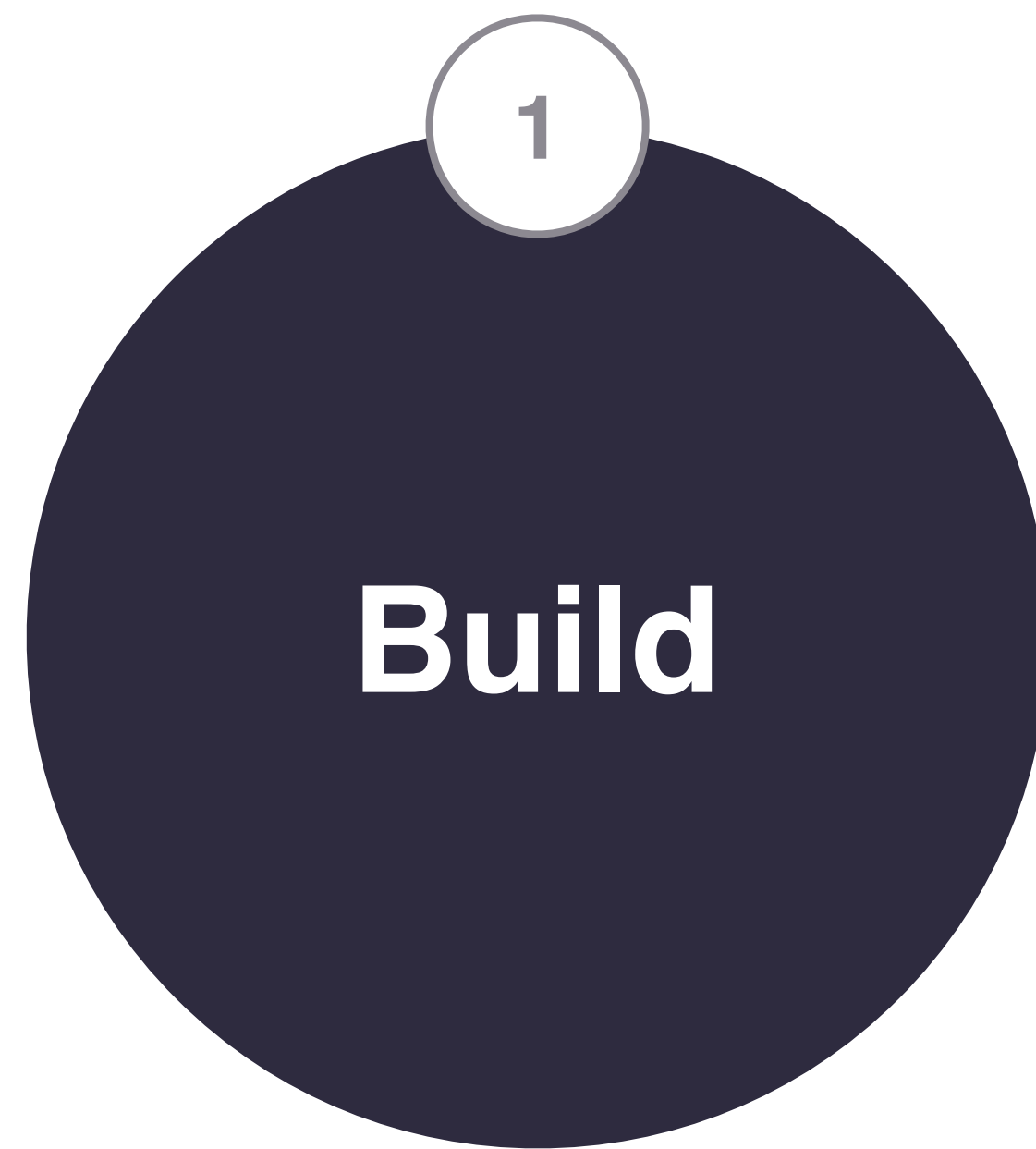


FollowAnalytics

Introduction April 2020

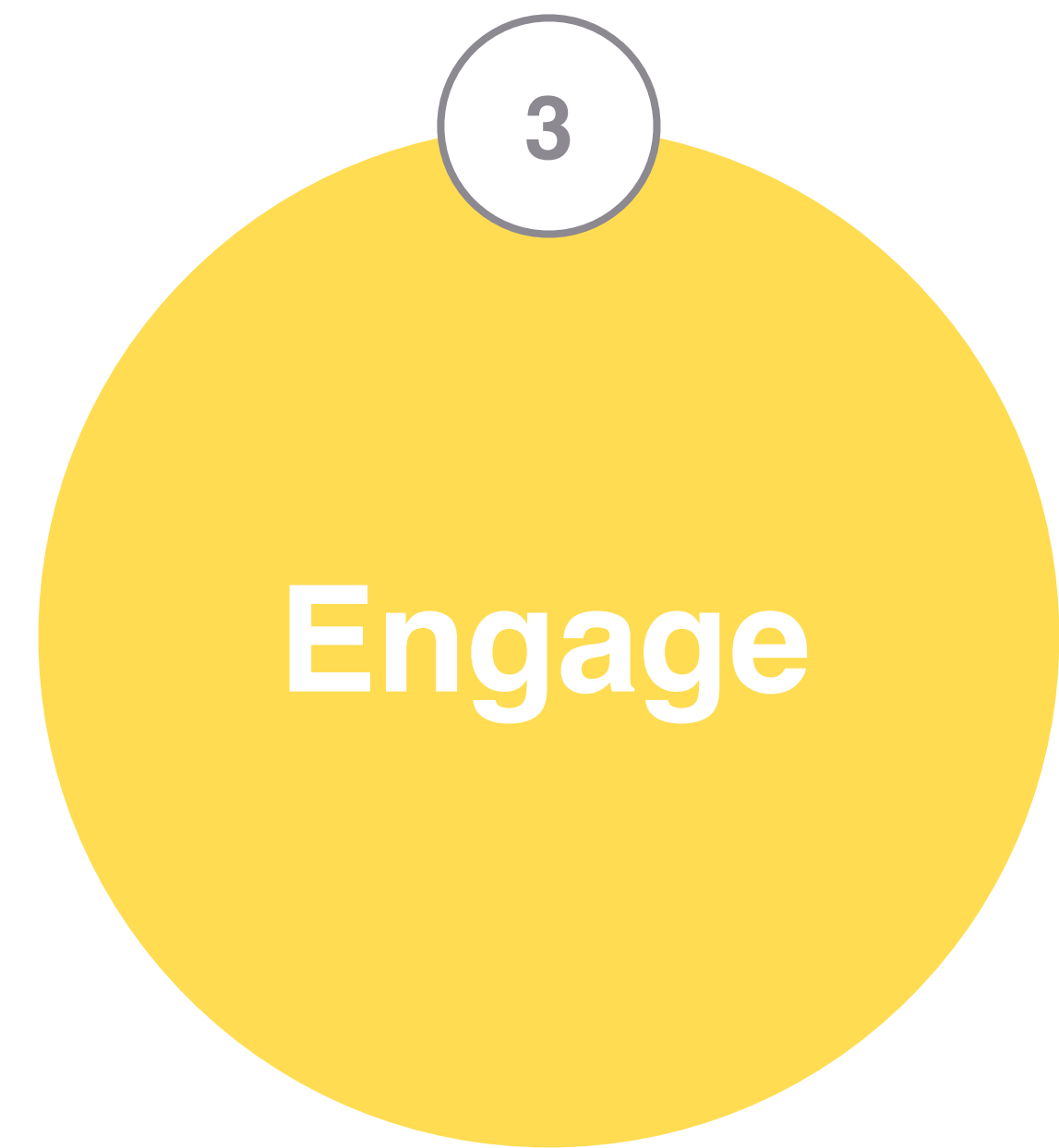
The FollowAnalytics Solution



Create, in few clicks, an intelligent App that uses AI to learn and adapt to its users in real-time.



The most comprehensive analytics platform allowing you to activate your data to create 1:1 customer engagement.



Provide compelling content at the right time and in the right context.



STEP 1

Build.

A man with short dark hair, wearing a dark suit jacket over a light-colored button-down shirt, is looking down at a smartphone he is holding with both hands. The background is a blurred outdoor scene with trees and a body of water.

Build.

Create your mobile app from your website, in few clicks. Start by entering the URL of the website or platform you'd like to leverage. The FollowAnalytics framework will automatically detect the systems you are using and generate the app in a few seconds.

