



Helping clean monetizers thrive

AppEsteem Corporation, 655 156<sup>th</sup> Ave SE, Suite 275, Bellevue, WA 98007

# What we'll talk about

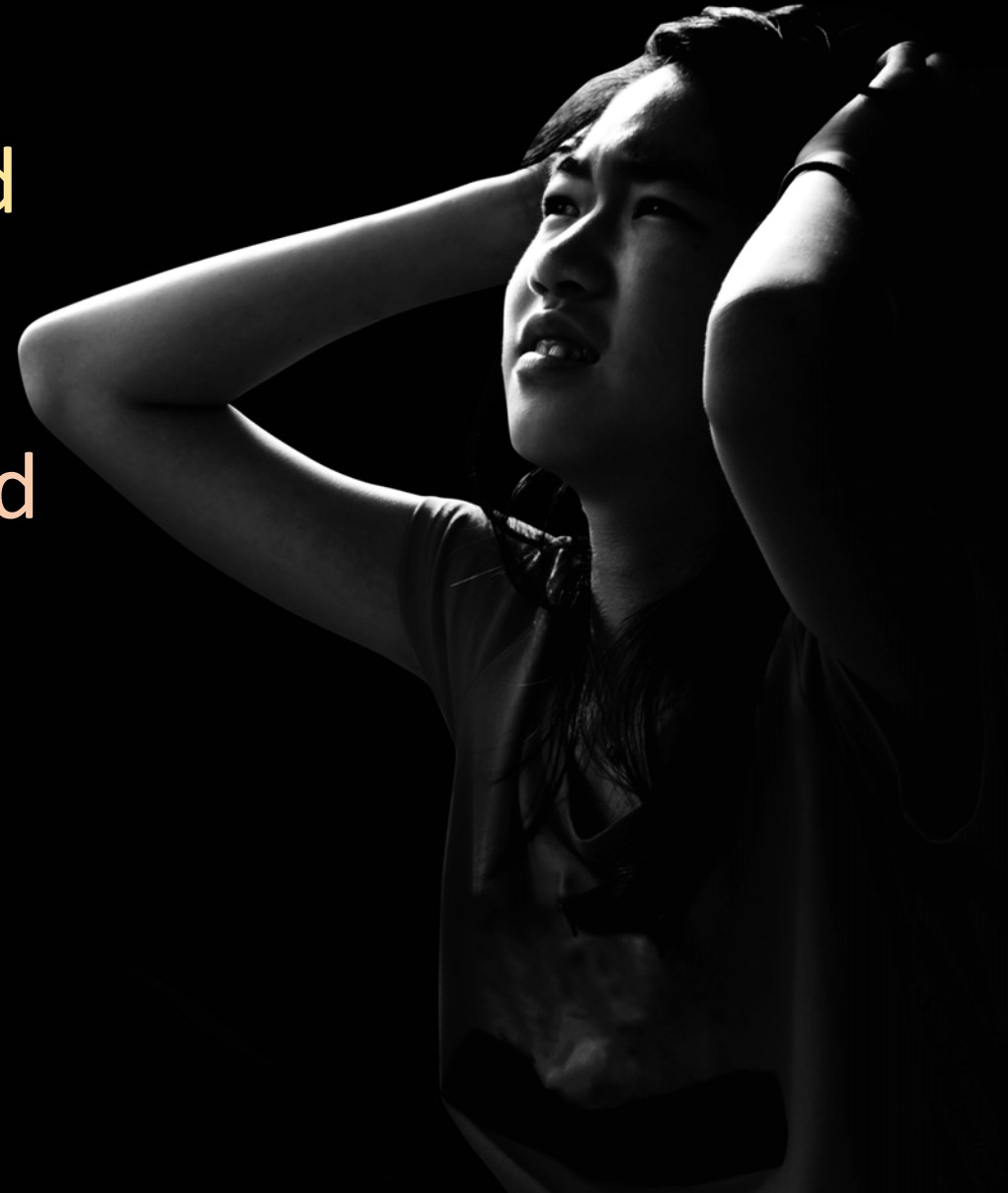
- Driving urgency with Deceptors
- How our free certification works
- Our premium services offering
- Partner monetization opportunities

# AppEsteem fights for the consumer

We believe that 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 and build a level playing field so clean monetizers can thrive



