



**PENDO**   
**MONIUM**  
**2024**



# Todd Olson

CEO & Co-founder, Pendo



# A special welcome to our customers and partners





# Let's give it up for:

**807**

**Pendo  
Advocates**

**115**

**Pendo Design  
Partners**

**52**

**ProductTank  
Organizers and Pendo  
User Group Leaders**

**12**

**Reseller  
Partners**

# Since last Pendomonium



We now serve

**13K**

businesses

Located in

**161**

countries

We count

**50K**

monthly active users

We collect

**560B**

events every month

Made by

**820M**

end users

For a total of

**22T**

cumulative events

**42%**

increase YoY




# A year ago, we launched Session Replay

 **227** customers using Replay

 **10K+** replays shared or saved

 **250K+** replays watched

 **52** Replay features released



## CIN7

Drives **\$450K** in  
monthly revenue  
with improved trial  
experience

PENDOMONIUM 2024



# We shared our AI innovation themes:



**Personalized  
content**

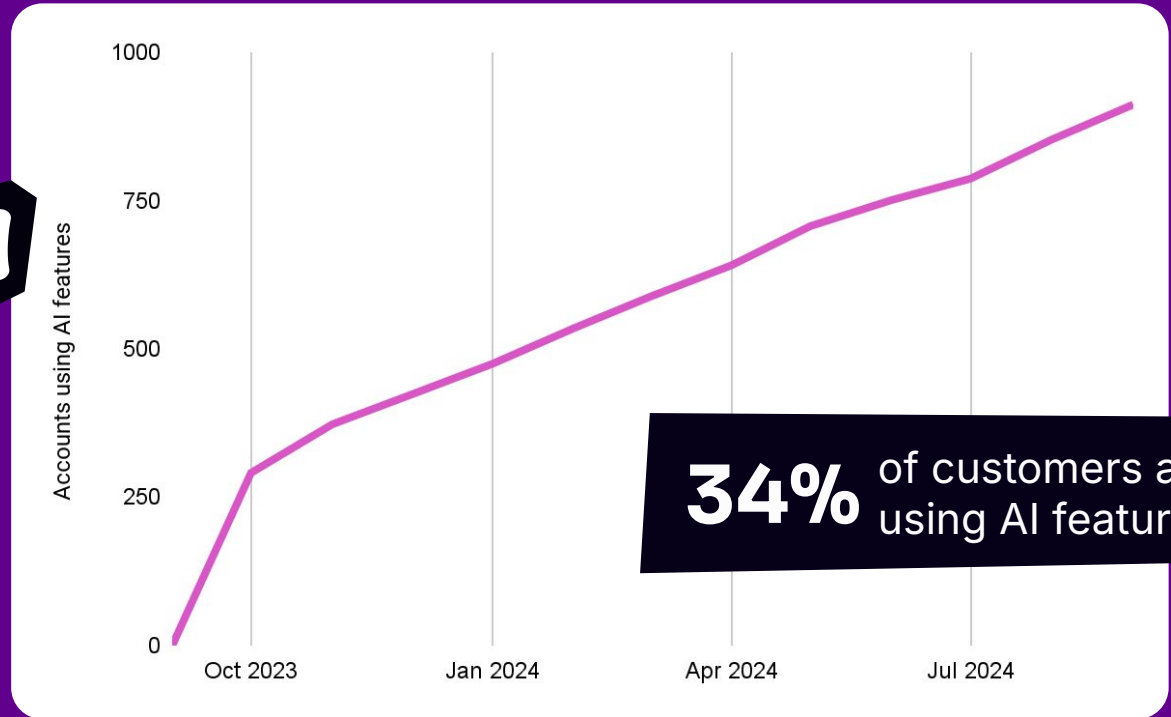


**Product  
discovery**



**Product-led  
outcomes**

A year  
later...







**@nelnet**

Nelnet used AI-powered guide translation across 1000+ guides to **reduce guide translation time by 80%**.

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**Personalized content**

**eso**

ESO saved weeks of time using Pendo Listen to **collect and summarize feedback from 500,000 end users**.

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**Product discovery**

**RELIAS**

Relias improved NPS by **30% after AI-driven Insights identified where to focus to improve retention**.

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**Product-led outcomes**

WE ACQUIRED

**Zelta**



**KOVRR**

Saved **4 hours/week per PM**  
by automating data analysis  
and insight aggregation.

**NPS climbed 20%** due to  
better-aligned product  
features.

**PENDOMONIUM 2024**



2020

2021

2022

2030

# *The Age of Intelligence*

PENDOMONIUM 2024

# AI is starting to intersect everything we do

```
0 references | 0 changes | 0 authors, 0 changes
39 public static void CreateTable()
40 {
41     using (var context = new TaskContext())
42     {
43         context.Database.ExecuteSqlRaw("CREATE TABLE tasks (id INT
44     }
45 }
46 }
47 }
48 }
49 }
50 }
51 }
52 }
53 }
54 }
55 }
56 }
57 }
```

ROBOT / TECH / BUSINESS

## Chipotle's testing an avocado-peeling robot and an automated bowl assembly line / The Autocado exists only to peel.

By [Wes Davis](#), a weekend editor who covers the latest in tech and entertainment. He has written news, reviews, and more as a tech journalist since 2020.

Sep 16, 2024, 3:09 PM EDT



Google

All Images Videos Shopping Maps Books News : More

Overview

Some of the most popular pizza toppings include:

- Pepperoni**  
The most popular pizza topping, with 50% of Americans saying they love it and 32% saying they like it
- Extra cheese**  
A beloved topping, with 51% of Americans saying they love it and 33% saying they like it
- Sausage**  
A popular topping, with 44% of Americans saying they like it
- Mushrooms**  
A popular topping, with 41% of Americans saying they like it





## National Eating Disorders Association takes its AI chatbot offline after complaints of 'harmful' advice

By [Catherine Thorbecke](#), CNN

🕒 3 minute read · Updated 1:08 PM EDT, Thu June 1, 2023

### BOT BUST

## Professor Flunks All His Students After ChatGPT Falsely Claims It Wrote Their Papers

## TurboTax and H&R Block now use AI for tax advice. It's awful.

In our tests, new chatbots in popular tax services were unhelpful or wrong as much as half of the time

## Air Canada found liable for chatbot's bad advice on plane tickets

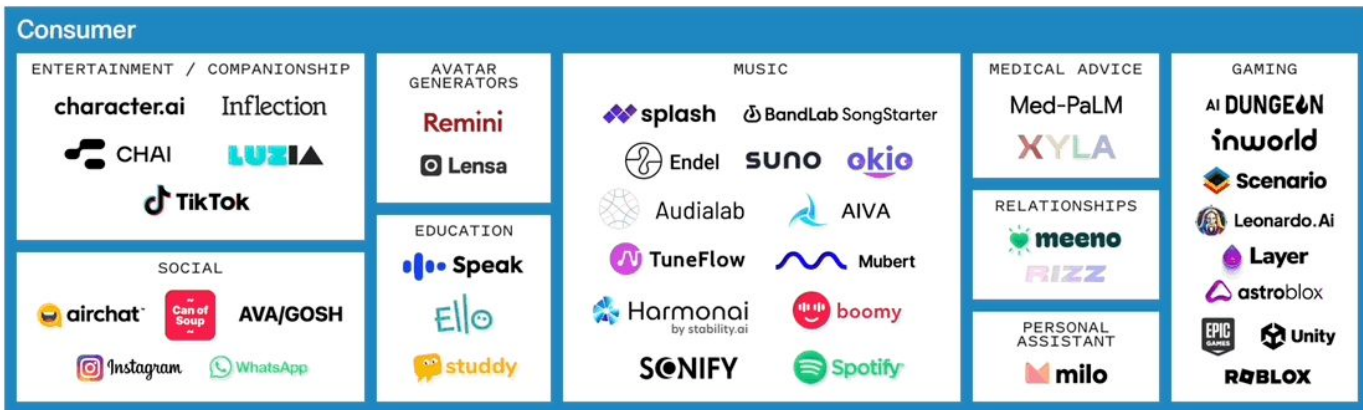


Airline's claim that online helper was responsible for its own actions was 'remarkable': small claims court

