

Button Marketplace

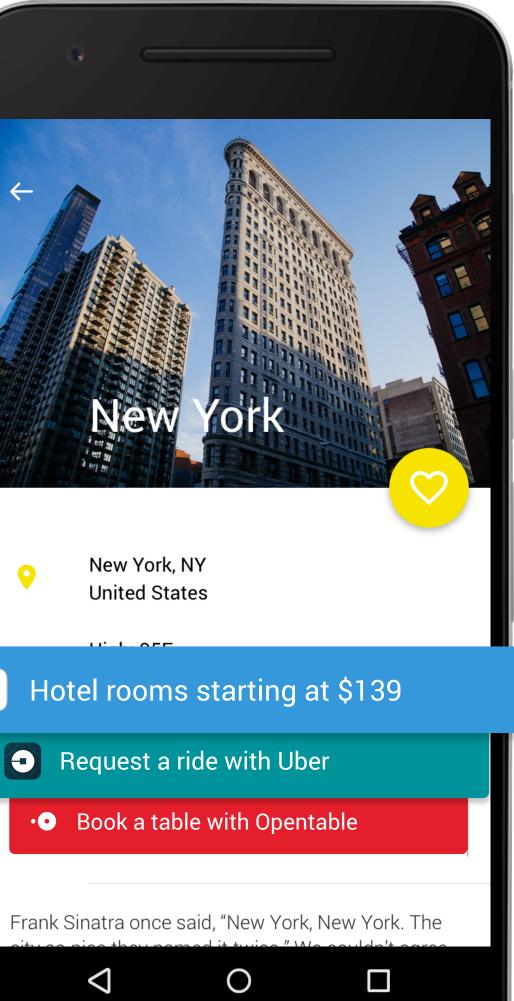
People are increasingly using mobile apps to find, request, book, and purchase almost any commodity they want at the time they want it; apps, however, are siloed, and it's difficult for people to move between them. Button intelligently connects apps so people can take these actions when they want to take them, and in the context of other apps.

Button gives brands the power to tap into this intent and monetize their experiences through actions, not ads. This user friendly approach connects the apps where people spend time with those where they spend money.

Marketplace



•••• OpenTable Reservations		
Groupon Deals		ew
Hotels.com Accomodations		ew York, N hited Stat
Uber Transportation	Constant of the second	rooms uest a r
Jet Shopping	• Boo Frank Sinat	o <mark>k a tabl</mark> ra once s
		they (pape



Buttons

Buttons enable rich cross-app functionality, with the benefit of incremental revenue and increased engagement for your mobile properties. They act as UI elements you can add to your mobile site or app and help users take their next action. Configure a Button to show one action (e.g. Book a room on Hotels.com), or a set of actions depending on the user and their activity.





Choose Your Ride)
uberX 3 min away	\$8
uberPOOL 5 min away	8 \$6
uberXL 2 min away	\$12 Ø
See more on Uber	>

	Book Your Table 4 Guests	
8:00 PM 4 Guests		
8:30 PM 4 Guests		
9:15 PM 4 Guests		
💿 See n	nore on OpenTable	>

Yoga Mats

ProSource Original Yoga Mat 1/4"...



Millennium Biltmore Hotel in Los Angeles ★★★★

 $\bullet \bullet \bullet$

 ProSource
 \$1

 Bry Belly SYOG-003 Extra Thick...

 Bry Belly
 \$3

 es
 Tree of Life Yoga Mat

 Gaiam
 \$23

 See more on Boxed

Book Your Stay	
Entire Place New York, NY	
Private Room New York, NY	
Shared Room New York, NY	
See more on Airbnb	>
See more on Airbnb	>



ProSource Original Yoga Mat 1/4" Thick \$16.99 \$16.17

Blue/Green

\$16.17

\$31.44

\$23.01

From \$173

Commerce Cards

Button's Commerce Cards natively present actions and products from brands within your app. When a user clicks a Button, a Commerce Card will appear and give your users a preview of what's available, so when they choose to deep link, they know exactly what they're getting. Commerce Cards both capture intent and create great experiences.





Attended Install

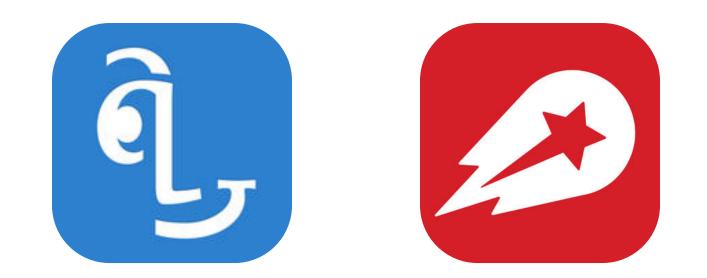
With Attended Install technology, Button makes it simple for people to install an app without switching to the app store. When a user clicks a product on the Commerce Card, and doesn't have the app, they will be prompted to install; once the install completes, they will receive a notification to complete their action there - all still within the publisher app.