# Sorting out software monetizers

## MALWARE:

blocked by AVs as  
Virus, Trojan,  
Ransomware

Violates Deceptor  
Requirements

Developed by  
criminals

## DECEPTOR:

blocked by AVs  
as Unwanted  
Software

Violates Deceptor  
Requirements

Developed by unenlightened monetizers  
who may be disrespecting consumers

## NON-CERTIFIED:

blocked by some  
AVs as PUA

We continue to shrink this space  
with stronger Deceptor  
requirements

## CERTIFIED:

allowed by  
most AVs

Meets Application  
Certification  
Requirements

Developed by  
clean monetizers

# How we drive accountability

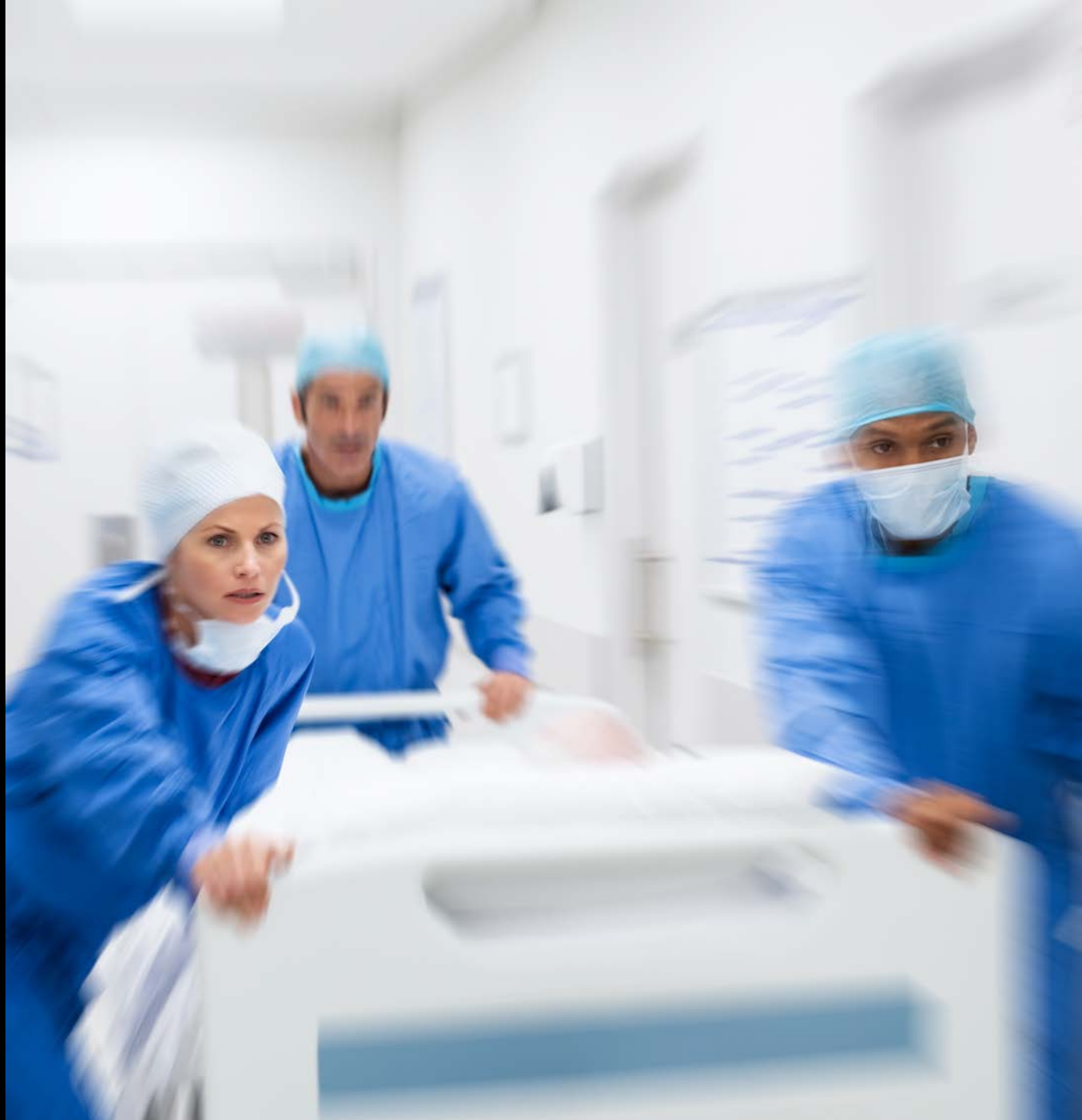
- **Deceptors** either clean up quickly or wither away
- **Certified apps** thrive with our certification and premium services
- Requirements and Programs validated by security and monetization partners
- Our app intelligence feeds and regular testing for AVs create urgency

