



Company name: Appsumer

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Summary:

Appsumer automates dashboards, reports & insights for UA teams at consumer app brands, enabling them to drive better performance & accelerate growth.

Overview:

Appsumer's SaaS platform automates insights user acquisition (UA) teams need to effectively manage their advertising investment. The platform eliminates the need to manually compile data from disparate data sources.

Appsumer is the most configurable solution on the market for app businesses, reflected in its incredibly high retention, NPS & usage stats. Customers using Appsumer have cut reporting time by up to 90% and unlocked insights that doubled media efficiency, enabling faster growth. Appsumer has already powered decisions for more than \$500m of user acquisition spend.

Appsumer has built its tech from the ground up, led by pioneers of the mobile ad industry. Their mission is to power more of the \$72bn that is spent on UA today.

Milestones:

- Raised £4m in funding to date
- Hired all-star leadership team with unrivalled domain experience
- Reached £1m in ARR
- Solid NPS, Retention & Usage metrics
- Processed over \$500m of ad spend for customers
- Setup pilot office in the US and secured first US customers

Current investors:

Galvanise Capital & Syndicate Room

Client snapshot:

Adidas, Huuuge Games, Miniclip, Picsart & Trainline