Deep Links

Deep links are the underlying technology for how Button enables app-to-app interaction; deep links allow you to send users people to specific content or places in another app. We add context to our deep links meaning that when you send a user to Uber from your mobile app or site, for example, the user will already have location pre-populated and will be ready to request.



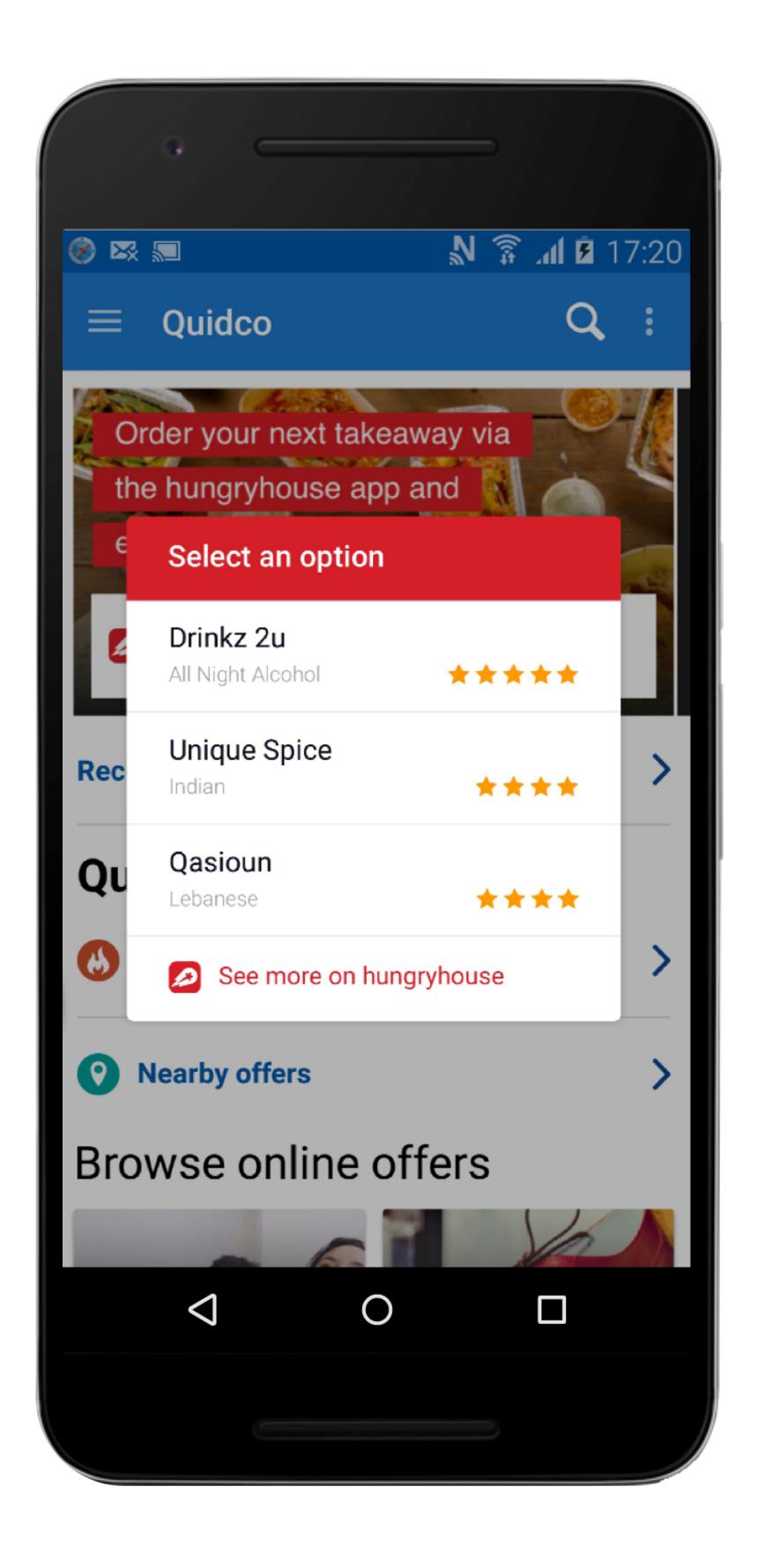




Quidco and hungryhouse used Button to connect the cash-back loyalty app to the food delivery service.

