

APPBOY

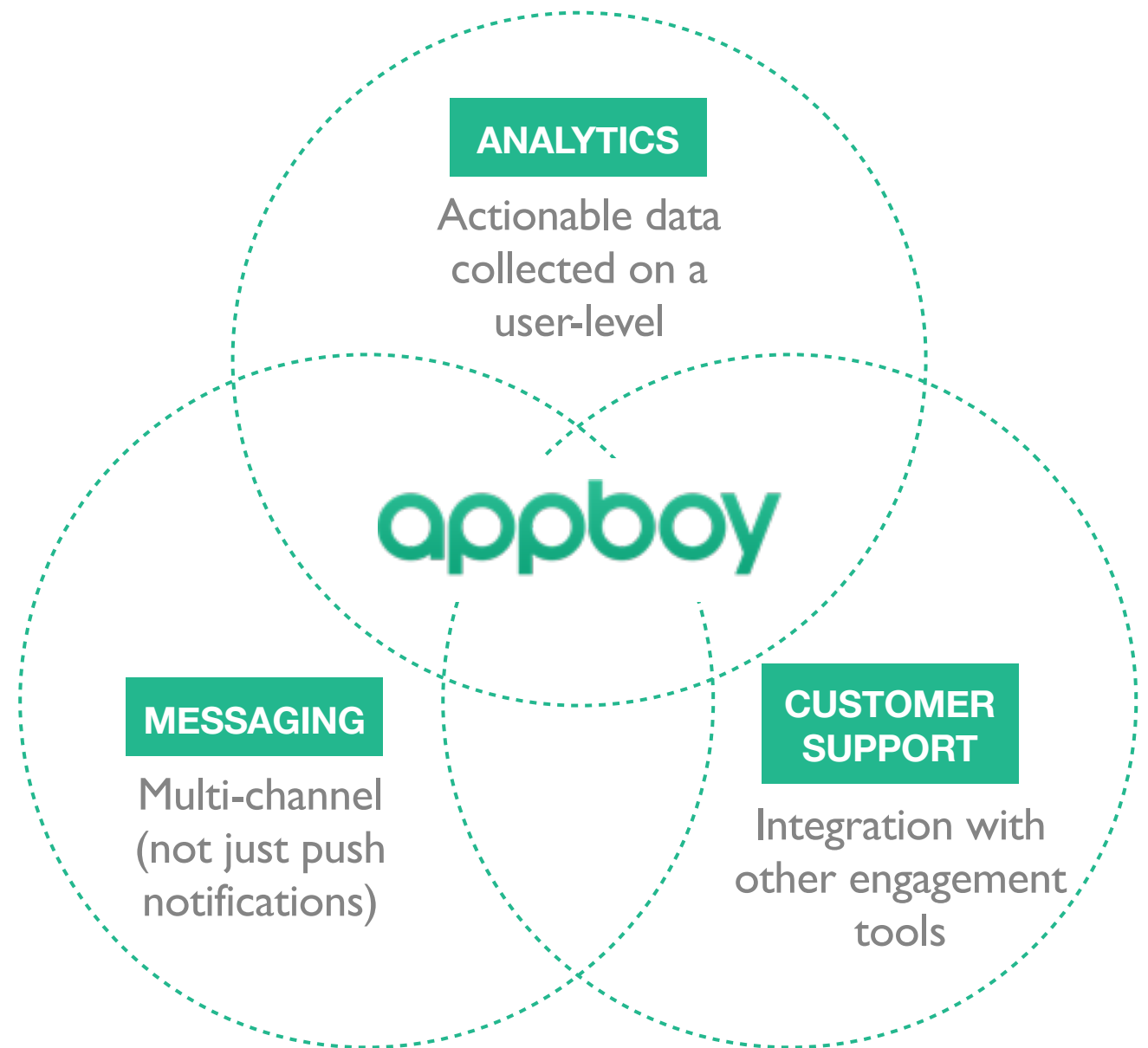
August 2013

We provide the **most comprehensive** engagement tools in mobile

We collect analytics to glean actionable insights about people and their in-app behaviors

We provide a full featured CRM suite that is built to help you understand and service your users all within our dashboard.

