This is your guide to discovering the how, where and when of mobile engagement.

Mobile is where today's customers are. You need to be there too, with relevant real-time, engaging messages that entertain, educate and provide utility.

In this eBook, you'll learn how to:

- Build lasting relationships by leveraging a variety of mobile engagement approaches.

- Coordinate messaging channels, so they work together for a holistic mobile strategy.

- Use cross-channel marketing programs to boost your acquisition efforts.

- Make a great first impression by showing off your app's value right from the start.

- Keep app and digital wallet users interested in your brand through retention strategies.

- Re-engage dormant users by highlighting the value of your app.

- Drive actions that lead to ROI using strategies that improve conversions.

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CHAPTER 1:

What Is Mobile Engagement and Why Does It Matter?

What is Mobile Engagement?

Mobile engagement is the act of engaging a user through messaging channels on mobile devices — smartphones, tablets, smartwatches and other wearables — with experiences both inside and outside of apps. Companies use mobile engagement to deliver positive brand experiences, to support their business goals such as revenue and audience expansion, to communicate business transactions and to build valuable long-term relationships with customers.

Mobile app engagement typically starts the moment a user downloads your app. Showing users your app's value from the very beginning is essential to building a long-term relationship that keeps them coming back.

But it can't stop there. Ongoing engagement with your app users is the ticket to keeping them. **Through an exhaustive data study of more than 3,000 apps, we've found that push notifications--just one capability of our mobile engagement solution--doubles user retention.**

Read on to learn what constitutes quality mobile engagement, when and how a brand should reach out to customers, as well as the diverse revenue benefits that can come from cultivating a loyal app audience.

Why Should You Care?

Why is mobile engagement such a big deal for brands? Mobile is where your customers are spending most of their time. A study published by Compuware says that more than 80% of customers prefer mobile apps to traditional websites.[1] According to Flurry Insights, mobile has officially surpassed the television as the favorite screen.[2]
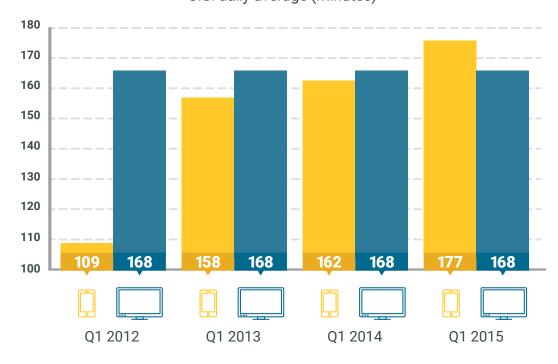
Brands are actively trying to increase their subscriber base through ads, and the ad market is responding. In fact, the price for promoting apps is rising.

Most brands are still using a "download-only" approach — simply trying to get users to download their app — and considering that to be meaningful. But what is the real value of a download? According to The Good Push Index, Urban Airship's landmark study on push notifications, 70% of an app's users will defect after 30 days if the brand does nothing to engage with them.[3]

Citing download numbers as a mark of your app's success is like tracking impressions on a website instead of other, more meaningful business outcomes. In other words, app downloads are a vanity metric.

Your app must stand out from the moment it is downloaded, otherwise, it will be promptly forgotten (or worse, deleted). The answer to this problem is to grab the attention of your app audience through mobile engagement from the very beginning.

Time spent on mobile devices and TV
U.S. daily average (minutes)

	Q1 2012	Q1 2013	Q1 2014	Q1 2015
Mobile	109	158	162	177
TV	168	168	168	168

A great example of the power of mobile engagement can be found by looking at Redbox, a popular automated rental retailer of new-release movies and video games. With the Redbox app, users can browse options, find the nearest kiosks and reserve their selections for pickup. Proof of the power of mobile engagement lies in the very first push notification Redbox sent in 2012, which drove 16x more online traffic than its busiest day ever.

Through mobile, Redbox uses push notifications and in-app welcome messages to educate and onboard new users as soon as they download the app. The first push notification in their welcome series delivers a free rental code within an hour after the app is first opened, which drives users to register and seek out their nearest kiosk.
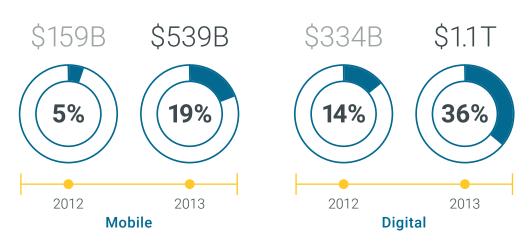
With Great Power Comes Great Responsibility

As a new medium, mobile provides unique capabilities. The personal, always-on nature of mobile allows marketers to reach their customers and brand advocates anywhere, anytime. It's a privilege to reach a person in such a direct and intimate way, and if brands abuse this privilege, the consequence will be felt when a user uninstalls their app.

Fueled by Mobile

Although the majority (by a small margin) of digital transactions still occur outside of mobile apps, many crucial pre-shopping interactions are taking place via mobile. According to Forrester Research, U.S. shoppers spent $2.9 trillion in physical stores in 2015. Of that amount, $1 trillion was influenced by mobile.[4]

Additionally, InternetRetailer.com found that nearly half of digital shoppers at the top ten retailers are now mobile-only,[5] which is especially impressive considering how recently mobile shopping became available.

Influence on In-Store Sales
Mobile vs. Digital

$159B $539B $334B $1.1T

5%   **19%**   **14%**   **36%**

2012   2013   2012   2013

Mobile   **Digital**

Moving from Good Push to Great Engagement

Whether it's fueling conversions and transactions, providing relevant utility or deepening customer relationships, there are many different ways to engage and connect with your customers — inside and outside your app. By using a mobile growth platform like Urban Airship, your brand will charge ahead of its competitors with your app and beyond.

As leaders in the mobile engagement movement, we want to help you move from good push to great engagement.

FURTHER READING:

- Mobile Engagement Explained
- Our Latest Blog Posts on Mobile Engagement

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CHAPTER 2:

How and Where Mobile Engagement Happens

We've established that mobile engagement is crucial to the success of your app and, therefore, business value and brand, but how and where does mobile engagement happen?

Updates to mobile operating systems and advancements in technology have rapidly created new opportunities and methods to reach new users. In the early 2000s, SMS text messaging began to take off. Once the iPhone and Android OS came along, a well developed app ecosystem emerged.
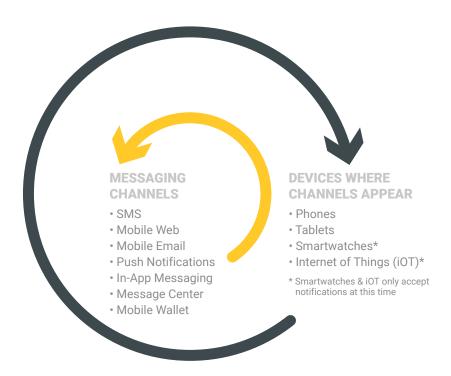
Push notifications entered the scene in 2009, offering an entirely new way for brands to communicate with their app users. A parade of new mobile messaging channels have come along since, including mobile wallets, location services, in-app messaging, message centers and more.

The devices available to marketers has expanded well beyond smartphones. Tablets, wearables, cars, smart assistant in-home devices like Alexa and Google Home are all integrating digital and physical worlds -- and digital life with them.

We call this combination of channels and devices the mobile surface area. And it's continuing to expand. That means mobile engagement can happen anywhere and everywhere.

Levels of Engagement

Different channels and devices offer different levels of engagement. Digital channels that have been adapted for mobile have been around longer, providing broader reach but relatively shallow engagement, while native mobile smartphone channels tend to lend themselves to deeper and sustained engagement. There are opportunities and reasons to use all of these channels.

MESSAGING CHANNELS

• SMS
• Mobile Web
• Mobile Email
• Push Notifications
• In-App Messaging
• Message Center
• Mobile Wallet

DEVICES WHERE CHANNELS APPEAR

• Phones
• Tablets
• Smartwatches*
• Internet of Things (iOT)*

* Smartwatches & iOT only accept notifications at this time

Mobile Messaging Channels

There are three categories of mobile messaging channels to consider when connecting with customers: mobile app-based messaging, digital engagement channels adapted for mobile and native mobile engagement channels.

