

THE MOBILE MARKETING
ASSOCIATION FRANCE'S GUIDELINES



Push notifications, user manual 2015

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PREFACE : headache or opportunity?

It used to be easy

Remember ten years ago, when Nokia and Motorola reigned supreme in the mobile universe? Back then, if a brand wanted to announce a sale to its customers on their phone, it was easy: they just launched an SMS campaign (which, we should remember, is a channel that is far from obsolete).

Today marketing and technical departments face a first-world problem: their customers have never been so mobile¹, French people have never been so well equipped² and there have never been so many mobile push channels³.

So what do you do? Which do you choose? How do you integrate these new tools into an already busy relationship marketing landscape?

Essential

With this Guide, Mobile Marketing Association France intends to demystify push notification, a tool which we believe already to be essential, given that:

- *mobile web traffic is on its way to exceeding computer-based web traffic*
- *apps account for 86% of this mobile traffic⁴*
- *and push notifications are by far the best tool to incite users to revisit an application*

QED.

Not siloed

Push notification is thus naturally poised to take on increasing importance in the marketing mix throughout the 2010-2020 decade. However, it must be understood as part of a global customer relation approach, and not siloed. Briefly put: don't add another layer of frosting to the customer relationship, but prioritize and segment to remain customercentric.

Enjoy reading

¹ 110% SIM penetration in France according to ARCEP (2014)

² 56% have a smartphone // four times more smartphones sold than computers in 2014 according to the 8th MMAF barometer (Jan. 2015)

³ SMS, push notification, Passbook, Beacon, etc.

⁴ Flurry Analytics, 2014



I

THE KEY STEPS TO BUILDING A PUSH NOTIFICATION STRATEGY

1

BEFORE STARTING YOUR PUSH NOTIFICATION CAMPAIGNS

A. DEFINITIONS : let's call things by the right name

Notification is the only communication channel specifically designed for mobile apps. It enables advertisers, publishers and developers to increase mobile users' engagement with their app.

THERE ARE SEVERAL TYPES OF NOTIFICATION:

■ Push notification

Also called push technology, remote push or native push, it is the most common type of notification. With this format, a message is sent to the app's users, and is displayed in the device's notification center and indicated by a banner. Push notification seeks to trigger a user session or send an instant message.

■ In-App message

The primary characteristic of this type of notification is that it is only delivered when the application is in use. The inapp message is an integral part of the application. It contributes to personalizing and enriching the user experience.

■ Local push (also called « notification »)

Local push combines the functionalities of the two notification formats above. However, here the action is programmed within the app and triggered by a pre-defined action / event without need for an Internet connection or server interaction.

■ Data push

Data push sends information to the app that makes it possible to personalize the user experience without specific action by them.

■ Token

Unique identifier of the phone (device) on which the app is installed. This token is anonymous and is only communicated by the app to the publisher's information system if the user agrees to turn on notifications (see "how to collect opt in" section).

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BEFORE STARTING YOUR PUSH NOTIFICATION CAMPAIGNS

B. THE APPLICABLE LEGAL FRAMEWORK: does the LCEN apply or not?



The rules governing “direct solicitation by electronic mail” were not written to apply to push notifications (a). This does not mean that users have no rights in this area (b). However, these rights are organized by the app platforms (c).

i. Push notifications are not covered by the definitions of the LCEN

Push notifications do not have the characteristics defined in 2004 by the legislator and which apply to direct solicitation “by electronic mail” or, since June 2014, by an “automated electronic communication system” (formerly, automated call centers).

The notion of “direct solicitation” was defined by the LCEN as “the sending of any message aimed at directly or indirectly promoting goods, services, or the image of a person selling goods or supplying services”. Most push notifications promote a product, service or company. However, this notion relates to methods of communication “that use the contact information for a natural person”, with this “contact information” constituting “personal data” of the recipient, collected “from him or her” or for which s/he “accepts that it be used for purposes of direct solicitation”. But push notifications are not sent via personal “contact information” previously provided by the user him or herself.*

In addition, in terms of their method of dissemination, push notifications do not necessarily constitute “electronic mail”, defined by article I.IV of the LCEN as the sending of any type of content stored on a server or in the user’s terminal “until he or she collects it”. Push notifications cannot be assimilated to electronic mail when they can be deleted at any time from the user’s terminal, without regard for his or her wishes or inaction.

ii. Push notifications: users’ rights

Users’ rights vary depending on the application platform concerned, (see pages 8 to 12):

