What app developers are doing

One way referral - Share & get 125MB free space

Two way referral - Give $20; Get $20

Social pay - Buy or invite friends

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and many

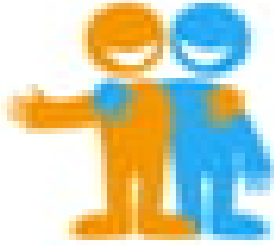
02 Select Growth Hacks Of Your Choice

Customer Retention

Preview

Retain your customers by offering discount coupon for their next purchase in return of a FB Share,Tweet and more.

Get Started



Refer-A-Friend

Preview

Reward your customers for referring their friends. Track downloads across platforms and mediums.

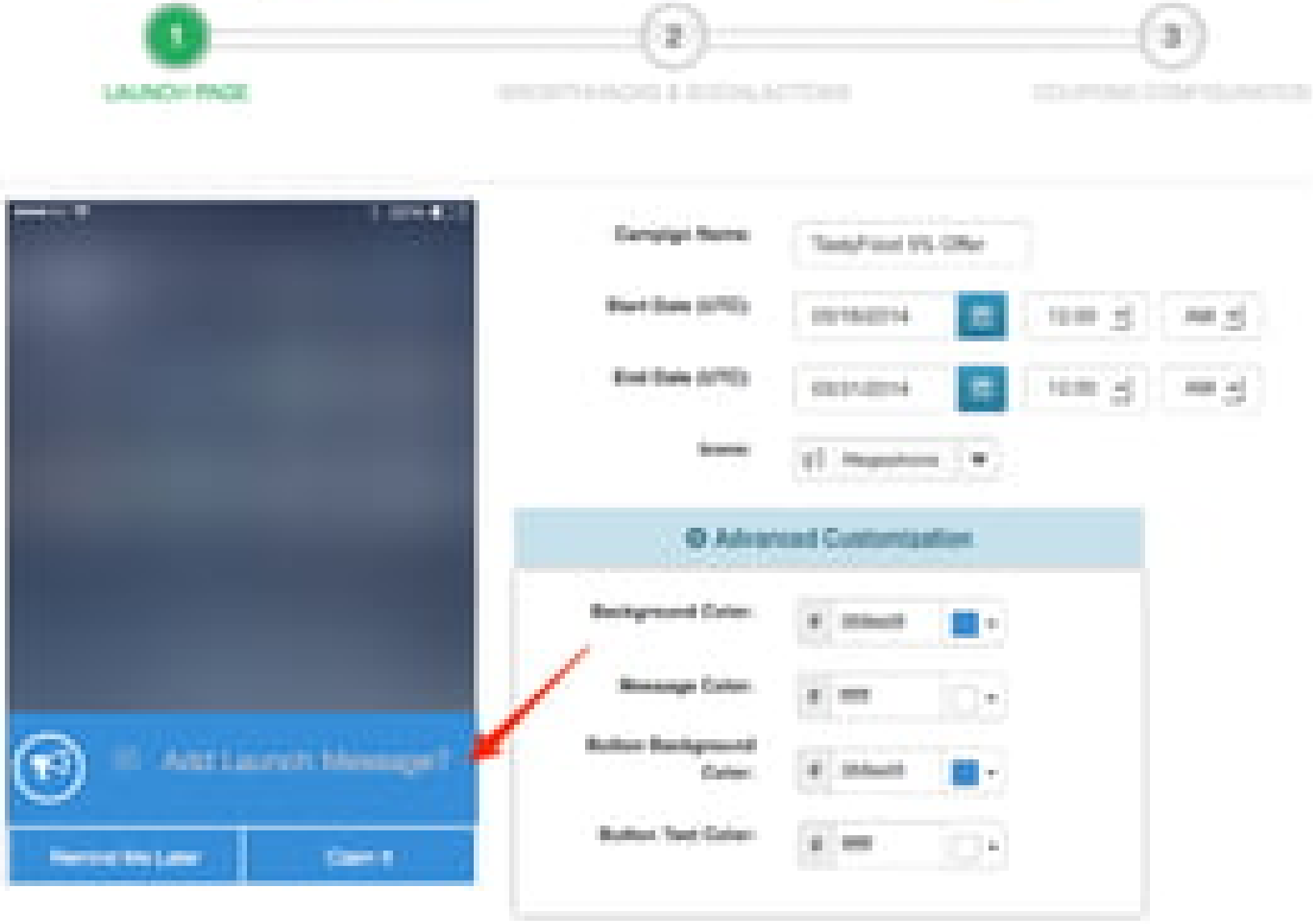
Coming Soon

Preview

Coming Soon

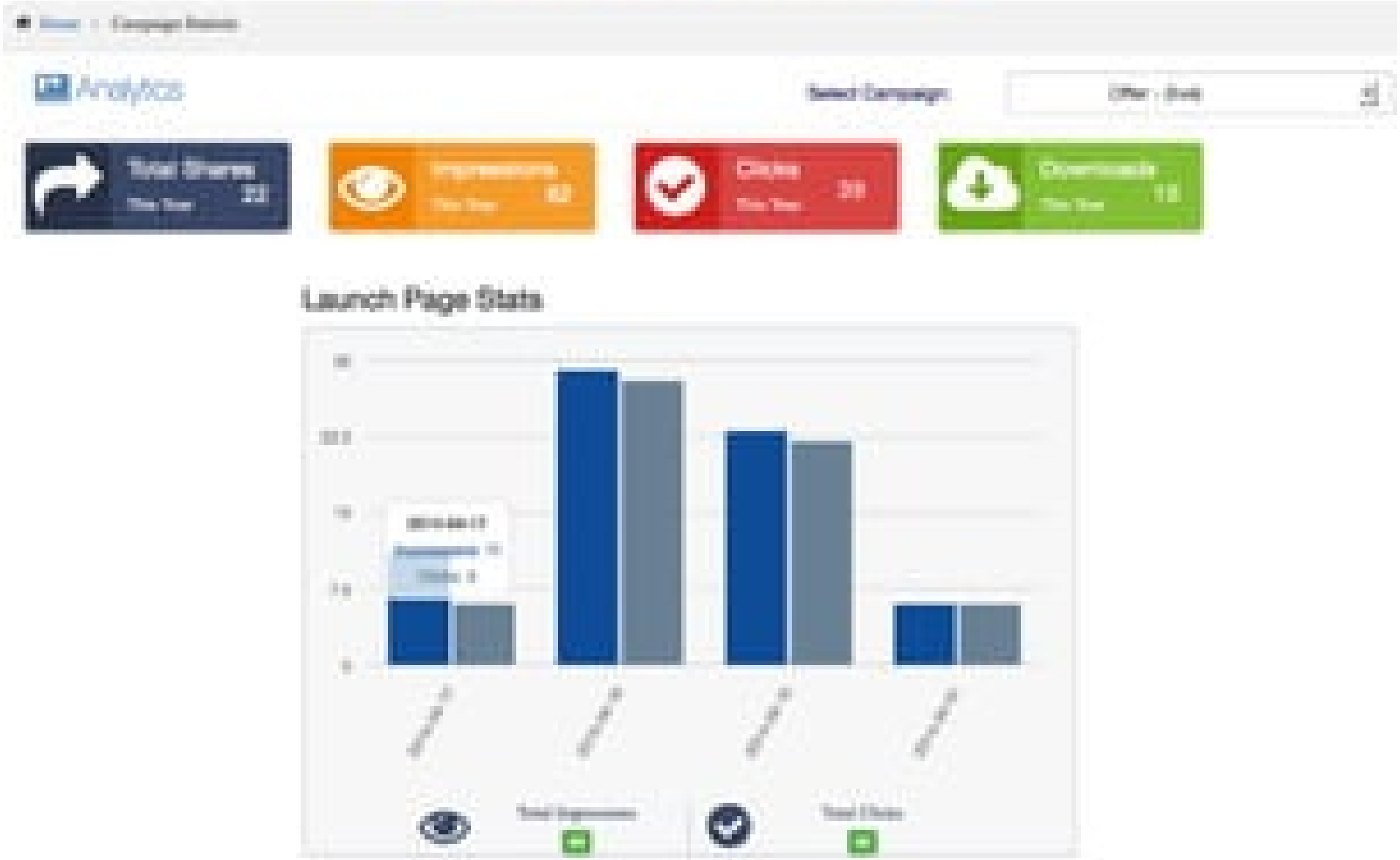
Recommendation engine helps app developers in identifying the right growth technique at every state of the business.

