

INMOBI to Sustain Development by Continual Innovation

INMOBI：持续创新 高速前行

—— Interview with Ms. Jessie Yang, the General Manager, Greater China of InMobi

—— 访 InMobi 大中华区总经理杨娟女士

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近年来，随着互联网发展以及智能手机的升级和广泛使用，使得移动互联网出现了迅猛的增长，同时也促进了移动互联网广告产业的高速发展。在中国扩大对外开放方针的持续推动下，一大批技术先进的外资企业纷纷扎根中国，其中，移动互联网广告领域的领导者，全球最大的独立移动广告网络公司——印度 InMobi，早在 2012 年就已进入中国市场，致力于将 InMobi 的产品和技术带入中国。记者在 5 年前就对 InMobi 大中华区总经理杨娟女士做了一次成功的采访，因而 5 年后的这次回访将有特别重要的意义。

五年回访，成就斐然

5 年来，杨娟女士以及 InMobi 中国团队完美诠释了天道酬勤的真谛。纵使市场风云变幻，依然不变的是杨娟女士对事业的执着和热爱以及她所带领的 InMobi 中国团队不断进取的事业之心。在她与 InMobi 中国团队的共同努力下，中国市场已成为 InMobi 最具活力的增长市场。

随着中国投资环境的改善，中国经济发展驶入了快车道。一开始就致力于深耕中国市场并确立了长期稳健发展战略的 InMobi 中国公司，现在已经取得了显著的发展成就。当记者问及 InMobi 中国过去 5 年走过的历程时，杨娟女士自豪地说：“过去 5 年，我们很幸运，可以说见证了中国移动广告行业的快速发展。我们 2012 年刚刚进入中国时，那时移动互联网广告刚刚兴起。我们赶上了好的时机，2013 年实现了高速发展，增长了 10 倍、20 倍。如果让我总结获得这些成就的原因，可以总结为四点：一是中国行业发展的机会我们抓住了。2013 年开始有大量中国公司出海，很多公司的移动互联网广告业务都由我们来做。二是 2014 年中国移动互联网广告行业进入高速发展期。之前是我们把中国的广告业主带到国外发展，现在是重新将他们带回到国内发展。三是面对中国快速变化的市场我们也快速求变。我们的业务不断调整，推出的产品都是适合中国市场的



InMobi 大中华区总经理杨娟女士 Ms. Jessie Yang, the General Manager, Greater China of InMobi

产品，InMobi 自始至终都在引领着整个行业的发展。四是我们拥有一支持续创新、充满拼劲、人员稳定的优秀团队。他们善于学习、积累了丰富的经验，初始团队成员现在都能独当一面，科技公司除了产品就是人才，我们的团队是 InMobi 成功的保障。”

在采访中，杨娟女士告诉记者，同 5 年前相比，人数增幅并不是很大，当年员工为 20 人，现在是 70 人，作为一家以技术取胜的公司，InMobi 在产品技术上投入更多。InMobi 要的是高效率，人均产出要高，而不是人海战术。拥有了精兵强将的 InMobi，在过去 5 年，成为了国内最大的独立 iOS 移动广告平台，目前在国内有很多的合作伙伴，有几十家顶级代理商，业

务正逐渐向中国三四线城市推进。中国拥有十亿移动用户，移动广告市场具有巨大的发展潜力和成长机会，在历史赋予的天赐良机中，



InMobi 在 2017 年 China Joy 上的展位 InMobi's Booth in 2017 China Joy

InMobi 把握了时代的脉搏，成为移动互联网领域最耀眼的一颗明星。

专注专一 持续创新

InMobi 从创业之初，就专注于移动互联网领域，并且只做移动互联网领域的广告业务。InMobi 专注专一，始终如一，在移动互联网领域倾情投入，重视产品、技术的领先，注重人才的储备和培养，将移动互联网领域的广告业务做到最好。

随着中国智能手机的普遍应用，中国移动互联网领域也发生着深刻的变革，这意味着中国移动互联网产业正重新在全球进行自我定位。在谈到如何让 InMobi 始终领先于市场，成为行业生态链的领导者，

InMobi 是否做好了应对中国移动互联网风云变幻的准备这个话题时，杨娟女士的回答非常自信，她说：“创新是非常重要的，我们重视对市场的沉淀和积累，可以说基础很好。我们刚进中国时的产品是领先的，但也要随时根据市场变化迅速调整产品。目前 InMobi 有



InMobi 大中华区总经理杨娟女士和 InMobi 创始人兼 CEO Naveen Tewari 先生合影 Group Photo of Ms. Jessie Yang, General Manager, Greater China of InMobi and Naveen Tewari, the Founder and CEO of InMobi



