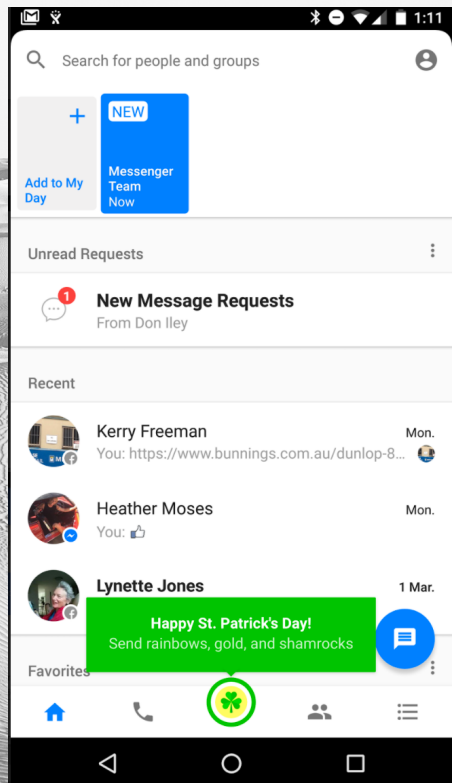
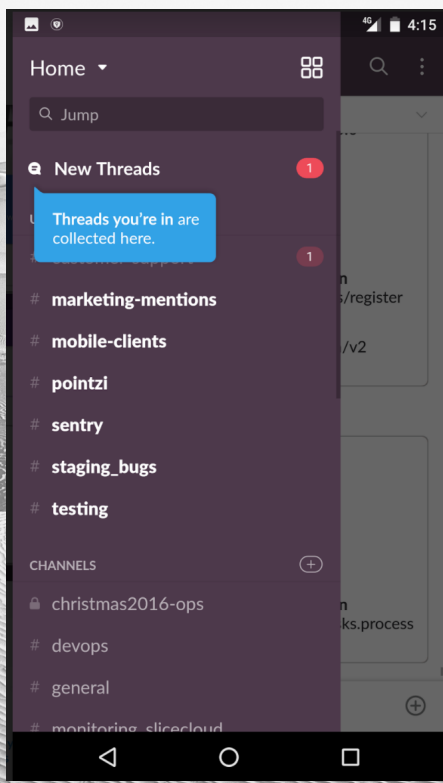
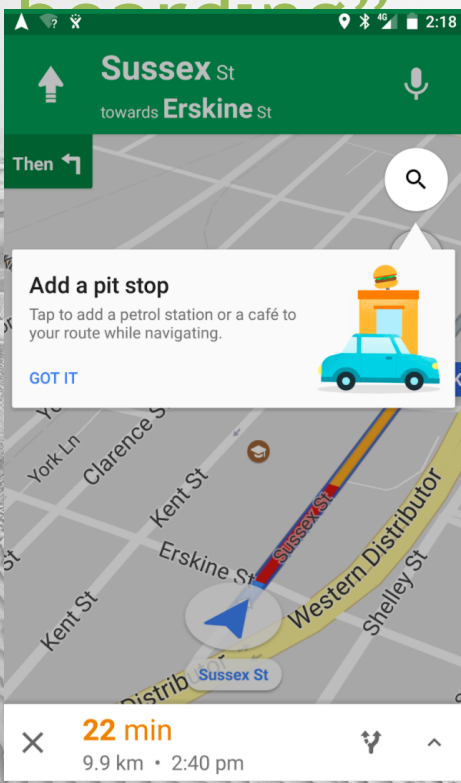



Retain and Grow With Onboarding

Pointzi

The Big Guys do “progressive on-boarding”



PROBLEM



Only the “big guys” can afford large teams of designers, analytics, developers, product managers

PROBLEM

77%
App users
churn
by Day 3

Hard-coded, not measured

Low Activation

Apps
deliver
features
nobody uses

“Progressive On-boarding”

