Making every app more engaging every day

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SMART NOTIFICATIONS

Microsoft
Azure

Mobile experiences start with push every time

- **Mobile apps are the heart of all customer messaging & CRM**

- **Mobile apps must engage relevantly with users**

- **Push notifications increase retention by 57%**
  - Leading apps sell more from push than email with GDPR reduced email opt-in by ~2/3
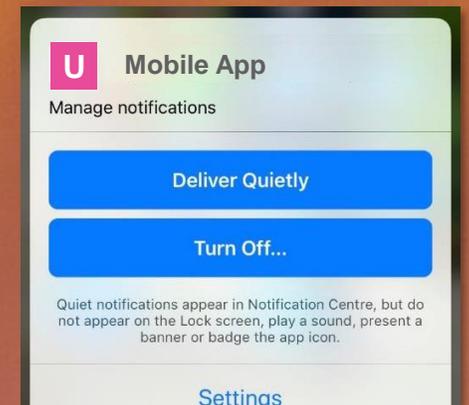
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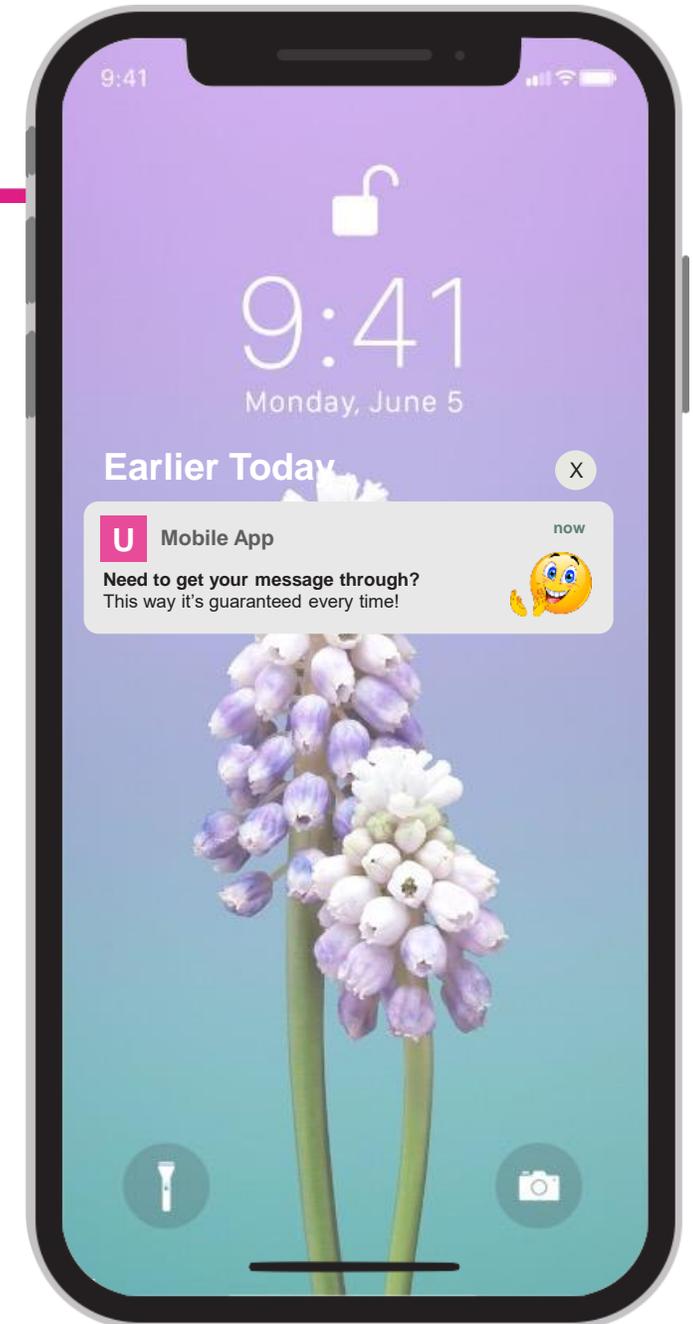
But so far push notifications have even lower engagement than email, often below 4%
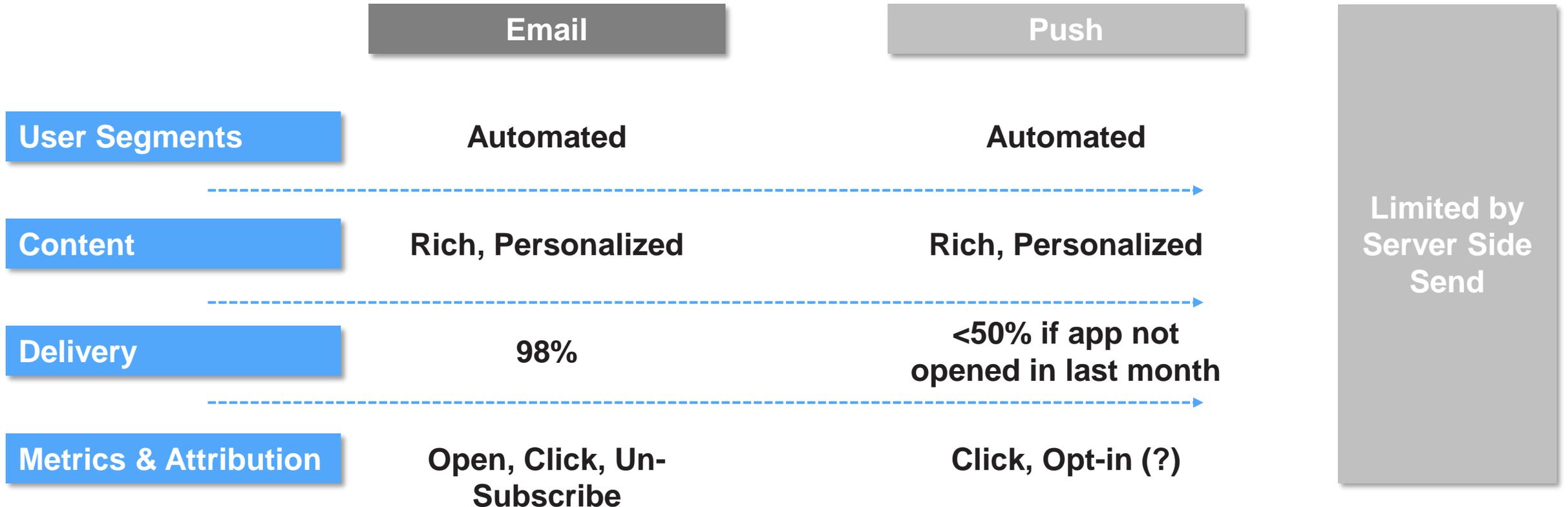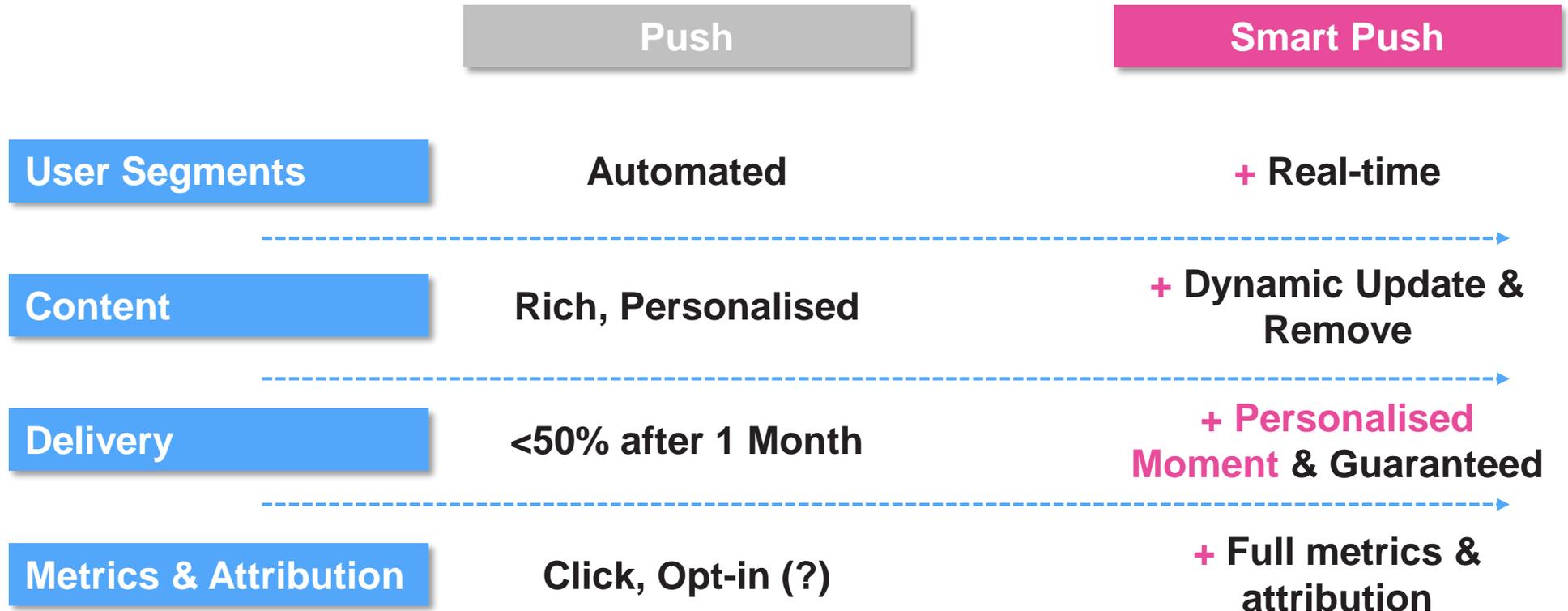
People engage at the right moment or not all