1. Messaging Channels Within the Mobile App

Mobile apps have three distinct messaging capabilities: push notifications, in-app messages and message centers.

By understanding the use cases for each, you can can build a messaging strategy to increase mobile app engagement, and create a compelling and memorable experience for your app users.

Push Notifications

Push notifications have quickly become the leading opt-in communication channel. Urban Airship benchmark studies have found that, on average, 43% of users request these notifications, suggesting the high value they offer. Delivered to a phone's lock screen or via an onscreen banner alert, push notifications drive users to the app and are ideal for time-sensitive information. **By including segment attributes like location, in-app behavior, message preferences and more, targeted push notifications are able to achieve greater mobile app engagement — approximately a 4-7x higher response rate — than their broadcast counterparts.**

There are two ways to use push notifications to get even greater mobile app engagement:

- **Rich notifications** provide the ability to engage customers more deeply by including photos, videos, GIFs and audio in a push notification, delivering it right on a user's lockscreen. August 2016 research shows rich push notifications that include pictures result in a 56% higher direct open rate on average than notifications without images.[6]
- **Interactive notifications** are push notifications with interactive buttons that provide multiple response options, enabling users to interact and engage at a deeper level. With these, marketers can capture user responses, allowing for better future targeting.
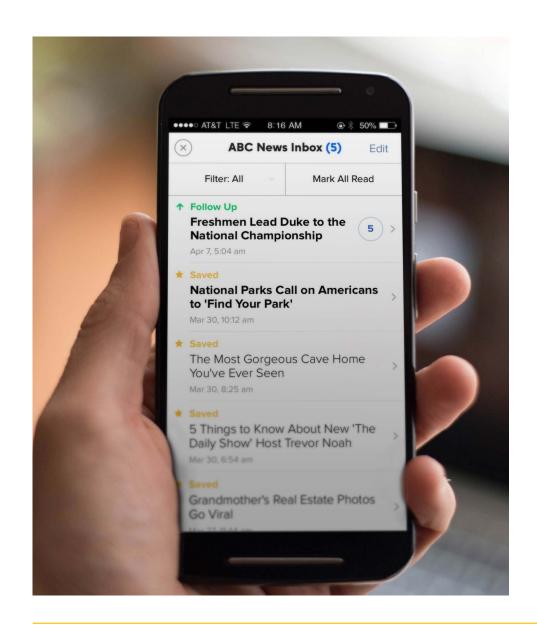
In-App Notifications

In-app messaging delivers simple, text-based notifications that appear inside your app via a banner on the top or bottom of a user's screen. Because these notifications are delivered in your app, there isn't an opt-in process, allowing you to reach the majority of your app audience.

For this reason, they are a great complement to push notifications. We recommend using in-app messaging for new feature updates, reminding users to complete tasks and other service-related benefits.

Message Center

An in-app message center reaches all app users and can help drive people back into your app through badge counters on your app icon (badging is iOS only). Think of it as an inbox for your app: an easy-to-author content publishing platform that allows you to send the latest offers, promotions and rich content to your audience without having to either update the app or stop users in their tracks. It's ideal for communications and messages that are not time-sensitive, as it gives users the option to catch up on your content at their convenience.

	Push Notifications	In-App Notifications	Message Center
Description	Interactive permission-based alerts that are sent to a user's lockscreen	Interactive messages that appear on the first screen of the app	An inbox for your app. A centralized place for users to browse messages that can link to rich pages (videos, links, coupons, images, etc.)
When Can Users See it?	Viewable without user being in app	Viewable when user is in the app	Viewable when user is in the app
Which Users Will Receive the Message?	Users who have opted in to receive push notifications only	All app users when the app is open	All app users when the app is open
Main Purpose	Drives users to open the app; ideal for time sensitive information	Drives app users to specific conversion actions	Provides information, offers or other messages app users may want to keep for reference or later use

2. Digital Engagement Channels Adapted for Mobile

Mobile Web

As the world shifts from the desktop to the smartphone, the mobile web has become an important investment area. Mobile web and search activity are typically the first way a customer finds out about your company online. Without a mobile website, you'll struggle to meet customers' needs for content tailored to smaller screens, and your business will be less prominent in search engine results as algorithms like Google's make adjustments to prioritize mobile websites.

Social Media Channels

Your brand likely has a presence across several social channels — such as Facebook, Twitter or LinkedIn — and these can be a great, low-cost approach to engaging with fans and broaden conversations. However, posts can be quite ephemeral — the average lifespan of a tweet is pegged at 18 minutes[7] — and ongoing adjustments to platform algorithms like Facebook's mean you may only reach 2% of your audience without additional promotional investments.[8]

Mobile Email

Mobile email is a technology in transition — it struggles to get the engagement rates it sees on desktop. According to Yesmail Interactive, mobile devices account for 64.5% of all email opens, but desktop conversion rates are 50% higher, with click-to-open rates at least twice as high for most industries.[9] These differences between email on a mobile device versus desktop will only become more significant as consumers continue to increase browsing more from mobile devices.

3. Native Mobile Engagement Channels

Short Message Service (SMS) & Multimedia Messaging Service (MMS)

SMS & MMS — or text messaging, as we commonly refer to it — has broad usage and a 98% open rate, making it a natural channel for mobile engagement.[10] Customers engaged in SMS conversations with a business trust that business with their mobile number and must be open to incurring the costs related to SMS.

Much like rich notifications, MMS offers multimedia experiences that include audio, video and other rich media. A standard SMS is limited to 160 characters in length and a standard MMS does not have a specific character limit.

Typical use cases for SMS/MMS mobile engagement include billing, shipping, special offers, promoting upcoming events, confirming appointments and overall relationship-building.

Mobile Wallets

The term "mobile wallet" (also referred to as "digital wallet," "wallet passes," or "mobile wallet passes") describes content or information in the form of a wallet item or pass stored in the Apple Wallet, Android Pay or other similar native apps on a smartphone. Think of mobile wallet as the digital equivalent of all the everyday things included in a physical wallet: loyalty cards, coupons, special offers, business cards, tickets, credit cards and more.

A benefit of mobile wallet is, since it's a native app on most smartphone, and is accessible to every person carrying one. Mobile wallet marketing is effective for mobile engagement because a wallet pass can be easily created, managed and updated, allowing a business to communicate with it's audience and still reduce costs compared to traditional physical card programs. Similar to push notifications, expirations and location-aware reminders can also be sent to users' home screens.

Wallet passes can be updated and changed over time, personalized to each user and distributed through various communication channels like push notifications, text or email. Once the wallet pass is on a user's phone, it's an ongoing engagement channel.

Wearable Device Notifications

Wearable marketing calls for more relevant, immediately actionable messaging. Notifications on these devices need to be concise and short, using headlines, symbols, alerts and more — anything that helps the user digest information instantly.

Wearables, such as smartwatches, are integrated into the user's larger device ecosystem including smartphones, tablets, computers, e-readers and mobile apps. Notifications delivered can serve as an independent experience and a gateway to more robust experiences across app-based properties.

Opportunities Within the Mobile Surface Area

Each channel offers an opportunity for engagement in the surface area. If a brand has not created an app yet, SMS/text, mobile web and mobile wallet are good channels to start driving engagement with customers.

If a brand has already created an app, push notifications (including rich notifications or those with interactive buttons), in-app messages and message center content offer exceptional ways to drive greater engagement and advance both user and business goals.

