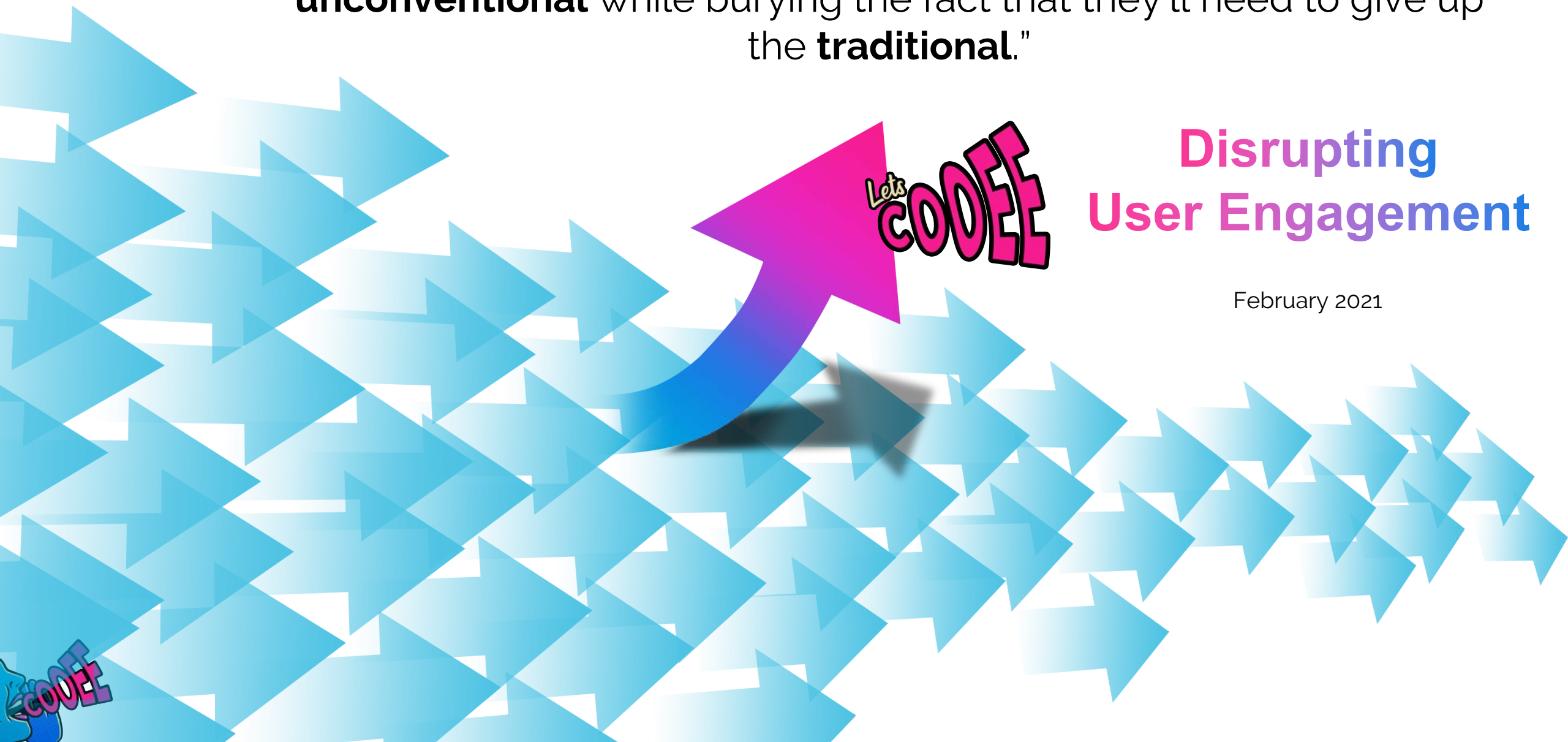


“**Disruption** is about getting a whole lot of people to try the **unconventional** while burying the fact that they’ll need to give up the **traditional.**”