28%

Overall conversion rate



to purchase

457%

Revenue growth compared to mobile web integration.

24%

Increase in time spent in the publisher's app





Button (n.)

a technology platform that helps apps monetize with great user experiences, bridging intent with action across the app ecosystem.





Michael Jaconi CEO

Former CEO of Rakuten Loyalty and Executive Officer at Rakuten who led US investments



Tanner Hackett Operations

Former Co-Founder at Rocket Internet's Lazada Malaysia



Siddhartha Dabral Engineering

Former Lead Engineer at AKQA & built JPMorgan's Insights app



Stephen Milbank Finance

Former investment analyst with Goldman Sachs & Morgan Stanley



Chris Maddern Engineering

Former Lead Engineer at Venmo & founded iCarCheck (Solera acq) and Corkbin (HelloVino acq)



Mike Dudas

Revenue

Former Google, Braintree/Venmo and Paypal in payments and loyalty





Series A

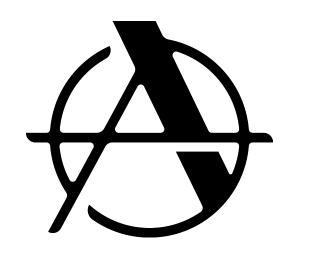
\$12,000,000

January 2015















\$2,250,000

