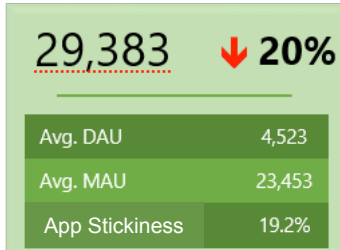


Manage your user's life-cycle journey across acquisition, usage, context, engagement & churn to deliver personalized experiences

The most comprehensive analytics across **Web, Android** and **iOS** to help you in measuring true success of your app-driven business. applICE provides actionable insights using AI based algorithms which help you in saving money and improving your engagement.

Base Metrics that Matter



- **User Count – Unique** users across platforms.
- **DAU** – Users who used the web/app at least once in last 24 hours
- **MAU** – Users who used the web/app at least once in the last 30 days
- **Stickiness** – Percentage of frequent users

- **Time spent on web/app:** Accurately determine if there is real growth in usage based on time spent
- **Where & When:** Know where and when your users are using your web/app to determine how and when you should engage with them.

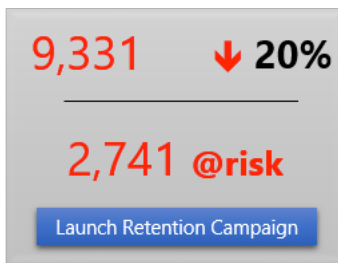
Sessions

89,837 ↓ 5%				
Time	Home	Work	Others	Total
Morning	5,443	1,068	4,188	10,699
Afternoon	2,781	8,652	4,078	15,512
Evening	6,443	4,365	6,262	17,070
Night	4,850	3,464	4,552	12,865
Mid-night	2,188	610	439	3,237

Avg. Session Length

2.38mins ↓ 3%	
Session Length	Users
5+ mins	4,599
3 – 5 mins	2,593
1 – 3 mins	5,492
0.5 – 1 min	3,498
< 30 seconds	927

Churn



- **Track Churn.** Get detailed insights on which users have churned and when.
- **Predictive Churn Engagement.** Pre-built machine learning algorithms predict which users are likely to churn so you can run re-engagement campaigns and retain them.
- **Re-market smartly.** Re-market intelligently based on past usage patterns.

Optimize CPI Marketing Spend

applICE shows you the acquisition source of the uninstalled users to help you understand which CPI networks are delivering and thereby enabling you to shift spends to more productive networks thereby saving marketing money.

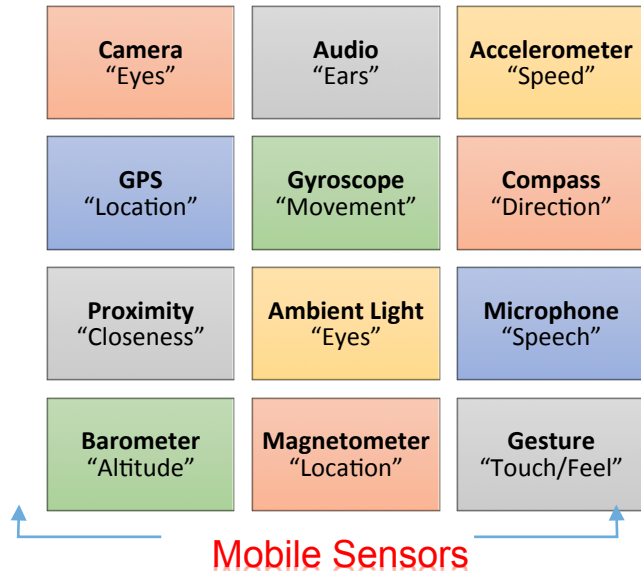
Avg CPI	Installs		Source	Uninstalls		<1d	<3d	<7d	<30d	>30d	
₹ 54	2,081	<div></div>	Facebook	<div></div>	863	159	248	220	107	129	41%
₹ 69	3,152	<div></div>	Google	<div></div>	1,123	292	295	207	102	227	36%
₹ 40	1,068	<div></div>	Ad_Network1	<div></div>	753	118	175	203	118	139	71%
₹ 73	4,570	<div></div>	CPI_1_Network	<div></div>	987	221	156	274	170	166	22%
₹ 95	2,837	<div></div>	CPI_2_Network	<div></div>	1,248	226	188	257	273	304	44%
₹ 88	3,114	<div></div>	Ad_Network2	<div></div>	770	159	123	143	164	181	25%
₹ 56	2,068	<div></div>	Others	<div></div>	547	115	108	88	99	137	26%

Knowledge and understanding of your consumer helps in deeply understanding their needs and using that to personalize their experience and goes a long way in retaining loyal customers. applICE uses deep machine learning algorithms to understand your consumers interests, behavior and real-time context.

