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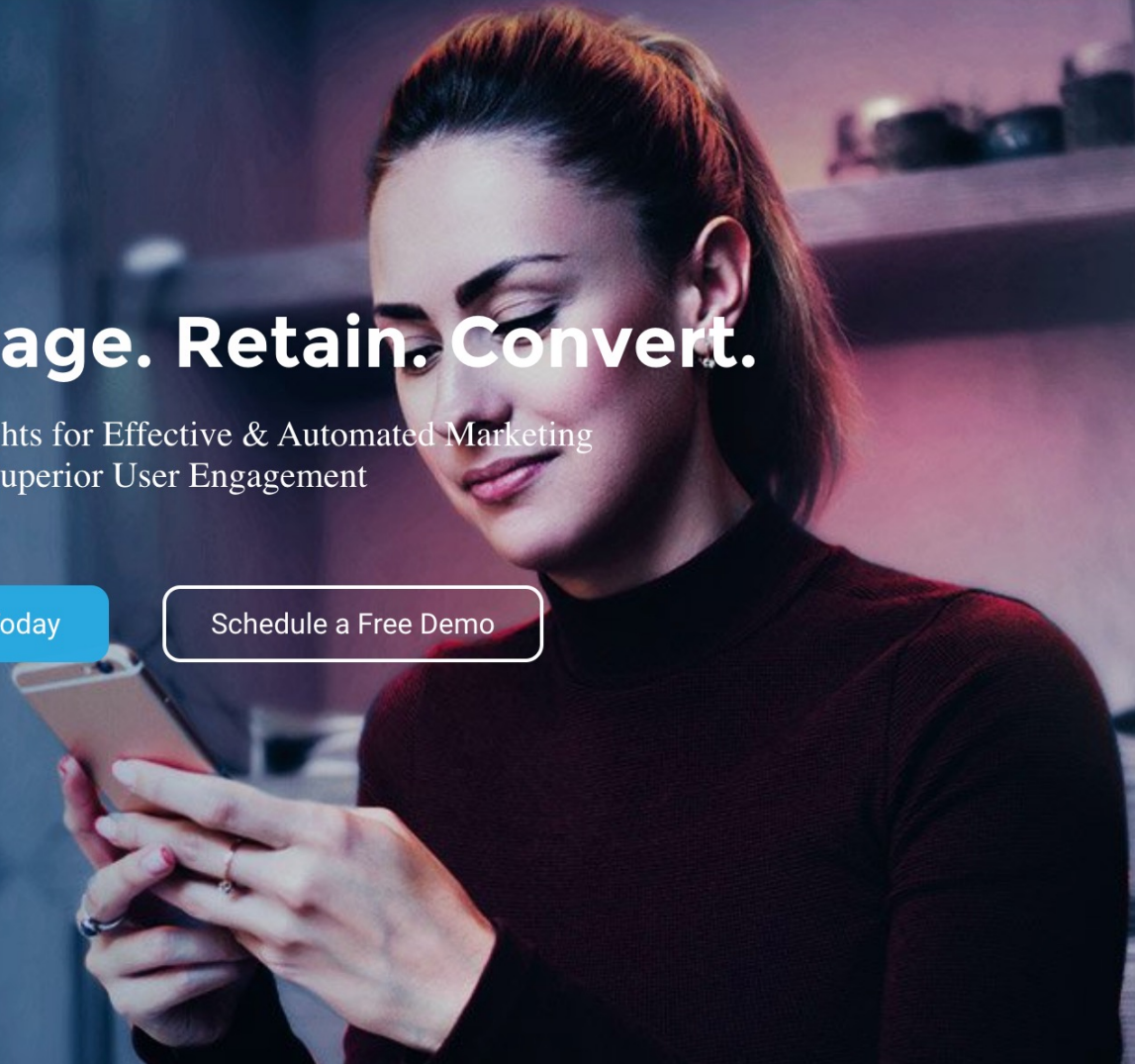
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Acquire. Engage. Retain. Convert.

Leverage Deep Insights for Effective & Automated Marketing
for Superior User Engagement

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Marketing Automation : Actionable BigData

