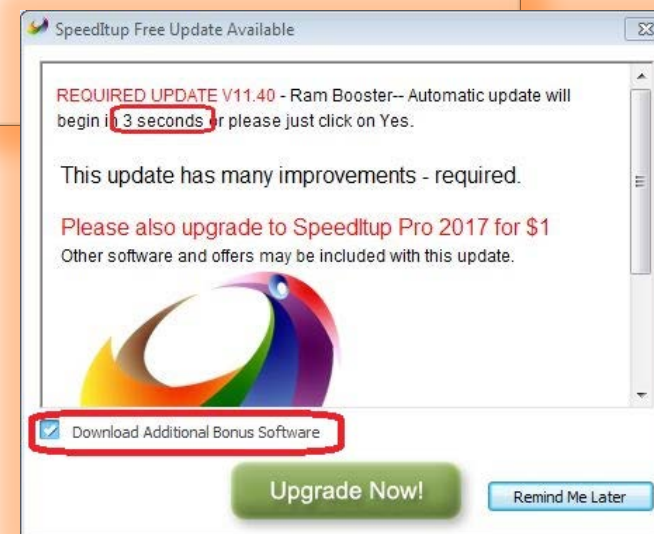
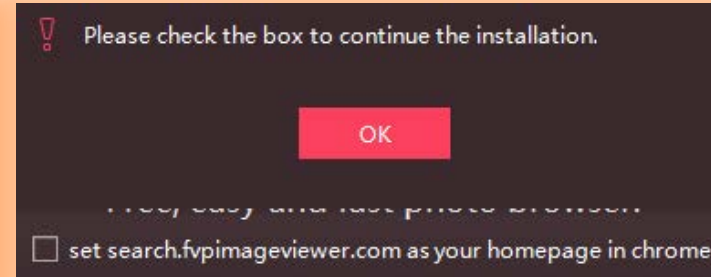
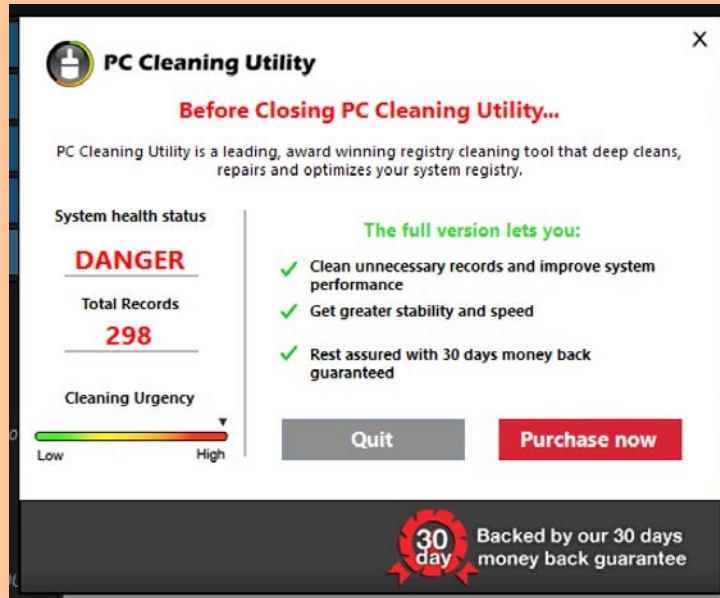


Busting the Barriers to Clean Behavior

Dennis Batchelder
AppEsteem Corporation
CSA Summit
Madrid, Spain
3 October 2017



Monetization still has bad players



We fight on behalf of the consumer

Consumers should never be scared, tricked, or cheated by software

But when software monetizers and their supply chain are not held accountable for their actions, consumers get screwed

We hold everybody accountable



How we drive accountability

- Apps certified by us generate more revenue and cost less to distribute
- Apps we label deceptive either clean up quickly or wither away
- Our Better World Network makes it easy and rewarding to get and stay certified
- Our app intelligence feeds help security companies protect their customers



Deceptor

**Better
World
Network**

This year we raced to prove our model works

- 10 customers, 20 security partners
- 15 certified apps, first certified call center, 95 Deceptors (24 resolved)
- Comprehensive requirements
- Proof that clean pays



But many of you seem skeptical

- Vendors sit on the sidelines
(even worse, pretend to commit)
- CSA slow to endorse
- Gatekeepers hesitant to require certification
- A few AVs still think we're sleeping with the enemy
- Everybody seems uncomfortable that we're for-profit



We try not to
take it too
personally, but
we wonder
what else we
can do to get
you to demand
clean behavior



So here we are in Madrid...

