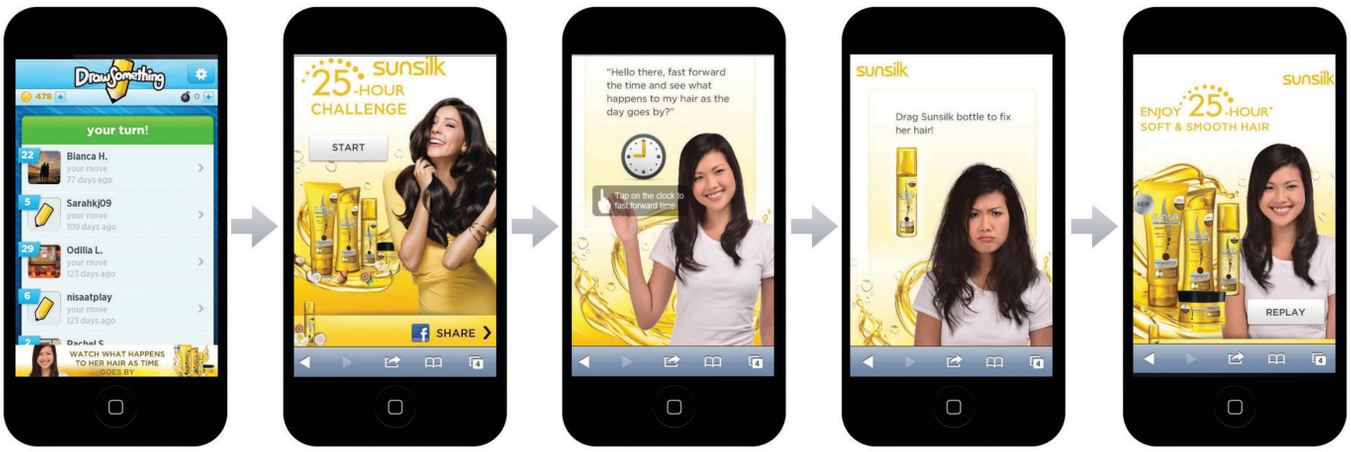

BANNER AD | LANDING PAGE | ANIMATED DEMO | DRAG AND DROP | END SCREEN

sunsilk

CAMPAIGN SUMMARY

- **AGENCY:** GroupM Interaction
- **OBJECTIVE:** Brand Awareness
- **TARGETING:**
  Country — Malaysia
  Content — Lifestyle, Women, Social, Entertainment
- **AD FORMAT:** Rich Media
- **OS:** iOS, Android
- **PLATFORM:** Smartphone (Mobile Web, and In-App)

CAMPAIGN HIGHLIGHTS

- **Total Impressions:** 2,652,346
- **Total Clicks:** 27,351
- **CTR:** 1.03%*

OS PERFORMANCE

- **iOS:** .97% CTR
- **Android:** 1.11% CTR

Sunsilk found a Sleek & Smooth way of engaging users via InMobi

THE GOAL

To launch the Sunsilk Sleek & Smooth product line in Malaysia.

SOLUTION

The rich media ad unit targeted young, urban women and presented an interactive demonstration of how the Sunsilk Sleek & Smooth products can improve hair condition.

THE RESULTS

The campaign succeeded in beating the industry average CTR for rich media by .53%. In addition, InMobi over delivered total clicks (free of charge) by 1.3%.

*Industry average for Rich Media = 0.5%

© 2013 InMobi