

MIKE VILIMEK

VICE PRESIDENT OF PRODUCT, SOLUTIONS,
& ALLIANCES MARKETING, FIRSTUP

JD DEPACE

VICE PRESIDENT OF PRODUCT MANAGEMENT, FIRSTUP

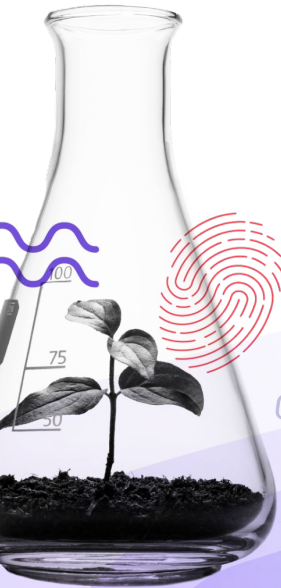
 attune'22





attune'22

THE SCIENCE OF ENGAGEMENT



$$0 = \frac{3 \cdot a \cdot \sqrt{3}}{2} + 3 \cdot a \cdot v_i$$

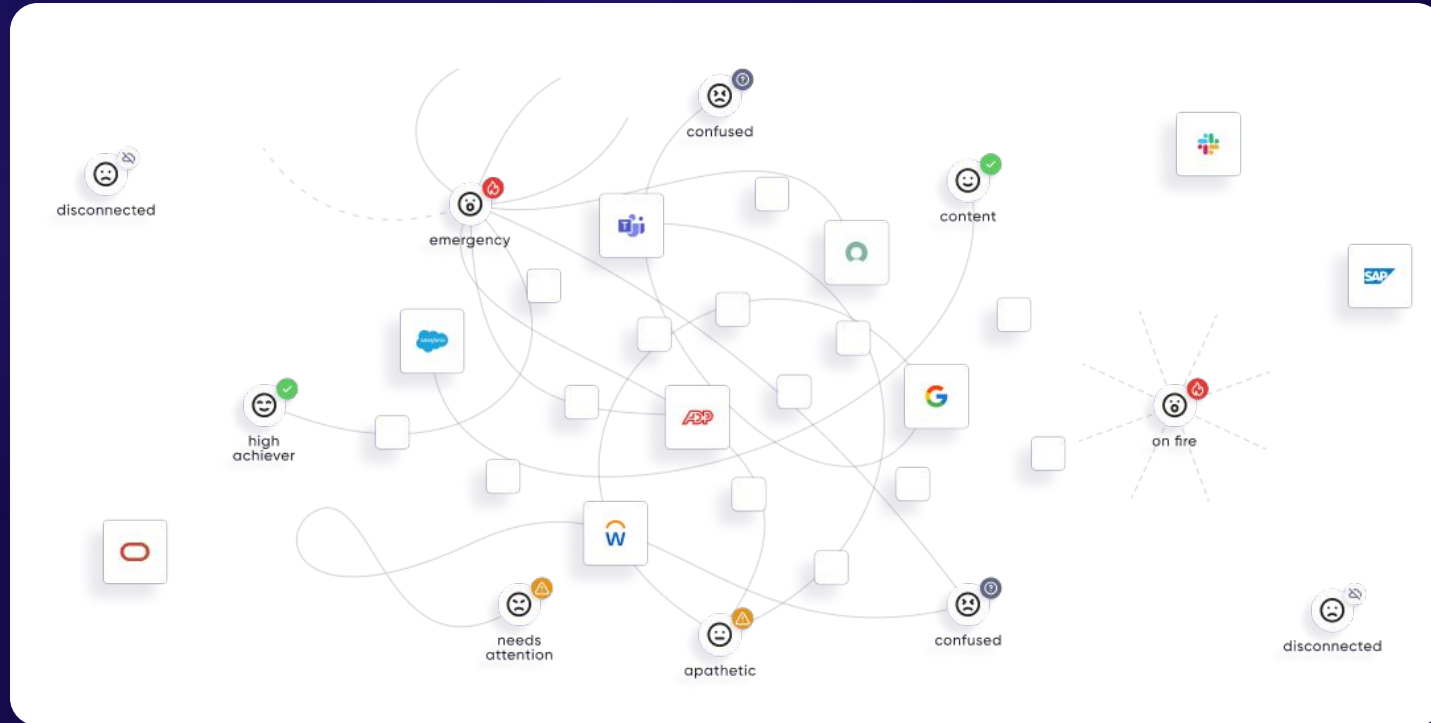


Safe Harbor Statement

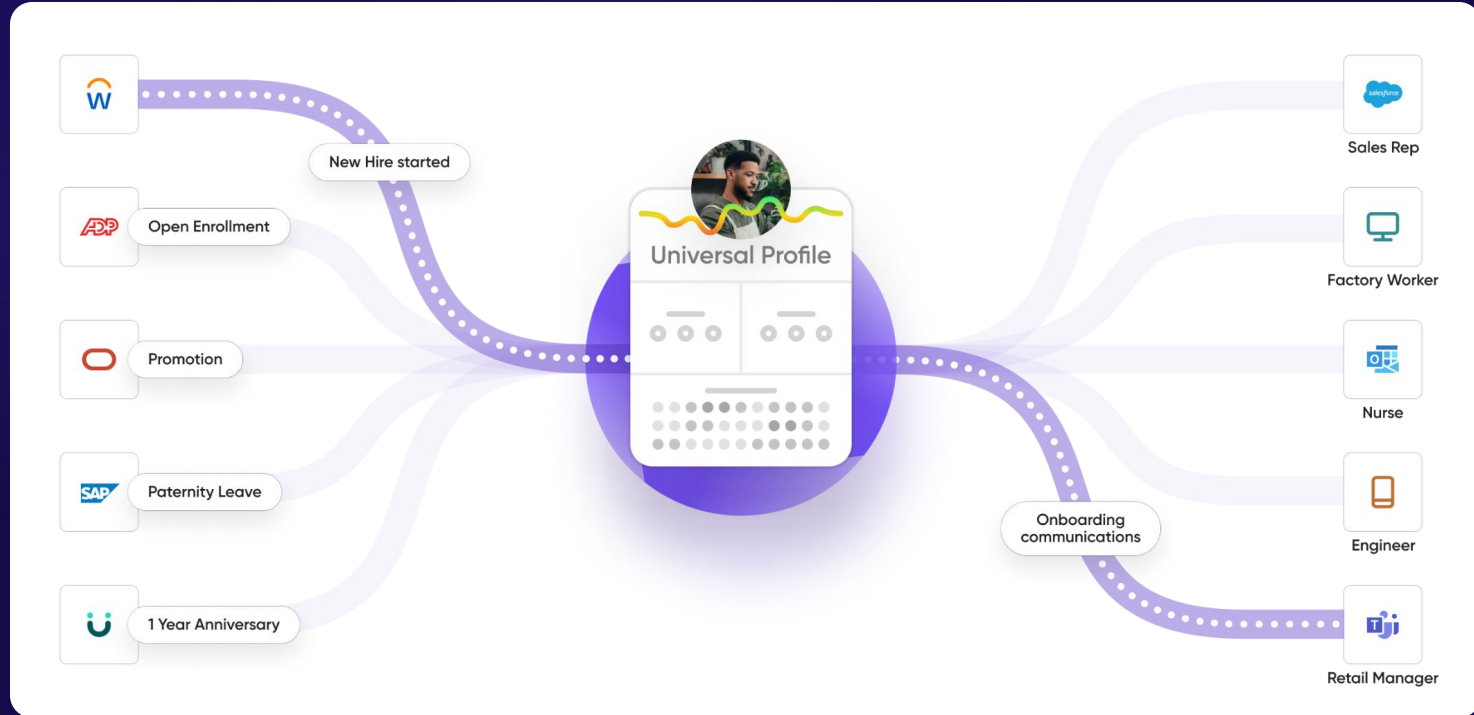
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Firstup products remains at the sole discretion of Firstup.