- Everything you need to grow your App



In-App Referrals



Remarketing



Prediction Analysis



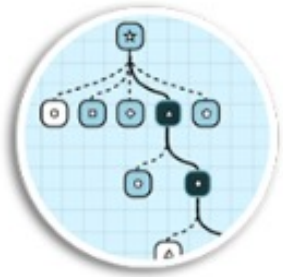
In-App Messages



Push Notifications



Geo-fencing



User Flow



Funnels & Cohort



Drip Campaign



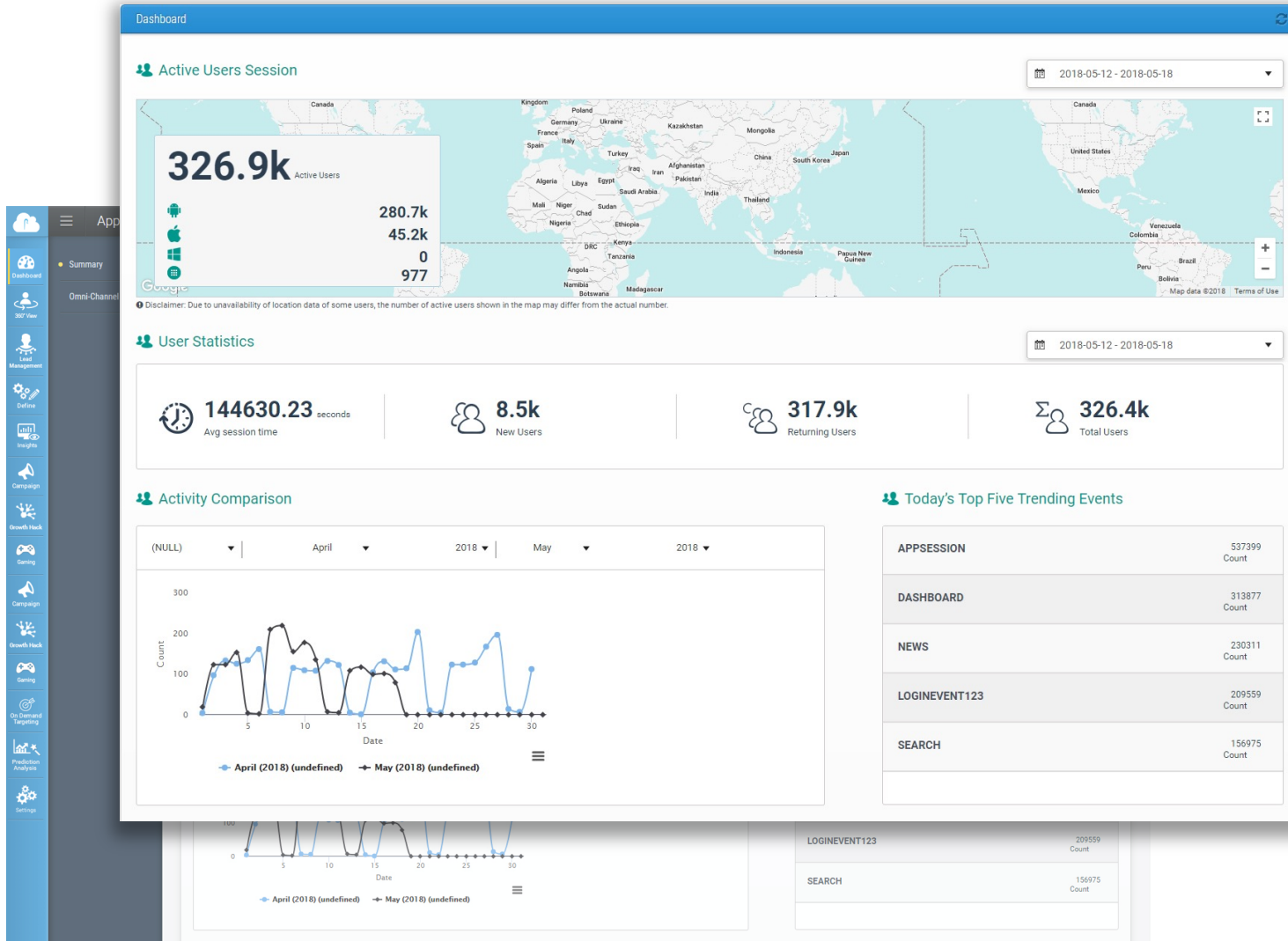
Deep Insights



A/B Testing

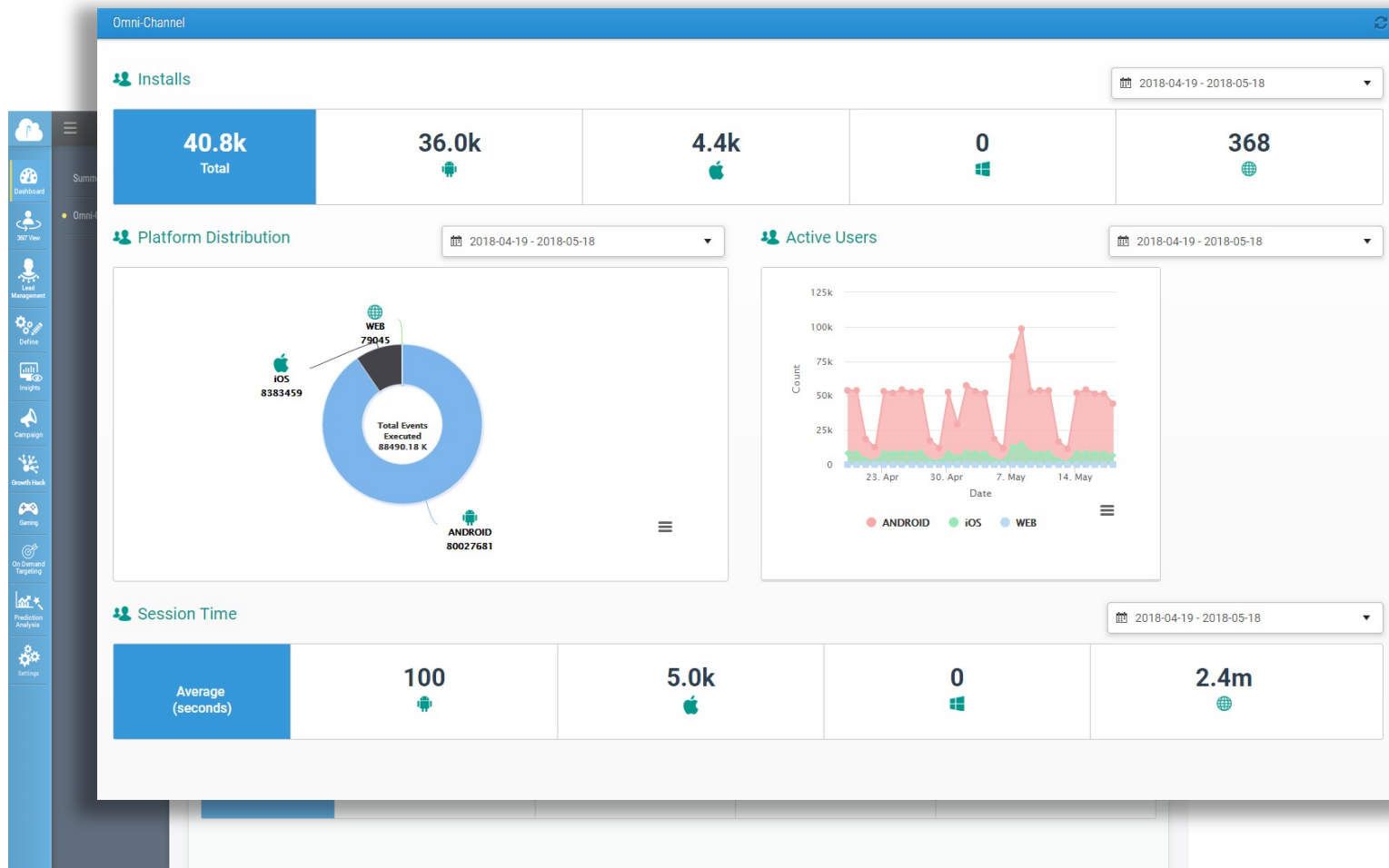


Real Time Analytics



Dashboard

- Comprehensive Dashboard
- Customizable
- Daily Metrics Mails
- Deep dive based on interest




Omni-Channel Dashboard

- Real-time App Installs
- Current Active Users
- Average Session Time
- Total current events

AppHQ Profile

4XX1X145



4XX1X145

sachingrover25@gmail.com

MALE

9XX0X41806

N/A

Nitesh Dixit

Kolkata
West Bengal
India

Latitude : 20.593684
Longitude : 78.96288000000004

Send Message

Devices Details

S.No.	Device ID	Platform
1	APaA91bEPeXFRbg8GBLnSgYiOkud8uhZpzT7ofNEeoKURM7oWYWyfileYmGm3v2T6PRKID9TOXkjY8ns1v4thy eICT3k_6OFTMPRPGhG3hx3wOYI24S2u0OPabyfOPZJkCEZ4UmHbcu	ANDROID

