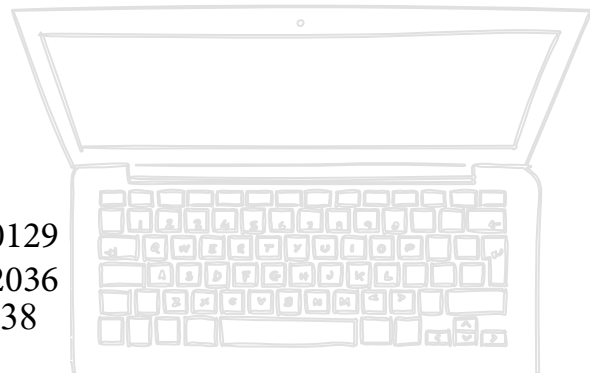


Rethinking messaging-based customer communications

attentive

IPR2024-00129
Attentive Mobile EX-2036
Page 1 of 38



WHO WE ARE

We previously built the leading global platform for mobile app retargeting, TapCommerce, acquired by Twitter in July 2014. We then led Twitter's mobile performance marketing business.

WHAT WE DO

Messaging-based customer communication platform

INVESTORS

Top venture capital firms along with executives from Google, Twitter, and Pinterest

PRIOR EXPERIENCE WITH LEADING BRANDS



LEADERSHIP



Brian Long
CEO & Co-Founder of Attentive
Previously: CEO & Co-Founder at TapCommerce
Sr. Director, Mobile Advertising at Twitter



Andrew Jones
VP Product & Co-Founder of Attentive
Previously: VP Product & Co-Founder at TapCommerce
Sr. Product Manager, Mobile Performance Ads at Twitter

Trends

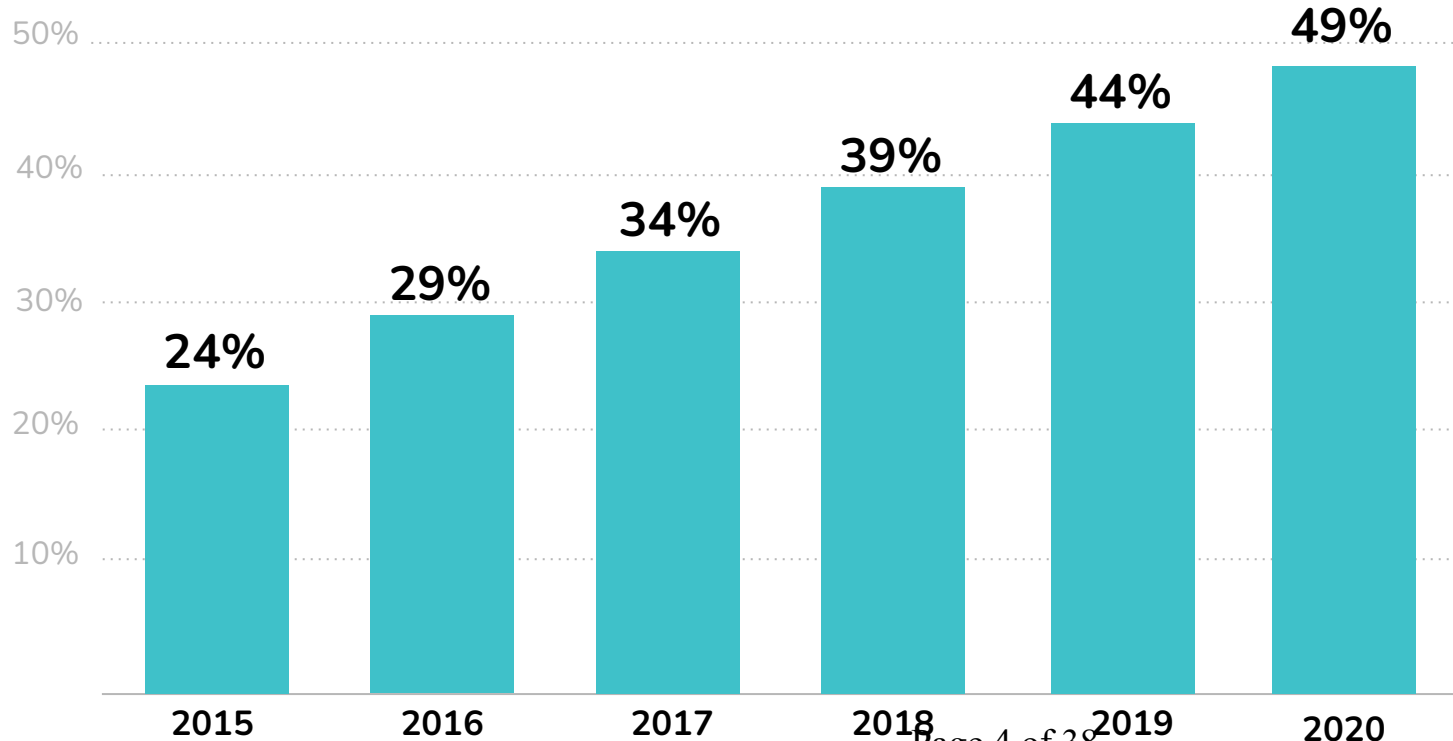
Product

Benchmarks

Getting Started

Mobile commerce continues to skyrocket

US MOBILE COMMERCE SALES AS % OF TOTAL E-COMMERCE SALES



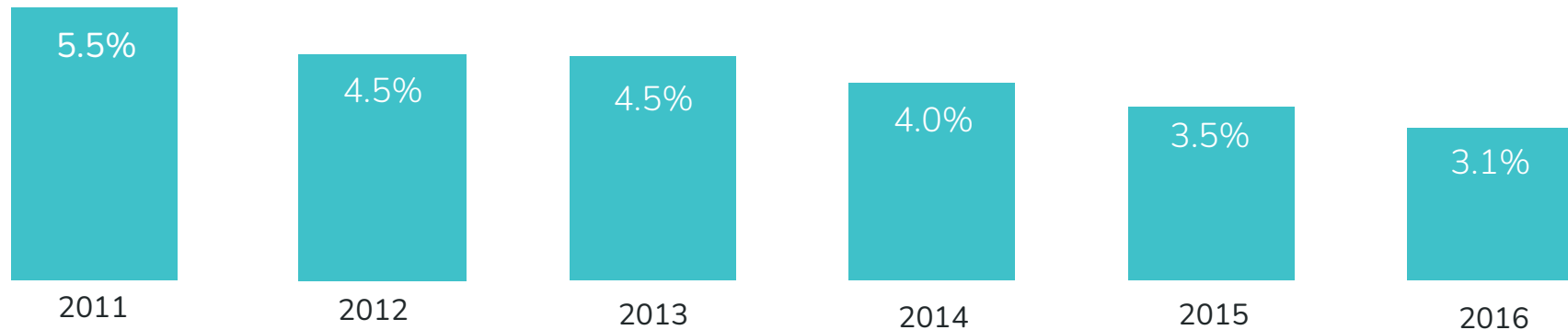
Email is still valuable, but faces challenges...



