

GROW ENGAGEMENT & LTV WITH REAL-WORLD AVAILABILITY

Who?
Fashionista
When?
Idle at home

Available to
complete a purchase

Who?
Busy Person
When?
About to leave work

Likely to order a
healthy meal

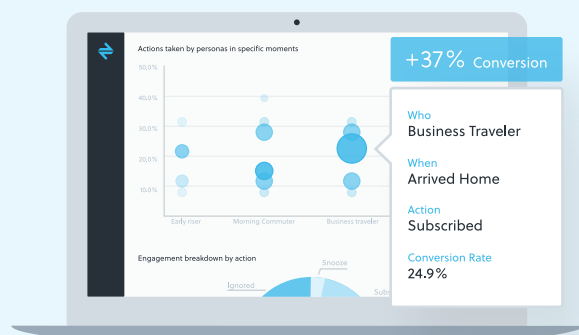
Who?
Morning commuter
When?
On the way to work

Intends to consume
content

Lenovo



kayma



Neura Insights

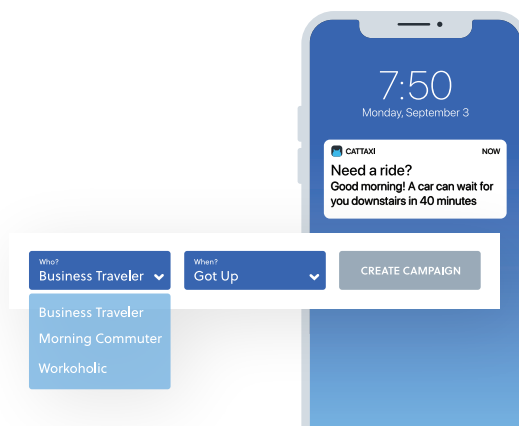
Neura Insights reveals the relationships between each user's real-world behavior and the actions they take in your app. Understand which combinations of Neura True Personas™ and Neura Moments lead to the best engagement outcomes, and which ones to avoid.

Power your campaigns with Neura by analyzing every step of the customer journey—which types of users use the app, and in which real-world situations they engage with specific features.

Neura Actions

Neura Actions empowers you to leverage Neura Moments and True Personas™ into personalized, contextual interactions in real time with each of your users, at scale.

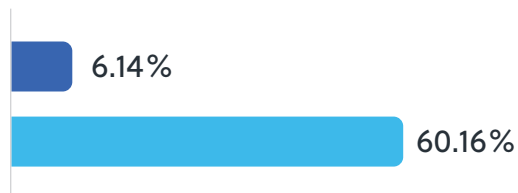
Enhance your engagement campaigns with real-world engagement opportunities. Define complex customer journeys based on real-world behavior to drive increased engagement and retention. Re-engage inactive users by reaching out to each user at the right Moment.



Why Brands Choose Neura

Neura-based notifications VS. Time-based notifications

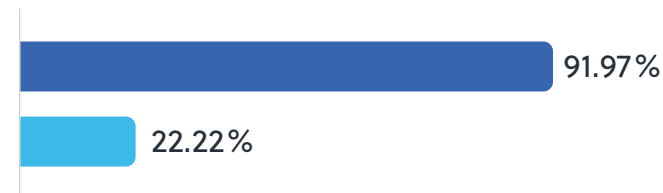
Acknowledged



Engagement Increased by

9.7X

Ignored



Dropped by

76%

■ Neura-Based Notifications

■ Time-Based Notifications

3X

Engagement:

- Average engagement rate with a standard promotion - 2.76 percent.
- Average engagement rate with Neura-segmented promotions - 8.85 percent.

3x more engagement over 4 weeks.

10X

Conversion:

- Average conversion rate for standard promotions - 0.69 percent.
- Average conversion rate for Neura-segmented users - 7.29 percent.

10x more conversion over 4 weeks.

+30%

Average Revenue Per User:

30% higher ARPU over 4 weeks.