# The Generative AI Market Map v3



A work in progress



**Generative AI  
initiatives could  
be worth up to  
20% of EBITDA.**

**Bain & Co.**



### Examples of generative AI benefits across functions



**Customer service  
and contact centers**

**20%-35%**

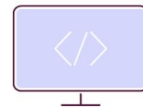
time reduction  
for manual  
responses



**Sales and  
marketing**

**30%-50%**

less time spent  
on content  
creation



**Software product  
development**

**15%**

time reduction  
in coding-related  
activities



**Back office and  
other productivity**

**20%-50%**

task automation  
for document  
comparison



We need to find the  
**magical intersection**  
of AI in our products





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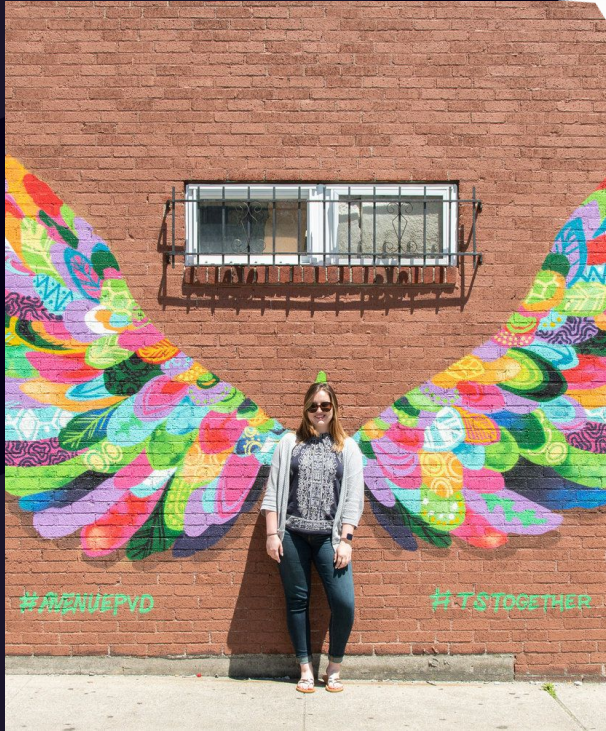
**PENDOMONIUM 2024**



DEPORTES  
BARRENA

—BENJOI  
2011

**PENDOMONIUM 2024**



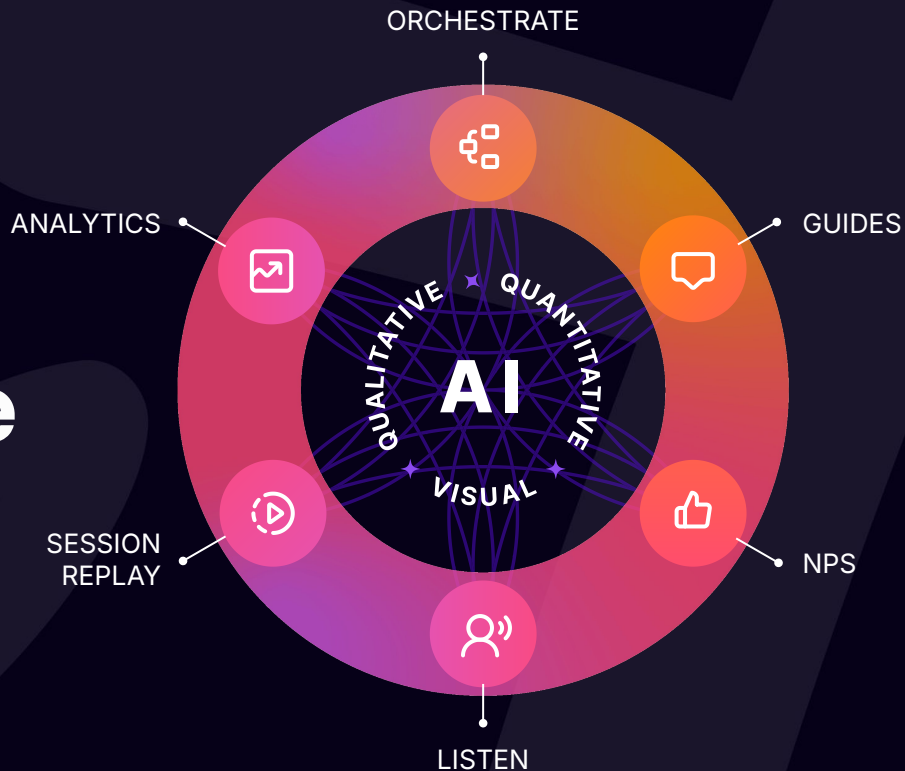
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# The user is our North Star

OUR MISSION IS TO

Elevate the  
world's experience  
with software



PENDOMONIUM 2024



How can we partner  
***more deeply*** with you  
to obsess over users?



**Cox**  
AUTOMOTIVE™

**Autotrader** 

 **CentralDispatch**  
by Cox Automotive

 **Dealertrack**  
by Cox Automotive

 **EV Battery Solutions**  
by Cox Automotive

 **Fleet Services**  
by Cox Automotive

 **FleetNet America**  
by Cox Automotive

 **Kelley Blue Book**

 **Manheim**  
by Cox Automotive

 **NextGear Capital**  
by Cox Automotive

 **vAuto**  
by Cox Automotive

 **VinSolutions**  
by Cox Automotive

 **Dealer.com**  
by Cox Automotive

 **xtime**  
by Cox Automotive

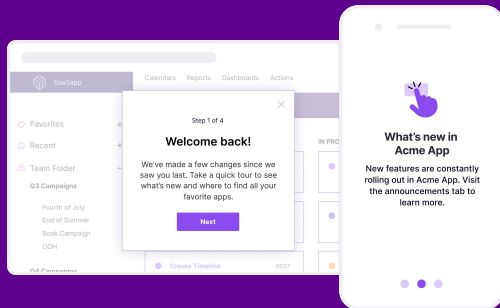
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**We support all  
types of users**

# We started with B2B use cases

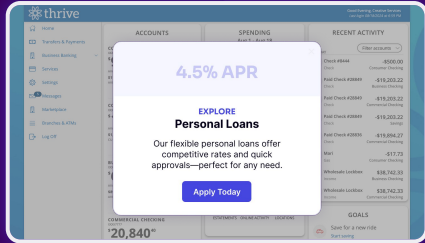


Moved teacher onboarding  
from email to in-app and  
drove a **1250% increase in  
engagement**

WILEY

# Now we support

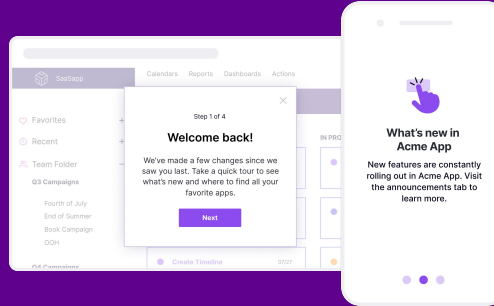
## PARTNERS



Reduced predatory loan interest rates by up to 10x using Q2 Discover



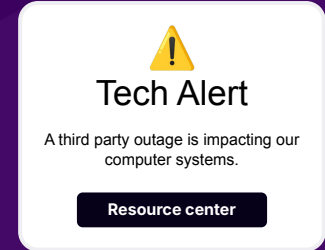
## B2B APPS



Moved teacher onboarding from email to in-app and drove a 1250% increase in engagement



## EMPLOYEE-FACING APPS



Helped 4K associates troubleshoot and migrate platforms during CrowdStrike outage





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The average company provides over **230 apps** to their employees.

