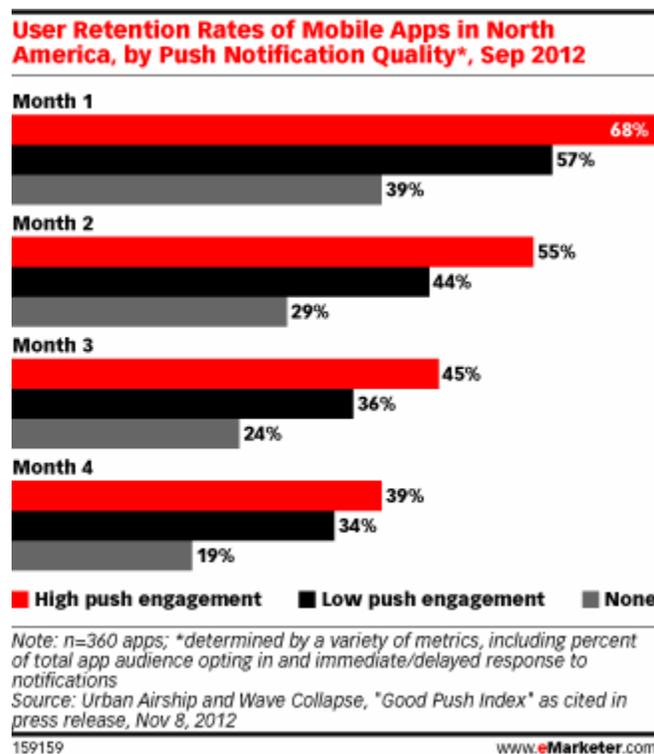


# Sometimes Customers Need a Little Push

## Retain Double your Mobile App Users with Push Notifications

A 2012 study of 360 different mobile apps found that apps using pushed notifications:

- increased app opens by 540%
- retained 100% more users
- had 30% more social media shares
- response time was 3 times faster than through email



This new technology gives businesses a whole new level of engagement with their customers. The study was conducted over a 5 month period by urban airship.

## Put Your Brand in their Hand

Mobile apps have changed the business of marketing. Obtaining information about customers that was once impossible, is now easily accessible in analytic programs for business owners. Push notifications use the latest technology to make intelligent recommendations to consumers. The short messages are delivered right into the

hands of your customers on the home screen of their smart phones. They are sent to users who approve the promotional communications, which equal about half of app users on average.

1.4 billion Smartphone users are predicted by the end of 2013. On those smartphones, the application market has taken off with the average iPhone app getting 50,000 downloads! Your business can take part in the rising trend by customizing an app for your brand. The days of waiting and hoping your customers will come to you are over. Grab ahold of your business and stay in touch with them.

## Choose Notifications Wisely

Mobile apps and push notifications are a powerful tool to connect, or if used improperly, turn off your customer base. With half the customers wanting to be notified about your business, make the most valuable impact possible with each message by utilizing available information.

1. Access user's mobile app data to find their name, birthday, preferences, app behaviors, device, network and operating system.
2. You can organize your customers into groups of similar interests.
3. See where your customer's are located from Facebook and Foursquare

By using the data available, notifications can be personally and contextually applicable to that user to create value. Recent reports by eMarketer have found that in the preparation of each notification, mindful planning of relevant messages is critical to avoid customers feeling interrupted unnecessarily.

## Right Place at the Right Time

Never before have you had the opportunity to directly contact each app user when they simply enter into the geographic proximity of your business. With push notifications, you can set up a customized map boundary, where app users are messaged when they cross into the boundary! Drive additional traffic by keeping users aware of your offers.

Tune into your customer's needs and specialize notifications using knowledge of their location. Using the data that shows where your customer base lives, businesses can send promotions relevant to the customer's local area.

## Make it Personal

"Happy Birthday! Thank you for being a loyal customer, enjoy 10% of any item in the store as a birthday wish from your nearest location."

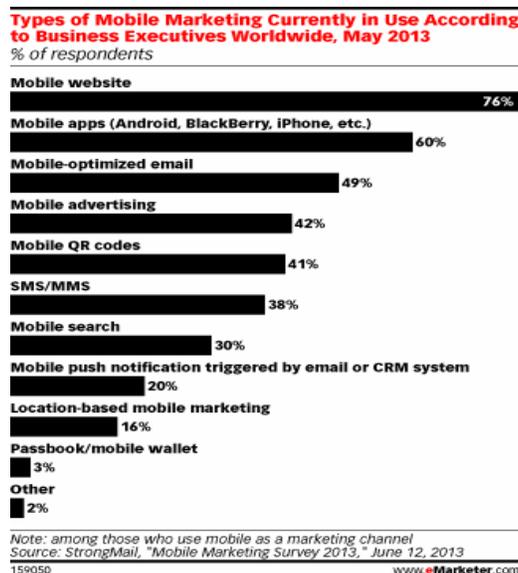
Wouldn't that be a nice message to receive from one of your favorite stores on your birthday? Make customers feel appreciated by using their personal information to tailor messages for specific occasions. Examples of customized occasions are birthdays and upcoming expiring services/coupons. When consumers feel that they are receiving information that is personally relevant, they are more likely to read and respond.

## TLC for your Customer Base

Show appreciation to each customer that supports your business with pushed notifications. They are a convenient way to thank them and follow up with their experience. Make sure that customers are satisfied, confirm shipping orders and follow up on deliveries. Make the most for both the business and customer, by analyzing customer purchase data and recommending related products. Easily direct the customer to a page so they can view product recommendations, additional deals and place an order.

## Mobile Marketing Methods

In May 2013, 745 marketing professionals and business executives around the world were surveyed to find out which methods were being used. Of those surveyed, 20% used mobile push notifications, 16% used location based information and 60% use mobile applications.



Push notifications have shown to:

- attract new customers
- engage existing customers on a deeper level
- deliver convenient personalized information right to their screens
- analyze the results of the notifications to further improve a mobile marketing strategy.

Trends shows that the notifications increase sales. With 29% of consumers in the United States making purchases from their mobile devices, apps and notifications provide an efficient solution to meet those needs. As email becomes more bogged down, pushed notifications are given prime real estate in the plethora of data that bombards consumers. Push notifications and location based information are

valuable tools that still have a relatively small market share of the mobile marketing pie. Now is an ideal time to incorporate these tactics into marketing strategies.

<http://www.emarketer.com/Article/Mobile-Messaging-Tactics-Must-Keep-Channel-Audience-Mind/1010043>

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