



LEANPLUM

Real engagement. Right now.

“Leanplum’s work is helping build more meaningful relationships between brands and their customers.”

— Momchil Kyurkchiev
CEO & Co-Founder

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This Book Will Help Us

- Create a consistent way to describe what we do across all touchpoints
- Demonstrate a compelling, differentiated position in the marketplace
- Convey our commitment to building meaningful relationships

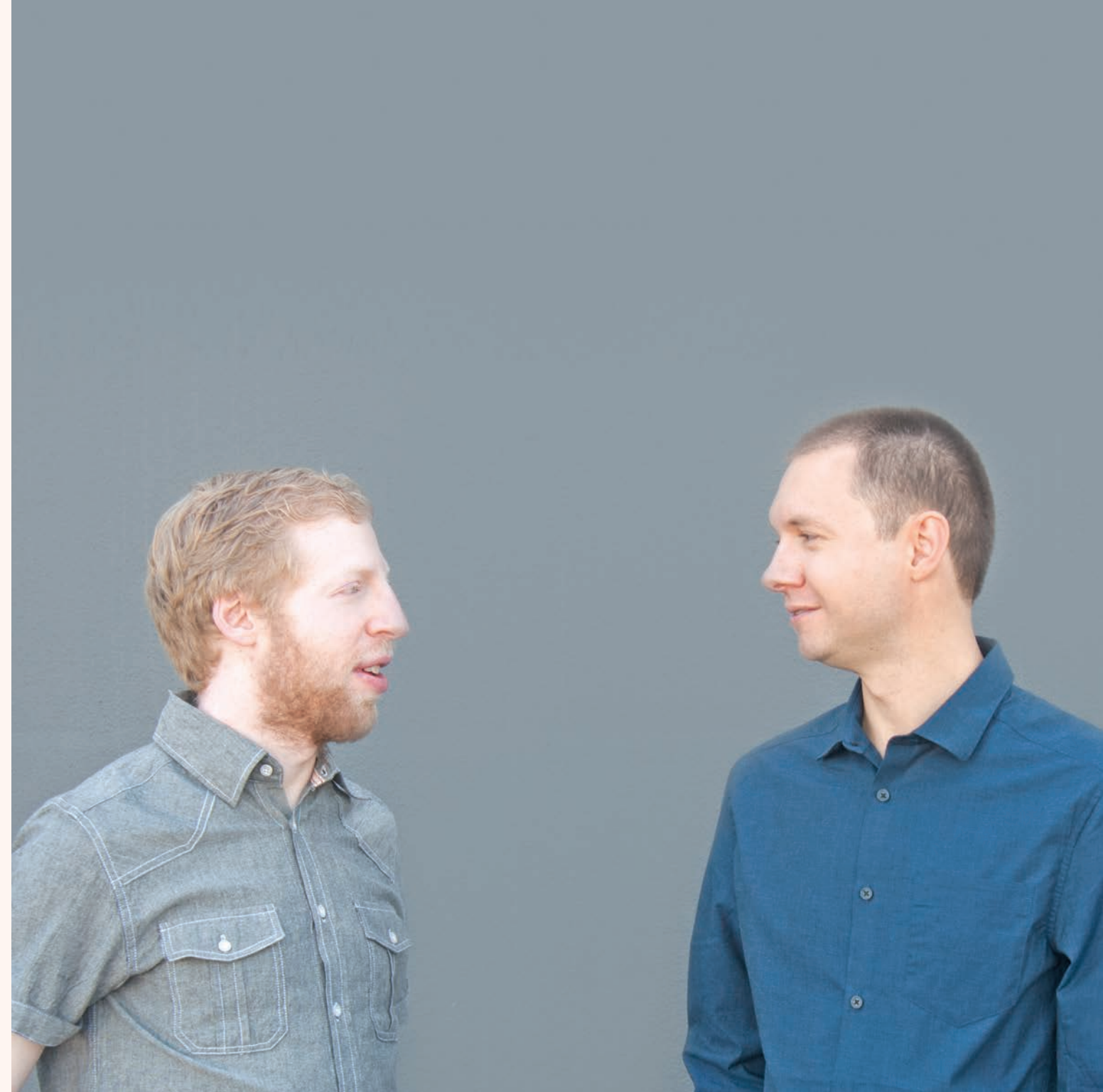
The Leanplum Story

The best way to market has always been to know who your customers are, what they're doing, what they want — and when they want it.