I just need you to make this font change



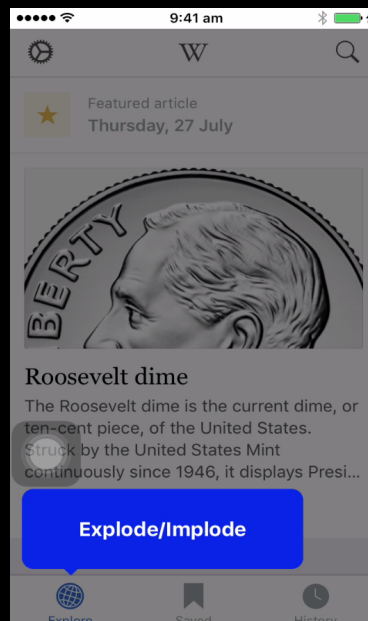
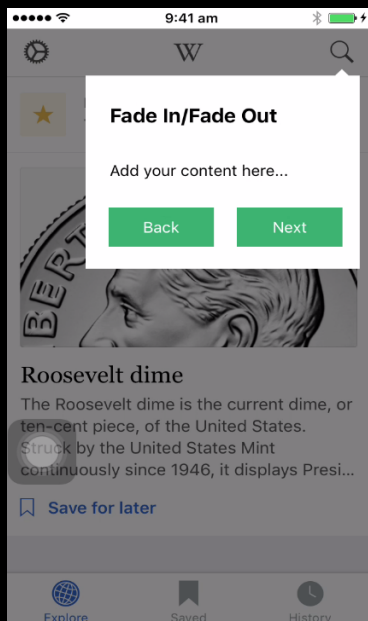
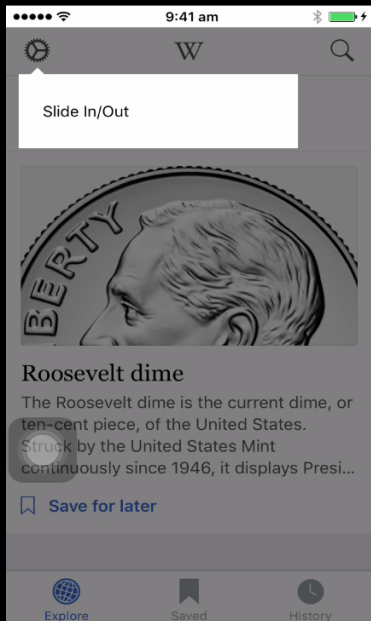
On-boarding Super-powers for Normal Apps

Easy to Create & Test

Segment and A/B Test

Uplift Analytics

Code-less Animated Tips/Modal/Tours



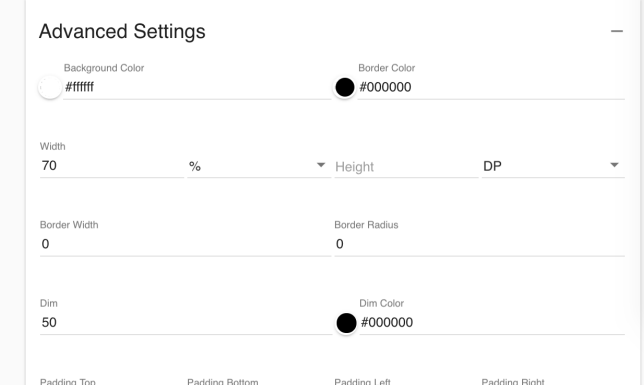
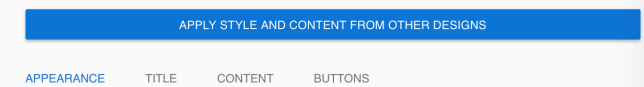
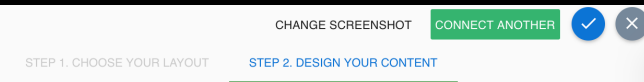
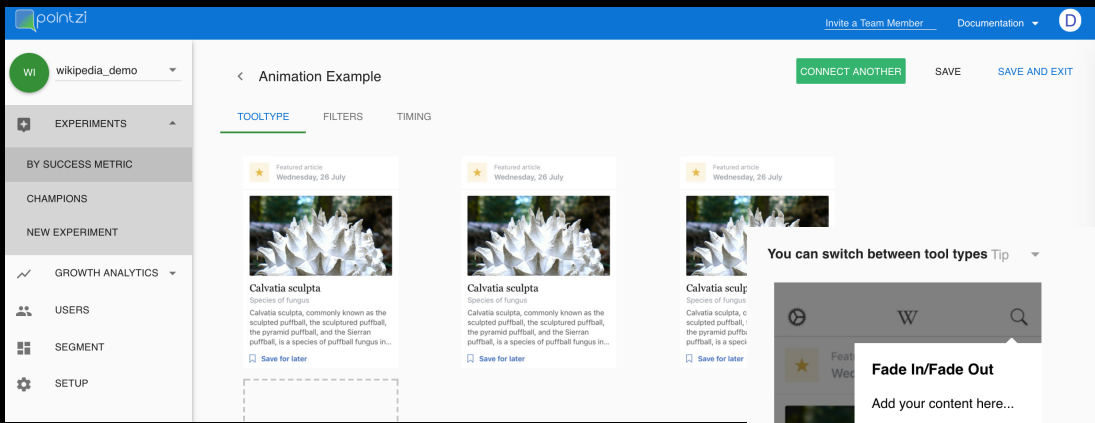
Onboarding Carousels

