

Build engaging experience. Fast.

Collaborative No-code platform made for fast moving product and marketing teams. Ship customer experiences, get deeper insights and build stronger relationships



The screenshot displays the KappaX interface. At the top, the KappaX logo is visible. Below it, there are two user avatars: Jane and Patrick. The main area is divided into several panels:

- Actions Panel:** Contains 5 expressions:
 - Seek Base-video to 60 seconds
 - Hide Controls
 - Track user-signup-complete
 - Mute background-audio
 - Move Widget-controller to 40px
- Named Versions Table:**

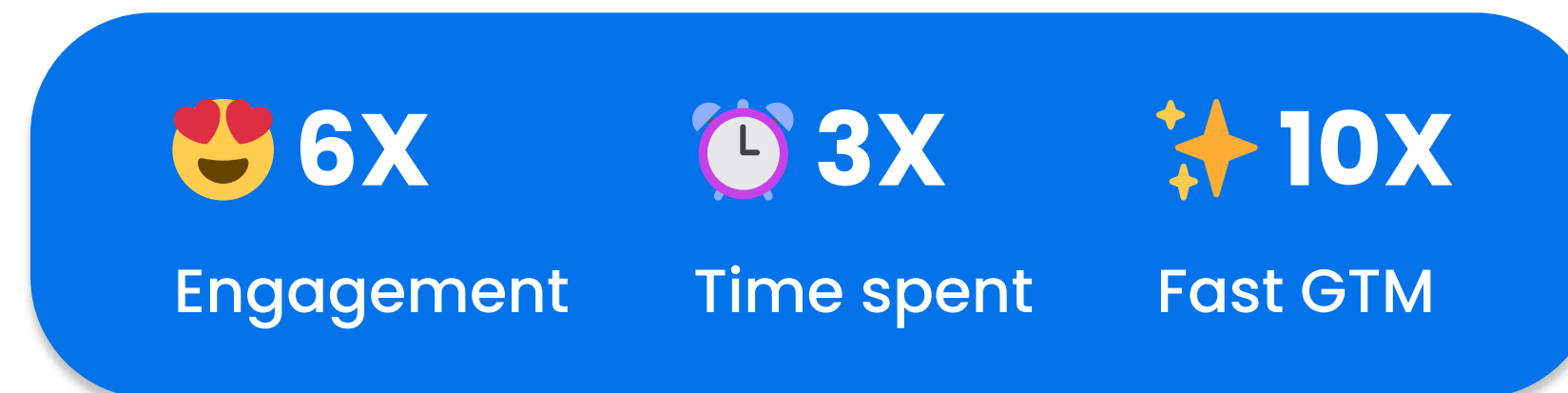
Version Name	Author	Timestamp	Status
Lead Generation experience	Subham Chauhan	47 pm 02/07/20	Live
Base experience	Subham Chauhan	47 pm 02/07/20	Ready
made for twitter	Subham Chauhan		Archived
- Performance Dashboard:**
 - Sessions: 141,000
 - Interactions: 14,100
 - Time spent: [unspecified]
 - Engaged sessions: 5,100
 - Cost: [unspecified]


A tooltip at the bottom left says "Drag and drop layouting".



Storytelling × Engagement

KappaX uniquely combines customer experience with interactive storytelling. It uses videos to capture user attention and drives brand action for each journey





Natasha, Credit Cards
Let me help you choose the right credit card for you. I can help you find the best fit.

Engage with a face

Record a selfie video and add CX workflows to make it a goal driven interactive experience.

Run quizzes, onboarding journeys, product recommendations etc to get **6X more engagement.**



James, Expert

Ask question



Shin lee, Skin expert
Tell me about your skin problems and I'll find you the right product



James, Stylist
I will help you choose the right footwear



Paulina, Wealth manager
I'm here to train you on your active money management



Elizabeth, Support agent
Talk to me for account related queries



Example on next page



Convert with Assisted Interfaces

Video assisted stepper forms for higher conversion rates. Put a face for every step of the journey. Capture and aggregate behavioural data for deep analysis and insights.