Disrupting User Engagement

February 2021





Onboard

Educate

Notifications

Feedback

Polys

Trivia

Subscribe



Let's COOEE

Engage

Gamify

Up-sell & Cross-sell

Assists

Offers

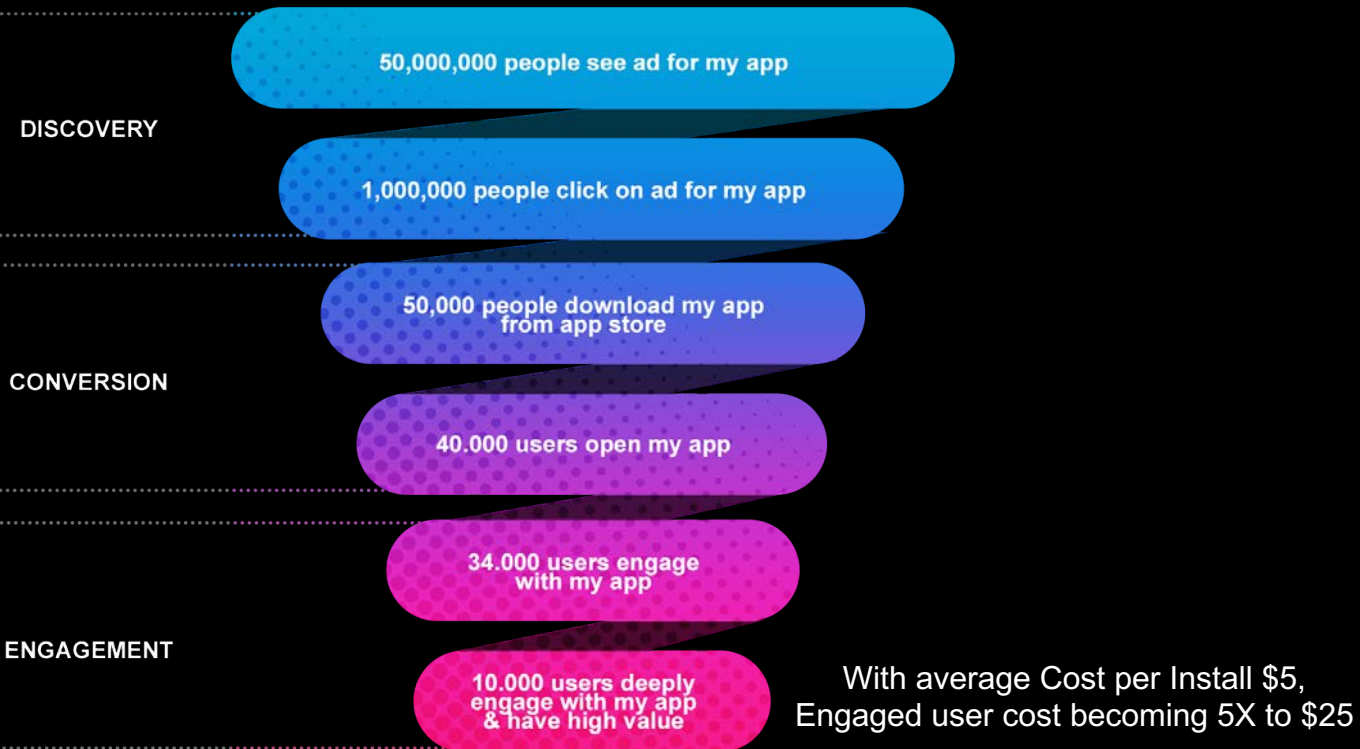
Sign Up

Let's COOEE

THE UNSOLVED GLOBAL CHALLENGE

Average user downloads 60-90 apps | Spends 90% of their time on only 3 apps
Opens 75% of downloaded apps only once | 90% of users churn out within 90 days

The Mobile Marketing Funnel



COOEE will help

Reversing the funnel and creating a multiplier effect leading users to

Purchase more from the app

Spend more time on the app

Open the app more often

Increasing ARPU from Engaged user,
Reduced churn and increasing life time,
Optimizing overall cost of acquiring users



EVOLVED APPROACH TO CUSTOMER ACQUISITION

AARRR

Acquisition Activation Retention Referral Revenue



Retention Activation Referral Revenue Acquisition

CPA \$5
Invest \$3000 to acquire 600 new users
Churn 90%
Net Users 60
Net CAC \$50



