

3:25pm – 3:40pm

Best Practices for Consumer Push Notifications

Scott Townsend

Director of Agency Programs





Reimagine your digital strategy

The future of indoor targeting relies on an outside-in approach

Scott Townsend



Connecting the physical and digital worlds



Let's take a trip to the department store



Not enough context to be successful



“Don’t adverTAZE me bro!”



Menu

LUCKY DOG	4.25
REG. HOT DOG	3.25
1/2 B. SMOKED SAUSAGE	4.25
CRISPLE SAUSAGE	4.25
SOFT DRINKS	1.75

*New Orleans
Tradition*
SINCE 1948

NAYA

How to move beyond adverTAZING

- Hijacking moments → Creating moments
- “You are here” view → Multidimensional view
- Renting profile data → Owning your data

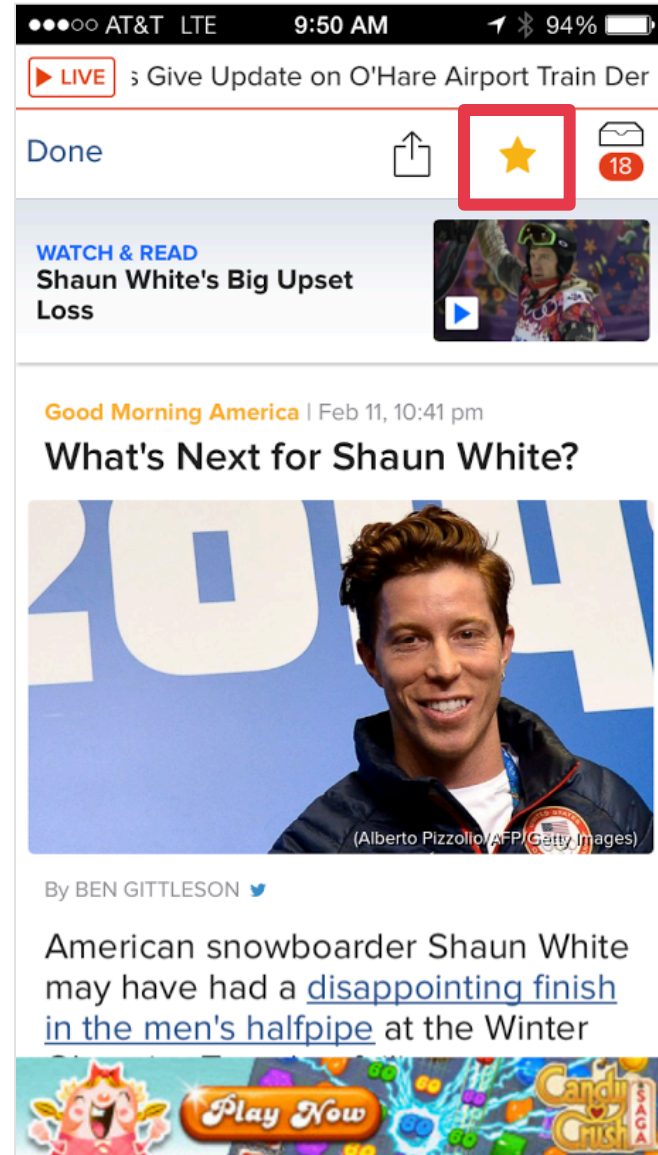




URBAN AIRSHIP

We drive more mobile engagement than anyone else in the world.

Personalizing news alerts

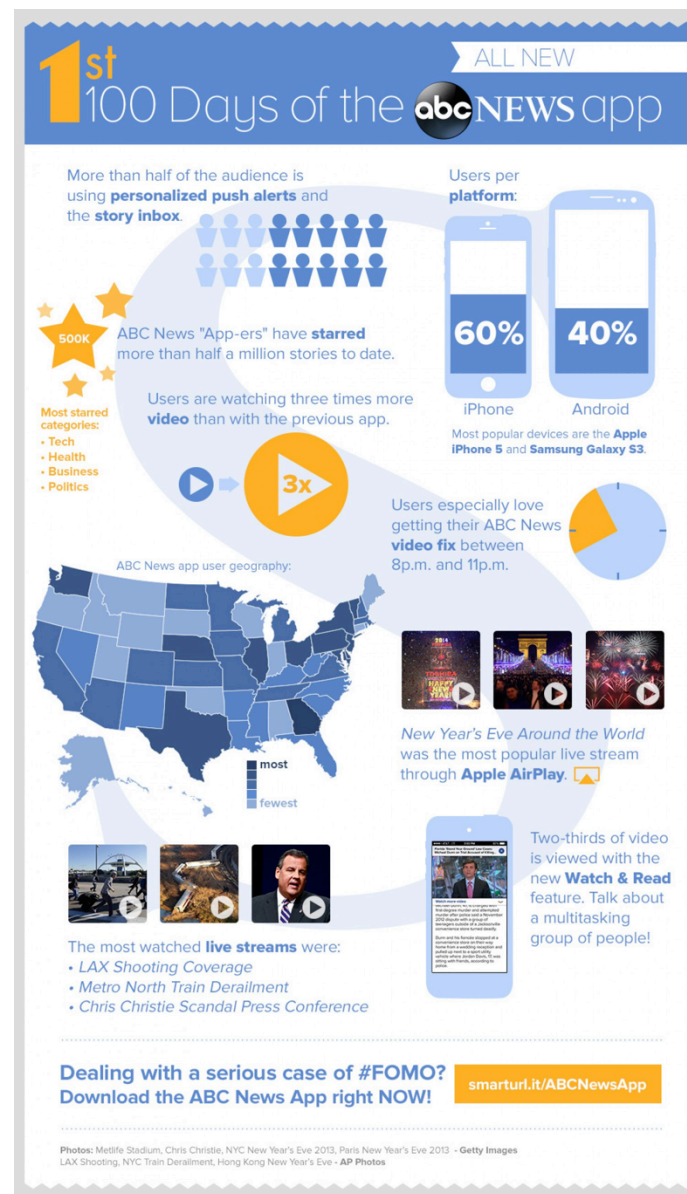


Customized alerts that users control



After the first 100 days

- 70% of the audience is personalizing alerts and visiting the inbox
- 300% increase in video viewing compared to the previous app



Push improves the life of an app

On average, Push drives:

- 4x more engagement
- 2x more retention



Targeting dramatically improves results

- 300-500% greater response than broadcast messages
- Location history increases response rate 4-5x



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Consumers check their phones ~200/day

“In these mobile moments, they expect companies to understand their context and offer relevancy as well as both curated and streamlined experiences on mobile devices.”