Policy(s)

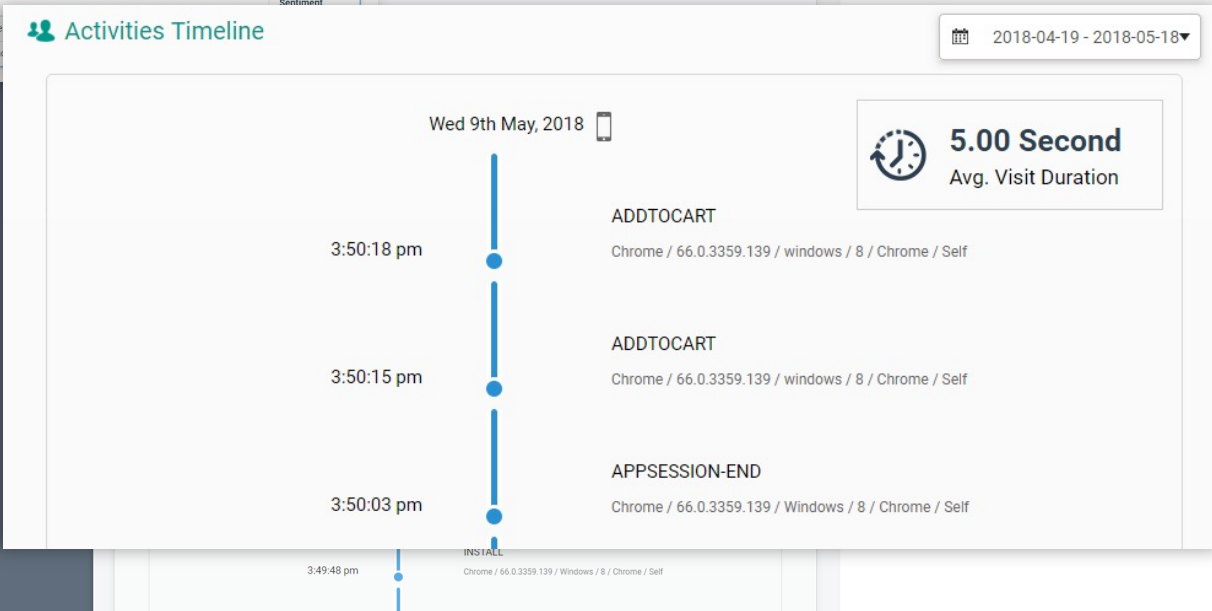
POL_ID	CATEGORY	DATE_OF_APPLICATION	DATE_OF_COMMENCEMENT
4XX1X078	Urban	29-Mar-07	31-Mar-07

Complaints

Interaction ID	Created	Complaint type
9907467	1-Jun-17	Complaint on Policy Servicing Delays

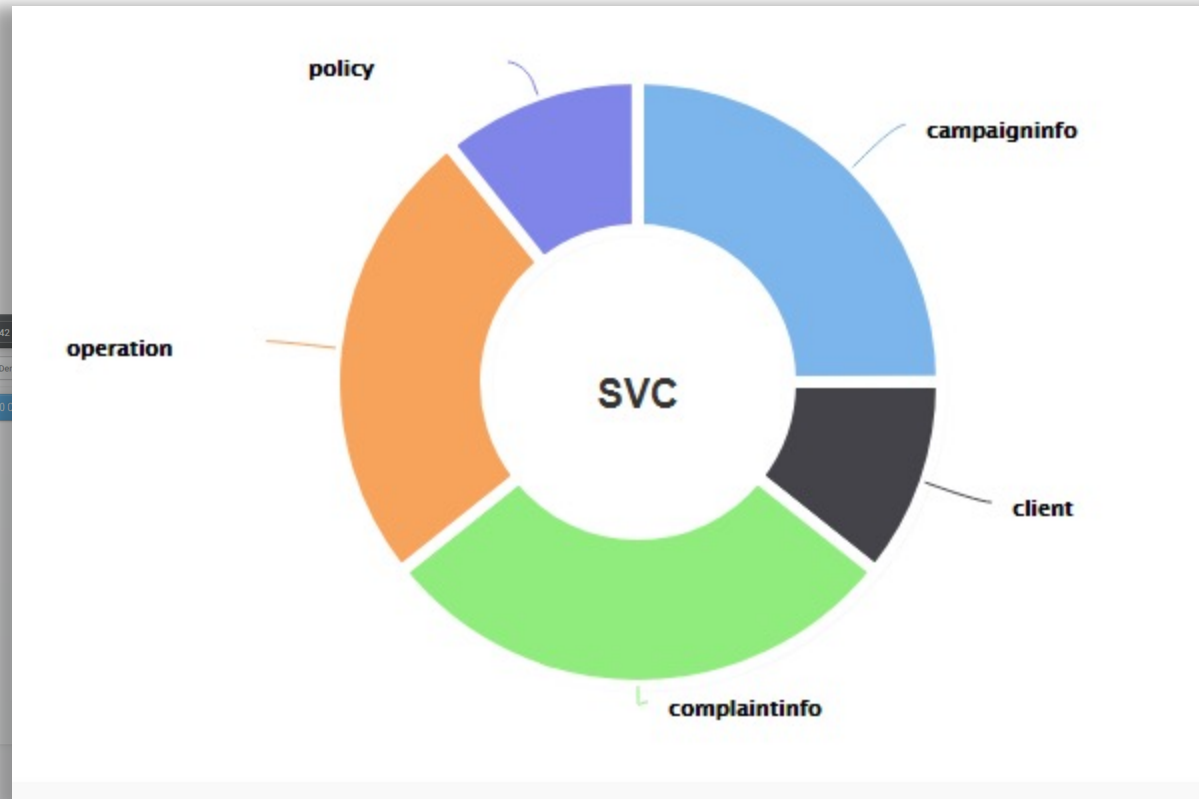
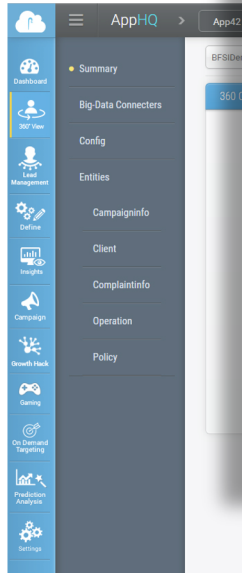
Sentiments(s)

Id	Date	Description	Sentiment
C.224	23-12-2017	Staff was very cooperative	
C.222	31-12-2017	Unable to view my Insuran	



