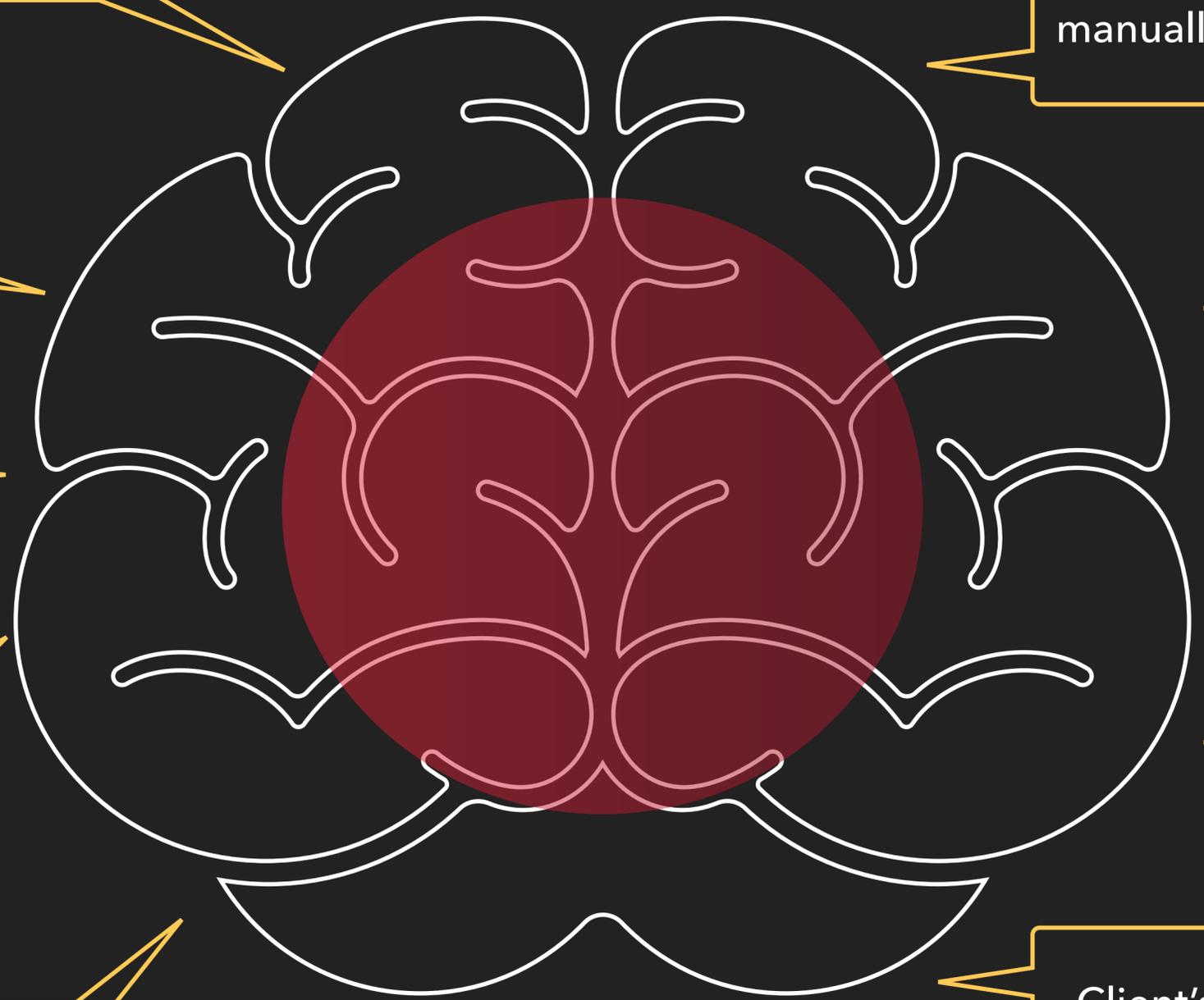




DATA - RULE'S THE WORLD

JAPPWARE

3 MINUTES READ



How to prove results quality? How to make them more exact?

Managing multiple 3rd party platforms and manually processing all results!

Work with tons of templates trying to find the best matching

Paperwork, reports and documentation

Trying to process historical data? Compare and build assumptions & forecasts?