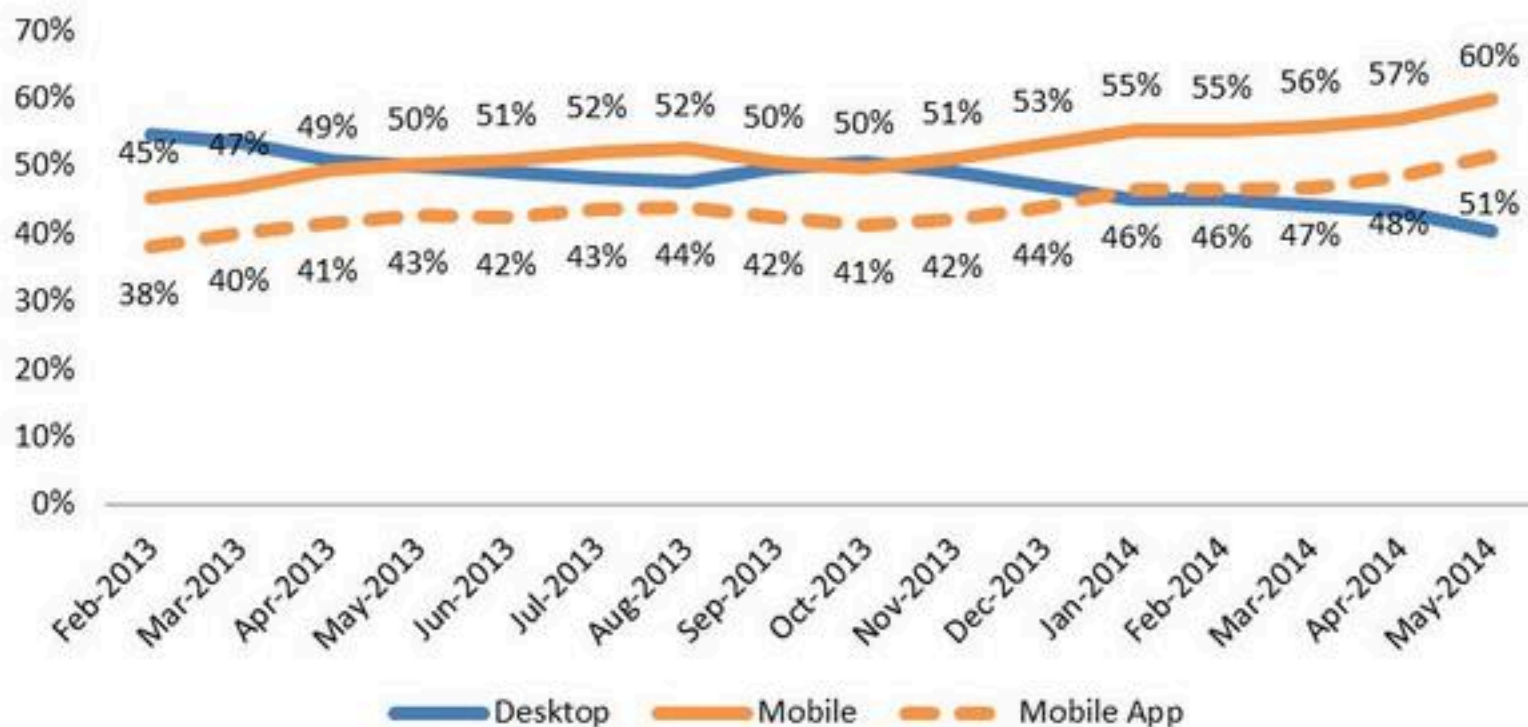
- Julie Ask, Forrester Research



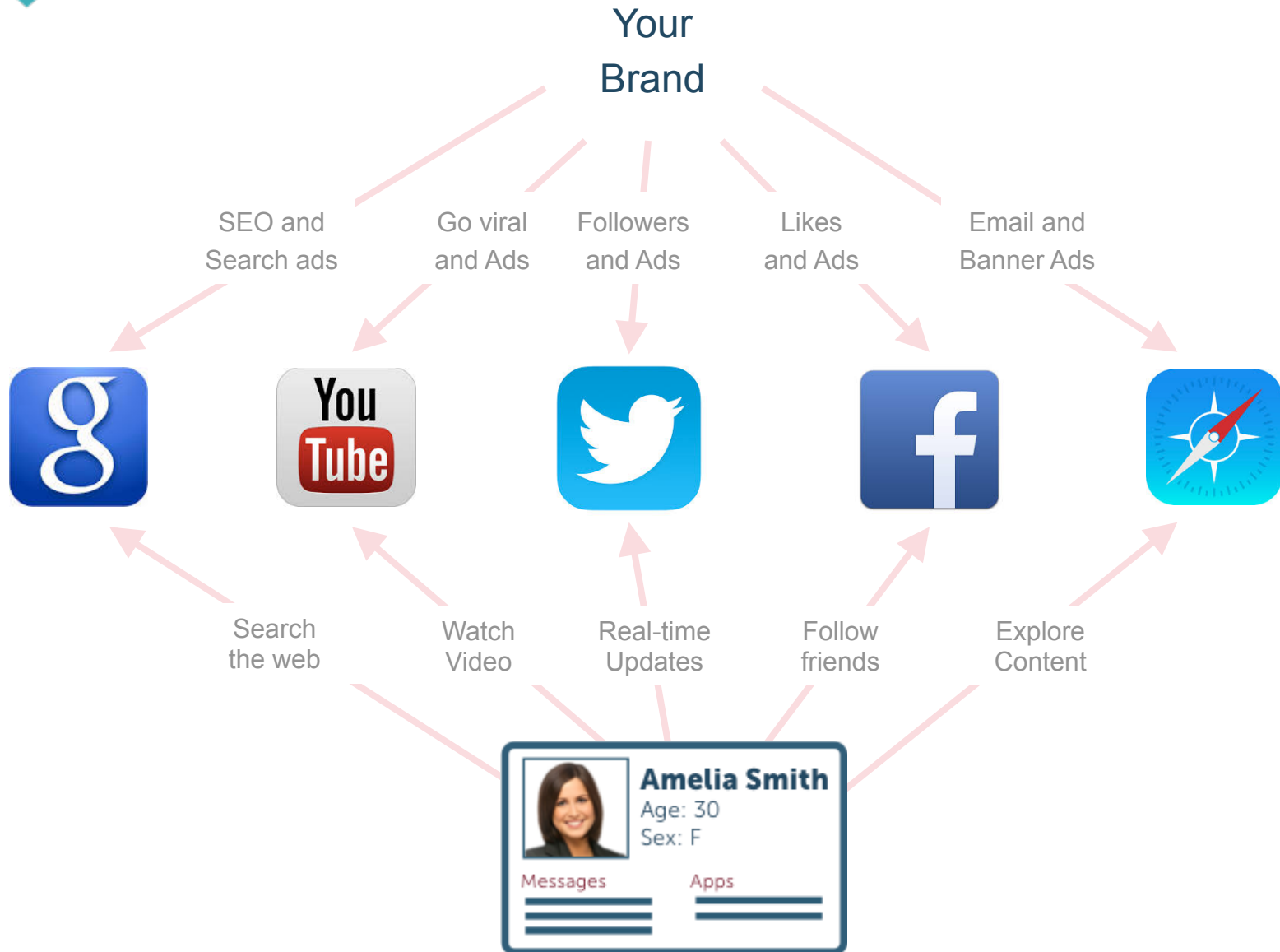
These moments add up - 60% of digital

Share of U.S. Digital Media Time Spent by Platform

Source: comScore Media Metrix Multi-Platform, U.S., Feb 2013 - May 2014



Most brands are *hijacking* mobile moments



Create & own mobile moments for your brand



Starbucks gets this concept




In-store: Send immediate moments of value



●●●● AT&T LTE 10:58 AM

TRANSACTION Done

 Pearl District
1134 NW Glisan Street
Portland, OR 97209

Today at 10:58 AM
Stars may take 24 hours to appear

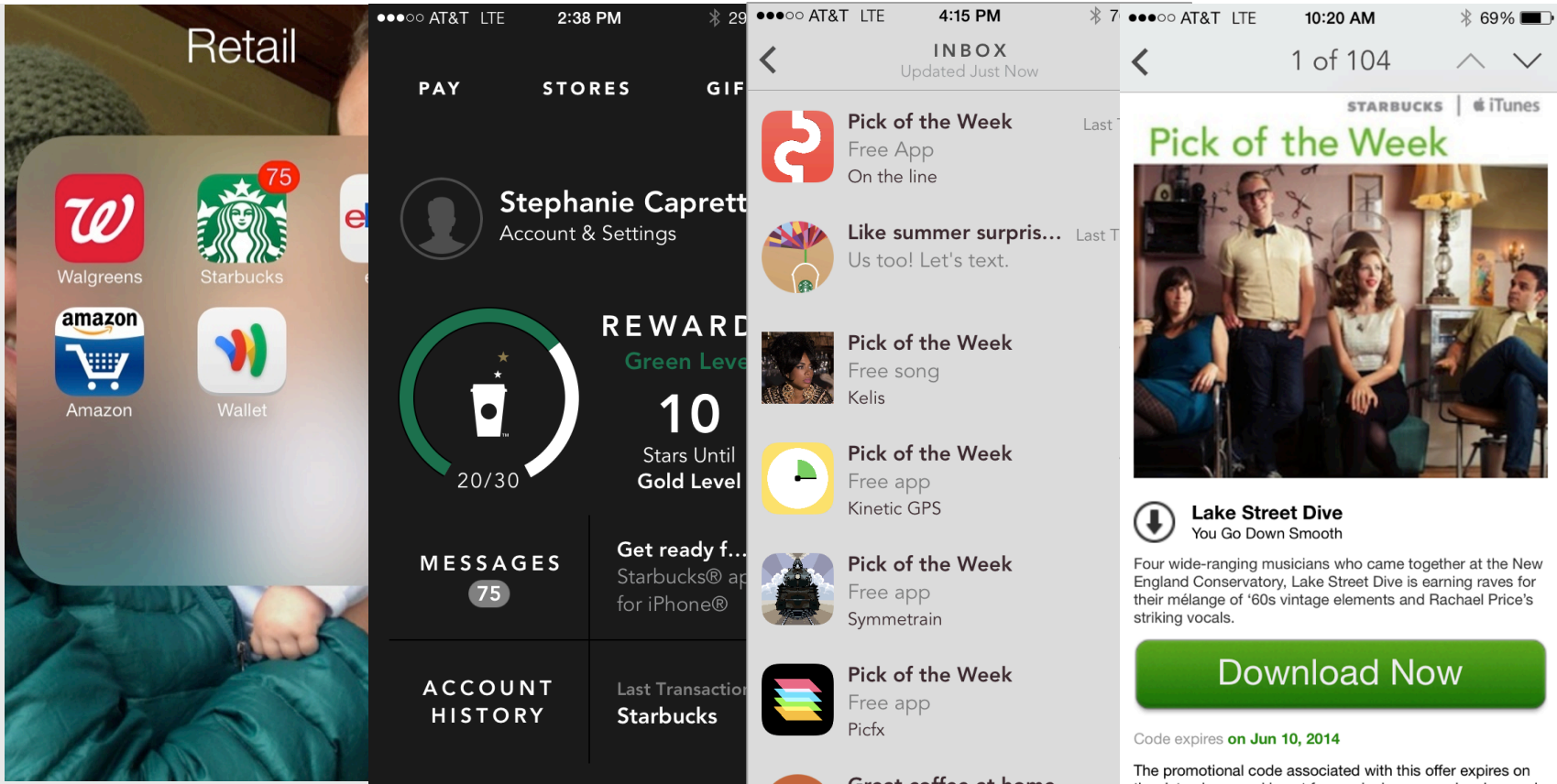
Item	Amount