LEGACY PLATFORMS



SOFTWARE EXPLOSION

IMPACT OF GENAI



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Did you know  
you can put  
Pendo on all  
these apps?

zendesk  USERGEMS  Quip

 Microsoft Dynamics 365  slack  Jira

 Culture Amp  ADP  techmate

 box  workday  okta  salesforce

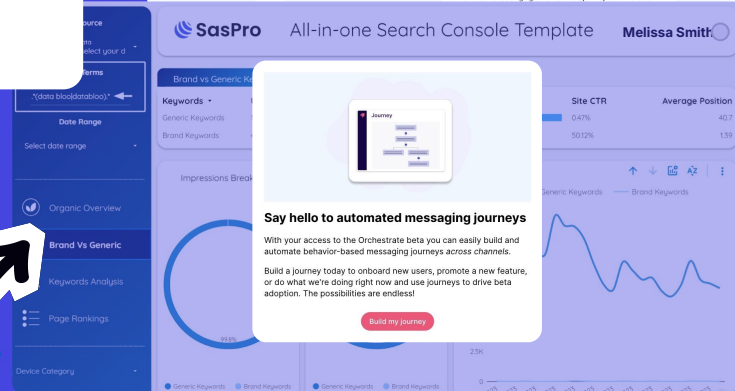
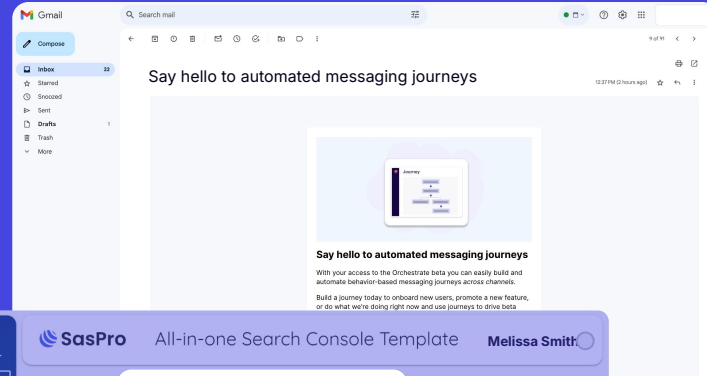
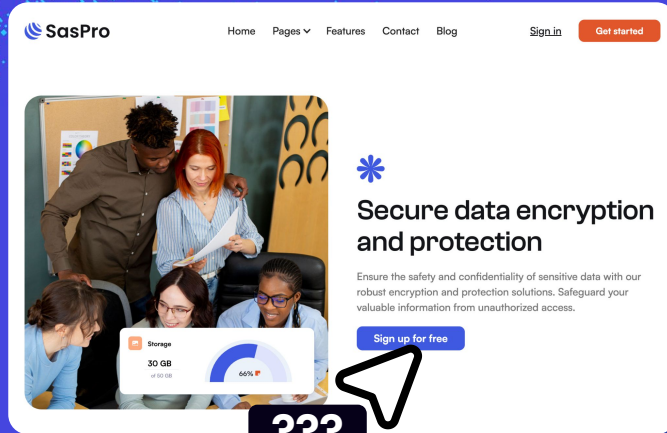
 Outreach  coupa  Gmail

 PowerSchool Powering Brighter Futures  wework  Seismic

 servicenow  Whimsical  icims

**PENDOMONIUM 2024**

# We're now supporting marketers



**Melissa Smith**  
DIRECTOR PRODUCT MANAGEMENT

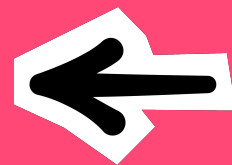


the apps you sell

the apps you buy

Pendo is for

**everything**



the apps you build

your marketing website





**We have the broadest  
and deepest data**

# The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



The  
Economist

# We give a 360 degree view of the user

## QUANTITATIVE

Measure how users behave



## QUALITATIVE

Understand user behavior in their words

## VISUAL

Watch actual user behavior play out in context

## ZELTA

Integrate with 150+ sources to capture feedback



## Trust is our #1 priority

This is **your data**.

We **never co-mingle** customer data.

It is **not used** to train third-party models.