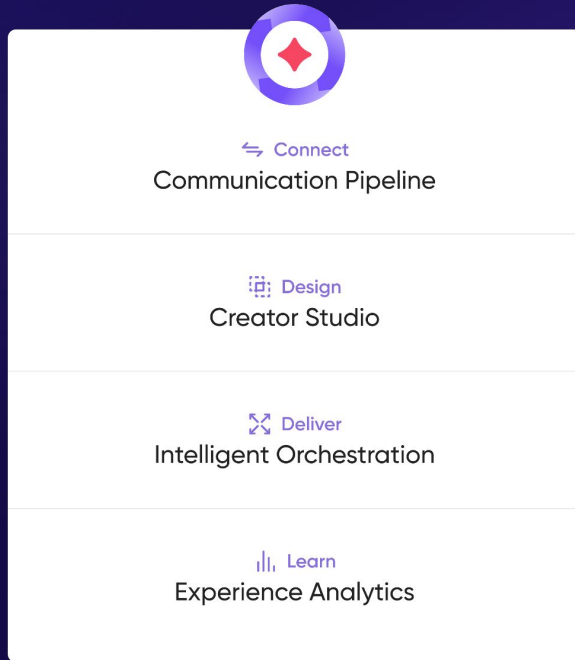
The digital overload crisis is real



The communication pipeline for the world's workforce



The world's first intelligent communication platform



Unify employee communications on a single platform

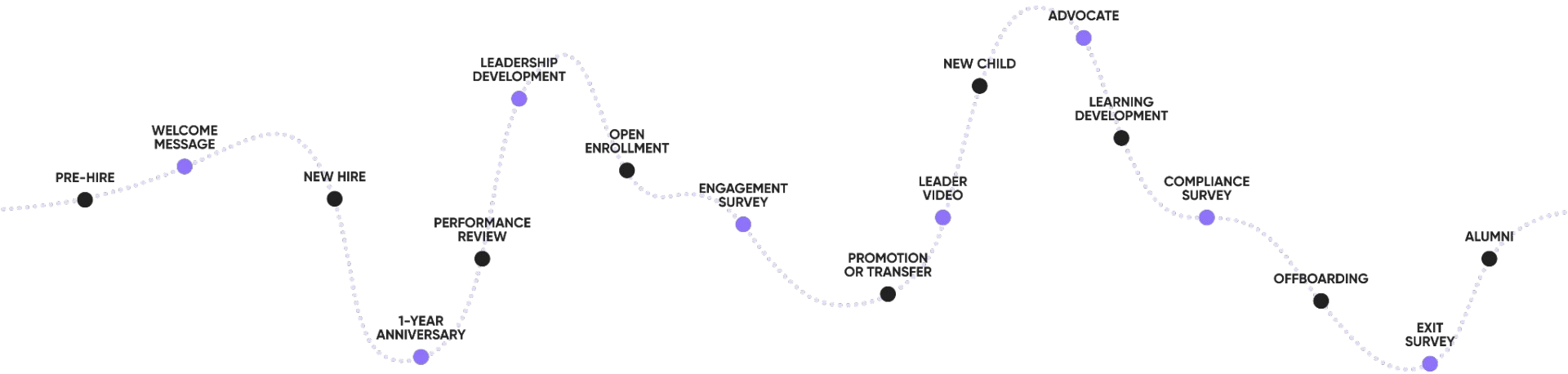
Design end-to-end employee journey campaigns

Optimize delivery based on employee preferences and behaviors

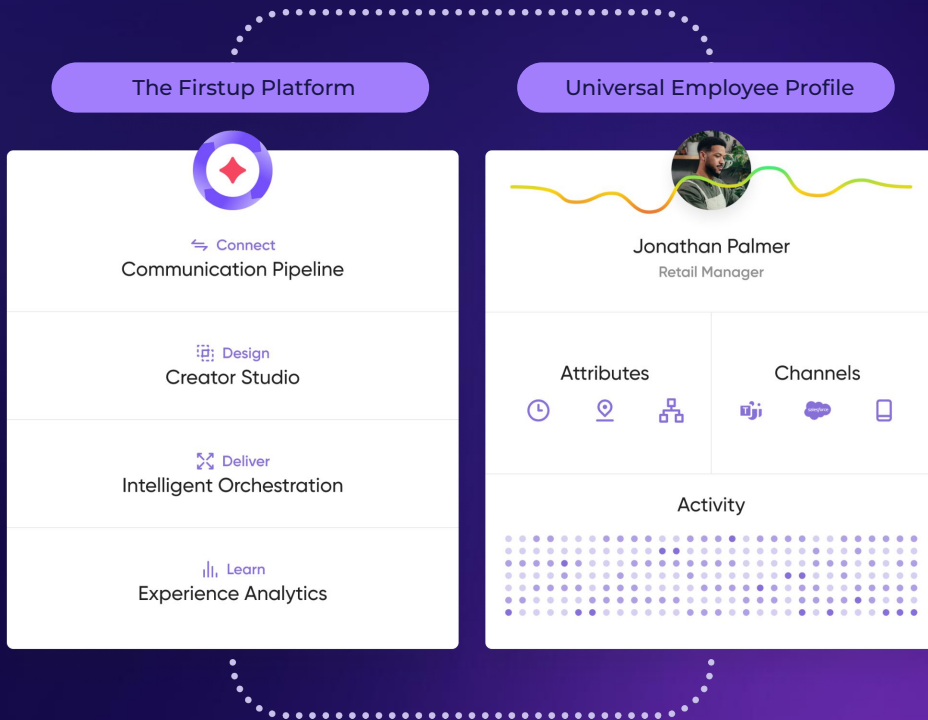
Gain real-time insights for every employee, across the employee journey

We are in a people-first economy

Companies that thrive will design around their employees, making productivity, well being, skills and culture core to their business.