In-Store Purchase	\$2.45

Tipping available until 12:58 PM

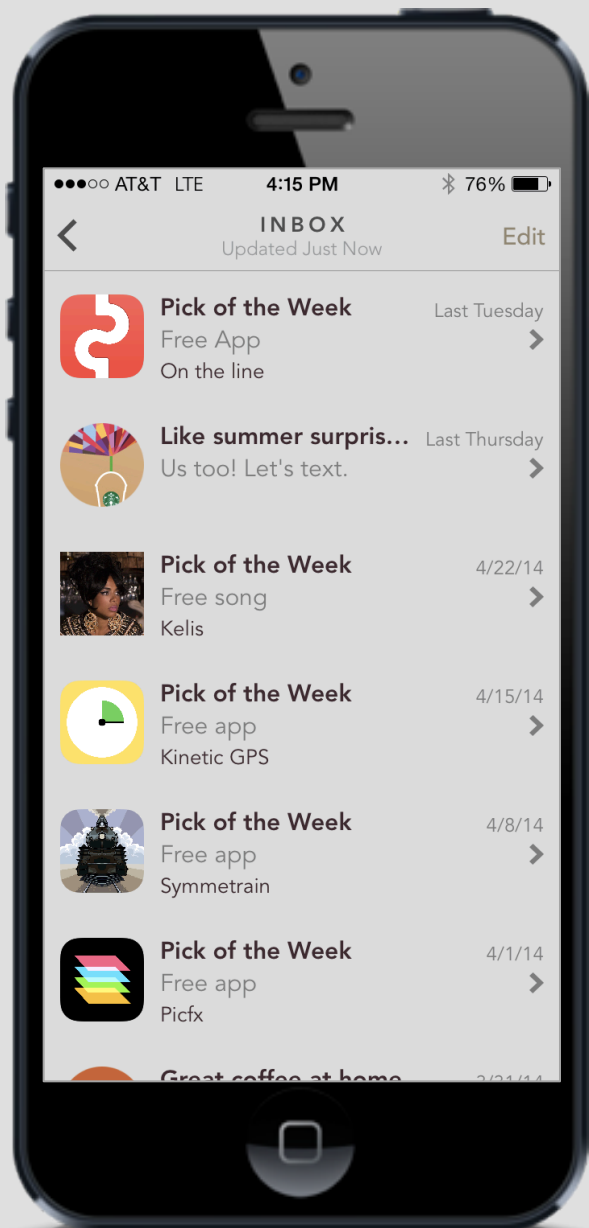
No Tip	\$0.50	\$1.00	\$2.00
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Total	\$2.45
My Card (8824)	\$2.45

Not in-store: Passive moments of discovery



They organize their moments in one place



Meet the new brand inbox



How to move beyond adverTAZING

- Hijacking moments → Creating moments
- “You are here” → Multidimensional view
- Renting profile data → Owning your data



“You are here” with added context

 **GOOD PUSH**

 **Ben Reubenstein** @benr75

Wow, bacon saved by push notification and mobile boarding pass for a gate change.