Response rates to these native mobile channels trounce those of traditional marketing channels. This means notifications, in-app messages and message center are prime channels within the mobile surface area poised for broader adoption. They build long-term value for both the brand and all of its users, opted-in or not.
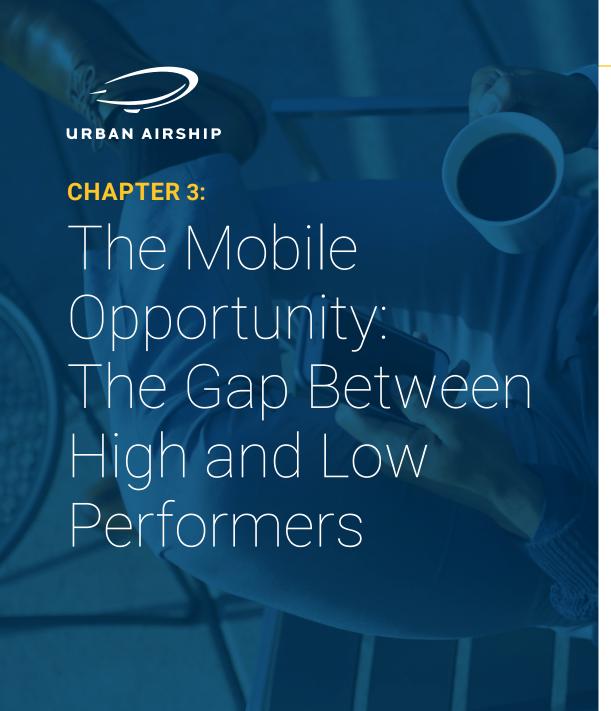
You can also amp up your mobile engagement strategy by reaching users across additional mobile devices, such as smartwatches. Consider use cases where a quick glance to the wrist is more appropriate than causing users to dig for phones in pockets or purses.

Take Advantage of the Entire Mobile Surface Area

When brands combine these different channels to build a unified communication strategy, users will take notice. Brands that realize the opportunities to engage across different channels will create more meaningful, valuable and higher-impact relationships with customers.

FURTHER READING:

- Mobile Messaging Cheat Sheet: Choose the Right Mobile Messaging Communication Channels Every Time
- 6 Reasons Why Mobile Messaging Is Not Like Email
- Our Latest Blog Posts on Mobile Messaging Strategy
- Message Center Inspiration Guide

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The Mobile Opportunity: The Gap Between High and Low Performers

Marketers are either at the helm or on the hot seat, depending on their level of mobile readiness. The space between these two groups is where we find the mobile engagement gap: the gap between leaders and laggards.

Marketers Can't Afford to Fall Behind on Mobile

If your business leaders still need to be convinced having a mobile strategy is essential for business growth, here are two stats that may help move the needle:

- Internet Retailer's Mobile 500 projects that mobile commerce (or "m-commerce") will account for nearly 30% of all e-commerce sales by the end of 2015, up 39% year-over-year.[11]
- Digital channels will influence 64% of all in-store sales by the end of 2015, up from 36% in 2013, with mobile driving most of the growth.[12]

The bottom line is that every customer is rapidly becoming a mobile customer. **And mobile is now the front door, side door and back door to your business — and often your customers' first experience with your brand.**

4x

Engagement Level of Opt-Ins vs. Opt-Outs to Push Notifications

Mobile Marketing Results Eclipse Traditional Marketing Channels

Mobile app engagement can and does generate exceptional results that beat out traditional marketing channels (like email). Let's look at several different mobile messaging channels, and how high performers are doing.

Push Notifications

While push notifications are not a standalone strategy, they are one of the first and best indicators of whether mobile app initiatives will be successful.

- Our data shows that app users who opt in to notifications are 4x more engaged than users who opt out. They are also retained at more than double the rate of opt-out users.[13]

Furthermore, our original research, based on a review of nearly 3,000 apps and 100 billion notifications sent to more than 500 million users in 2014, showed significant differences in marketing message engagement on mobile.

Opt-in Rates

- High-performing apps have opt-in rates above 50%.[14]

Compare these opt-in rates to how many people sign up to receive email communications from a brand — industry estimates peg it at 2%.

Notification Engagement Rates

- High-performing iOS apps get 6x more engagement with notifications than average performers.[15]
- On Android, high-performers have nearly 4x the engagement rates than average performers.

In-App Message Engagement Rates for Retailers

Retail has been the fastest of all industries to adopt in-app messaging. When looking at this vertical alone, we see:

- High-performing retail apps get nearly 6x more in-app message opens than average performers, with more than 50% of their audience taking action to open the message.[16]
- Average retail apps get nearly 5x more in-app message opens than they do direct taps/swipes on notifications.

Close the Gap

Apps that focus on using mobile messaging channels to create a strategic bond with their customers, leveraging best practices and sophisticated targeting capabilities, are leaving their competition behind.

However, even with these outstanding results, marketers must resist being lulled into complacency by performance metrics that crush many more "traditional" channels. Why? Because mobile is only becoming more competitive.

In other words, being average just isn't going to cut it if you want to continue to gain competitive advantage — and secure user loyalty — on mobile.

FURTHER READING:

- How to Earn Push Notification Opt-Ins: 7 Essential Resources
- Yes, Another Inbox: 4 Key Advantages Apps Gain from a Message Center
- Retailers Tune In to In-App Messaging to Turn On All App Users

Winning in Mobile: The New Rules for Today's Marketers

Let's face it: marketing has changed. Your customer is in control; you are not. Businesses must adapt to this new reality.

Traditional marketing and advertising have reigned for decades, but they are no longer the only way — or even the best way — to reach your customers today. Today's consumers don't want advertising hijacking their attention. They want effortless experiences served up to them, guiding them through daily life and solving their problems. They want magic.

Meeting these expectations is the only way to differentiate yourself from your competition. To stand out now, brands must be remarkable.

So stop interrupting, and instead think of your brand as a concierge and assistant, anticipating what will delight your customers, and delivering information, entertainment and utility at the moment your customer they need it.

Marketers must recognize how mobile is different from other mediums, and use mobile engagement to form deeper, more meaningful relationships with their customers.

How is Mobile Different?

- **It's always with you.** Mobile provides the power to reach a user anytime, anywhere. Considering when to message your customers is crucial — no one wants to be sold to all the time.

- **It's more personal and utility-driven.** Mobile devices have become the "remote control" for our lives. Our devices are extensions of ourselves, and people manage all the most personal aspects of their lives with them, from communicating with friends and family, to being their first stop for news, socializing, banking and much more.

- **Consumers have unprecedented control.** Customers can install your app in a matter or moments — and delete it just as quickly. They can decide whether and how you can send them messages through that app.

All these factors combine to put us at a crucial moment in the history of marketing. In this shifting marketing landscape, brands must adapt or be left behind.

The following principles can guide your business and allow you to take full advantage of mobile's benefits for your brand.
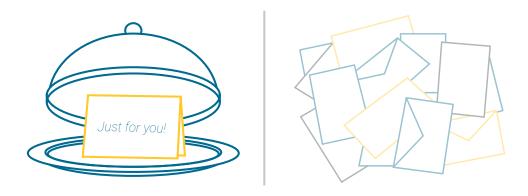
8 New Principles for Today's Marketers

Mobile is your brand's opportunity for a vital and sustained relationship with consumers. Follow these principles to adapt your strategy and address the massive shift in customer expectations.

1. Focus on Invitation, Not Interruption

Serve before you sell. Even loyal customers will quickly delete an app if its only focus is on the objectives of the business. Interruptive advertising is accepted even less on mobile than on other mediums such as TV and desktop browsing, where it is more accepted as a customary cost of the medium (and often skipped or ignored whenever possible).

You must have a unique approach to stand out with users. Winning mobile strategies offer the right mix of customer-centric service and utility.
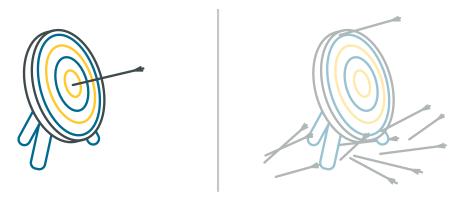

Just for you!

The right mix of customer service and utility grows your customer base -- and their longterm value.

2. Cultivate Owned Experiences, Not Paid Media

Why rent when you can own? For a few years, brands thought they owned their social media channels, only to find out they were wrong. Facebook and other social channels limit audience reach and control what your fans see (unless you're willing to pay). With apps, you truly own the space, allowing you to contact your most loyal users anytime, anywhere, as well as spark engagement in their moments of need to turn them into loyal brand advocates.

3. Utilize Precision Targeting, Mobile is Not a Broadcast Medium

If you're saying the same thing to everyone, consumers will quickly tune you out. You need to fulfill a vital purpose for each consumer in their life, and you need to reach the right people with the right personalized message at the right time.

Precision targeting will always work better to reach your mobile users.

4. Location is a Profile, Not a Place

Where do your users live, work and spend their free time? You must build a thorough profile of your consumer and really know them at an individual level to connect with them.

