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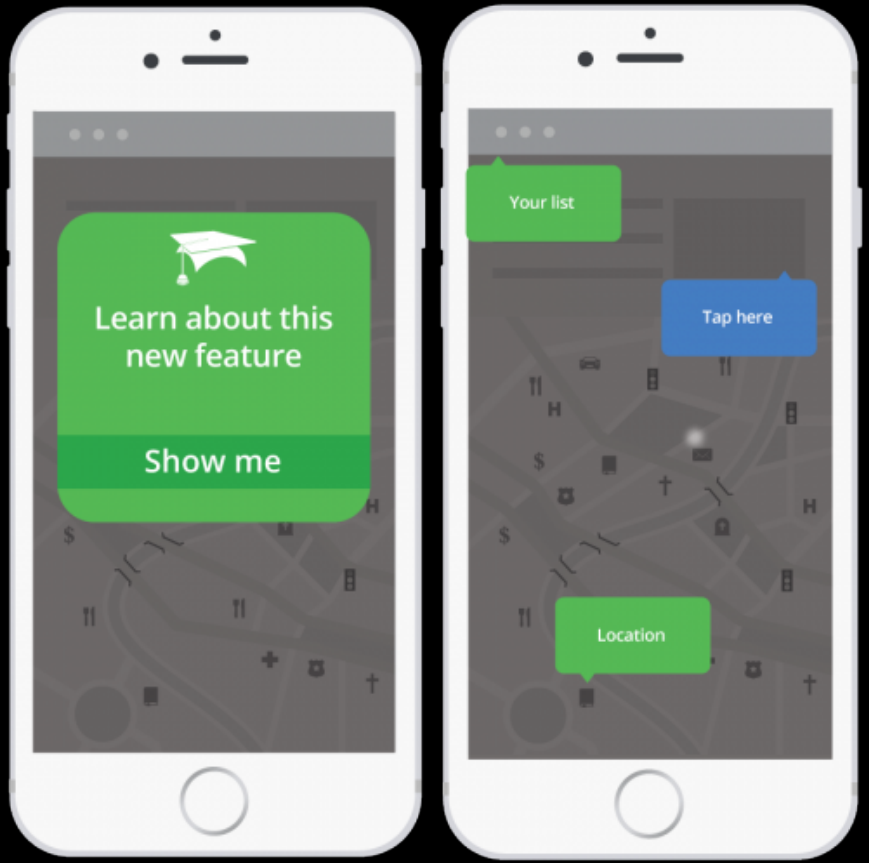
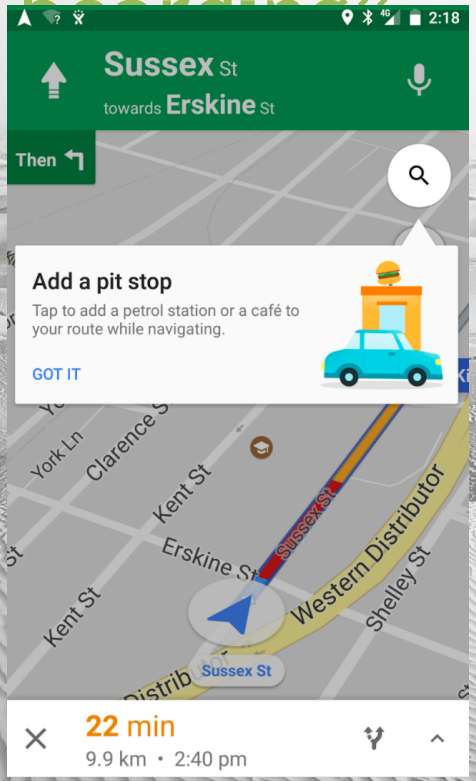
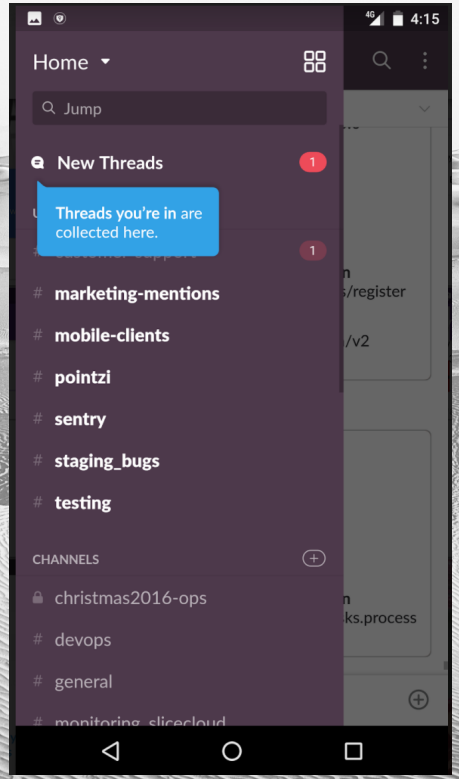