Declining Open-Rates & Engagement
<20% open rate, <3% CTR



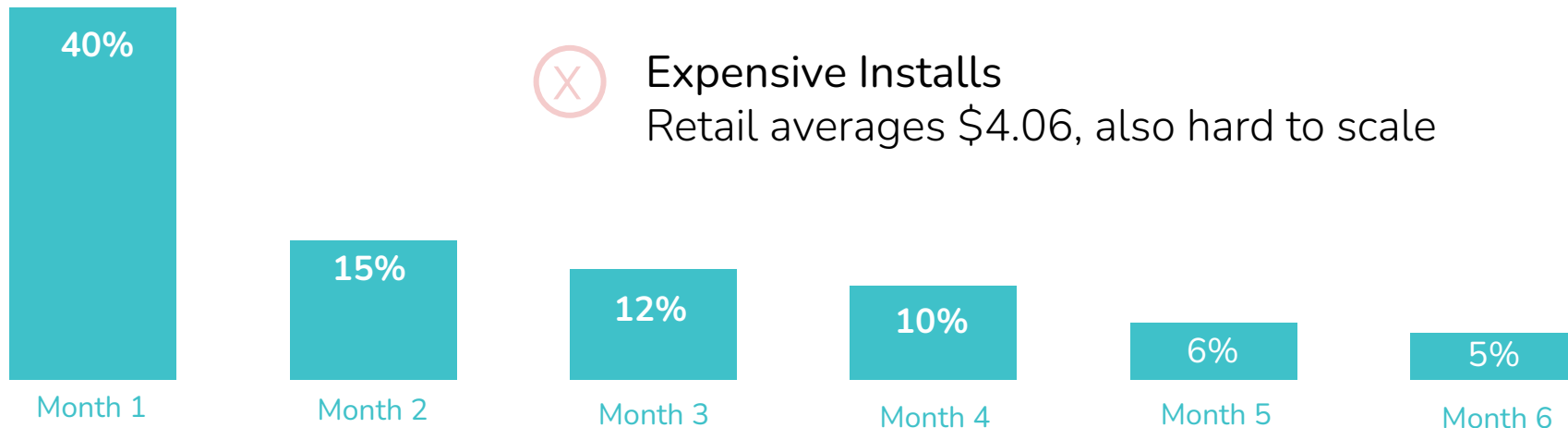
Expensive Personalization
FB Custom Audiences more expensive



AVERAGE MARKETING EMAIL CTR, NORTH AMERICA

Mobile app traffic is expensive to drive and maintain

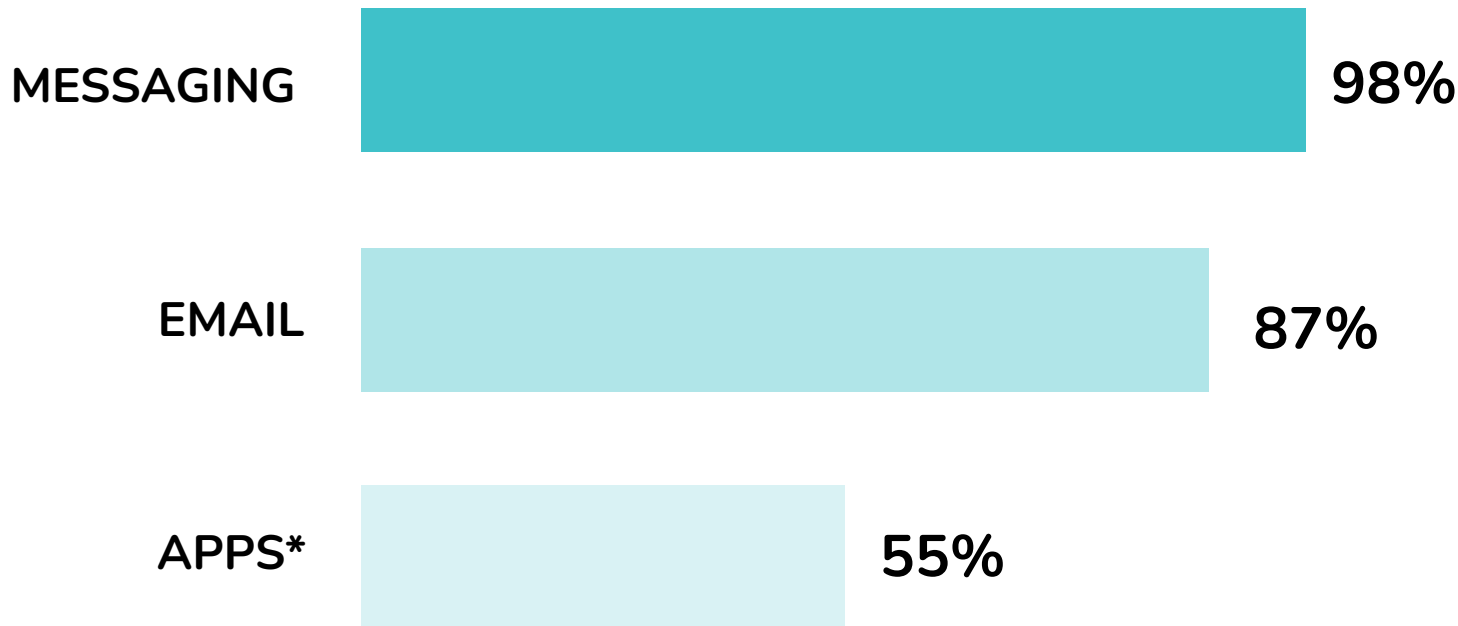
- ⊗ Low Retention
Only 5% of users retained after 6 months
- ⊗ Low Push Notification Opt-in
Only 37% opt in and falling, 8% open rate
- ⊗ Expensive Installs
Retail averages \$4.06, also hard to scale