- This isn't your first bullfight
- You're veterans of many CSA meetings
- You know we want every app and monetizer certified
- You know we'll bust every barrier we find



And since
today's my 50th
birthday, I have
a special
barrier-busting
gift for you



Certifications
are now
free



We'll continue to charge for our other services

- Compliance consulting
- Premium support
 - App monitoring and remediation
 - Embedded seal and taggant
 - Expedited app certification
- And if you commit all your apps
 - Big discount on premium support
 - Free compliance consulting

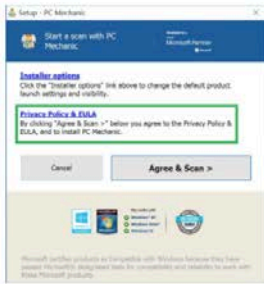







Busting
more
barriers

More prescriptive guidance

We captured the answers to the questions you asked, and referenced passing/failing examples

<div>← → ↻ 🏠 AppEsteem Corporation [US] https://customer.appesteem.com/Home/Checklist ☆ ⓘ 🔍 📄 ⚙️ (3) 📧</div> <div>About the app</div> <div>Is app a bundler? <input type="checkbox"/> Does app extend a browser? <input type="checkbox"/> Does app inject ads into other apps? <input type="checkbox"/> Is app a systool? <input checked="" type="checkbox"/></div> <div>Which Scenarios to view</div> <div>Install <input type="checkbox"/> Landing page <input type="checkbox"/> Inline offers <input type="checkbox"/> In-bundle offers <input type="checkbox"/> Bundler-made offers <input type="checkbox"/> Internal offers <input type="checkbox"/> Software <input checked="" type="checkbox"/></div> <div>Uninstall <input type="checkbox"/> Docs <input type="checkbox"/> Ads about app <input type="checkbox"/> Ads inside app <input type="checkbox"/> Injected ads <input type="checkbox"/> Injected interstitials <input type="checkbox"/></div>			
Requirement	What this means to you	Passing examples	Failing examples
<p>(ACR-065) Show both links and assent language to the app's EULA and/or Terms of Service, Returns and Cancellation Policy, Privacy Policy.</p> <p><i>The offers, install, and the app user experience (or readme files if no user experience) need to link back to the app docs.</i></p>	<p>Put links to your EULA/Terms of Service, your returns policy if applicable, and your privacy policy.</p> <p><i>Applies to: Install, Software, Landing page, Inline offers, In-bundle offers, Bundler-made offers, Internal offers</i></p>	 	 
<p>**(ACR-107) Obtained proper authorization from the carrier, the offers, the ads, and any third party</p>	<p>Only offer and carry authorized apps. Only install components following licensing restrictions. Honor takedown</p>		

Less intrusion; more trust

- No more kill switch
- No behavior monitoring; just heartbeats
- Limited to Premium Support; not mandatory



Proactive notifications

Register your app, and we'll warn you a month before we publish its violations to our Deceptor list

We hope CSA will handle disputes



Our Better
World Network
just got better

Free if you require
your offers and
apps to be
certified



*Showing how it all
works... remember
Andy the app
developer?*

Andy's AppEsteem Adventure



Step 1: Try it out

- Andy talks to others who joined AppEsteem, and decides to give it a try.
- He registers his company

<https://customer.appesteem.com>



Step 2: Learn

- Andy instructs his team to follow the certification requirements. He gets prescriptive guidance from AppEsteem's online compliance checklists



Step 3: Implement

- **Do it yourself:** Andy helps his team understand how to make the necessary changes to his app.
- **Get help:** He can hire AppEsteem or work with our compliance partners for help



Step 4: Certify

- Andy submits new versions of his app to AppEsteem's free certification service. If the version has issues, Andy's team fixes them, and he re-submits.



Step 5: Correct

- **Do it yourself:** If security companies have issues with his app, Andy tries to find out why and then resolves the issues.
- **Get help:** Andy purchases AppEsteem's premium support to get an embedded seal and security partner assistance. Andy can also work with our compliance partners.



Sustainability

- No more “I don’t know why I’m flagged” emergencies
- Andy gets special access from Better World Network partners
- Andy reports unfair competition as Deceptors
- Andy’s confidence lets him grow



The industry
is stopping
these losers



It's time to
focus on
sustainability



And with the barriers busted, it's time for you to commit

- Register your apps
- Certify your apps
- Force your supply chain to be certified

<https://appesteem.com>