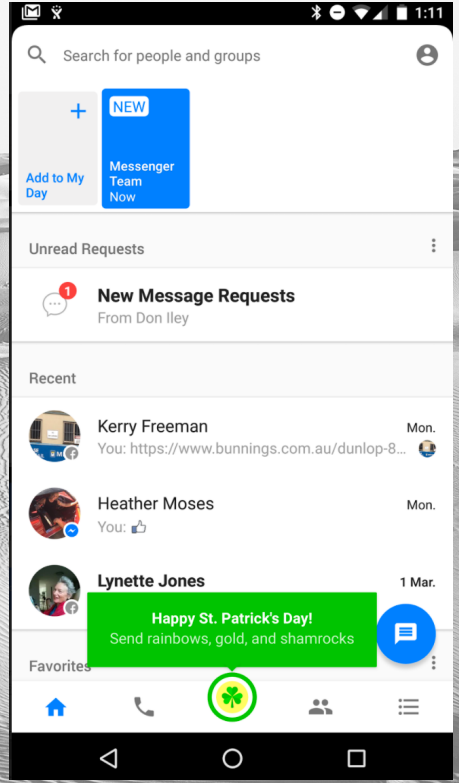

# Retain and Grow With Onboarding

# Pointzi

# The Big Guys do “progressive on-boarding”



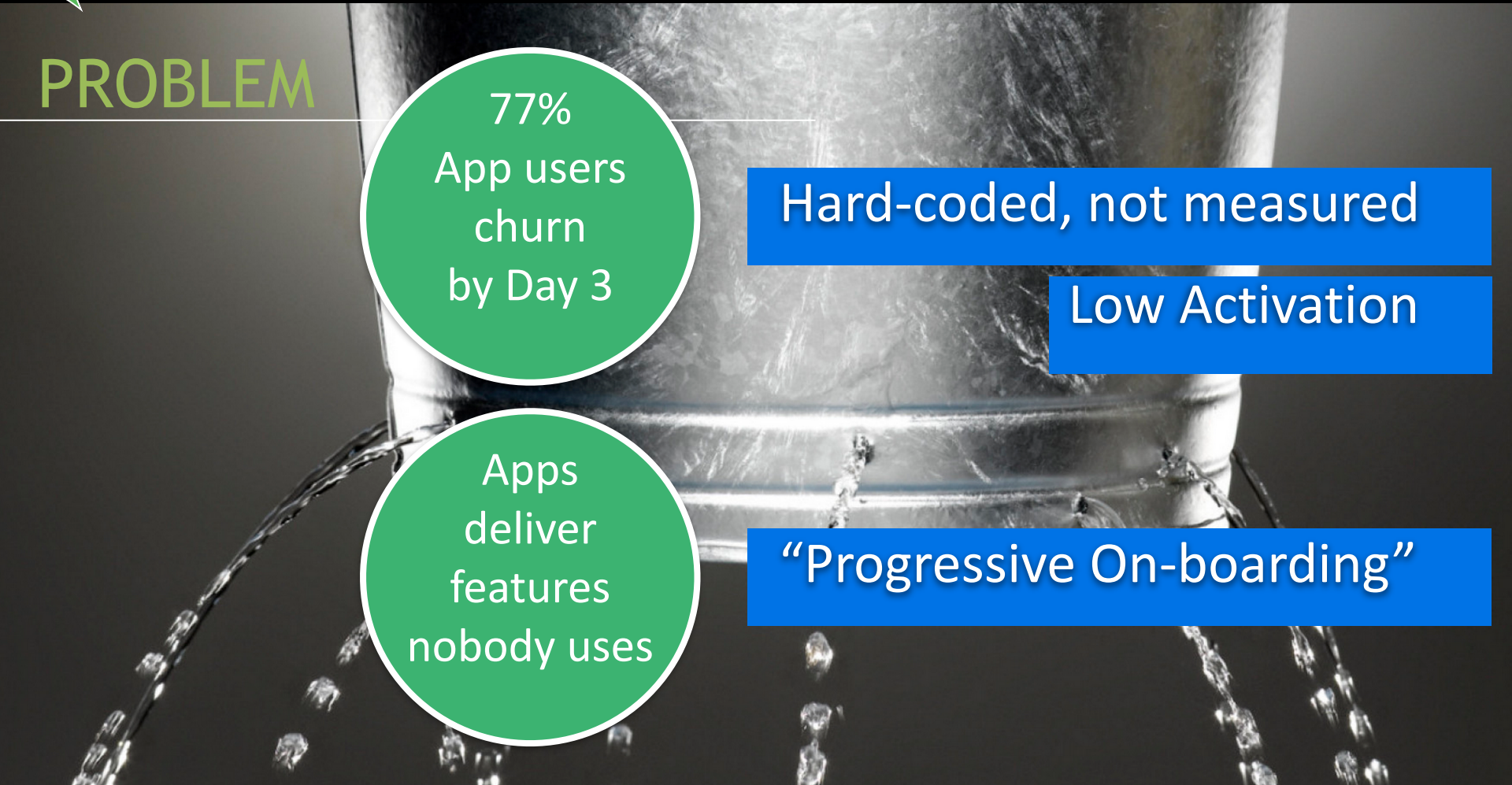



# PROBLEM

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

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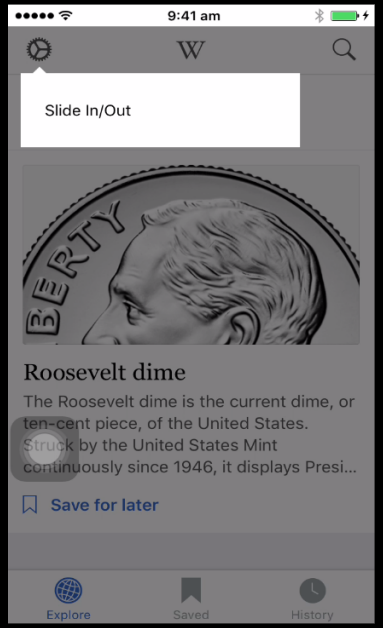
# On-boarding Super-powers for Normal Apps