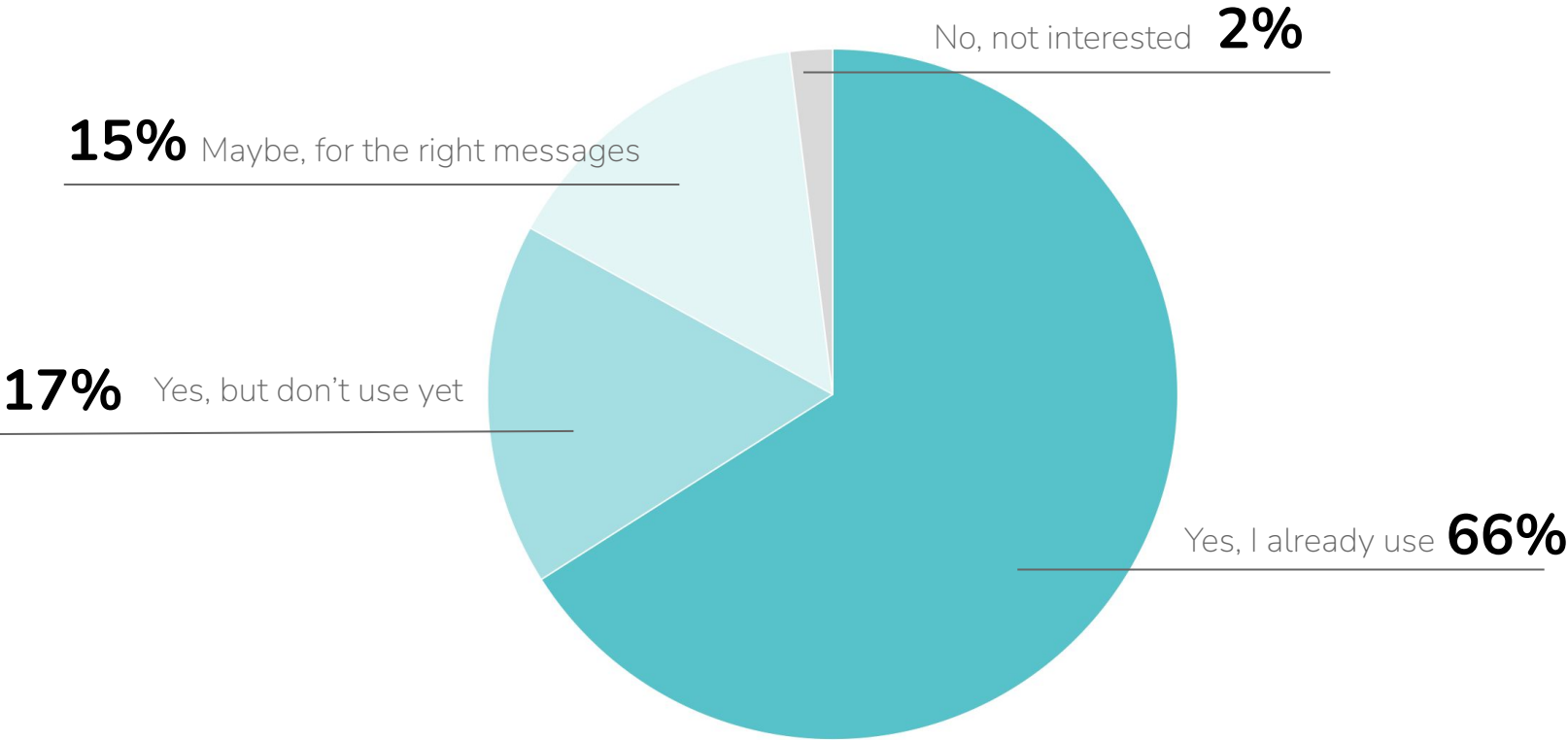
AVERAGE MOBILE APP RETENTION BY MONTH AFTER INSTALL

Messaging is the most popular smartphone usage

MOBILE PHONE FEATURE USE, US ADULTS



98% of consumers are open to messaging-based marketing



Q: Would you sign up to receive text messages from businesses?

Messaging can be a fantastic marketing channel



99% Message open rates

30.5% Click-through rates

What's wrong with existing messaging-based marketing?



- ⊗ **Hard to get customer signups**
- ⊗ Messages are **not relevant**
- ⊗ Carriers **previously charged** for messages

How can we make it easy
to grow subscribers, deliver personalized
messages, and increase mobile conversions?





Trends

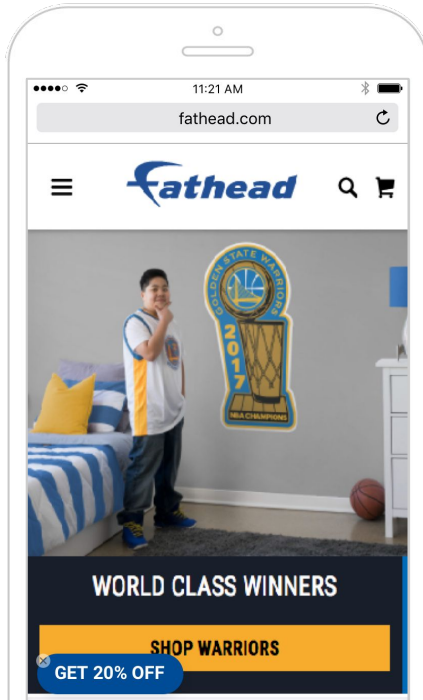
Product

Benchmarks

Getting Started

attentive

MESSAGING-BASED MARKETING PLATFORM

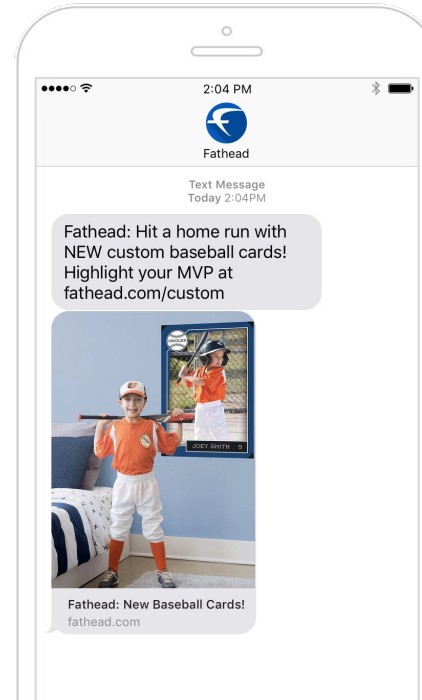


BUILD: TOOLS TO ADD SUBSCRIBERS FAST

Patent-pending
deeplinking sign-up

Use web-traffic, social,
paid media, checkout, and
in-store

Integration tailored
for your business



SEND: PLATFORM FOR SENDING MESSAGES

Rich & easy
composition tools

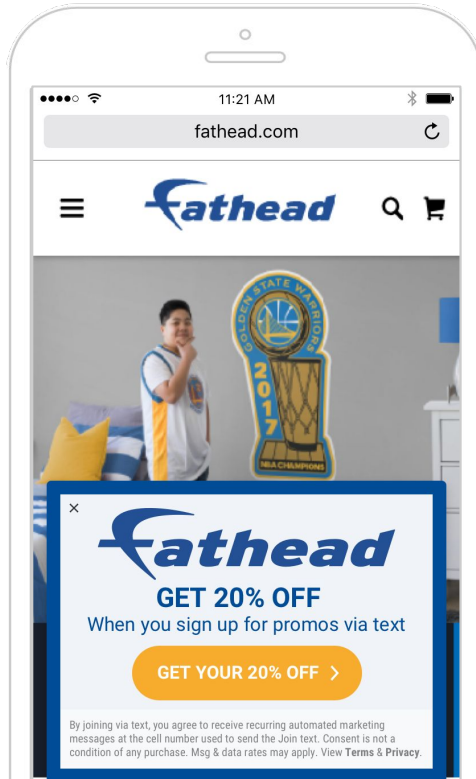
Scheduled messages
with precise targeting

Full tracking &
optimization

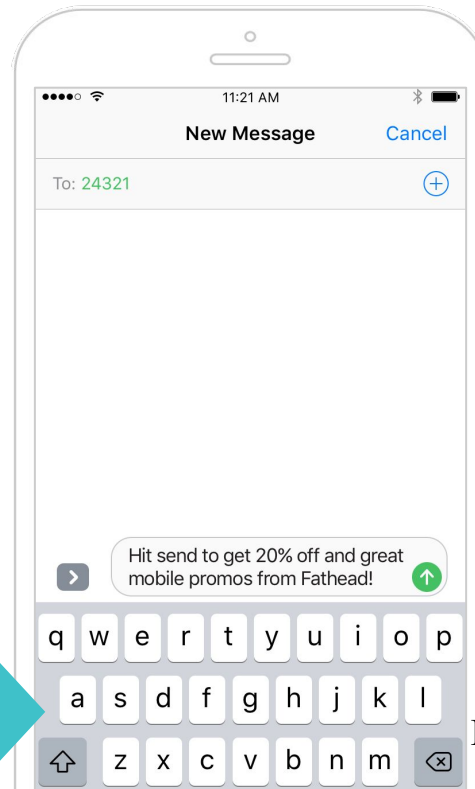
Build a messaging subscriber list faster than email, with 10X+ the performance