- ***Opt-in (prior agreement):*** offering a choice of a “yes” or “no” answer and the possibility to modify it later constitutes a prior agreement mechanism not required by existing regulations. This opt-in system is nonetheless mandatory on iOS and Windows Phone.
- ***Opt-out (refusal right):*** which enables the display of push notifications unless the user specifically opts against it, is not illegal, for two reasons. Firstly, because the LCEN is not applicable to push notifications (item i above). Secondly, because the LCEN, like the “Information technologies and freedoms” act, subjects the sending of commercial offers to a simple refusal right, when these concern products or

services supplied by the publisher of the mobile app. However, even if the displayed notification concerns a service that is not provided by the app publisher, the inapplicability of the LCEN makes this type of notification legal.

iii. The responsibility of the app publisher or its advertising division

Some might fear that the prior consent requirement could be applied by regulators to push notifications, even if this distorts the applicable laws and regulations as written. But whatever the wishes of the app publisher or advertising division, user rights are organized by the application platforms, which should be solely responsible to regulators if the law's application is modified.



Memo drafted by Etienne Drouard, Attorney at law, Partner with K&L GATES

1 BEFORE STARTING YOUR PUSH NOTIFICATION CAMPAIGNS

C. OPTIN AND OPTOUT: what no one ever told you...

The first step in implementing a CRM strategy via push notification is to form the database of tokens of your app's users. To create this database and send push notification campaigns, you must first collect the consent of every user. Remember that only people who have downloaded your app will be able to receive these notifications.

The method for collecting this consent is different on the Apple, Android and Microsoft platforms.



To receive notifications the user must click on "OK"



For Apple, consent must be collected via an opt-in approach.

To do this, the user executes a specific action to turn on notifications. The example of the Le Monde app, opposite, illustrates this situation, in which the user must click on "OK" to agree to receive notifications from the Le Monde app.



Turn notifications on / off

There are two possible methods for turning off notifications on the Apple platform:

1. At a minimum, the user can navigate to the “Notifications” section in his or her device settings. This contains a list of all the apps for which they have notifications turned on or off. For each application, a dedicated screen allows users to turn notifications on or off, and configure their reception format.

2. The second method for turning off notifications is found in the settings within the app itself (Configuration section). Setting notifications inside the app is less common because it requires specific development and thus generates an extra cost. The unsubscribe principle remains the same, sometimes with granular options to opt in or out of a certain category of notifications.

Choix du mode de réception

L'utilisateur précise son mode d'alerte préféré vibration/son

Segmentation par créneaux horaires

L'utilisateur indique ses horaires de fréquentation pour ne pas recevoir toutes les alertes de la journée

Personnalisation du consentement

L'utilisateur sélectionne uniquement les lignes qu'il emprunte

Segmentation par jours de la semaine

L'utilisateur indique ses jours de fréquentation pour ne pas recevoir des alertes tous les jours

Example of the SNCF Transilien app in which the traveller can choose his or her route (and more)

ON ANDROID



In the case of Android apps, collecting consent takes the form of an opt-out. Unlike the opt-in, an opt-out constitutes consent by default.

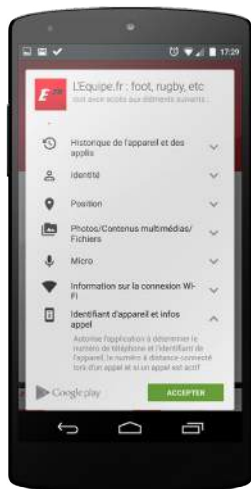
In practice, this takes place via a screen displayed during the app's installation telling the consumer that by installing this app, he or she accepts various conditions which are organized into categories (Identity, Location, Photo, etc.), as in the example of the Le Monde app below.

Thus, information about receiving notifications is not clearly indicated and the consumer is not given the possibility of refusing notifications at the time the app is installed.

To be more precise, what occurs is not activation of notifications, but rather authorizing the app to collect the user's token (the user's identifier/contact key for receiving notifications). Some apps collect the token upon installation, and explicitly offer the user the choice of receiving notifications in a later step.



This approach to token collection is generalized in Android apps, as we can see with other examples of apps, below:



To turn off notifications after installation, or to opt out after a period of use, several possibilities exist which vary based on the version of the Android OS installed on the user's phone.

It might be possible in the app settings, provided this functionality was developed. In fact, this is the only possibility for Android devices running version 2.3, the older version of the OS which is increasingly rare today and fated to disappear soon (fewer than 10% in February 2015 according to Google).