**Now is the time  
to “measure”  
your stack**

**Operations**

**Finance**

**Product**

**Sales/CRM**

**HR**

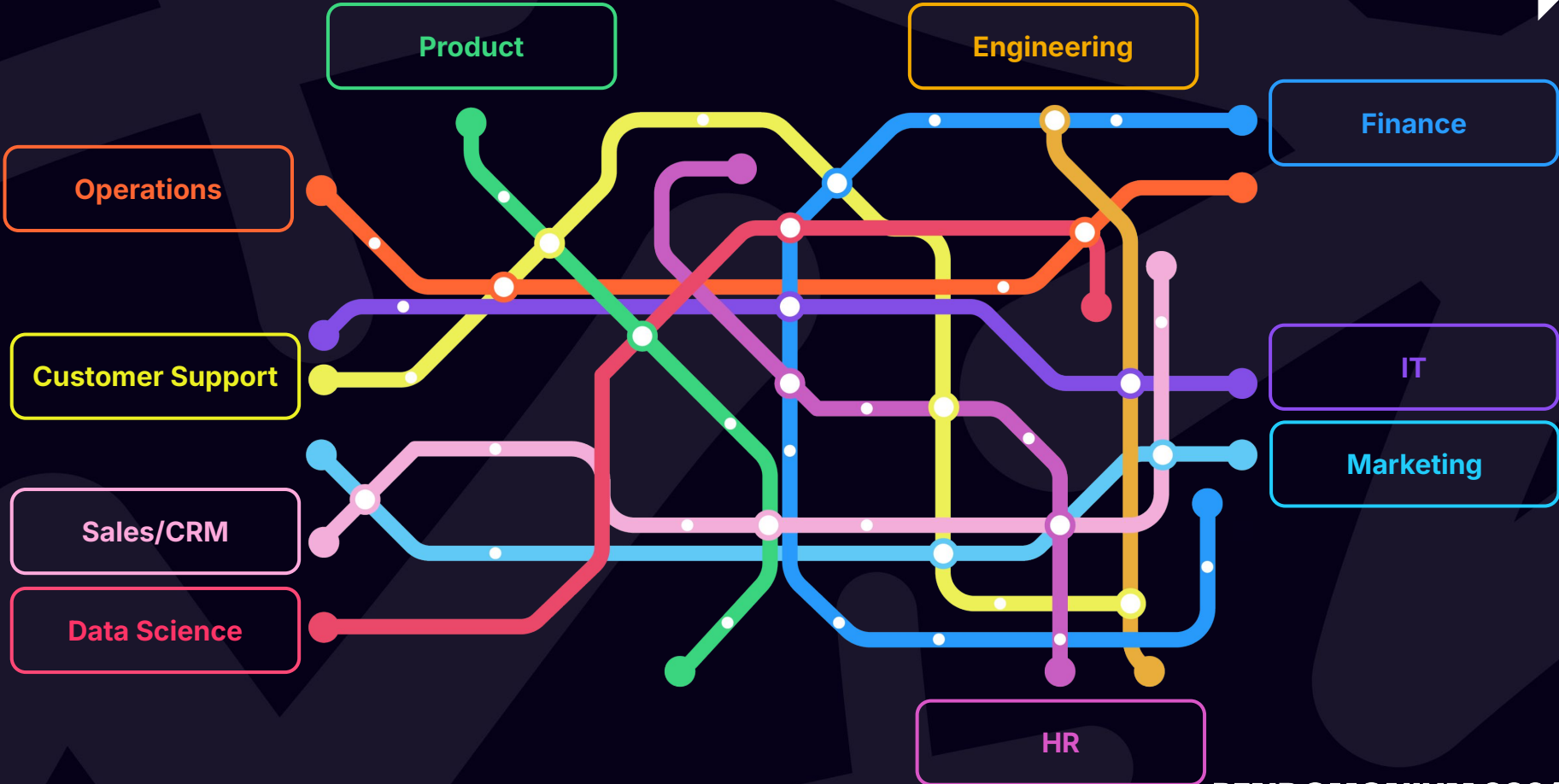
**Engineering**

**Data Science**

**Marketing**

**Customer Support**

**IT**





**We are more than  
just software**



# mind the PRODUCT

**300K+** Community members

**2,900** Articles

**194** ProductTank groups  
*in 68 countries*

**20K** Monthly podcast listeners

**480** ProductTank meetups  
*in the last year*

**PENDOMONIUM 2024**



**55K** Community members

**14K** Monthly podcast listeners  
*To the Rocketship podcast*

**1K** Annual attendees  
*At INDUSTRY and NEW YORK PRODUCT CONFERENCE*

# PRODUCT COLLECTIVE





# #mtpcon London

March 10-11, 2025



# INDUSTRY Cleveland

**PENDO  
MONIUM +  
#mtpcon**



**Roadshow**  
Presented by  pendo

**2025 stops in:**

Munich

Amsterdam

Paris

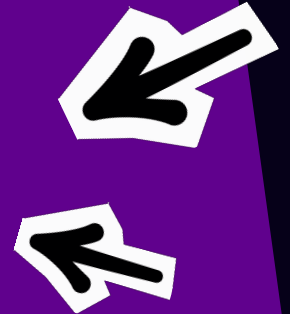
Stockholm

Sydney

Tokyo

São Paulo, Brazil

New York City



**PENDOMONIUM 2024**

# Get certified!



**200K**

Total registrations

**45K**

Total certifications

**2,342**

Super certified

**PENDOMONIUM 2024**

mind the  
**PRODUCT**

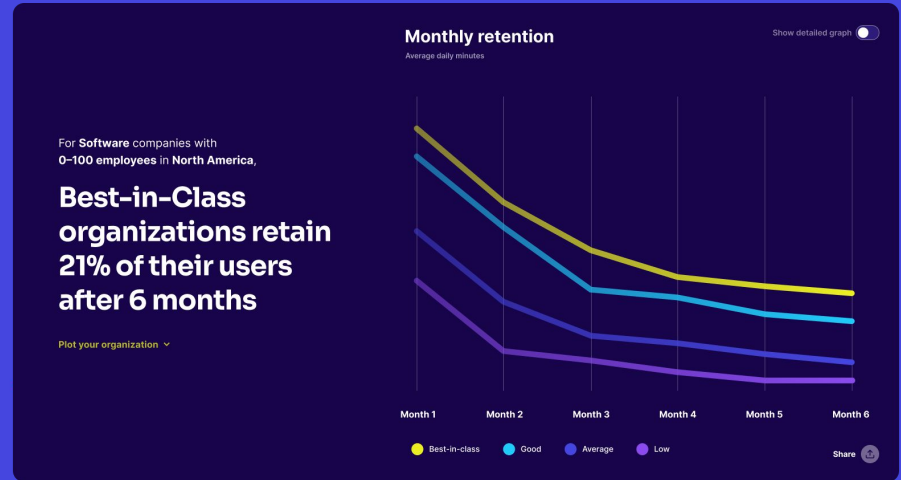
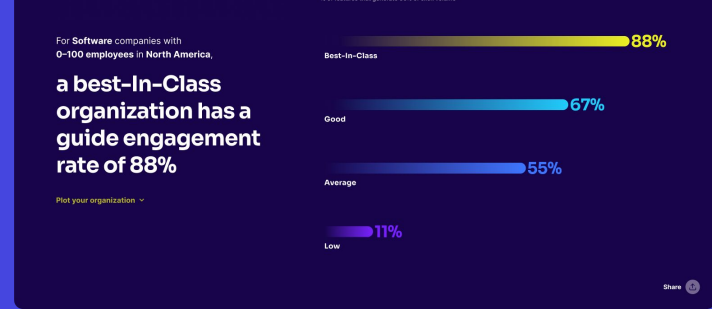
**Benchmarks**

powered by  pendo data

“I presented to the whole company on our stickiness and time on app compared to other SaaS products.

**Our stickiness was so far above best-in-class** that our CEO interrupted the presentation to comment on it.”

Colin Cooper, Senior Product Designer @ Chartbeat





# Enable and train your team

## Get fundamentals with Mind the Product training

- ✓ Product Management Foundations
- ✓ Product Leadership
- ✓ Metrics for Product Managers

## Implement Pendo effectively with Professional Services

- ✓ Launch
- ✓ Transformation
- ✓ Integrate
- ✓ Migrate from legacy & incumbent solutions

## Learn best practices for using and governing Pendo

- ✓ Pendo Essentials for Web and Mobile
- ✓ Pendo Admin
- ✓ Pendo by Persona
- ✓ Pendo by Use Case

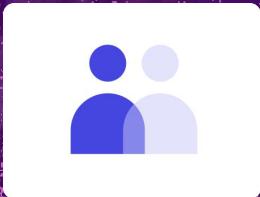
# Join our customer community



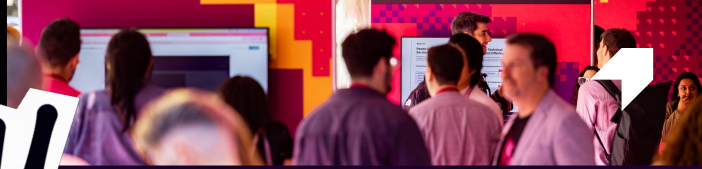
**Connect on Slack**



**Take a course on Pendo Academy**



**Join one of 9 PUGs or attend a virtual group from anywhere**





# You are our North Star



# INTERSECTIONS

## A Pendomonium Scavenger Hunt

Complete all five quests below to see how different companies and roles are all connected through Pendo. Once you **collect initials for all five**, stop by the tote bag station in the House of Pank for an **exclusive prize!**

Find someone who is a ProductTank Leader or Pendo User Group Leader.

See the latest in the Pendo Product stack and stop by the Orchestrated booth in the Pendo Product Village.

Find someone who has completed a Pendo certification course.

Stop in the Community Village and add your location to the "Where in the world?" map.

Find someone who is attending Pendomonium for the first time!

The image shows two overlapping screenshots of the Pendo Guides interface. The top screenshot, titled "My New Guide Conversion Rate", displays a query editor with a funnel visualization. The funnel has two steps: Step 1, "My New Guide", and Step 2, "Key action I want my users to take". The bottom screenshot, titled "My New Guide", shows the configuration page for a guide. It includes a "Guide Goal" section with a conversion rate of 36.7% and 477 of 1300 visitors. A "Create funnel report" button is highlighted with a purple box.

