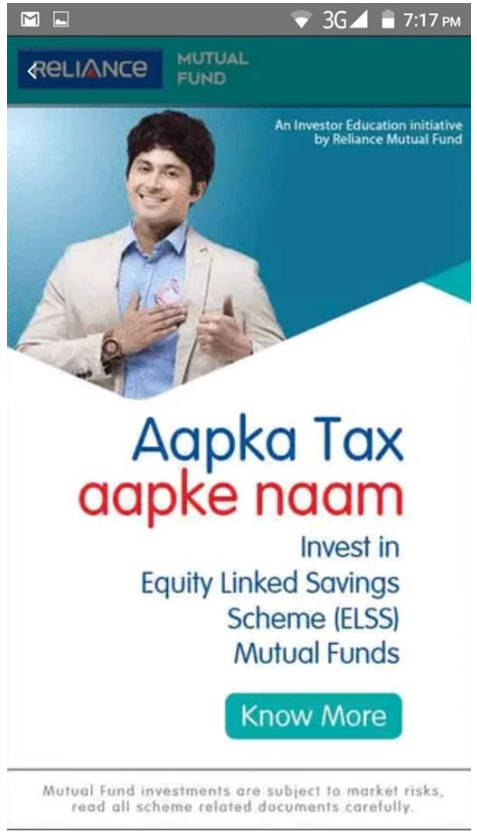

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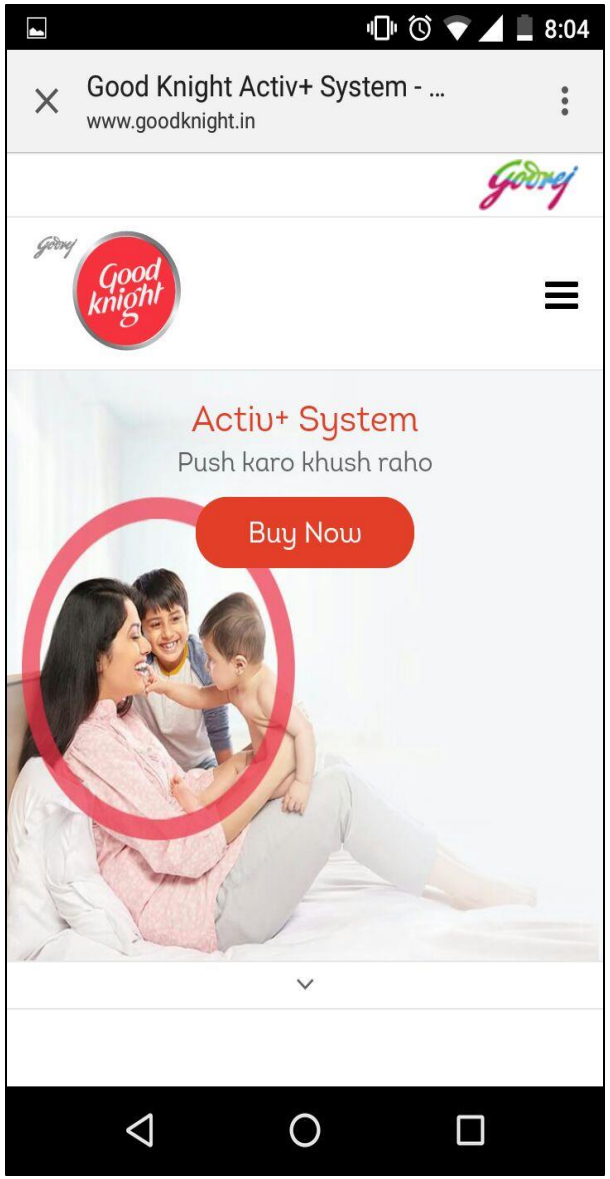

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ood
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Mumbai
Delhi
Technology
बिना शादी किए ही पिता बन चुके हैं ये महान क्रिकेटर्स
पंजाब केसरी . 1h
ROYAL ENFIELD
रॉयल एन्फ़ील्ड, अब घर लाना आसान.
भारत के खिलाफ टैस्ट सीरीज़ से पहले श्रीलंका ने हसन को बनाया बल्लेबाजी कोच
पंजाब केसरी . 1h
INDvsSL: इस मैदान पर भारत का है घटिया रिकॉर्ड, मिल सकती है 'हैट्रिक हार'


7:17 PM
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MUTUAL FUND
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aapke naam
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Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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Mobile Landscape