1:24 PM

Menu *Alaska Airlines* Edit

Alaska Airlines. Flight 476
2hr 40min
Conf. VSXIBH

6/13/13

DEPARTS THU 6/13/2013 **ON TIME**

9:55 PM



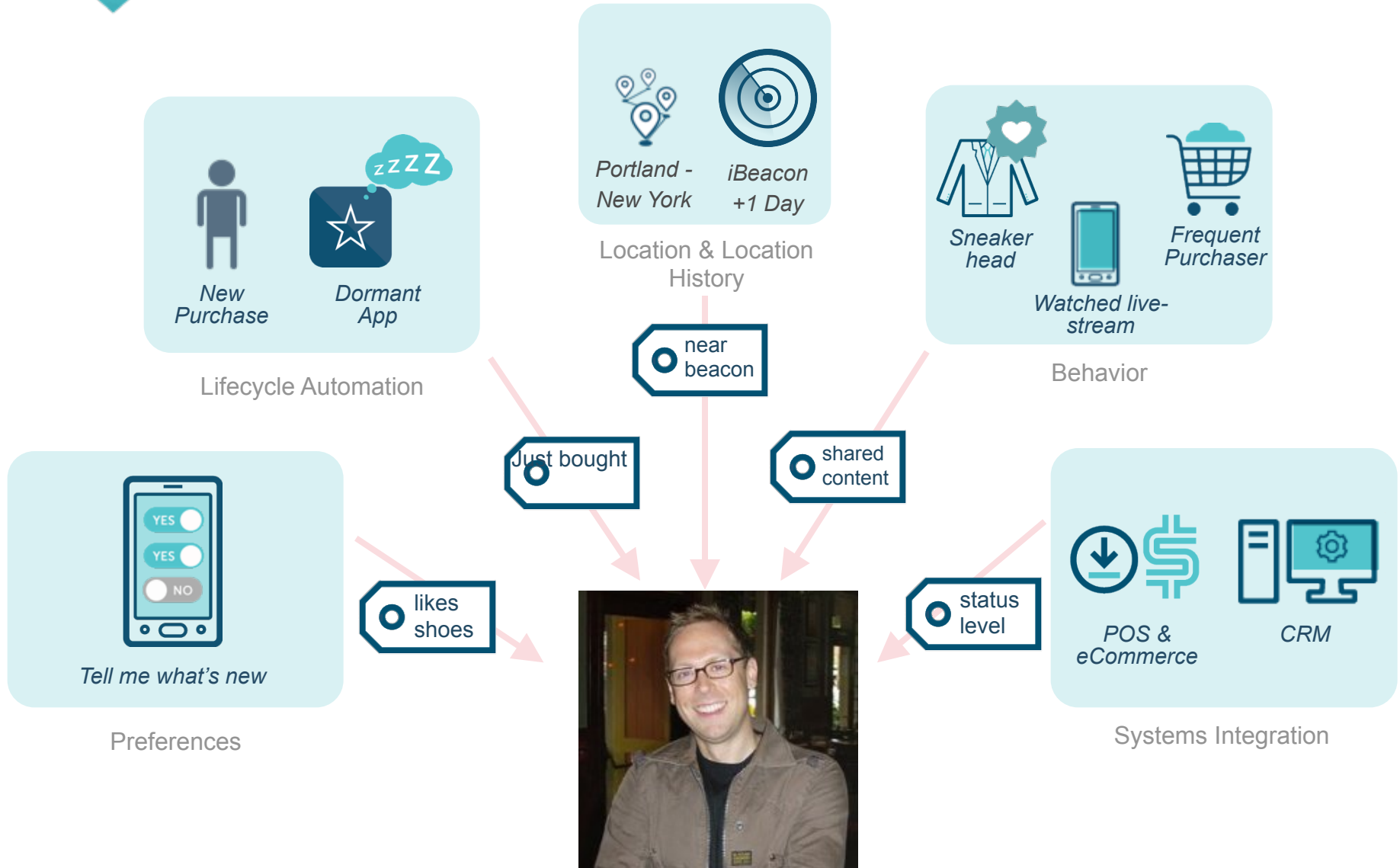
Location is multidimensional



Location is multidimensional