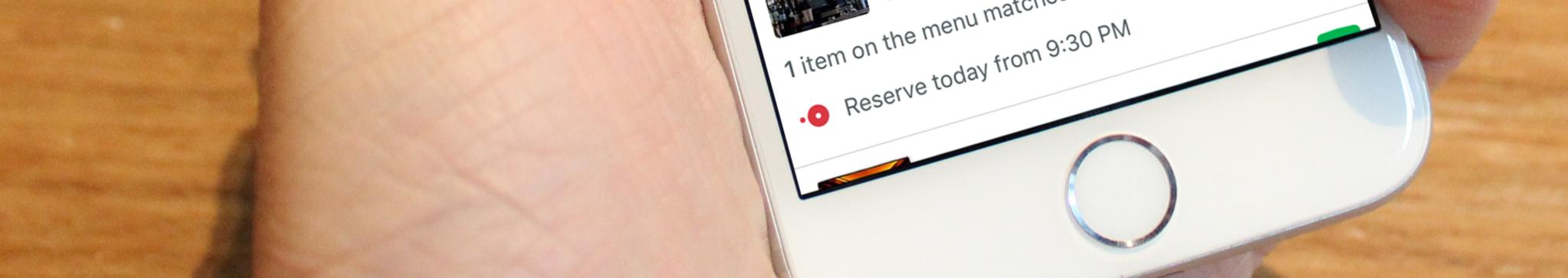
July 2014

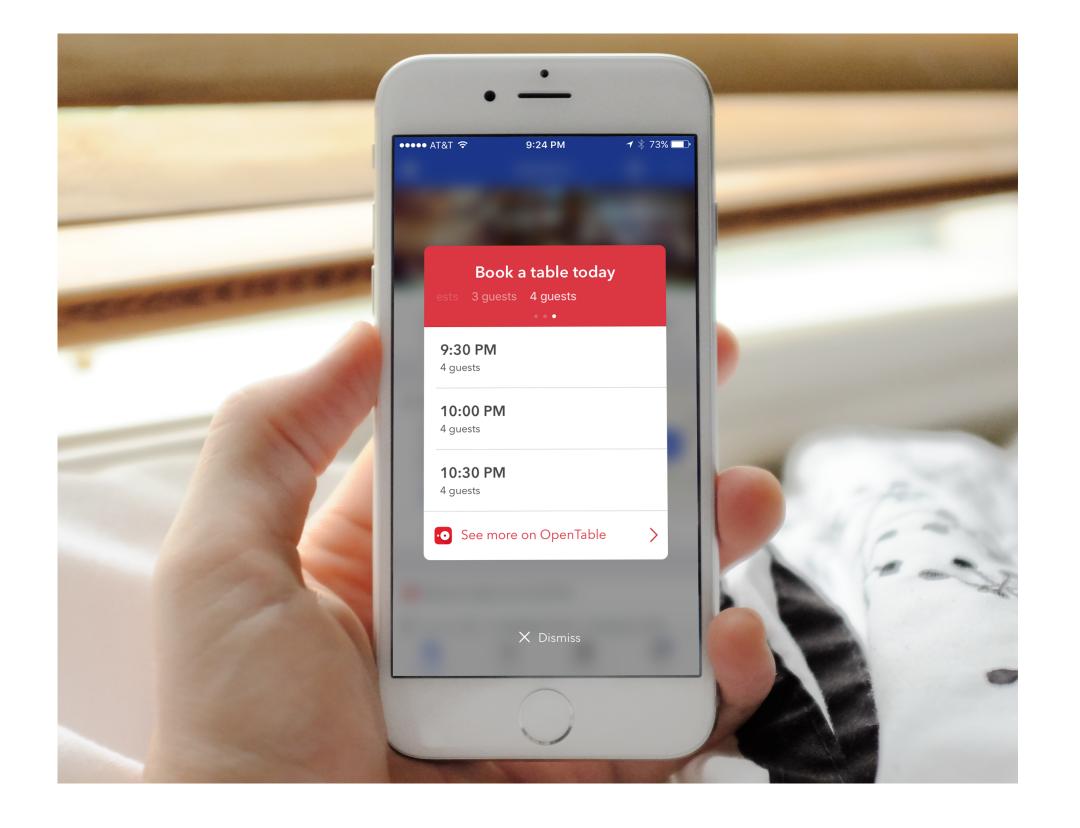


Investors







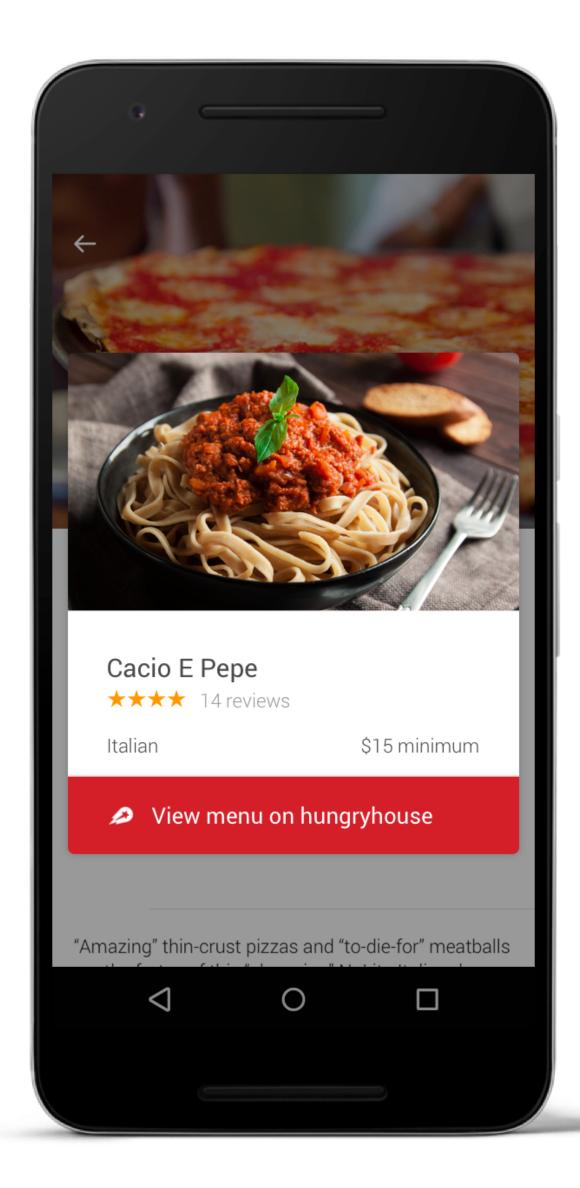


Above: Button's Uber and Opentable buttons in Foursquare.

Left: Button's Opentable Commerce Card in Foursquare.

Product





Button's commerce cards help display relevant inventory and information from partners inside of publisher apps on Android and iOS.

Below: Button's dashboard shows partners their performance across the marketplace.

→ C [] app.	usebutton.com/metrics					
Home	Metric Below you can sele		apps, and metrics you	ı would like to measure		
Metrics	Revenue	Buttons	Links			
Links Transactions					7 days 14 days 30 days	01/01/16-02/29/
] Marketing	Summary					
	\$15,21	0	801	501	3,101	12,00
) Add a Button	Commerce Earn 00.32% Growth	ed	Orders 00.32% Growth	Installs 00.32% Growth	Deeplinks 00.32% Growth	Taps 00.32% Grow
UberButton						
	Trends				App · · Platform	User Type



Product







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