



# AGENCIES / APP DEVELOPERS

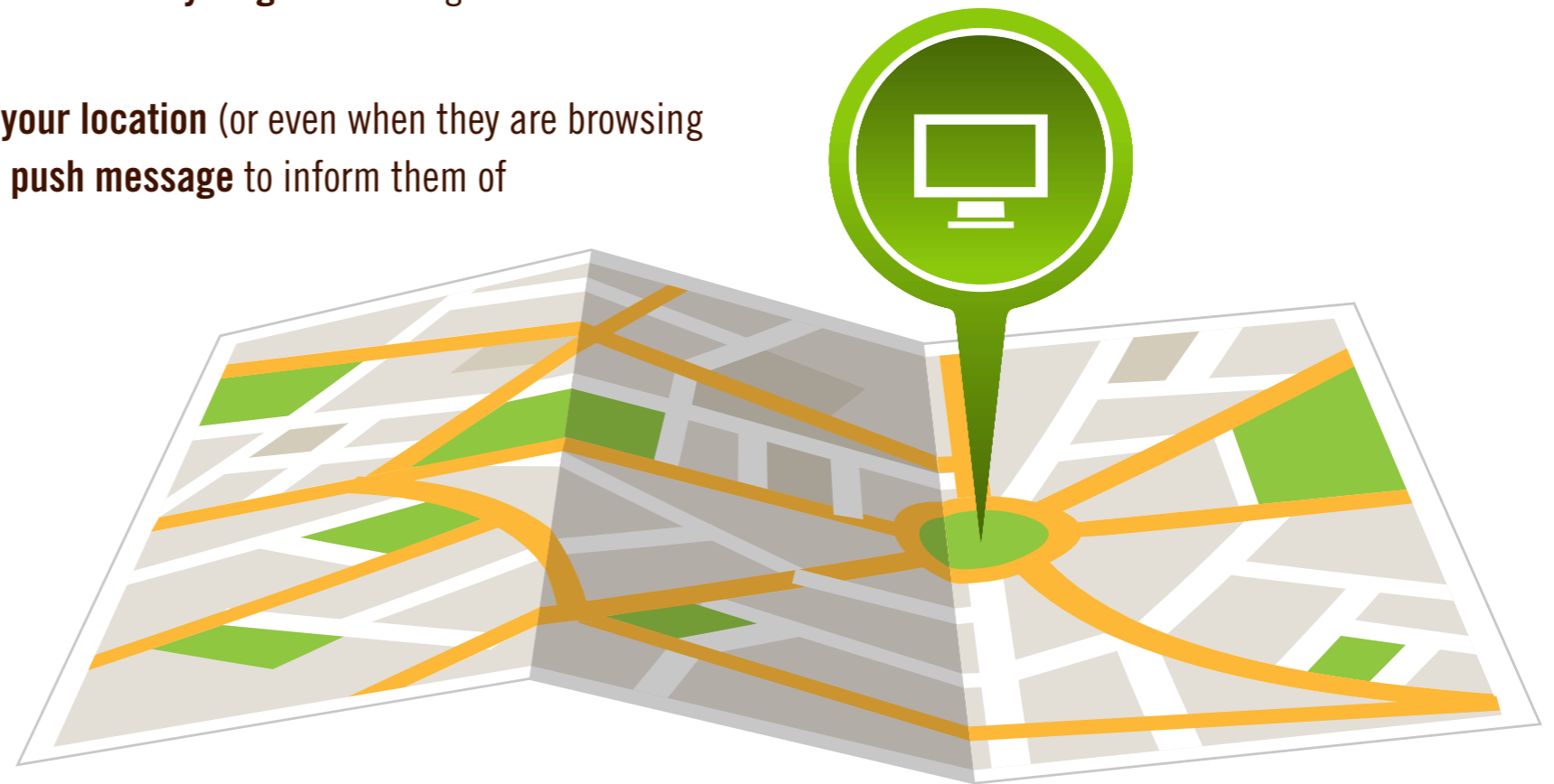
Create great value for your mobile application clients



# 1 ANNOUNCE STORE-BASED EVENTS USING LOCATION-BASED TRIGGERS

PUSHTech™'s mobile platform delivers a **personal and relevant experience** that will reinvent the way brands undertake mobile marketing activities. **Using a client's specific location** can enable agencies to **correctly target** a message to attract them to their nearest store.

