BOOST YOUR MOBILE APP & WEBSITE PERFORMANCE THANKS TO PUSH NOTIFICATIONS
THE #1 EUROPEAN PUSH NOTIFICATION TECHNOLOGY


- 70 Months of R&D
- 80 Mobile Experts
- 300 Blue Chip Customers
- 70 Countries
- 750 Million Apps Installed
- 5,000+ Million Notifications / Month

$10M invested by

[Map of countries with icons: Germany, France, Italy, United Kingdom, Japan, Spain]
**BIG DATA & PUSH NOTIFICATION**

**SAAS TECHNOLOGY**

**DATA**

**SDK DATA**

- Standard Data
  - Language
  - Last open date
  - # of visits
  - Install date
  - App version

- Profile Data
  - Votre identifiant
  - Mot de passe

- Behavioral Data

**EXTERNAL 3rd-PARTY DATA**

- CRM, Analytics, DMP...
  - Adobe Campaign
  - AT Internet
  - Google Tag Manager

**CONTACT CHANNELS**

**MOBILE APPS**

**Push Notifications**

**In-App Messages**

**WEBSITES**

**Push Notifications**

**FACEBOOK MESSENGER**

**Push Notifications**

**API**

- Segmentation
- Personalization
- Automation
- Pressure Management
- A/B Testing

**FEATURES**

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WE HELP OVER 300 CUSTOMERS THRIVE

Any Industry. All Sizes. Worldwide.

Logos of various companies such as Rocket Internet, Zalando, Vente-Privee, Privalia, Luisaviaroma, Mediaset, Fastweb, DoveConviene, Europcar, Trovaprezzi.it, Michelin, AirFrance, BNP Paribas, AXA, Saxo Bank, Bouygues Telecom, Hostelworld, Orange, Nestle, Danone, Disney, Decathlon, Auchan, Carrefour, Match, Meetic, eDarling, Club Med, FDJ, Le Monde, Lazada, PagesJaunes, Rakuten, foodpanda, FlixBus.
TO BE COVERED

**THE RIGHT MESSAGE: FORMATS & WORDING**
Images, GIFs, Videos, In-App Messages, Inbox, Interactive Push... leverage the most innovative formats & A/B testing to perform!

**THE RIGHT PERSON: DATA & TARGETING!**
Use standard, profile, preference, behavioral and external CRM data to segment effectively and broadcast targeted notifications.

**THE RIGHT TIME: HOUR / DAY & CUSTOMER LIFECYCLE**
Not all Push Notifications should be sent at the same time...
Learn how to set up effective Push Notification Campaigns.

**THE RIGHT PLACE: GEOFENCING & iBEACONS**
Take advantage of location-based Push Notification Marketing to generate foot traffic to your store, welcome visitors, etc.

**THE RIGHT CHANNEL: CRM INTERCONNECTIONS**
Connect the mobile channel to your CRM tool to ensure a smooth and consistent communication across all channels.

accengage
GET THE COMPLETE VERSION!

IF YOU WOULD LIKE THE COMPLETE VERSION OF THIS PRESENTATION, PLEASE SEND US AN EMAIL!

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