

Turn your existing
Mobile Analytics
Into
Marketing
Automation

David Jones *Founder & CEO*



TEAM 15 years together

8x exit
\$300M+
company



David Jones
CEO



Linda Fernandez
VP Customer Growth



Tobias Fielitz
CTO

Apps that make money...

Sector: Retail

Downloads: 483,000

Analytics: Installed



PROBLEM

77%
App users
churn
by Day 3

Huge Waste & Lost Revenue

No Marketing Automation

Analytics is not Actionable

Cobble-together Siloed

Ignores Existing Analytics

Duplicate Data

Duplicate SDKs (& crashes!)

Months to rebuild data
and get results

branch
analytics



Kahuna

CONNECT YOUR ANALYTICS

Segment.io

mixpanel

FLURRY

Up and Running in Hours

Push

Email

Deeplinks

InApp Content

Custom Audiences

RESULTS & CUSTOMERS

120% better
Day3
Retention

>250%
Activation
Uplift

**Customer
Apps in:**

Retail
Internet Banking
Real Estate

Loyalty
Travel
Games

David Jones | david@streethawk.com | <https://angel.co/streethawk>



...let's talk

Founder Funded
\$600K



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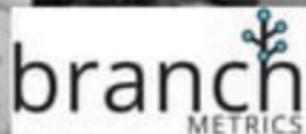
Cobble-together Siloed Tools

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branch
METRICS



Localytics



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90 DAY TRACTION

3.5x MAU growth



HUGE & GROWING ADDRESSABLE MARKET

Distribution leverages the existing Analytics Installed Base



350M users

65K Apps



Need Automation*

* Within 2 years Mobile Marketing Automation will be the default

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