The screenshot shows the Pointzi dashboard for a 'wikipedia_demo' project. It features a sidebar with navigation options like 'EXPERIMENTS', 'BY SUCCESS METRIC', 'CHAMPIONS', 'NEW EXPERIMENT', 'GROWTH ANALYTICS', 'USERS', 'SEGMENT', and 'SETUP'. The main area displays a list of experiments under the 'NEW EXPERIMENT' tab. Each experiment entry includes a title, dates, a status icon, and a '100% of audience' indicator.

Experiment Name	Start Date	End Date	Status	Audience
Android HTML Smile Example	08-16-2017	07-26-2017	🟢	100% of audience
Video Modal (Simple) (Android)	08-03-2017	12-27-2017	🟢	100% of audience
Recent Searches	08-17-2017	09-14-2017	🟢	100% of audience
Release Carousel for v3.2 (Android)	08-22-2017	09-28-2017	🟢	100% of audience

The carousel consists of three slides:

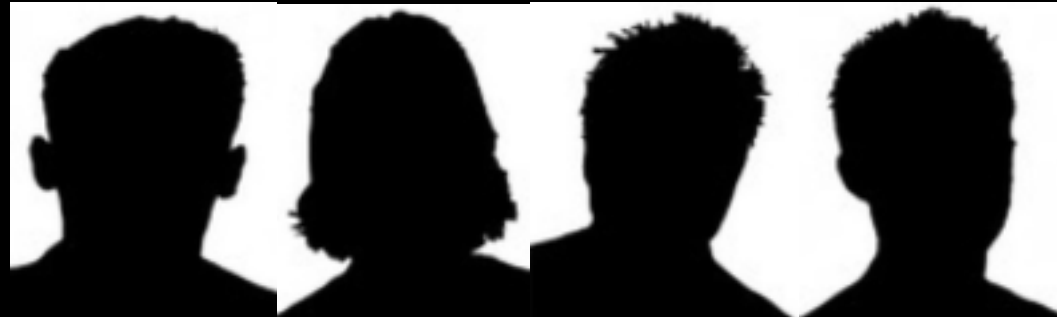
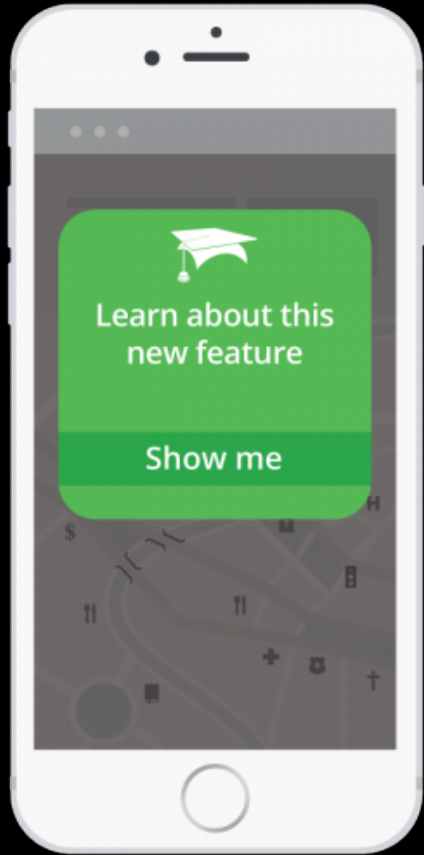
- Slide 1:** Titled 'Phone and Tablet Support'. It features images of a smartphone and a tablet displaying the Mona Lisa. Below the images, the text reads: 'Get your knowledge on the devices you love. Also save searches and favourites.' At the bottom, there are three dots with the second one filled, and a 'NEXT' button.
- Slide 2:** Titled 'Pinch and Zoom'. It shows a hand pinching a tablet screen displaying the Wikipedia homepage. Below the image, the text reads: 'Support all usage styles and let you in pictures or text. Just pinch!' At the bottom, there are three dots with the third one filled, and a 'DONE' button.
- Slide 3:** This slide is partially visible on the right edge of the frame.



Code-less Design Control

Segment Targeting

Who can design and deliver tips?