Can't increase capacity due to lack of time

Looking for a way to analyze your client and learn from their behavior?

Client's data in a different format, very hard to process it and make any decision

Provide reasonable and meaningful results immediately, in real-time!

COLLECTING DATA



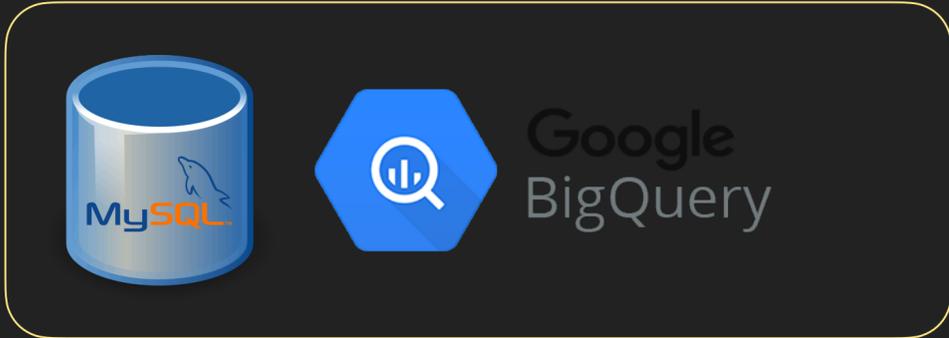
Batch upload



3rd party integrations



External sources



Your solutions

Ad sources

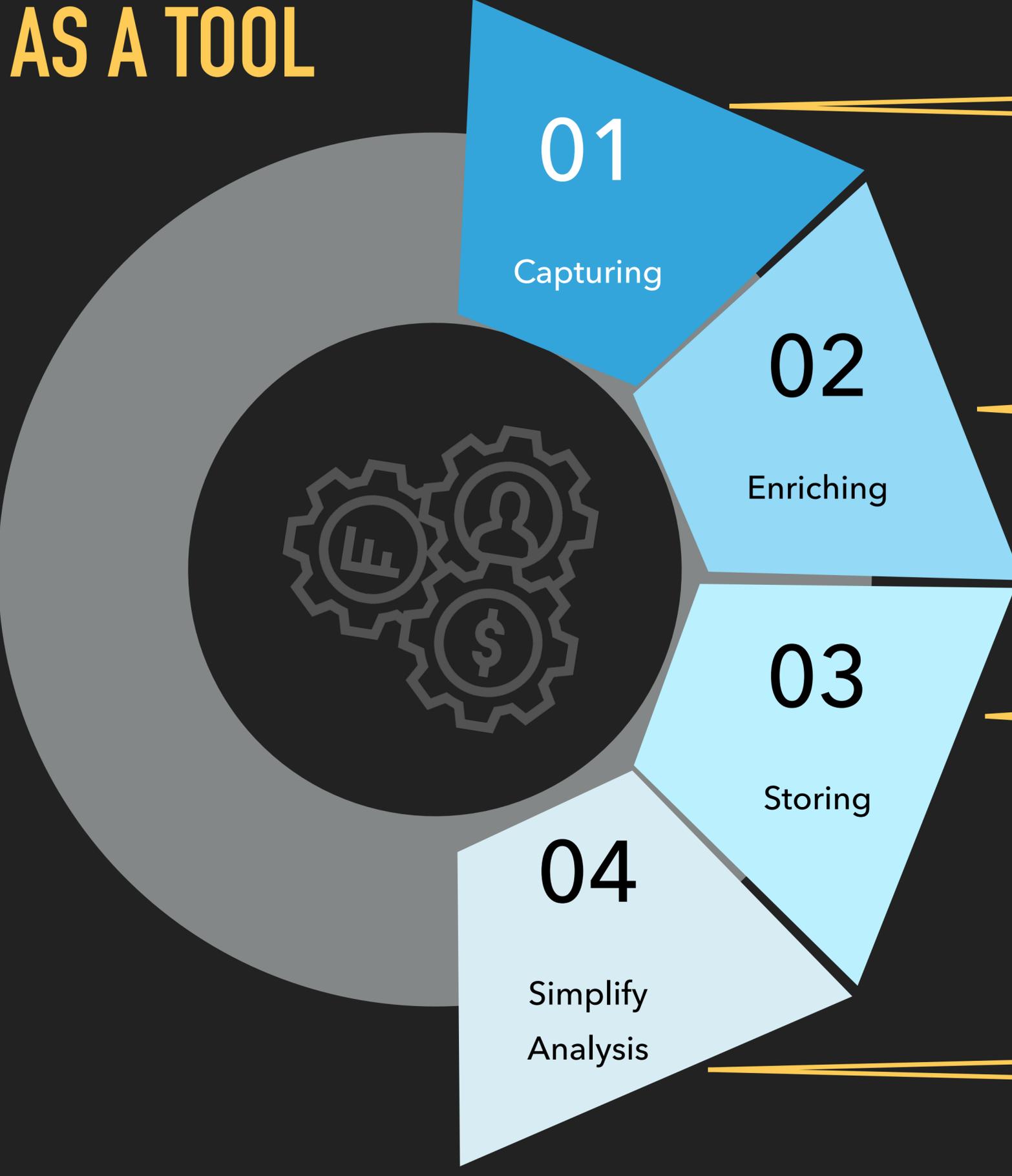


Realtime Event Tracking





AS A TOOL



CAPTURING: Events are streamed into Your platform from our transactional systems, plugins, mobile SDK's, our Javascript snippet and calls to our API. Events can also be batch uploaded.

ENRICHING: Events that are captured are enriched with as much metadata as possible. We bring things in like IP location, time, timezone, device, operating system and more. Session data is automatically smeared across events to account for multi-device sessions.

STORING: All of the events you stream to Your platform are stored in the merchant's query BigBucket. Smart caching mechanism decides how to allocate data between in- memory and disk storage for optimal cost-to-performance tradeoffs.

SIMPLIFY ANALYSIS: Since all of data is stored in BigBucket, you have full ANSI SQL access to your data from the minute you begin streaming it in (like Stripe Sigma). If SQL isn't your thing, we've developed our own behavioral extension of SQL called customQL



PURPOSE OF USAGE

ACQUISITION

Potential buyers leave several breadcrumbs (or should we say, cookie crumbs) along the path to pay for services or products.

Solution tracks every interaction that buyers have with your web and mobile storefront assets which helps you draw a clearer picture of which acquisition strategies are actually working.

RETENTION