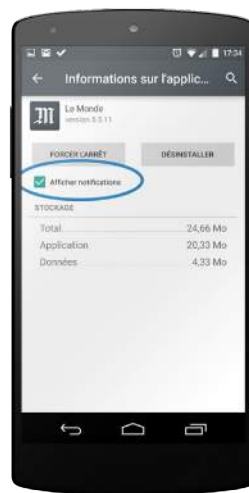
Example under OS 2.3



Example for 4.0 and higher



Otherwise, this happens in the phone settings in the app section for Android phones running version 4.0 and higher (or tablets running version 3.0 or higher). Notifications can be turned on or off in the settings for each app, as shown in the example of Le Monde, below.



ON WINDOWS PHONE



Windows Phone apps also allow push notifications. Collecting consent takes place via an opt in process. This works very much like with Apple devices, with an explicit agreement requested from the user to activate push notifications.

The example of the 20 Minutes app, below, illustrates this opt in approach. The form is presented to the user during the app installation process.

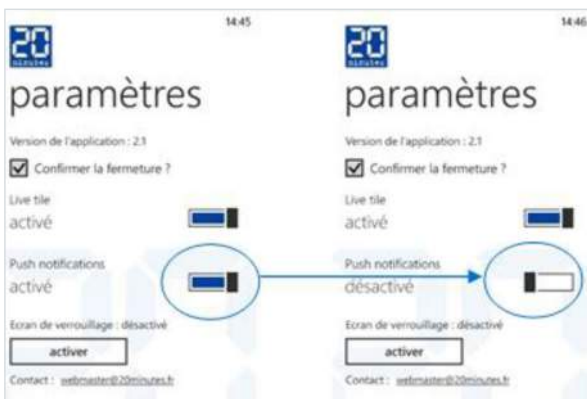


To receive notifications the user must click on "OK"

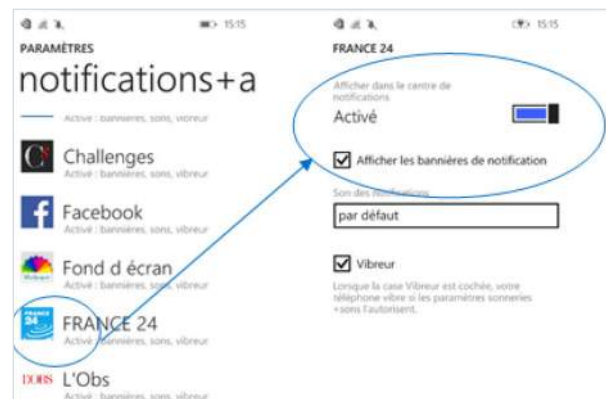
Windows Phone users have several options for turning off push notifications:

1. In the app settings
2. In the phone settings in the notification center

(1) App settings



(1) Phone settings



HOW TO DEAL WITH THE DROP

We are increasingly seeing a drop in the percentage of notifications turned on within the app pool. This phenomenon is due to several factors:

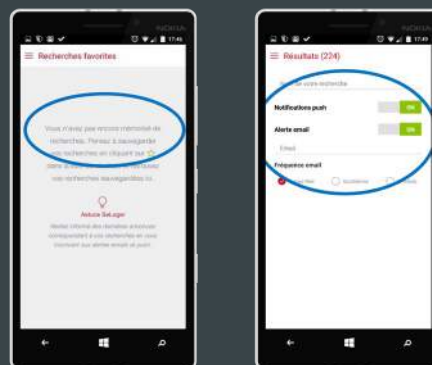
- changing habits and user education
- growing volumes of notifications sent
- requests to authorize notifications without any explanation of what these might contain
- collecting consent at an inopportune time
- ...

In general, consumers today are not as likely to turn on notifications, to avoid being flooded with messages that may or may not be relevant to them. It is essential to adopt the user's point of view and ask the right questions to optimize opt-in rates. If notifications are perceived as bringing real benefit, it will be easier to convince the user to turn them on.

By answering the following questions, you can adjust the collection pathway, modify the user message, and increase the rate of notification subscription:

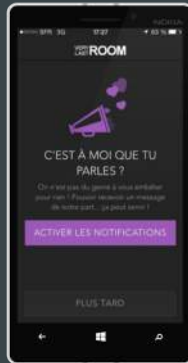
- What advantage, service or benefit does the notification provide?
- When is the most relevant time to ask users to turn on notifications?
- What is the frequency and volume of notifications sent?
- How can notifications be turned off?
- ...