Personalize your mobile app by choosing on more than 150 additional features, as well as best in-class analytics and engagement.

- One code to maintain
- No additional mobile resources
- Gain of development time
- Reduce IT cost



STEP 2

Analyze.

A man in a dark blue suit and red tie is looking at a smartphone in a modern office lobby. The background shows a glass-walled office interior with other people walking. The image has a warm, reddish-orange tint.

Analyze.

Capture all information from mobile applications in real time in order to:

- Understand user behavior
- Offer a personalized experience through Push and In-App campaigns

Easy-to-use dashboards :

- Usage Analytics
- Custom Tracking Analytics
- Crash Analytics
- Attribution Analytics
- Store Analytics
- Funnel Analytics
- Advanced Segmentation



STEP 3

Engage.



Notifications push

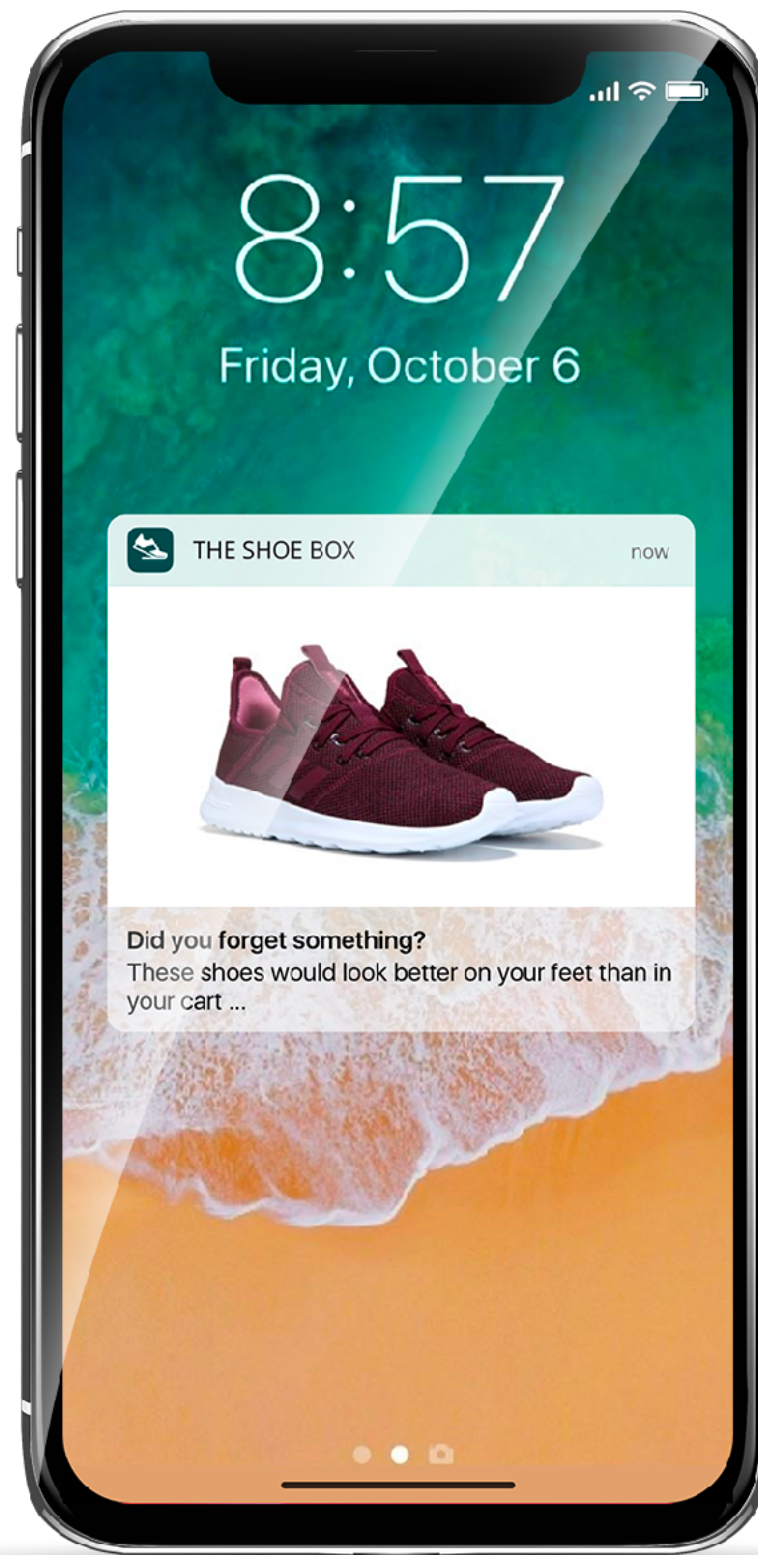
The widest and most creative range of customer engagement formats.

