

InMobi Joins Forces in Launching the Post-IDFA Alliance to Drive Marketing Success Following Apple's Upcoming Policy Changes to Identifier for Advertisers

A partnership between InMobi, Liftoff, Fyber, Chartboost, Vungle and Singular, the community effort arms marketers and app publishers with resources to ensure a smooth and successful transition to an IDFA-less future for iOS marketing

Sydney, Australia (Feb 18, 2021): InMobi, the world's leading marketing cloud, today announced the launch of the Post-IDFA Alliance, a partnership of mobile marketing technology companies focused on addressing the concerns of mobile marketers and app publishers in the wake of Apple's recent update to their IDFA policies. The alliance, which includes Liftoff, Fyber, Chartboost, Vungle, Singular and InMobi, represents a broad spectrum of companies instrumental to the mobile advertising industry.

Apple's upcoming iOS 14 update will give users the choice to block the Identifier for Advertisers (IDFA) at the app level, while requiring the industry to adopt the App Tracking Transparency framework (ATT) and SKAdNetwork to ensure adherence to Apple's consumer privacy guidelines.

In response to the update, the alliance -- representing demand-side platforms, supply-side platforms, and mobile measurement partners -- has launched "No IDFA? No Problem", a resource for mobile marketers and app publishers to support a seamless transition to the post-IDFA privacy-oriented landscape. Featuring a wealth of videos, articles, case studies, best practices, webinars, and tools, this website arms app publishers and marketers with actionable information to stay competitive in a more privacy-centric mobile advertising environment.

"InMobi has always put consumer privacy first and fully supports the spirit of the IDFA changes. Being a big shift for iOS-heavy markets like Australia and New Zealand, the Post-IDFA Alliance will play a key part in educating marketers and enabling a seamless transition. More importantly, this will ensure that marketers continue to drive high impact and ROI from their mobile marketing," said Richard O'Sullivan, Vice President, Australia and New Zealand at InMobi. "We look forward to bringing InMobi's unique mobile programmatic expertise to this initiative and drive marketing success for advertisers through this alliance."

"Apple's coming policy change is one of the biggest shifts in mobile marketing in recent years, and our community-minded effort gives marketers the tools they need to navigate that shift seamlessly," Dennis Mink, VP Marketing for Liftoff elaborated, "With expertise from supply-side, demand-side, and measurement, we aim to ensure a smooth and successful transition into this new era, with the assurance that marketing can and will continue to be just as effective on iOS in this more privacy-centric manner."

"Properly preparing for post-IDFA user acquisition, and doing so quickly, will lead to a significant competitive advantage for marketers. But it's clear from the current state of industry preparations that many are still scrambling to get their teams and tech ready for the massive shift," explained Gadi Eliashiv, CEO and Cofounder at Singular. "That's why we're excited to join the Post-IDFA Alliance and work alongside industry-leading partners to provide educational resources that'll help marketers adapt and ultimately continue to drive growth for their business."

"Co-leading this alliance with our partners is crucial as close collaboration between supply, demand, and measurement is important to help mobile marketers and publishers navigate the uncertainty and challenges of the post-IDFA era," adding to it, Alon Golan, VP Product at Fyber, shared, "Solutions for privacy-aware advertising, like contextual targeting, make us look forward to a bright, privacy-friendly mobile advertising environment."

"It's important that key industry stakeholders come together to educate and support app publishers and marketers as we navigate Apple's privacy changes, which affect both buy-side and monetization initiatives", said Maggie Mesa, SVP Global Supply & Partnerships at Chartboost. "We are excited to be part of the Post-IDFA Alliance to provide knowledge and resources to help app developers succeed."

As marketers and app publishers adapt to this new normal, this alliance is also developing new techniques and protocols to maximize the success of its clients, investing in research into alternatives such as "blended LAT traffic," a precursor of what to expect with the rollout of IDFA opt-in changes.

Jonas Jaanimagi, Tech Lead at IAB Australia commented "IAB Australia will always support any collaborative initiative aimed at providing objective

support, awareness and best practices to the industry in preparation for any significant changes impacting digital marketing – particularly the impending release of the AppTrackingTransparency framework in Apple's iOS 14.5. Additionally, we have recommended for some time that vendor partners assist in reviewing the iterative versions of the SKAdNetwork API and provide critical support with its registration and integration for future campaign measurement and attribution within iOS environments.”

If you are interested in joining the IDFA alliance and contributing your knowledge to help ensure a successful transition, please email us at joinus@noidfanoproblem.com.

Richard O'Sullivan, Vice President, Australia and New Zealand, Imobi

About InMobi

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognized on both the 2018 and 2019 CNBC Disruptor 50 lists and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit inmobi.com.

Contacts

Karen Terranova

mailto: admin@einsteinz.com.au

Sue Ralston

0466 964 786

mailto: sue@einsteinz.com.au

Pru Quinlan

+61 2 8905 0995

mailto: pru@einsteinz.com.au