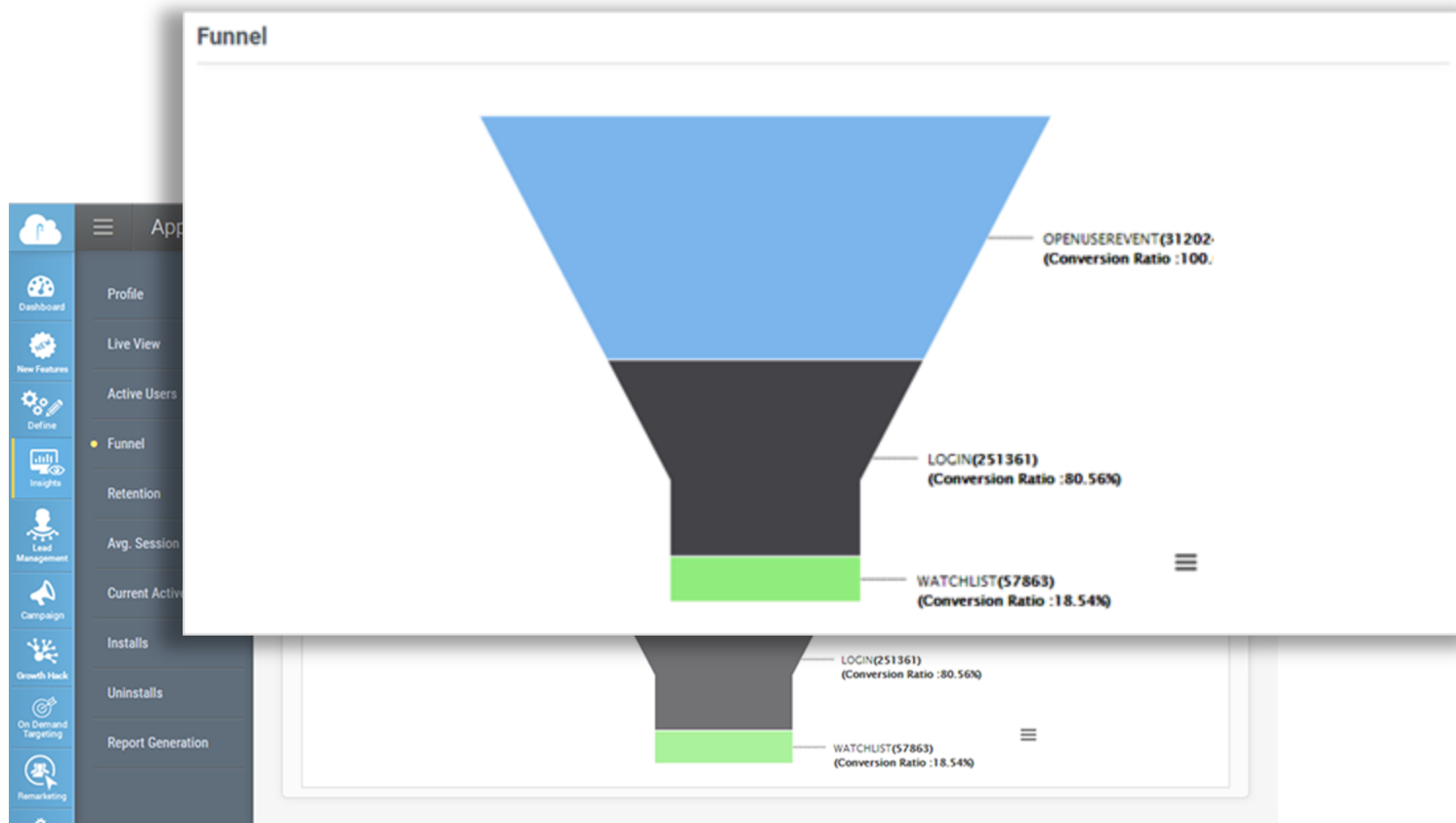
User Profile

- Complete user details – Name, Email, Mobile No, Device details, Activity Timeline
- Connect data from different sources to get a Single View of the Customer



Single View of a Customer

- Flexible Tier & Product configuration as per business requirements
- Flexible Rule Engine
- Seamless Integration
- Rich Analytics



Insights – Funnel Analysis

- Create user flows - track drop off points & Target
- Get accurate analysis of the screens where users mostly lose interest
- Create specific campaigns to target them to move them further into the funnel for increased conversions

Insights - Cohort Analytics & Retention Marketing

Install Date	Total Installations	1	2	3	4	5	6
February 22, 2018	1811	39.32%	15.24%	9.94%	29.98%	27.50%	23.96%
February 23, 2018	1823	19.53%	10.26%	33.24%	28.30%	22.05%	
February 24, 2018	1094	19.47%	34.00%	27.42%	23.31%		
February 25, 2018	842	40.26%	29.45%	24.11%			
February 26, 2018	2077	43.67%	33.17%				
February 27, 2018	1921	37.64%					
February 28, 2018	1351						

- Track returning users with smart cohort analytics
- Analyze the days having majority of non-returning users
- Monitor the activities accordingly
- Plan personalized campaigns to bring them before they churn

