

Upsight Sells PlayHaven Ad Network to Science, Inc.

Frequently Asked Questions

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ACQUISITION FAQ

Q. What is being announced today?

A. Upsight announced that it has sold the Playhaven Ad Network to Science, Inc., a disruptive media, marketing and brand building company.

Q. What is Upsight?

A. Upsight's mission is to transform the world's data into valuable action. Mobile and social developers leverage Upsight's comprehensive analytics and marketing platform to better understand user behavior, decide what it means, and act to impact their key business goals.

Formerly Kontagent+Playhaven, Upsight spans thousands of apps and is one of the largest mobile platforms tracking 500+ billion events each month.

Upsight is widely adopted by a variety of mobile-focused businesses including established brands such as Warner Brothers, Viacom, and Turner, and game publishing powerhouses such as Glu, Electronic Arts, Activision, and BigFish, as well as thousands of startups.

Q. What is the Playhaven Mobile Ad Network?

A. Playhaven is one of the largest independent mobile ad networks. Generating over 5.7 billion monthly sessions across 1.5 billion devices, it offers non-incentivized interstitial ad inventory to a high-quality user base.

Q. What is Science, Inc.?

A. Science Inc. is a disruptive media, marketing and brand building company that creates, invests, acquires and scales successful digital businesses. Science brings together the best ideas, talent, resources and financing through a centralized platform. The platform is leveraged to develop new businesses, provide emerging startups with operational strategy and capital and transform later-stage Internet ventures with new talent and innovation. The company has co-founded and invested in more than 40 companies, including DollarShaveClub, DogVacay, HelloSociety, Delicious, Refame, PrizeCandle and Hiq among others. For more information, visit www.Science-Inc.com or follow us @ScienceInc.

Q. Why is Upsight selling the Playhaven Ad Network?

A. With continued investment and focus, the Playhaven Ad Network has the opportunity to become a world-class mobile ad network. Science is committed to this investment and focus and is a good destination for this valuable new asset. Upsight will focus on our analytics and marketing SaaS offering - accelerating our investment in expanding to new verticals and launching new products.

Q. Why did Upsight sell the Playhaven Ad Network to Science?

A. The Playhaven Ad Network has a reputation for its high-quality user base and exceptional customer service. We believe that Science is the right steward to carry on this tradition and continue to grow the business into a world-class ad network. Science will continue to grow the Playhaven Ad Network by investing in new solutions for mobile advertisers and publishers looking for better acquisition and monetization performance from advertising.

Q. What will be Upsight's focus now that the sale is complete?

A. Upsight will focus on our analytics and marketing SaaS offering - rapidly accelerating investment, expanding to new verticals, and launching new products. We have an exciting product roadmap and look forward to sharing our advancements through the remainder of this year and into next.

Q. What are Upsight's immediate product priorities?

A. We will have exciting product announcements rolling out later this fall. Broadly, we're focused on launching new analytics and marketing products that help our customers form insights from data and take action on them.

PRODUCT & SUPPORT FAQ

General

Q. What is changing about the Playhaven product today?

A. Nothing is changing today. Over time, there will be slowly rolled out changes to how customers interact with Upsight and Playhaven Ads dashboards, SDKs, and APIs. Planned changes will be clearly communicated to all affected users.

Q. Will the campaigns that I set up continue to run?

A. Yes. All campaigns set up by advertisers and publishers will continue running as normal.

For Playhaven Ad Publishers:

Q. What is changing about the Upsight marketing offering in the long term now? Will I still be able to serve ads?

A. We have exciting updates planned for our marketing tools that we will announce later this fall. However, you should know that you will be able to use all of the marketing tools, including in-app messages, push notifications, and serving ads for the near and long term. Any changes in functionality will be clearly communicated in advance of their arrival.

Q. I am a Playhaven Ads customer and only wish to publish ads. Do I need to change how I work with Upsight?

A. Please continue to work with Playhaven and us as you always have. If you are an advertiser, please reach out to your already designated contacts. If you are a publisher and have an assigned CSM, please reach out with any questions. In the coming months, your CSM will transition the relationship to an account manager on the Playhaven Ads team; however, that change will be clearly communicated when it happens. If you are a publisher without an assigned CSM, please [reach out to support](#) with any technical questions.

Q. I am a publisher. How do I get paid?

A. Upsight will make payments for all revenue share earned through the period ending 8/31/2014.

Q. Will my Playhaven advertising campaign and revenue data still be available through the Upsight dashboard?

A. Yes. All data will remain accessible in the Upsight dashboard. If future changes necessitate a modification to this workflow, we will clearly communicate this to you in advance of such changes.

Q. I use Cross Promotions extensively with the Upsight Marketing tools. Will I still be able to use these features with Upsight? Playhaven?

A. Yes. Both Upsight and Playhaven customers will have continued uninterrupted access to the cross promotion tools.

For Playhaven Advertisers:

Q. I am an advertiser. Do I need to change how I pay my invoices?

A. Upsight has billed for August revenue and will continue to collect on all invoices for campaigns prior to 9/1/2014. This includes the invoices sent the first week of September, which were for August spend. Playhaven LLC will begin invoicing on October 1st for September ad spend and will continue to bill for all future ad spend.

Q. What can I expect now as an advertiser from the Playhaven product?

A. Great customer service, a high quality publisher base, and continued innovation. The Playhaven Ads team will reach out to you to discuss how the transaction will impact you and what exciting product ideas they have in mind.

For Upsight and Playhaven Users:

Q. I use both Playhaven Ads and Upsight analytics and marketing products. What do I do?

A. There are no immediate changes to existing services. Continue to use the services as you always have. If you have any questions you can continue to contact your advertiser representative at Playhaven or your Upsight CSM or [customer support](#).

Q. I only use Upsight for analytics and/or marketing services. But now I'm interested in now running ads with Playhaven. Who should I contact?

A. If you're interested in running an acquisition campaign, you can learn more about how at [PlayHavenAds.com](#). If you're interested in publishing ads generally, including Playhaven, please contact your CSM and we'll help you with next steps.

Q. What does this mean for the current Upsight roadmap?

A. We are accelerating the development of our analytics and marketing features. That's marketing speak for "make updates roll out faster."

Q. Whose Terms of Service & Privacy Policy should I follow now that the two companies are separate?

A. From the effective date of the acquisition—that is, August 31, 2014, and until further notice the Upsight TOS and Privacy Policy govern both advertising-only and analytics and marketing SaaS customers. Once transition of the business is complete, the PlayHaven Ad Network will create and publish a separate terms of service, privacy policy, and advertiser guidelines.

Q. What happens with my data? Are the data privacy policies going to change?

A. Nothing is changing right now. In the near term, the Playhaven Ad Network will create a separate terms of service and privacy policy. Once available, the Playhaven Ad Network team will communicate updates to all affected parties. During the transition of systems and operations, we continue to be diligent in the security and privacy of your data.

Q. I am currently integrating Upsight into my app. Should I stop and wait for a new SDK?

A. No. Continue with your integration of the existing SDK. If you have any questions, please contact your CSM or send questions to our support team at support@upsight.com.