Sensors, Artificial Intelligence & Machine Learning in applICE

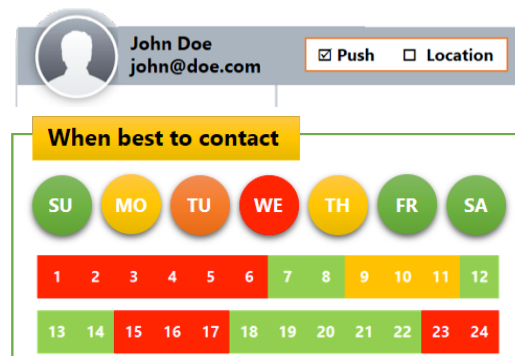
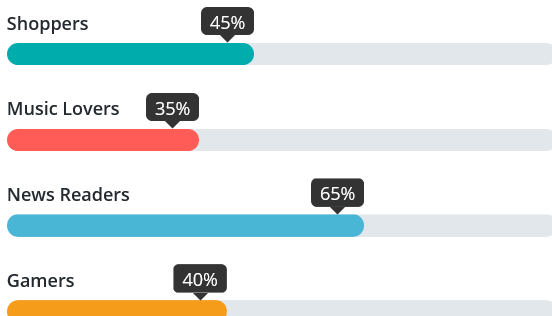
One of the key tenets of applICE is to enable AI on the edge devices. A typical smartphone produces hundreds of MBs of data everyday. Our patented algorithms cull out the intelligence from the raw data to provide you the right insights on which you can build your engagement model for highest retention.

- Automatically predicts users who are likely to un-install
- Determine their interests
- Honor permissions given by users to protect privacy
- And many more



Know your users

- What permissions have they given to engage
- Understand their usage patterns
- Know how engaged they are
- Know if they usually respond to your campaigns

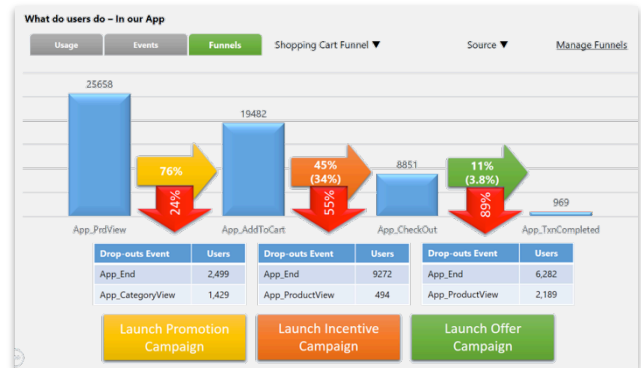


- Know users interests and use that to personalize the engagement with them.
- Know their usage patterns outside your web/ app to get a rounded understanding of usage.
- applICE automatically identifies more than 20 interest types using its proprietary artificial intelligent algorithms.

Knowledge and understanding of your consumers helps in deeply understanding their needs and using that to personalize their experience goes a long way in creating loyal customers.

