
InMobi



RbK

IPL Case Study



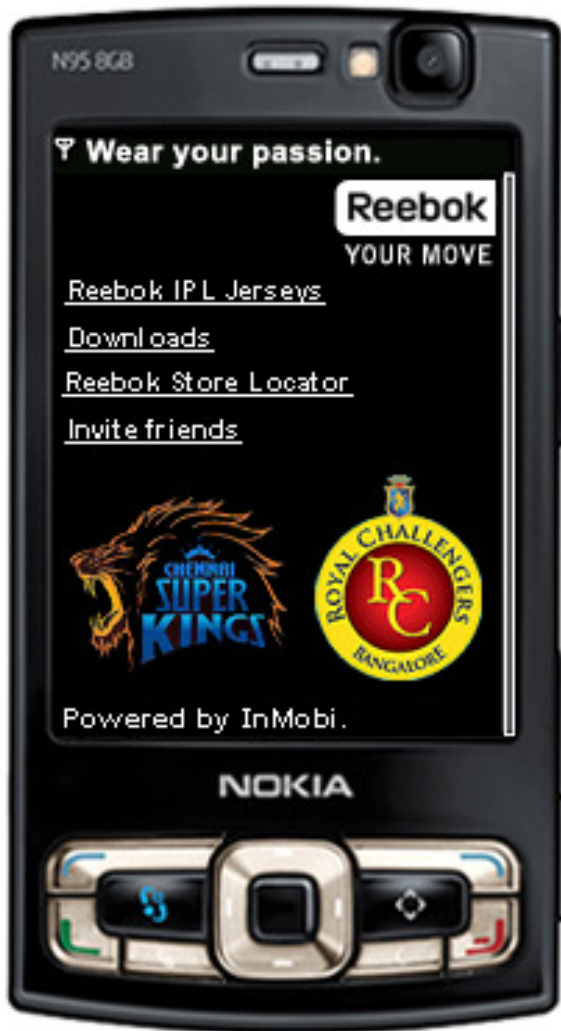
Previously  mkhoj

InMobi

Background

- Reebok - global sports and lifestyle brand
- Sponsored four teams to capitalize the festivity of Indian Premier League (IPL)
- Leveraged mobile advertising to drive up purchase of IPL merchandise
- Maintained brand image of creativity and innovation

Campaign Goals



Initiate accelerating publicity



Drive purchase intent



Create buzz about campaign



Solution

Begin

- Created WAP site
- Provided Content Downloads to maintain interest

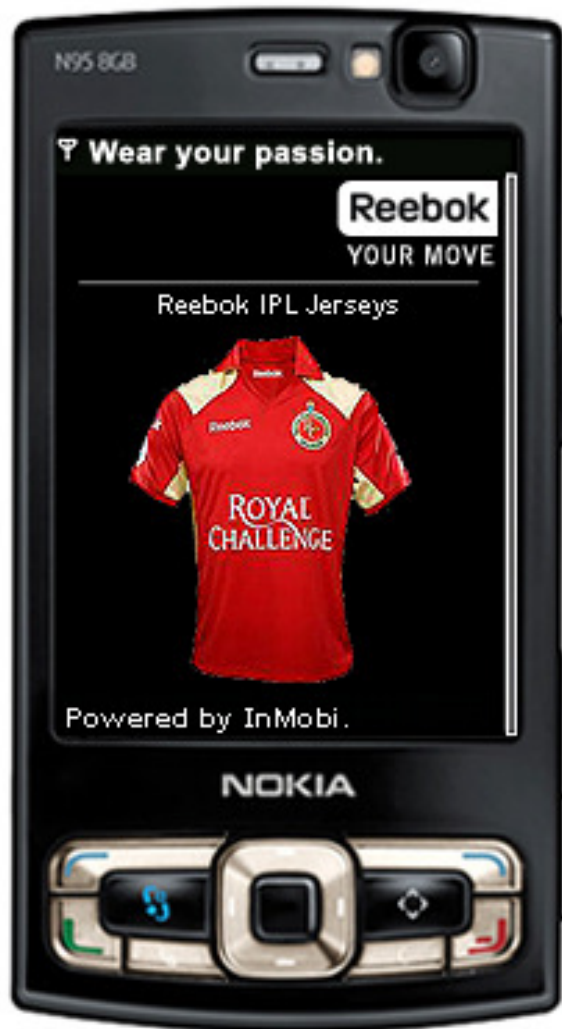
Engage

- Devised methods to drive up engagement
- E.g. Refer a Friend, Gift a Jersey

Publicize

- Placed ads in other sites to draw traffic
- Focused on youth oriented traffic sites