**Deceptor**

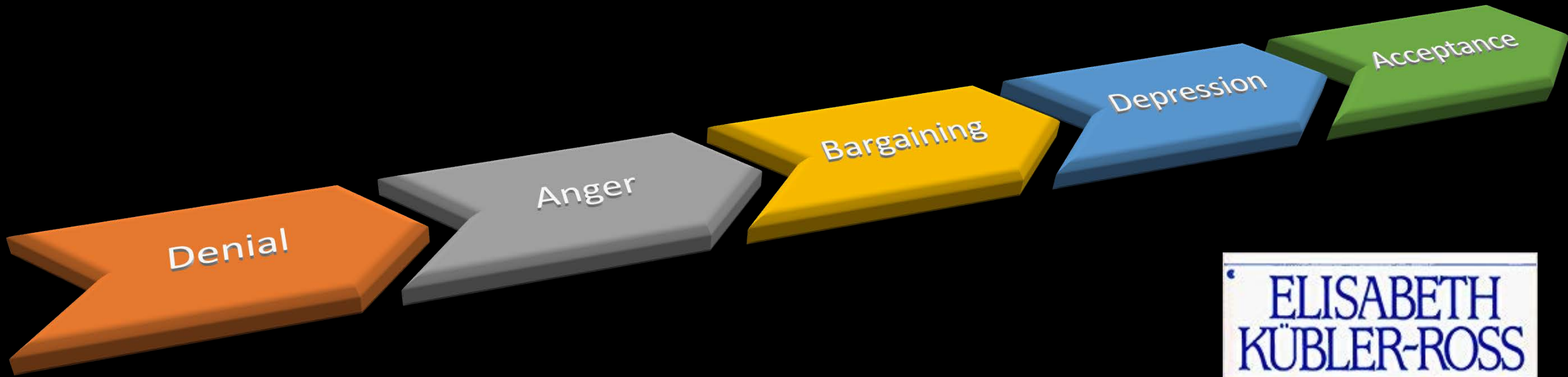


# Deceptor Urgency

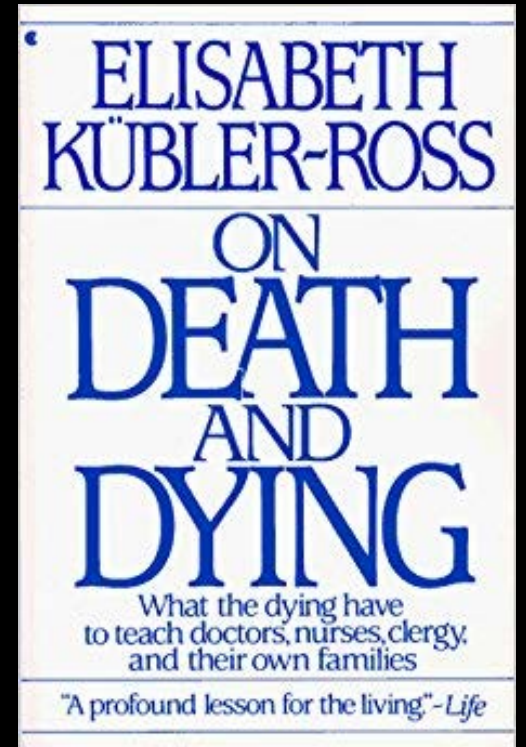
1. We call them out
2. AVs detect
3. We help fix (free)
4. AVs may still detect as PUA
5. We certify (free)



# Getting your Deceptor Remediated



Kubler-Ross's five-stage grief process serves as a good model for what we've seen, and how you can make it through



# Denial

*Believe the diagnosis is somehow mistaken, and cling to a false, preferable reality*

- Monetizers spend time ignoring and arguing with our classification
- We strive to not get defensive and state our concerns from the perspective of the consumer
- Recommendation: think about our concerns from the consumer perspective.



# Anger

*Become frustrated, especially at proximate individuals.*

- Monetizers call us incompetent, they complain to the AVs, their lawyers write us letters.
- We strive to stay objective and answer quickly, offering phone calls if we sense confusion. If anger persists, we offer shifting to a 30-day review cycle
- **Recommendation:** seek to understand and stay professional, and we're very willing to help



# Bargaining

*Negotiate for an extended life in exchange for a reformed lifestyle. Bargain or seek compromise.*

- Monetizers try to negotiate for changes that don't protect consumers. They find evidence of other apps we didn't detect.
- We strive to understand the explanation, but we don't remove based on promises. We always welcome leads for more Deceptors
- **Recommendation:** Spend your energy on making the fixes



# Depression

*Despair at the recognition of the inevitable future.*

- Monetizers write us letters saying, “you’ve killed my business.”
- We strive to remain non-judgmental, and to remind that consumers will benefit and we will help
- **Recommendation:** Find the advantages of doing what’s right. Long term, you and consumers will both benefit



# Acceptance

*Embrace the inevitable future. Comes with a calm, retrospective view and a stable condition of emotions.*

- Many monetizers reach this stage after a few months.
- We strive to be responsive and respectful, and to remain positive. Once cleared, we suggest free certification and offer our premium services.
- Recommendation: You did it! Let's get the rest of your apps certified!



# Boosting AV Efficiency

Traditionally, many AVs deprioritized monetizer work

- Slow to detect PUA and Deceptors
- Slow to clear clean apps

We work well together, and they've been helping, but we want more

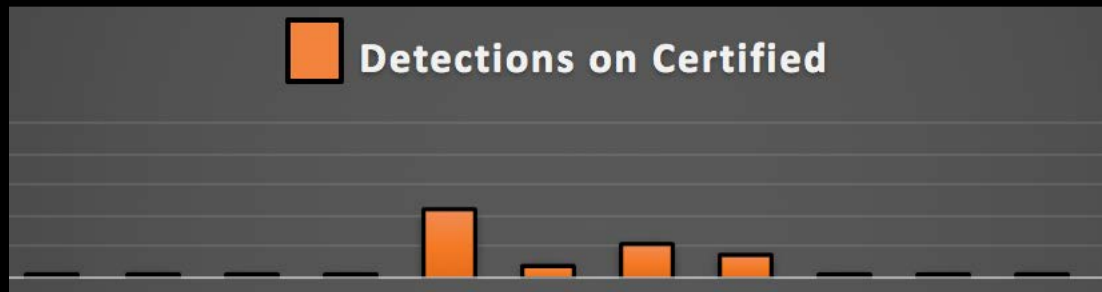
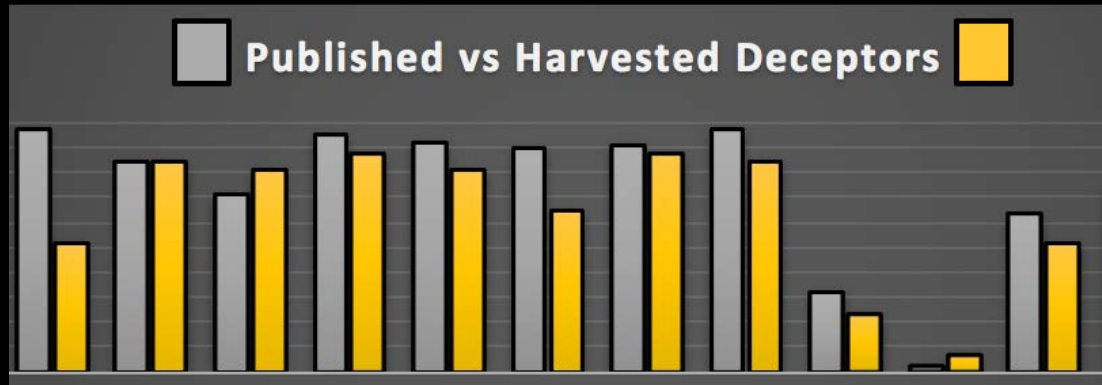
AVs are motivated to do well on comparative tests