Marrying location data to a customer profile



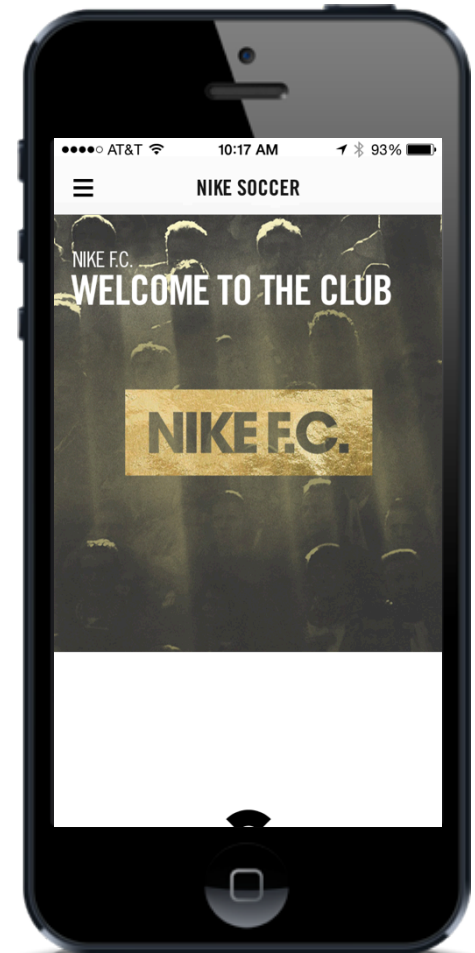
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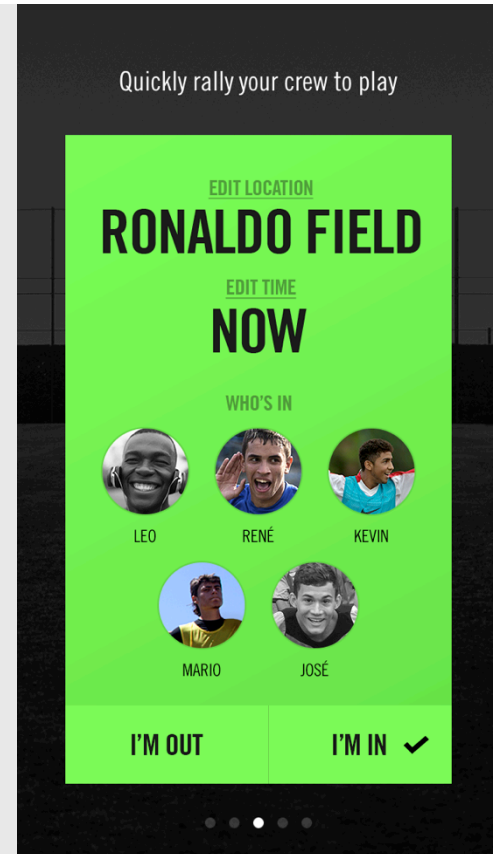
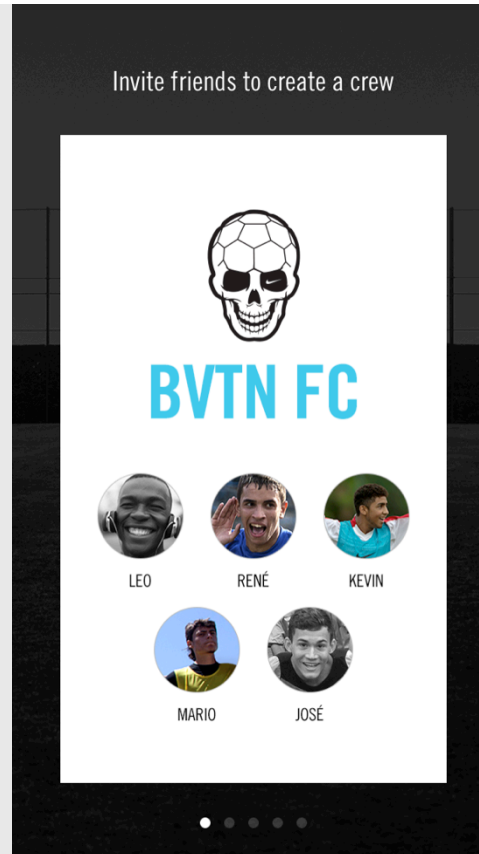
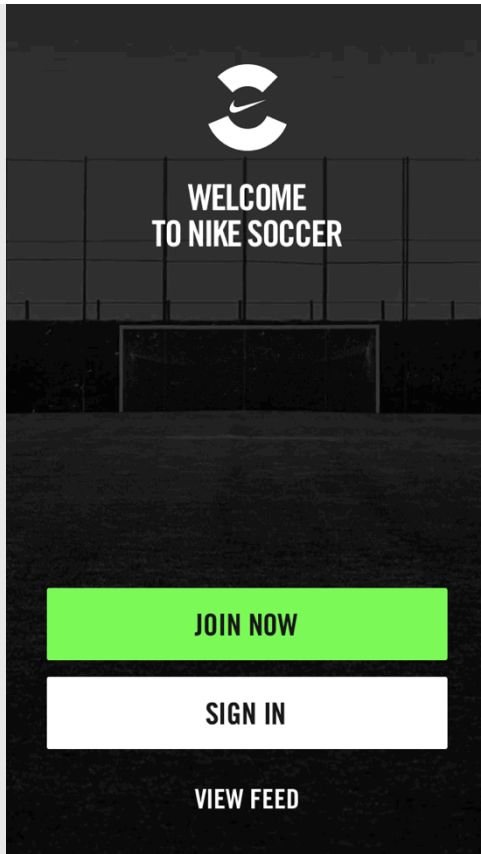