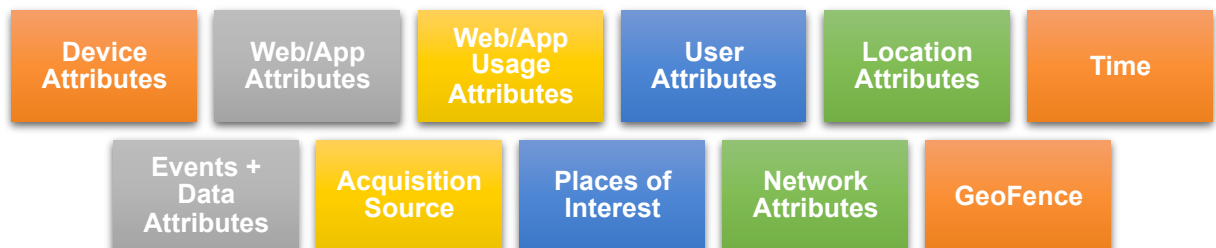
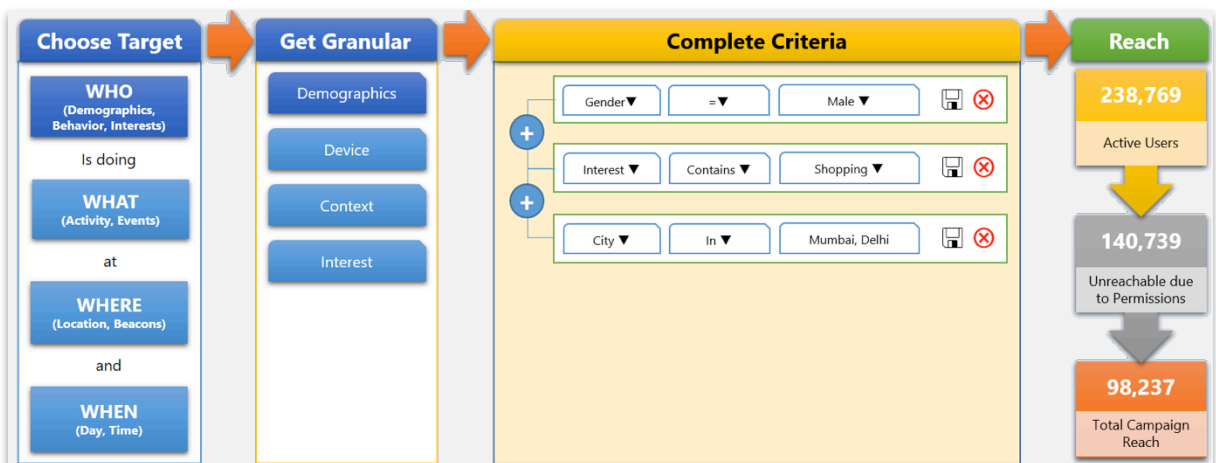
Events & Funnels

- Record Business Events with custom data attributes to get more granular
- Know if crashes are driving loss
- Link sequence of Events to create Funnels to help understand customers journey
- Know where drop-outs are happening to fix as inputs to product



Comprehensive Segmentation & Targeting

The most easy to use segmentation solution for marketers to understand their reach and personalize the messaging to derive maximum engagement. Combine multiple attributes to define your target audience, know actual reach and engage.



Micro-segmentation increases personalization and thereby engagement.

appICE prides in presenting the most easy to use and comprehensive tools which mimic real-world context so that you can reach the **right audience** at the **right time** and with the **right message** to drive in-the-moment and personalized engagement.

- **WYSIWYG Editor** to create iAB compliant push or web/in-app notifications with ease
- **Personalize** using ICE-Tags
- **DeepLink** your actions to lead the consumer directly to desired section in your app
- Add **OS specific** feature to the notifications



Comprehensive Campaign Metrics Understand the effectiveness of your campaigns based on the reach and engagement.

Active Campaigns

Campaigns in Draft

Past Campaigns

Tool	Date Started	Campaign Name	Audience Segment	Reachable Audience	Pushed Out to	Did not receive	Viewed	Clicked or Completed	CTR	Action	
Push Notification	01-May-15	Activate dormant users after install	Inactivated Users	23,987	15,090	1,328	12,309	2,098	13.90%	Edit	Stop
In-App Poll	01-May-15	Reasons for un-installing	Departing Users	394,873	4,987	984	3,298	1,984	39.78%	Edit	Stop
In-App Notification	01-Jun-15	Personalized Coupons	Transacting Users	3,989	3,989	0	1,839	309	7.74%	Edit	Stop



Pricing plans based on Monthly Active Users (MAU) Reduces as you GROW !!

Starter

- Upto 25k MAU

Professional

- 25k - 100k MAU

Enterprise

- > 100k MAU

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