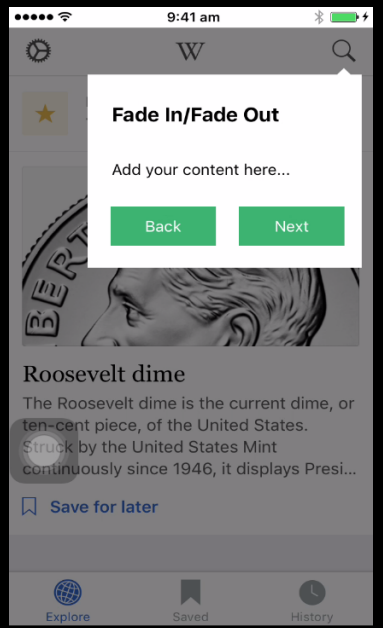
Easy to Create & Test

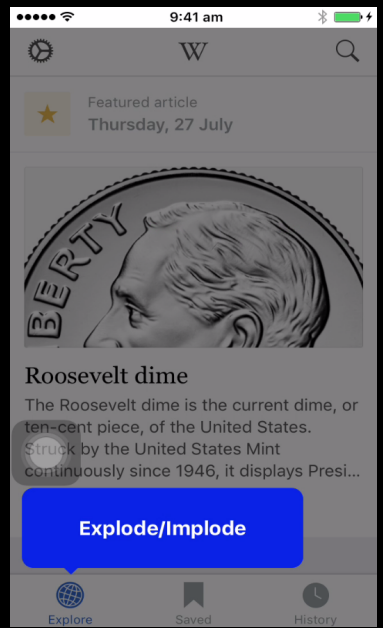
Segment and A/B Test

Uplift Analytics

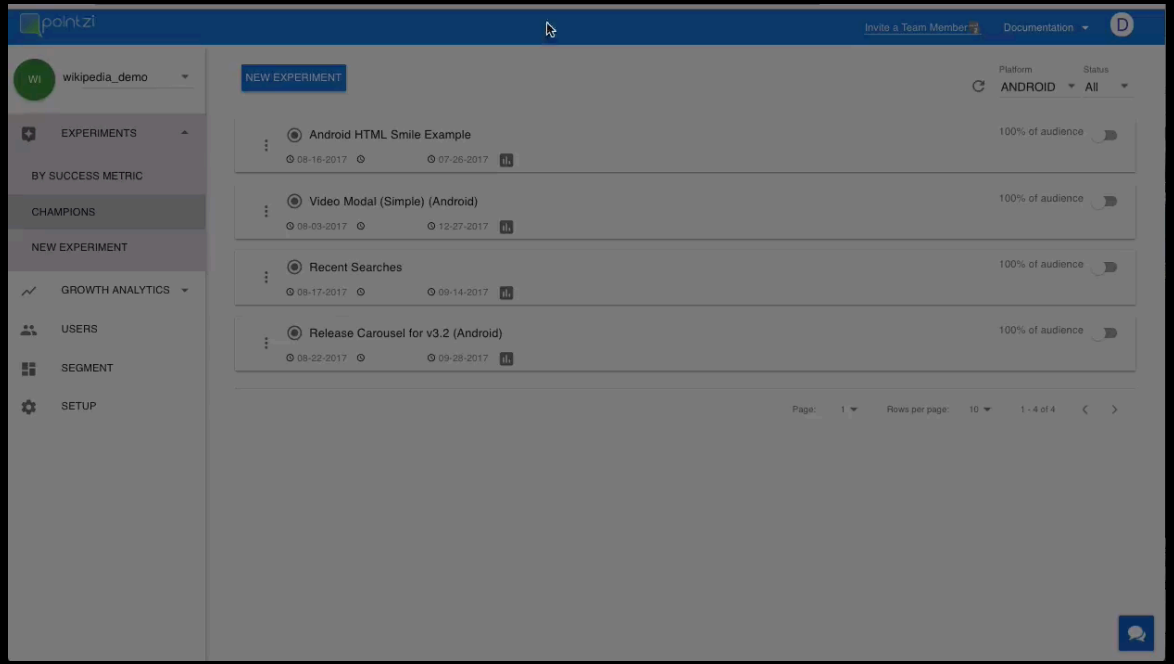
# Code-less Animated Tips/Modal/Tours