We not only help you understand your users as a group through segmentation, but we uniquely allow you to see your users as individuals through our “User Profile Cards”



First, we collect **customer data** on a broad set of dimensions

Basic User Overview

UserID -- Cross Platform Identifier that allows you to tie together information about a person across devices and platforms

We give you a picture of your user at a glance so you can begin to understand who they are.

We tell you how they're using the app by tracking metrics like:

- * Session Data
- * When They They Use the App
- * How much they're spending

We give also tell your developers and your supporters the means by which they're using your product

Most Recent Device

App Version	1.0
Device	iPad Mini (WiFi)
Device OS	iOS 6.1.3
Push Notification Enabled	Yes

The screenshot shows a user profile for 'Wenzhi Lin' with a profile picture, location 'New York, New York', email 'mosquitolwz@gmail.com', and Twitter handle '@mosquitolwz'. Below the profile information are tabs for 'Overview', 'Engagement', 'Feedback', 'Attributes & Events', and 'Social'. The 'Overview' tab is selected, showing two sections: 'Profile' and 'App Usage'. The 'Profile' section lists 'User ID' (mos), 'Gender' (Female), 'Age Group' (22-34), and 'Country' (--). The 'App Usage' section lists 'Sessions (Total)' (251), 'Sessions (Last 7 Days)' (8), 'Median Session Length' (26 seconds), 'Last Used' (4 days ago), 'First Used' (6 months ago), and 'Money Spent In-App' (\$7.92). A 'Close' button is at the bottom right.

Wenzhi Lin	
📍 New York, New York	
✉ mosquitolwz@gmail.com	
🐦 @mosquitolwz	
Overview Engagement Feedback Attributes & Events Social	
Profile	
User ID	mos
Gender	Female
Age Group	22-34
Country	--
App Usage	
Sessions (Total)	251
Sessions (Last 7 Days)	8
Median Session Length	26 seconds
Last Used	4 days ago
First Used	6 months ago
Money Spent In-App	\$7.92
Close	

We tell you how your user engages and **behaves** so you can differentiate your marketing strategies