Two-Tap signup process

ON-SITE PROMOTION



PRE-FILLED TEXT

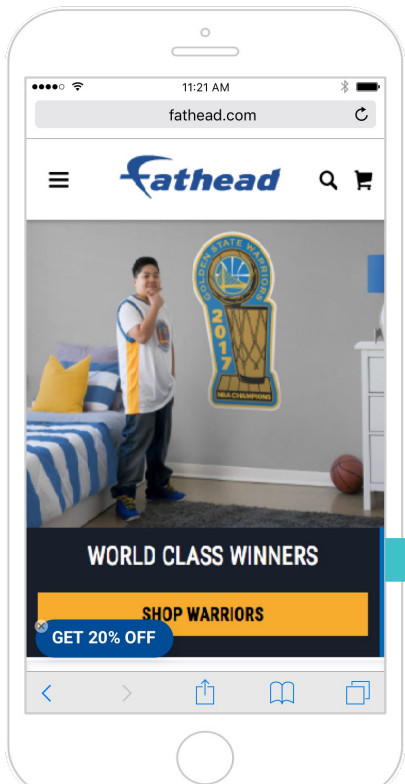


SEAMLESS USER EXPERIENCE

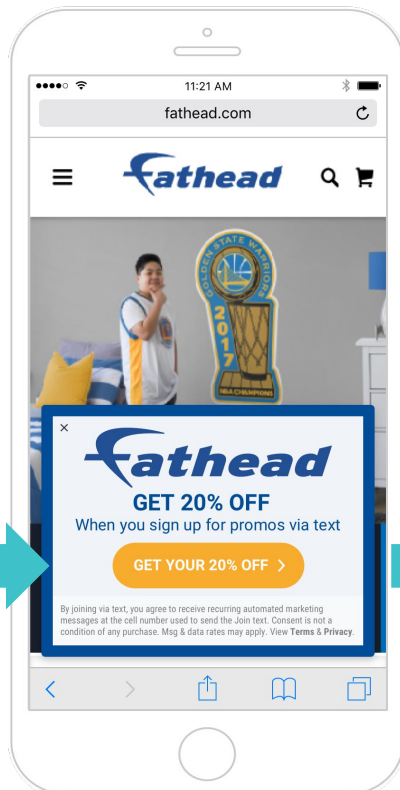
- ✓ Powered by Attentive Deeplinking
- ✓ Conversion similar or better than email signups
- ✓ Integrated to fit your site's experience

Robust mobile-web integration options

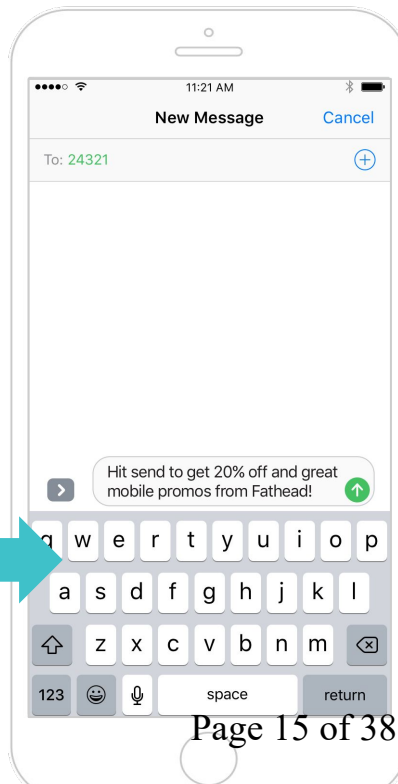
BUBBLE PROMO



EXPANDED PROMO



PRE-FILLED TEXT

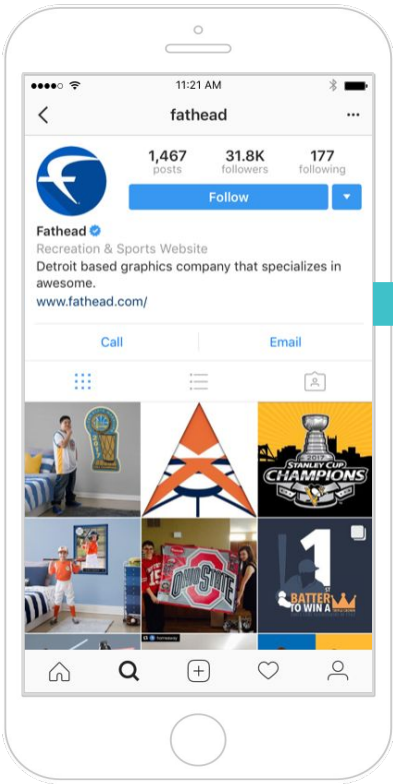


TARGETING OPTIONS

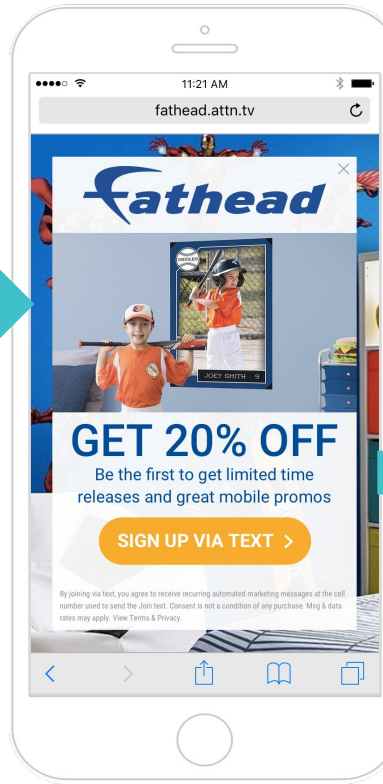
- ✓ URL-Based Whitelist or Blacklist
- ✓ Referring URL Matching Rules
- ✓ User-Based Frequency Capping, All Remote Updated

Social media & Email

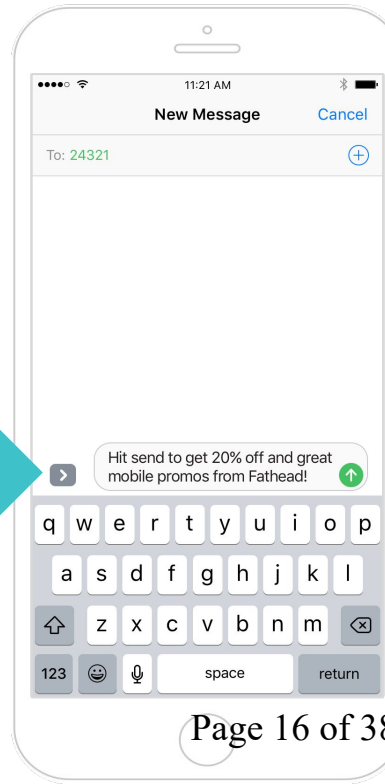
SOCIAL MEDIA



LANDING PAGE



PRE-FILLED TEXT

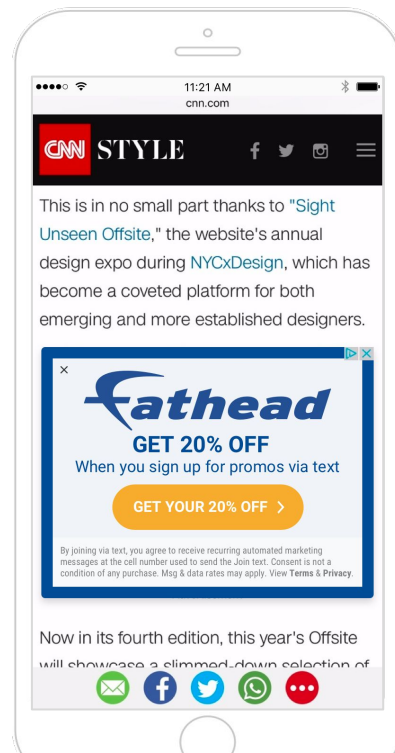


FROM FANS TO SUBS:

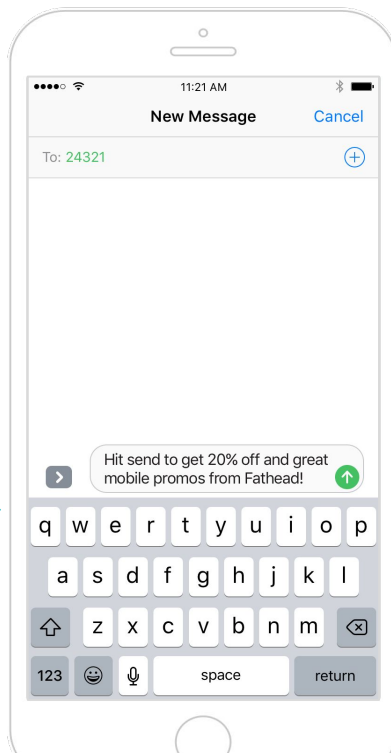
- ✓ From Passive to Active Channel
- ✓ Works with any link-based promo
- ✓ No tech integration, Easiest to Setup