Build funnel reporting  
Analytics in Guides

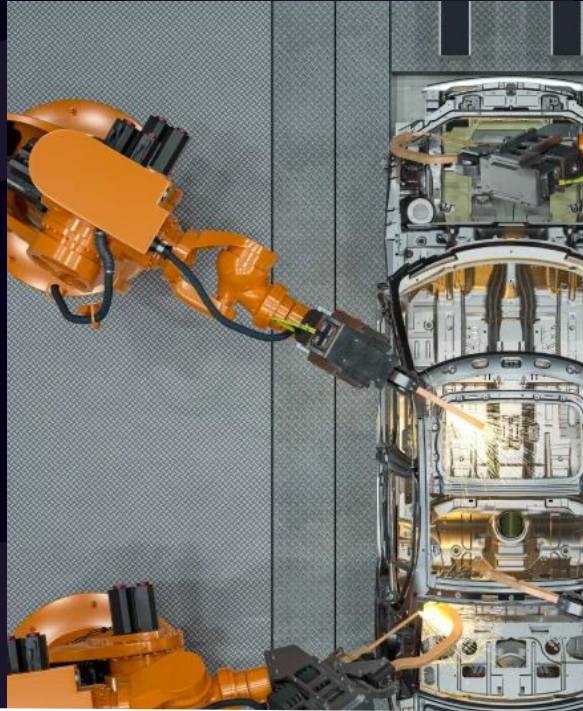
The image shows a screenshot of the Pendo Listen interface. It displays a "Discover Feedback Poll" with a "Feedback v1..." title. The interface includes a "Settings" tab, a "Guide Metrics" section, and a "Feedback" section with a "View" button. A "Feedback v1" poll is visible in the center, showing a "V" icon and a "Feedback" label.

Extract insights from  
Guides in Listen

The image shows a screenshot of the Pendo Listen interface displaying a "Feedback New 11/05" report. The report includes a table with columns for "Feedback", "Status", "Action", and "Usage". The table lists various feedback items, such as "Adding a new feature", "Removing a feature", and "Adding a new user". The report also includes a "Description" section and a "Labels" section.

Watch Replays at the point  
of feedback in Listen

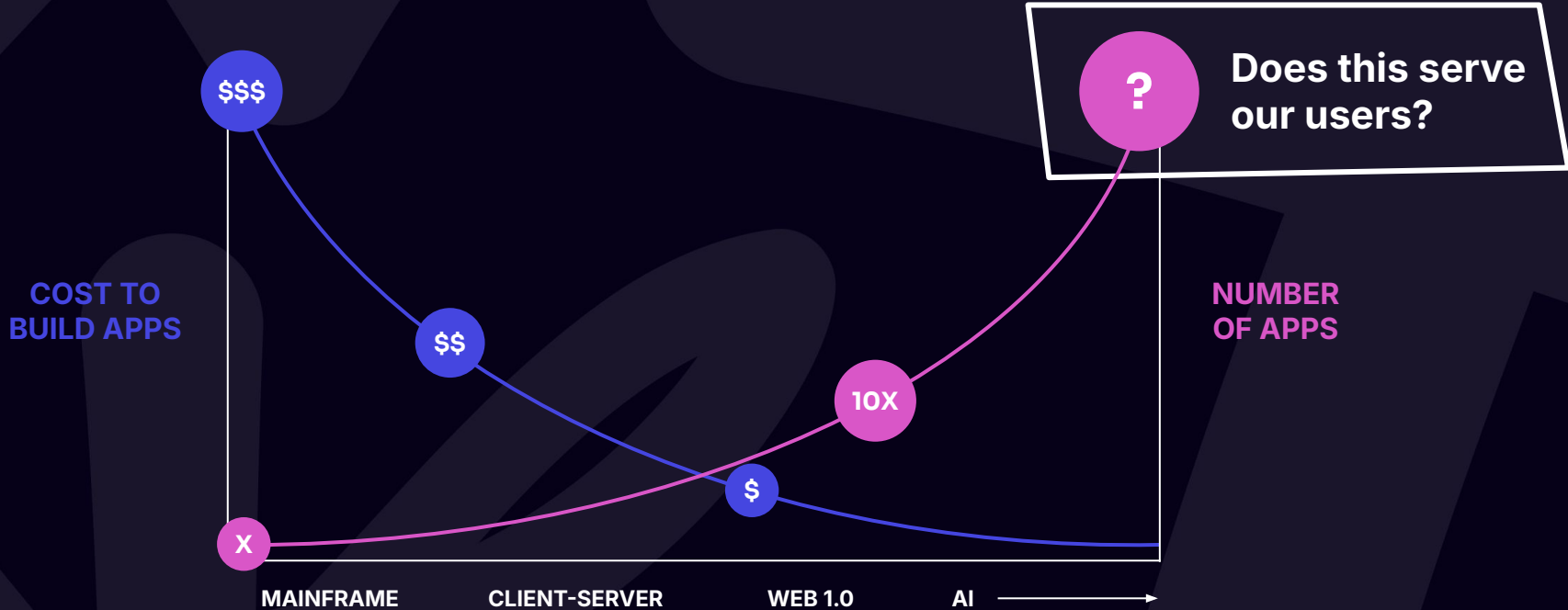
PENDOMONIUM 2024



 **Clarivate™**

**PENDOMONIUM 2024**

# We have a choice to make





**PENDO**   
**MONIUM**  
**2024**



# Trisha Price

Chief Product Officer





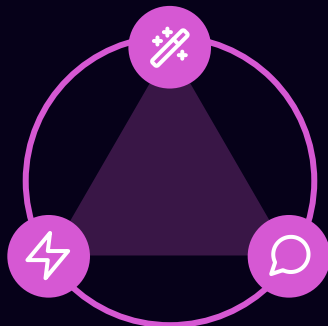
**PENDOMONIUM 2024**

# Software in the age of intelligence



## AI-Powered Automation

Reduce manual work & automate workflows through agents.



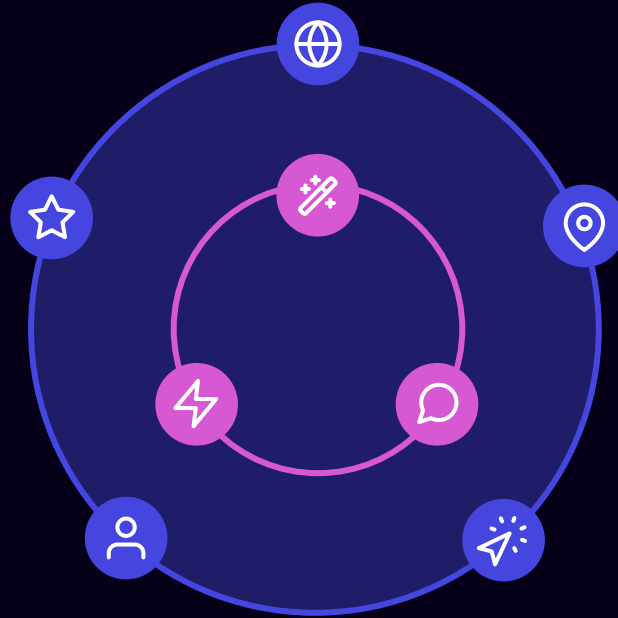
## Insights & Recommendations

Proactive suggestions based on your data.

## Conversational Interfaces

Ask questions, get answers.