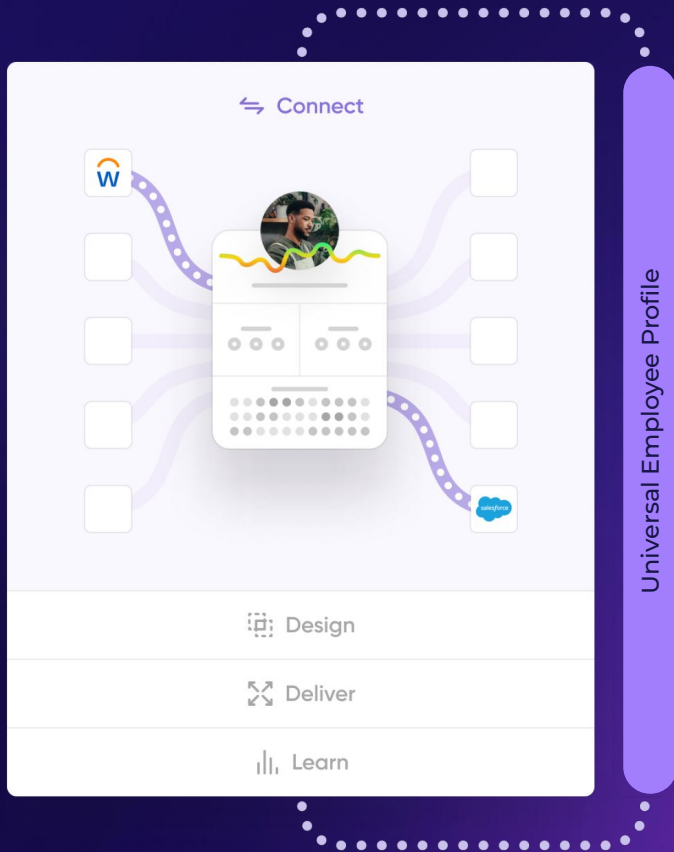


Introducing the Universal Employee Profile



Get a holistic picture of each employee that continuously learns and gets smarter

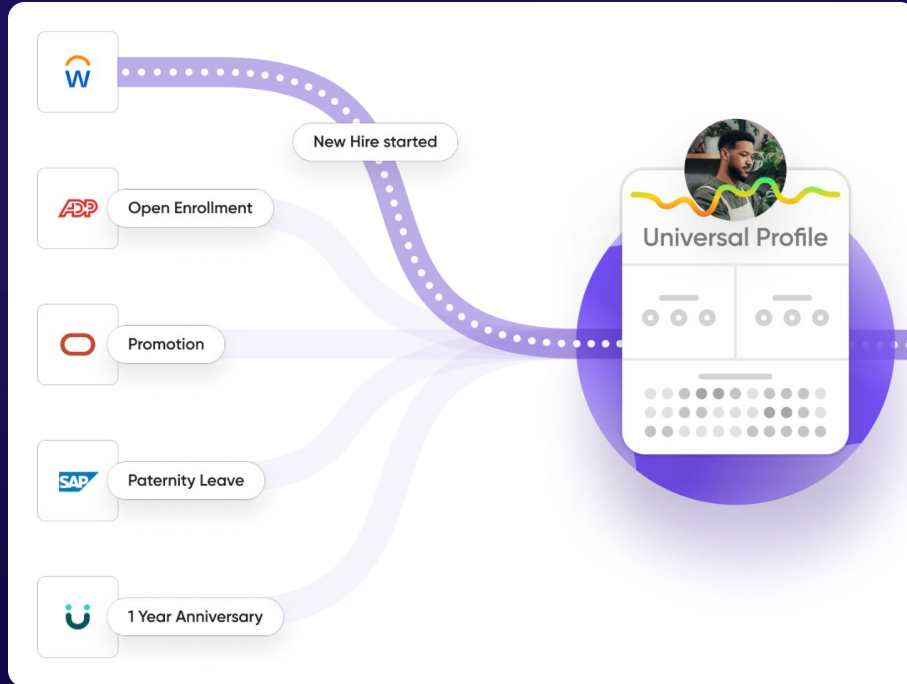




↔ Connect

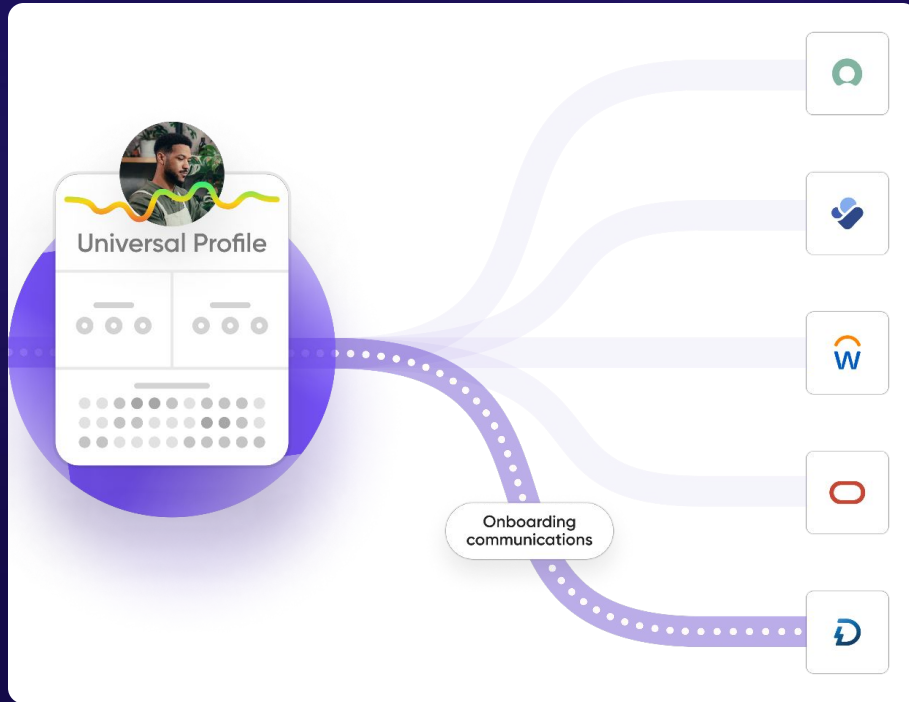
Unify employee
communications on a
single platform