InMobi 是一个国际化的大家庭 InMobi, a Big Family of Staffs from Different Countries

两种重要的广告形式，分别是视频广告和原生广告，但 InMobi 希望能在广告形式上再进行创新。我们每隔一两个季度就有新产品推出。InMobi 是第一个推出原生广告的，后来我们又做了‘旋转木马’广告，原生视频广告，这些都是 InMobi 针对中国市场开发的产品，节奏很快。这些产品放在全球也是领先的，正引领着全球市场的发展。”

在采访中，记者深刻感受到 InMobi 独有的魅力，这里有最先进的技术、最前沿的产品以及最优秀的人才，正如 InMobi 中国掌门人杨娟女士告诉记者的那样，InMobi 是一家不断创新的公司，一

直是被客户认为是业界的引领者。这些荣誉的背后不仅是天道酬勤，更是来自于正确战略的指引。究其成功秘诀，最重要的是 InMobi 具有的独一无二的创新能力，持续创新就是 InMobi 血脉中的基因。成立 10 年来，InMobi 的创新从未间断。

持续沉淀 深耕中国

谈到 InMobi 未来的中国发展蓝图，杨娟女士告诉记者，他们并不满足业务只在中国一、二线城市发展，InMobi 未来的触角会触及到中国三、四线城市。持续沉淀、深耕中国，就是 InMobi 进入中国市场的初心与决心。

正确的发展战略是取得成功的关键因素，问到未来的发展计划时，杨娟女士踌躇满志，她说：

“总结这 5 年快速发展的经验，这与团队多年的从业经历、对行业的认知、以及自身对市场的敏感度都有很大关系；此外，InMobi 是一个全球化公司，全球化的视野有助于不同市场之间的相互学习和借鉴，其它国家的发展趋势，给了我们很多的借鉴和启示，这也是中国市场能取得成功的重要原因。目前，我们正和印度的技术团队一起建立中国的数据中心。下一步在产品和技术上我们要有更全面的本地化运作。取得初步的成功并不难，但是要做到持续引领，做得更大，就要有更高的要求。今后我们会持续创新，要做 50 年，100 年，要和中国的移动互联网广告行业一起发展，做得更长远，我们要把 InMobi 当做中国的企业来做。”

毫无疑问，InMobi 是一个成功的公司，一直在科技最前沿创造最有用和最有趣的产品和技术。而中国也毫无疑问是目前发展最令人激动的市场，关于未来，可以肯定的是，InMobi 在中国会继续研发和创新，在新产品的推出上会不断拓展。

“我们面临的竞争对手越来越强，这些公司的资源和投入都会强过我们，我们不一样的地方就是我们有高度的敏锐度，我们比别人看的更远，我们更专业更专注，我们知道下一个风口在哪里，行业最好的热点在哪里，我们要不断更新自己，速度一定要快。我作为站在最前线的企业领头人，我要用我积累的行业经验，找到市场最核心的东西，带领团队在产品和技术平台上进一

步创新。总部已经把中国市场作为特别重要的市场来开拓，我们十几倍的业务增长已经超过了行业的发展，我希望未来 InMobi 成为中国互联网最大最好的独立广告平台！”

采访快要结束的时候，记者向杨娟女士提出了下一个五年的采访邀请，杨娟女士欣然接受。作为移动互联网广告技术的先锋，InMobi 一直在创造。我们相信，InMobi 下一个五年一定会更加精彩，就像 InMobi 所创新的原生视频广告那样，界面中最绚丽画面一定属于 InMobi 制造！

While the Internet develops fast and smartphones are upgraded and used widely, the mobile internet is roaring and followed by booming mobile advertisement. Attracted by China's reform and opening-up, a host of foreign firms with state-of-art technologies settled down in China, remarkably, the leader of the mobile internet advertisement industry and the world's largest independent mobile ad network, InMobi entered the China market early in 2012 and has been devoted to the introduction of InMobi's products and technologies to China. Five years ago, Multinationals in China had an interview with Yang, so this re-interview would be of special importance.

Striking Achievements Made in Five Years

God rewards the diligent. Yang and her team give a perfect annotation to this essence saying in last five years. Even though the market changes constantly, Yang with her persistence and devotion remains positive along with her team. Through Yang and her team's joint efforts, China market has become the most dynamic among all markets for InMobi.

In the wake of the improving investment environment, the economic development speeds up in China. InMobi China has established a long-term development strategy since its access to the China market, and now has made striking achievements. "We are very lucky to witness the rapid growth of the China mobile advertising market in the last five years. The mobile advertising just springs up when InMobi entered China in 2012. We catch up with the times of great opportunity and accordingly make tenfold even twentyfold growth as of 2013. I summarize the four key factors to make such achievements: 1) we get and make good use of the opportunity in the industry. In 2013, a great deal of Chinese companies walked out, and we carried on the mobile advertising outsourced by these companies. 2) The China mobile internet advertising entered the high-speed development period in 2014. Early we helped Chinese advertisers to walk out and now we assist them returning. 3) We evolve to change in the fast-changing China market. We make continual adjustment to business so as to deliver products appropriate for the Chinese market; InMobi strive to remain leading in the entire industry. 4) We have an excellent team featured in innovation, passion and stability. The foundation members have accumulated extensive experiences and initial members are capable of handling a major task. Besides products, we value talents highest. Our team gives



the great support for our success," said Yang, talking of InMobi China's five-year development.