In the example of the *Se Loger* app, notifications are not proposed during installation, but at a specific moment during use. The consumer has just completed a search and is asked if he or she wants to be informed of any new ad that corresponds to this search. This approach is more effective because the consumer is actively engaged within the app.



HOW TO DEAL WITH THE DROP (THE FOLLOWING)

In this second example, Very Last Room proposes notifications after a first search has been performed. To stand out even more, a specific screen was developed using a relaxed tone to enhance the relationship with the consumer.



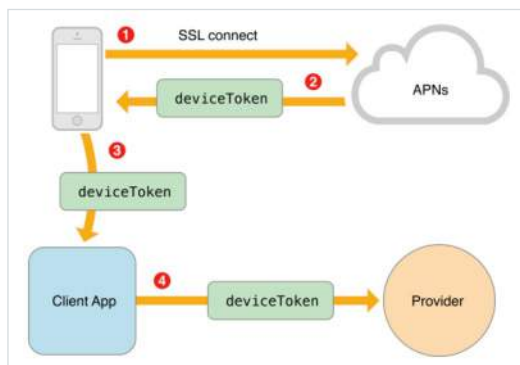
In conclusion, each advertiser should adapt their own collection pathway, applying a usercentric approach to effectively optimize optin consent.

1

BEFORE STARTING YOUR PUSH NOTIFICATION CAMPAIGNS

D. INITIAL TECHNICAL SETUP: did you say SDK?

Notifications are based on the native capacities of the major mobile platforms, and require the use of the manufacturers' services: Apple Push Notification Service (APNS), Microsoft Push Notification Service (MPNS) and Google Cloud Messaging (GCM).



Shown opposite is an example of kinematics proposed by Apple to recover the token for a given mobile user and a given app.

To begin sending notifications, you can use the notification solution of the partner that developed the mobile app (if such a solution is available), or turn to a specialist and integrate an SDK which will let you “take control” of notifications.



**ANOTHER SDK?
HOW BIG?
HOW DO I INTEGRATE IT?
WILL IT CONFLICT WITH THE OTHER SDKS?**

These are the kinds of questions asked by marketing, project and IT teams when we talk about implementing an SDK.

There is no single best practice when it comes to choosing and implementing an SDK, as there are so many variations with different functionalities and purposes. However, here are some basic notions that will help you: if only notifications corresponding to the basic services available with APNS, MPNS or GCM are needed, no SDK is necessary because the actions are executed from the server. However, usage scenarios are fairly limited in this case.

There must first be a connection to each service. The action then enabled is a mass push without real segmentation or information about users' habits and tastes. While this meets "breaking news" type needs, we are far from CRM approaches based on analytics and segmentation. Finally, you must be able to manage and ensure the maintenance of the connections with the various servers.

An SDK gives you additional possibilities: it is a tool kit that lets you use several software programs to meet defined needs. Several push notification SDKs exist in the market, with specific purposes such as:

- communicate statistics: deliverability, interaction
- manage push notification systems and inapp messages with greater flexibility to customize notification formats
- communicate usage analytics (tracking) related to notifications, to the app and/or to users
- communicate information from devices such as the type of device, service provider, geolocation, network

The choice of SDK will thus be based on the ease of integration (documentation, integration time, testing), information sources (backoffice, reporting, etc.) and the type of information (log, crashes, visits, interaction, calls to action, behavioral and/or declarative data, etc.).



VARIABLE INTEGRATION TIME

Depending on the goals and issues addressed by the app publisher, the time needed to integrate an SDK will vary (from a few minutes to several hours).



SDK SIZE

This is variable, from a few Ko to a few Mo. However, compiling the SDK during integration reduces its size.



A FEW BEST PRACTICES FOR SDK INTEGRATION

■ Follow the instructions carefully!

We frequently see integration errors when developers have already implemented a push notification system and therefore think they can skip or modify steps in the integration process. The final result is usually extra iterations or usage regressions.

■ Plan an iterative system

Adapt to an app release plan and check that there is no new updated version of the SDK. Like apps and operating systems, SDKs are constantly evolving and adding new functionalities. You must therefore get used to checking that the installed version is the most recent.

