

Publisher First Time User Experience

	Discovery	Exploration	Evaluation	Activation	Placements	Integration	Returning
External Parties	<p>Producer / Monetization Contact</p> <p>Developer</p>	<p>Producer / Monetization Contact</p>	<p>Producer / Monetization Contact</p>	<p>Producer / Monetization Contact</p>	<p>Producer / Monetization Contact</p> <p>Developer</p>	<p>Producer / Monetization Contact</p> <p>Developer</p>	<p>Producer / Monetization Contact</p> <p>Developer</p>
User Actions	<p>Hear about NativeX at conference</p> <p>Find about NativeX through peers</p> <p>Read about NativeX online</p>	<p>Google Search</p> <p>Read Marketing Materials</p> <p>Visit our online properties</p>	<p>Start conversation with NativeX Sales</p> <p>Sign up for Self Service</p> <p>Publishers without access to BD have no idea about eCPM or Revenue expectations</p>	<p>Sign up for Self Service</p> <p>BD creates partner account</p>	<p>Sign up for Self Service</p> <p>BD creates partner account</p> <p>Long-tail publishers do not have knowledge of placement best practices</p>	<p>Producer / Monetization Contact chooses placements</p> <p>Developer implements placements</p> <p>Miscommunication between placement decision maker and developer</p>	<p>Tweak waterfall and reward settings</p> <p>Monitor performance (reports)</p> <p>Implement additional placements</p> <p>Turn placements on or off</p>
Resources	<p>Conferences</p> <p>Press Releases</p> <p>Social Media</p> <p>Industry Blogs</p>	<p>NativeX.com website</p>  <p>Social Media</p> <p>Newsletter</p> <p>Product Briefs</p> <p>Sales Deck</p>	<p>NativeX.com website</p>  <p>Self Service Portal</p>  <p>Product Briefs</p> <p>Sales Deck</p> <p>What is the expected performance?</p> <p>What ad units are available?</p> <p>How much control do I have over the ad experience?</p>	<p>NativeX.com website</p> <p>Self Service Portal</p> <ul style="list-style-type: none"> - Sign Up - Add App (populate App Store data) <p>SDK Documentation</p> <p>Sample App</p> <p>Knowledge Base</p>	<p>NativeX.com website</p> <p>Self Service Portal</p> <ul style="list-style-type: none"> - Sign Up - Add App (populate App Store data) <p>SDK Documentation</p> <p>Sample App</p> <p>Knowledge Base</p> <p>I don't understand why there are Placement Categories and how this is important to me</p>	<p>NativeX.com website</p> <p>Self Service Portal</p> <ul style="list-style-type: none"> - Get App ID - Get Placement Names (ID) <p>SDK Documentation</p> <p>Sample App</p> <p>Knowledge Base</p> <p>Link between placements on Self Service and Integration (code) is unclear</p> <p>Feedback doesn't come quickly enough during integration process</p> <p>Troubleshooting errors is difficult</p>	<p>NativeX.com website</p> <p>Self Service Portal</p> <ul style="list-style-type: none"> - Change Ad Unit Waterfall - Change Currency settings - View Reports <p>SDK Documentation</p> <p>Knowledge Base</p> <p>How do I understand my placement performance in relation to my monetization strategy?</p> <p>How do I get more granular control over ads being displayed?</p> <p>Visibility into custom placements is poor on Self Service</p>
NativeX Contacts	<p>NativeX BD</p> <p>Word of Mouth</p> <p>NativeX Marketing</p>	<p>NativeX BD</p>	<p>NativeX BD</p> <p>NativeX Product Manager</p>	<p>NativeX BD</p>	<p>NativeX BD</p> <p>Ops Support</p>	<p>NativeX BD</p> <p>Ops Support</p> <p>* Engineering Support</p>	<p>NativeX Dev Relations</p> <p>Ops Support</p>