The most powerful predictor of future events is a user's past behavior — the places they have been, the products they have researched and where they are right now.

Target in-the-moment, location-based opportunities to engage users based on a total profile made up of their historical data (past purchases, behaviors and locations).

5. Create Moments that Matter, Instead of Relying on Reach and Frequency

"Reach and frequency" was the name of the game in early advertising, but hitting people repeatedly with the same message no longer works on its own. Pester consumers and they will ignore your messaging, unsubscribe from your communications or even delete your app.

Drive moments that matter and your message will resonate with your user. Leverage all the information that can be gleaned from a user's preferences, and also from the implicit preferences of their app behaviors and message response data. Use this information to better serve and target them with meaningful experiences.
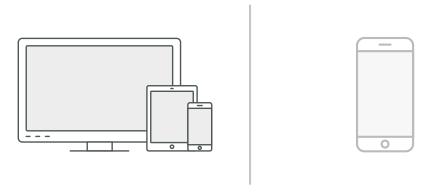
6. Today's Conversations are Consumer-Controlled, Not Brand-Controlled

By giving consumers the ability to choose what they are most interested in, brands can empower them to control how they're approached, creating a symbiotic loop of relevance and understanding between brands and consumers.

7. Communicate Across Multiple Screens, Not One Screen

Today's consumers jump from smartwatches, to tablets, to phones — all in the span of a few hours. Optimize your app to create a seamless experience across all devices.

Marketers must be thoughtful about what types of experiences consumers want to have on each device, and keep in mind the limitations of screen size as well as user context.

Omnichannel experiences stick with consumers longer.

Offering personalized, exceptional service -- rather than a broadcast approach to messaging -- will reap greater rewards for brands.

8. Emphasize Relationships, Not Transactions

Traditional marketing has previously been very transaction focused. But mobile is about more than just spurring a one-off purchase — it's a long game. Mobile is about building a relationship.

This means not only getting the consumer to download your app, but getting them to keep it and use it frequently, by offering exceptional service and relevant benefits.

8 Principles in Action

My Lawn App from Scotts

The My Lawn app offers helpful diagnostic tools and tips to let users have the best lawn on the block. From estimating your lawn size to identifying weeds by photo, the app serves as "your yard's new best friend," customizing your lawn care recommendations based on region, the season and the weather. It even sends automated messages to remind users when it's time to tend to their yard. Scotts' focus is on serving users before they sell to them, and it's the perfect example of "Invitation, Not Interruption."

U.S. Open App

The U.S. Open app utilized precision targeting as well as geofences and beacons to engage attendees with notifications and rich in-app content such as a daily schedule of events and sponsorship partner messages. For last-minute ticket sales they combined data points from location and in-app activity to net a massively high conversion rate of 32%.

Mobile Pushes the Boundaries of What Is Possible

From merging physical and digital worlds, to going far beyond keyword-based clues of intent, to a complete contextual understanding of a customer's journey — mobile apps are powering experiences that have never before been possible.

FURTHER READING:

The U.S. Open Mobile App: A Personalized Mobile Concierge

10 Best Practices to Maximize Mobile Engagement

CHAPTER 5:

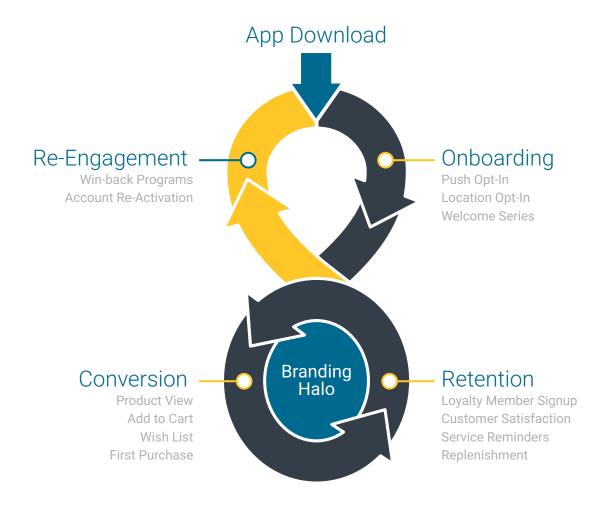# Understanding the Mobile Customer Journey: Thinking Outside the Funnel

Historically, brands have viewed customer acquisition and conversion as a funnel to move customers from one stage to the next. But this antiquated method is hurting, rather than helping, marketers build customer relationships.

There are several reasons why this is happening. Because a funnel has an endpoint, it limits a brand's marketing strategy and stunts its long-term customer growth. With the traditional marketing funnel approach, once a customer has reached a desired point or action, they are considered through the funnel — repeat buying is not recognized. This is problematic, as it leaves little room for additional engagement and does not cultivate a strong bond with your customer.

Viewing your customer relationships as a mobile engagement loop takes advantage of the ongoing opportunity for growth and sustained engagement — both inside and outside of apps — through a cyclical, multi-tiered approach.

The mobile engagement loop challenges marketers to think beyond one conversion cycle by recognizing the limits of the traditional funnel and including re-engagement as part of the process.

THE MOBILE ENGAGEMENT LOOP

App Download

Re-Engagement
Win-back Programs
Account Re-Activation

Onboarding
Push Opt-In
Location Opt-In
Welcome Series

Branding Halo

Conversion
Product View
Add to Cart
Wish List
First Purchase

Retention
Loyalty Member Signup
Customer Satisfaction
Service Reminders
Replenishment

The mobile engagement loop includes four stages: onboarding, conversion, retention and re-engagement. Each stage should not only be considered individually, but as part of a whole for a comprehensive, thoughtful mobile engagement strategy that strengthen relationships with your customers.

Onboarding

Successfully onboarding users after they download your app is your first opportunity to make a good impression. Showcase the beneficial features of your app with a welcome series of messages that helps educate and onboard users.

During onboarding, it's also critical to provide an overview of the benefits they'll receive by opting in to push notifications and location services. Build the foundation and share value they will receive.

Case in Point: The National Hockey League (NHL) grew its opt-in rate by 10% by adding a customized screen before the standard OS opt-in dialogue.[17] This screen explains how enabling push notifications and location services helps create the best possible experience for the user.

Proper, thoughtful onboarding increases the likelihood that a user will opt in, creating a direct communication channel between your brand and customers. Other businesses find it helpful to go a step further and offer new users a perk or incentive toward their first purchase to drive conversion.

Conversion

Conversion actions will vary based on industry and brand objectives, but should focus on providing value to users with every interaction. For example, a user adding a product to their shopping cart, "favoriting" a news story, booking a reservation or requesting product updates could all be considered important conversion actions.

In a mobile marketing strategy, these types of conversion actions are critical because they enable brands to personalize in-app messages and push notifications to their app users. Personalized messages are 4-7x[18] more effective than generic ones and establish a stronger connection between your brand and the user.

Retention

The retention stage is where brands want to focus on providing value so users do not remove their app. Consider what utility or benefit your app provides, or how it's simplifying your users' lives. The key to retention is to understand and learn how your users want to use the app and then serve them content based on what is important to them.

Case in Point: A major media company sees one-third of its app opens resulting from segmented push notifications tailored to users based on topic interests. By customizing each user's feed with relevant information, users stay opted in to push notifications and continue to use the app.

In the retention stage, it's especially crucial to get your communication cadence and strategy correct. Too much communication can annoy users, while not enough may lead to lower app usage.

Branding Halo

The branding halo is the result of several successive conversion-to-retention cycles. It follows the premise that the more transactions a user completes, the deeper the app becomes entrenched within a user's patterns, ultimately creating more brand value.

Re-Engagement

It's the ugly truth: a portion of your customers may lose interest and become dormant or uninstall your app. The mobile engagement loop recognizes that users fall out of a relationship with a brand sometimes.

But don't fret — this doesn't mean they're gone for good. Your brand still has an opportunity to win them back and resurrect the relationship if you have the right strategy and technology in place.

Determine what actions or communication may entice your users into coming back — do they just need a gentle reminder, or maybe something to spark their interest? Do they know about the functionality you just added to your app? Use multiple channels, such as email marketing, push notifications and SMS, for a multi-tiered approach.