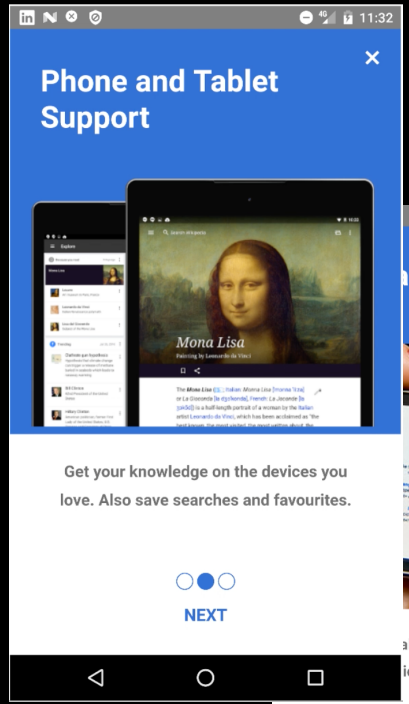


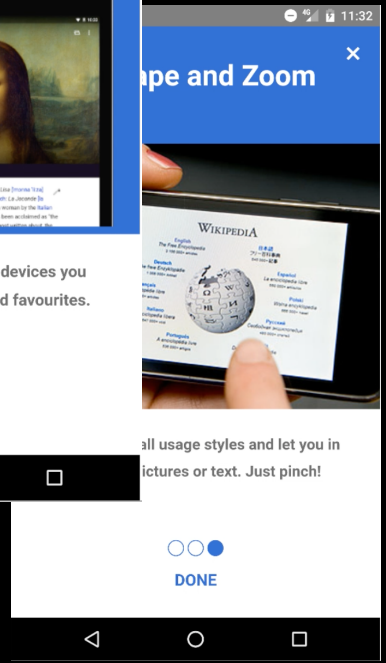



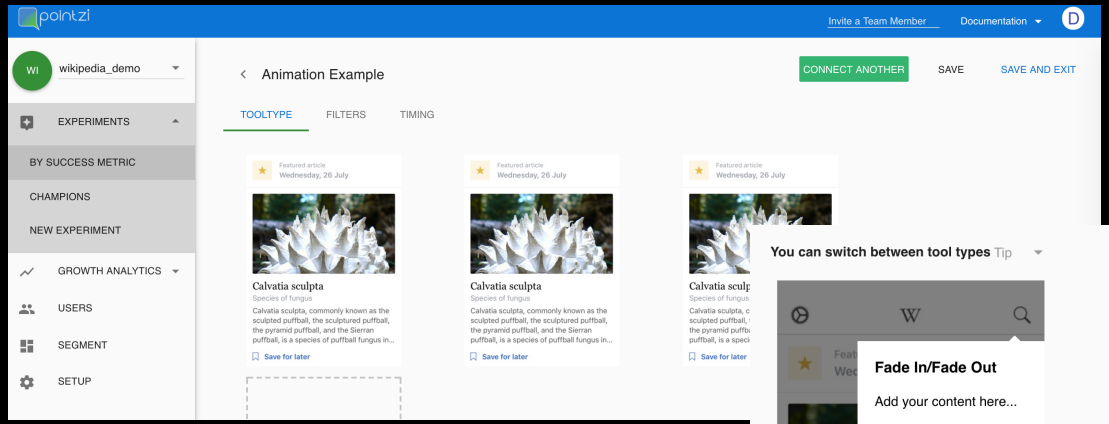



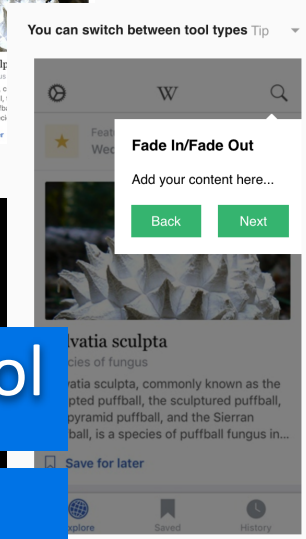
# Onboarding Carousels

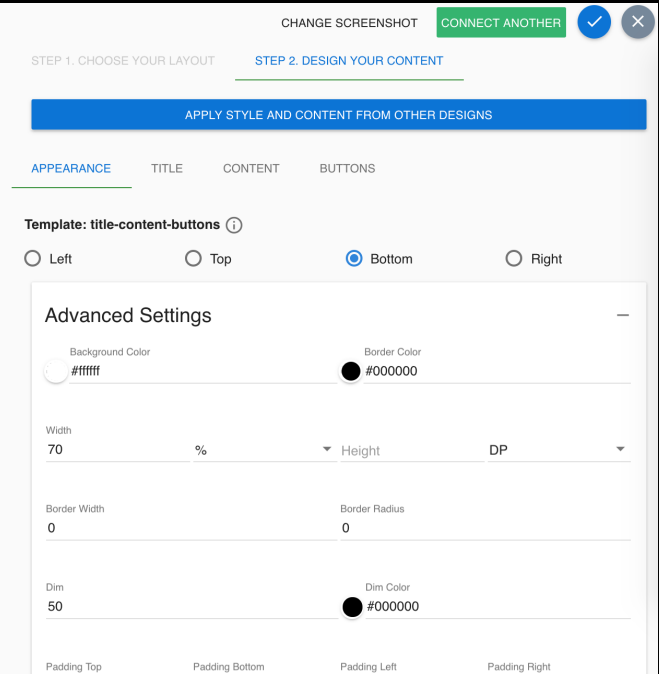


