India is inching closer to becoming a trillion dollar digital economy with rapidly expanding digital infrastructure and greater accessibility to technology in all forms. With an unprecedented data explosion powered by 4G and the availability of cheaper smartphones, it comes as no surprise that mobile is the primary driver of digital adoption. 90% of India will own a mobile phone by 2022, and 60% will use a smartphone by 2025.

A distinctive feature of this shift is that it is not just restricted to metro cities. Tier II & III cities and rural India, more importantly, are bringing an ever-increasing number of people online; spread across all demographics. India, like most countries, is also moving away from traditional means of content consumption to more convenient, one-to-one interactions enabled by mobile. Be it gaming, video-viewing or shopping, mobile is now the primary screen for users.

For the marketer, therefore, it becomes extremely crucial to gauge the depths and dynamics of the new India and tap into them. Where does the opportunity lie? What trends will shape the next few years? What are the challenges to navigate? This report provides a repository of information that taps into these learnings. We hope this guide serves you well!

Vasuta Agarwal
VP & GM, India and South Asia
InMobi
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Evolving Indian Mobile User</td>
<td>4</td>
</tr>
<tr>
<td>2019 Advertising Industry Overview</td>
<td>17</td>
</tr>
<tr>
<td>Mobile Marketing: Key Challenges in 2019</td>
<td>22</td>
</tr>
<tr>
<td>5 Mobile Marketing Trends to Look Out for in India</td>
<td>28</td>
</tr>
</tbody>
</table>
THE EVOLVING INDIAN MOBILE USER
THE EVOLVING DIGITAL USER: 2013 TO PRESENT

2013

- 40% over the age of 25
- 29% rural audience
- 2.6 men for every woman
- 6.2% of population are smartphone users

2018

- 54% over the age of 25
- 40 to 50% rural, semi-urban audience
- 1.9 men for every woman among 18-24 year olds
- 23.8% of population are smartphone users

Source: Digital Opportunity, Indian Media and Entertainment 2017, EY eMarketer
MOBILE LEADS LARGE-SCALE DIGITAL ADOPTION

90% mobile phone penetration in India by 2022

60% of India’s population will have smartphone and fast & reliable data connectivity by 2025

450 MN of India’s buyers will be digitally influenced by 2025

18 GB data consumption per Internet user by 2025

Source: Imagining Trillion Dollar Digital India, IBM & Kalaari Capital
WITH OTT, SMARTPHONE IS NOW PREFERRED FOR VIDEO-VIEWING

Smartphone video viewers are expected to reach 225 million in 2022, an increase of 117% from 2018.

MOBILE IS REDEFINING MCOMMERCE

By 2021, retail mCommerce sales is set to double.

BHARAT IS THE NEW FACE OF MOBILE INDIA

Over the next five years, it is expected that 9 out of every 10 new Internet users in India are likely to prefer vernacular or regional languages to access the Internet.

GAMING IS SKYROCKETING AMONG ALL DEMOGRAPHICS

Mobile gamers stand at 250+ million and are consistently increasing. Women and non-metro areas form the major chunk.

THE 2019 MOBILE SAGA
BHARAT IS THE NEW FACE OF MOBILE INDIA

Since 2015, Rural India brought 100 million more people online!
The next wave of growth in India’s Internet population is expected from
tier II and tier III cities and rural areas.

Source: Mobile Marketing Ecosystem Report 2018, India, MMA & GroupM
‘TIS THE AGE OF NON-ENGLISH LANGUAGE USERS

Over the next five years, it is expected that 9 out of every 10 new Internet users in India are likely to prefer vernacular or regional languages to access the Internet.

Source: Mobile Marketing Ecosystem Report 2018, India, MMA & GroupM
#IndiaTrends2018: Trends shaping Digital India, KPMG
GAMING IS THE NEW MARKETING OPPORTUNITY

250 MN+
Mobile gamers in India

60 MINS+
Daily average time spent playing mobile games

The Gaming Boom is engulfing India

Majority of gamers prefer “free to play” games

Number of Gamers in India (In Millions)

Type of Games Downloaded

Source: The Power of Mobile Gaming in India' released by the Mobile Marketing Association (MMA) and Kantar IMRB in association POKKT
INDEPENDENT WOMEN ARE OUTPLAYING MEN IN GAMING

Women engage with Gaming apps more than any other app category

<table>
<thead>
<tr>
<th></th>
<th>Gaming</th>
<th>Non-Gaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Female</td>
<td>73%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Over 50% of gaming audience is 24+. This means that the range of brands that can tap into the mobile gaming market is limitless.