You can also ask dormant customers for feedback on why they left. Show them you care by finding out how you can improve their app experience. This can be valuable for retargeting those — via email or SMS — who have deleted your app. By uniting omni-channel data (via a solution like Urban Airship Connect) you can also create targeted Facebook ads based on real-time uninstall information to reach this audience in multiple ways.

Beyond the Funnel

Successful mobile engagement does not follow a traditional funnel approach — viewing your customer's journey through the mobile engagement loop will ensure a systematic way to sustain and grow high-value relationships with your customers.

FURTHER READING

- Addressing — and Winning Back — Dormant App Users
- Big "P" and Little "p" in Message Personalization
- Shifting from Mobile App User Acquisition to Retention
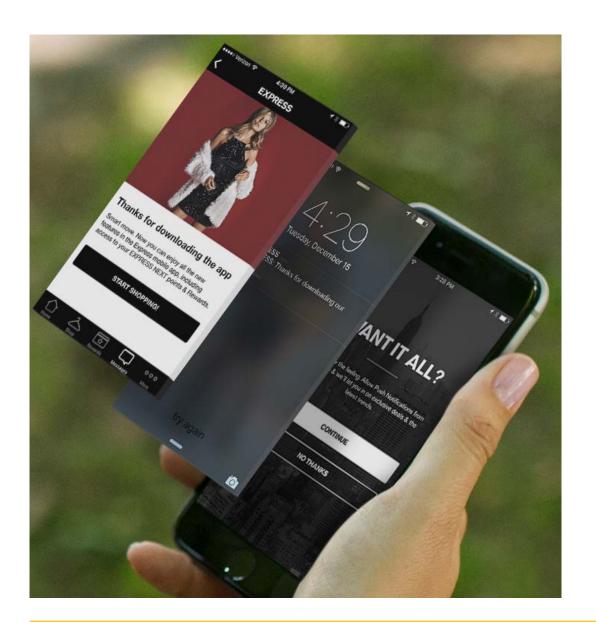
CHAPTER 6:

Getting it Right From the Start: Onboarding New App Users

In the lifecycle of a user, the period referred to as "onboarding" begins from the time the user first opens your app, through the initial hours and days of getting to know your app and the value it delivers. It is the most critical stage in the entire app lifecycle, and the stakes are high to get it right. **Those who see the app's value right away become loyal users, and those who don't are not likely to give your app a second chance.**

The First Open

How do you capitalize on this crucial, one-time opportunity to make a good impression on your customer?

During your first interaction, it's essential to educate your customer swiftly, yet thoughtfully, on the high-value content in your app. What are the compelling, must-have features or offers that will give them the most value? Highlight these features right away to impress upon them the ways in which your app can improve their life and they will become regular users and potential brand advocates.

This is also the time to put your best foot forward and help your new user get to know your brand's personality.

The Welcome Message

Welcome messages are branded, full-screen pages that welcome users and highlight key features, giving them a reason to proceed with the app. It's an opportunity to thank app users and reinforce the app's value proposition. Some welcome messages have multiple screens that the user can swipe through.

Case in Point: Clothing retailer Express welcomes new users with a series of screens that orient them with the app and its valuable features such as push notifications and location sharing. The app sends a push notification to new users one hour after they first open the app which deep-links to message center content.

Best practices for welcome messages:

- **Keep it short** — the fewer screens the better.
- **Use images** — when it comes to words, less is more.
- **Communicate the value of opting in** to push notifications immediately, prior to presenting the standard iOS opt-in screen.
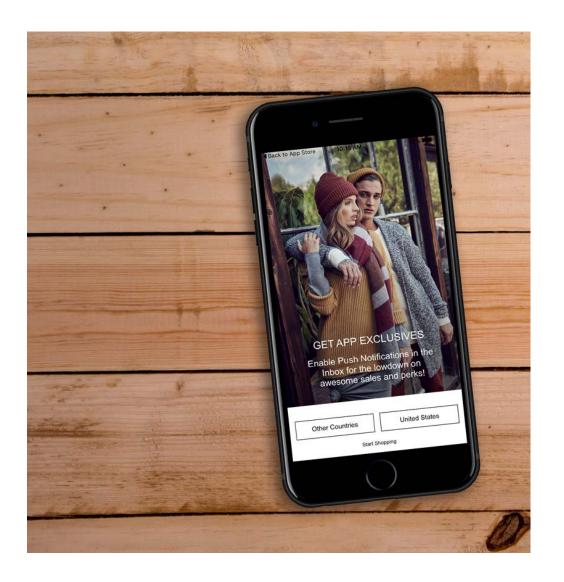
Push Notification Opt-In

One of the main objectives of your initial interactions with a new user should be to welcome them in a way that makes them want to accept your push notifications. Users who opt in to push notifications are retained at nearly double the rate of those who do not, and have 26% higher average monthly app opens.[19]
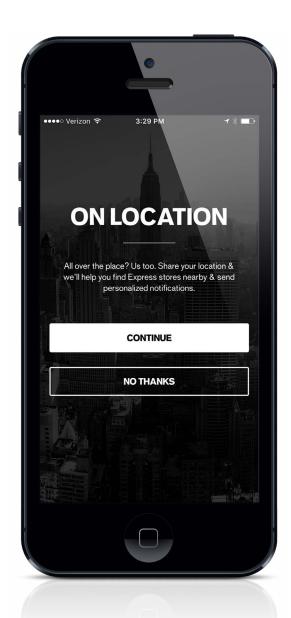
Give strong consideration before deciding to prompt your users to opt in to push notifications in your initial welcome message. A common mistake is making this request before communicating the value of doing so. Think about what your customer needs so you can make as strong a case as possible. What offers or exclusives can you give them that will entice them to opt in?

If at all possible, explain how push notifications are a major part of the functionality of the app. Show how these features will allow you to better serve them, and then give them control over what notifications they'll receive and how often.

An alternative approach is to delay prompting the customer to opt in until the next time they open the app. This can be accomplished through automation rules and in-app messages, or with native app code. This may feel more relaxed and natural for the customer, rather than being asked right off the bat.

Note that while Android users are automatically opted in to push notifications for an app, users often view push notifications they haven't opted in to as spam. The best way to earn their trust is to give them the option to opt in. Urban Airship provides tooling to support opt-in to Android push notifications out-of-the-box.

Location Opt-In

If location is a key aspect of your app, follow a similar approach to ask users to opt in to location services — convey the benefits before asking for permission, and if at all possible, tie the request to the core functionality of your app.

For example, the best time to ask a user to opt in to location services is when they are trying to find something on a map. Offering to make something easier for them, in the moment, is a service provided and not an imposition.

Registration/Login

Again, the key is to communicate the benefits of logging in, but your approach here will vary depending on how much of your app content and features you gate by login. Some apps essentially require login in order to use the app. If registration/login is optional, your benefits have to be substantial to prompt customers to log in. Companies that offer rewards and benefits through their loyalty programs, or special offers, are the most successful in driving customers to log in.

Case in Point: Redbox incentivizes users to register by offering a free movie rental upon registration. This special offer saw 300% greater redemption than a typical promotion.

Mobile App Onboarding Campaigns

Leading companies automate entire onboarding campaigns to fully educate their customers on the benefits of using their app, increase engagement, drive conversion results and maximize lifetime value.

An onboarding campaign introduces a user to your app over a period of time with a series of messages, rather than an all-in-one welcome message.

These campaigns are most successful if the user has opted in to receive push notifications, as they will drive more of the app audience to open the app. However, if you have a message center or utilize in-app messaging, you can still deliver this content to your app even if the user has not opted in to push notifications.

Companies looking to maximize the reach of their message can deliver the same message as both a push notification and an in-app message in a single delivery. This gives you conversion reporting for the message reach all in one place.

Mobile app onboarding campaigns focus on:

- Feature education
- Securing opt-in to push notifications, location, registration or login
- Driving first-time conversion goals

Maximizing App ROI

With a cost per install of around $2 per app user, you've spent a lot to acquire each member of your app audience.20 Taking the time and care to onboard your customers in the right way will make them much more likely to return. Proper onboarding is your best bet to retain those users and maximize the ROI of that initial investment. Show them the value your app can offer and they'll keep coming back.