Plain form

Contact Form

Name: *

First name Last name

Email: *

Phone: *

Ask for demo

KappaX Interactive form

Ankur, Banking expert

Let me help you with the onboarding process. Please enter your name.

Your name

Next

Automated insights





Make it part of your product

Add KappaX widget to websites/Apps and engage with users instantly. Surface contextual experiences and gather anonymous behavioural data at each step of user journey.



Hi! I'm Rahul




Ask me anything the about banking with us

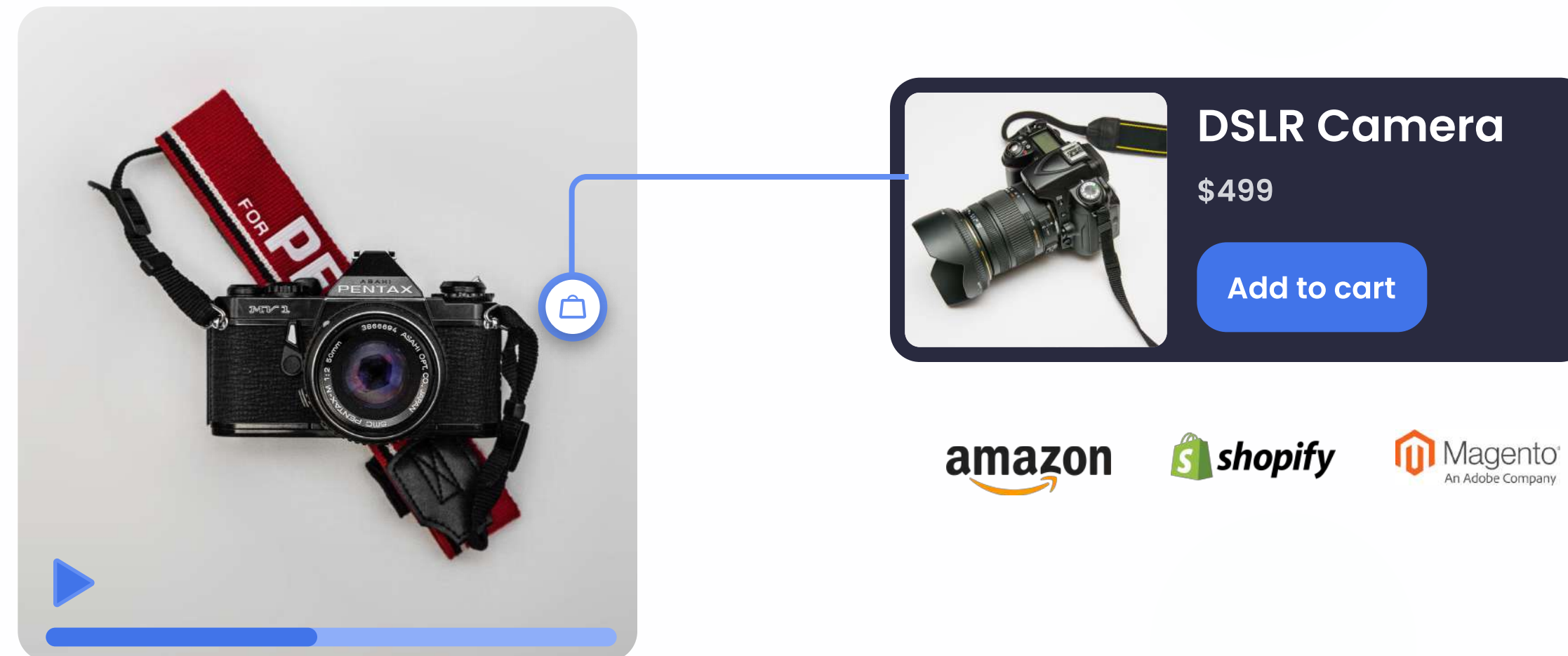
Interact now



Drive sales with Shoppable experiences

Make shopping fun with product tags and in-video navigation.
Upsell by unlocking new behaviours and patterns

-  **Showcase product**
Create a tap and buy shopping window of in-video products.
-  **In video carts**
Tap on the products you want to buy and add them to the cart.
-  **Wishlist**
Shortlist products in the experience and view them later.