Paid Mobile Promotions

CLICK-TO-TEXT PROMPT



PRE-FILLED TEXT



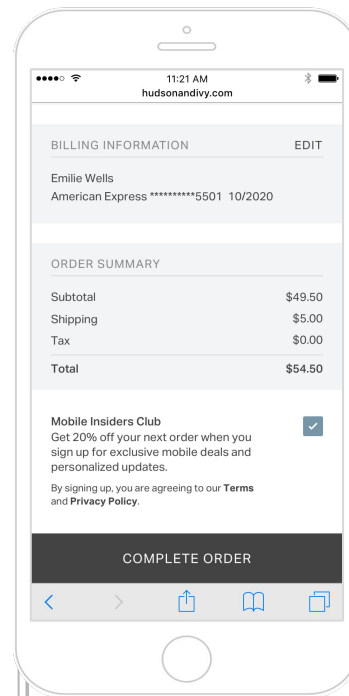
TREMENDOUS SCALE

- ✓ Grow subscriptions with paid sources
- ✓ Utilizes same deep-linking technology
- ✓ Easily integrated with existing ad solutions and partners

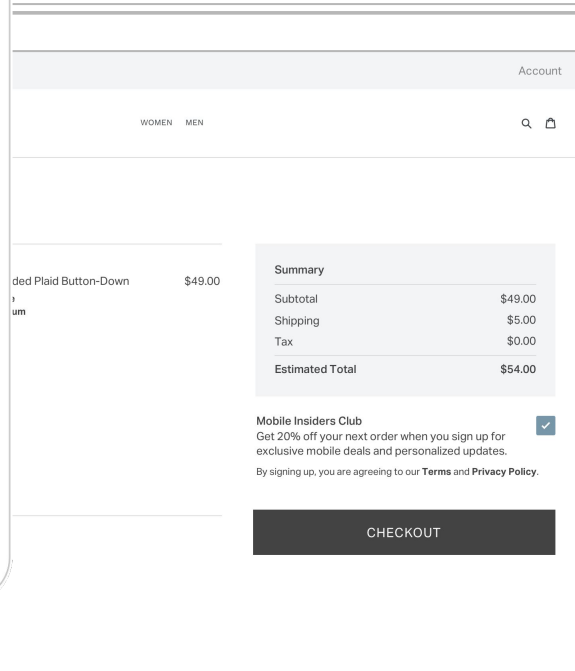
Checkout Integration

STOP WASTED CHECKOUT NUMBERS

- ✓ Collect numbers during checkout experience
- ✓ Integrate with Web & Mobile Checkouts
- ✓ Double confirmation on mobile device

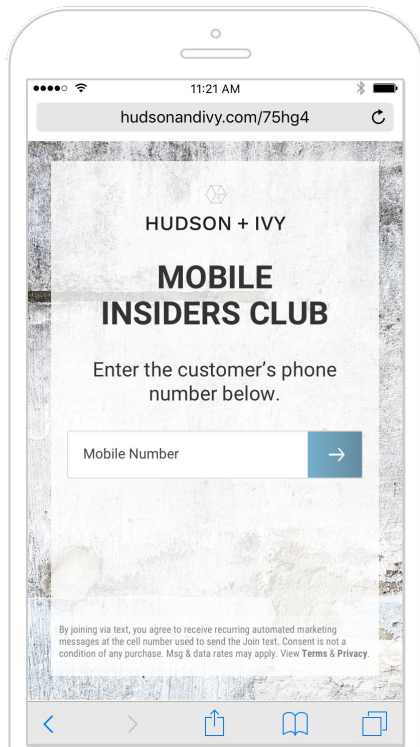


CHECK-OUT EMBED



In-store promotions

IN-STORE ASSOCIATE LANDING PAGE

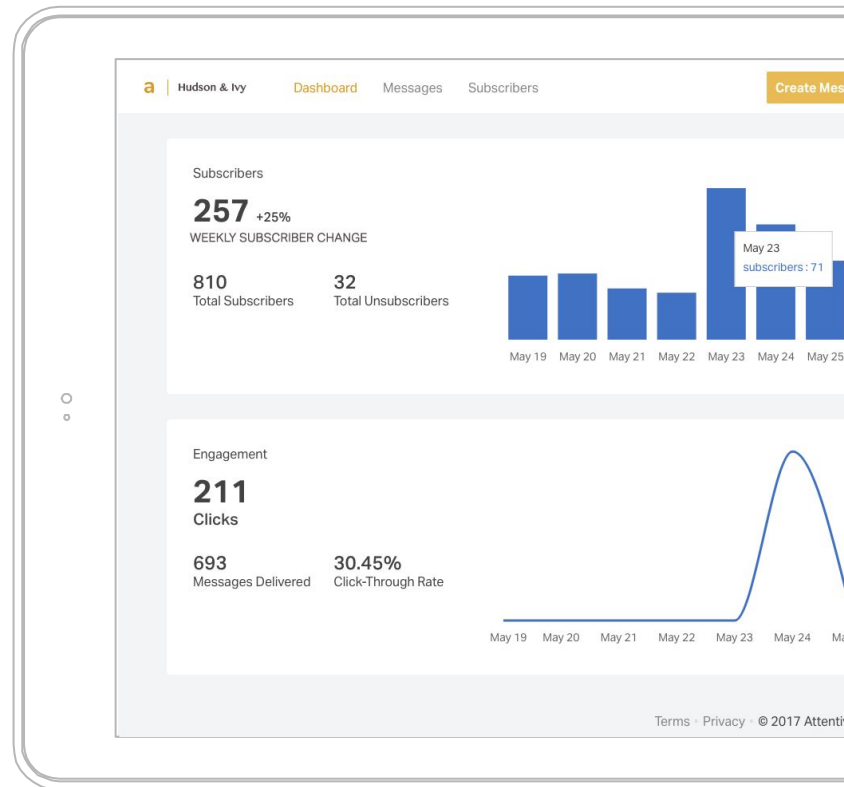


COLLECT NUMBERS IN-STORE:

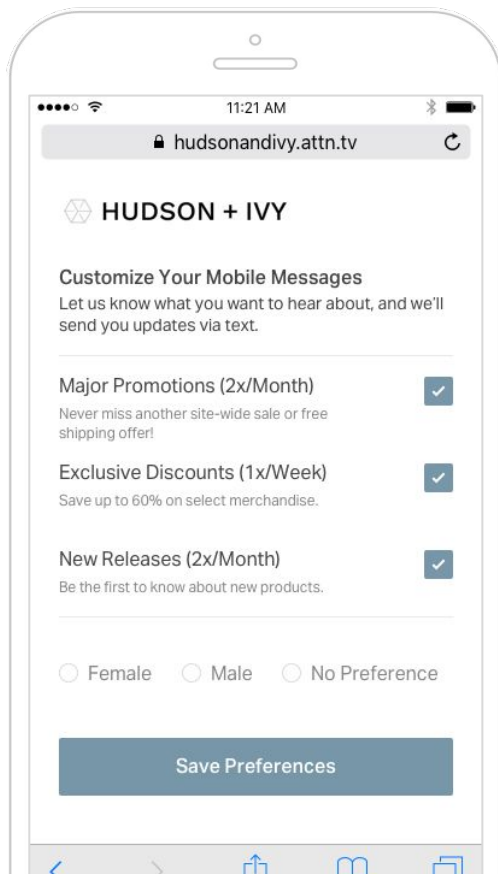
- ✓ Store associates can collect numbers from shoppers
- ✓ Integration with POS checkout experience where possible
- ✓ High-Intent shoppers with double confirm on device

Attentive admin web application

- ✓ Compose & Send Rich Messages
- ✓ Track and Change Promotions
- ✓ Real-Time Performance Data



User customization



GIVE YOUR CUSTOMERS MORE CONTROL:

- ✓ You choose the type of content categories
- ✓ Users select the type of messages they want
- ✓ Manage expectations with send-volume estimates

Compose messages in seconds

99%

Delivery & Open Rates

30%+

Click-Thru Rates

.25%

Unsubscribe Rates

SAMPLE MESSAGE CATEGORIES

Everyday Savings

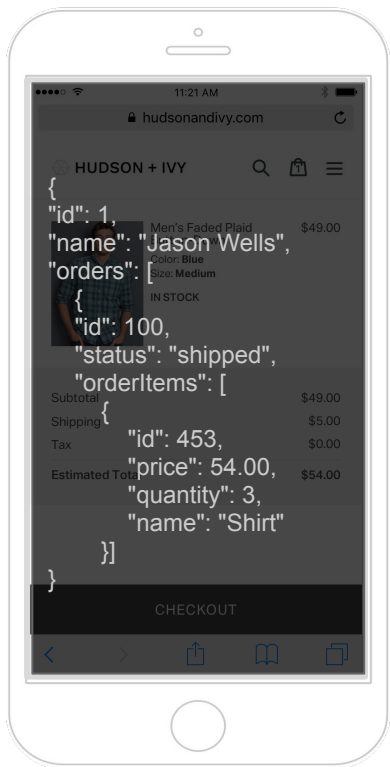
New Product Lines

Major Promotions

User Surveys

The screenshot shows the 'Create New Message' interface. At the top right, there are tabs for 'Compose' (selected) and 'Preview'. Below the tabs, the 'Compose' section includes a 'Message Name' field with a placeholder 'Internal use only. Ex: 'New Employee Policy.''. Below this is a 'Message Categories' section with three options: 'Promotions (1x/Month) 810 Subscribers', 'Secret Deals (1x/Week) 806 Subscribers', and 'New Releases (3x/Month) 751 Subscribers'. Each option has a brief description. Below the categories is a '0 Recipients' section. The 'Message Text' section has a large text area with a placeholder 'Type your message here' and a character count '160'. To the right of the text area is a 'Shorten a Link' section with a 'Your original URL here' field and a 'Shorten' button. At the bottom of the 'Message Text' section is a 'Preview Message' button. The interface is clean and modern, with a light gray background and white text.

Add CRM data for more advanced targeting



MAKE USE OF YOUR EXISTING DATA:

- ✓ Append historical CRM data to new sign-ups
- ✓ Paired off by using mobile number
- ✓ Apply customer scoring to focus on upsells

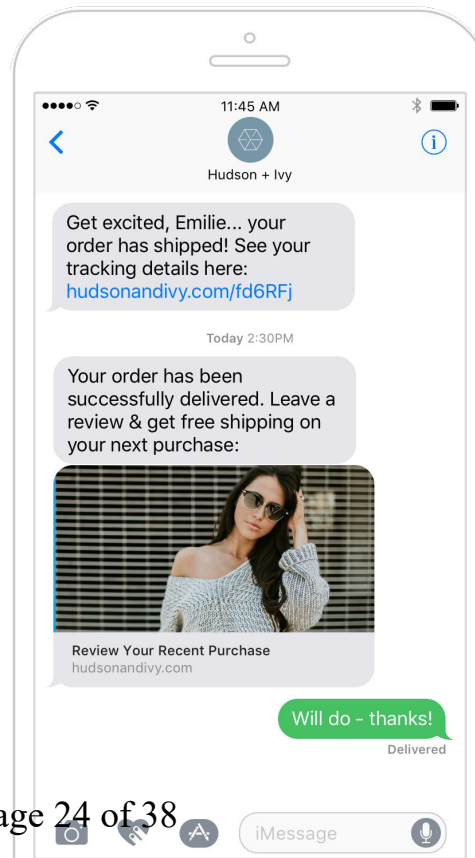
TARGETING EXAMPLES:

VIP Customer Promotions	Product Feedback
Special Coupons for Inactive	Refill/Renewal Order

Deliver transactional messages

TRIGGER REAL-TIME NOTIFICATIONS:

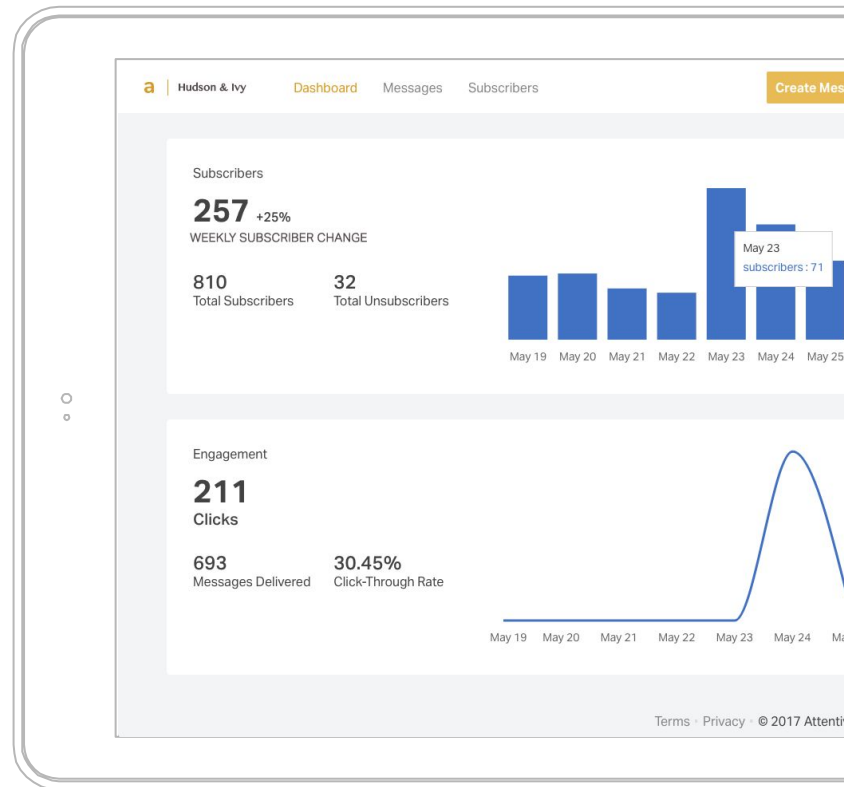
- ✓ API-based transactional message-sending
- ✓ Uses same short-code from marketing-related messages
- ✓ Add marketing-related messages for users with marketing opt-in



Integrated tracking and optimization

FIND NEW WAYS TO DRIVE SALES:

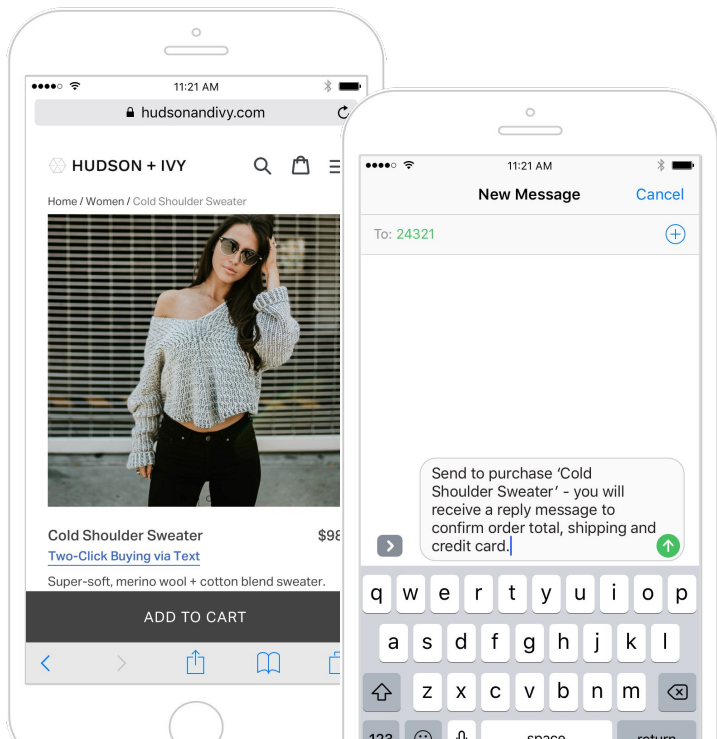
- ✓ Add custom tags to track campaign performance
- ✓ Send us transactional data for managed optimization
- ✓ Real-time analytics dashboard