03 Configure & Schedule the Hack

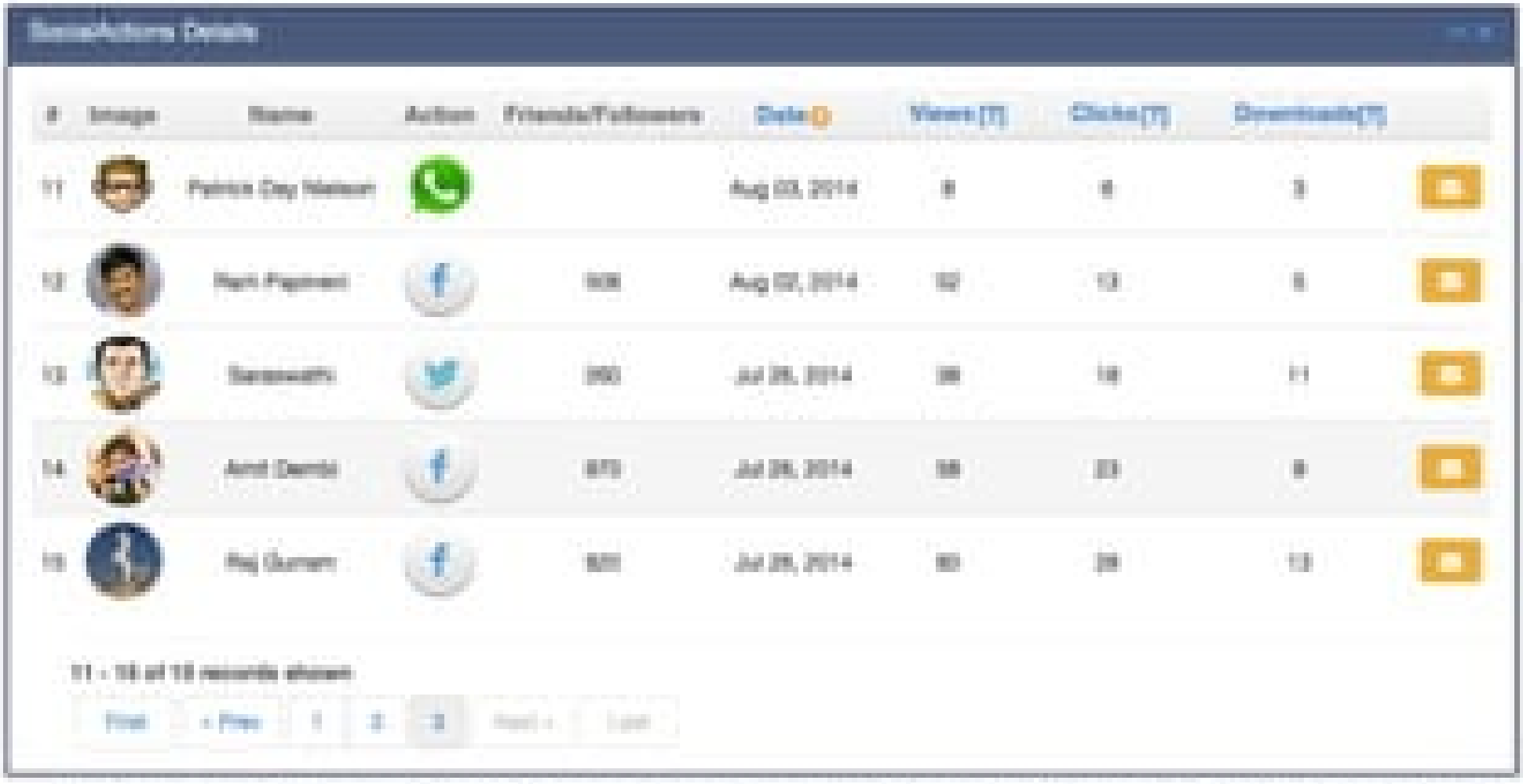


Businesses use their App Virality dashboard to customize and configure growth campaigns without worrying about making changes to code, updates to play/app store etc.

04 Track Downloads & Social Actions



Advanced analytics give businesses deep insights about their growth campaigns with meaningful data to iterate and succeed fast.



Businesses can track everything right from number of users endorsed to performance of each individual user's endorsement. Identify top influencers and make use of them for further promotions.

Key Features

WYSIWYG Dashboard

Powerful dashboard to control everything. No coding

User Targeting

Target users based on behaviour, location, events, etc.

Actions

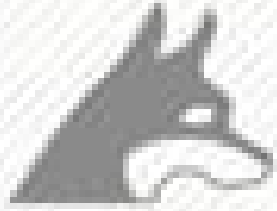
Multiple actions to choose from - Social, Polls, Survey, Feedback, etc.