<table>
<thead>
<tr>
<th></th>
<th>18-24</th>
<th>25-34</th>
<th>35-54</th>
<th>45-54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47%</td>
<td>33%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Female</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: InMobi Network Data
MOBILE VIDEO CONSUMPTION IS INCHING CLOSER TO LIVE TV

The OTT world is driving a connected video viewing experience across devices

103.5 MN
Smartphone Video Viewers in 2018

224.7 MN
Smartphone Video Viewers by 2022

52 MINS
Spent on Viewing Video in 2018

84 MINS
Spent on Viewing Video by 2020

Source: Online Video Forecasts 2018, Zenith annual Report
eMarketer
MOBILE MARKETING ECOSYSTEM REPORT 2018, INDIA, MMA & GroupM

THE CHANGING FACE OF THE INDIAN MOBILE USER - 2019 MOBILE MARKETING HANDBOOK
MOBILE IS DESIGNING M-COMMERCE EXPERIENCES

Time spent on Mobile For shopping

1 IN 3 purchases will be made on mobile
1 HOUR average time spent daily on shopping

Retail mCommerce Sales

$20.6 BN 2018
$40.5 BN 2021

Smartphone Shopping Activities

22% compare prices
19% find discounts
17% research products
14% product reviews

Mobile is cementing its place as the choice of medium for Shopping even among rural consumers

<table>
<thead>
<tr>
<th>Medium Primarily Used for Shopping</th>
<th>Online/ Desktop</th>
<th>Mobile</th>
<th>In-Store</th>
<th>TV</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>21%</td>
<td>27%</td>
<td>25%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Rural</td>
<td>15%</td>
<td>33%</td>
<td>18%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Tier 2</td>
<td>18%</td>
<td>26%</td>
<td>21%</td>
<td>15%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: The Indian Festive Season Guide for Marketers, InMobi, 2018
WHEN DO CONSUMERS USE THEIR SMARTPHONES TO RESEARCH OR SHOP?

Early Morning and Early evening are lucrative “prime time” moments for shopping.

Source: The Indian Festive Season Guide For Marketers, InMobi, 2018
HOW DO MOBILE ADVERTISEMENTS IMPACT CONSUMER SHOPPING?

Mobile ads impact the entire purchase funnel during shopping:

- **Awareness**
  - Introduced you to something new (15%)

- **Favorable Opinion**
  - Provided you with better options (23%)
  - Helped you find something nearby (26%)

- **Consideration**
  - Caused you to reconsider a product (13%)

- **Shopping**
  - Influenced your in-store purchase (11%)

- **Sale**
  - Influenced you to buy via your mobile (14%)

Source: The Indian Festive Season Guide For Marketers, InMobi, 2018
2019 ADVERTISING INDUSTRY OVERVIEW
DIGITAL MEDIA TO OUTPACE TRADITIONAL MEDIA

The Indian ad industry is pegged to touch the INR 77,623 Crores (~$11.9 Billion) mark by 2020. The Indian advertising market is expected to grow at a very high rate over the next few years. It is well-poised to compete with China in the Asian market. This growth will be driven by the smartphone revolution and the subsequent spends on digital advertising.

Digital media ad spends currently contribute to 15% of the total advertising industry and are expected to reach 24% of the entire market by 2020.
SEARCH DECLINES; DISPLAY AND VIDEO GAIN IN DIGITAL

Spends on digital video is expected to see the highest CAGR of 38% from 2016–2020. Its share of spends is expected to increase from current 19% to 22% by 2020.

Spends on search will reduce from current 26% to 22% by 2020.