JOURNEY BUILDER

WHO

- Events
- Segments
- Specific Users

WHAT

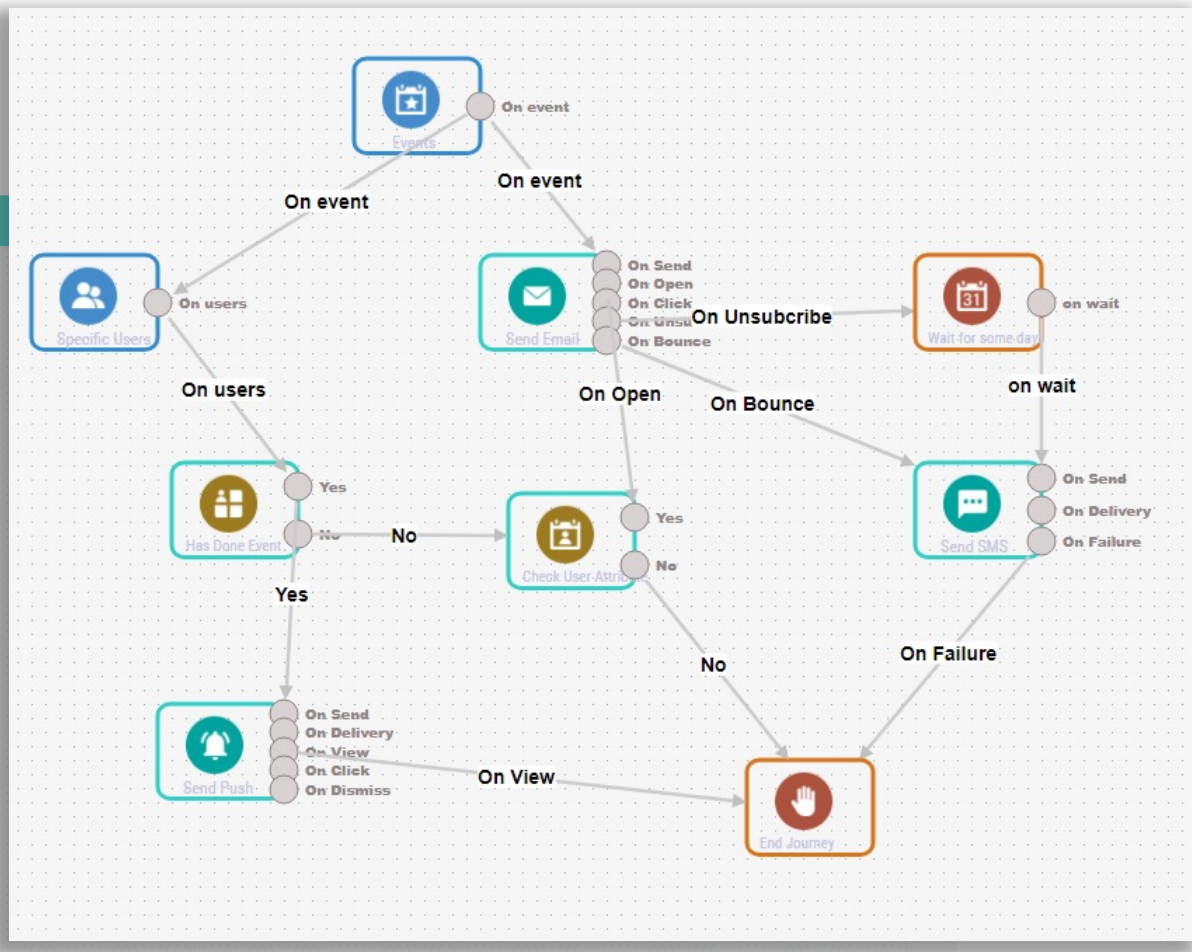
- Send Push
- Send Email
- Send Web Push
- Send SMS
- Send InApp

CONDITION

- Is In Segment
- Has Done Event
- Check User Attribute

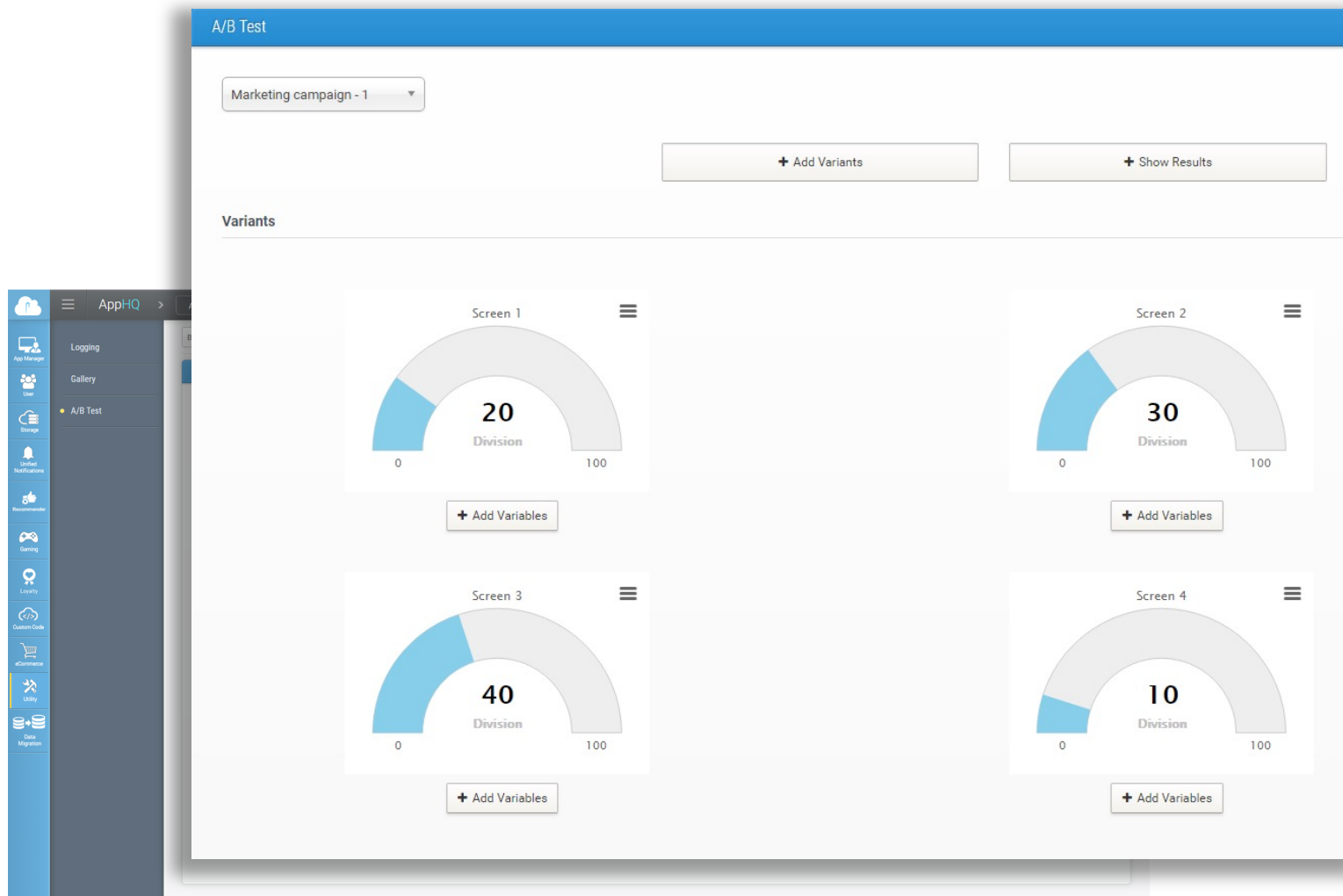
WHEN

- Wait for some time
- Wait for some days
- End Journey



Journey Builder

- Cross-Channel Marketing campaigns
- Customer Lifecycle Management
- Drive Engagement, Conversion and Retention
- Web, Email, SMS, In-App and Push triggers



A/B Testing

- Create variations and Run experiments
- Increase conversions
- Analyze Results & Manage effectiveness
- Personalized Messages

Add Achievement

Info

Name: 10-Piece Bucket

Description: There are a maximum of 50 10-Piece Bucket achievements

Icon: achievement_icon.jpg

Game Name: Legendary

When

Assign this Achievement badge to the users who have done

SCREEN_VIEWS for 10 times

DURATION

Start Date: Start Time:

End Date: End Time:

Achievement Service

- Assign badge or achievement to your app users. Using this service you can manage achievements by allowing the user to create, earn, get achievements etc.