# User experiences are now customized

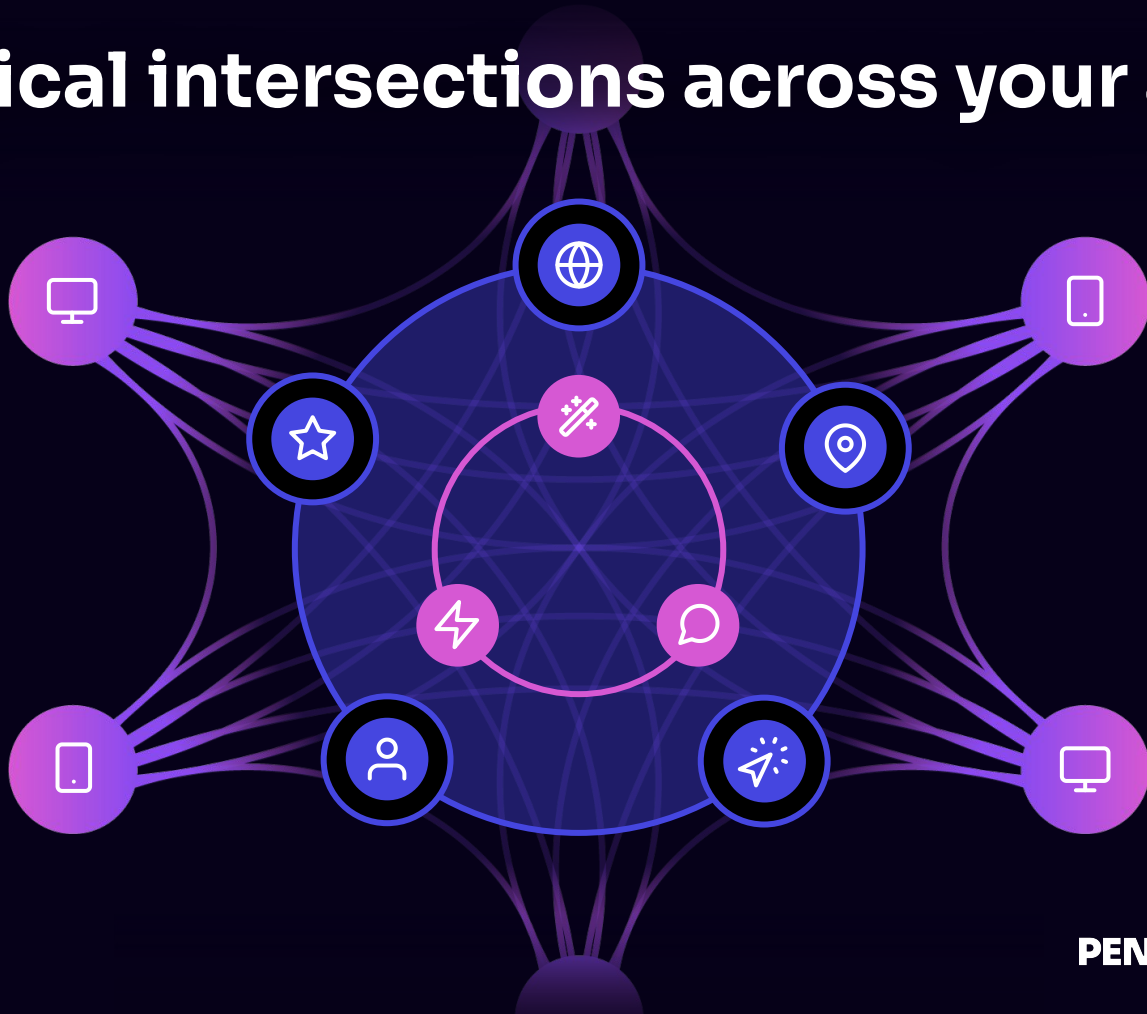


## Personalization Layer

All AI is **custom** to your role, company, behavior, and more.



# Magical intersections across your apps





**According to McKinsey, personalization pays**

**30% higher ROI**



**How do we need to  
evolve in the era of AI  
and personalization?**

# More roles do product management



Driving business outcomes through building, configuring and driving adoption of digital applications

# We need to stop:



**Ignoring feedback OR spending hours manually triaging feedback**



**Writing feedback summaries**



**Creating roadmaps in non-collaborative tools that don't allow regular change**



**Taking a 'wait and see' approach to AI**



**Considering the product finished once a feature is shipped**



# Shipping features is not enough





# Today's product teams must:



**Get to know  
users at scale**



**Leverage AI to  
drive outcomes**



**Own the full  
user journey**



# Get to know users at scale



Personalized experiences start by truly understanding your users.

**What** users do and **why**  
they do it

---

How users **feel** and why

---

**Combine** quant, qual, and  
visual data to gain insights

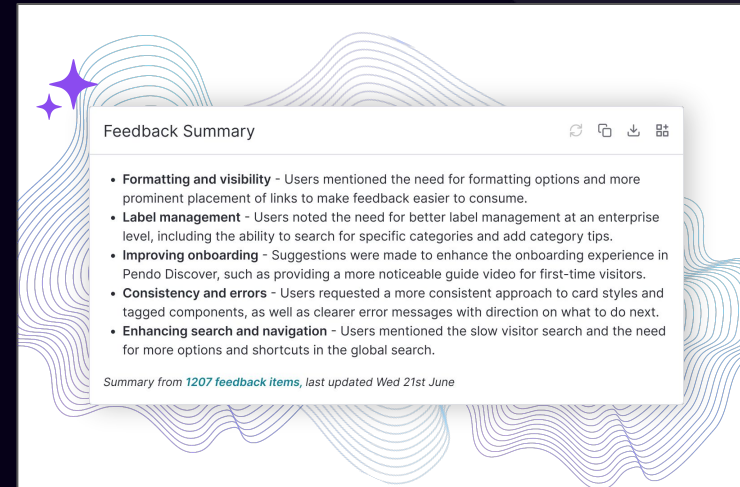


# Get feedback at scale



## Old way

Manually triaging mountains of data that lacks context coming in from multiple teams and tools



### Feedback Summary

- **Formatting and visibility** - Users mentioned the need for formatting options and more prominent placement of links to make feedback easier to consume.
- **Label management** - Users noted the need for better label management at an enterprise level, including the ability to search for specific categories and add category tips.
- **Improving onboarding** - Suggestions were made to enhance the onboarding experience in Pendo Discover, such as providing a more noticeable guide video for first-time visitors.
- **Consistency and errors** - Users requested a more consistent approach to card styles and tagged components, as well as clearer error messages with direction on what to do next.
- **Enhancing search and navigation** - Users mentioned the slow visitor search and the need for more options and shortcuts in the global search.

Summary from 1207 feedback items, last updated Wed 21st June

## New way

Using AI to provide instant insights into key themes from all data sources and see intersections across your app



# Leverage AI to drive outcomes



Don't sprinkle on AI. Personalize your products with AI at the center.