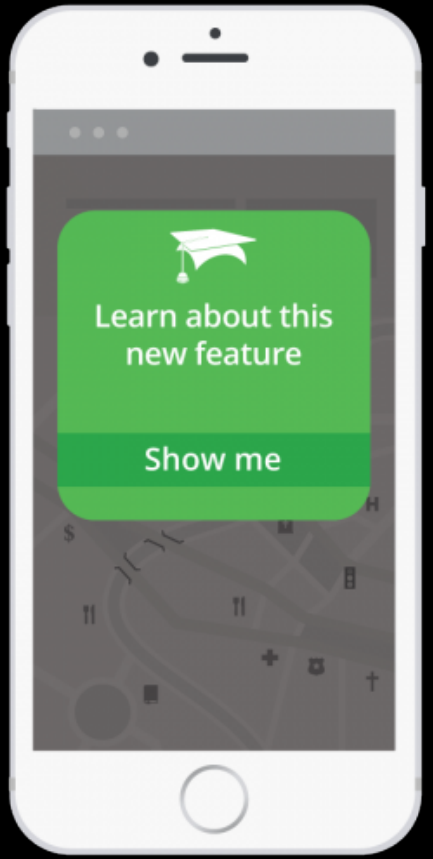


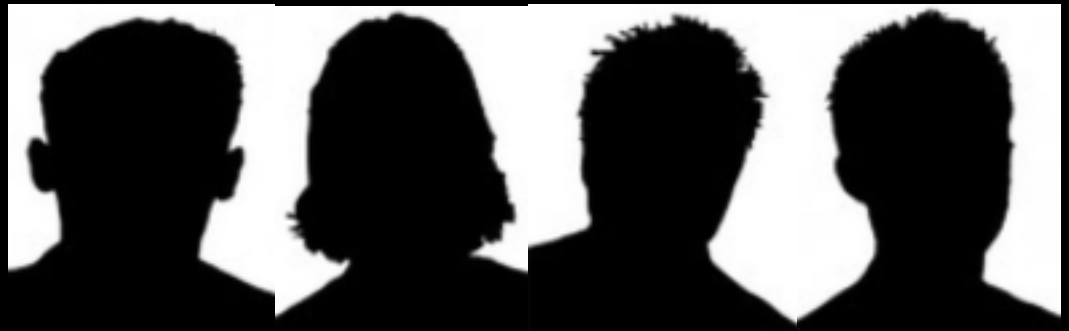




# Code-less Design Control

# Segment Targeting




# Who can design and deliver tips?



Devs

Product Managers