Direct impact on Business

+60%

Increase Brand Recall

7X

Increased Purchase Intent

+15%

Higher Revenue

24hrs

Time to Go-to-market

200M

Data points tracked last month

0

High value tech resources



Scalable Technology

Unlocks never seen before collaboration among cross-functional teams with different KPIs

25M

Serving requests per week

40fps

Manipulate 1k layers in realtime

1 day

Learning time



Platform overview

Nocode platform for making content driven experiences. Made for fast moving teams. Drag and drop visuals, write workflows in English, gather insights in a day.

Interaction design

Define journeys and flows by writing English statements on the UI elements



Drag and drop UI design

Build a responsive UI by simply dragging and dropping components on the canvas



Data models

Define key value pair or tables to model in-memory data



Fast CMS

Upload content into your project via KappaX CMS



Analytics and insights

Integrated analytics engine that keeps track of user behaviour



How it works?

Team of UI/UX designer and Frontend developers can get started with KappaX in a day. Deploy Large scale projects in less than 48 hrs with the platform



Upload content



Design Layouts



Add a logic flow

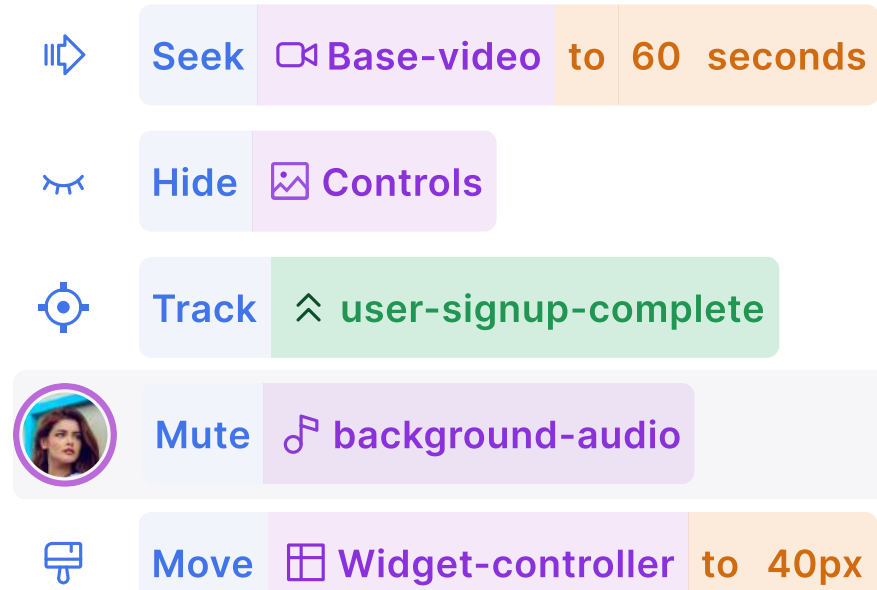


Publish & Analyze