#NotificationFails are punished by users, who are lost forever

Since launch 10 years ago, push has not improved beyond email

	Email	Push	
User Segments	**Automated**	**Automated**	**Limited by Server Side Send**
Content	**Rich, Personalized**	**Rich, Personalized**	
Delivery	**98%**	**<50% if app not opened in last month**	
Metrics & Attribution	**Open, Click, Un-Subscribe**	**Click, Opt-in (?)**	

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Leverage the smartphone with device-side decisions to improve

	Push	**Smart Push**	
User Segments	Automated	**+** Real-time	
Content	Rich, Personalised	**+** Dynamic Update & Remove	
Delivery	<50% after 1 Month	**+ Personalised Moment** & Guaranteed	**adds** Device-side Decisions *(edge computing & machine learning)*
Metrics & Attribution	Click, Opt-in (?)	**+** Full metrics & attribution	

URBAN AIRSHIP braze twilio salesforce marketing cloud
LEANPLUM CleverTap INTERCOM ORACLE MARKETING CLOUD
OneSignal
Localytics batch aws Azure

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The results are startling -

Push

Smart Push

Audience for Push
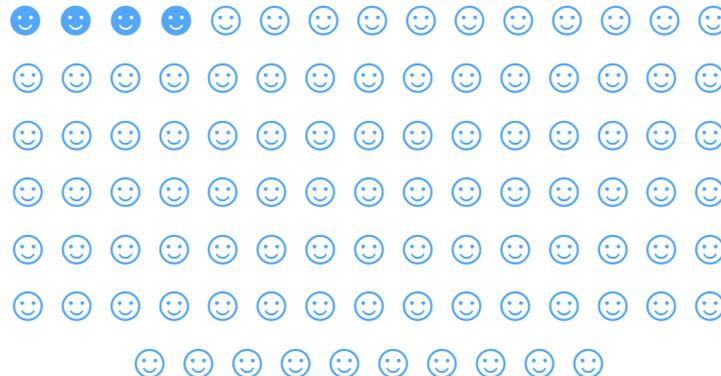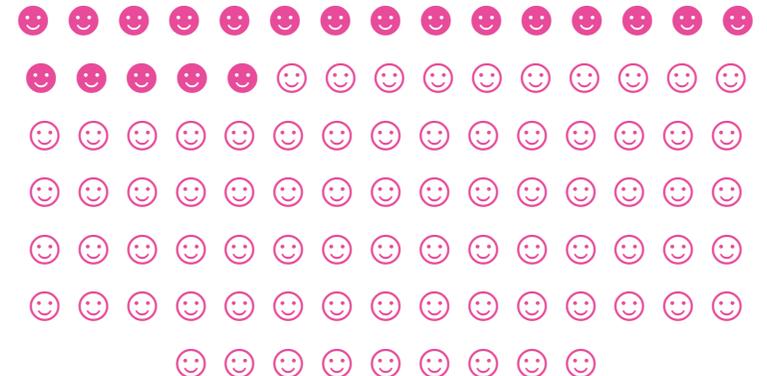
Customer Experience
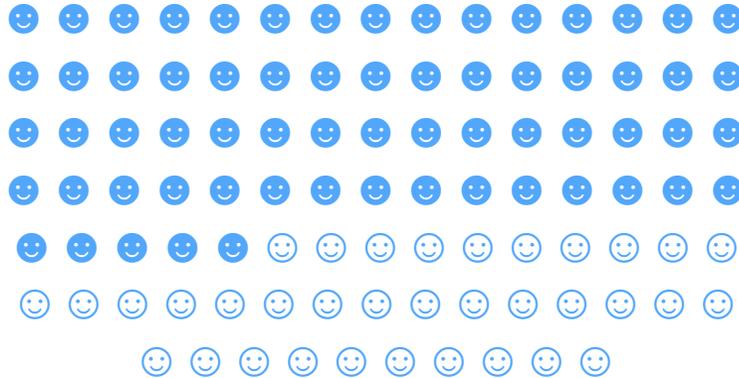
+30%

Click Through

Customer Engagement

x4

The most advanced mobile engagement platform* in the world

x10 engagement (= revenue)

Reliable

Smart Push Notifications have a 100% delivery rate.

Engaging

Compose rich, engaging, interactive notifications delivered at the perfect moment.
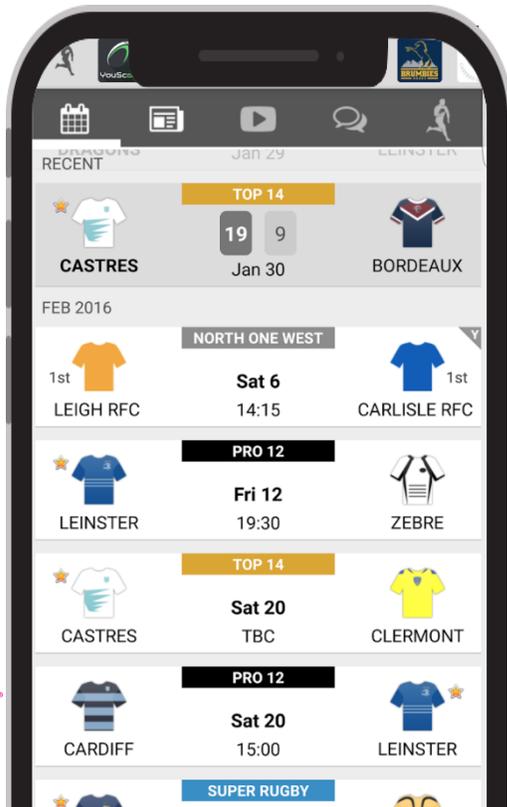
Master metrics with full reporting tools.

Compliant

The only secure and compliant platform available.

GDPR, COPPA, HIPAA compliance as data doesn't need to leave the device.

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Device-side decisions also improves in-app messaging