The **magicwandification** of software isn't the answer

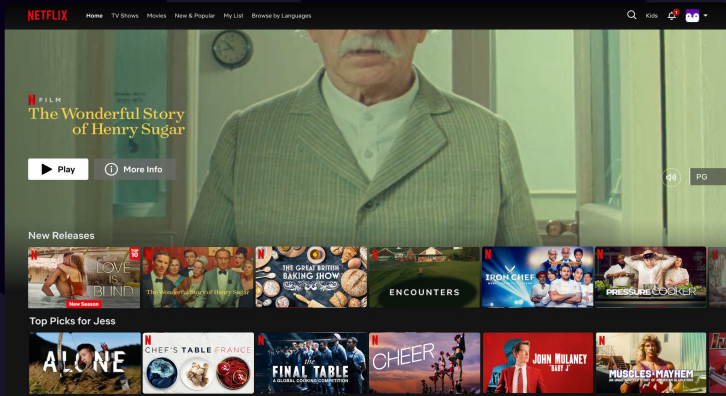
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Build with **AI first**, rethink the user journey

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**Integrate AI** in discovery, build, launch, and iterate

# Transform user and employee experiences with AI



**Netflix-like experiences**



**AI agents that are doing the work for you**



# Focus on the full journey



Impact **business objectives** by thinking bigger

---

Personalize the **entire user journey**

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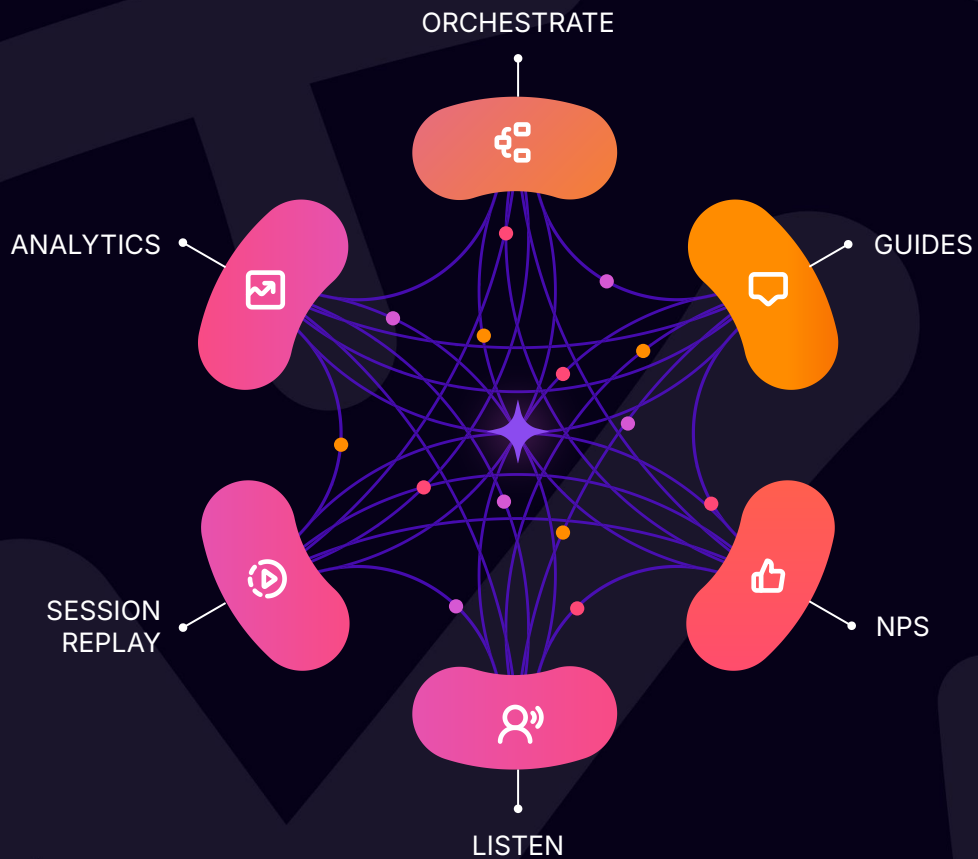
Deliver **behavior-based** personalized messages

# This is how you drive business outcomes





**How will Pendo  
support the product  
team of the future?**



 **pendo one**

**PENDOMONIUM 2024**



Stay deeply connected to users, their behavior and needs

# Pendo Listen + Zelta

The screenshot shows the 'Ideas portal' interface. At the top, there's a header with the Pendo logo and 'Ideas Portal'. Below that, a navigation bar includes 'Global', 'Analytics', 'Guides', 'Listen', 'Mobile', and 'Session Replay'. The main content area is titled 'Gathering feedback' and features three featured items: 'Enhanced user management' (99 users), 'In-app notification center' (82 users), and 'Release management' (265 users). Each item has a brief description and a 'Give feedback' button.

The screenshot shows the 'Explore Feedback' interface. It features a search bar with the text 'Start typing to start analysis on a topic or question you want to answer...' and an 'Ask AI' button. Below the search bar, there are tabs for 'Topics (8)', 'Highlights (6745)', and 'Raw Feedback (3564)'. The 'Highlights' tab is selected, showing a 'Summary: Top 5 Topics' and a 'Highlights: Top 5 Topics (6745)' bar chart. The bar chart displays the number of highlights for various topics over time, with the highest bar reaching 80 highlights.

Topic	Integration Description
Jira	Integrate Jira with your product analytics platform to track issues, prioritize bug fixes, and inform feature development based on user impact.
Zendesk	Connect Zendesk to your product analytics platform to correlate support tickets with user behavior, improve customer satisfaction, and identify pain points.
Gong	Integrate Gong to analyze customer interactions, identify sales opportunities, improve sales techniques, and gain insights into product-market fit.
Hubspot	Connect HubSpot to personalize marketing campaigns, generate high-





COMING SOON

Stay deeply connected to users, their behavior and needs



# Pendo Listen + Zelta



Automate win/loss  
analysis  
(and **improve** it!)



Automate user  
persona creation



Power personalized  
embedded content



Deliver the right content to the right users at the right time

# Embedded Content



**Trisha's Home**

Favorites | Recently viewed

Funnels | Visitors | Segments | Abandoned Checkout Analysis

Free trial to starter plan | New premium cohort

See all

**AI for Product Management Course**  
Learn how teams are driving adoption across their product through the use of AI and Pendo. [View Course](#)

Recommended actions to: **Drive product adoption**

- Monitor and measure improvements in your conversion funnel. [View dashboard](#)
- New user onboarding. [View guide](#) [Learn more](#)
- Announce a new feature. [View guide](#) [Learn more](#)

See all

Person Account  
**Trisha Price**

Related | **Know Your Customer** | Financial Accounts | Relationships | ARC | Referrals | More

**KYC Application Wizard**

Personal Information

Nationality  
USA

Government Issue Id Number

Tax Identification Number (TIN)

**Compliance alert!**

You must complete a **Know Your Customer** application and submit for approval to do business with this client.

**Information you will need from your client:**

- Personal information (SSN or Tax ID)
- Employment details and W-2 income
- Government ID photo and proof of address or recent pay stub

[Learn more about audit preparedness](#)

[Next](#)

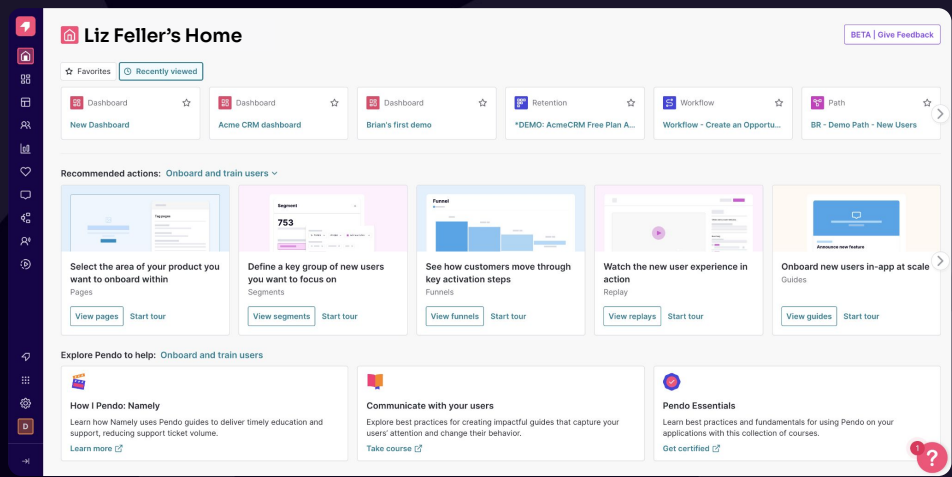


A connected, custom platform that you control with insights tailored to your needs