FURTHER READING

- Onboard New App Users With A Welcome Message
- How to Earn Push Notification Opt-Ins: 7 Essential Resources
- Mobile App Marketing How-To Series: Welcoming New Users

URBAN AIRSHIP

CHAPTER 7:

Focusing on Results: Tips for Building a Mobile Conversion Strategy

Conversion is the lifeblood of a business and a main focus for brands large and small.

When apps are built thoughtfully with conversion goals as part of their mobile strategy, brands can be rewarded with strong business outcomes and loyal customers.

On the other hand, when blunt force is used to drive conversion (whether through unoptimized design or business- versus user-centric engagement), the opposite can become true.

Defining Conversions

Conversions will be different for every brand. And while the end-goal conversion might be something like a purchase, there are many micro-conversion goals along the way. Those smaller conversions — viewing product videos, reading reviews, social sharing or adding mobile wallet coupons — serve as a signal that indicates greater likelihood of a final conversion action.

This chapter explores tactics to help you build an effective conversion strategy.
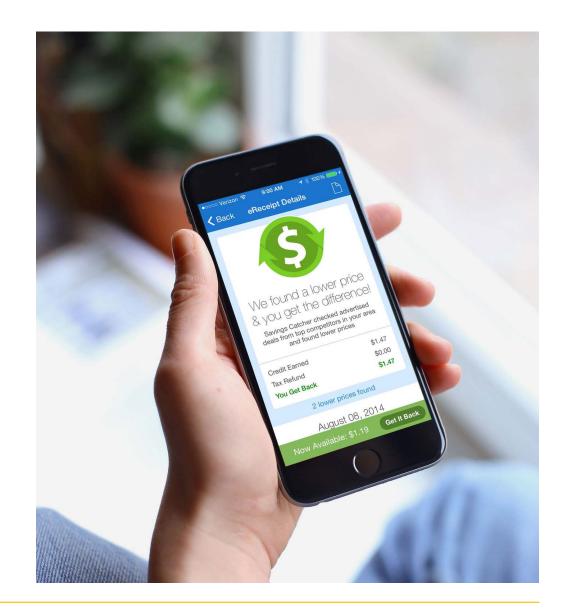
1. Design Your App To Maximize Conversions

Planning and creating your app's user experience around your conversion goals creates a more seamless user experience while also minimizing friction towards a user completing the desired actions.

Consider the user journey, and the micro-conversions along the way. What can you do to make it as easy for them to get from Point A, to Point B, Point C and ultimately Point D as quickly and intuitively as possible?

One key way to do this is to remove complexity, making the user journey as simple and straightforward as possible.

Case in Point: Walmart determined that one point of friction toward conversion was users searching for lower prices elsewhere. In response, they developed an app feature called the "Savings Catcher." With this feature, if app users found an item at a competitor's store for a lower price after making a purchase with Walmart, Walmart would give the shopper the difference back via an eGift card. After adding this feature, Walmart's app jumped from 4 million to 14 million users.

Another example is ride sharing apps such as Uber and Lyft. These apps have made it possible for users to request a ride and get on their way in a matter of minutes, with a minimum number of taps.

2. Use Multiple Mobile Messaging Channels & Tools to Encourage Conversions

Best practice for maximizing conversion is to use multiple messaging channels and tools to drive users through defined paths that tie back to your business goals. One great way plan your messaging is to outline the types (promotional, educational, etc.) and what those might look like. (Our Mobile Content Plan Template can help you easily do this.)

One newcomer to the toolbox that supports conversions is mobile wallet. Mobile wallet is especially effective at driving micro-conversions like downloading and using a loyalty card or redeeming a coupon.

Case in Point: During its annual anniversary sale, outdoor retailer REI implemented a mobile wallet campaign. Their conversion goal was in-store or online purchase. After creating the mobile wallet coupon, REI alerted their customers, via a push notification, that the pass was available for download. Tapping on the push notification sent users to an in-app message detailing how to download and use the wallet pass. They sent another push notification when the coupon was nearing its expiration date, and one more after the pass expired to let users know another would be coming soon.

These experiences can provide a great engagement experience for users and drive your engagement rate higher, all without needing to update your app.

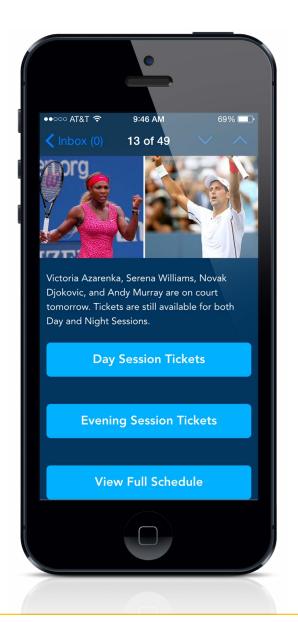## 3. Personalize Your Messages for Better Conversions

The ultimate key to conversion is to consistently keep your messaging relevant and responsive to user behavior to best serve their needs.

We've found a drastic difference when brands use highly targeted messaging in favor of a "broadcast" approach, where the same message is sent to everyone. Our data shows a 293% higher engagement rate on average with personalized messages, and up to 7x greater engagement with notifications in different industry verticals. Even a single targeting element, such as location, can lead to a 4x increase in response.[21]

Case in Point: With a conversion goal of driving last-minute ticket sales, the United States Tennis Association (USTA) used sophisticated targeting during its US Open event. The digital marketing team targeted app users that met three criteria:

1. They had previously looked at tickets within the app;

2. They had already been to the tournament (as measured by beacon proximity to a U.S. Open ticket booth)

3. They were currently within driving distance of the event.

This high-level of targeting achieved massive response, with 32% of recipients tapping the "Buy Tickets Now" button.

4. Measure to Improve

User-centric mobile data is key to long-term conversion efforts. Whatever channel or channels you choose for communicating with your audience, measure and document the results to see what's working best.

Use data to determine where users may be getting stuck along the way to meeting your conversion goals. This will help you prioritize your efforts to optimize conversions.

You can also complete a cohort analysis to determine what high-converting users have in common. Whether it's an acquisition source, a high-performing landing page, or some other factor, analyzing the data will help you determine what to try next to replicate your success.

5. Amplify Your Success Across All the Channels in Your Marketing Stack

Brands can also feed individual user-level data to different systems to enrich customer profiles or execute actions across other channels — from triggering a targeted email, to providing an exceptional omni-channel experience that drives conversions and earns long-term loyalty.

Remember: Conversion is Not a One-Time Event

It's important to remember conversion, particularly with apps, is not a one-time event. Brands must commit to understanding and monitoring conversion behavior and metrics over time in to evaluate efforts and continually meet conversion goals.

FURTHER READING:

- 4 Ways Retailers Can Drive Higher Conversions Using Interactive Notifications
- Big "P" and Little "p" in Message Personalization
- 3 Keys to Making Sure Your Mobile Analytics Move the Needle
- Building a Mobile Content Plan that Converts

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CHAPTER 8:

Providing Ongoing Value: Retaining Mobile App Users

Not all apps are created equal — and unless users understand the value of your app, they won't be compelled to keep it. Though many apps are downloaded, only a couple dozen are used on a daily basis. In fact, 77% of users never use an app again 72 hours after installing.[22]

However, there is an easy way to show users why your app should be a daily habit — continually demonstrate the value and utility of your app.

Offer Value Before Self-Promotion

The idea of "serve before you sell" is a principle marketers should always return to in order to ensure success. It's essential to create a rewarding experience that gives back to the user. For a retailer, this could mean sharing the latest trend report or fashion show to inspire an outfit of the day, or a new DIY project to try this weekend — whatever you think your users will enjoy.

Case in Point: Dictionary.com, for example, gives users their "word of the day" to expand word lovers' vocabulary, wherever they may be. Give back to your app audience and be rewarded with long-term loyalty.

Make App Users "Super Users" with Feature Education

You won't retain a user unless they know how to utilize the best features of your app. You can educate them at the time of onboarding, in an ongoing manner as new updates and features are released or as their behavior signals that it's time for them to level-up. Lifecycle automation and user-centric analytics can track a user's progress in using various features and identify when to reach out with a helpful suggestion or pro tip.