In-App – Custom HTML

In-App – Video/Image

App Inbox & Payloads

- Ensure in-app messaging reflects apps UI/UX
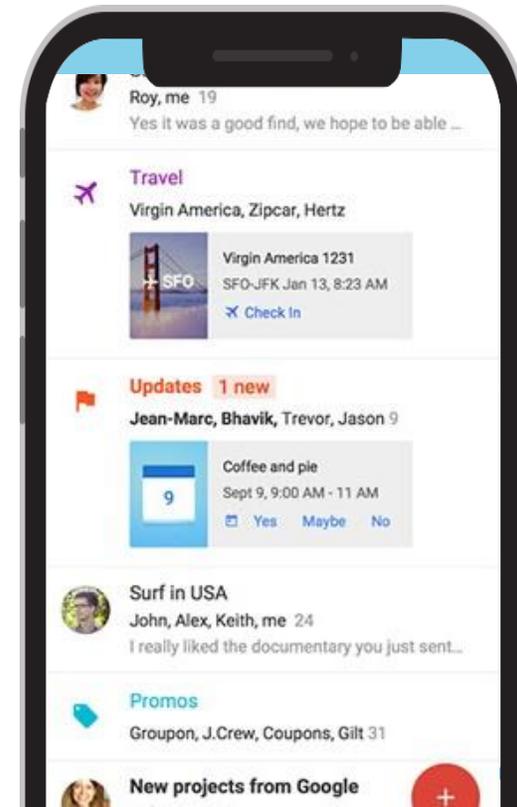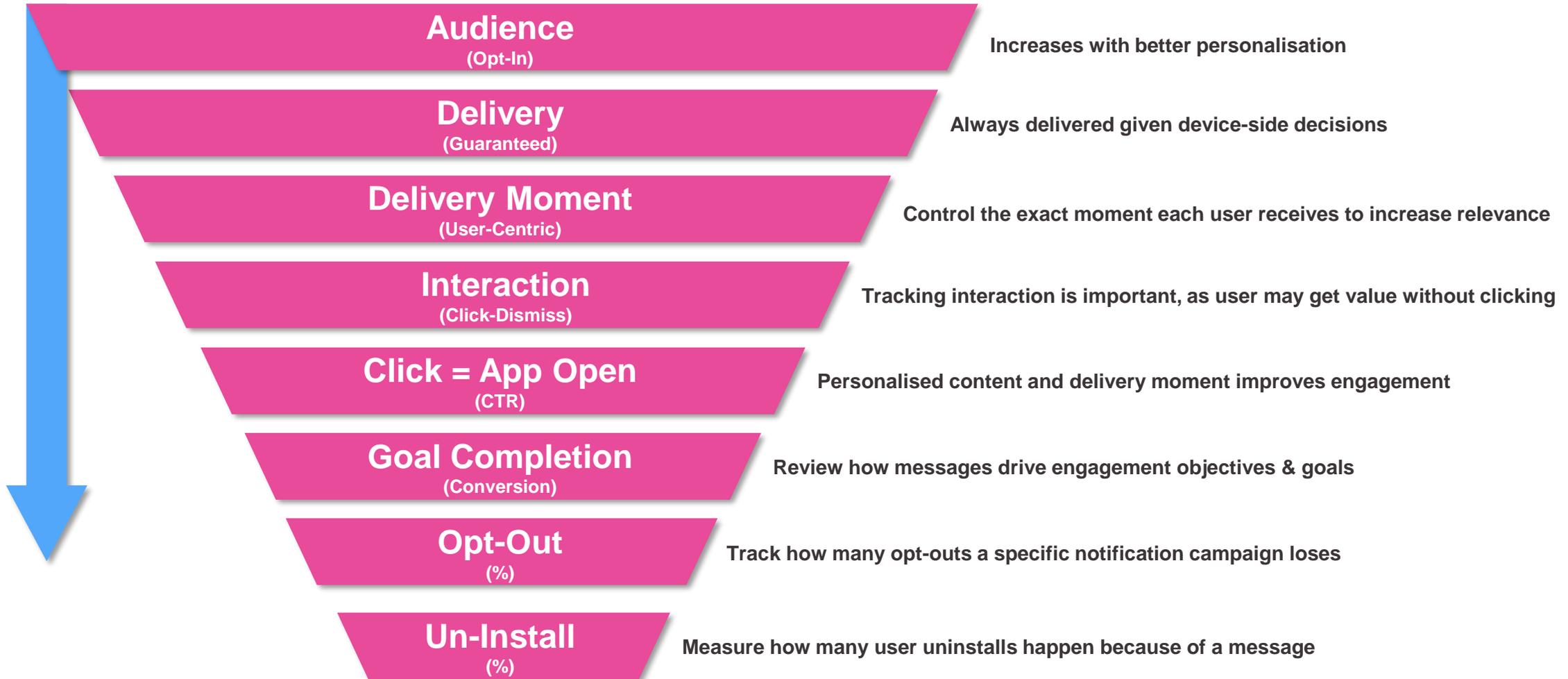
- Automatically cached, playing seamlessly, even when offline

