INMOBI advertising

InMobi Identity Graph vs. Other Ad Platforms

Feature	InMobi Identity Graph	Other Ad Platforms
Mobile Signal Depth	80+ signals, refreshed 48x/day	Limited or aggregated
First-Party Data Access	Direct via SDKs (40K+ apps)	Indirect or bidstream
User-Level ID Stitching	Cross-device stitching	Often device- or cookie-based
Real-Time User Scoring	Dynamic scoring (relevance, engagement, context)	Static segments
Granularity of View	1:1 persistent ID	Household/cookie-level only
Creative Personalization	Real-time behavior-based	Limited partner-dependent
Cross-Screen Signal Coverage	Rooted in mobile, spans all	Web/CTV focused
Transparency & Control	Publisher-first architecture	Black-box models
Performance Insights	Full-funnel measurement	Siloed by channel

Reach Out to Learn More!

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