- We encourage AV efficiency by running comparative tests for detecting Deceptors and allowing Certified apps



# The first Deceptor Test: November 2017

Results are anonymized and only a partial selection



## Deceptors

- Most AVs did well with the published Deceptors
- Some AVs struggled integrating into their automation/research workflow

## Certified

- Some AVs seem to struggle with heuristics
- Some AVs' PUA policies exceed our requirements

# Does boosted AV efficiency help?

- Most Deceptors felt the AV detections
  - Half cleaned up; some are getting certified
    - Several cleaned up and never contacted us; many said thank you
  - A quarter continue to evade
  - A quarter shut down
- Many Deceptors now speed through the grief stages
  - Instead of months, it's now taking only a week to get over Denial and a month to get to Acceptance
- We believe this test has increased and accelerated consumer protection, and we'll run more tests this year

# Deceptor publishing updates

- AVs telling us about a Deceptor will trigger us to publish
- Similar to NDA rules: we keep confidential until we learn it's not

## 15. DOES APPESTEEM IMMEDIATELY PUBLICIZE EVERY APP OR SERVICE THEY LABEL AS A DECEPTOR?

When we started this program in early 2017, we called out nearly all apps and services that we labeled as Deceptors right away, without providing any advanced notice. We based this decision on our many years of experience as security experts looking for evasive apps. Often, if a vendor was notified that its app or service would be blocked, rather than clean up the harmful behavior, the vendor would simply increase its efforts to evade detection. We felt by immediately calling out the deceptive apps, we'd best protect consumers.

We now recognize several scenarios where we believe we can increase the likelihood of getting you to clean up deceptive behavior and protect consumers by notifying you before we publicly designate the app or service as a Deceptor. In the following situations, we will generally provide 30-days advanced notice to you, and at the end of this period, we will include the app or service as either a current or a remediated Deceptor on our website. The situations are:

- If you have registered the app or service with us and attested that you will clean up any deceptive behavior we notify you about.
- If you have submitted the app or service to be certified by us.
- If you are a current member of our Better World Network or have engaged our Premium Support Services, because you have made a written commitment to us to "not do business with" any Deceptors.
- If you are a member of the Better World Network who we have authorized to complete your own Deceptor reviews. To be authorized, you must have a strong internal compliance program and commit to following our Deceptor Requirements.
- If you are a security vendor who is in the business of protecting consumers.
- When, in our sole discretion, we feel that calling out your app or service would be against the consumers' best interests.

However, despite the foregoing scenarios, if we determine that you have previously been notified of the current or other violation of any Deceptor Requirement, or if we believe the app or service has behavior that may cause substantial harm to consumers, we may publicly designate the app or service as a Deceptor immediately. In addition, if the suspected Deceptor is brought to our attention by a security company or other third party, independent of the above situations, we may publicly designate the app or service as a Deceptor immediately. In all cases, the driver of timing behind our public disclosure is consumer protection – our hope is that the potential of public disclosure will urge vendors to fix deceptive behavior before more consumers are harmed.

# Future Deceptor Actions

When	What	Our Partners
2017	Windows and Mac SysTools, Bundlers	AVs, Platforms
	Ad Networks	Platforms, AVs
2018	Browser Extensions	Browsers, Search, AVs
	Call centers, Shopping carts, Affiliate Networks	FTC, Remote tools, Regulators, Credit cards
	SDKs	AVs, Platforms
	Windows Store & Android Apps	AVs, Platforms



# How you can engage with us

When your app is a <b>Deceptor</b> , and it is...	Get 30-day notification	Get free certification	Get premium services
Unregistered, not getting certified	no	no	no
Registered for notification	yes	no	no
(getting) Certified for free	yes	yes	yes
(getting) Certified with premium support	yes	yes	yes
From a committed customer	yes	yes	yes

When your app is <b>not a Deceptor</b> , and it is...	Get free certification	Get premium services
Unregistered, not getting certified	yes	yes
Registered for notification	yes	yes
(getting) Certified for free	yes	yes
(getting) Certified with premium support	yes	yes
From a committed customer	yes	yes

# 30-day Notification

- If you register your app, we'll check it periodically
- If we see it's a Deceptor, we'll notify you 30 days before we publish
- Free service



# Get certified for free

- Applies to your app's current version
- Allows use of our logo




# Buy our Premium Services

- App Jail Services
- Use of our electronic seal
- Committed customers get free consulting
- AppEsteem Insider Program




# Example Insider Notification on browser extensions

## Recommended Extension



### Please add Utilitool

Add the Utilitool extension to Chrome by clicking the "ADD TO CHROME" button.