Data connectors



Automatically trigger communications based on events such as new hires, promotions, or new learning opportunities and more

New delivery channels

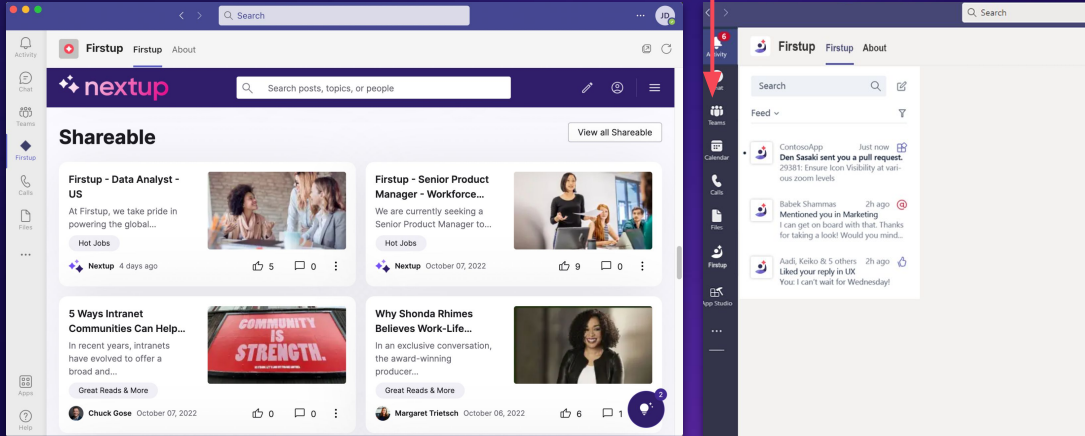


Deliver directly into the systems employees use most

Employee experience in Microsoft Teams

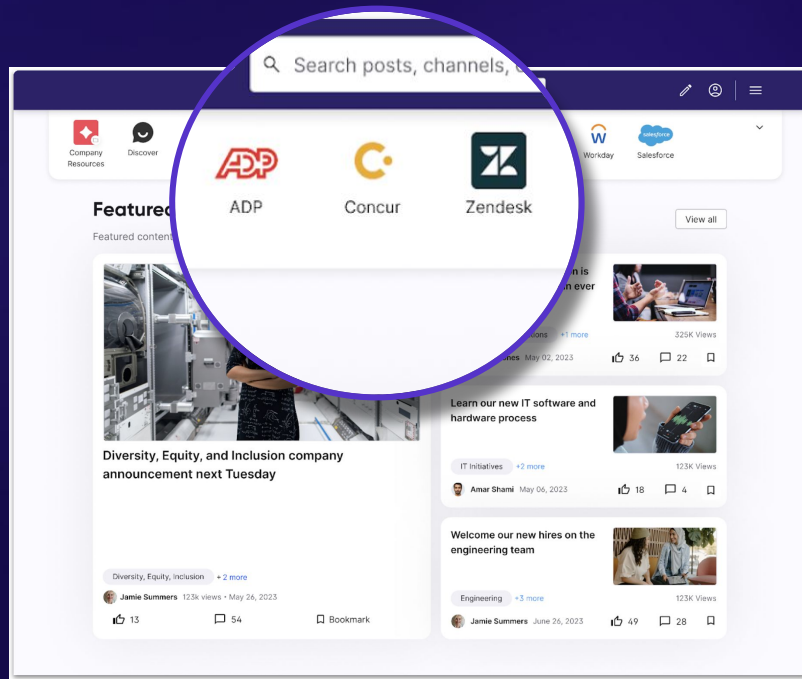
Audience will receive campaign on one or more channels

- Email
- Assistant
- Push notification
- Microsoft Teams

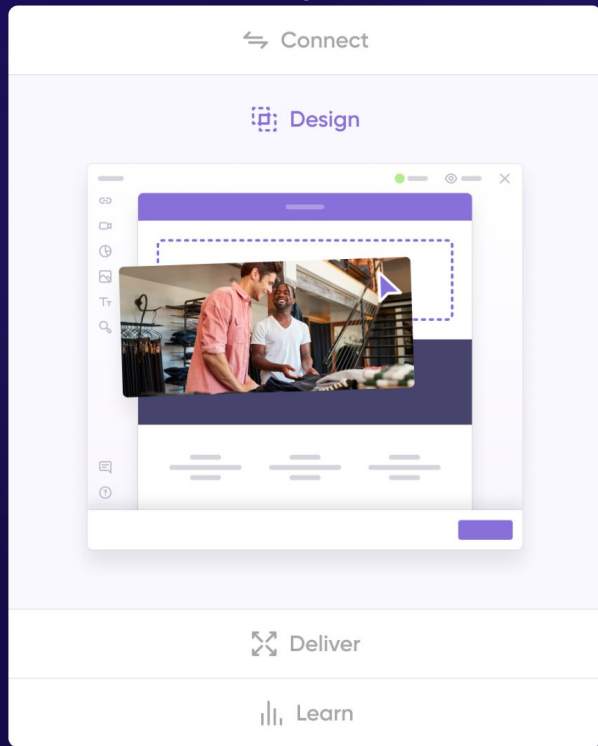


Bring the entire Firstup web experience and smart notifications into Teams

Shortcuts



One-click shortcut access to the systems, tools, and content employees need most to be productive