If you're good at acquiring customers but bad at keeping them, your business isn't going to last for very long.

Fortunately, most customers who leave have common behavioral traits that you can use to identify problems in your application.

MONETIZATION

Don't spend money acquiring users if they aren't going to pay you. Today's companies are smart about getting users to become customers by shortening the time to first value and subsequent conversions.

Identifying buying patterns early on in a customer's lifecycle is key to focusing your promotional efforts on the right people.



RFM METRICS AT THE CORE

RFM Metrics



RECENCY

The freshness of the customer activity, be it purchases or visits

E.g. Time since last order or last engaged with the product



FREQUENCY

The frequency of the customer transactions or visits.

E.g. Total number of transactions or average time between transactions



MONETARY

The intention of customer to spend or purchasing power of customer

E.g. Total or average transactions value

Customer purchases may be represented by a table with columns for the customer name, date of purchase and purchase value.

One approach to RFM is to assign a score for each dimension on a scale from 1 to 10.

The maximum score represents the preferred behavior and a formula can be used to calculate the three scores for each customer.



COHORT ANALYSIS AS A KEY COMPONENT

Cohort analysis allows merchants to ask a very specific question, analyze only the relevant data, and take action on it.

Cohort analysis is a subset of behavioral analytics that looks at groups of people (users) who have taken a common action during a select period of time.

Rather than looking at all of the users as a single unit, cohort analysis breaks them into groups to help identify patterns throughout the customer lifecycle.

