



Growing Localytics: Lessons Learned
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Localytics: World's Leading Mobile Engagement Platform



6,000
companies



3 billion
devices



37,000
apps



120 billion
data points

Launched 2009 | Offices: Boston, San Francisco, London, Berlin | 150 Employees
\$60M Total Raised | \$35M in Last Round Led by Sapphire Ventures

 **Localytics**

Lessons learned

- Focus! Know what you'll be best in the world at and nail it
- Hire for potential and fit above all else
- Know key metrics and maintain your operating system
- It's a roller coaster – learn to modulate



Thank you

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