Digital Media Spends by Format

<table>
<thead>
<tr>
<th>Year</th>
<th>Display</th>
<th>Video</th>
<th>Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>27%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>2017</td>
<td>26%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>2018F</td>
<td>25%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>2019F</td>
<td>23%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>2020F</td>
<td>22%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

Source: DAN REPORT, DIGITAL ADVERTISING IN INDIA 2018

THE CHANGING FACE OF THE INDIAN MOBILE USER - 2019 MOBILE MARKETING HANDBOOK
eCOMMERCE, BFSI, TELECOM & MEDIA PIONEERING DIGITAL ADOPTION

Share Of Digital In Total Spending Across Verticals

19% Consumer Durables
16% Retail
12% Auto
9% Others
7% FMCG
23% Media & Entertainment
24% BFSI
26% Telecom
30% eCommerce

Huge potential for digital adoption

Source: DAN REPORT, DIGITAL ADVERTISING IN INDIA 2018
THREE PRIORITIES FOR MARKETERS IN 2019

**Personalization** is a top priority for marketers. They are striving to build data readiness, cross channel expertise to bridge silos, and bump up technology to make real-time personalization. 56% of marketers consider it as high priority.

Marketers will **invest in marketing technology and measurement solutions** to improve ROI and deliver personalized brand experiences. 41% of marketers consider it as high priority.

Mobile will enable growth of other mediums via integrated marketing as newer technologies grow. Going forward **mobile video, audio, and gaming** will power mobile advertising spends.

Source: Marketing In India Is Personal, Not Just Business, Forrester & Epsilon, October 2018
MOBILE MARKETING: KEY CHALLENGES IN 2019
GAINING A SINGLE CUSTOMER VIEW

Today’s empowered consumers demand their experiences with brands to be meaningful, relevant and consistent across channels and devices. Marketers need a 360 degree view of who their customers are, what they like, and how they engage with the brand. They need to consolidate disparate data from cross-channel/cross-device consumer journeys to understand demographic, intent, and interest attributes and create robust consumer profiles. Marketers can use these profiles to make personalised experiences across screens and interactions, be it offline or online, a reality.

What Marketers Can do:

- Recognise that customers can be anywhere
- Deliver connected experiences that are compelling and consistent across every device, location, platform or situation
- Connect the entire marketing ecosystem and extended value chain
- Invest in technology to capture, organise and integrate multiple data from multiple consumer touchpoints
DATA PRIVACY & TRUST

It is the era of data privacy and trust, and the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act are just the beginning of ushering it in. Putting the consumer first is crucial for the long-term health of our industry for several reasons. To begin with, the peaking trend of pervasive collection of data with limited or no restrictions was bound to end poorly. Second, marketers can focus their efforts on elements that contribute to marketing success such as creatives, attribution and consumer experience instead of excessively obsessing with data collection. The data privacy and protection regulations place great responsibility and accountability within the ad tech ecosystem, while at the same time standardising data practices of app publishers.

What Marketers Can do:

- Invest in technology and data specialists to comply with privacy regulations
- Understand audience’s data privacy comfort level
- Reduce vulnerability to data breaches
- Reassure and build trust by communicating about policy revisions with your customers

Source: InMobi Research
MEASURING BUSINESS IMPACT

Today, marketers must demonstrate a clear, measurable contribution to the bottom line. They must be able to track and measure impact across all channels, analyze data holistically to draw insights, properly allocate budget and demonstrate ROI. Marketing can involve multiple touch points and channels that have varying levels of impact on a prospect or customer’s journey with the brand. In order to assess the value and contribution of marketing programs, be it towards revenue or customer acquisition, marketers need to be cognizant of the following factors:

**Acquiring customer data:** Marketers must have the technology and infrastructure in place to capture customer interaction and engagement data that contribute to lead generation and customer acquisition across various touch points.

**Ensure consistent metrics:** Marketers must define consistent metrics for measuring impact across marketing channels – be it TV, print, mobile, outdoor etc. The siloed efforts on tracking, measurement and reporting are leaving marketers in disarray when it comes to tracking ROI.

**Fully integrated systems:** The sales and marketing systems need to be connected in order to establish the true impact of marketing on business. This has to enable advertising and marketing metrics to come full circle through linkage to business metrics.

A structured data-driven approach is critical to measuring the success of any marketing campaign.
ATTRIBUTION

With a marketer’s continuous struggle to keep up with the rapid proliferation of marketing touchpoints and channels, it is imperative that a holistic and effective attribution model is adopted. Attribution is the method of assigning credit to a marketing or advertising-driven interaction.