When **consumers are in proximity of your location** (or even when they are browsing inside the store) you can **send them a push message** to inform them of a new product, event or send them incentives to spend more, such as a voucher or a free gift with any purchase.



## 2 PROMOTE NEW APP FEATURES AND FUNCTIONALITY

App alerts via push messages are not only a great way for brands to inform consumers of any new app updates or features, but they can also be used to notify users of promotions or in-store activities.

The **key benefit** they provide is a **sense of urgency to open the app once users receive a push notification.**



### 3 CREATE CUSTOMER LIFECYCLE CAMPAIGNS

Having managed to get a user to successfully download your app is the initial step in establishing a relationship; however, it is not sufficient secure regular usage.

Conversation needs to be fluid so that the app and the brand continue to serve as important components in the consumers' daily life.

A push mobile marketing strategy is a perfect solution. Using a push mobile marketing strategy, brands instigate and preserve a relationship via in app conversation with consumers so they will be motivated to interact with the brand on a more constant basis.



## 4 STIMULATE USERS WHO HAVEN'T OPENED YOUR APP IN 'X' DAYS

Today, many **brands are focusing** their mobile marketing efforts more **towards client retention and engagement** than securing new purchases. It is in the former which apps play a vital role.

Getting a consumer to open an app is becoming tougher as consumers download more apps, meaning that yours could get forgotten.

In order to avoid being left in the shadows and to stay competitive, **apps must maintain a constant dialoge with their users.**

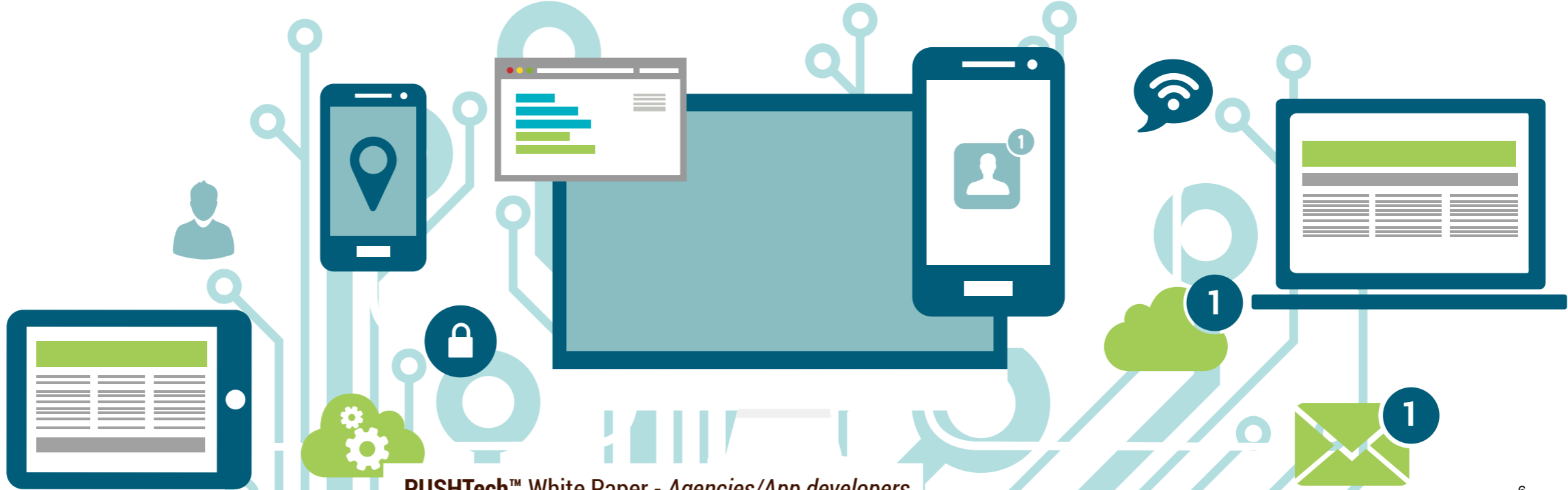
For example **sending a push notification** that arrives in the user's device **even if the app is closed**, informing the user of new features or updates will trigger the user to open the app again.



# 5 SEND MESSAGES TO USERS USING PUSH NOTIFICATIONS, E-MAIL OR SMS

Today mobile applications have become a fundamental part of mobile marketing. Via an application, you can send rich and contextual content to any customer who installs the application.

This is a great way to develop a more personal relationship with your customers based on knowledge of their usage.





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