



Mobile Engagement Solution: Push Notifications

In today's increasingly mobile world, companies need a mobile engagement strategy not only to thrive, but even just to survive. Today's smartphones are always on, always with us, and always connected:

- 85% of Americans have mobile phones and they take them everywhere — 91% of adults have their mobile phones within arm's reach 24/7.
- Globally, 36% of respondents from 56 countries own a smartphone — another 21% have decided to purchase one.
- People spend an average of 94 minutes per day on mobile applications.
- Push notifications are read by their users 97% of the time.

Mobile apps help to attract new customers, increase engagement and drive conversions, but this happens only if the user keeps coming back. The app's inherent functionality might be enough of a pull for some users, but most times the users will need a little push. This is where push notifications come in:

Push notifications are sent to a user's device from mobile apps to keep the dialogue going between brand and consumer.

People subscribe to various information sources from the app and when something changes, or new content is available, that information is pushed out to the user. This message is sent whether the mobile app is on or off, alerting the user to check the app. Studies show push notifications drive improved engagement in a number of ways:

- **540% increase** in daily app opens
- **3x faster** response time than email
- **30% increase** in social sharing on Facebook and Twitter¹

ENGAGE AT THE RIGHT TIME AND PLACE

The key to getting notifications right is giving your customers the right information they want, when and where they want it.

To keep your brand top-of-mind with your best customers, Message Systems helps you deliver timely and relevant push notifications and messages — driving higher engagement and monetization. Notifications and messages can be broadcast to many, or targeted dynamically based on a customer's segment, location and behaviors.

At the heart of Message Systems' mobile engagement solution is Momentum™, the industry's only true digital messaging platform. Momentum is the core messaging platform for sending single-channel or cross-channel communications, and integrating the full range of digital messaging streams — email, push notifications, SMS/MMS text, and more — with existing solutions, data sources and business processes. Built for massive scale, Message Systems' digital messaging platform is used by the world's largest social networks, financial institutions, ISPs and enterprises to send and receive billions of digital messages every day.



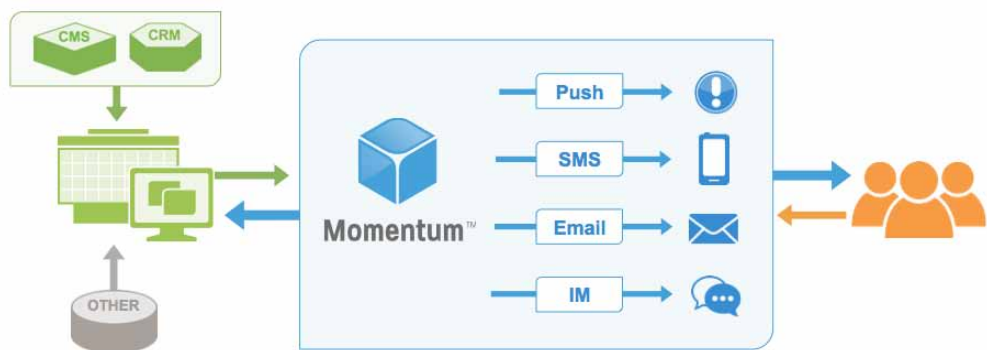
¹ Econsultancy.com, How Push Notifications Can Boost Your Mobile Strategy. August 2012.

UNIFY TO SIMPLIFY

Because you are sending your push notifications and all of your other digital messages through one platform, executing your mobile engagement strategy is made much simpler:

Message Generation and Sending: Any application your marketing team or other staff members already use to create and deploy outbound communications can be linked with Momentum. Easily integrate an existing campaign management tool or content management system and deploy those messages through the industry's fastest Message Transfer Agent. Our carrier-grade platform sends messages at lightning speed, according to your precise instructions — millions per hour on each server — with reduced infrastructure and associated costs.

Broadcast or Personalized Messages: Notifications and messages can be broadcast to all, or targeted dynamically to smaller segments, or even down to an individual — based on a customer's segment, location, and behaviors. Data on these target segments along with individualized content can easily be accessed by Momentum to generate and send highly personalized messages.