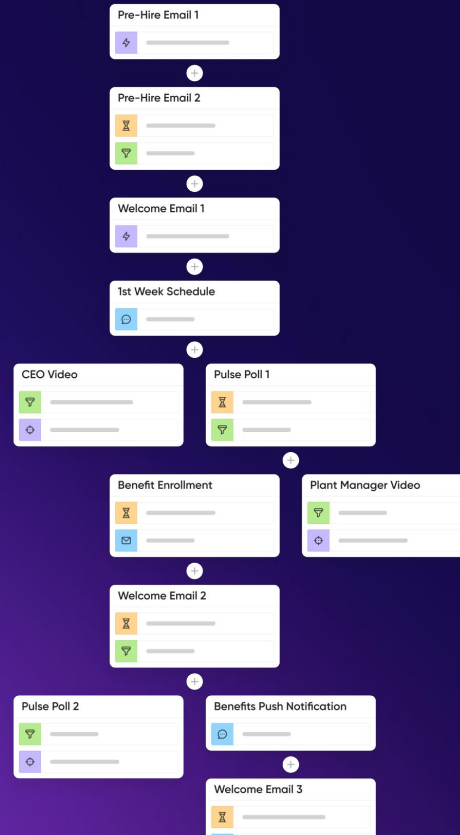
Universal Employee Profile

Design

Design end-to-end
employee journeys

Journeys

Design personalized journeys for any moment along the employee life-cycle

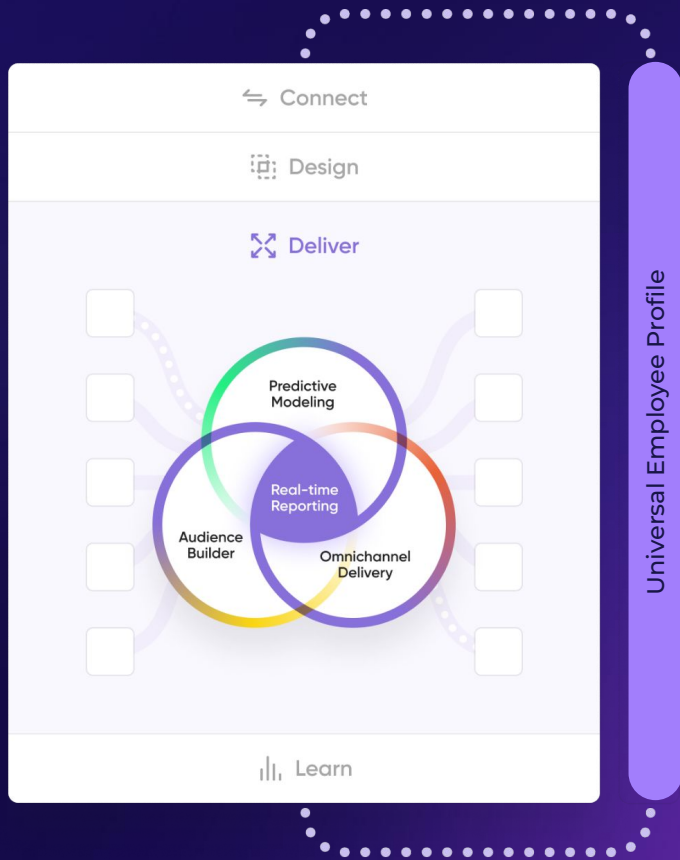


Journey moment packages

Make every moment count with pre-built templates and campaigns:

- New hire
- Pre-hire
- Benefits Open Enrollment
- Milestone Celebrations
- New People Managers





Deliver

Optimize delivery based
on employee preferences
and behaviors

Engagement boost

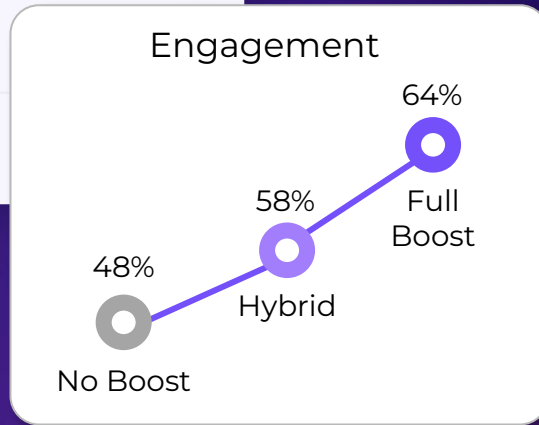
Engagement Boost ON
Delivery optimization delivers to audience members based on their viewing habits and preferences

Optimized Delivery ON
Campaign will be sent to audiences at the best time based on individual viewing habits