Campaign management :

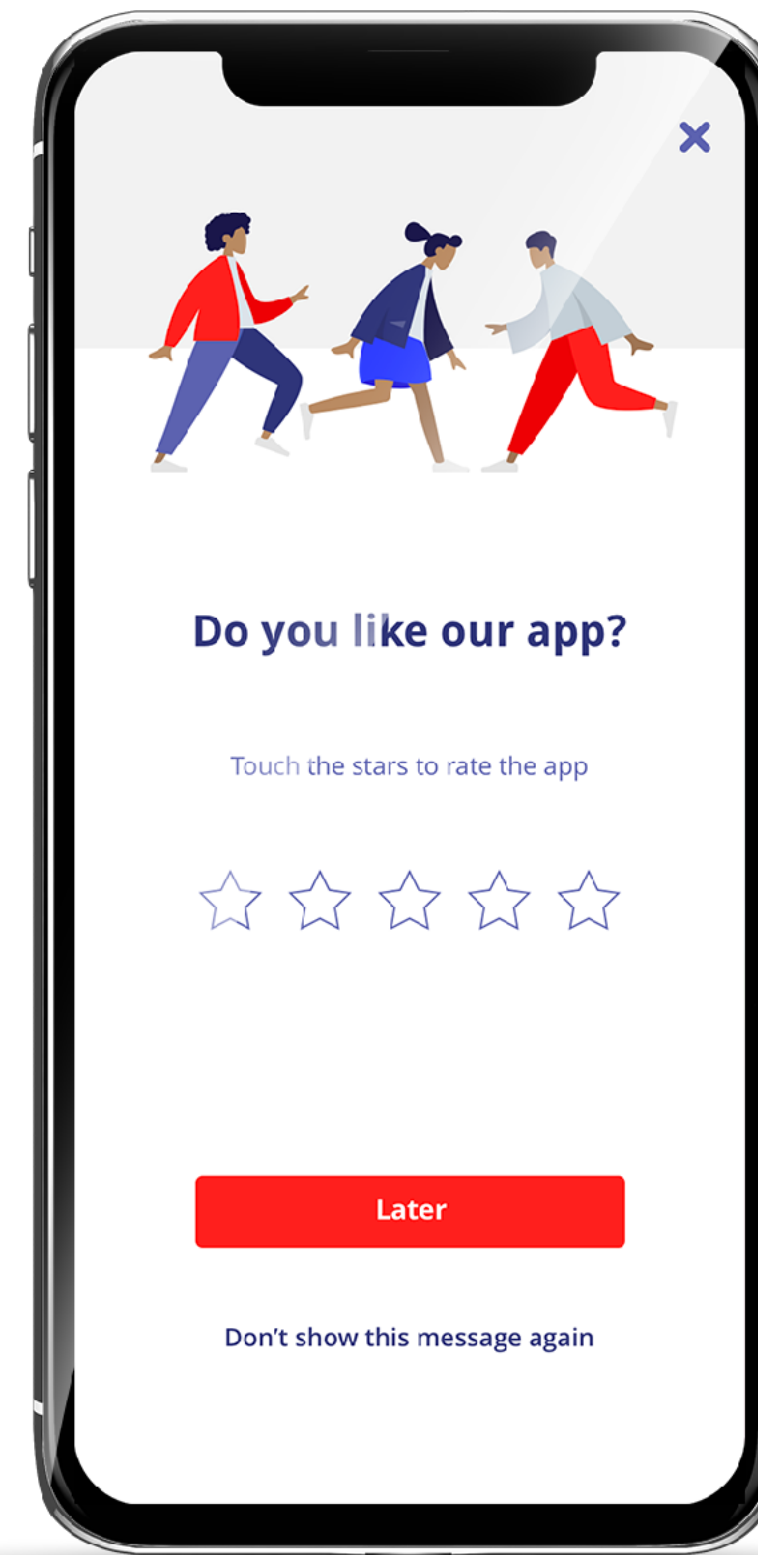
- planned
- contextual
- transactional
- dynamic