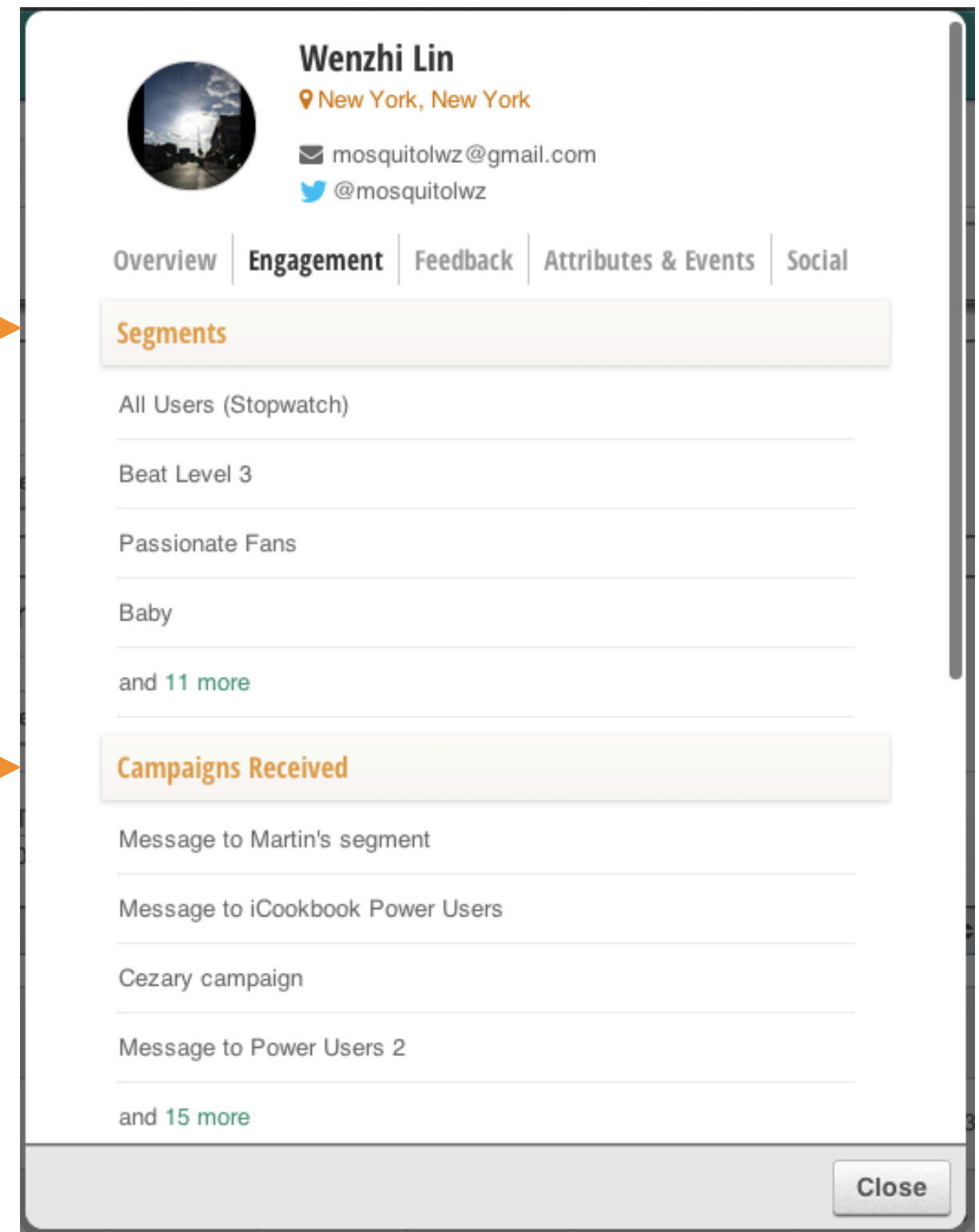
User Engagement Tab

“Segments” –are the groups by which you will define your users and the channels to which you are going to market.

- We'll dynamically display those to help you understand users quickly.*
- These are user defined and easily set up via simple drop-downs.*

“Campaigns” –are the means by which you will use Appboy to reach out to your customers.

- E-Mail*
- Push Notification*
- In-App Message*
- News Item in News Feed*



We track specifically what content **engages** your users so you can tailor it to them.

User Engagement Tab

We'll tell you what your users are engaging with as well:

