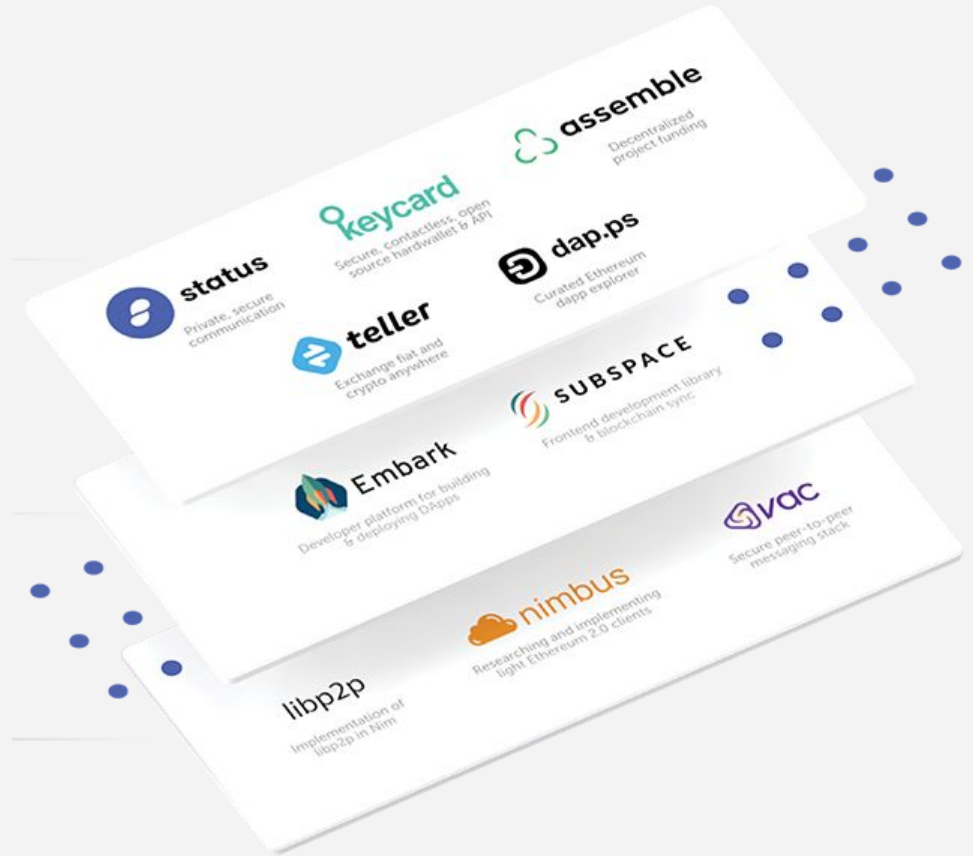


Town Hall #64

August 17th, 2020



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People Ops



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People Ops

New core contributors



Johannes Walter
Finance Manager
Finance

Simona Pop
Head of Community
Marketing



People Ops

Hiring updates

Finance

- Welcome - Jhonnes Walker

Research

- Protocol Engineer (Vac) - 2 open seats
- Distributed Networking (Dagger) - 1 open seat

Legal

- Legal Counsel

People Ops

- Head of People Ops: Close to a decision

Marketing

- Social media + copywriter: Close to a decision
- Welcome - Simona Pop - Head of Community

Core

- Clojure Developer (contract) - Open



Core

Last week(s)

- Kickoff calls retention features
- Release 1.5
- Changes to referral program
- Group chat invite links, mentions

Planned releases

V1.6 Referral program (advertisers and influencers)

V1.7 Friend invites

V1.8 [Bug fixes](#) and improvements

What's next?

- In Development: Notifications on iOS, group chat invite links, mentions
- In Focus:
 - Roadmap planning top 5 features
 - [Status chat inside dapps](#) (e.g. Disqus in Etherscan, messages about multisig tx, carbon voting), shifting to [Chat API](#)
 - [Organization channels](#), shifting to moderated public channels
 - [Add local contact names](#)
 - [In-app notifications](#)
 - [Add profile photo](#), shifting to display name and profile photo



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You Retweeted

vitalik.eth 
@vitalikbuterin

(If you want to make friends try talking to people on [@ethstatus status.im](https://status.im); it's an ethereum and whisper-based decentralized messenger and actually works quite decently)


status

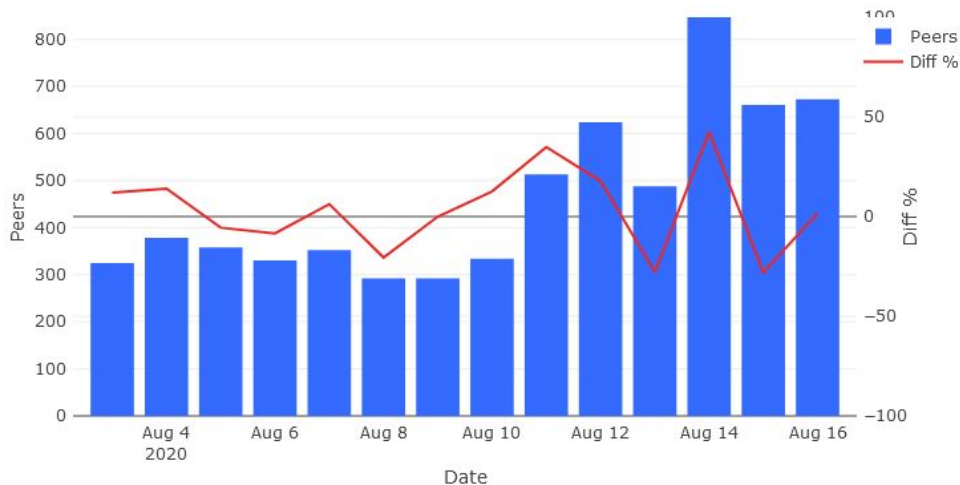
Status - Private, Secure Communication
Status brings the power of Ethereum into your pocket by combining a messenger, crypto-wallet, and Web3 browser.
status.im