Achievements

Name	Summary	Icon	State	Action
10-Piece Bucket	Assign this Achievement badge to the users who have done SCREEN_VIEWS for 10 times for Legendary game.		<input checked="" type="checkbox"/> Enabled	<input type="button" value="Edit"/>
Gum On My Shoe	Assign this Achievement badge to the users who have done MAX_SEARCH for 12 times for Legendary game.		<input checked="" type="checkbox"/> Enabled	<input type="button" value="Edit"/>
Secret Achievement	Assign this Achievement badge to the users who have done FILTER_BY for 78 times for Legendary game.		<input checked="" type="checkbox"/> Enabled	<input type="button" value="Edit"/>
Back-Door Action	Assign this Achievement badge to the users who have done APPESSION-START for 50 times for Legendary game.		<input checked="" type="checkbox"/> Enabled	<input type="button" value="Edit"/>

Add Gift

Info

Name: Lifes

Display Name: lifes

Tag Name: Earn lifes

Description: earn lifes when level clear

Icon: gift.png

Game Name:

When

Assign this Gift badge to the users who have done

PAYMENT for 5 times

DURATION



Start Date: Start Time:

End Date: End Time:

Gift Management

- Enable gift creation, retrieval, updates and distribution to users in their apps & games.

Gifts

Name	Summary	Icon	State	Action
Lifes	Assign this Gift badge to the users who have done PAYMENT for 5 times for Legendary game.		<input checked="" type="checkbox"/> Enabled	<input type="button" value="✎ Edit"/>
Secret gifts	Assign this Gift badge to the users who have done CHECKOUT for 56 times for Legendary game.		<input checked="" type="checkbox"/> Enabled	<input type="button" value="✎ Edit"/>

Info

Name: A Smart Move

Points: 2000

Description: How to Earn it :
 1. Download the App
 2. Create Account/ Sign-in
 3. Fill in all fields for Completion

Icon: reward.png

Game Name:

When

Assign this Reward badge to the users who have done

for times

DURATION

Start Date : Start Time :

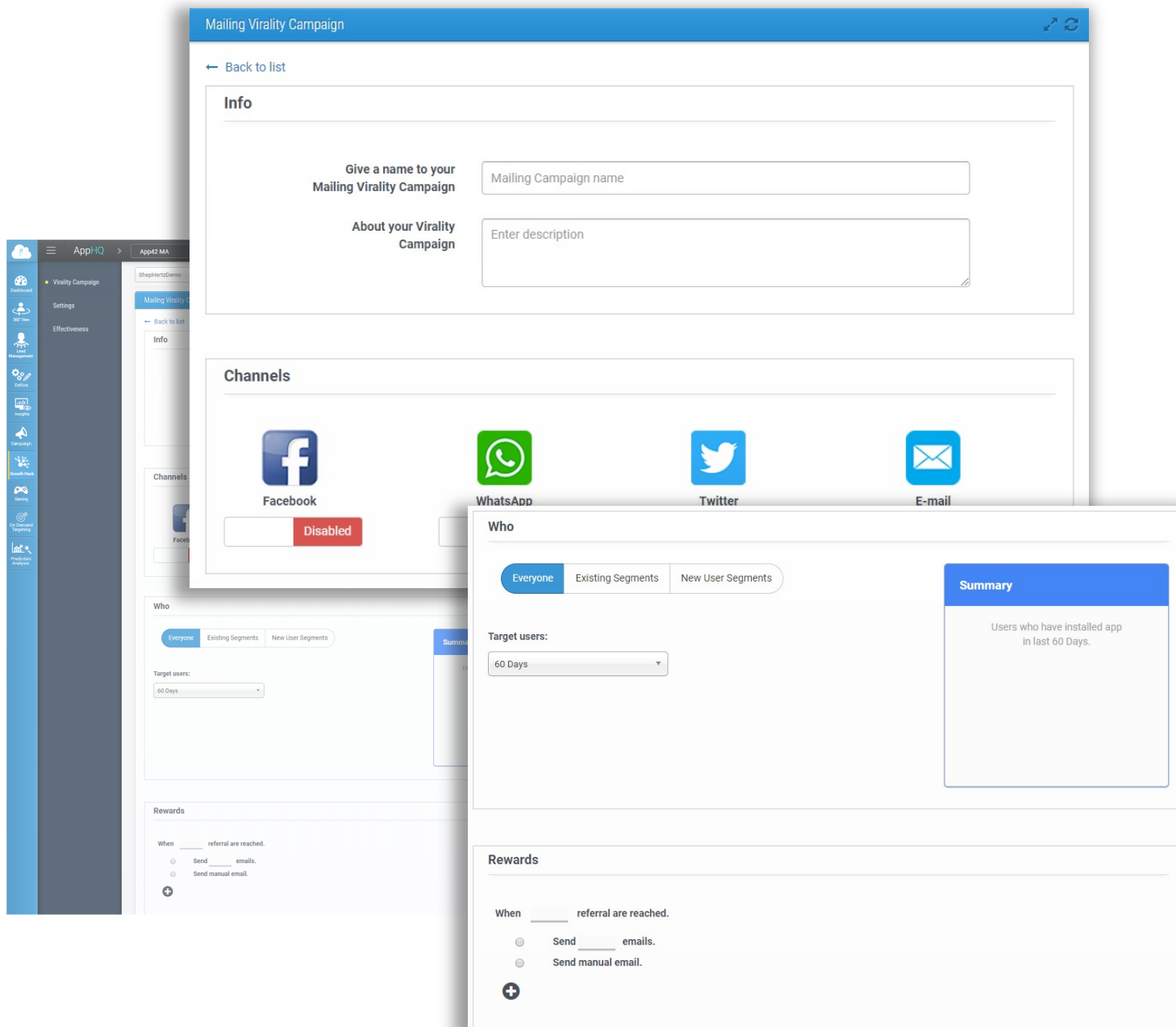
End Date : End Time :

Rewards

Name	Summary	Icon	State	Action
A Smart Move	Assign this Reward badge to the users who have done MAX_SEARCH for 99 times for Legendary game.		<input type="text" value="Enabled"/>	<input type="button" value="✎ Edit"/>
Web Slinger	Assign this Reward badge to the users who have done MAX_SEARCH for 16 times for Legendary game.		<input type="text" value="Enabled"/>	<input type="button" value="✎ Edit"/>
The Resurrector	Assign this Reward badge to the users who have done APPESSION-START for 55 times for Legendary game.		<input type="text" value="Enabled"/>	<input type="button" value="✎ Edit"/>
Speedrun	Assign this Reward badge to the users who have done FILTER_BY for 65 times for Legendary game.		<input type="text" value="Enabled"/>	<input type="button" value="✎ Edit"/>

Reward Management

- Reward management lets the developers assign and redeem rewards. Score, Scoreboard, Reward, Reward Points, Achievement, Gifting, etc. can be used in conjunction to implement a game center. Operations are also available to get Top Reward Earners, Top in Groups/Buddy list etc.