Customer Success

Growth Hackers

# A/B Splits

**AskPermissionActivity clicks** COMPARE

Profile Upload Tour — 50% of audience

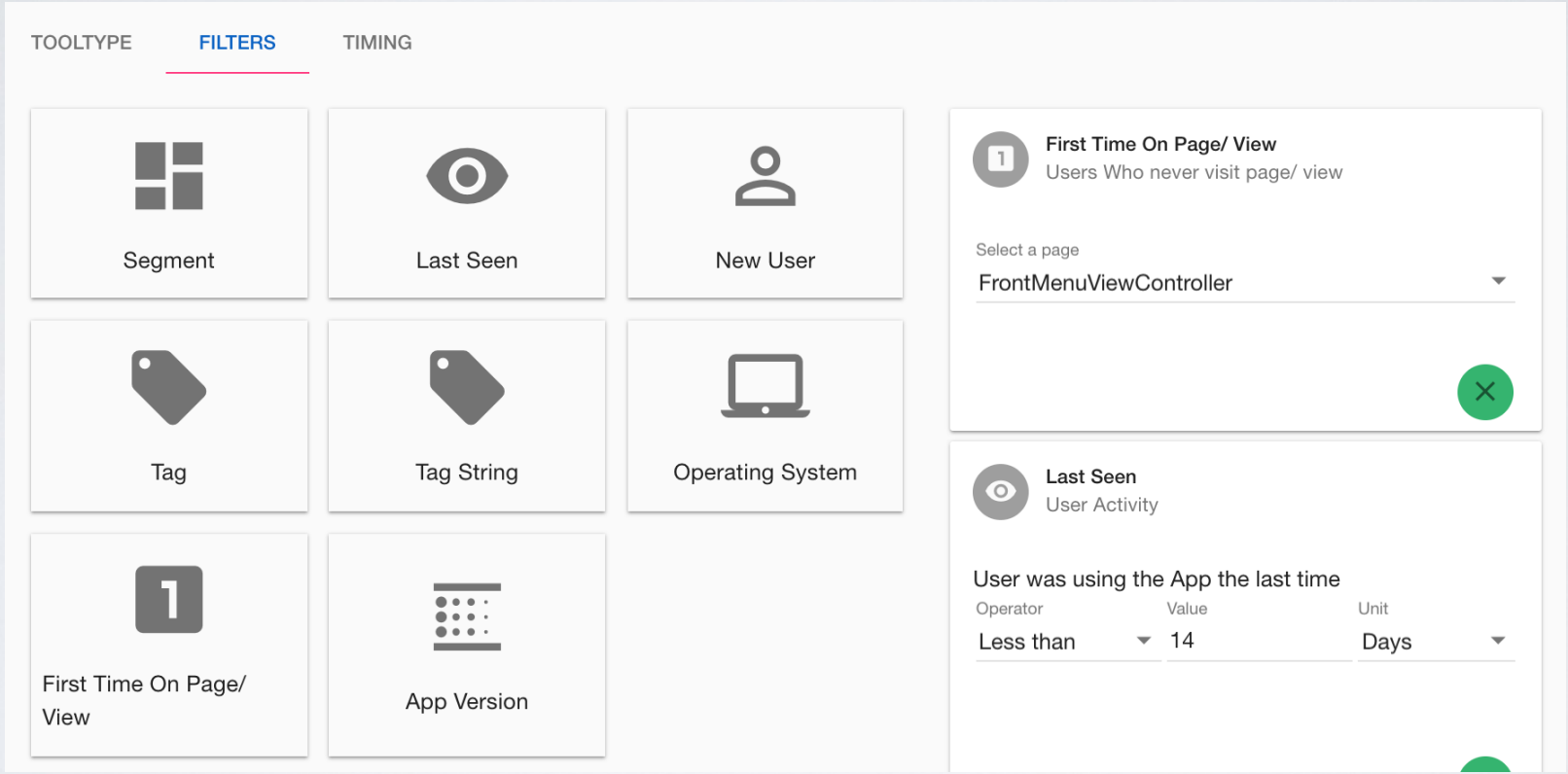
04-02-2017 05-02-2017

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