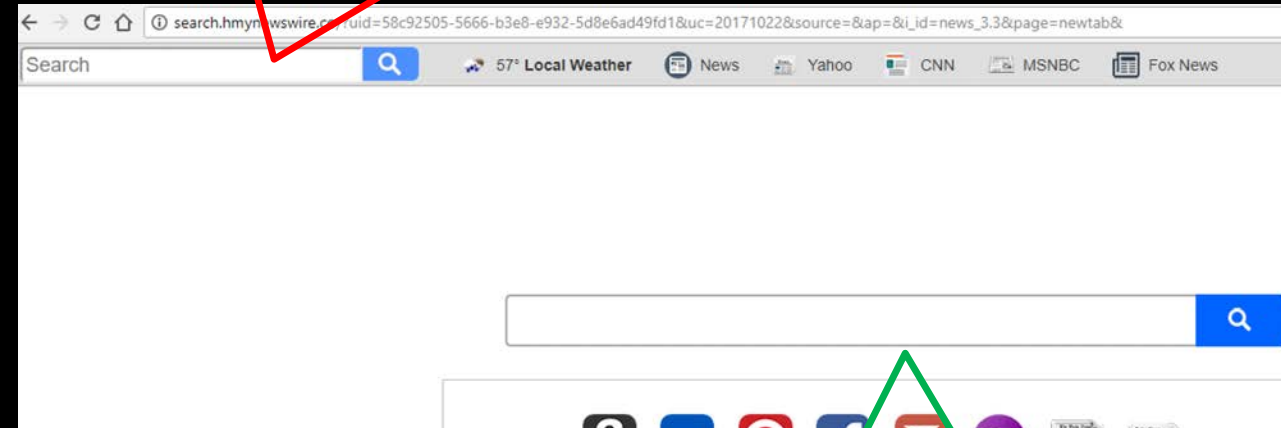


Utilitool gives you a powerful and targeted search utility at your finger tips, simply type the word 'utility' into the browser's omnibox and hit tab to use. Utilitool Chrome extension is free to download directly from the Chrome Web store. Our service will provide you with a search tool, leading to better targeted search results, letting you discover more of the web and giving you access to the most relevant content. Our basic version of the service will be offered free of charge. By clicking 'Add To Chrome' you agree to the [Terms of Use](#) and [Privacy Policy](#) and to change Chrome's Default Search.

[Privacy policy](#) | [Terms of use](#) | [support@utilitool.co](mailto:support@utilitool.co)

Limited accessibility of “feature” – disclosed only at offer:  
Fails ACR-103

Unattributed search dialog close to address bar may pass Google criteria, but fails ACR-005



Unattributed search dialog in middle of page is fine **only if** new tab page has its own clear attribution

# Next on the agenda...

- Premium Service Panel
- Partner PPI offer for certified apps
- Partner offer for free premium services
- Networking time



# Partner PPI offer for certified apps

- Chip.de has built the first certified installer
- They will only offer certified apps
- Increase distribution safely and cleanly
- Contact James O'Brien
  - JOBrien@chip.de

www.chip.de/Downloads-Download-...




**CHIP** TEST & KAUFBERATUNG NEWS DOWNLOADS MEHR

## Top 100 Software-Tuning-Downloads des Monats

Kategorien im Überblick ▼

Woche **Monat** Total Lesercharts

Filter: ☒ Alles ☐ Freeware ☐ Kostenpflichtig

Rang	Name	Downloads
1. =	 <b>CCleaner 5.38</b> (Deutsch) CCleaner von Piriform ist eine kostenlose System-Optimierungs-Software. Hier bekommen Sie die Slim-Variante ohne nerv...	550.539 ★★★★★ 72.619 Bew.
2. =	 <b>Driver Booster Free 5.1.0</b> (Deutsch) Der kostenlose "Driver Booster Free" von IObit überprüft Ihre Treiber auf Aktualität und bringt diese bei Bedarf per ...	71.110 ★★★★☆ 3.913 Bew.
3. =	 <b>Vollversion - Ashampoo WinOptimizer 2017</b> (Deutsch) Die kostenlose Vollversion des System-Cleaners "Ashampoo WinOptimizer 2017" säubert und optimiert Windows.	42.639 ★★★★☆ 2.242 Bew.

# EverCore's Pre-Certified Monetization

- EverCore provides qualifying developers with exclusive and compliant monetization.
- It boosts developer revenues, offering FREE AppEsteem Premium Service.
- EverCore Utilizes AppEsteem's certification and premium service
- Launching Q1 2018

## BlackSwan is...

... one of Ebay's top global partners. They'll expand monetization solutions beyond security vendors and to the general applications market, contingent upon AppEsteem certification and Premium Service.

## Contact:

[publishers@blackswan.ventures](mailto:publishers@blackswan.ventures)

An aerial photograph of a dense city skyline, likely New York City, with numerous skyscrapers. The image is dark and has a sepia or brownish tint. The text 'BLACKSWAN' is overlaid in the center in a large, white, sans-serif font.