Virality Campaign

- Supports all major platforms i.e. Facebook, Twitter, LinkedIn, Mail etc.
- Deep Analytics
- Viral Coefficients metrics
- Linked Reward Management
- Can be combined with Campaign Management, Gamification – Leaderboards & Achievements

AppHQ > App42 Cloud API

Analytics
Tier
Packages
Catalogue

Configurations

Product [Select Product] ×

AND OR

Product [Select Product] ×

+ OR

Cart Amount: [Select Operator] [Enter Value]

Action

For Silver, I want to give [Points] to users

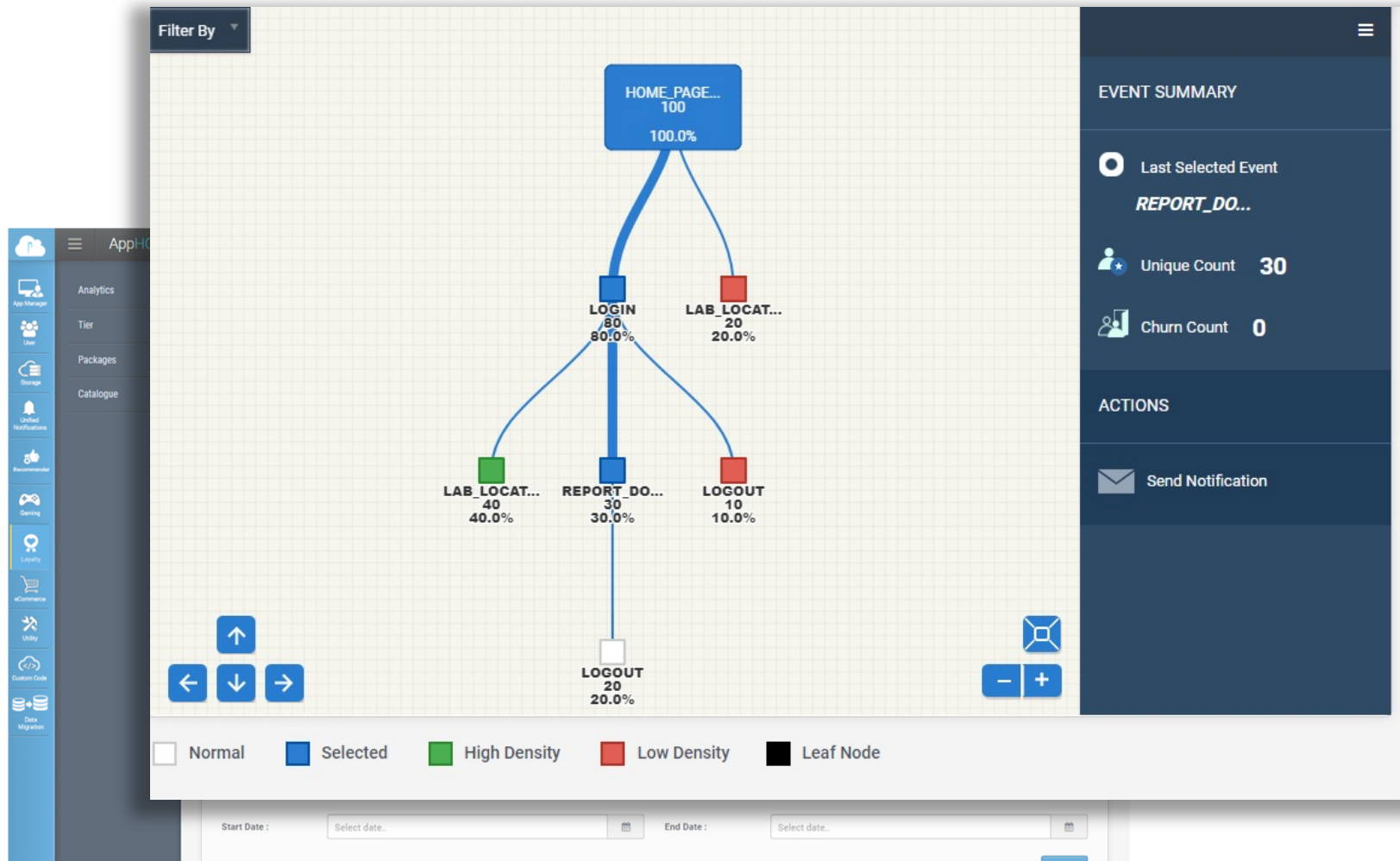
For Gold, I want to give [Points] to users

Duration

Start Date: [Select date.] [Calendar] End Date: [Select date.] [Calendar]

Loyalty Program

- Flexible Tier & Product configuration as per business requirements
- Flexible Rule Engine
- Seamless Integration
- Rich Analytics



User Flow

- Visualize Complete Customer Life Cycle
- Map Customer Journey
- Reduce Drop-offs
- Improve Retention
- Omni-channel Targeting
- Increase Conversion
- Improve UX

AppHQ

- Analytics
- Tier
- Packages
- Catalogue
- App Manager
- View
- Storage
- Unified Notifications
- Remember
- Gaming
- Locality
- iCommerce
- Utility
- Custom Code
- Open Migration

None
 Geo-fencing
 Geo targeting
 Remove All Circles

	Latitude : 41.878000	Longitude : -87.629000	Radius : 0.5 KM	X
	Latitude : 41.880463	Longitude : -87.648378	Radius : 0.39121720041503577 KM	X
	Latitude : 41.875799	Longitude : -87.656703	Radius : 0.25614285718682667 KM	X

Geo-Fencing

- Interactive map to select the multiple Geo Fences
- A fence can be as small as 50 meters
- Users can be targeted based on following cases
 - Entering the fenced area
 - Exiting the fenced area
 - Dwelling inside the fenced area