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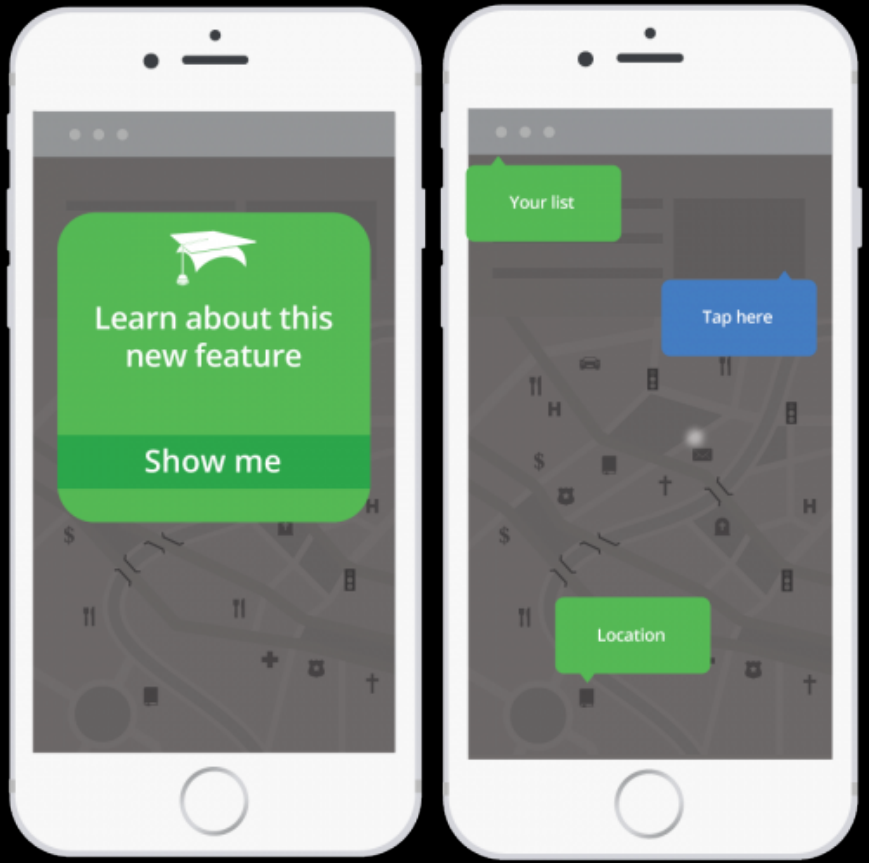


# Design and Deliver Mobile Onboarding Instantly

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