Automatic Re-targeting ON
Campaign will attempt to re-send to audiences

Delivery and re-targeting duration

Using machine learning, delivery recommendations ensure you get the right outcome



Predict for success

Deliver

Topics 1658 subscribers Edit

Community Spotlight 923 General 735

Audience 123 users Edit

Engineering 23 Management 12

Priority 123 users

Nice to Know

Channels Edit

Push Notification Microsoft Teams

Include in 'For You'

Engagement Boost: ON Turn Off

Plan

75 Performance

48 Fatigue

Target

Audience	<div><div style="width: 100%;"></div></div>	531
Topic	<div><div style="width: 100%;"></div></div>	123
Microapp	<div><div style="width: 100%;"></div></div>	42

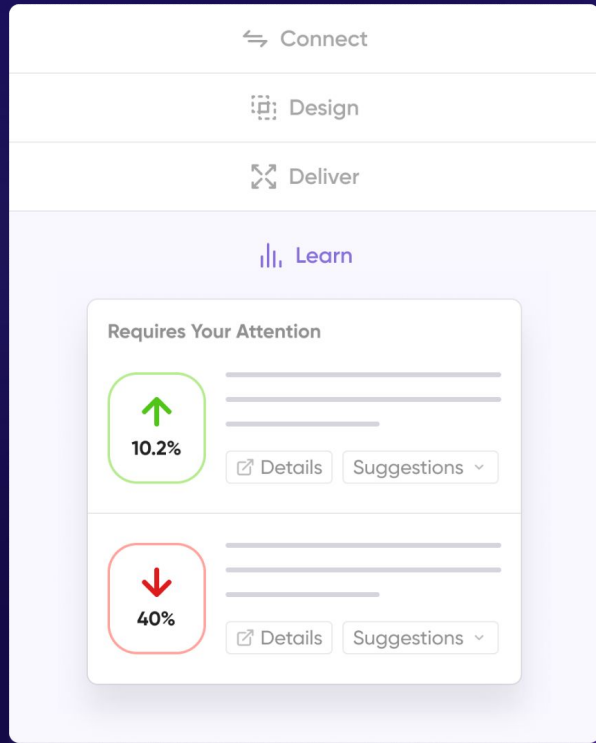
Channels

Feed	<div><div style="width: 100%;"></div></div>	48
Email	<div><div style="width: 100%;"></div></div>	32
Assistant	<div><div style="width: 100%;"></div></div>	20

Schedule

Day 1	<div><div style="width: 100%;"></div></div>	2
Day 2	<div><div style="width: 100%;"></div></div>	18
Day 3	<div><div style="width: 100%;"></div></div>	85


Estimate how your content will perform and optimize before you publish



Learn

Gain real-time insights for every employee, across the employee journey

Near real-time delivery reporting










 **Completed** Last Saved 17 hours ago

Start date July 27, 2025, 6:21 PM

Engagement

Review the impact of your campaign. Results may be 2 hours behind.

[View Full Report](#)







Engagement  83%	Viewers  2,356	Opened  1,885
Click-through Rate  42%	Liked  1,752	Bookmarked  68
Commented  192	Shared  N/A	Acknowledged  1,864

Feel confident that your campaigns are delivering as expected

Delivery

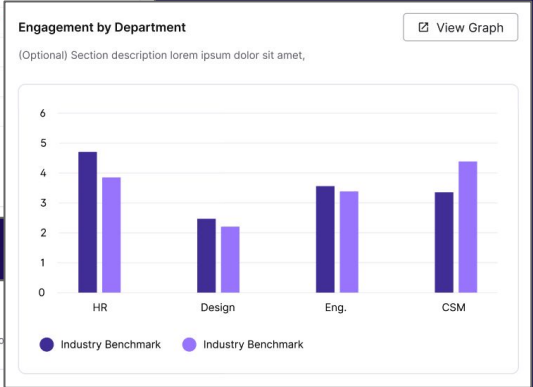
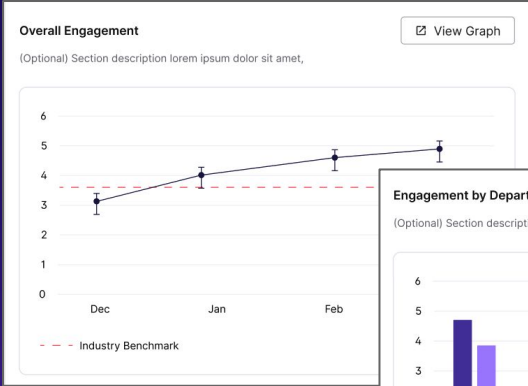
Review delivery details of your campaign. Results may take up to 1 hour to appear here.