These patterns allow a brand to adapt to suit user needs more effectively and optimize their experience.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
1	Cohorts	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15		
2	Month 0	\$188	\$185	\$293	\$259	\$271	\$211	\$290	\$166	\$231	\$199	\$190	\$327	\$594	\$505	\$517	\$585	\$429	\$435	\$710	\$350	\$398	\$507	\$574	\$349	0	
3	Month 1	\$188	\$185	\$293	\$259	\$271	\$211	\$290	\$166	\$231	\$199	\$190	\$327	\$594	\$505	\$517	\$585	\$429	\$435	\$710	\$350	\$398	\$498	\$558	\$349	1	
4	Month 2	\$188	\$185	\$293	\$250	\$271	\$211	\$281	\$166	\$231	\$199	\$190	\$327	\$594	\$505	\$508	\$585	\$429	\$435	\$701	\$350	\$398	\$498	\$558	\$333	2	
5	Month 3	\$179	\$185	\$293	\$250	\$271	\$195	\$281	\$166	\$222	\$199	\$190	\$318	\$594	\$505	\$508	\$585	\$429	\$426	\$701	\$350	\$398	\$498	\$542	\$333	3	
6	Month 4	\$179	\$176	\$293	\$250	\$262	\$186	\$281	\$166	\$222	\$199	\$190	\$318	\$594	\$496	\$499	\$576	\$429	\$426	\$701	\$350	\$398	\$389	\$542	\$333	4	
7	Month 5	\$170	\$176	\$284	\$250	\$262	\$186	\$281	\$166	\$222	\$190	\$181	\$318	\$578	\$496	\$499	\$576	\$429	\$426	\$701	\$350	\$398	\$389	\$478	\$333	5	
8	Month 6	\$170	\$176	\$284	\$241	\$262	\$186	\$281	\$157	\$222	\$190	\$181	\$318	\$578	\$496	\$490	\$576	\$429	\$417	\$701	\$350	\$350	\$389	\$478	\$333	6	
9	Month 7	\$161	\$167	\$268	\$241	\$262	\$186	\$281	\$157	\$206	\$190	\$172	\$268	\$530	\$496	\$490	\$576	\$429	\$417	\$628	\$334	\$350	\$344	\$379	\$324	7	
10	Month 8	\$161	\$167	\$259	\$232	\$246	\$177	\$281	\$157	\$206	\$190	\$172	\$268	\$530	\$487	\$490	\$576	\$429	\$417	\$628	\$270	\$334	\$246	\$379	\$308	8	
11	Month 9	\$145	\$167	\$259	\$232	\$246	\$177	\$265	\$157	\$206	\$174	\$172	\$268	\$530	\$487	\$490	\$567	\$429	\$337	\$578	\$238	\$334	\$246	\$370	\$308	9	
12	Month 10	\$145	\$167	\$243	\$232	\$246	\$168	\$240	\$141	\$206	\$174	\$156	\$268	\$530	\$487	\$490	\$567	\$369	\$337	\$396	\$190	\$334	\$221	\$361	\$308	10	
13	Month 11	\$145	\$167	\$234	\$232	\$246	\$168	\$240	\$116	\$206	\$174	\$156	\$268	\$530	\$487	\$458	\$567	\$323	\$337	\$396	\$190	\$334	\$132	\$352	\$292	11	
14	Month 12	\$145	\$167	\$218	\$232	\$246	\$168	\$240	\$100	\$142	\$138	\$138	\$252	\$530	\$487	\$365	\$567	\$323	\$337	\$300	\$190	\$334	\$132	\$352	\$292	12	
15	Month 13	\$129	\$167	\$218	\$214	\$237	\$168	\$172	\$75	\$126	\$122	\$138	\$234	\$450	\$487	\$349	\$551	\$323	\$257	\$268	\$174	\$334	\$132	\$336	\$276	13	
16	Month 14	\$84	\$108	\$218	\$214	\$228	\$150	\$124	\$57	\$46	\$106	\$90	\$202	\$450	\$487	\$289	\$551	\$227	\$257	\$268	\$158	\$334	\$132	\$320	\$276	14	
17	Month 15	\$25	\$92	\$218	\$198	\$212	\$150	\$92	\$57	\$30	\$90	\$60	\$138	\$450	\$337	\$289	\$551	\$227	\$257	\$268	\$142	\$270	\$132	\$304	\$260	15	
18	Month 16	\$0	\$30	\$218	\$198	\$196	\$120	\$76	\$0	\$30	\$90	\$60	\$138	\$434	\$337	\$289	\$535	\$195	\$257	\$268	\$110	\$270	\$132	\$274	\$244	16	
19	Month 17	\$0	\$30	\$172	\$198	\$180	\$90	\$76	\$0	\$0	\$90	\$60	\$138	\$354	\$337	\$199	\$526	\$195	\$257	\$268	\$78	\$270	\$132	\$258	\$228	17	
20	Month 18	\$0	\$0	\$156	\$198	\$60	\$0	\$60	\$0	\$0	\$90	\$60	\$122	\$354	\$337	\$199	\$480	\$195	\$257	\$268	\$78	\$270	\$132	\$228	\$152	18	
21	Month 19	\$0	\$0	\$108	\$90	\$0	\$0	\$60	\$0	\$0	\$60	\$30	\$92	\$322	\$337	\$199	\$480	\$195	\$257	\$268	\$69	\$198	\$52	\$78	\$0	19	
22	Month 20	\$0	\$0	\$60	\$0	\$0	\$0	\$0	\$0	\$0	\$30	\$0	\$46	\$322	\$310	\$199	\$420	\$168	\$257	\$268	\$60	\$60	\$0	\$0	\$0	20	
23	Month 21	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$46	\$322	\$310	\$199	\$420	\$75	\$230	\$108	\$0	\$60	\$0	\$0	\$0	21	
24	Month 22	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$322	\$160	\$156	\$228	\$48	\$80	\$108	\$0	\$0	\$0	\$0	\$0	22	
25	Month 23	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$242	\$80	\$156	\$198	\$18	\$80	\$108	\$0	\$0	\$0	\$0	23	
26	Month 24	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$242	\$48	\$36	\$138	\$0	\$0	\$60	\$0	\$0	\$0	\$0	24	
27	Month 25	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$212	\$16	\$0	\$30	\$0	\$0	\$0	\$0	\$0	\$0	\$0	25	
28	Month 26	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$62	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	26	
29	Month 27	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$32	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	27	
30	Average Rev Per Cust	\$141	\$225	\$287	\$319	\$344	\$282	\$220	\$167	\$213	\$258	\$200	\$138	\$383	\$401	\$286	\$420	\$247	\$305	\$259	\$225	\$284	\$133	\$276	\$331		
31	Total Cohort Rev	\$2,400	\$2,695	\$4,879	\$4,468	\$4,473	\$3,107	\$4,189	\$2,168	\$2,983	\$3,091	\$2,160	\$1,870	\$10,017	\$8,875	\$12,590	\$7,166	\$7,624	\$10,373	\$4,728	\$6,820	\$5,329	\$7,718	\$5,628			
32	Num People in Cohor	17	12	17	14	13	11	19	13	14	12	11	11	25	31	30	29	25	40	21	24	40	28	17			