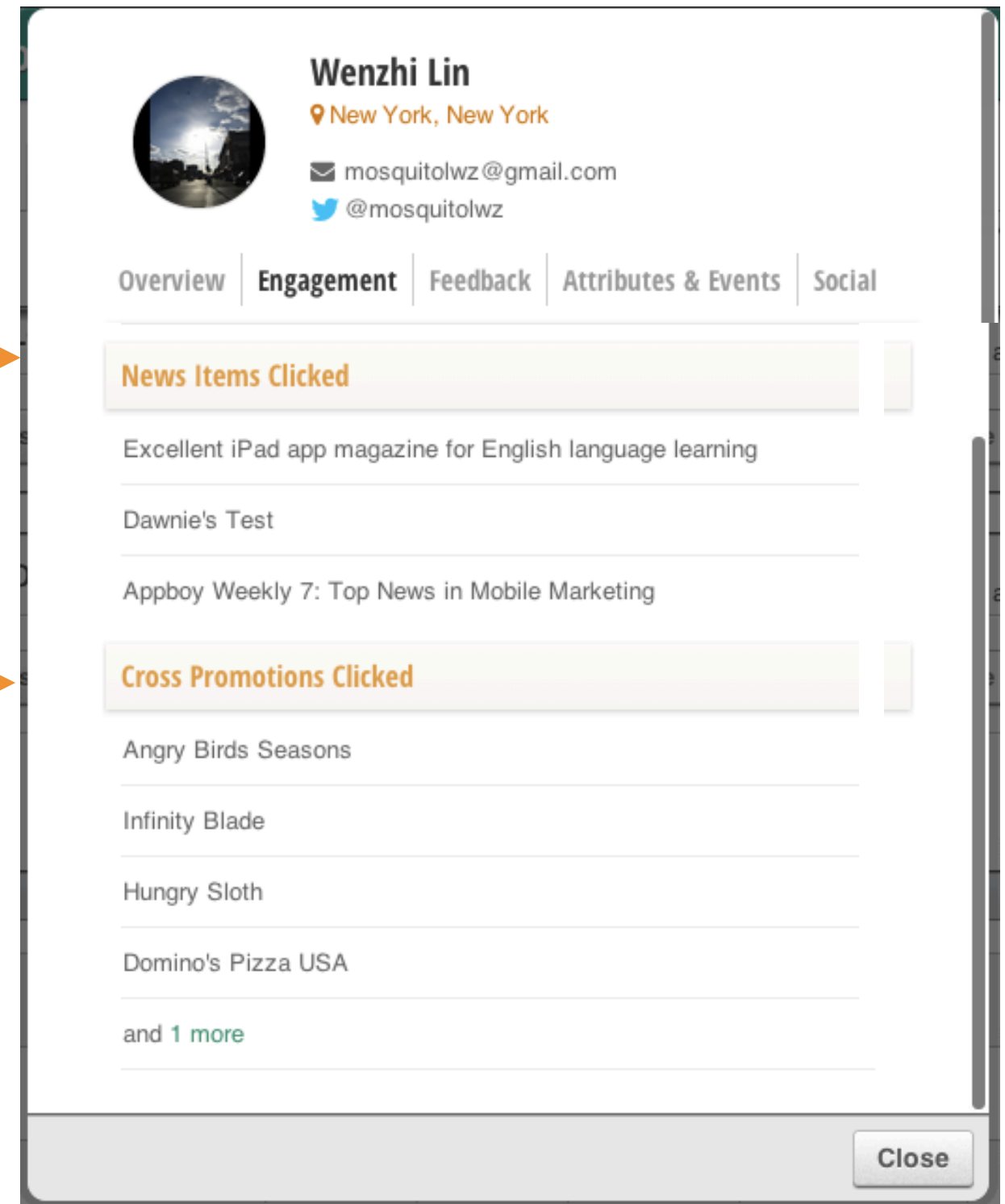
- “News Items” – static content that can be added effortlessly through the dashboard.

- Tracks Impressions & Clicks

- Can be targeted at Specific segments

- “Cross-Promotions” – We give you the tools to leverage the network of users you establish to promote other apps within your portfolio faster.

- Don't duplicate work in building a user-base.



We make responding to user **feedback** seamless, efficient and easy.

Feedback / Social

Our user profiles display exactly what your users have said to you and when through our Feedback tool.

* Reply quickly directly through the dashboard:

Feedback Feedback testing

Sent 1 month ago from Wenzhi L. on iPad Mini (WiFi) iOS 6.1.3 (resolution 768x1024) using 1.0

Canned Responses ▾

Reply to feedback...

0 Characters

Reply with:

☒ Email

☐ Twitter: @abeconometrics

☐ Twitter: @abdevtest001

Internal Note

Archive Reply

Wenzhi L. Wenzhi Lin

> *

Monday, July 8th 2013, 3:31 pm

Wenzhi Lin

New York, New York

mosquitolwz@gmail.com

@mosquitolwz

Overview Engagement Feedback Attributes & Events Social

Feedback

Feedback testing

1 month ago

Feedback

Close

Wenzhi Lin

New York, New York

mosquitolwz@gmail.com

@mosquitolwz

Overview Engagement Feedback Attributes & Events Social

Profile

User ID	mos
Gender	Female
Age Group	22-34
Country	--

App Usage

Sessions (Total)	251
Sessions (Last 7 Days)	8
Median Session Length	26 seconds

We track the the **core behaviors and attributes** of your users that are necessary for **your** business.

Attributes & Events Tab

What do you need to know about your users?


- The Appboy platform will track whatever “Custom Attributes & Events” you need to understand your business.

- Track anything that happens in-app.

- Use our API to track data out of app and sync it to your mobile user database

- Develop a rich profile of your users that tells you what you need to know without extraneous/confusing information.