# Personalizing Pendo One for you and your team



- NEW** Collaboration
- NEW** Personalized Homepage
- NEW** AI Insights
- NEW** Suggested Replays
- NEW** Dashboard Templates



NEW

Manage the full customer journey

# Identity Mapping

The screenshot displays the Pendo Identity Mapping interface. At the top, there are controls for 'Analyze by' (Unique Visitors, Total Attempts) and 'Funnel Timeout (Minutes)' (60). The 'Identity mapping' section is active, with options to 'Connect anonymous activities to identified visitors' and 'Highlight potential changes'. A 'Run' button is visible, with a note 'Last run on October 24th 2023, 4:52:14 PM (EDT)'. Below this is a funnel visualization for 'Total Attempts' for 'Everyone', showing a 16.91% completion rate (up 5.38%) and an 8m 5s average time to complete the funnel (up 53s). A bar chart below shows conversion rates for various groups. On the right, a 'Replay' panel shows a log of user actions for 'Thursday, Oct 8, 2024' at 3:11:42 pm, including views of Admin Settings, Data Sync, and Website pages.

**Analyze by**

Unique Visitors | Total Attempts

60 | Funnel Timeout (Minutes)

**Identity mapping**  Connect anonymous activities to identified visitors  Highlight potential changes

Last run on October 24th 2023, 4:52:14 PM (EDT) [Run](#)

**Funnel - Total Attempts**

Everyone

**16.91%** Completed funnel over last 90 days  
120 of 695 total attempts ▲ 5.38%

**8m 5s** Avg time to complete funnel  
▲ 53s

All Groups > pendo-internal > Step 2: Funnels

100%  
90%  
80%  
70%  
60%  
50%  
40%  
30%

**Identity mapping**  Clear filters (1)

**Thursday, Oct 8, 2024** 🕒 47m

Eastern Daylight Time (EDT)  
Browser: Chrome v118.0.0 and 1 other  
Operating system: Mac OS X

[Watch replays \(5\)](#)

3:11:42 pm

Viewed **Admin Settings** | All Pages

↳ Pendo Engage (Insights & Guidance)

Viewed **Admin Settings** | Data Sync

↳ Pendo Engage (Insights & Guidance)  
↳ Data Sync

**Anonymous**

Viewed **Website** | A PLG landing page

↳ Pendo Website (PLG)

Viewed **All pages** | Excludes fork: Inst tall/Setup & Sample Data/Sandbox/D emo mode

↳ Pendo Engage (Insights & Guidance)  PLG

Viewed **All Pendo pages (exclude login and super)**

↳ Pendo Engage (Insights & Guidance)

Viewed **app.pendo.io** | All pages

↳ Pendo Engage (Insights & Guidance)

Viewed **data-sync**

↳ Pendo Engage (Insights & Guidance)  
↳ Data Sync

< Previous day Next day >



**NEW**

Deliver messages that matter, in-app and out

# Pendo Orchestrate



Journeys > Increase beta adoption journey
Draft

## Beta adoption journey

pendo-internal Last update by david.flowers@pendo.io on 10/8/2024 at 8:00 AM EDT

Add a description

Journey
Settings
Metrics

Journey map

2 messages + 9 days

+

Guide

**Beta Adoption Guide**

Visible for 7 days

+

Email

**Beta Adoption Email**

Next message in 2 days

+

Email
✕

### Increase beta adoption journey

Email designed to get users to adopt our new AcmeCrm product.

Overview
Settings\*

Days until next message

02 Days

**Acme Inc**

**Let's get you up and running with AcmeCRM!**

Reminder that you have early access to the beta experience for AcmeCRM.

Thanks for participating in the beta for AcmeCRM! As a quick reminder you have access to all the great features of AcmeCRM including:

- Contact management: store, collect, and find contact information
- Sales tracking: centralize all your opportunities
- Reports and dashboards: all your KPIs in one place
- And much more!

Get started today!

---

[Unsubscribe](#)





# Beyond 2024...

## Experimentation

Frame problems and validate solutions through testing and optimization

## Pendo Assistants

Automate tasks with AI-powered agents including a Product Manager Agent

## Feature Flagging

Launch, control, and measure your products without relying on developers

## Support for AI-Driven User Experiences

Leverage the full power of Pendo on your AI-powered products



**PENDOMONIUM 2024**



# Brian Walsh

SVP, Product



# Emily Dunn

Director, Sales Engineering



**Emily's Home**

☆ Favorites   ○ Recently viewed

Guide   Replay → Jira Integration Int...   Replay → ...d Rep...   Replay Feedback Poll → Player   Replay | Player Starring

Recommended actions: Drive product adoption

Visitor Overview   Feature adoption

**Monitor and measure improvements in your new feature launch**

Dashboards

[View dashboard](#)

Segment

753

Define your target group of users

Segments

[View segments](#)   [Start tour](#)

Application overview

51

Explore an overview of your product's performance

Dashboards

[Create dashboard](#)   [Start tour](#)

Visitor Overview   Feature adoption

**Monitor and measure improvements in your new feature launch**

Dashboards

[View dashboard](#)

Explore Pendo to help: Drive product adoption

**How I Pendo: Global Payments**

Learn how Global Payments used Pendo data to understand user journeys for a feature launch and guide

**Understand behavior data**

Now that you've tagged Pages and Features, explore how users interact with your app.

**Pendo Essentials**

Learn best practices and fundamentals for using Pendo on your applications with this collection of courses.





Related events (4) 📄

Event name ↑	Product area ↓
Pages   Page Details   Page	Pages and Features
Product Areas   Product Area Selectio...	[Pendo One] Platform

## Next steps

Here are some potential actions you can take to dive deeper into the data and build your strategy.

**Segment accounts that interacted with the event**

Create a segment within the current insight segment or create a new segment for accounts that interacted with the insight event.

[Create a segment](#)

**Guides users to the high retention event**

Create a guide to drive users to interact with this insight event.

[Create guide](#)

**Guide users to the high retention event**

Create a guide to drive users to interact with this insight event

[Create a guide](#)

**Craft a cross-channel journey for this event**

Orchestrate a journey using guides and emails to encourage users to take action on this insight event.

[Create a journey](#)

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< Back to Journeys

## Emily's Journey - Notes Feature Adoption

Acme CRM

Created by mollie.carrison@pendo.io | Last updated 10/10/2023

[Watch Replays](#) Draft ...

3 messages • 3 days

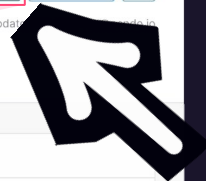
**Email**  
Have you heard about Notes?  
Next message in 1 day

**Guide**  
In-app | Notes Feature Alert  
Visible for 1 day

**Email**  
Add a note, boost your performan...  
Next message in 1 day

[?](#)

 **Watch Replays**






# Founders Award



PENDOMONIUM 2024



# User of the year



**Eric Miller**  
Product Manager  
Lucet Health



**PENDO**   
**MONIUM**  
**2024**