# BLACKSWAN

INTERNET VENTURES

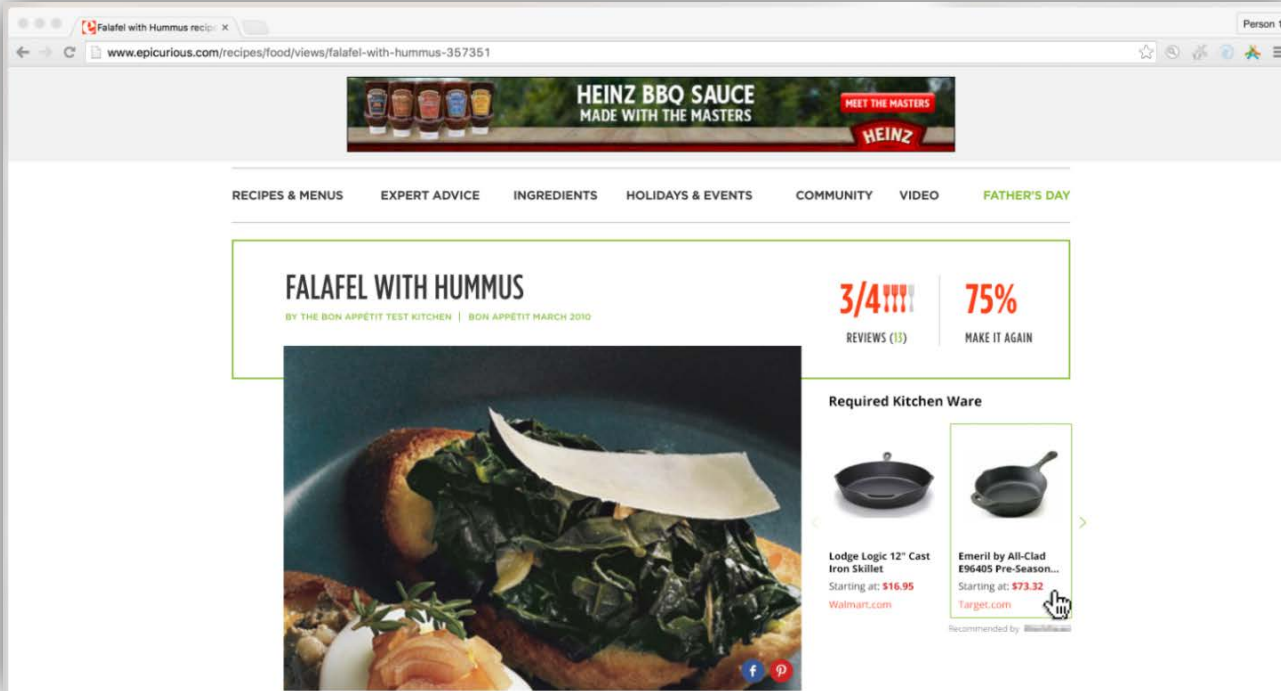
# “ADSENSE” FOR ECOMMERCE

## A NEW BREED OF CROSS DEVICE MONETIZATION API & WIDGETS

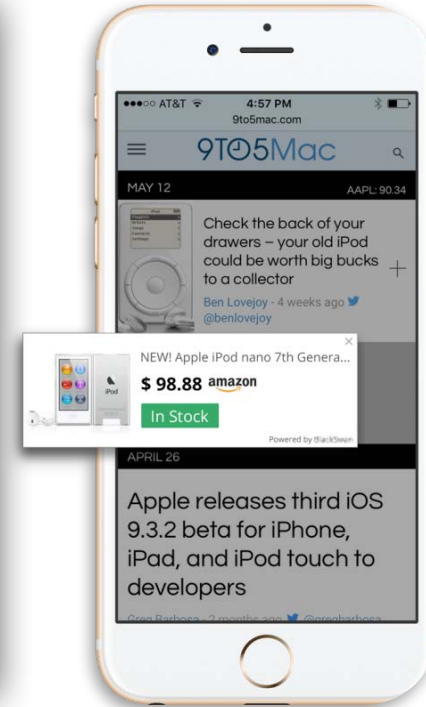


# USE CASES

## RECOMMENDATION WIDGET



Desktop \ Tablet



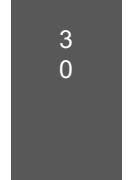
Mobile



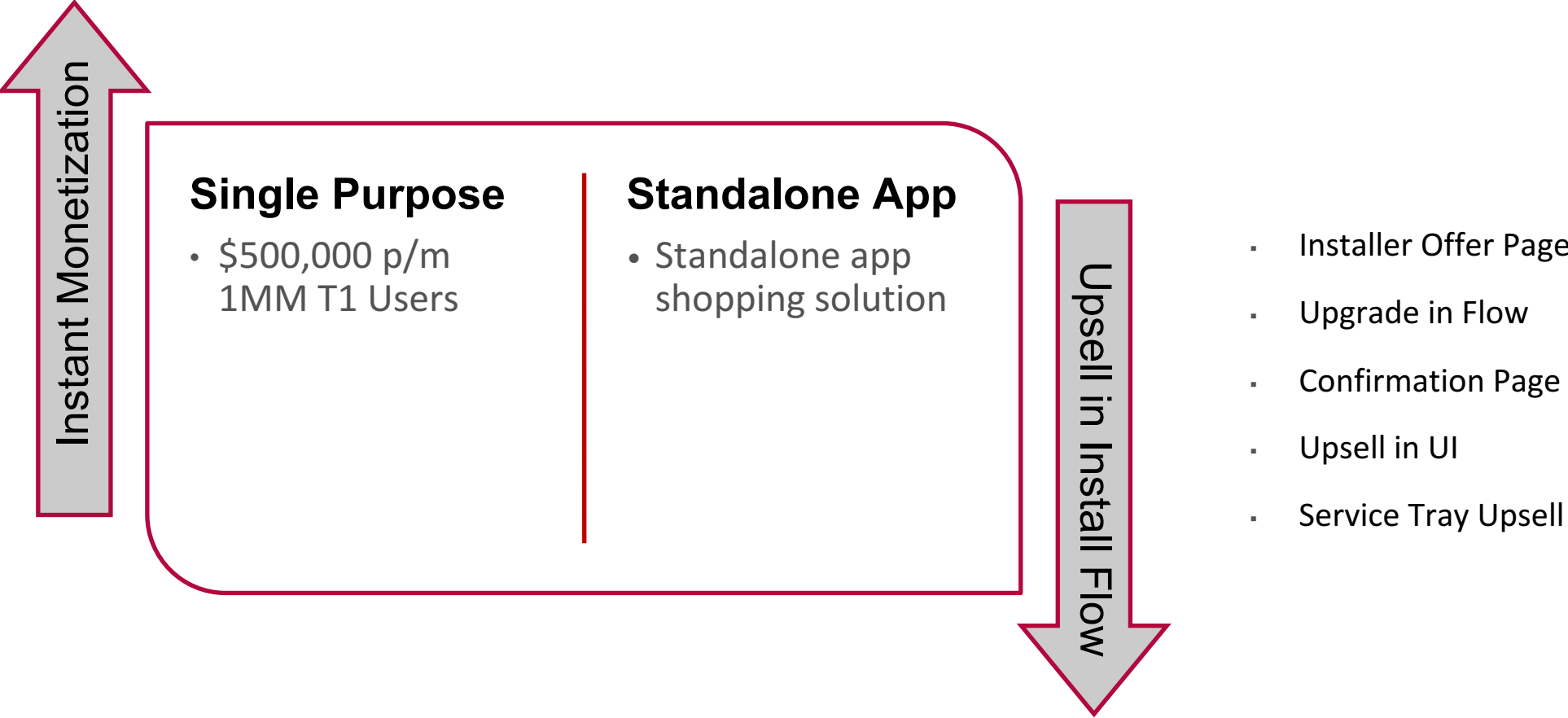
# EverCore

**BLACKSWAN**

INTERNET VENTURES