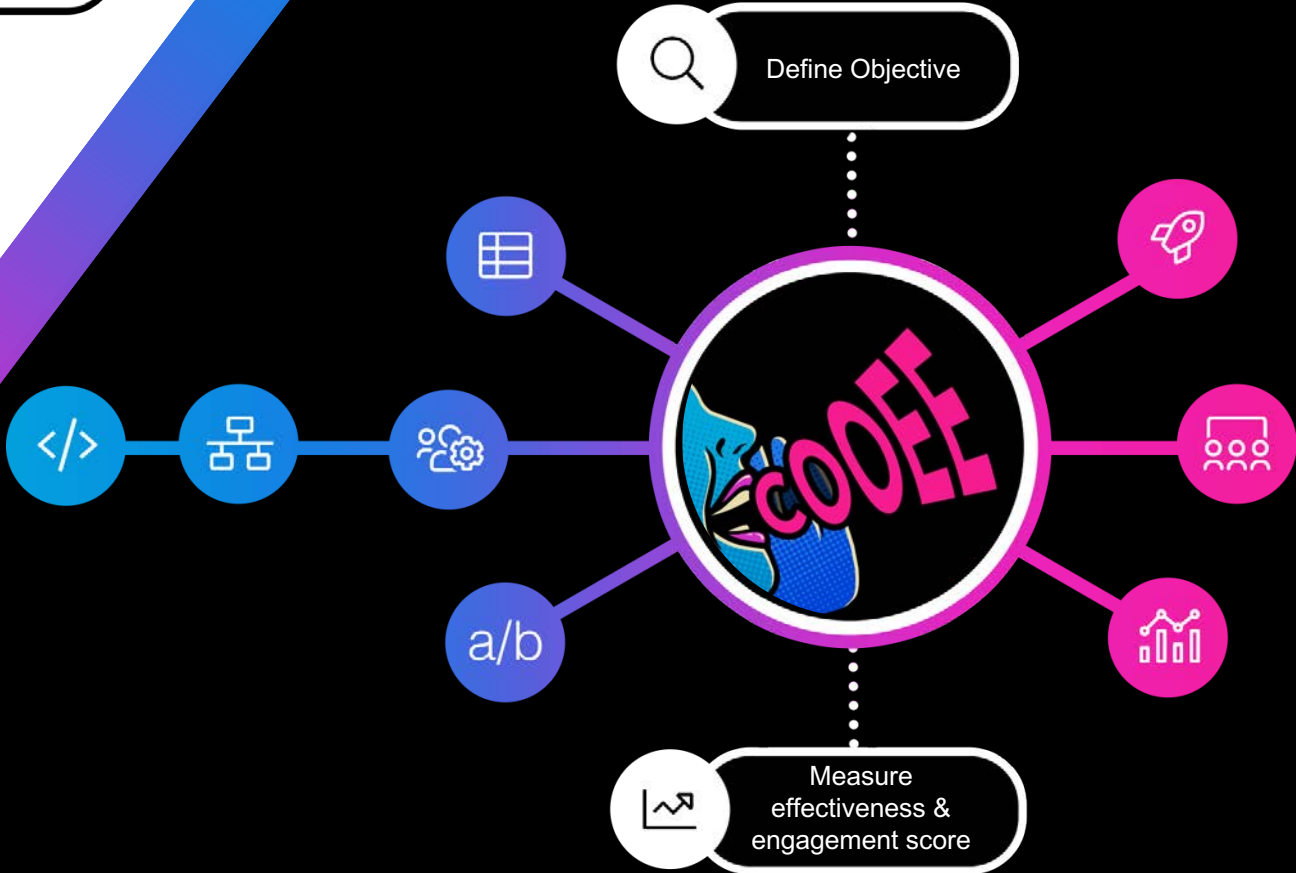
CPA \$5
Invest \$1500 to acquire 300 new users
Churn 70% (Retention focused)
Net Users 90
Net CAC \$16.66