A View From The Top Table

Data-Driven Mobile Advertising

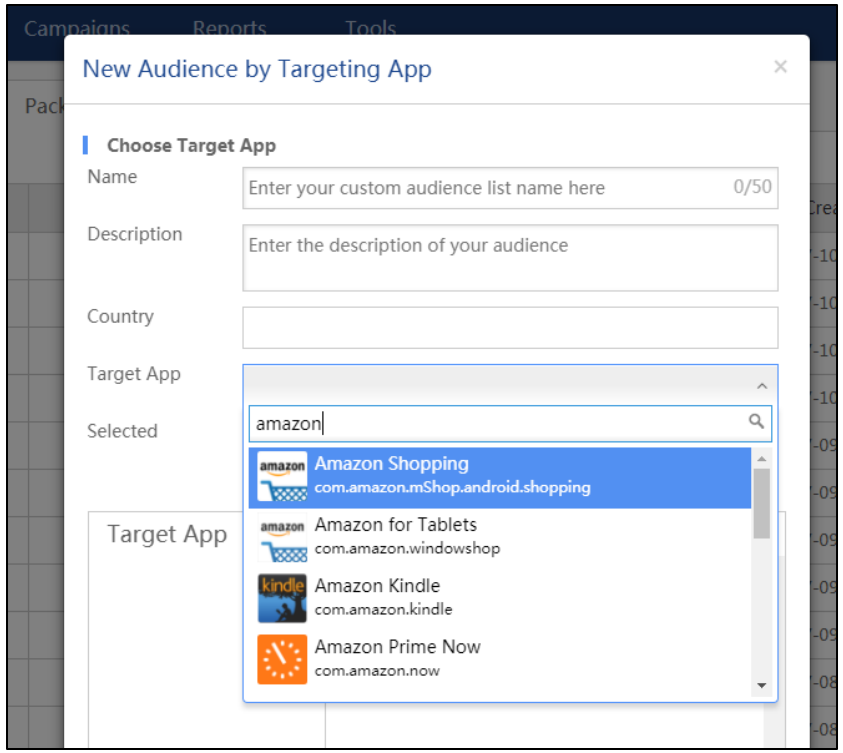
- **3.4B+** downloads
- **600M+ MAU**



bluekai



Diversified Tags on Cheetah Ads Platform



Target Audience



cheetahmobile

Case Study: Datsun redi-GO

250,974
Site Visits for the New Datsun redi-GO

462
Downloaded Brochures

Resulted in
53
Test Drives



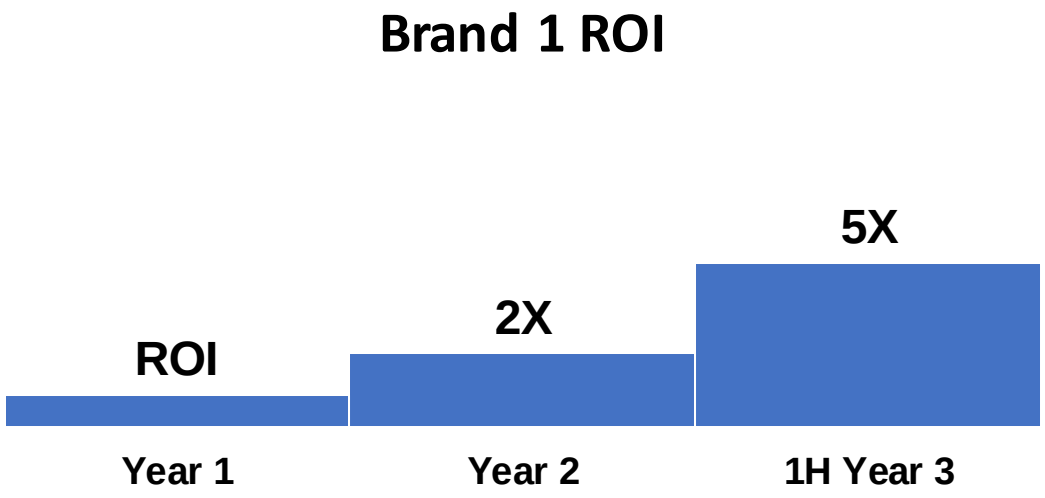
Mobile Landscape

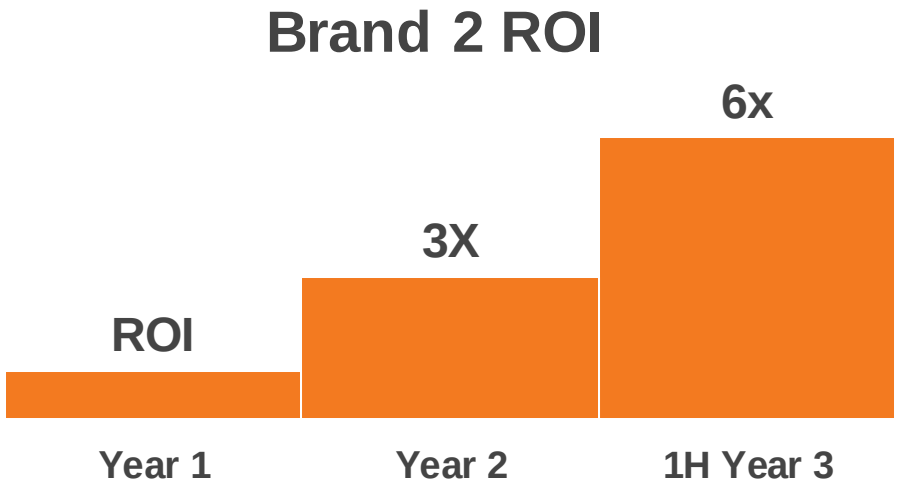
A View From The Top Table

Kellogg's optimized in-flight on a campaign level based on cost and effectiveness

Media Partner	Impressions in View	Avg Frequency	Impressions in Target	Lift in Awareness	CPM
1	70%	3.5	24.5%	5.74	$2.44
2	61%	3.0	16.9%	0.55	$9.08
3	51%	8.4	23.5%	0	$8.62

The Result: Increased ROI for Measured Brands





Kellogg's

comScore

THANK YOU

MMA
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