Devs

**Product
Managers**

**Customer
Success**

**Growth
Hackers**

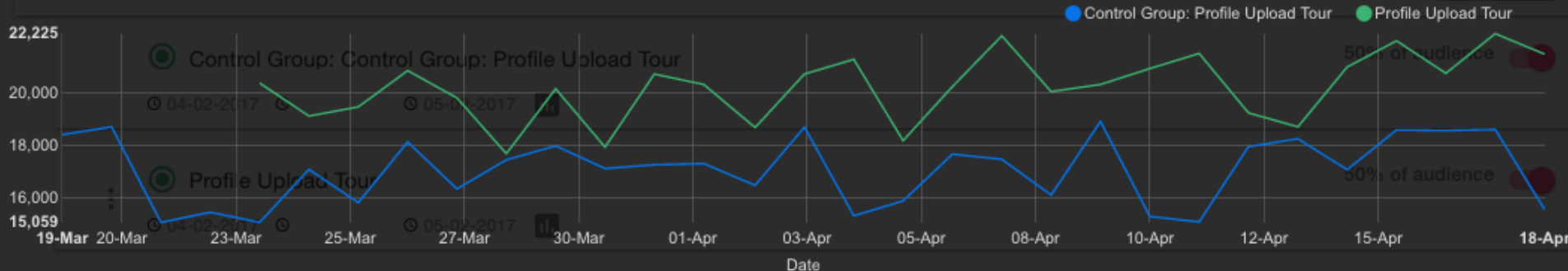
A/B Splits

Last 30 days

AskPermissionActivity clicks

Success Metric Events for each Experiment

COMPARE



AskPermissionActivity clicks

COMPARE



Profile Upload Tour

50% of audience



04-02-2017

05-02-2017



Control Group: Profile Upload Tour

50% of audience



04-02-2017


05-02-2017





Real-time Segmentation


show tips to any user on any page at any time


TOOLTYPE **FILTERS** TIMING



Segment



Last Seen



New User



Tag


Tag String



Operating System



First Time On Page/
View


App Version

 **First Time On Page/ View**
Users Who never visit page/ view

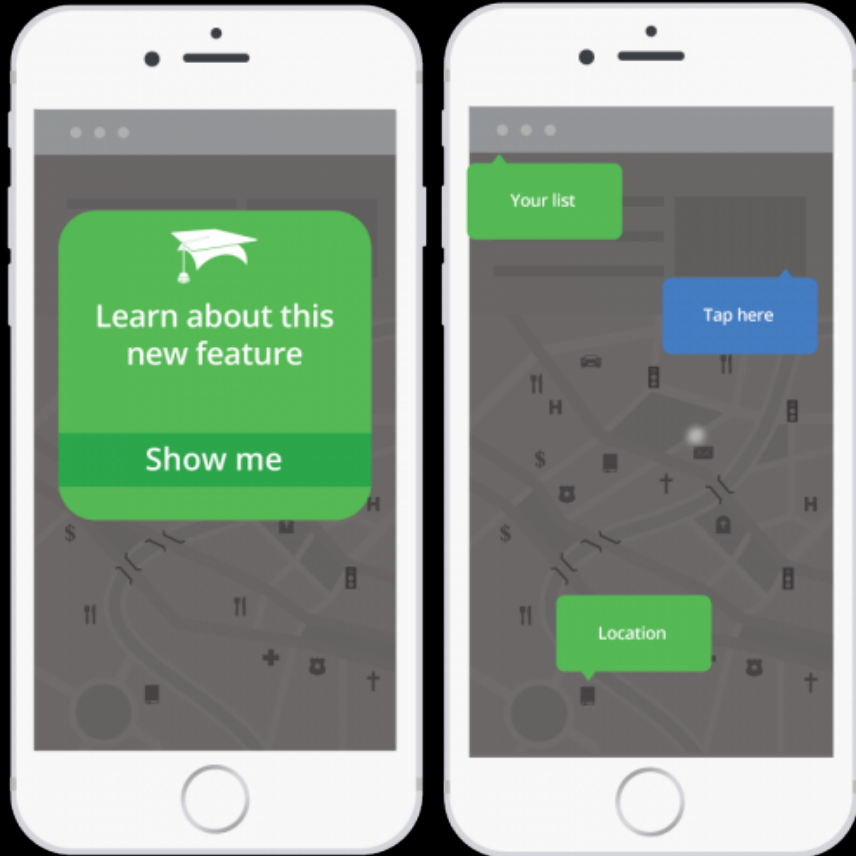
Select a page
FrontMenuViewController



 **Last Seen**
User Activity

User was using the App the last time

Operator	Value	Unit
Less than	14	Days



Design and Deliver Mobile Onboarding Instantly

Pointzi