Wenzhi Lin
📍 New York, New York
✉ mosquitolwz@gmail.com
🐦 @mosquitolwz

Overview | Engagement | Feedback | **Attributes & Events** | Social

Custom Attributes

Attribute Name	Value
best food	candy
rating score	10
ratingscore	10
usertype	iPad user

Custom Events

Event Name	# of Occurrences
stopwatch_started	4

Close

We track what your users are **saying** to the world so you can respond, adapt, and understand.

Social Tab

What are your users saying? Are they talking about you?

- If your users grant permission we will automatically integrate data from:

**Facebook*

- Likes

- Demographic Data

- Preferences

**Foursquare*

- Location Data

**Twitter*

The screenshot displays the 'Social Tab' for a user named Wenzhi Lin. At the top, the user's profile information is shown: a circular profile picture, the name 'Wenzhi Lin', location 'New York, New York', email 'mosquitolwz@gmail.com', and Twitter handle '@mosquitolwz'. Below this is a navigation bar with tabs: 'Overview', 'Engagement', 'Feedback', 'Attributes & Events', and 'Social'. The 'Social' tab is active, showing a list of social media connections. The first connection is Facebook, marked as 'Connected' with a green dot. Below it is a section titled 'Likes' listing several entities: 'Artist Jen Lewin', 'Free n Losh', 'Krooked Drivers', 'Humans of New York', and 'and 42 more'. The second connection is Foursquare, marked as 'Not Connected' with a red dot. Below it is a section titled 'No recent check-ins.'. The third connection is Twitter, marked as 'Connected' with a green dot. Below it is a section titled 'Recent Tweets' showing a tweet from '@mosquitolwz' with the text 'Mossy' and a link 'http://t.co/mdKM7snFNo from Reddit Pics:' posted '9 days ago'. At the bottom right of the interface is a 'Close' button.

Our HootSuite integration lets you interact with customers on the social web

Social mentions stream -
identify mobile apps users who
are tweeting about you

Recent users stream -
see a list of recent users and
frequent users

Enhanced social profiles -
access Appboy's rich user data
directly from HootSuite's social
profiles

The screenshot displays the Appboy for Hootsuite integration interface. The top navigation bar includes tabs for 'Appboy', 'Appboy (Twitter)', and 'Appboy (Facebook Page)'. The main content area is divided into two streams: 'Social Mentions and Search' and 'Recent App Users'.

Social Mentions and Search Stream:

- Search: Searching 'appboy' on Twitter
- Markgher: Feb 20 4:22pm via HootSuite. Excited to welcome PicStitch from @bigblueclip to the family of Appboy apps. <http://t.co/Xb5rjz5H0L>
- spncr_b: Feb 20 3:25pm via web. RT @billmag: Excited to welcome PicStitch to the family of Appboy apps. <http://t.co/JuDzxygy>
- billmag: Feb 20 3:06pm via Tweet Bu. Mobile Engagement, Monitoring Practices by @billmag of e
- billmag: Feb 20 1:00pm via web. Excited to welcome PicStitch to the family of Appboy apps. <http://t.co/Xb5rjz5H0L>
- cezinho: Feb 20 11:20am via Twitter f. RT @DigitalDUMBO: Meet @appboy at our dd:UNCC Mobile User Engagement
- dd: Feb 20 11:20am via Crowdb. Meet @cezinho Dir. of Ma dd:UNCONFERENCE. His Engagement.
- AppStori: Feb 19 4:19pm via TweetDec. Don't miss your opportunity to meet our newest partners @Appboy. <http://t.co/RvT8R0QR>
- JamieNikosey: Feb 19 3:59pm via web. @terraron98 Appboy might be able to help. Do you have an app?
- JamieNikosey: Feb 19 3:34pm via Linkedin. Downloads are great, but then what? Check out @Appboy preso on #customerengagement for your #mobileapps

Recent App Users Stream:

- mosquitowz: Appboy last used 3 seconds ago. Has used Appboy 320 times
- _myelefant_: Appboy last used 11 minutes ago. Has used Appboy 11 times
- joncombridges: Appboy last used 14 minutes ago. Has used Robot Wars 10 times

User Profile Detail (Mark G. (Markgher)):