This is as true today as it was a hundred years ago. But faced with the enormous scale of modern marketing, people have become users that brands batch and blast, delivering irrelevant, noisy experiences.

Everybody loses.

Enter Leanplum. In a unified platform that lets you engage customers wherever they are, we turn billions of data points into the insights you need to create real-time value in today's mobile lives. So you deliver relevant experiences that keep people engaged over the long term, creating measurable impact — on your customers and your bottom line. Everybody wins.



Why Engagement Matters

Leanplum captures tons of data that lets brands understand what customers need and want in real-time. Unlike traditional marketing platforms, we were born in mobile, where people move between different devices and expect everything immediately.

So rather than just creating the same experience for everyone, we let brands know what to create, when, and for whom based on context and circumstance. This makes both brands and people happy.

Customer Needs We Solve

Capture context. Deliver relevance.

When customers demand everything immediately, knowing context is essential — who, what, where, and when. We capture and transform the data you need to understand your customers in real-time. So you can deliver actual relevance.

Run unified campaigns. Own the relationship end-to-end.

Create a continuous brand experience from campaign to product. So wherever your customers are, in and out of the app, they experience the seamless journey they expect. Sound tricky? Our dedicated customer success team will guide you throughout.

Know what really works. Make bigger impact.

We distill and correlate every marketing impact to give you the fullest picture of how your campaigns perform — and how they affect your business. Continuously test and optimize the end-to-end customer experience to create the loyalty that fuels growth.

How We Describe Leanplum

Leanplum is a mobile engagement platform, capturing the data you need to automatically engage individual customers in real-time.

Create a continuous brand experience, from campaign to product, so wherever your customers are — in and out of the app — they enjoy a seamless journey.

We distill every impact of your marketing to give you the fullest picture of how campaigns perform — and affect your business. Which lets you continuously test and optimize campaigns to create the loyalty that fuels growth.

Leanplum in 25 Words or Less

Leanplum is an engagement platform that helps brands meet the real-time demands of their customers, creating the customer loyalty that fuels business growth.

Leanplum in 100 Words or Less

With the scale of business today, marketers have resorted to batch and blasting their users, rather than meaningfully engaging their customers. Enter Leanplum, the mobile engagement platform for the real-time world. Our platform transforms customers' real-time data into understanding their needs and wants — so you can deliver a unified experience that's timely, tested, and relevant. See why forward-looking companies around the world rely on us to build the loyalty that fuels growth.

Real engagement. Right now.

How We Sound

Our tone may vary from helpful to inspiring to visionary. Yet our goal is always to humanize the marketing experience and foster deep, meaningful relationships between brands and customers. Our voice, which reflects our brand personality, helps us do just that.