Track Installations

Track engagement/downloads from any source across platforms.

Fraud Detection

Reward only those who deserve. Identify and prevent fraud referrals.



A/B Testing

Right combination of what, when, where and how to leverage more.

Team behind AppVirality

Laxman Papineni
Founder & Business

Ram Papineni
Co-founder & Product

Madhu Manne
First hire & Product

ORACLE
Infosys
WIPRO
CMC Limited
make ideas
Startup Leadership

• Team consists of folks with 1 exit & 1 failed venture under their belt.

Advisors

Mohit Saxena

Co-founder

inmobi

Shyamal Mehta

CEO

TechTini

Batch #4 - Microsoft Accelerator, Bangalore.

Customer acquisition route

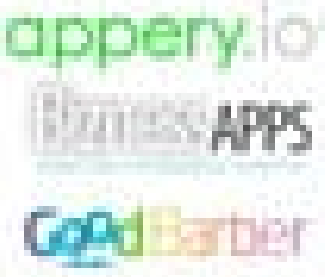
Channel

- Search Engine Optimization
- Search Engine Marketing
- Presence on social media
- Creating repository of content

- Attending and organizing conferences
- Creating and cultivating developer groups

- Getting marquee clients
- Strategic partnerships to enhance distribution channel

Key Players



App Virality

Growth Hacking Toolkit For Mobile Apps

What does an app developer want

What successful Apps are doing

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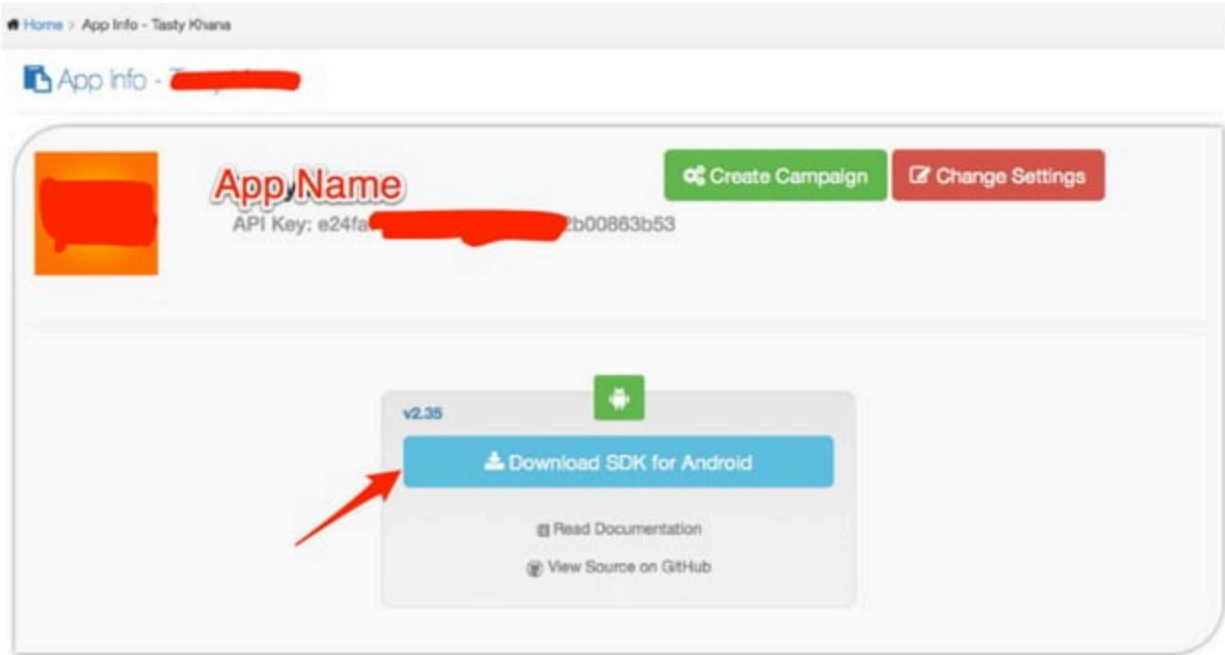
Our Solution - App Virality

App Virality helps app developers to identify and implement the right growth techniques, within minutes. No coding required

- Light weight SDK
- WYSIWYG dashboard
- Recommendation engine
- In-depth analytics
- A/B testing

01 Integrate with AppVirality



We have built light weight (120 KB) SDK that can be integrated within 10 minutes.