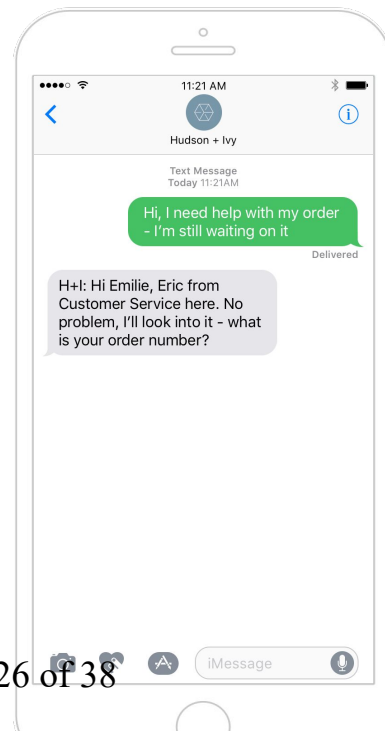
Coming Soon...

SOON

TWO-TAP BUYING VIA MESSAGING



CUSTOMER SERVICE & MASS REPLIES





Trends

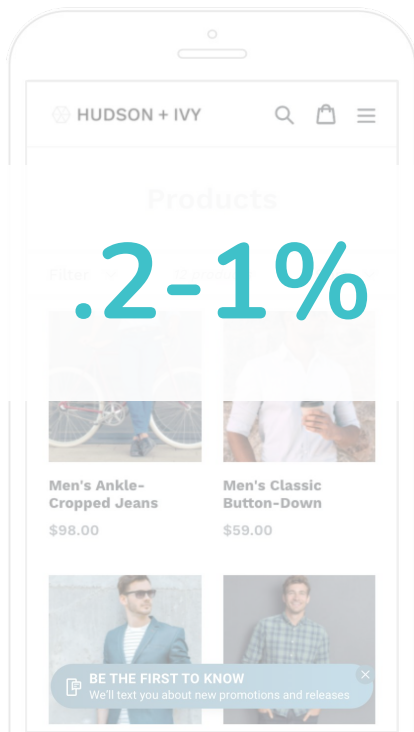
Product

Benchmarks

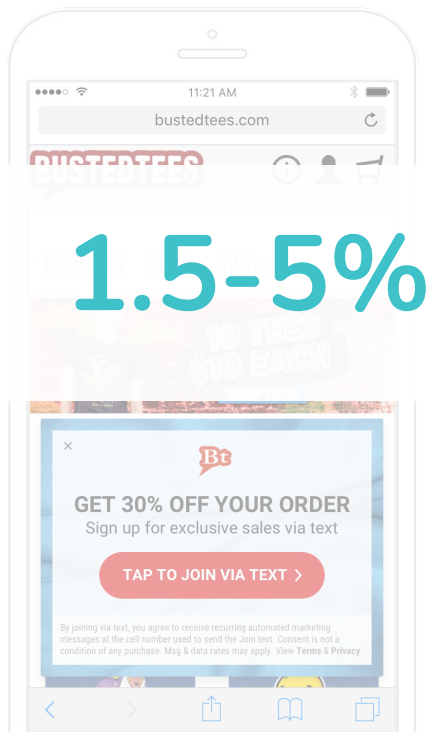
Getting Started

Benchmark sign-up rates

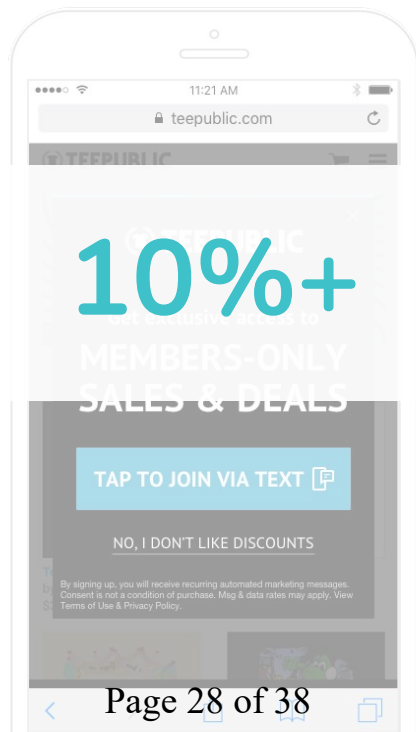
MOBILE WEB BUBBLE PROMO



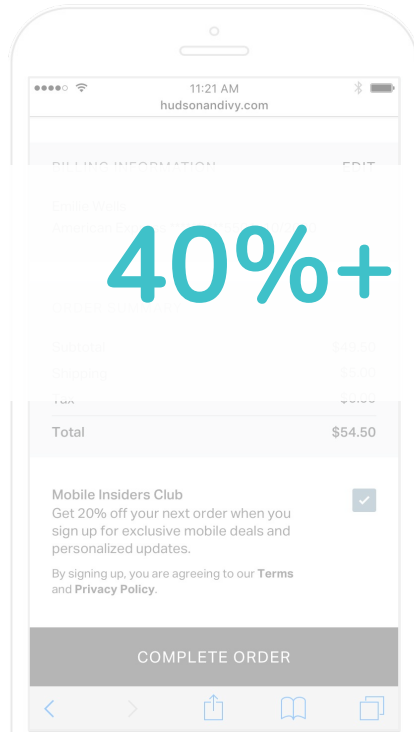
MOBILE WEB PARTIAL TAKEOVER



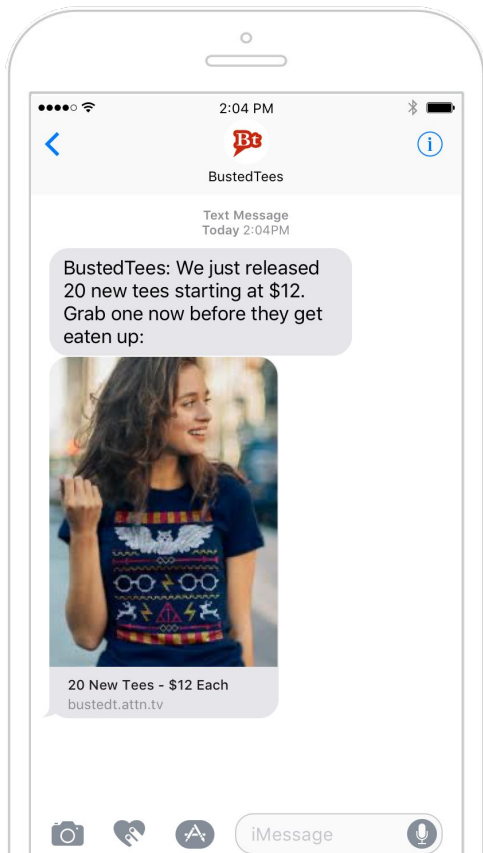
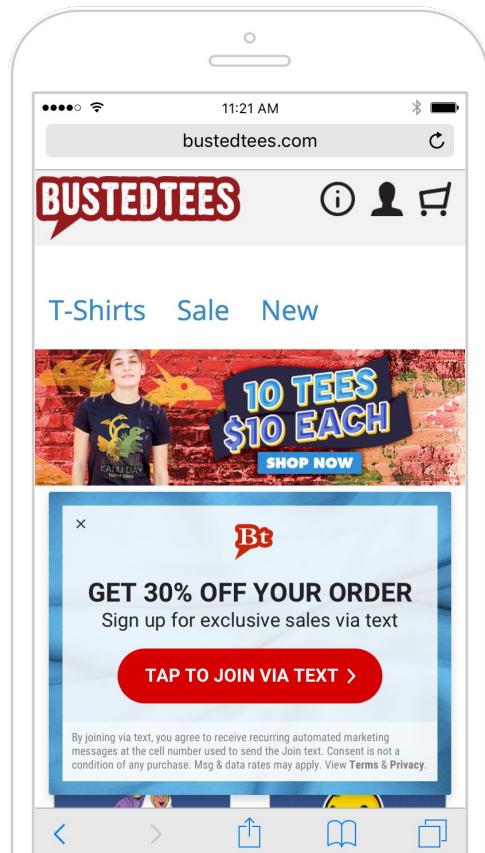
SOCIAL MEDIA LANDING PAGE