- Full device-side API, option to auto-link to push and/or in-app

For the first time, monitor all key push funnel metrics

Audience
(Opt-In)

Increases with better personalisation

Delivery
(Guaranteed)

Always delivered given device-side decisions

Delivery Moment
(User-Centric)

Control the exact moment each user receives to increase relevance

Interaction
(Click-Dismiss)

Tracking interaction is important, as user may get value without clicking

Click = App Open
(CTR)

Personalised content and delivery moment improves engagement

Goal Completion
(Conversion)

Review how messages drive engagement objectives & goals

Opt-Out
(%)

Track how many opt-outs a specific notification campaign loses

Un-Install
(%)

Measure how many user uninstalls happen because of a message

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Delivery Triggers
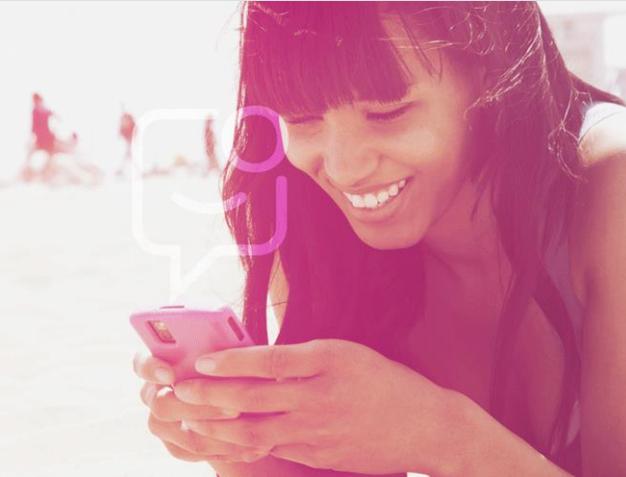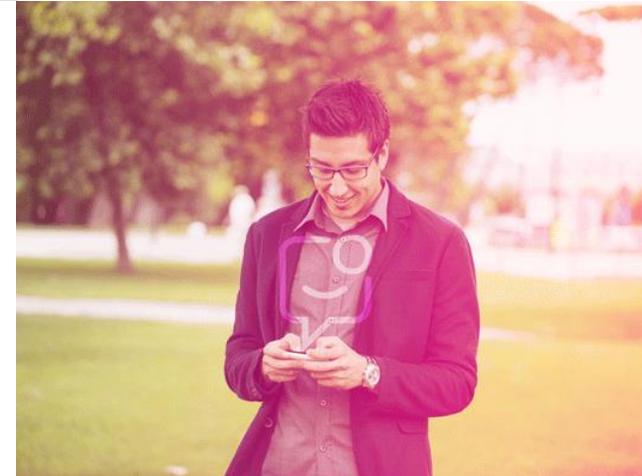40+ inc. machine learning & other apps; even offline