# IMPLEMENTATIONS

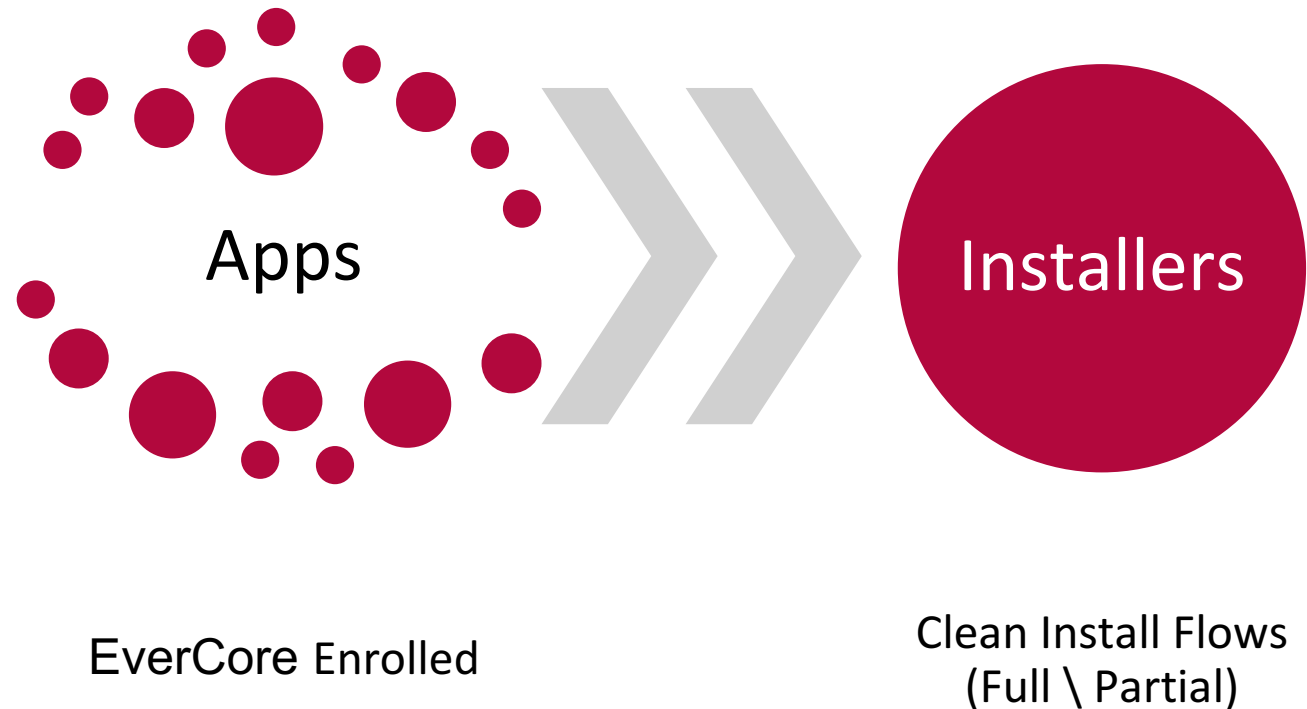


# BENEFITS FOR PUBLISHER & DEVELOPERS

- New breed of relevance and coverage
- Unparalleled yield
- Exclusive access to Baseify's visual search
- **Free Appesteem premium service**
- Quarterly BlackSwan / Appesteem industry webinar specifically focusing on governmental enforcement (FTC, department of Justice, FBI)
- Free compliance consulting
- 24/7 EverCore support