How to start owning your data

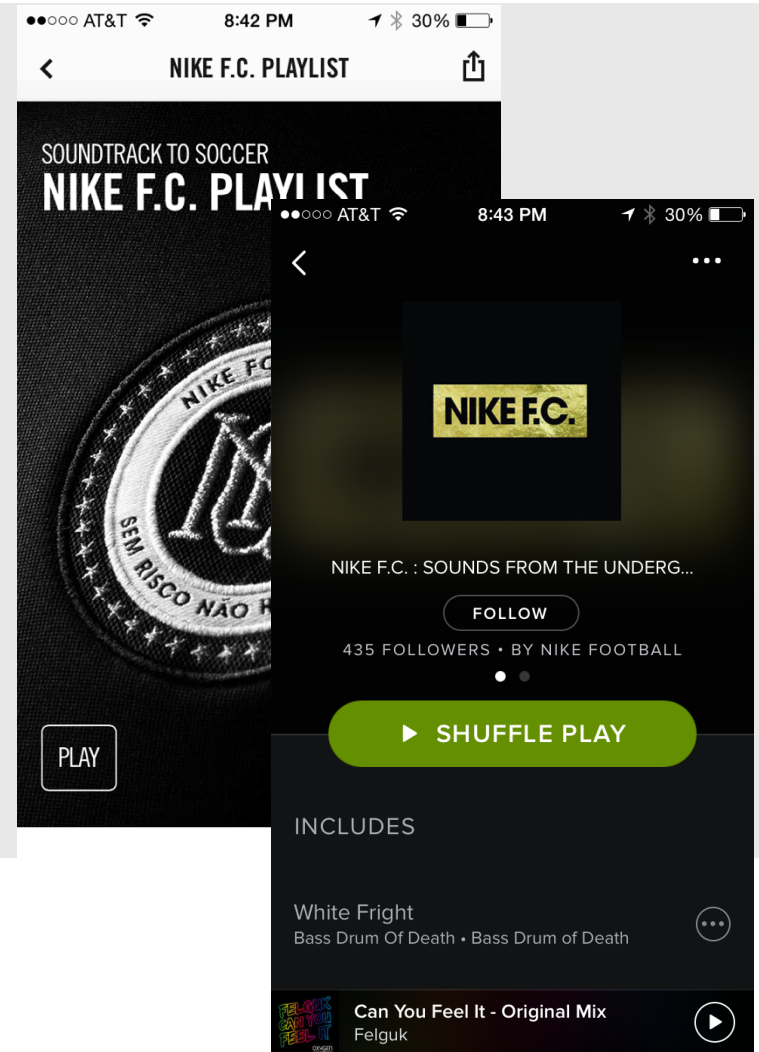
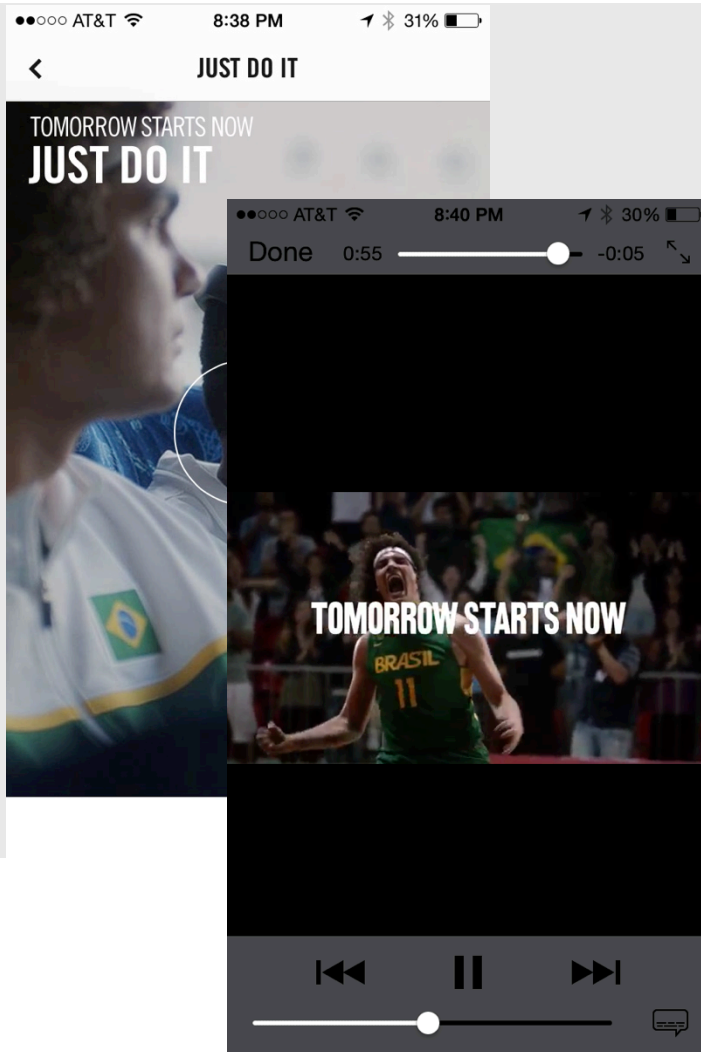
- Carve out your space on the device
- Give yourself the ability to reach out
- Tap into the unique data you can get from mobile
- Combine your mobile data with CRM & POS
- Create natural brand experiences your customers will value