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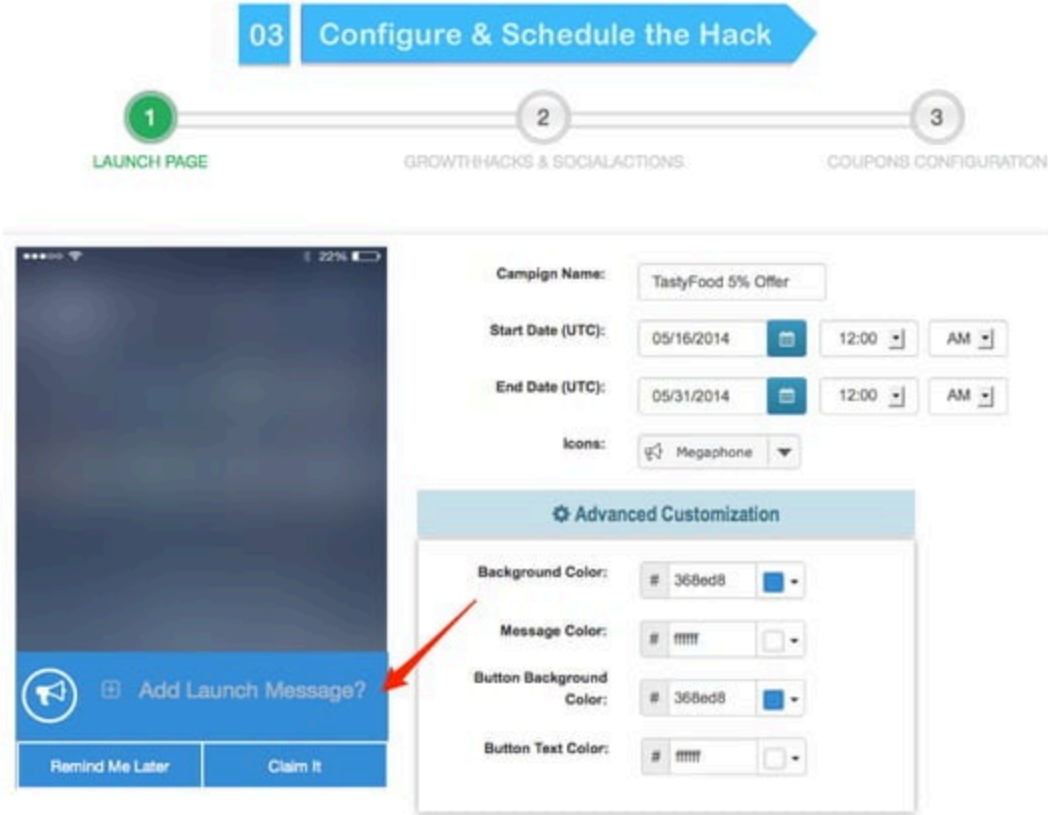