We Are

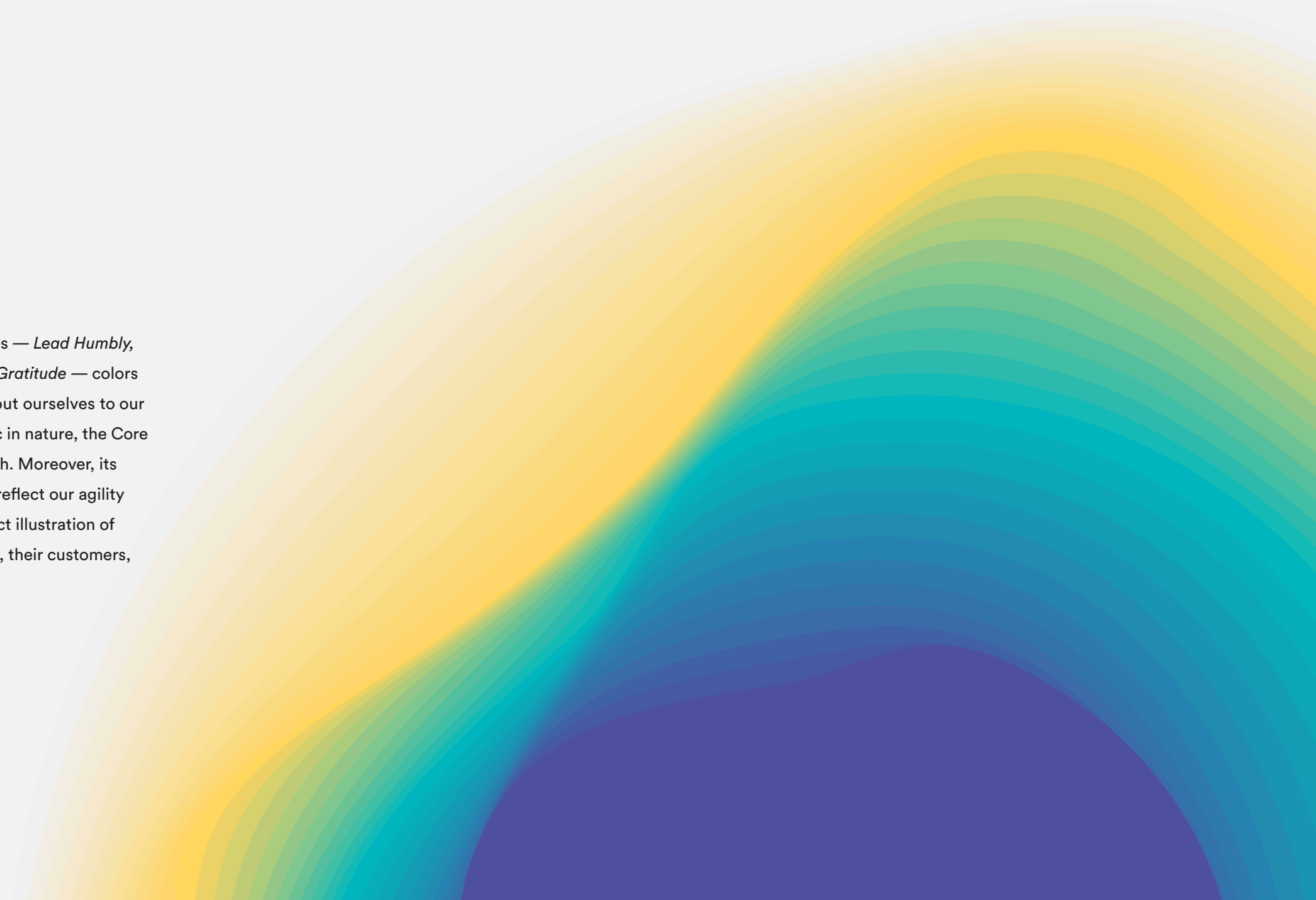
Human & conversational — but not irreverent


Fun & playful — but not silly

Educational & helpful — but not academic

How We Look

Our deep investment in culture and company values — *Lead Humbly, Be Transparent, Push Innovation, Be Nimble, Show Gratitude* — colors everything about our brand, from how we talk about ourselves to our most noteworthy visual element: our Core. Organic in nature, the Core represents a sense of evolution, fluidity, and warmth. Moreover, its vibrant colors, flexibility, and continual movement reflect our agility and responsiveness to human needs. It is the perfect illustration of how we drive meaningful relationships with brands, their customers, and ourselves.





**“Leanplum helps us
deliver a great experience
to fuel millions of new
connections.”**

— Tinder

The world's most popular dating app