Desktop is an easier and proven medium for attribution since it relies on cookies. But mobile is a different game altogether. A universal method is required to assess campaigns across mobile devices, failing which the impact of a campaign run on mobile may be underreported.

Consequently, marketers are increasingly shifting from traditional attribution models like market mix modelling to more granular models like multi-touch attribution to track and improve ROI across both online as well as offline channels.

What Marketers Can do:

- Build a thorough understanding of different models of attribution (last-view, last-click) and the technology behind it
- Collect both View-through and Click-through attribution in in-app and mobile web environments, to evaluate the real ROI of the mobile campaign.
- Evaluate partners with the right attribution windows to maximize performance.
- Combine probabilistic identifier with a deterministic identifier.
- Use a third party vendor for validation and for discarding self-attributed clicks installs.
AD FRAUD

Ad fraud remains one of the biggest challenges for marketers. Today, mobile fraud takes various forms and hence, necessitates a multi-layered approach to protection, detection and prevention of fraud. App marketers continuously try to mitigate fraud in their campaigns by blacklisting IPs and the offending sub-publishers. However, fraudsters are constantly finding new ways to grab a slice of the pie.

With one of the highest ad fraud rates globally – fraudulent click rate stands at 32 percent compared to the global average figure of 15 percent. India’s mobile advertising growth figures lose their shine when wasted ad investments are factored in.

Here are a few ways marketers can effectively detect, and in certain cases, prevent, mobile ad fraud.

1. Develop Pattern Recognition and Heuristics
2. Prevent Fraud by Detecting Fraudulent Patterns Prior to Impression
3. Integrate Your First-Party Data with Your Advertising Partner
4. Curate Your Own Database of Blacklisted IPs
5. Fight for an Industry-Wide Publisher Blacklist
6. Invest in mobile ad fraud prevention tools in their attribution systems.
7. Investing in artificial intelligence and machine learning can help to better model and predict fraud, allowing for proactive intervention

Source: InMobi Research
5 MOBILE MARKETING TRENDS TO LOOK OUT FOR IN INDIA
ACHIEVING A 360-DEGREE VIEW OF THE CONSUMER WILL BECOME A REALITY

• It is the age of the consumer, and CMOs need to be able to truly understand a consumer’s various aspects - transactional, behavioral, etc., to be able to build a valuable and long-lasting relationship across all touchpoints and interactions. The consumer, on the other hand, is spoiled for choice and has limited time to find the right fit.

• Hence, they rely on brands to recognize them and deliver personalized experiences that serve their needs and save them precious time. How, then, are marketers to deliver superior experiences customized to the individual’s behavior and preferences without a 360-degree view of the customer?

• This realization has mobilized the industry towards achieving a more unified view of the world, bringing CMOs a step closer to realizing the quintessential marketer’s dream - a 360-degree view of the customer. The next couple of years will see significant strides in cutting across data and tech silos to truly understand the consumer, catapulting CMOs into a truly connected and unified world.
CUSTOMERS ARE THE CENTER OF YOUR BUSINESS

1. Understand Customers
2. Open New Revenue Streams
3. Acquire Users
4. Grow Customers
5. Drive ROI
“One of the main challenges that marketers face is getting a unified view of the consumer, where you can run a campaign seamlessly on TV, outdoor, mobile and even within mobile, on various mediums and be able to get a 360-degree view across offline and online platforms. There is a lot of room for data integration, to achieve that objective. It will not only help in assessing the true impact of campaigns across mediums but will also help in reducing wastage. A unified view of the consumer will help marketers spend more wisely.”

Gunjan Soni
CEO, Zalora Group
VIDEO AND OTT ARE GOING TO PAVE THE WAY FOR NEW LEVELS OF CUSTOMER ENGAGEMENT

- Personalised screens have become the preferred entertainment enabler across multiple devices. The “TV-watching” industry has seen the influx of Over The Top players making content available like live sports matches, TV shows, movies and even original content.

- A distinctive feature of the Indian OTT market is that it heavily relies on advertisement revenue. This is the consequence of the majority of Indian consumers preferring to watch ad-supported content on say, YouTube or Hotstar, rather than an ad-free, paid subscription-based platform like Netflix.