Cross-Channel Two-Way Message Routing: Generate your message once, and let Momentum route it to the appropriate channel: as a push notification to a mobile app, an SMS/MMS text message, or an email — to best engage to your end-user. Momentum decides based on defined business rules and policy, as well as customer preferences. Allow for your customers to respond, and process and route the responses accordingly — again based on your pre-defined business rules.

Business Policy and Rules Management: The brain of the platform — and the central hub for integrating applications and data sources — our Policy Manager lets you develop flexible and unique workflow rules based on any available variables, including the sending unit, target recipient's attributes, time-of-day, channel, class of message, or even the specific message.

Universal Customer Preference Support: Of course, you need to respect your customers' preferences. Not everyone wants to receive a push notification for every type of event or information source. Some customers prefer email over SMS, and others prefer receiving notifications only during certain hours of the day. Momentum can access these customer preferences you collect and incorporate them in the execution of your campaigns — in accordance with your business rules.

“At our scale, we need solutions that are highly extensible and highly reliable. The Momentum platform has been able to grow with our rapidly evolving infrastructure and support our need for very high throughput, and we’re pleased to continue to work with the Message Systems team.”

NAJAM AHMAD
DIRECTOR OF NETWORK
ENGINEERING
FACEBOOK

Cadence Management: No one likes being inundated by multiple messages from the same brand — but if your different communications channels are managed in different silos, it is very difficult to manage how many times you touch your customers across these different channels. With Momentum however, because all your digital channels are managed by one platform, you can define the frequency and cadence of your digital communications across all these different channels — and let Momentum handle the rest.

Seamless & Consistent Brand Across All Channels: Companies that use different systems for email, text, push and IM often find it difficult to maintain a consistent brand experience for their customers. Different looks, different voices and different styles confuse customers, especially in the mobile medium. Consolidating message delivery on a single platform makes it easy to maintain a consistent, uniform brand look and voice across all your messaging channels, improving the user experience and locking in brand loyalty.

PUSH THE ENVELOPE BEYOND PUSH

Beyond just push notifications, Momentum provides rich cross-channel, real-time two-way communications capabilities that brands can use to reach out to and interact with their customers through the channels and devices they prefer, at any given time. And because these messages are all sent from one platform, true cross-channel message routing and conversion based on centralized policy is supported, e.g. email to push or SMS and back to email.

Channels and types of messages supported by the Momentum platform include:

- Push Notifications to: Apple (APNs), Android (GCM), Microsoft (MNP), BlackBerry Push Service
- SMS/MMS
- Instant Messaging (XMPP)
- E-mail

PLAY NICE WITH OTHER SYSTEMS

To fully leverage and protect your investment in existing applications, data sources and business processes, Message Systems provides more than 600 application programming interfaces (APIs) that make it easy to integrate with Momentum. Some of these APIs include those for content management and transactional system integration, allowing you to pull data from any source and use it to modify any part of a message.

- **Extensibility:** Momentum uses a rules-based, modular framework with open APIs that’s tailored to your unique business needs and is easily modified as those needs change (it’s future-proof).
- **Scalability:** Limitless horizontal growth with efficient app integration and centralized management across geographies to keep pace with your business success.
- **Reliability:** The 100% availability, automatic failover and full carrier-class (3rd tier) support that your business-critical messaging demands.
- **Flexible Deployment:** Momentum can be deployed as software on-premise or as a managed, hosted service.

CLOSE THE LOOP

With a strong reporting and analytics component, Momentum provides you with the real-time view into your messaging processes, interactions and results you need for informed decision-making and business agility. Gain visibility into metrics on messages in queue, messages sent, bounces, volume trends and more — regardless of which channel these messages were delivered through.



Call Message Systems today toll-free at **877-887-3031**
or learn more at **messagesystems.com**.

About Message Systems

Message Systems solutions power many of the world's largest, most complex email, text and cross-channel messaging operations. Founded in 1997, Message Systems is headquartered in Columbia, Maryland, and maintains offices around the globe. World-class brands that rely on Message Systems solutions include Facebook, PayPal, US Airways, Match.com, Angie's List, Yesmail and many Fortune 500 leaders in banking, consumer technology and telecommunications.