CHECK-OUT EMBED



Fast growth, exceptional performance



30%+

click-through rates
on text messages

18x

return on
investment

2.5%+

opt-in rate via mobile
web, exceeding email

“We’re thrilled with the strong performance we’ve seen from Attentive. It’s exciting for us to be able to reach our mobile audience in a completely new way with messaging, and our customers love it.”

Adam Lasky, Director of Marketing, BustedTees

What other marketers are saying...



“ Attentive is a great way to not only grow the top of the marketing funnel, but also to **deliver valuable messages** throughout the entire customer journey.”

Brian Rothenberg, VP & GM, Eventbrite

“ Messaging-based marketing creates **a new opportunity** to reach mobile shoppers in an engaging way with timely, relevant content.”

Jared Cluff, CMO, Blue Apron



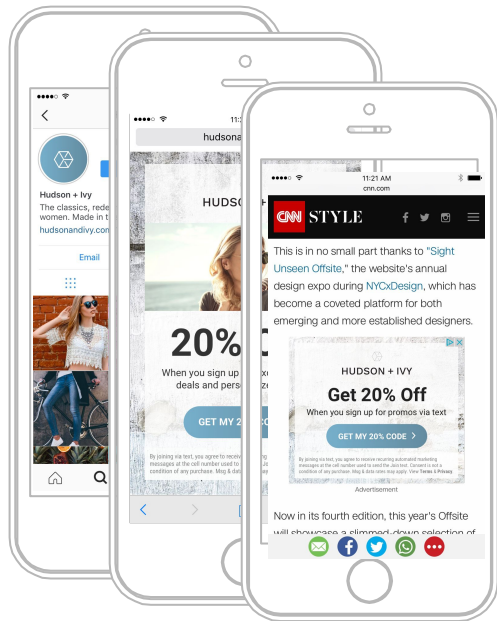
Trends

Product

Benchmarks

Getting Started

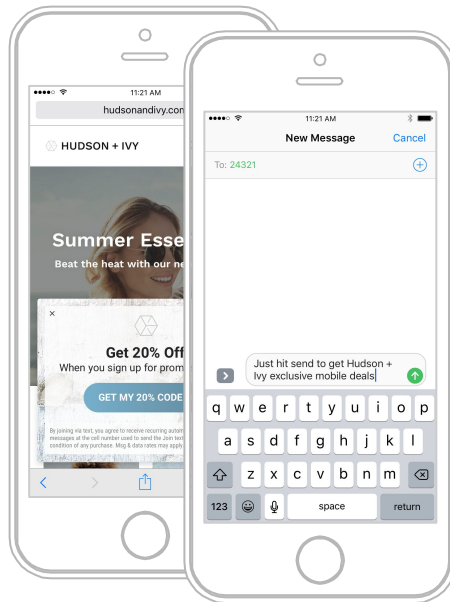
Pick your integration and get started in minutes



Easiest to Try

Social Media LPS, Paid Media

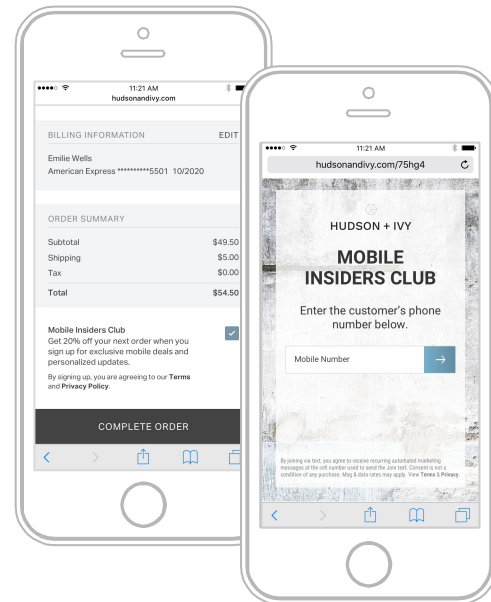
No tech integration, just promote a landing page we set up for you



Standard (Recommended)

Mobile Website Promotions

Very limited tech, add our javascript to your site using a tag manager



Technical Integration

Checkout & In-Store

More extensive technical integration, great way to add scale

A Fully-managed service to meet your ROI goals



DEDICATED CUSTOMER SUCCESS TEAM

- ✓ Conversion experts for optimal growth
- ✓ Available via live chat, text, email, phone
- ✓ Helping guide strategy at every step

Priced to Deliver Fantastic ROI

attentive

BUILD ONLY

Drive messaging based
subscribers on-site

\$1.50

per new sign-up

DISCOUNTING AVAILABLE AT SCALE

Two-Tap Sign-up experience

All On-Site Promotions

Creative Support & Design

Fully Managed Service

Paid Media (Additional Cost Per Signup)

And more...

GET STARTED

Build your list and deliver
relevant messages at scale

\$499

per month

ALL BUILD FEATURES PLUS:

Send Messages to up to 2,000 subs

Customization-Flow Development

Targeted message-sending (10/user/mo)

Message Click Reporting

Link Shortener

And more...

SCALE

All our great features for
fast-growth businesses

Per Active Subscriber

per month

ALL "GET STARTED" PLUS:

CRM Data Integration

A-B Testing

Custom Contact Directory

MultiMedia Messages

Dedicated Customer Success team

Optional Dedicated Short-code (+\$1K/Mo)

And more...

SCALE MONTHLY PRICING SAMPLE - Q2 2017

Base Pricing: includes 10 sends per sub	
Subscribers	Cost Per Subscriber*
Up to 10,000	\$.23
Up to 50,000	\$.20
Up to 100,000	\$.15
Up to 250,000	\$.13
Up to 500,000	\$.10
1M+	Custom

Additional Sends Above 10
\$.015
\$.013
\$.011
\$.010
\$.009
Custom

*All Pricing includes 10 Messages Per User Per Month Messages are applied at the account level, total cost is calculated at end of month

Easy to Test & Tweak



MONTHLY ESTIMATES

<i>Cost</i>	\$2,000
<i>Subscribers</i>	10,000
<i>Messages Sent</i>	100,000
<i>CTR</i>	20%
<i>Clicks</i>	20,000
<i>Conversion Rate</i>	2.5%
<i>Sales</i>	500
<i>AOS</i>	\$75.00
<i>Revenue</i>	\$37,500.00
ROI	18.75X

Even Better ROI at Scale



MONTHLY ESTIMATES

<i>Cost</i>	\$7,500
<i>Subscribers</i>	50,000
<i>Messages Sent</i>	500,000
<i>CTR</i>	20%
<i>Clicks</i>	100,000
<i>Conversion Rate</i>	2.5%
<i>Sales</i>	2,500
<i>AOS</i>	\$75.00
<i>Revenue</i>	\$187,500.00
ROI	25X

When can we start working hard to drive tons of additional mobile revenue for you?