None
 Geo-fencing
 Geo targeting

Device Type :

Convert For iOS 10 :

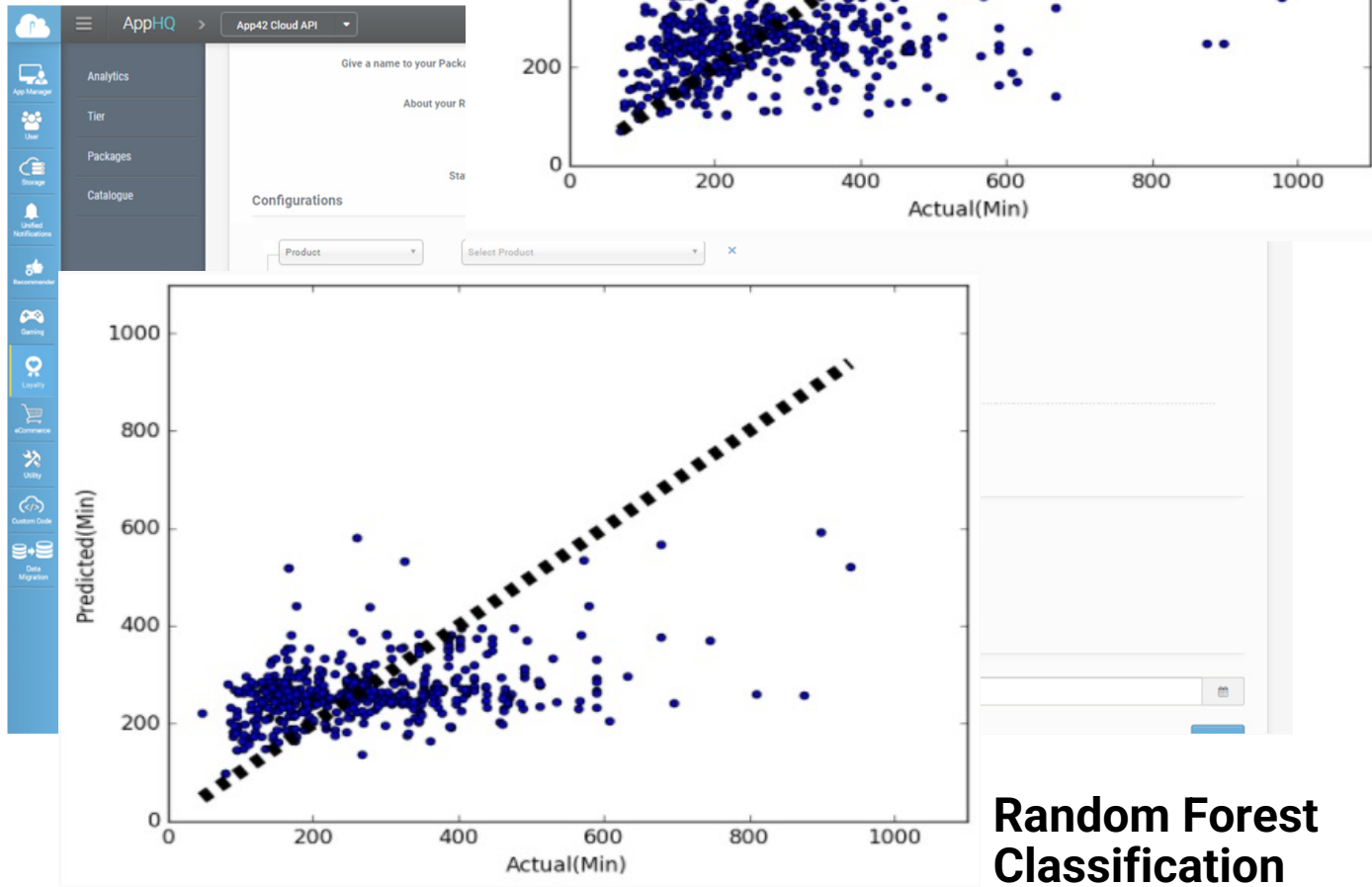
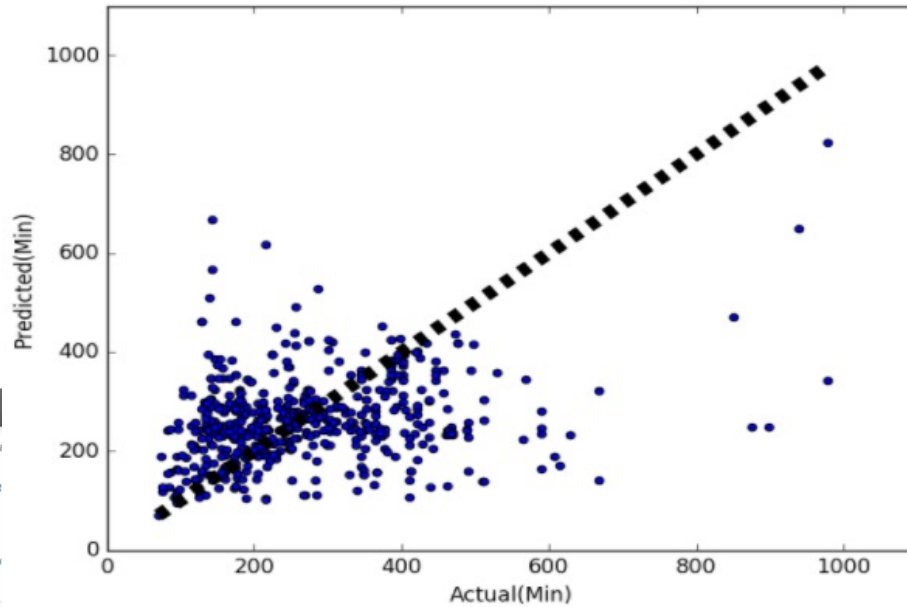
Note :You can draw circles of any radius from the top left icon in the Map. Also radius can be edited by dragging the maximize and minimize points.

START DATE :
 END DATE :

Geo-Targeting

- Interactive map for selecting the users in a particular location
- Select Country, State, City to send targeted push
- Getting Geo location of various users and then segmenting them to send targeted Push messages
- Campaigns can be built for automated targeting to the users on the specific geo locations

Multiple Regression



Random Forest Classification

Prediction Analysis

- Propensity to buy/churn
- Customer Life Time Value
- Customer Segmentation
- Up-sell & Cross-sell
- Lead Scoring
- Improved Content Distribution
- Analyzing optimal campaign channels , content & time
- Document Automation
- Image Recognition

Thank You