		Revenue / Engagement / Retention	Agility (Faster Dev Cycles)	Visibility
Target Customer	*Business function*	CMO / Chief Digital Officer (Line of Business)	Engineering	IT Operations
	Titles	CMO / VP of MKTG / Mobile PM	VP of Engineering / Dir of Engineering Dev Manager	VP of IT OPs / OPs Manager
	Role in the buying process	Economic buyer	End-user / Decision maker	Tech Evaluator / Influencer
Value Messaging	*Value Statement*	(Revenue) Minimize revenue at risk by proactively monitoring transaction success rates (Engagement) Improve user engagement by correlating behavior and operational metrics	Iterate faster by reducing time to detect, diagnose, prioritize and resolve bugs, errors, and crashes	Gain end-to-end visibility of your mobile app performance, including the impact of backend servers and 3rd party API calls
	Value Bullet points	- Revenue growth/loss due to app performance and performance issues - Engagement loss due to app crashes and performance issues - App downtime = business downtime - Slow user base growth due to slow app performance and crashes	- Long product development and QA cycles: devices, networks, OS; - Less time in QA = Faster Product Releases - Rapidly identify the root cause of issues - Reduce the time to detect, triage, diagnose and resolve experience problems - Quickly resolve crashes through stack traces and user flows - OOTB support for new device and OS releases - Prioritization of issues based on - scale of impacted users - revenue at risk	- Measure performance impact of 3rd party systems/SDK/APIs - Management tool integrations: monitoring tools, alerting consoles - Internal API endpoints (ex: server talking to a mobile app) - Mobile app "last mile" visibility (data traffic from cloud to device) - Integrated: REST APIs - End-to-end view of mobile to backend servers performance

	Product Features	- Transaction monitoring	- Breadcrumbs
			  + how user flow cause crashes & exceptions
			  + visualize API issues in context
			  + what actions lead to transaction failures
			- Multiple OS & Device support
			- Root Cause determination
				- Cloud Service API Monitoring
				- APIs and service monitoring

	Proof points / Metrics	- Daily Active Users - Revenue / DAU - Avg. app downtime - Abandonment Rate - Customer Lifetime Value (LTV) - Retention Rate - App Adoption Rate	- Avg. time of a release cycle - Avg. # of Support Requests	- App Time - Availability - Alerts

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