So called Marketing Automation Companies



COOEE Complete Marketing Automation



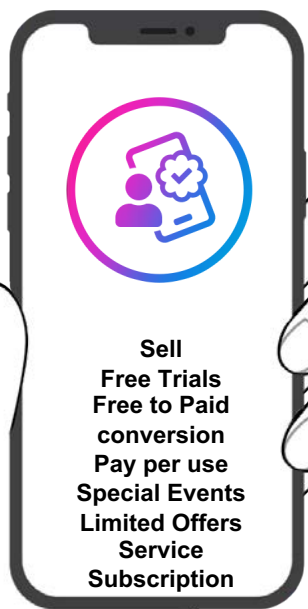
Lets COOEE

POWERING ENTIRE USER APP CYCLE JOURNEY

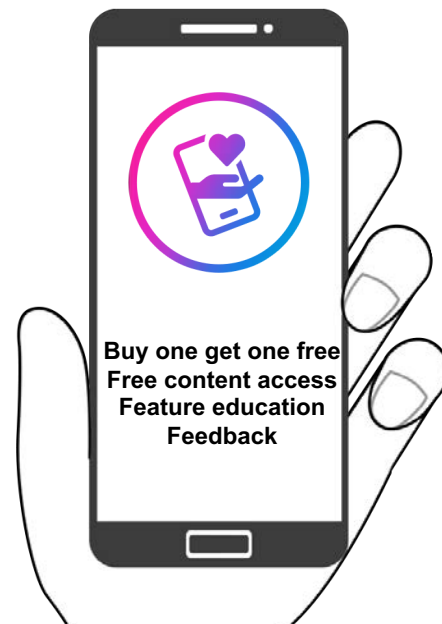
Onboarding



Converting



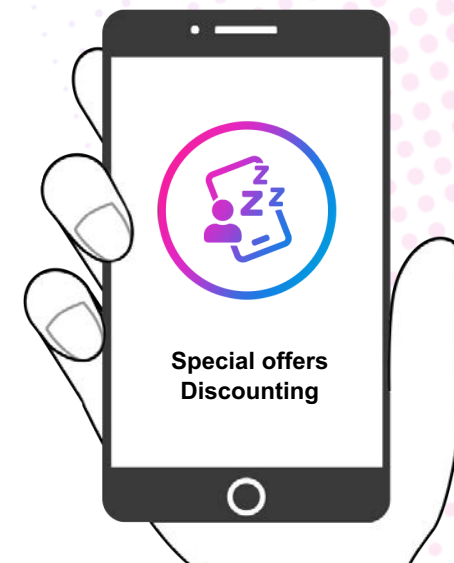
Building Loyalty



Engagement



Reactivation



1 Objective

7

Combinations



Let's COOEE

OUR EUREKA APPROACH

Heatmaps

Understands user, interaction & gesture with the screen



Machine Learning

