As we look to 2020, growth marketers continue to focus on improving customer experience and engagement to increase ARPU (Annual Revenue Per User). But before we get completely entrenched in 2020, let’s reflect on 2019 for a hot minute because it was a big year for Leanplum. We reached new highs with our product touching 1 in 4 people in the world. Yes, you read that right, that’s 2 billion people. Read on to learn other ways we help brands capture hearts and create lasting relationships.

### 2019 in Review

- **2 Billion**
  - People Used an App or Website with Leanplum Inside

- **150 Billion**
  - Multi-Channel Messages Sent

- **Up to 30X ROI**
  - for Leanplum Customers

- **100,000**
  - Messages per Second During Black Friday

### Serving Marketers in All Industries

20 + Categories Including

- Shopping
- Gaming
- Lifestyle
- Travel
- Finance
- Media

### Top Reasons Brands Choose Leanplum

- Customer-First Approach
- Marketers in Control
- Award-Winning A/B Testing

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Leanplum Data 2019®

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