Co-Founder CEO at Appboy / Partner at T5 Capital	
App Name	Appboy
Session Count	107
Feedback Count	20
Median Session Duration	7 minutes
App Versions Used	1.0
Devices	iPhone 6.0.1 (640x960)
In-App Purchases	\$12.50

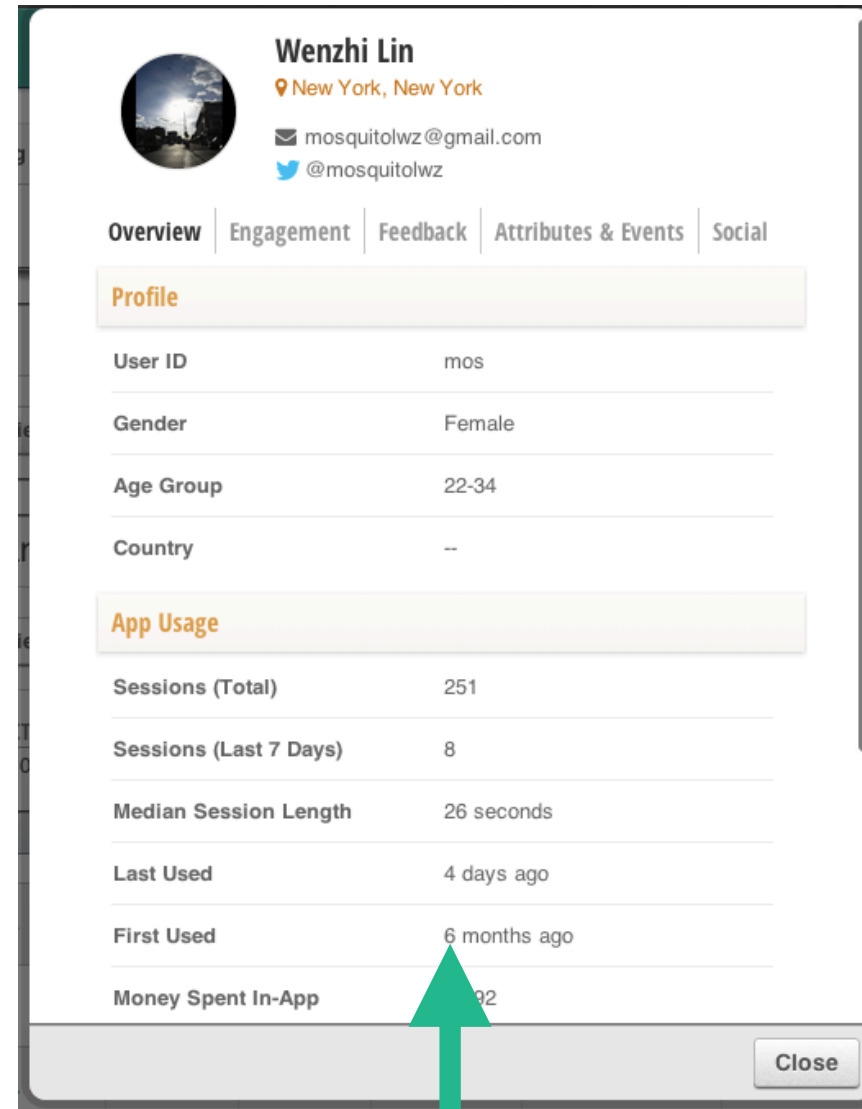
Appboy for Hootsuite

We also let you **export app data** into third-party CRM tools

Enhance existing CRM efforts by exporting Appboy data to platforms like Salesforce, SugarCRM and Harte Hanks

Appboy matches data against customer IDs, emails or social media profiles

You can also export data to a CSV file for custom analysis



The screenshot shows a user profile for 'Wenzhi Lin' with the following details:

Profile	
User ID	mos
Gender	Female
Age Group	22-34
Country	--

App Usage	
Sessions (Total)	251
Sessions (Last 7 Days)	8
Median Session Length	26 seconds
Last Used	4 days ago
First Used	6 months ago
Money Spent In-App	0.92

Navigation tabs: Overview | Engagement | Feedback | Attributes & Events | Social. A 'Close' button is at the bottom right.



We track who your users **are** and allow you to make them feel like **valued customers**