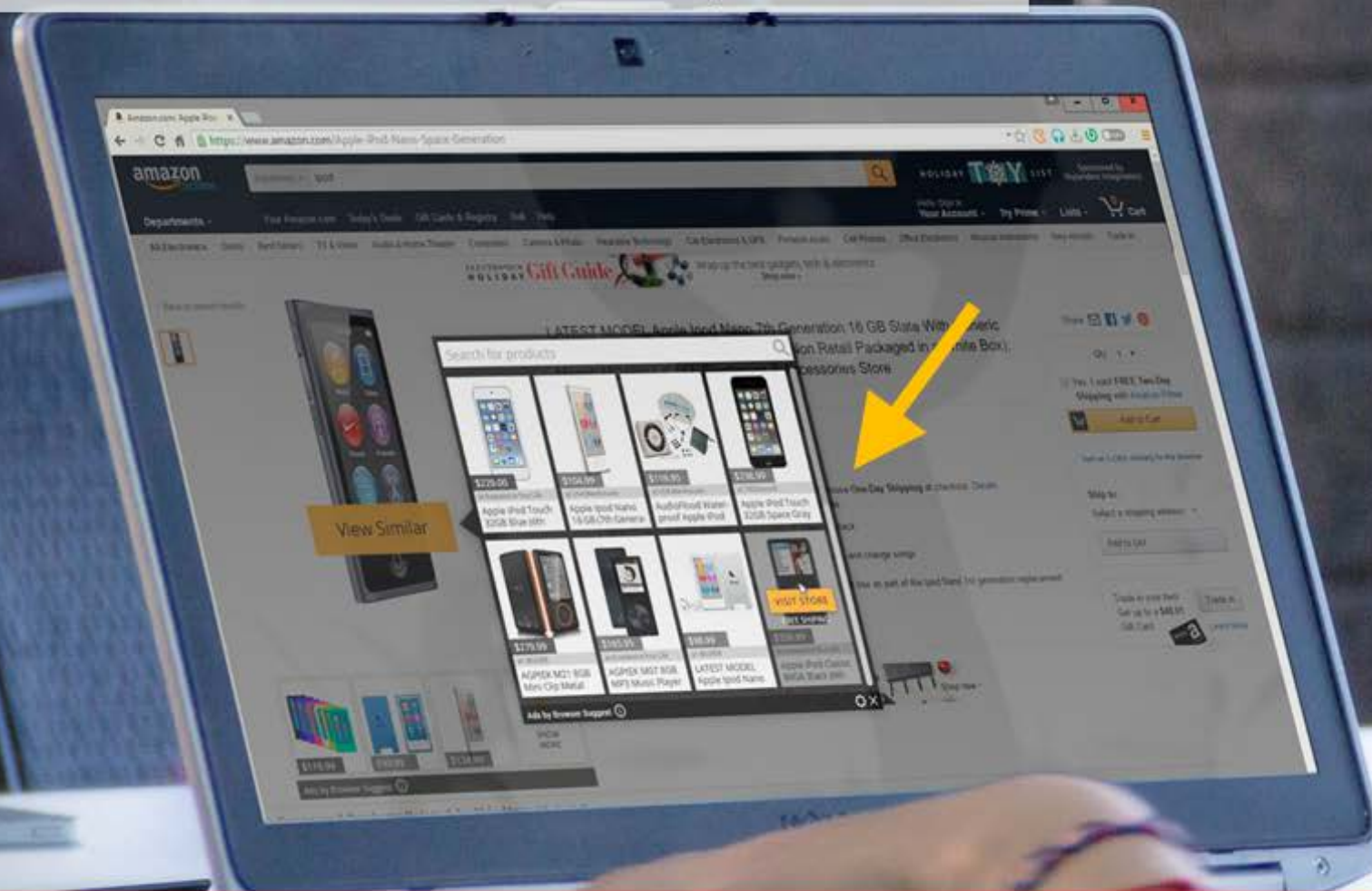
# FRAMEWORK

- BlackSwan assumes **the Premium Service costs** upon hitting minimal user base target
- All underlying apps / flows must be certified
- AppEsteem is the enforcement mechanism for BlackSwan and guarantees adherence to our compliance standards
- Publisher enjoys all benefits of the AppEsteem premium service **for free.**



# SEQUENCE





## VISUAL SEARCH

1. Button overlays product images, loads upon mouse-over
2. After user clicks on “In Image Button” modal box opens
3. A user’s product click results in a CPC from the BlackSwan API Gateway

# GET STARTED

Respect the consumer

Stay out of App Jail

Become an Insider

Grow your business

Questions

[register@appesteem.com](mailto:register@appesteem.com)

Self service

<https://customer.appesteem.com>