- Since most of the OTT consumers prefer ad-supported content, it becomes a highly attractive medium for brands to invest in – for customer acquisition, engagement and outreach. A new set of data points are being generated for the consumer enabling a complete profiling of the consumer.

Effectiveness of OTT

Audience Targeting
Based on profile/location/device

Increased Engagement

Increased Return on Investments

Reach + Frequency

Brand Safety + Viewability

Source: DAN Report: Digital Advertising in India 2018
InMobi Research
MCDOWELL’S NO.1 LEVERAGES MOBILE TO BATTLE THE MENACE OF DRUNK DRIVING

**Objective:** Combat Drunk Driving  
**Solution:** Leverage the Power of Smartphones

McDowell’s No. 1 leveraged an immersive mobile video experience to drive awareness on the ills of drunk driving and to seamlessly effect driver bookings for consumers. By leveraging location, persona and time targeting, combined with innovative creatives, the brand successfully achieved both scale and personalization on mobile.

**Results**

3.9 MILLION unique users reached  
296,000 clicks
"The surge of OTT has happened with the interplay of three Cs – control, convenience and customization. Consumers demand increasing control on the kind of content, the kind of devices, the time and the place that they want to view content. Video viewing is also primarily characterized by customization and personalization, replacing one-to-many content consumption that happens on TV with a mobile-first, one-to-one streaming behaviour.”

Akash Banerji
Senior VP & Head of Marketing, Partnerships, Licences, Voot
TARGETED MESSAGING IN VERNACULAR LANGUAGES WILL BECOME A PRESSING NEED

The number of people in India who speak Indian vernacular languages is around 500 million - almost five times the number of people who speak English. The introduction of local language support and the Indic keyboard in smartphones indicate the potential to reach a diverse audience.

Soon enough, majority of the Indian audience will resort to their vernaculars not just to consume content, but also to make purchase decisions. This will necessitate brands to build ecosystems that cater to diverse audiences – whether it is in terms of customer insights, data analytics tools, or even digital systems that are compatible with multiple native languages.

---

Source: Digital Opportunity, Indian media and entertainment 2017, EY, InMobi Research

Content Consumption (Time Spent)

- 7% English
- 30% Other Regional
- 63% Hindi

---

Source: Digital Opportunity, Indian media and entertainment 2017, EY, InMobi Research
INMOBI & WYNK MUSIC WORK WITH DIAGEO TO BUILD AWARENESS AROUND #NO1YAARIJAM CAMPAIGN ON MOBILE

**Objective:**
McDowell's is a Diageo India brand that was looking to reach out & engage its target audience by leveraging a music album created in association with one of India’s leading musician duo

**A Unique Solution**
InMobi worked with Wynk Music to create an organic presence for #No1YaariJam on the App reaching out to India’s music enthusiast

The McDowell’s playlist on Wynk Music raised an immense amount of interest driving over 2.1 million streams in 10 days

**302K**
Song downloads across the campaign

<table>
<thead>
<tr>
<th>Streams</th>
<th>Completions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindi</td>
<td>71% 32%</td>
</tr>
<tr>
<td>Punjabi</td>
<td>18% 33%</td>
</tr>
<tr>
<td>Kannada</td>
<td>6% 30%</td>
</tr>
<tr>
<td>Rajasthani</td>
<td>3% 39%</td>
</tr>
</tbody>
</table>

Source: Digital Opportunity, Indian media and entertainment 2017, EY
"As a brand McDowell’s initiates true bonds of friendship. Through this campaign #No1YaariJam we wanted to create a distinct sonic identity- key brand asset- and thus leveraged mobile music as our platform of choice. And InMobi helped us achieve this objective in this unique campaign"

Sridhar B
CDMO, Diageo India
PROGRAMMATIC AWARENESS AMONG MARKETERS WILL INCREASE

In the coming years, the share of programmatic spending is expected to increase significantly in India. Programmatic buying is growing not only because it makes transactions more efficient and more effective, but also because the marketer is now more aware of it and is taking steps towards adoption.

With programmatic buying, a marketer will be able to cap the frequency of exposure of a particular campaign across publishers. It will also be possible to manage media buys across publishers in a transparent manner.