Visualization of monthly revenue over the lifetime of each cohort. This allows you to see exactly which months cohorts were bringing in significant revenue and for how long.



Pre-built Models for your Business

The data you collect on your customers has the power to transform your business. Using out-of-the-box machine learning models, your analysts can easily build and train models to predict customer churn, forecast conversions and cluster your users by their behavior. Give your data analysts the ability to become data scientists.

Predicting Churn: Use algorithms to identify customers at risk of churn. Our churn model picks up on behavioral patterns associated with churn to help you take preventative action before it's too late.

Predicting Conversion: Customer buying behavior is complex, but not incomprehensible. Leveraging machine learning, solution learns about behavioral patterns that make users likely to convert to paying customers.

Behavioral Clusters: Manually segmenting users using labels like "free" and "paid" is a great start, but it only tells you one thing about your users. Solution identifies clusters of users by how they interact with your product, helping you identify much more nuanced user stories.



THERE NO PROBLEM TO STORE DATA, BUT, THERE SHOULD BE AN INTELLIGENT WAY TO GET THE VALUE FROM IT!





OUR CLIENTS LOVE US



Jappware has done an incredible job being a partner for TwelveZeros. Together we have built a world class platform that is scalable. The best developers, we've worked with!

Patrick Kellenberger, CEO & Founder at TwelveZeros, USA

Jappware's Team is the mastermind behind Lean-Case which enables business planning in the cloud. It is an excellent team of architects and developers covering front-end as well as backend technologies.