Case in Point: A day after a user visits the app and browses, U.K. e-tailer Funky Pigeon sends a 25% off purchase code in the user's in-app message center to reinforce app use and nudge users to take the next step.

Get to Know Them

Now that you have converted these users, you have at least one transaction under your belt, so you have some information about their interests. Use this to plan your next messaging campaign and engage them further. Giving people what they want (and less of what they don't) is a big part of getting them to stick around.

See what a user is interested in based on interactions with the app and previous messages, including any subsequent clicks to links in the message center, in-app interactive notifications or coupons added, etc.
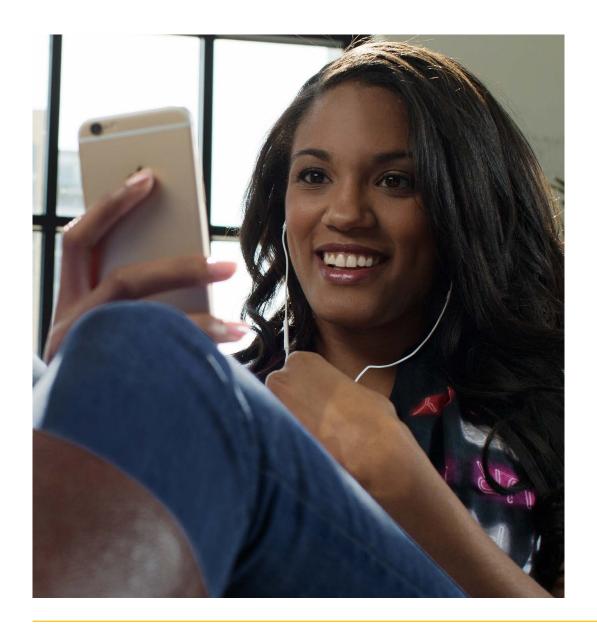
Encourage Interaction

Create paths for interaction with users. Allow them to favorite or bookmark things in your app, share on social, earn points or rewards — the list goes on. As they interact with you, you're also learning more and more about what they want and like to do in your app, creating benefit on both sides.

Give Users Choices

Include a preference center in your app where users can go at any time to tell you what they want, and then encourage them to use it to fine tune and personalize their experience. For example, they can state their preferences either by utility or notification type (such as requesting shipping alerts vs. new sale alerts) or category of interest (such as women's clothes vs. men's).

Case in Point: Music streaming app Rhapsody allows users to select favorite artists (or their favorite artists are inferred based on what they listen to the most). Those users then receive special offers that appear to be coming directly from these artists in the form of a push notification.

Interact With Them on More Than One Channel

Your most engaged users likely have your app, are on your email list and may even follow your brand on social media. To provide the best customer experience, leverage everything you know about that customer's preferences across channels to provide them with a personalized mobile experience. (The data from Urban Airship Connect can help.) The more touch points you have, the higher likelihood that you will be able to retain the user.

One way to connect their profiles across channels is by encouraging users to authenticate with your app via their email or social profile.

Use Mobile Wallet for an Easy Cross-Channel Approach

You can drive users to download a mobile wallet pass with a push notification. This pass now lives on their phone, and can be updated with offers from time to time to create an ongoing communication channel. (Our research shows consumers want brands to use mobile wallet to deliver coupons, sales offers, tickets and more. See the data.)

Case in Point: For example, when outdoor retailer REI has a coupon, they drive their users to download the wallet pass coupon once from the app. Then, once they have a new offer, the user's pass automatically updates and they are notified. Including a link to a wallet item from a push notification or an in-app message in the message center will help drive loyalty in your user, and also expand your brand's mobile surface area.

Solve a Problem Only Mobile Can Solve

What user pain points or wishes can you solve with mobile in a unique way? A good place to start is by focusing on what the immediacy, simplicity and convenience of mobile allow you to solve for your customers.

Case in Point: The Sacramento Kings' new, state-of-the-art arena, the Golden 1 Center, makes fans' smartphones into a remote control for their game experience. Fans can use the Kings app to find a parking spot, watch replays from any angle — even control the temperature of their section.

Measure Retention

The best way to know if your efforts are proving effective is to analyze user-level data. This will give you a better idea of both your customer's needs, and how well your app is meeting them.

An effective way to measure your ROI is by tracking user activities and key conversions and tying them back to a mobile engagement campaign. (You can do this at a user-level with Urban Airship's Insight analytics solution.) Use custom events to set up ROI-based measurement that showcases revenue impact of messaging. A/B/n testing is also a great way to discover which message resonates the most with your audience.

A Few Ways to Measure App ROI

- A retail app might record an event each time a user clicks on an interactive button that goes to a product page in the app. Did app revenue increase in response to a "sale" notification?

- A makeup app could record an event each time a user goes to the message center to watch a how-to video. They could then send that user a special offer on a product featured in the how-to, or a free in-store consultation.

- A news app might record an event each time a user uses the sharing feature on social media to understand what subject the user is most passionate about, then offer to send that user real-time alerts on that subject.

- Measuring the outcome of your retention efforts will help you replicate your success, and get retain and engage more of your users.

FURTHER READING

- Maximizing Mobile App Retention
- Apple & Google Got it Right — Apps are About Retention!

URBAN AIRSHIP

Wake Up Call: Re-Engaging Dormant App Users

It's costlier than ever to market an app, with installs costing an average of $2.51 per download.[23] You've made a considerable investment to acquire your app users — and to protect that investment, you need to keep them.

But inevitably, a portion of your app audience will lose interest and become inactive. These "dormant" users often uninstall the app. But avoiding uninstalls isn't your only goal. Disengagement is much more common and has the same effect — lack of conversion and loss of revenue.

Proactive marketers know not all dormant users are gone for good. You still have an opportunity to win them back and resurrect the relationship if you have the right strategy and technology in place.

Why Do Users Go Dormant?

Users can be inactive for many reasons. In a recent Google survey,[24] the top three factors driving frequent app usage are: makes my life easier (value), easy to use and appealing design & aesthetic.

If your app falls short in one of these areas, you will likely have a higher percentage of dormant users. No app is perfect, but the users who go dormant have found that the flaws in your app outweigh the benefits. Reducing those flaws, or finding other ways to make your app more valuable, will keep your users from leaving in the first place.
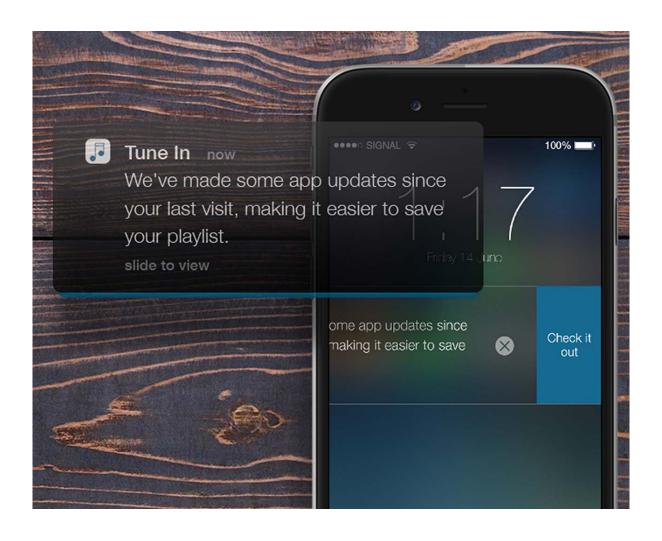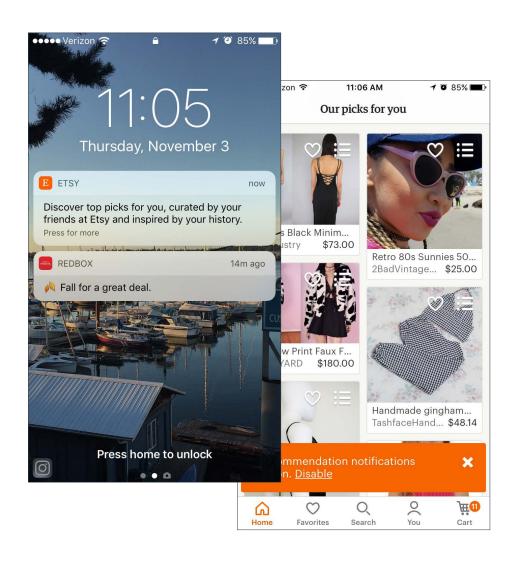
Timing Matters

The time to re-engage will vary widely depending on your business and customer preferences. For games, if a user hasn't come back within a week, you may never see them again, no matter what you do to entice them. For fast food chains, users you haven't seen within a month may be ripe for re-engagement, while for certain retail customers, yearly purchases are the norm.