Compared to digitally mature markets like Australia and Japan in Asia Pacific, India may be still in the early stages of adoption. However, awareness among marketers is increasing and one can expect a huge growth in the programmatic space.

Source: Mobile Marketing Ecosystem Report 2018, India, MMA & GroupM, InMobi Research
HOW DID A MAJOR FMCG BRAND GET MOBILE VIDEO RIGHT ON PROGRAMMATIC?

• The Objective
A leading FMCG player aimed to drive awareness of its top chocolate brands amongst mobile-savy Indian audiences.

• The Solution
InMobi Exchange was the preferred platform for Doing Mobile Video Right. Through the InMobi Exchange Private Marketplace (PMP), the company could drive mobile video campaigns with control, precision and at scale.

• The Results
Seamless mobile video ad experiences through VAST-enabled, SDK In-App inventory

24 MN
Unique Users reached

21 MN
Video views driven

High brand recall and engagement amongst premium audiences

1.5x
Higher video completion rates than industry standards

100%
Higher view ability as measured on Active View

2x
Higher click through rates compared to industry standards

HIGH
Brand-safety compliance

Complete transparency through third-party measurement
“One of the big developments in 2019 will certainly be programmatic advertising. I think we are still in the early stages of it. As consumer journeys continue to get more complex and nonlinear, it is important that we build a better understanding of programmatic. We should also be able to scale up automation in a way that works for us.”

Amit Doshi
CMO, Lenovo - India & South Asia
ADOPTION OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING WILL ACCELERATE

- Deep technologies like Artificial Intelligence and Machine Learning are changing the landscape of the marketing industry. The idea of using AI to target the right audiences and thereby improve brand lift is going to be adopted by more and more marketeers in the near future.

- Artificial Intelligence and Machine learning will surely replace manual effort but what it will do more significantly is to unleash the true strategic and creative potential of marketers and advertisers. For this to happen, they need to be ready and adaptive to these new technologies and bridge gaps in knowing and understanding them fully.

Source: InMobi Research
<table>
<thead>
<tr>
<th>APPLYING MACHINE LEARNING &amp; A.I. TO MOBILE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prediction &amp; Targeting</strong></td>
</tr>
<tr>
<td>Each user propensity</td>
</tr>
<tr>
<td>Un-discoverable Segments</td>
</tr>
</tbody>
</table>
“The possibilities that new technologies like AI & ML bring across verticals are endless. AI-powered personalization can help in delivering more relevant content, as user preferences are informed through real-time data. This kind of customized messaging will eventually lead to the marketer being able to create connected customer journeys across devices and platforms.”

Raghuvesh Sarup  
CMO, Microsoft India
CONCLUSION

The modern-day marketer faces a new world of challenges that predecessors never saw before. This is exacerbated by the fact that the marketing world is continuously evolving and hence, adaptability becomes key.

In India, the changing environment is accompanied by an evolving digital user. India is witnessing a tremendous digital disruption – and it essentially translates into an unprecedented opportunity for marketers.

2019, therefore, will be a busy year for marketers in India. The survival and success of any organization will depend on the ability to truly understand and internalize the changes, and plan accordingly.
ABOUT INMOBI

InMobi is a global provider of enterprise platforms for marketers. As a leading technology company, InMobi has been recognized as a 2018 CNBC Disruptor 50 company and as one of Fast Company’s 2018 Most Innovative Companies.

- **InMobi In-App Advertising**: Audiences at scale on premium in-app video inventory
- **InMobi Pulse**: The World’s Largest Mobile Market Research Platform
- **InMobi CDP**: Do more with your customer data
- **InMobi DSP**: Programmatic Advertising Platform for Scaling Mobile Growth
- **InMobi ConnectX**: Customer Delight Platform for the Omni-channel World
ABOUT INMOBI

Bold, unconventional & imaginative

Driving Industry Innovation

Shaping Consumer Experiences

Building global thought leadership

FAST COMPANY
Ranked 3rd among World’s Top 10 Innovative Companies

CNBC
2018 CNBC 50 Disrupter List

MIT Technology Review
50 Disruptive Companies

MOBEXX

MOB-EX

iab.

MOBILE MARKETING ASSOCIATION

SMARTIES