According to Yang's words, the quantity of staffs increases to 70 from 20 in five years. As a technology-orientated company, InMobi invests heavily to product and technology. It highlights high efficiency and output per capita rather than huge-crowd strategy. In support of the elite team, InMobi becomes the China's biggest independent iOS mobile advertising platform in five years. Now we contract with many partners and top agents, and gradually extend the business to tier-3 and tier-4 cities. More than a billion mobile subscribers are active in China, so the mobile advertisement market boosts great development potential and opportunity. InMobi sees this and does something, finally shining as a glaring star in the mobile internet industry.

Everlasting Dedication and Continual Innovation

Since its establishment, InMobi has focused on the mobile internet and dedicated to only advertising in the mobile. InMobi's dedication to mobile internet and stress on quality products, leading technology and talent reserve enable it to be the outstanding role in the mobile internet advertising field.



基于革命性产品 Miip 打造的吉祥物——Miip
Miip, the Mascot Molded According To Revolutionary Product Miip

With wide application of smartphones, the mobile internet industry revolves deeply in China. This drives the China mobile internet industry to reposition itself in the globe. How can InMobi remain the industry leader? And is InMobi ready to cope with the unpredictable changes in the China mobile internet industry? Yang gives confident answers. "Innovation is all-important for us. We make much account of the accumulation and consolidation for the market, laying a sound



大中华区总经理杨娟在 InMobi 中国独立主办的开发者大会上作分享
Ms. Jessie Yang, the General Manager, Greater China of InMobi Gives a Speech in the Developers Conference Hosted by InMobi China

foundation. Although we delivered leading products in the early access to China, we should make timely adjustment according to the market changes. At present InMobi delivers two key forms of ads: video ads and native ads, but InMobi wants to create more forms of advertisement in an innovative manner. We deliver new products every other one or two quarters. InMobi launches native advertisement first, then Carousel advertisement and native video advertisement, which are the ones targeted for the Chinese market. However, these products are also leading in the world and indicating the trend of the global market," said Yang.

InMobi with particular charm owns state-of-the-art technology, edge-leading product and quality personnel deserves as an innovative firm and a widely-accepted industry leader. Such reputation comes from dedication and moreover correct strategy. InMobi's unique innovation ability makes its success and continual innovation is the inherent feature of InMobi. In the last ten years, InMobi never stops innovation.

Accumulation and Consolidation in China

Coming to InMobi's future development plan in China, Yang expressed that InMobi's business will go beyond tier-1 and tier-2 cities and extends to tier-3 and tier-4 ones. Accumulation and consolidation in China are InMobi's aspiration and



InMobi 中国独立主办的开发者大会 The Developers Conference Hosted Independently by InMobi China

determination. Correct developmental strategy is a key factor for an enterprise to succeed. "As leaned from the five-year development, our team's experience, cognition on the industry and sensitiveness to the market function greatly; the vision of InMobi as a global company is conducive to learn from different markets and to get latest development trend in other countries. This is a substantial factor for us to succeed in the China

market. Now we are building a China-based data center with the Indian technical team and advancing the all-round localization in aspects of products and technology. It may not be difficult to get an early success, but it would be hard to remain leading and powerful in a long time. We will insist on innovation for 50 or more years and develop along with the China mobile advertising industry. We will run InMobi as a Chinese company," said Yang.

Without all doubt, InMobi has always been engaged in creating useful and interesting product and technology in a leading position. In addition, China contains a dramatic market, in which, InMobi will keep in research, innovation and timely delivery of new products.

"Now we are facing more strong competitors who hold more resources and investment, but we are distinguishing for our high market acuity. We see higher and farther and can be more professional and dedicated. We know the next breakthrough and hot point in the industry, based on which, we will improve ourselves timely. In virtue of my industrial experiences, I will lead the firm to find out the core potential in the market and guide the team to innovate the products and technologies. The headquarters regards the Chinese market as the most important region to extend. Our business growth by dozen times is far

ahead in the industry. I believe that InMobi would be the largest and best independent advertising platform in China," said Yang.

At the end of the interview, Multinationals in China asks the next five-year interview and Yang accepts it with pleasure. As a pioneer of mobile advertising, InMobi has been creating and innovating. We believe InMobi will have a more splendid image in next five years as shown in a gorgeous advertisement picture created by it.