

Build versus Buy: Comparing FollowAnalytics to Homegrown Solutions

When considering how to approach mobile engagement, building tools in-house may seem tempting, and in some cases, doing so may indeed prove to be the best solution. Enterprises can be sure to get the specific features they need and the level of integration required to connect to their existing systems. But homegrown solutions come

with significant opportunity costs and often result in a much higher Total Cost of Ownership. This guide is designed to help companies weigh the pros and cons of building their own Mobile Marketing Automation tool versus partnering with a proven mobile success leader such as FollowAnalytics.

Integration With Existing Systems



Mobile engagement does not work when it is siloed from other systems. **Integrations are imperative to the success of mobile marketing campaigns.**

Frequently, companies will use one solution for email marketing, another for web analytics, app analytics, CRM and so forth. Adding another system for new functionality such as push or in-app notifications is inevitable. The challenge then becomes connecting these new capabilities with the various backend systems. The more systems, the more connections will need to be made.

Why FollowAnalytics?

Keep in mind that if you have five existing systems, building a home grown solution will require custom integrations with each of them.

FollowAnalytics natively connects to external systems of record, including all major CRMs and marketing clouds. We have over a dozen **integration partners**. In addition, our Custom Data Connectors sync raw aggregated data bidirectionally with any BI tool or custom internal system.

Getting the Features Best Suited to Your Organization

Sometimes there are no available 3rd party tools that meet the needs of all stakeholders. From product and engineering leads seeking deep analytics to marketers needing an easy to use interface to create and execute their mobile campaigns, sometimes building internally seems like the only option.



Why FollowAnalytics?

While you may be able to build out an initial system with the features you need, will you have the bandwidth or expertise be sure you stay in compliance with new mobile OS requirements/features, appropriately address changes to app functionality, properly monitor your system and the downstream effect on your internal tools, etc.? Can you create a system that is usable by marketers without the assistance of engineers? Many internally built systems address some needs at first, but as feature requests, technical issues and competing priorities take hold it is difficult to make progress.

Working with the **world's leading brands** gives us unique insight the latest trends and best practices in mobile engagement. Partnering with FollowAnalytics gives you the ability to leverage cutting edge innovations, while allowing you to focus your limited resources on your core business.

Internal Resources Are Available vs. TCO

Your dev team is ready and available and they fully understand the problem at hand. They may have presented a project plan and be ready to get started.

Why FollowAnalytics?

When considering *build vs. buy*, you must take Total Cost of Ownership into account. As an example, below is a ballpark estimate for what a mid-size company can expect to spend when building a custom MMA solution. This only increases as projects scale:



DEVELOP	3 developers for 6 months	3,120 hrs @ > = \$100/hr	\$312k
MAINTAIN	1 developer FTE		\$180k/year
YEAR 1			\$402k
YEAR 2+			\$180k/year

Reinventing the Wheel vs Knowing What You're Getting

Creating a homegrown solution is not without risk. Do you know what you're getting? Can you try it before committing? Has it been proven and tested? Can you be sure it's easy-to-use and will scale as your business scales?

Why FollowAnalytics?

FollowAnalytics Mobile Engagement Solutions have been driving mobile success for **global enterprises** such as of global enterprises such as Renault-Nissan, Allianz, Wells Fargo and BnP Paribas Cardif, since 2013. Our product is proven, scalable, battle-tested and designed for business users regardless of their level of technical expertise.

World-Class Enterprise Support

The mobile environment is moving so fast, it is at times unstable. While using Mobile Marketing Automation you will inevitably run into technical issues. In this vast environment it is a time-saver to have experts available at your disposal.

Why FollowAnalytics?

FollowAnalytics provides world-class white glove support to ensure your success. We go beyond just making sure the product works by guiding you through best practices, mobile industry trends and strategies to boost engagement and LTV. We allow you to focus on what's really important, your business, while letting unpleasant and time consuming technical issues be handled by a dedicated team of experts which exists only to guarantee your success with their product.

FollowAnalytics

The Enterprise Mobile Success Company

FollowAnalytics is an enterprise-class mobile marketing platform that makes it easy for marketers to boost engagement through their mobile apps by creating personalized customer journeys. Trusted by brands like Wells Fargo, Cartier, Louis Vuitton, Allianz, AXA and BNP Paribas, FollowAnalytics is headquartered in San Francisco, with offices in New York, Montréal and Paris. Investors include Salesforce Ventures, Aspect Ventures, Zetta Venture Partners, Sapphire Ventures and Cathay Innovation.

www.followanalytics.com