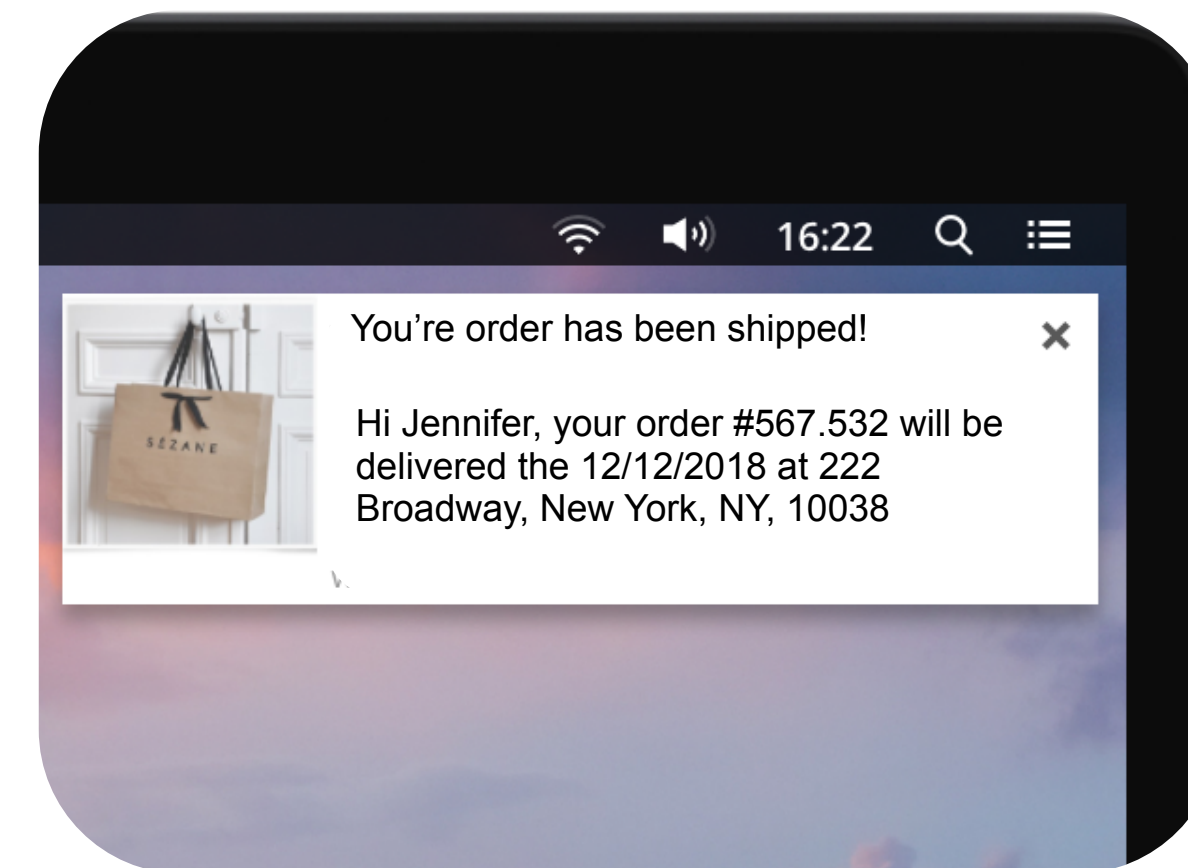
Type of Push Notification



Push Notification



In-app Message



Web Push



Key Features

BUILD

Device

- **Location**
- **Face ID**
- **Touch ID**
- Apple Pay
- Google Pay
- **Wallet**
- **Beacons**
- Siri Shortcut
- Barcode Scanner
- QR Code
- Access Camera
- Access Photo
- Access Contacts
- **Access Location**
- Access to Calendar
- Device Vibration / Alerts

App Generation

- **Website scanning**
- **App configuration from UI**
- **App building**
- **Update without submission**
- **Real-time app updates**
- AI-based configuration optimization

App Navigation

- **Custom UX**
- **Native Menu**
- **Page Selection**
- **Remove External Links**
- **Fix Display**
- **Offline Cache**
- **Preloaded Content**
- **Transition loader**
- **Connection status handling**
- Media library
- Secured Paths
- **Data Privacy (Personal Data Wallet)**

ANALYZE

Store Analytics

- Downloads
- Comments
- Publication Status
- Attribution

Usage Analytics

- **Sessions**
- **Users**
- **Sessions Duration**
- **Session heat map**
- **Usage frequency trends**
- **Stickiness**
- **New users**
- **Logged In users**

Environment Analytics

- Device
- **System**
- **App Version**
- **Location**

Custom Tracking Analytics

- **Events**
- **Event Details**
- **Errors**
- **Event Flow**
- **Funnels**
- **Custom Event Name**
- **Key Events**
- **Define Attributes**
- **Send attribute**
- XLS exports

Crash Analytics

- **Crash Identification**
- **Crash Frequency**
- Crash Occurrences
- Path to Crash

ENGAGE

Segmentation

- **Filter sets:**
 - **App environment,**
 - **Usage frequencies,**
 - **Events, attributes,**
 - **Crashes,**
 - **Past campaigns,**
 - **attribution**
- **2 levels logical filters**
- **Time period filters**
- **Live estimate of target population**
- **Segment analytics**
- **Segment based analytics**