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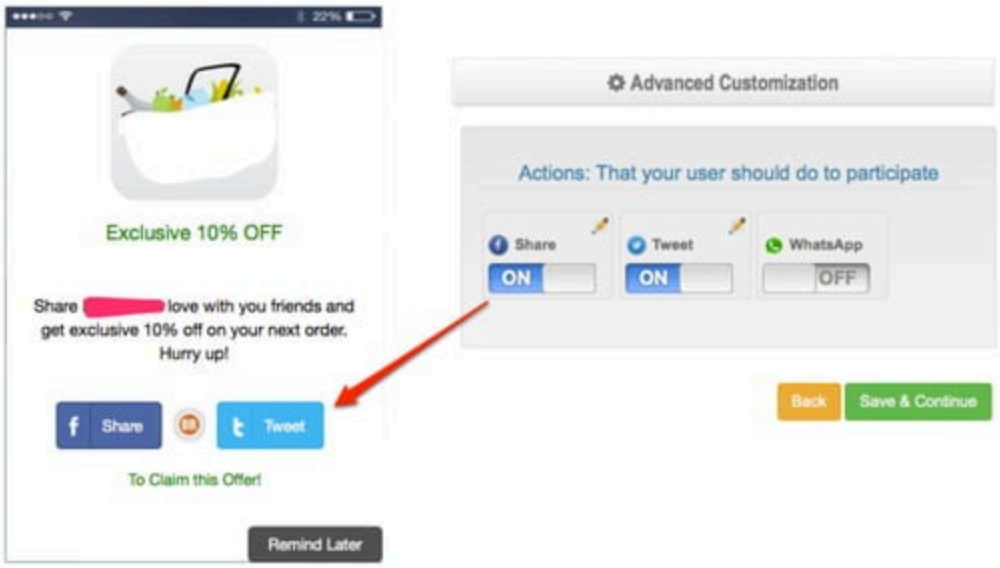
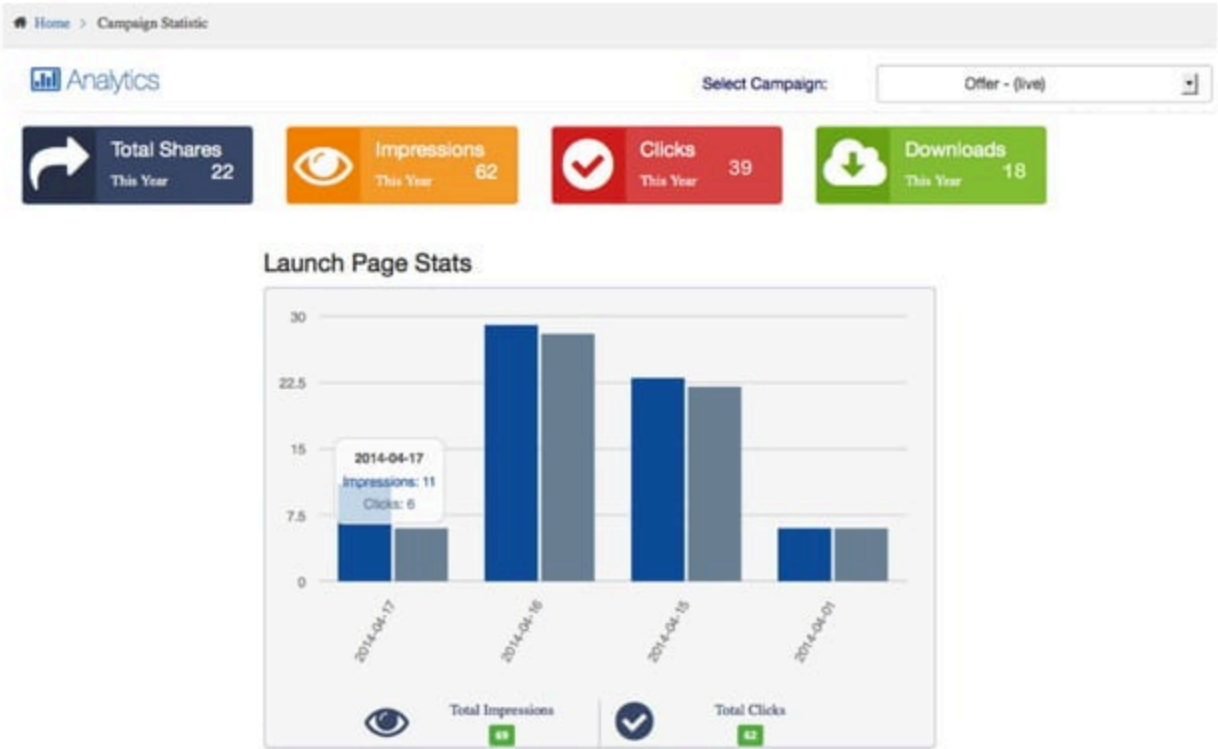


Businesses can select actions of their choice, it could be Facebook, Twitter, Poll, Survey, Feedback, Review, etc

04 Track Downloads & Social Actions



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SocialActions Details

#	Image	Name	Action	Friends/Followers	Date	Views [?]	Clicks [?]	Downloads[?]	
11		Patrick Day Nielson			Aug 03, 2014	8	6	3	
12		Ram Papineni		508	Aug 02, 2014	52	13	5	
13		Saraswathi		260	Jul 26, 2014	38	18	11	
14		Amit Dembi		970	Jul 26, 2014	58	23	9	
15		Raj Gurram		820	Jul 26, 2014	60	28	13	

11 - 15 of 15 records shown

First « Prev 1 2 3 Next » Last

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CEO

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Market Size

Source: Gartner Inc.

Pricing Model

Monthly subscription, Pay as you grow.

Free up to 10,000 MAU's

After that it's $2 for every 1,000 MAU's

Example: 300k MAU app pays $600 monthly and $7,200 Yearly