Highlight – Gift a Jersey

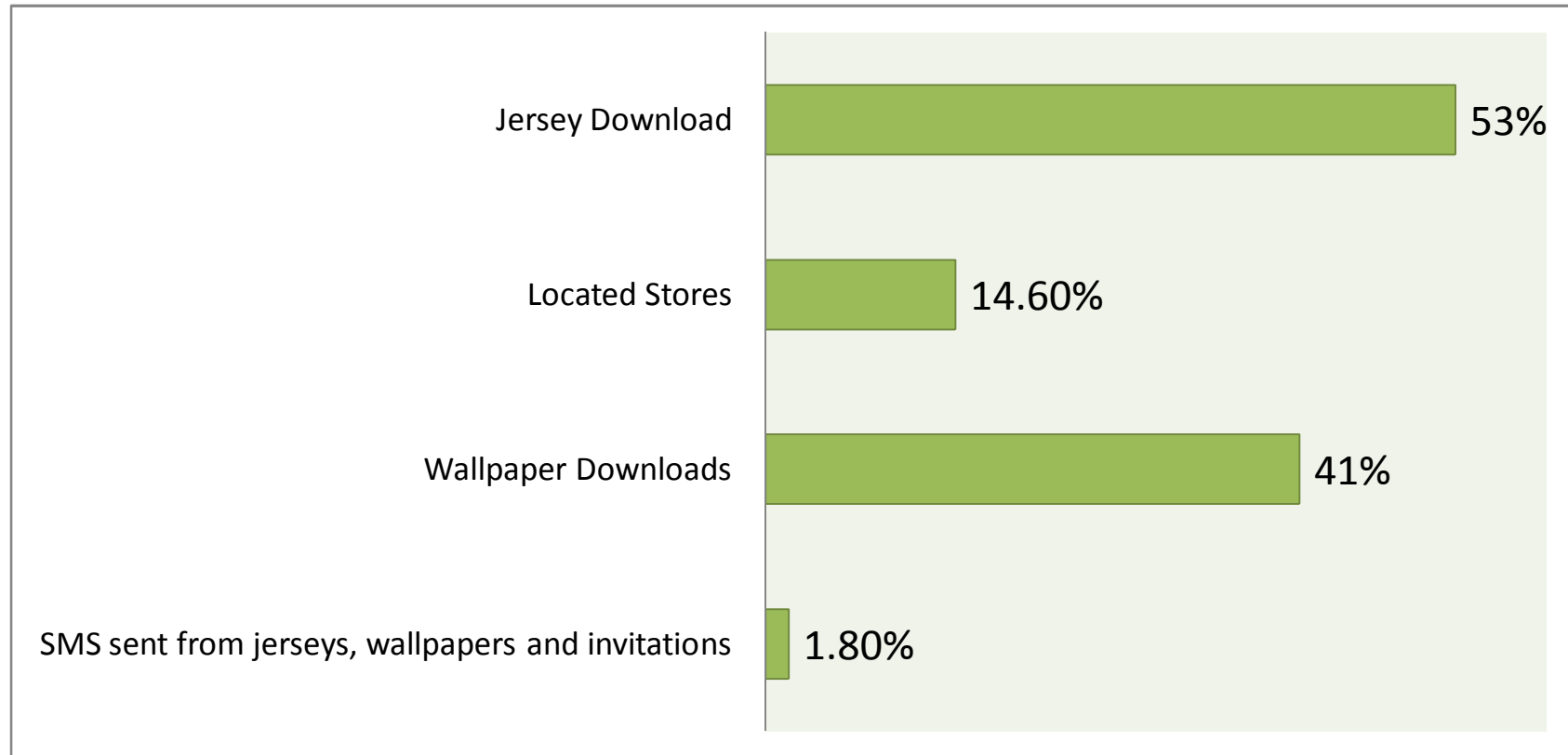


Audience mainly comprised of young users and hence audience interaction kept in focus

Wallpapers of jerseys provided ways to drive up level of interaction

Jerseys were sent around as gifts or to show team support creating the viral element

Outcome



The campaign led to jersey downloads of 53% outnumbering regular downloads by 12%



About InMobi

- Global Reach
 - Launched in 2007, InMobi is now among the largest mobile advertising networks focused on Asia, Africa, Middle East & Europe
 - Monetize traffic in **23 countries**
- Scale
 - Serve over **2 billion** ad impressions a month
 - **700+** publisher partners. Over **150 advertisers**
- Investors
 - Funded by top-tier VC firms; **Kleiner Perkins Caufield & Byers (KPCB)** and Ram Shriram's **Sherpalo Ventures**