Base Formats

- **Push Notification**
- **Native In-App**
- **Web Push**

Triggers

- **Scheduled**
- **Dynamic**
- **Contextual**
- **Transactional**

In-App Studio

- **Use default template**
- **Edit default template**
- **Upload custom**
- **Edit text, images, colors, fonts, sizes**
- **Add videos**
- Use multiple-page formats

Message

- **In-Device Preview**
- **Rich Message**
- **Deep Linking**
- **Push Category**
- **Multi language campaign**
- **AB Testing**
- **Sound**
- **Badge**
- **Time Zone**
- **Capping**
- **Silent push**



**Complementarity
with Microsoft.**

**Complementarity
with Microsoft
Power Apps.**

Integration of FollowAnalytics in Power Apps

Offer FA as a data source so that Power Apps can leverage mobile analytics and customer profile data

Also allows to create dashboards on download figures, crashes, and more



Complementarity with Power Apps

1

Native mobile apps allow companies to have their own app name, icon, launch screen, and presence on the app stores

2

They can use Analytics, Push, Advertising with any vendor

3

Several Power Apps can be bundled in one Native App :

- The definition of what is shown in the app can be changed at any moment remotely
- Power Apps can be modified on the Microsoft interface and changes reflect instantly in the Native app

4

Native app can combine these Power Apps with other existing web assets

5

Native apps can leverage all Build Features in addition to what Power Apps has to offer



Integration of Build in Power Apps

Step 1 - Step 2 - Step 3

Use power apps to build native apps in Build

- When defining a section (i.e. a tab), select between web page and power app
- Select from list of power apps retrieved via API
- Authentication is handled through pre login page or directly in tab - shared with other tabs if other power apps used
- Power App shows in app preview in builder
- Edit can be done through a button which opens the Power App editor



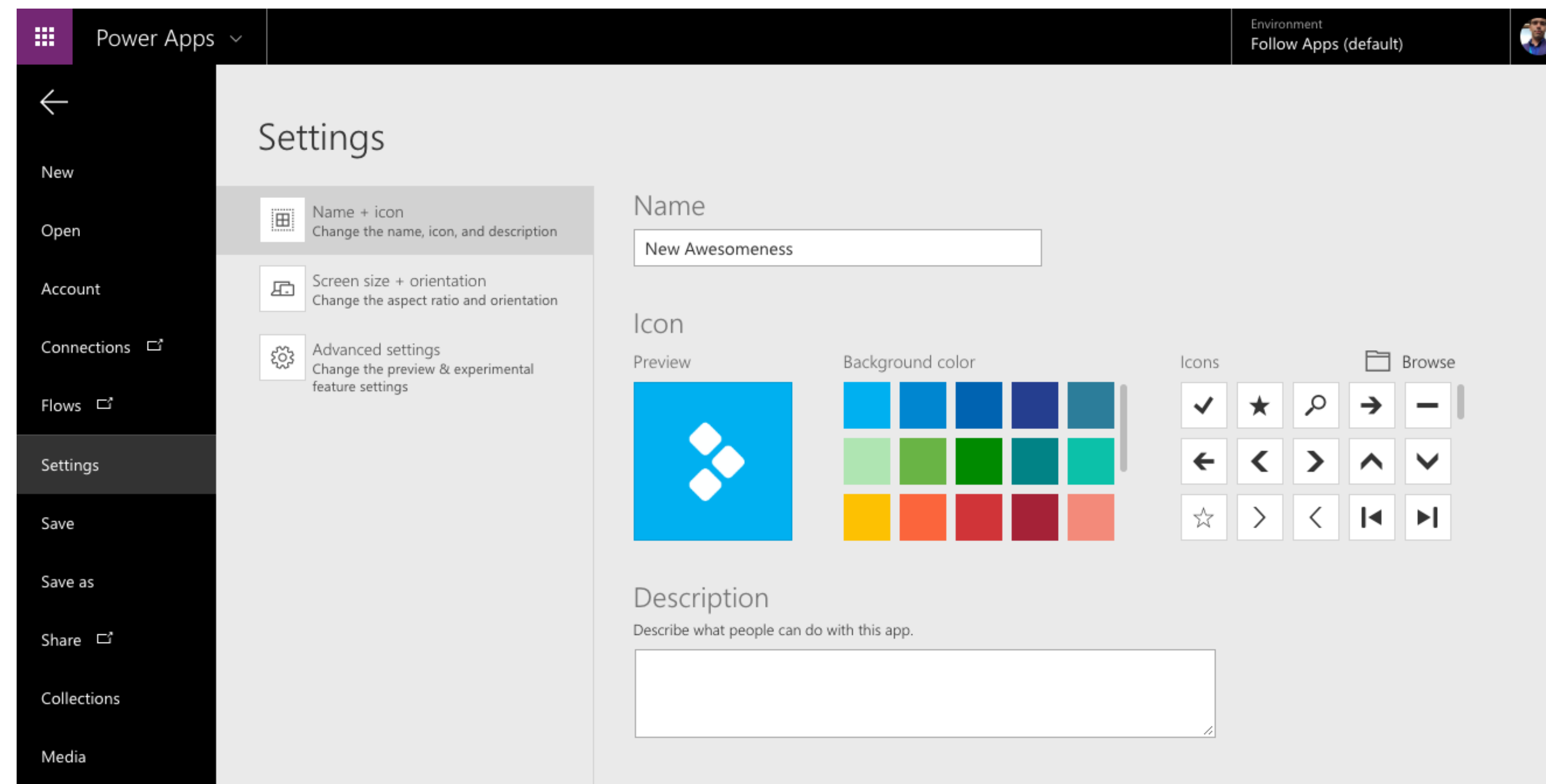
Integration of Build in Power Apps

Step 1 - **Step 2** - Step 3

Create native apps from the Power Apps too

- Sub-step A. Menu from Power Apps could link to FA Builder where power apps can be selected