10:18 AM · Aug 14, 2020 · [Twitter Web App](#)

106 Retweets and comments 564 Likes

No major shift in retention (yet)



Peer growth increase and becoming less variable

Retention: Cohorts (Daily)

Time	Users	1	2	3	4	5	6	7
August 10, 2020	91	100.00%	14.29%	10.99%	5.49%	7.69%	2.20%	1.10%
August 11, 2020	173	100.00%	14.45%	7.51%	7.51%	4.62%	4.05%	-
August 12, 2020	272	100.00%	12.87%	7.35%	3.31%	1.84%	-	-
August 13, 2020	154	100.00%	7.79%	5.19%	4.55%	-	-	-
August 14, 2020	483	100.00%	10.56%	6.21%	-	-	-	-
August 15, 2020	321	100.00%	13.71%	-	-	-	-	-
August 16, 2020	293	100.00%	-	-	-	-	-	-

Security and Infrastructure



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Infrastructure

Fleet

- Deployed Cortex for Prometheus backend [infra-hq#18](#)
- Deployed a host for Status Chatbot automation [infra-misc#41](#)
- Deployed a host for The Hive for Corey [infra-misc#44e26d18](#)
- Added attaching extra volumes for Google Cloud [#ce39cc42](#)
- Released unused resources from Nimbus [infra-nimbus#ac5ff01a](#)

Metrics

- Exposed Cassandra metrics to Prometheus [infra-hq#1b0f723b](#)
- Created a Dashboard for Cassandra at [grafana.status.im](#)
- Created a Dashboard for Cortex at [grafana.status.im](#)

App

- Fix Android release builds not splitting ABI [jenkins#14](#) & [#11063](#)
- Improved publishing of GitHub releases [jenkins#13](#) & [#11036](#)
- Debugged signing issues for iOS release [infra-ci#22](#)

Misc

- Ghost Blog attacked by script kiddies forced use of JS challenge

Upgrades

- Jenkins from 2.243 to 2.250
 - [infra-ci#0ee0539f](#)
- NodeJS to 12.x on CI slaves
 - [infra-ci#5fe9fda5](#)
- Discourse 2.5.0 to 2.6.0
 - [infra-misc#7b74d345](#)

Bridges

- [#status-russian](#)



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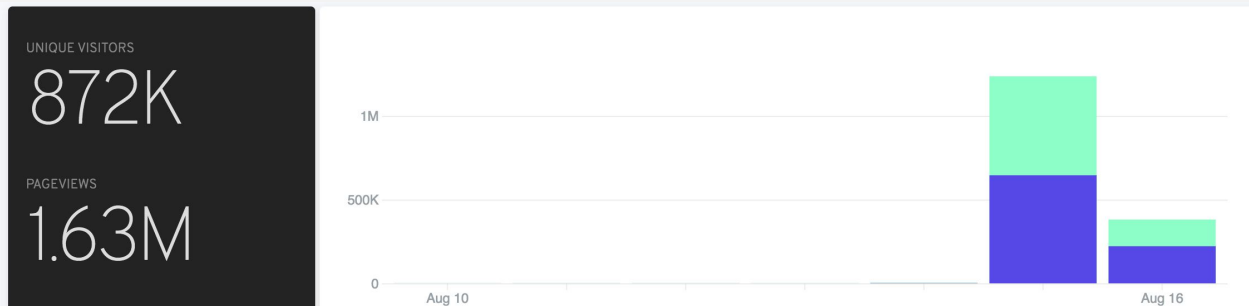
Marketing



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Organic Traffic

STATUS.IM



OUR.STATUS



1.5 Release Notes

Audio Messages

Welcome Guide

Ethereum 2.0 - What is Proof of Stake?

/ – 1.17M / 970K

/get/ – 243K / 186K

/features/ – 118K / 95.9K

/about/ – 97.9K / 79.9K

/snt-utility/ – 92.1K / 83.9K

Ongoing

<https://notes.status.im/Kw58-5BTQKWv0L6Y7gWo8Q>

Brand Awareness Paid Campaign - Drive more traffic to blog and brand content

Keycard Campaign - paid efforts across Google Ads (Google Search Network and Google Display Network) and Bing Ads (Search Network)

- Duration: 5 days (4-9 August 2020)
- Cost: 675.17 EUR (~ 796,70 USD). The budget limit for this phase was set to 1 000 USD (~ 847,45 EUR).
- Impressions: 849,631
- Clicks: 6,174
- CTR (Clicks / Impressions): 0,73%

1.5 Comms & Product Campaign - General organic campaign driving awareness of 1.5

Community outreach and BD - Dapp listings and community feedback on new features

Upcoming

1.6 Launch - Global Launch with ethereum community partners + Global Influencers

Latam Push - Influencers, PR, Media, Developer Courses + Meetups (3esmit presenting today)

Feature Campaigns - Landing pages and paid campaigns

Partner AMA's - kicking off a series of AMA's inside of Status - starting this week with Kyber Network (more details to come)

Q&A

Ask questions in Status at [#status-townhall-questions](#)



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Q1.

Are there any plans to bring back Chaos Unicorn Day?

@cryptounknown.eth



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Thanks!

Next Town Hall: 31st August



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