Manage Many Apps
cross app/device, user roles, scalable dashboard

Advanced Message
audience predictions, limits, deeplinks
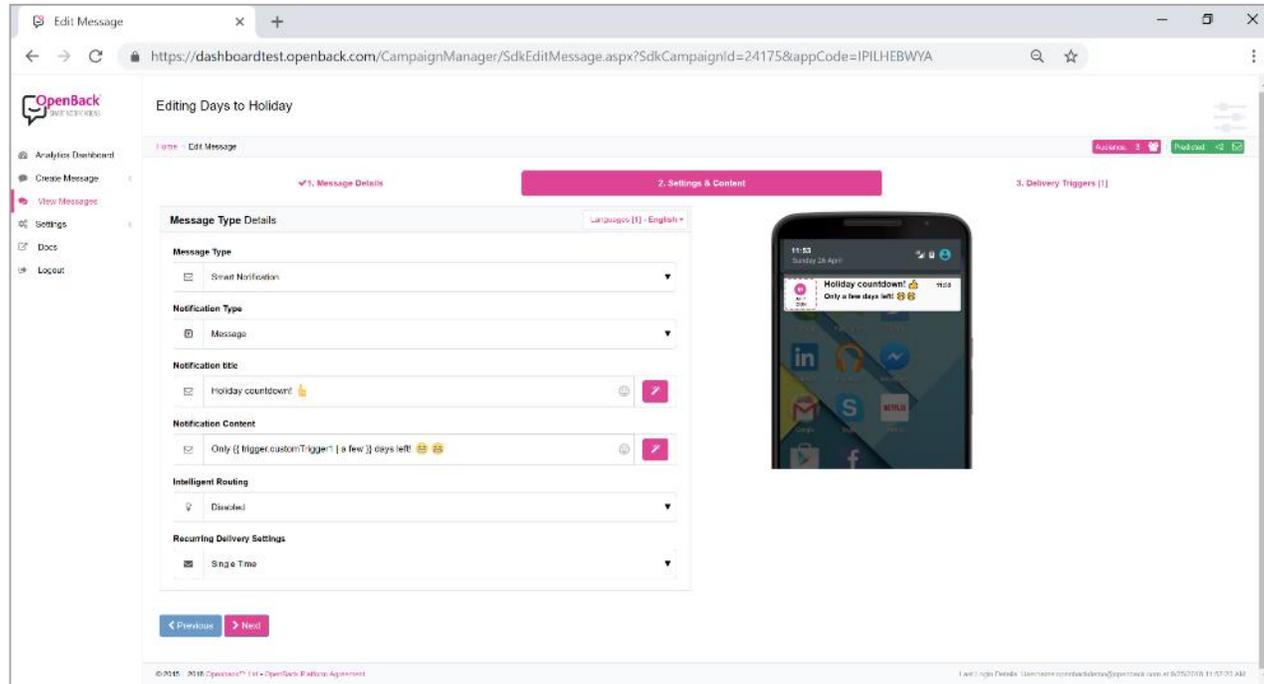
Personalization
Real-time content & delivery moment

Engineer Self Serve
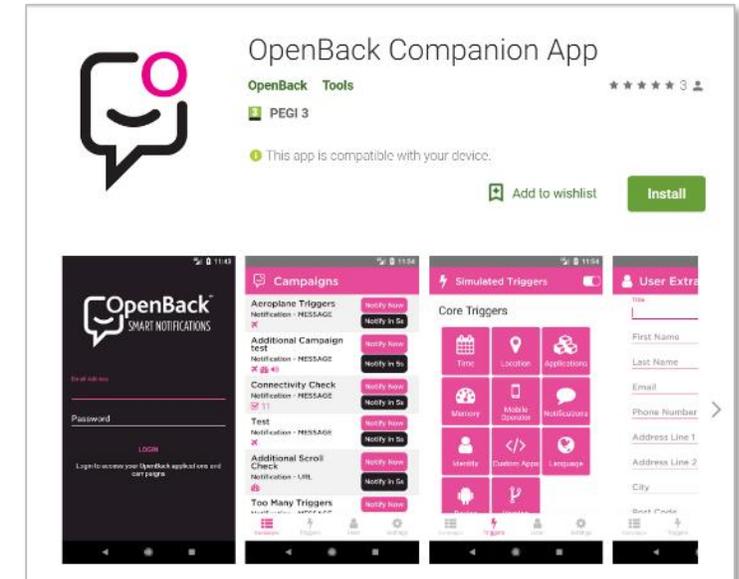2018 Dashboard/API availability - 99.99%

Omni-Channel
Intelligently routing app inbox, in-app, email/SMS

Intuitive Dashboard, API portal and Companion app for metrics

OpenBack Dashboard

OpenBack Companion Apps

☺ **Simple & intuitive message creation and reporting**
☺ **Full notification & app analytics**
☺ **Audience predictor**
☺ **Multi-user management**
☺ **Emoticons, content personalization, night-mode, delivery limits, multi-language…**

☺ **Review and test on your phone**
☺ **Metrics on the go**