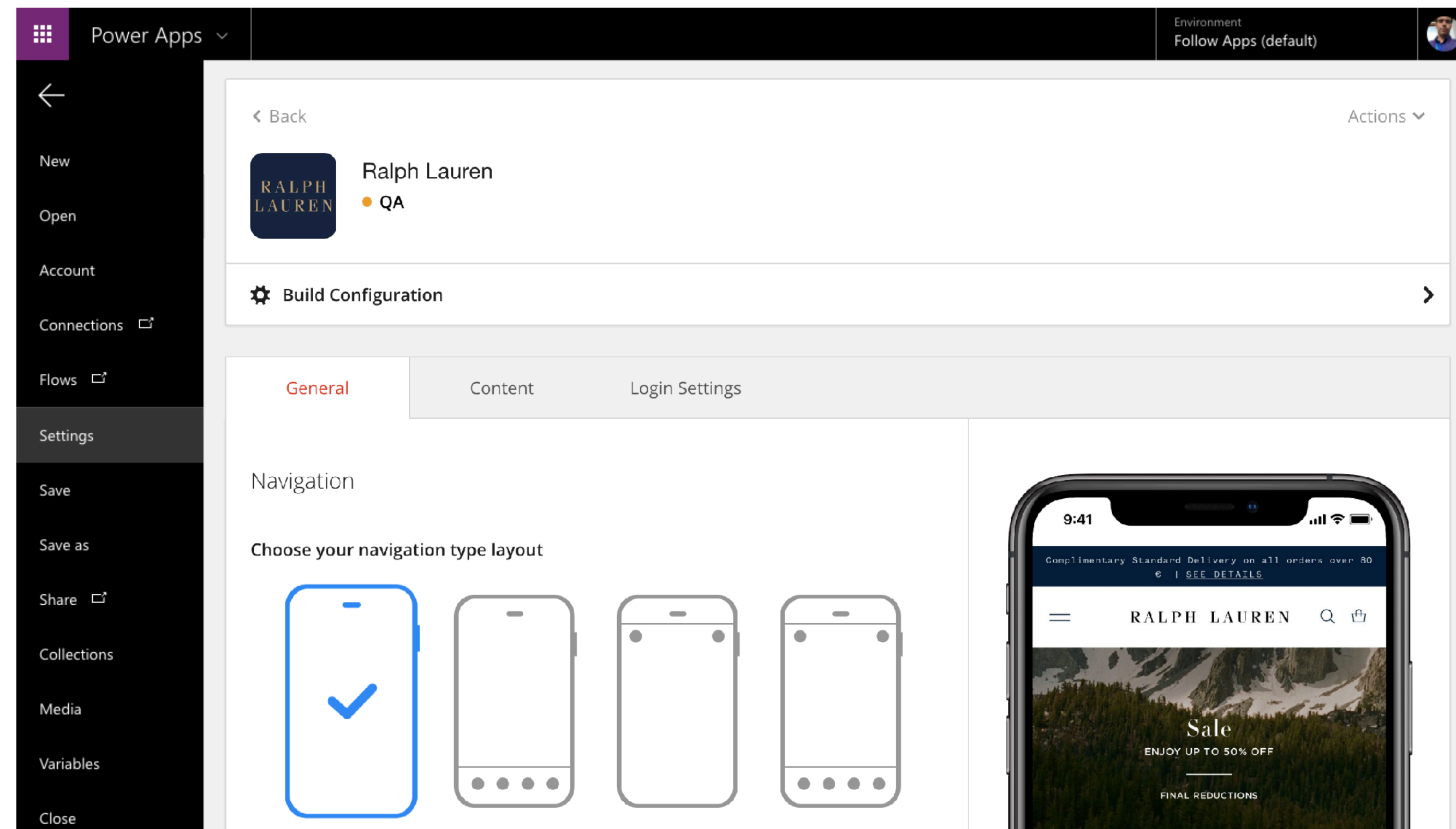
External link in
menu like these
2



Integration of Build in Power Apps

Step 1 - **Step 2** - Step 3

- Sub-step B.
 - From the menu, in Power Apps, users can access the list of native apps they've created and click a button to create a new one
 - The editor is a frame of FA Build within Power Apps