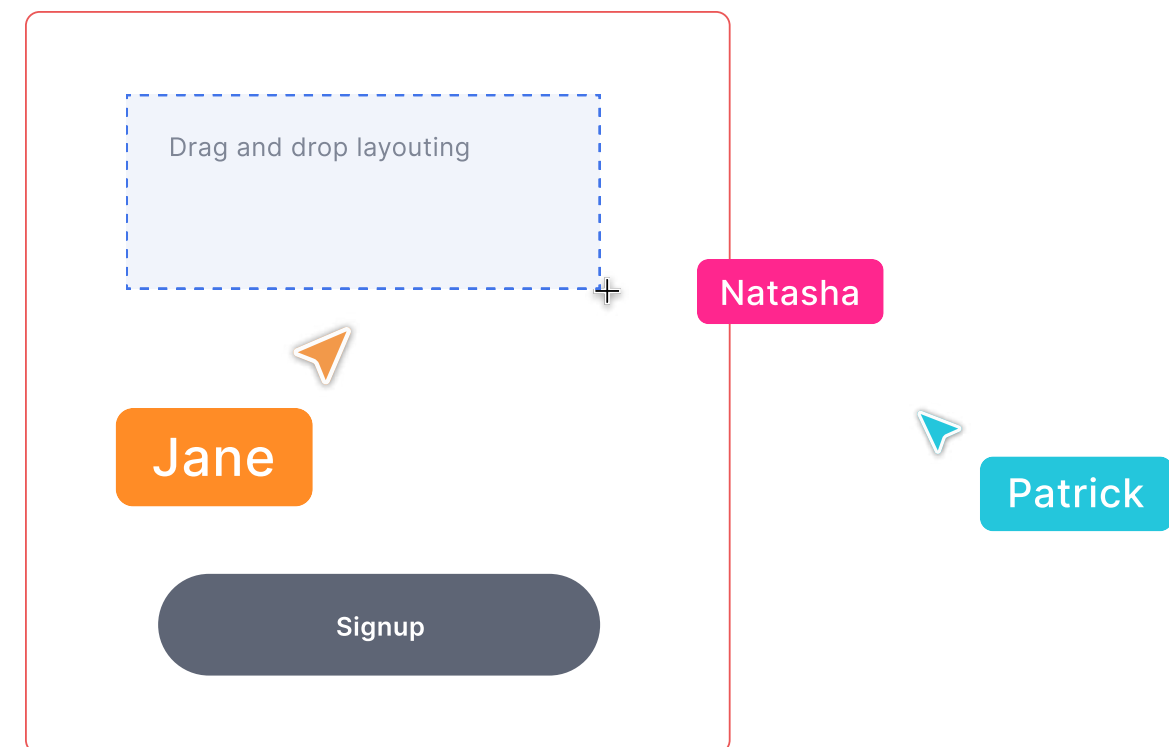


Feature highlights



Nocode scripting

World's first scripting language made to write workflows in English. Raising the bar on usability and accessibility for everyone. High level abstraction.

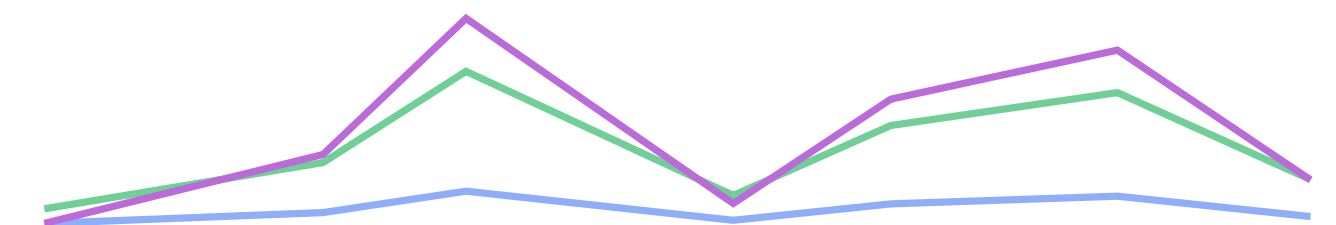


Creative workflow

Free hand layouting with multiplayer editing. Requires zero understanding of frontend languages. Make composite components, screens and templates.

Sessions ●

141,000



Deep Insights

Uncover engagement patterns, insights and Monitor project KPIs. Built for fast iteration and easy collaboration.



Team behind Kappa



Prashanto Das

Founder, Entrepreneur
Ex - Founder - Ping Network, Times Group, Bloomberg, Disney



Shubham Chauhan

Founder, Tech Entrepreneur,
IIT Bombay, SaaS founder



Arun Anant

Co-Promoter, Co-Founder TaxSutra,
Cybersaathi, Ex - CEO Bloomberg/UTV,
The Hindu, IIM Ahmedabad, IIT-BHU



Sriharsha Gangisetty

Co-Founder, Tech Entrepreneur, Product Developer, IIT Bombay

Click on names to open linkedin profiles





KappaX

Instant Experience engine built for brands to unlock new user behavior, drive retention, and increase engagement & revenue

✉ contact@kappax.io

🌐 [Product website - https://kappax.io](https://kappax.io)

♥ [See featured experiences at https://kappax.io/featured](https://kappax.io/featured)