

## 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



**Sweepstakes** - Participate & Win

and many

What works for  
my app





## 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

1  
LAUNCH PAGE

2  
BROADCAST HACKS & SOCIAL ACTIONS

3  
SCALING COMPLAINTS



Campaign Name:

Start Date (UTC):

End Date (UTC):

Store:

#### Advanced Customization

Background Color:

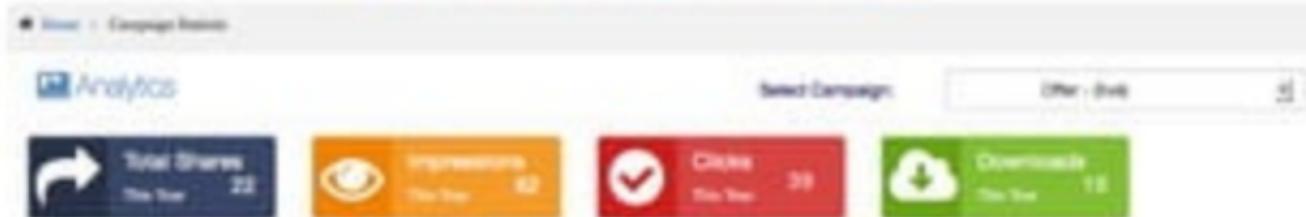
Message Color:

Button Background Color:

Button Text Color:

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



### Launch Page Stats



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

## Sponsored Ads Details

#	Image	Name	Action	Friends/Followers	Date	Views [?]	Clicks [?]	Downloads [?]	
11		Parvix Day Nelson			Aug 03, 2014	8	6	3	
12		Mark Pageant		938	Aug 02, 2014	92	13	6	
13		Saranwathi		390	Jul 26, 2014	38	18	11	
14		Anil Dandi		870	Jul 26, 2014	58	23	9	
15		Raj Gurnani		800	Jul 26, 2014	80	38	13	

11 - 15 of 15 records shown

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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 behavior, location, events, etc.



## Actions

Multiple actions to choose from: Social, Polls, Surveys, Feedback, etc.



## Track Installations

Track engagements/downloads from any source across platforms.



## Fraud Detection

Forward 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



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

## Advisors



Mohit Saxena

Co-founder

inMOBI



Shyamal Mehta

CEO

TechJini



Batch #1 - Microsoft Accelerator, Bangalore.

# Customer acquisition route

Online Channels

Influencing Influencers

Direct Sale

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

Home > App Info - Tasty Khana

App Info - [REDACTED]



App Name

API Key: e24fa [REDACTED] b00863b53

Create Campaign

Change Settings

v2.35



Download SDK for Android

Read Documentation

View Source on GitHub

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



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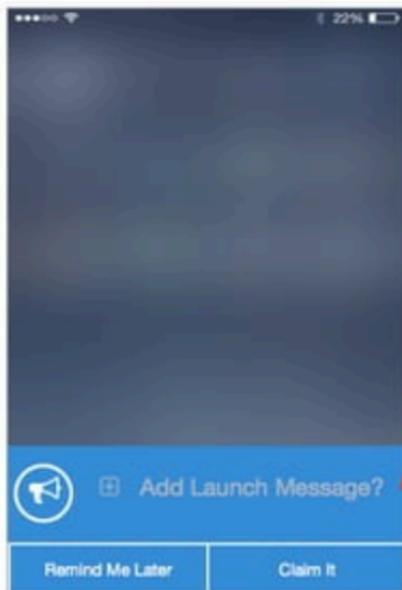
LAUNCH PAGE

2

GROWTH HACKS & SOCIAL ACTIONS

3

COUPONS CONFIGURATION



Campaign Name: TastyFood 5% Offer

Start Date (UTC): 05/16/2014 12:00 AM

End Date (UTC): 05/31/2014 12:00 AM

Icons: Megaphone

### Advanced Customization

Background Color: # 368ed8

Message Color: # ffff

Button Background Color: # 368ed8

Button Text Color: # ffff

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COUPONS CONFIGURATION

The image displays a coupon configuration interface. On the left is a mobile preview of a coupon card. The card features a shopping basket icon, the text "Exclusive 10% OFF", and a promotional message: "Share love with you friends and get exclusive 10% off on your next order. Hurry up!". Below the message are "Share" and "Tweet" buttons. At the bottom of the card is a "Remind Later" button. On the right is the "Advanced Customization" panel. Under the heading "Actions: That your user should do to participate", there are three action cards: "Share" with an "ON" toggle, "Tweet" with an "ON" toggle, and "WhatsApp" with an "OFF" toggle. A red arrow points from the "Share" toggle in the customization panel to the "Share" button in the mobile preview. At the bottom right of the customization panel are "Back" and "Save & Continue" buttons.

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

## 04 Track Downloads & Social Actions

Home > Campaign Statistic

Analytics

Select Campaign:

Offer - (live)

 **Total Shares**  
This Year **22**

 **Impressions**  
This Year **62**

 **Clicks**  
This Year **39**

 **Downloads**  
This Year **18**

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## SocialActions Details

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14		Armit Dembl		970	Jul 26, 2014	58	23	9	
15		Raj Gurrar		820	Jul 26, 2014	80	28	13	

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# Advisors



Mohit Saxena

Co-founder

**INMOBI**



Shyamal Mehta

CEO

TechJini



Batch #4 - Microsoft Accelerator, Bangalore.

## Market Size

Mobile Ad spend

**\$18B**

by 2014

Download costs

**\$1 to \$3**

## 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