Integration of Build in Power Apps

Step 1 - Step 2 - **Step 3**

Create native apps from the Power Apps too

- Editor is styled to match MS Power Apps design standards

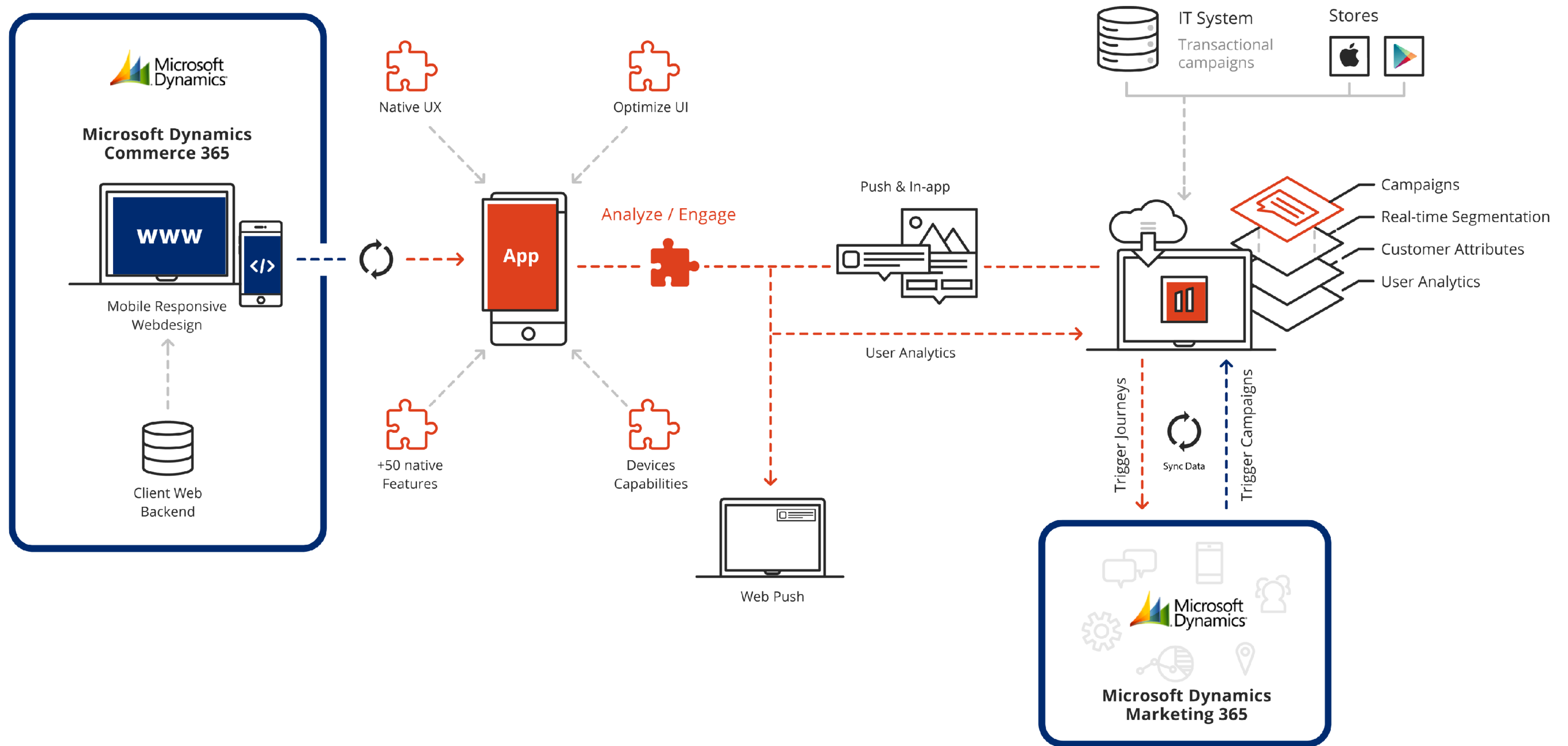
OR

- Editor is rebuilt in Power Apps: our interface is easy to rebuild as it's doing everything using APIs



**Complementarity with
Microsoft Dynamics
Commerce.**

Complementarity with Dynamics Commerce



Complementarity with Dynamics Commerce

1

INCREASE ENGAGEMENT WITH A NATIVE MOBILE APP

- Reduce friction and drive GMV via m-commerce
- Auto-login, biometric, Apple Pay and up to 50 native features
- Geolocation and geofencing
- Contextual push and in-app

2

RE-TARGETING

Re-targeting is simpler, economical including ability to reach non-logged users

3

ANALYTICS

Real-time analytics & funnel capture and data syncing between mobile and website

4

INTEGRATION

Integration with Dynamics and other Microsoft Platform

5

B2B COMMERCE

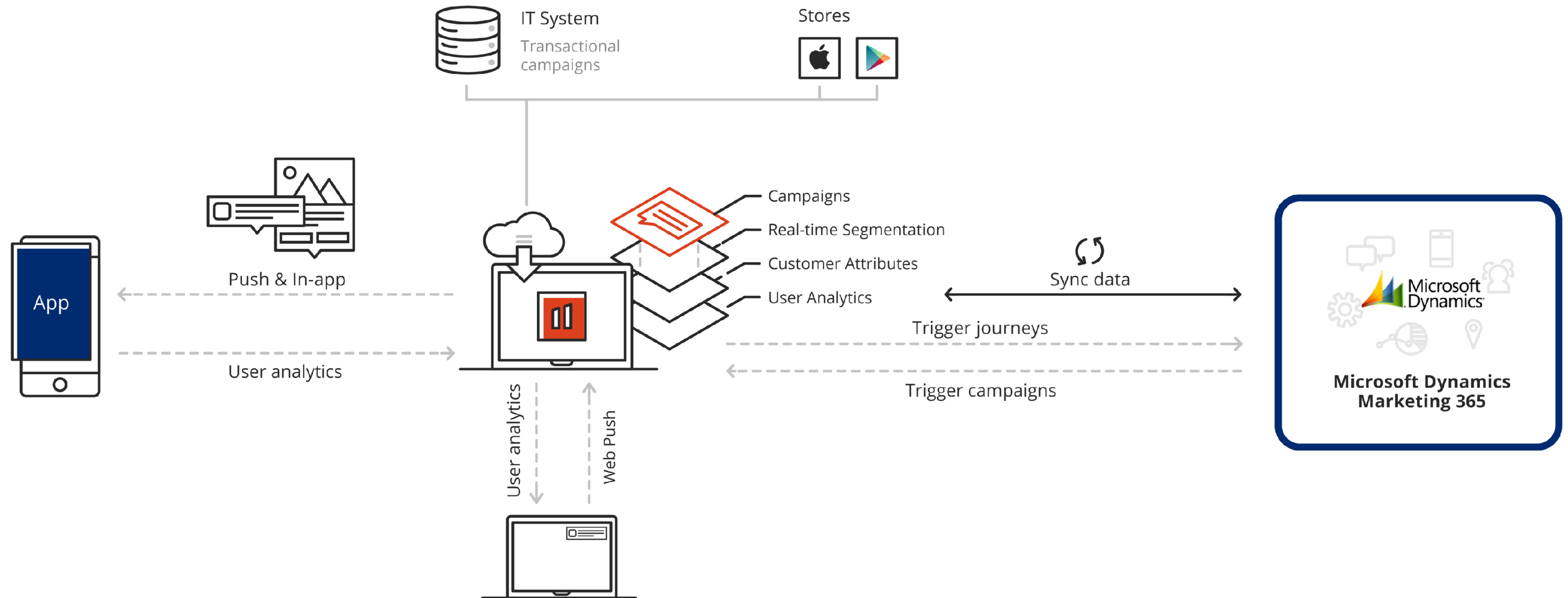
Access to real-time order management and inventory management

