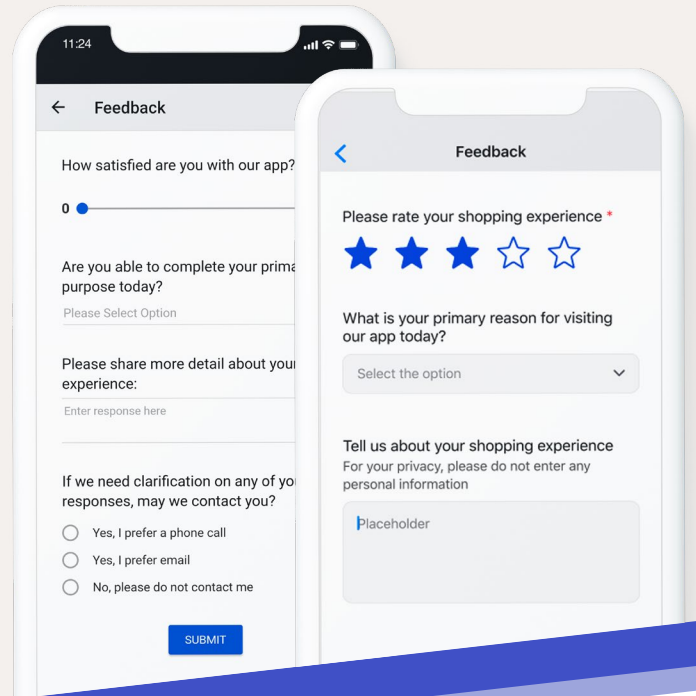




Deliver world-class  
in-app experience  
at scale



## Medallia Digital In-App

Increasingly consumers prefer mobile apps to websites or mobile sites. On average, conversion rates are 3x higher on mobile apps than other channels. But retaining in-app customers can be difficult. In fact, 60% of people have deleted an app after only one poor experience. This means it's critical that organizations understand how users are responding to their apps, and resolve in-app issues quickly.

Medallia Digital In-App enables you to engage with your app users effortlessly, helping you identify and fix experience issues faster. Our lightweight mobile SDK enables you to engage in-app users effortlessly and in real time, while seamlessly syncing all data inside of Medallia Experience Cloud for one single source of truth.



### Resolve Issues

Leverage feedback to identify and remove in-app experience issues.



### Continuous Innovation

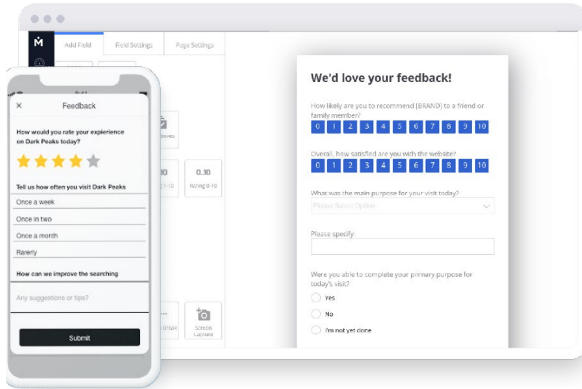
Uncover opportunities to engage users through new content & functionality.



### Boost App Visibility

Prompt users to leave reviews in Google and Apple stores to increase visibility.

# How does it work?

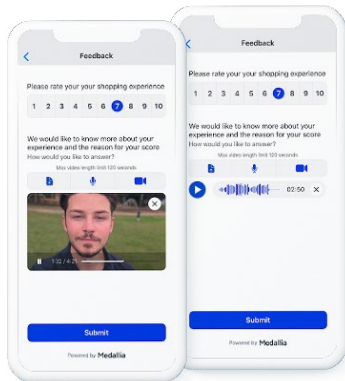
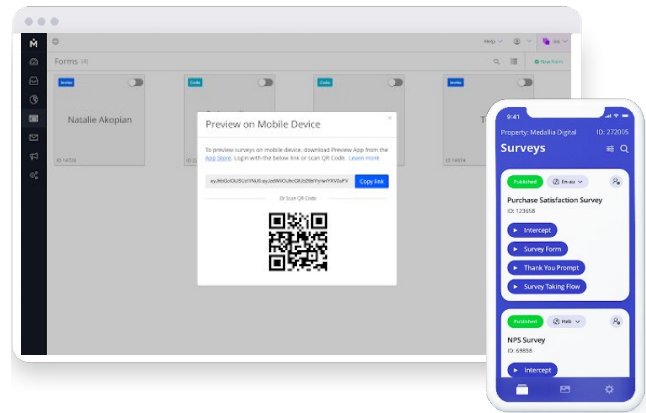


## Design: Ease of Use

Easily build, preview, launch, and modify surveys. Medallia Digital's intuitive drag-and-drop interface allows both technical and non-technical stakeholders to build quick, customized, and effective surveys, while supporting changes in real time.

## Understand: Deep Signal Capture

Capture rich, actionable insights. With multiple feedback options, including intercept, always-on, push notifications, and code-based triggers, you can collect text and video feedback both online and offline, maximizing response rates and engagement.

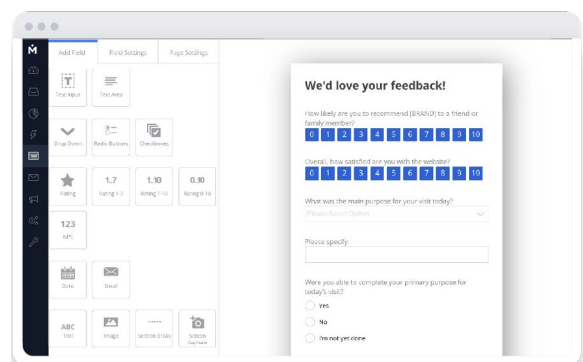


## Activate: Drive Action at Scale





See results across your organization. In addition to personalized alerts and workflow management, Medallia Digital In-App comes equipped with app-specific actions, like promotions and review prompts, helping you get the most out of your app offering.

## Architecture: Enterprise Scalability & Support

Deploy Medallia Digital In-App SDK across both Native (Android & iOS) and Hybrid Applications (e.g., Cordova, React Native, and more) with minimal footprint, no web-based code or external dependencies. Our solution is continuously tested and validated by 100s of customers.



# Key features

 Technical	 Self Service	 Engagement	 Analytics
iOS and Android fully supported	Intuitive drag-and-drop survey builder	Intercepts, 'always-on,' and code-based triggers	Detailed, real-time insights with pre-built & ad-hoc reporting
Low CPU, memory, and battery footprint	Fully customizable surveys to match brands	Collect on-the-go feedback with video	Health check reports to enhance engagement easily
Offline mode for continuous data collection	Preview surveys and make changes in real time	Prompt users to review in app stores	Fully integrated with MEC Platform

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## Trusted by the world's leading brands

"Medallia gave us all the support we needed to implement their app technology and see results. They focus on delivering solutions that truly improve the overall customer experience."

Luca Melgrati, Product Owner, Edenred Italia



### About Medallia


Medallia, the leader in Experience Management cloud technology, ranked #15 in the most recent Forbes Cloud 100 list. Medallia's vision is simple: to create a world where companies are loved by customers and employees alike. Hundreds of the world's largest companies and organizations trust Medallia's cloud platform to help them capture customer and employee feedback everywhere they are, understand it in real-time, and deliver insights and action everywhere—from the C-suite to the frontline—to improve business performance. Medallia has offices worldwide, including Silicon Valley, New York, Washington DC, Austin, London, Buenos Aires, Paris, Sydney, and Tel Aviv. Learn more at [www.medallia.com](http://www.medallia.com).

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