[View Full Report](#)

Successful Delivery  411 100%	Dropped  12 2%	Errors  17 4%
Emails  374	Push Notifications  37	Assistant  0

Executive insights

Share key insights in a frictionless and proactive way



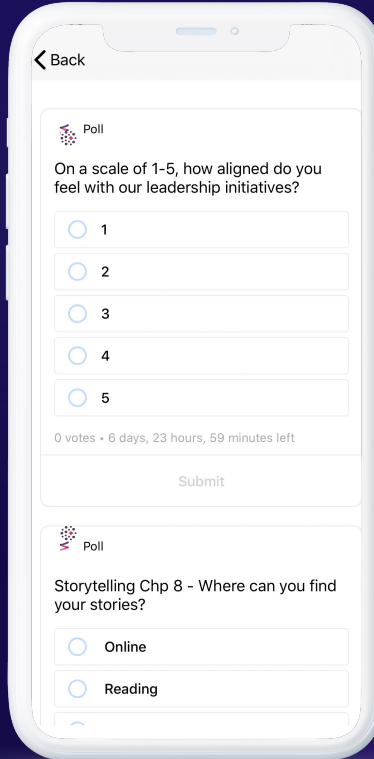
Hot Topics

(Optional) Section description lorem ipsum dolor sit amet,

March Last 30 Days

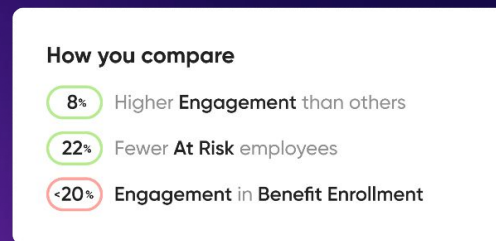
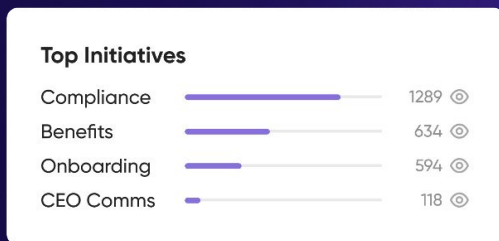
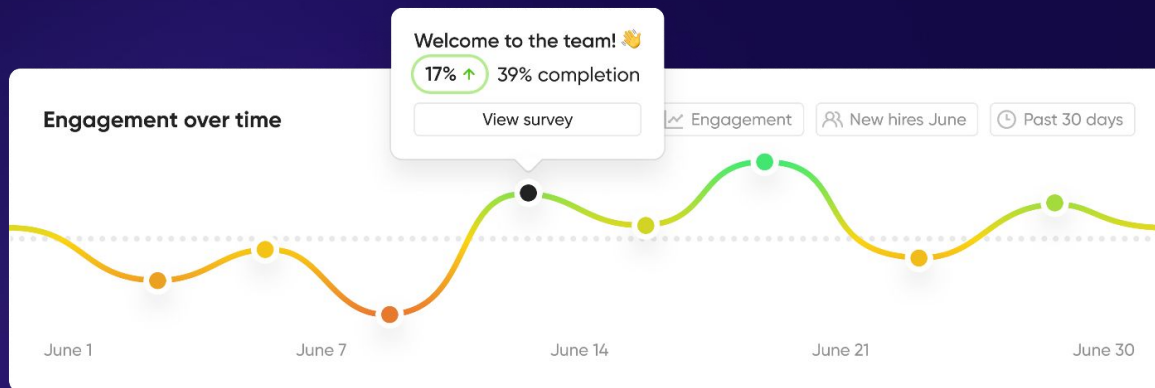
1	Social Space Section description lorem ips...	HR Portal Section description lorem ips...
2	HR Portal Section description lorem ips...	Social Space Section description lorem ips...
3	Product Updates Section description lorem ips...	New Hires Section description lorem ips...
4	Customer Stories Section description lorem ips...	Competition Space Section description lorem ips...

Automated Pulse Polls & Surveys



Get a better understanding of what your employees really think, in the moment

2023 and Beyond - A finger on the pulse of your organization





THANK YOU



Tuesday Agenda

2:15pm

Breakout

Adams Room

Leadership Conversation: Growing a Global Team

Firstup: Sonia Fiorenza & Amazon: Dan Jensen

Breakout

Monroe Room

10 Things I Wish I Had Known Earlier in My Career

Atrium Health: Chris Berger

3:15pm

Breakout

Adams Room

Industry Roundtables

Breakout

Monroe Room

Product and Use Case Roundtables

4:15pm

Breakout

Adams Room

Industry Roundtables

Breakout

Monroe Room

Product and Use Case Roundtables

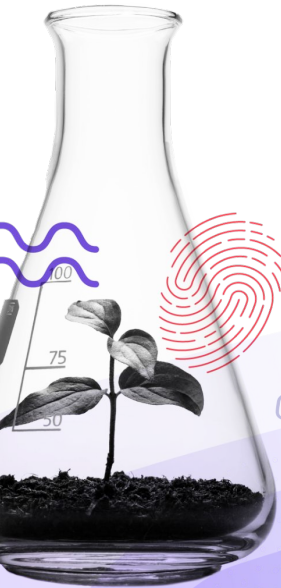
5:00pm

Welcome Reception



attune'22

THE SCIENCE OF ENGAGEMENT



$$0 = \frac{3 \cdot a \cdot \sqrt{3}}{2} + 3 \cdot a \cdot v_i$$