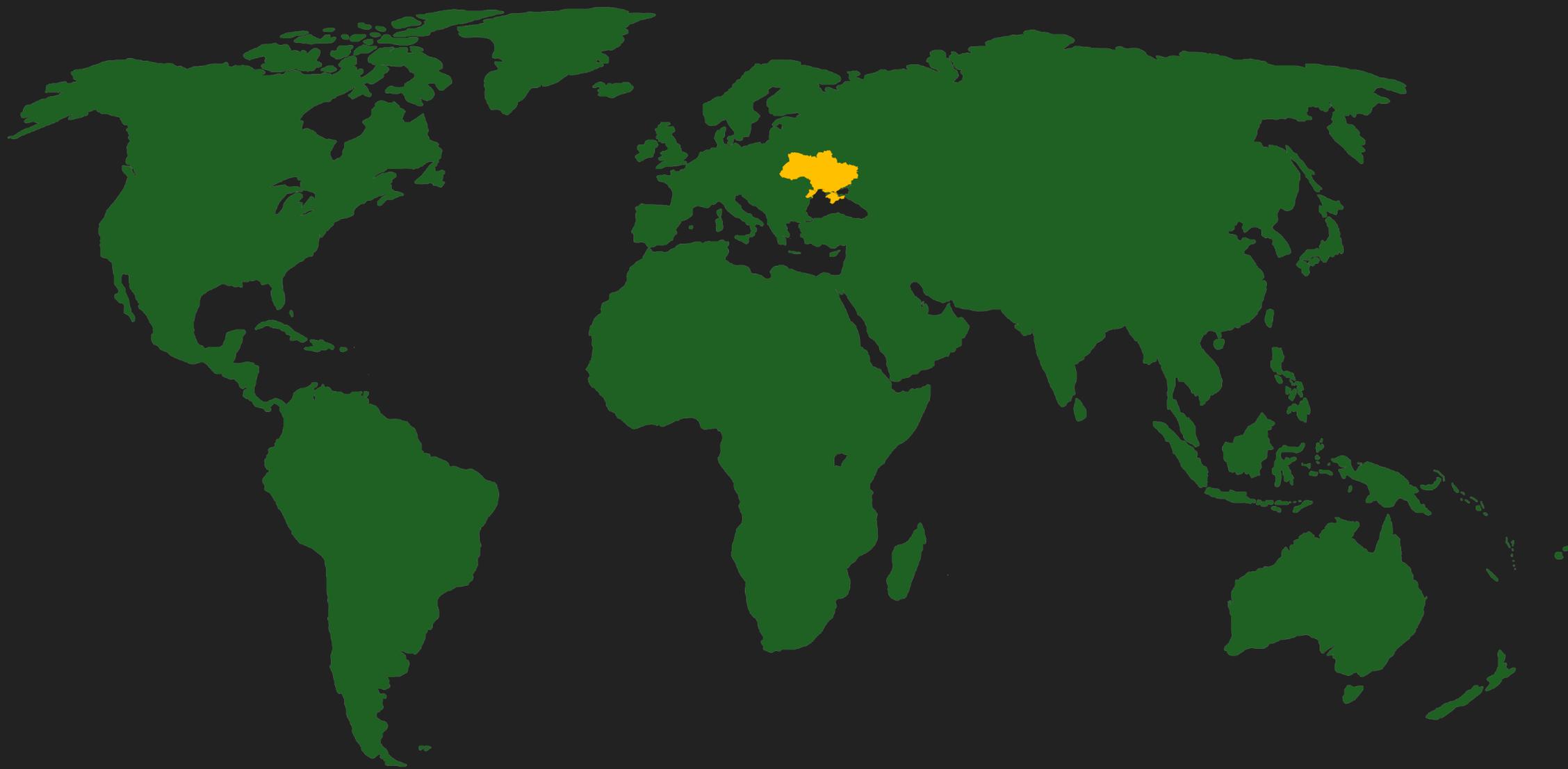
Eckhard Ortwein, CEO & Founder at Lean-Case, Germany



Working with Jappware has been great. They are able to start work based on a couple of discussions and deliver high quality, full-stack, solutions that span technologies

Cliff McBride, VP of Product @ Betts Recruiting, USA

CONTACTS



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THANK YOU

It is a pleasure for me to know that you are reading these slides.

Jappware is a company where I and my team continuously implement best practices, grow strong engineers, and built an engineering ideology where the client's needs and business drives technologies and solutions.

I and my team continuously care about quality and delivery to build the client's trust and have long-term and healthy partnerships.

Thank you!



Andriy Rymar

CEO & Founder