Predicting user behaviour with improved security & privacy

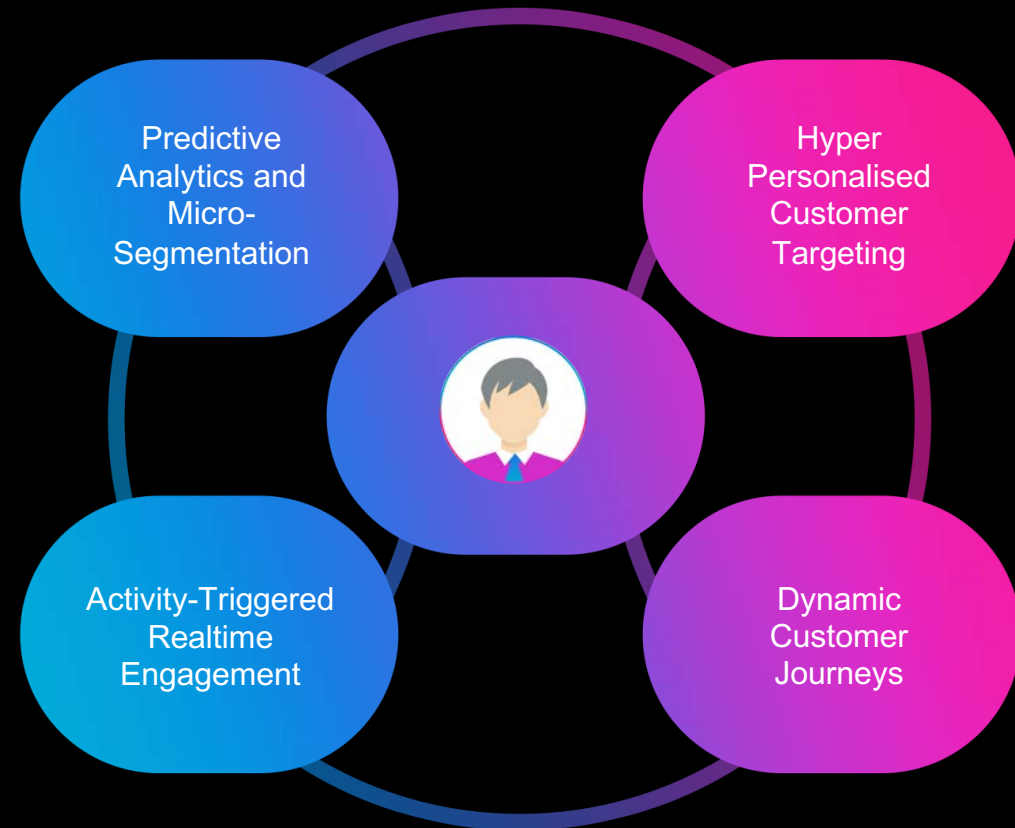


SDK

Plug & Play, No sprints or software development

COOEE

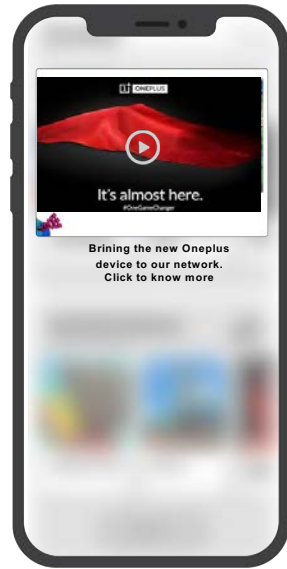
Real time, Hyper-personalized, App Engagement Platform



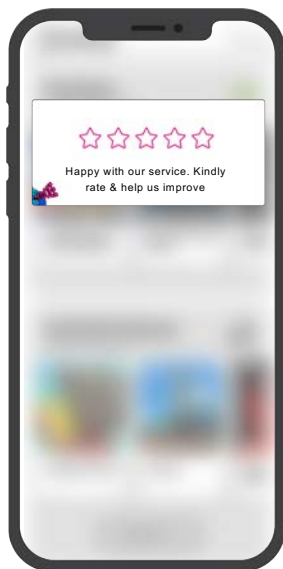
New Product/Service Launch Video



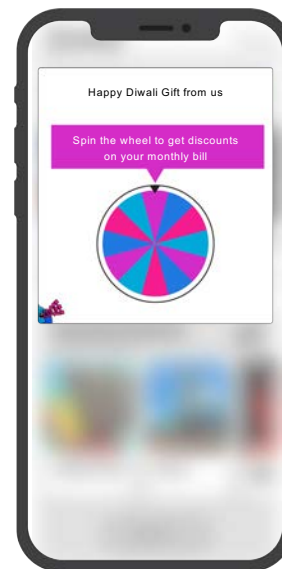
Customer Feedback



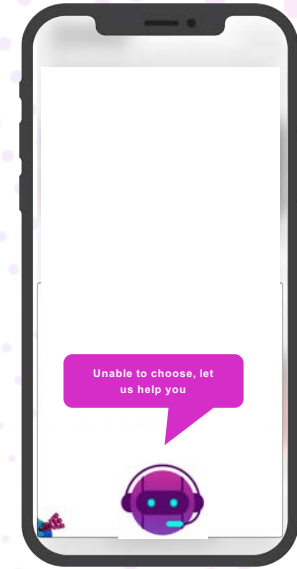
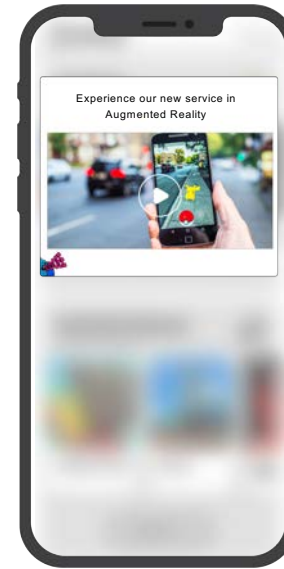
Discounting & Gamification