A good rule of thumb is to start with your customer lifecycle, then message them just before you would expect a typical customer to re-engage or make a purchase. Try a follow-up re-engagement campaign at 2x or 3x that time interval, and check results.

Evaluate and experiment with different strategies, messages and messaging tools to reinvigorate dormant users. Differentiate these campaigns from those aimed at more active users.

Case in Point: ABC News tracks frequent consumers of video who have gone inactive, and re-engages them with video through social media.

How To Re-Engage Users Via Your App

Push notifications are the easiest and most effective channel for app re-engagement because they drive users to the app by showing up on the device home screen. This is another reason it's so critical to encourage your audience to opt in to push notifications during onboarding.

Some portion of your inactive audience will fall into this category, so you should always start by configuring a push notification re-engagement campaign before proceeding with other channels. It's easy to automate a campaign, triggered by user inactivity. Consider establishing re-engagement automation rules after 30, 60, 90 and 120 days of inactivity.

You can perform other segmentation on your dormant user list to deliver tailored messages to the right audience, such as location, user behavior or other profile attributes like loyalty status.

Case in Point: Peer-to-peer e-commerce site, Etsy re-engages app users with a push notification, encouraging them to discover "top picks for you" — items for sale curated by Etsy. The selections are inspired by a user's history — likely a combination of prior purchases and favorites.

How To Re-Engage Users Via Other Marketing Channels

For inactive users who have opted out of push notifications, you can re-engage them through other channels, including email, social or text/SMS — even mobile wallet — to drive them back into the app. You can also work with companies who specialize in cross-channel retargeting to reach users on social media and other channels.

It is also possible to export user-level uninstall data in batch or real-time with an audience intelligence solution like Urban Airship Insight. This can be very helpful for reaching these users via an e-mail winback campaign. You could see if a promotional offer to give your app another try would be effective, or you could ask them why they left through a customer survey. You could also encourage them to check it out again when you make a significant update to your app.

Mobile Wallet for App Re-Engagement

According to a recent consumer survey, 54% of consumers use mobile wallet passes for loyalty programs, coupons, tickets, boarding passes, and many other uses.[25] And that number is growing. It's a powerful mobile marketing channel for ongoing engagement with your audience. Use your mobile wallet pass to reconnect with app users and encourage them to try out a new feature or go into the app for a special offer.

You Already Won Once

Remember that dormant users at one time found enough interest or utility in your app to download it. You've already done the hard work to acquire them in the first place. Now you have an opportunity to win back dormant users with the right strategy and messaging.

Which Messages Are Most Effective?

The key to winning back users is delivering a compelling and action-oriented message. Here are some messaging best practices to consider:

1. Provide an exclusive offer to entice users back into your app. Let users know when products or services are on sale for a limited time only. Use your knowledge of what the user has engaged with before to get them back into your app.

2. Promote new app features they might like, based on past behavior or feedback they've shared. Let them know about what has been added since their last visit that makes the app more useful for them.

3. Use deep links to send users to specific app screens that support your message and drive their interest.

4. Share special content: A sports app, for example, can provide an exclusive guide to building the perfect bracket, available only through the app.

5. Increase click-through rates with interactive buttons in your push notifications, together with rich notifications that support photos, videos, GIFs and even audio.

6. Avoid needy or empty messages such as "we have missed you" as they don't drive action to get users back in the app.

CHAPTER 10:

Moving from Good to Great: A Self-Assessment Guide

Mobile has shifted from a "nice to have" channel for brands, to the always-on channel of choice for consumers. Because mobile devices are highly valued and always present, they bring a unique complexity not associated with email, digital or other channels of engagement.

Even with a small team and incremental improvements, your brand can move from providing a good mobile messaging experience to a great one. The fundamental shift is thinking user first, through relevant messaging, and a focus on creating consistent, quality in-the-moment experiences.

Mobile innovators share several core strengths:

- The app serves a clear user need
- Mobile is part of a cross channel communications and data insight strategy
- Their mobile messaging engages the user throughout the app and customer lifecycles
- Their messaging leverages the real-time, location, and context driven aspects of mobile
- The mobile team seeks continuous improvements in their messaging, app experiences and design

The Good to Great Checklist

Do you have an answer or a plan for each of the questions on this page?

MOBILE VALUE PROPOSITION

- Do you have a mobile value proposition?
- Does your mobile experience align with user expectations, needs, and wants?
- How are creating a habit to re-engage and retain your users after they download your app?

MARKETING

- How are you using mobile behaviors and insights across your other marketing channels?
- Do you have a cross channel acquisition and promotion strategy to acquire new users? Tactics may include app store optimization, owned and social media cross promotion, website or email campaigns, paid search and display.

MESSAGING

- Where does real time and context driven messaging fit in with your content plan?
- What choices do you provide users to moderate their relationship with your brand?
- What is your process to ensure ongoing relevant content? Does your message serve both your users as well as business needs?
- Do you have an onboarding and retention plan for new users? What is your win-back strategy?
- Do you have a content plan (and team) to support ongoing, seasonal, and personalized messaging?
- Are you using a variety of messaging techniques (alerts to light up their screen as well as in-app notifications or message center) where appropriate?

INSIGHTS AND OPTIMIZATION

- Have you identified and instrumented user attributes or tags that will help you provide the right content to the right user?
- What user insights are you collecting through your mobile experience? Through other channels that can be used in your messaging?
- Have you identified and tagged high value tasks that a user could complete in your app? How are you engaging with the user to make these tasks compelling?
- Have you defined KPIs that track back to business objectives? Think beyond downloads- are users taking specific actions in your app that impact your business?
- How will mobile data be used for messaging users in mobile and in other channels?
- What are users saying about your app through their actions and their reviews in the app store? Are there areas of improvement that you can work on?

Explore Our Full Suite of Mobile Engagement Products

Urban Airship Engage: Grow and retain your mobile app audience with push notifications, in-app messages, message center and more. Learn more >>

Urban Airship Reach: Easily create mobile wallet passes to power your loyalty/reward cards, boarding passes, tickets, coupons, identification cards, gift cards and many more use cases. The possibilities are endless. Learn more >>

Urban Airship Connect: Unlock the power of mobile by connecting your entire business to rich, real-time mobile insights with the industry's first user-centric mobile data streaming platform. Learn more >>

Urban Airship Insight: Create smarter, more informed campaigns. Easily re-target and re-message specific cohorts of users based on your analysis. Learn more >>

Urban Airship's Mobile Growth Platform: Our Open Channels API allows mobile marketers to notify customers on any marketing channel in their stack. Our Open Profile API enriches customer profiles with real-time data from any business system. And our Predictive Insights tool measures, analyzes and predicts customer behavior — including churn. Learn more >>

Mobile innovators who have moved from Good to Great have an ongoing strategy and the engagement and insight tools to create and optimize effective mobile messaging.

We hope the use cases and insights in this guide provide you with inspiration to move your brand from Good to Great.

LOOKING FOR MORE?

Check out some of our other benchmark reports, guides and templates to optimize your business strategy.

- Benchmarks Report: Push Notification Opt-In Rates
- Benchmarks Report: Push Notification Engagement Rates
- Benchmarks Report: First Look - Message Center Read Rates
- 10 Mobile Engagement Best Practices Explained
- The State of Mobile Wallet Marketing Report
- The Good Push Index
- Mobile Content Plan Template

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ABOUT URBAN AIRSHIP

Urban Airship is trusted by thousands of businesses looking to grow with mobile. Every day, marketers and developers depend on Urban Airship to deliver one billion mobile moments that inspire interest and drive action. Urban Airship's mobile growth platform is used by many of the world's most admired companies, including Adidas, Alaska Airlines, The Home Depot, NBC Universal, Sky Media and Zillow.

**For more information, visit urbanairship.com,
read our blog and follow us on Twitter or LinkedIn.**

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