Automated and real-time promotions and re-stocking



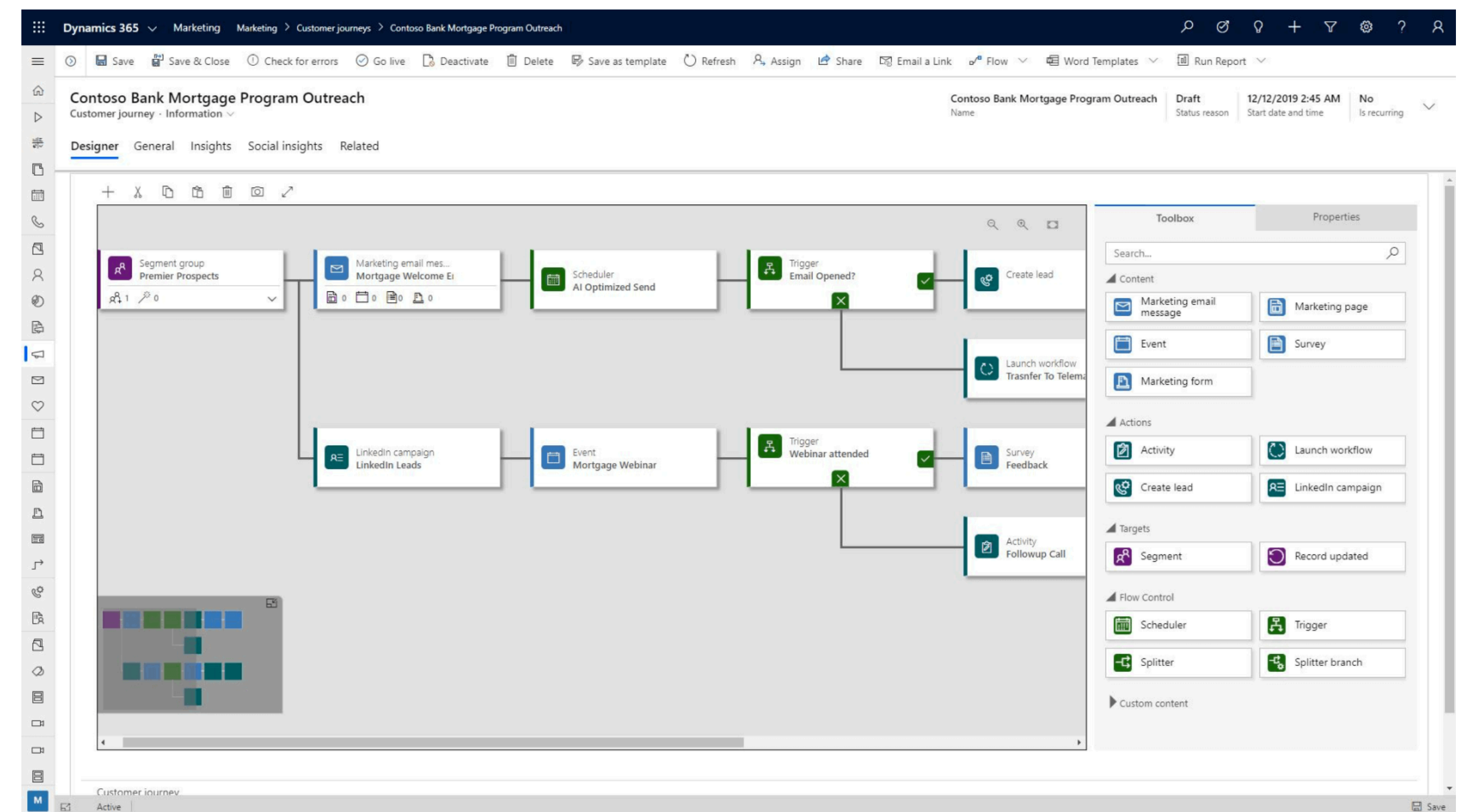
**Complementarity
with Microsoft
Dynamics Marketing.**

Complementarity with Dynamics Marketing



Dynamics Marketing & FollowAnalytics

- Full FollowAnalytics capabilities encapsulated in Microsoft Dynamics
- Data exchange between FollowAnalytics and Dynamics in real time
- New additional formats: Push Notification, In-App, Chatbot, Webpush etc.
- Encapsulation of FollowAnalytics Campaign Builder into Dynamics for Push, In-App and Web Push, Analytics triggers
- Sending push notifications based on customer behavior in their journey



ANY QUESTIONS?



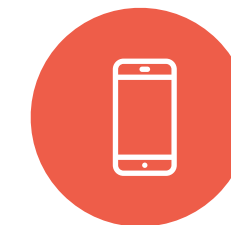


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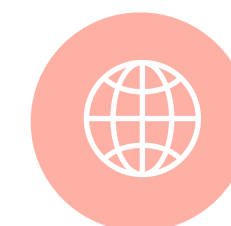
(415) 307-1186



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<https://followanalytics.com>



Thank you,

FollowAnalytics