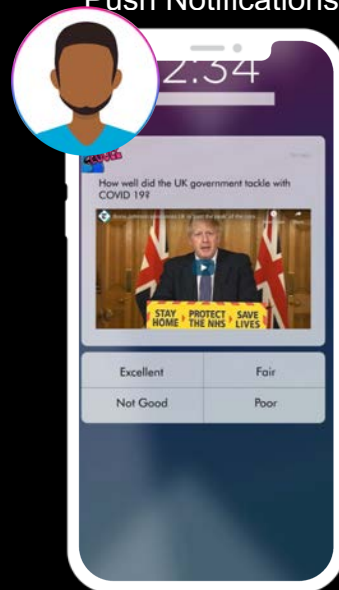
Augmented Reality Triggers



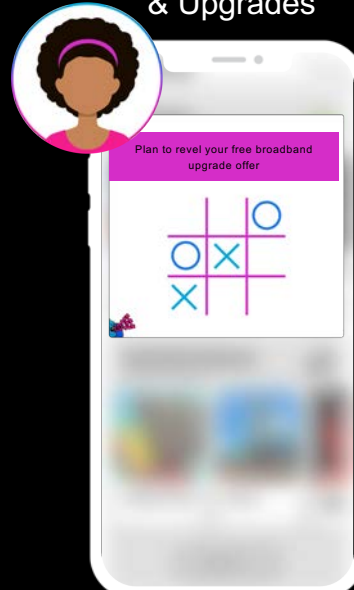
Sales Support



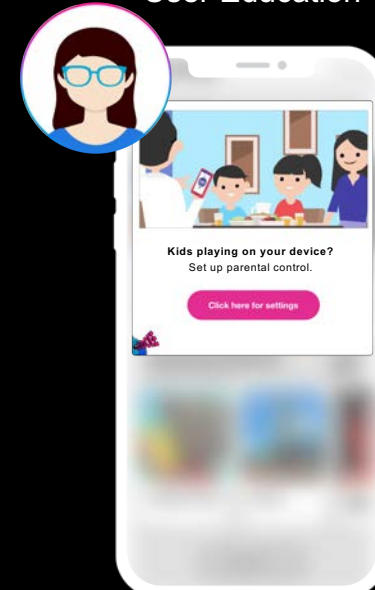
Interactive Push Notifications



Offers & Upgrades



User Education



Greetings & Wishes



Imagination is the only limitation !!



Let's COOEE

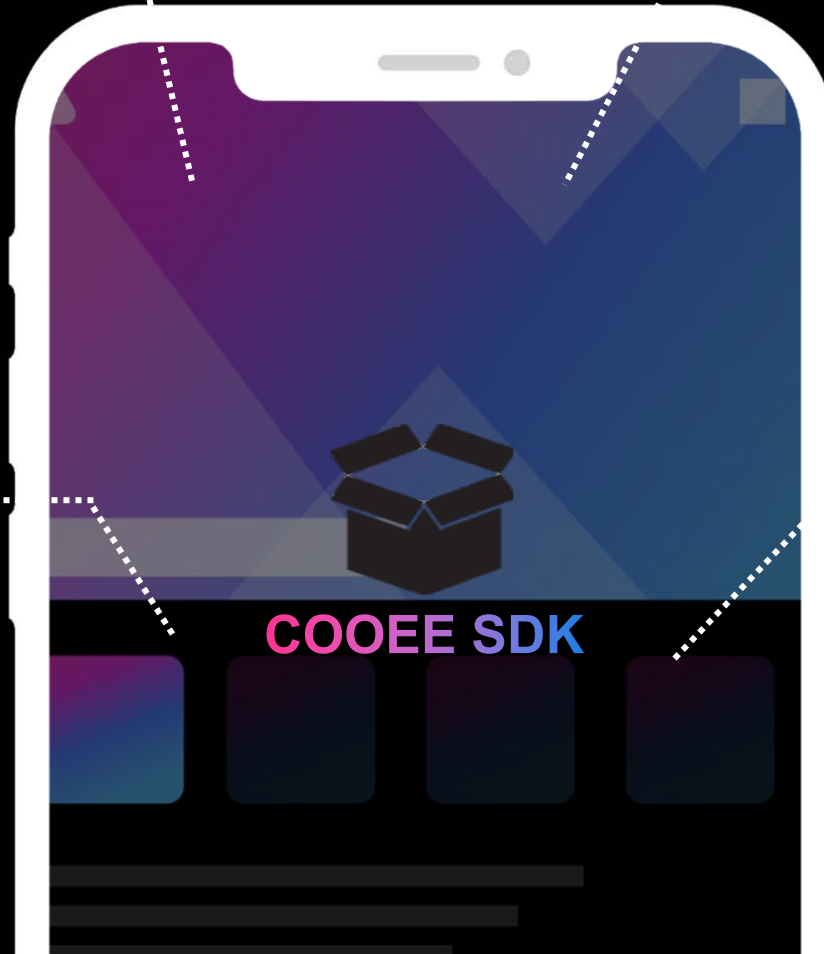
NO MORE SPRINT CYCLES

SDK by Cooee

Cloud Platform
- Auto Scale

No Changes
in Mobile App

Data Insights





Power to be in #themoment

THANK YOU

www.letscooee.com