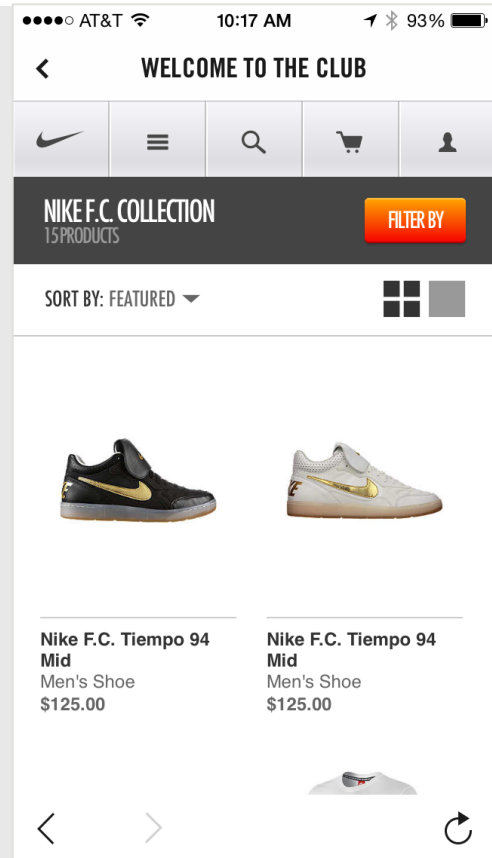
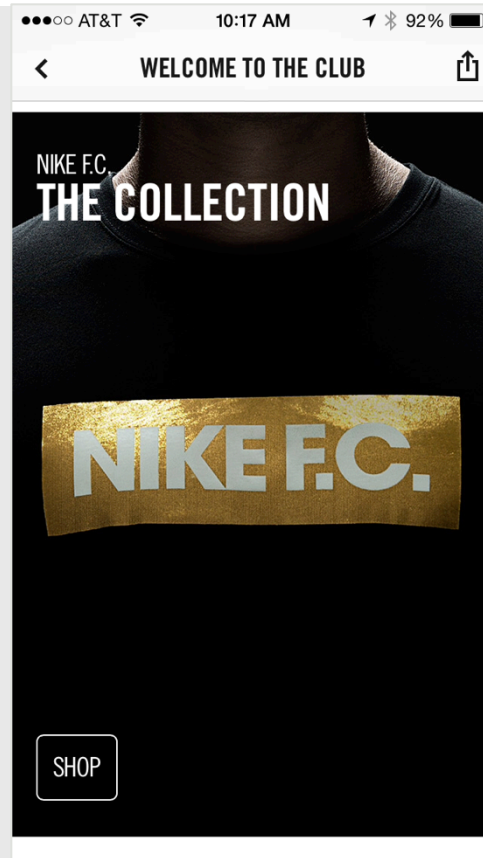
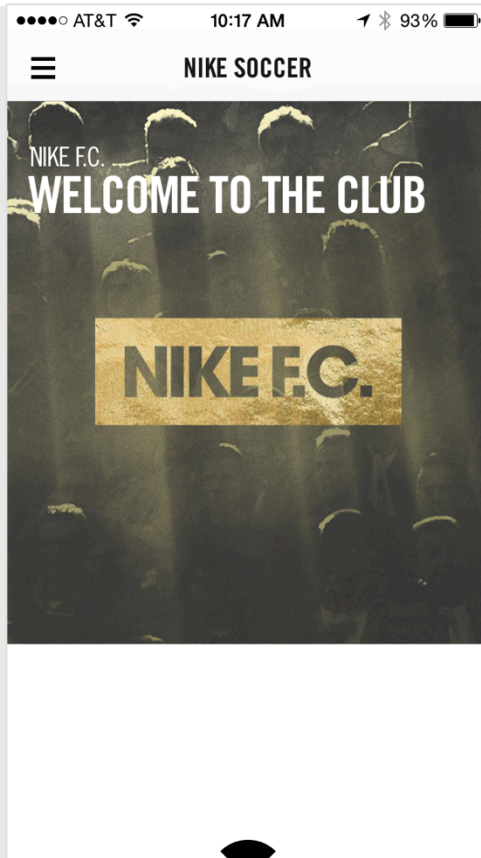
An app more beautiful than the game itself



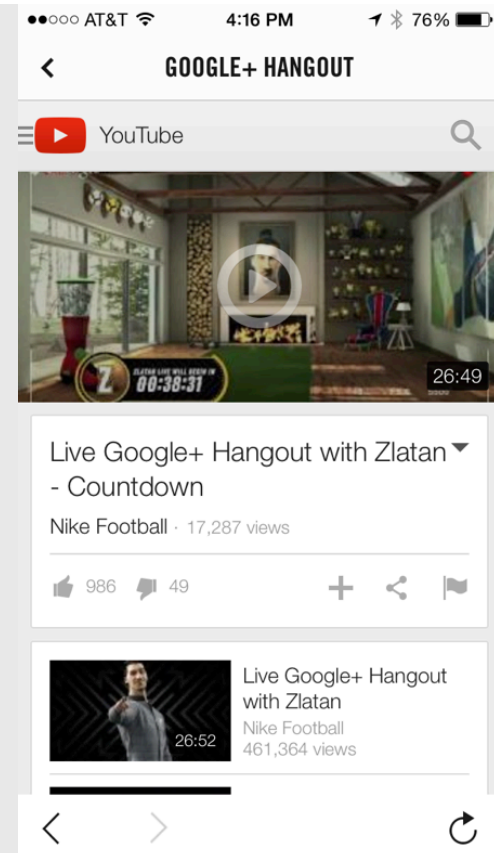
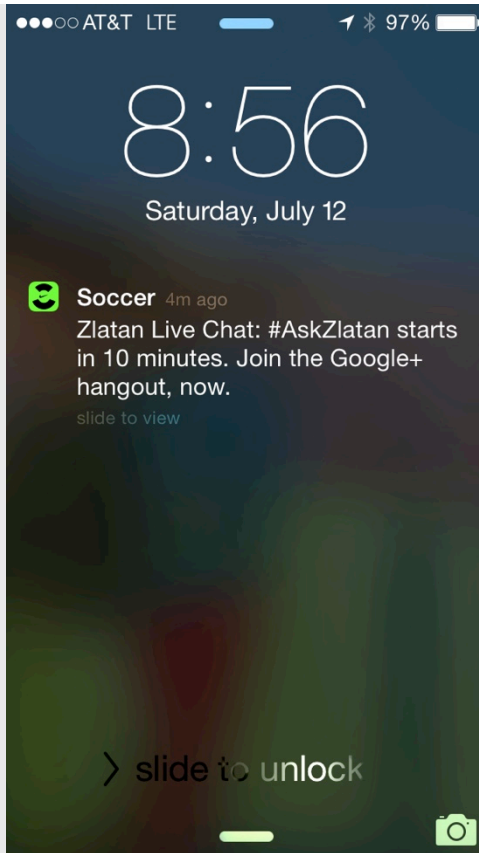
A beautiful way to build brand



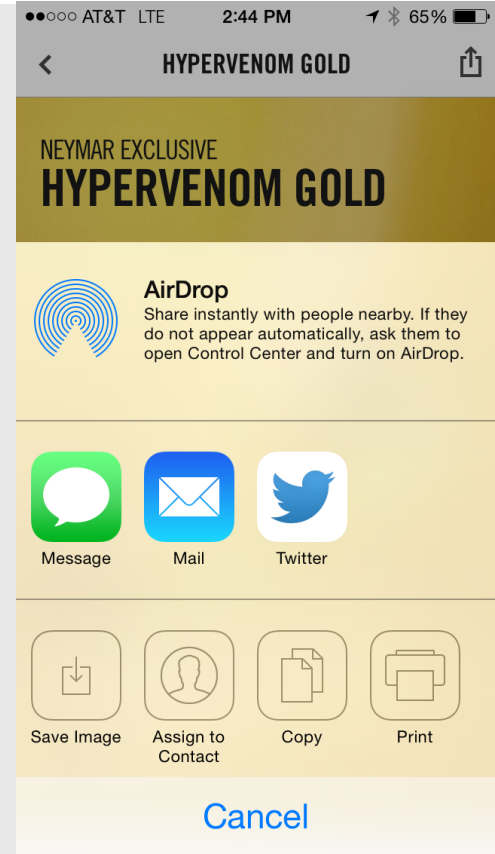
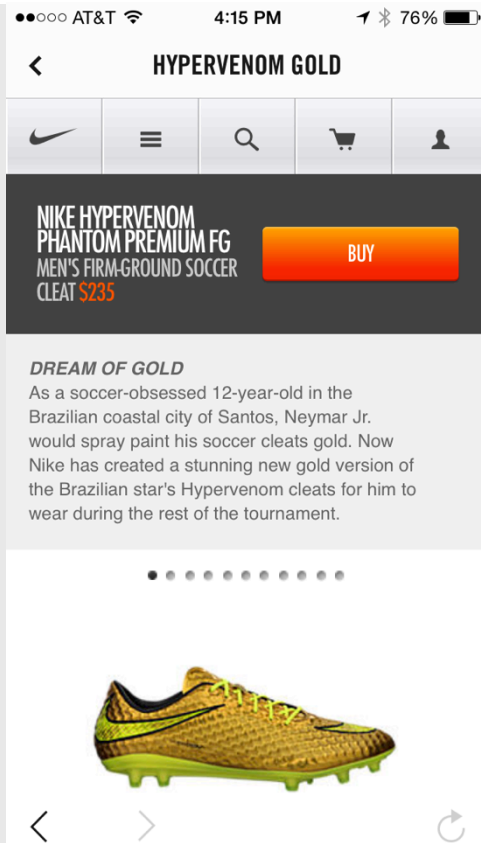
A beautiful way to sell product



A beautiful way to build buzz



A beautiful way to launch new products



A beautiful way to build relationships



Nike Soccer



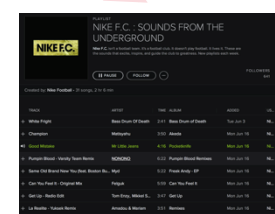
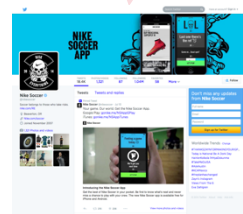
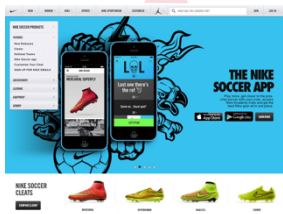
Nike.com

YouTube

Twitter

Facebook

Spotify



Apps as the epicenter of digital strategy

- Create and own moments for your brand
- Multidimensional view of your customer
- Build a way to start owning your data
 - Current & historical location
 - Macro & micro location
 - Purchase, usage & profile data



Apps as the epicenter of digital strategy



NIKE SOCCER PRODUCTS

FEATURES

- New Releases
- Cleats
- National Teams
- Nike Soccer app
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- SIGN UP FOR NIKE EMAILS

NIKE SOCCER APP

THE NIKE SOCCER APP

Play more, get closer to the pros, chat soccer with your crew, access Nike Academy trials, and get the best Nike gear all in one place.

Download on the App Store | Get it on Google play | LEARN MORE

NIKE SOCCER CLEATS

COMPARE & SHOP

MERCURIAL | HYPERKOOP | MAGISTA | THRU



Nike Soccer

NIKE SOCCER APP

RISK EVERYTHING

Nike Soccer ✓

Outdoor Gear/Sporting Goods

Redirected from Nike Football

Timeline | About | Photos | Likes | Locations

37,745,817 likes

Jonathan Perelman, Dana Vetter Berg and 5 others like this.

Invite your friends to like this Page

Nike Soccer July 13 @

While you've been watching, they've been working. Next year belongs to the USWNT.



NIKE SOCCER APP

RISK EVERYTHING

18.4K TWEETS | 1,321 PHOTOS/VIDEOS | 87 FOLLOWING | 1,04M FOLLOWERS | 58 FAVORITES

Nike Soccer @nikesoccer

Soccer belongs to those who take risks. nike.com/R

Beaverton, OR

Nike.com/soccer

Joined November 2007

1,321 Photos and videos

Tweets and replies

Retweeted by Nike Soccer @nikesoccer · Jul 10

Your game. Our world. Get the Nike Soccer App. Google Play: gpnike.me/NSAppGPlay iTunes: gpnike.me/NSAppiTunes

Worldwide Trends

#ATHANKSZAYNFORMAKINGYOUURG...
Today is National Be & Dunk Day
HaitienKokols IHtyDokuma
#TakeMeOutSA
#ASKAustin
#RCAMango
#thepianhaschanged
Zayn's Instagram
Views From The 6



YouTube

NIKE SOCCER APP

RISK EVERYTHING

Nike Soccer

15,167 views · 4 days ago

Get the best of Nike Soccer in your pocket. Be first to know what's next and never miss a chance to play with your crew. The new Nike Soccer app is available free for iPhone and Android.

Google Play: <http://gpnike.me/NSAppGPlay> iTunes: <http://gpnike.me/NSAppiTunes>

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Nike Football

Featured

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The Risk Everything Take on the Day with Zlatan: Ep. 2 · 0:31

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Thank you!

Plenty of thought leadership to share