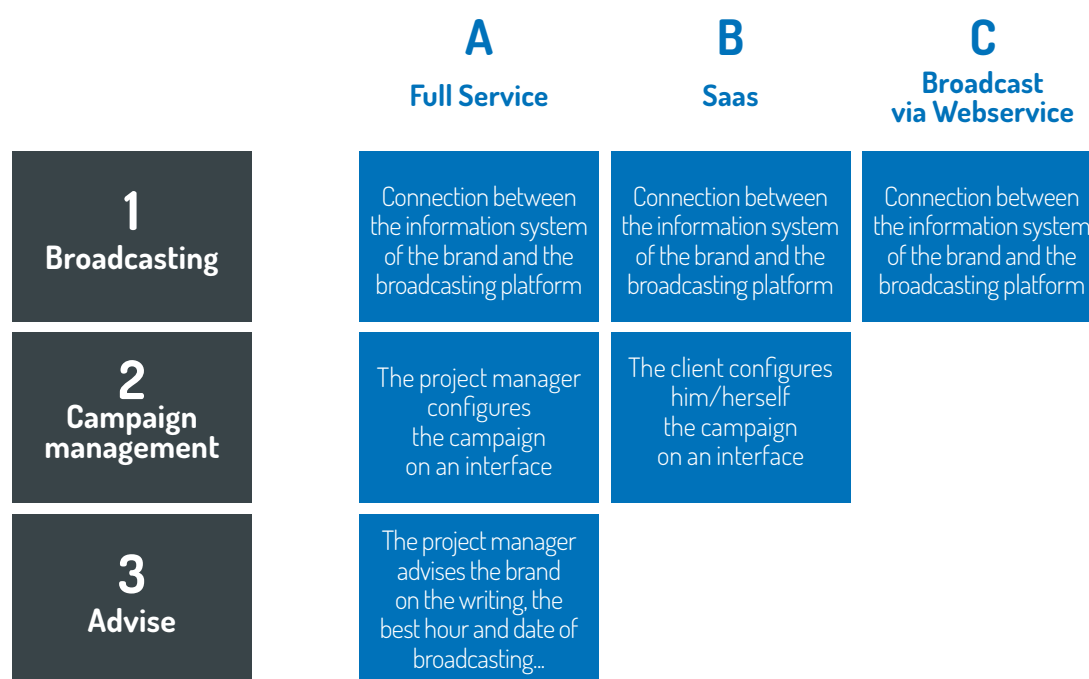
■ Plan Dev and Prod environments

This seems obvious, but often the biggest error is to not differentiate between the development and production environment. An SDK generally has a unique identification code attached to an app (Dev or Prod), as well as a unique identifier. Because these two elements can be swapped, it is customary to partition the environment to avoid corrupting data communication or impacting users in a Prod environment. This lets you avoid, for example, sending a push notification called "My test" to a million phones.

2 (BEFORE) HOW TO CARRY OUT YOUR PUSH NOTIFICATION CAMPAIGNS

There are three approaches to sending push notifications:

- **Full Service** : the advertiser/publisher briefs the service provider, who implements the campaign end-to-end
- **SaaS** : the advertiser/publisher configures the campaign themselves, using an SaaS tool/solution
- **API** : a web service connection, for example, to enable routing



Analytics interface + tailor-made reporting on demand

1. FULL SERVICE

As with email and SMS campaigns, the advertiser may delegate the implementation of the push notification campaign to a partner. The brief must contain various elements:

- **The message**

Either a complete and finalized message, or the outline and goals of the message so that the partner can make proposals for the client to approve or edit.

- **The date and time of the campaign**

The final item needed to execute the campaign is to define the push period. On this aspect, the partner may make proposals to guide the client in selecting the most appropriate time to launch their campaign.

■ **The token database. Two possibilities from a technical standpoint:**

The token database is interfaced with the partner's tool. In this case, the advertiser will specify the segment(s) of the token database that it wishes to target with this campaign.

Or the token database is not interfaced with the partner's tool, and the advertiser will provide the segment(s) of the token database to use for this campaign.

Once these three aspects are defined, the partner sends a test message for approval.

This is equivalent to the "final proof" sent by printers to an advertiser for approval before printing.

For this "final proof" the client's test phone token must be integrated into the campaign push tool. Once the "final proof" is approved by the client, the campaign is scheduled and pushed on the planned date.

Once the campaign is executed, a distribution report is sent to the client with various tracking indicators: planned push volume, volume sent, errors (notifications not received and confirmed by Apple/Android/Microsoft).

This distribution report is either available online or as a document sent to the client.

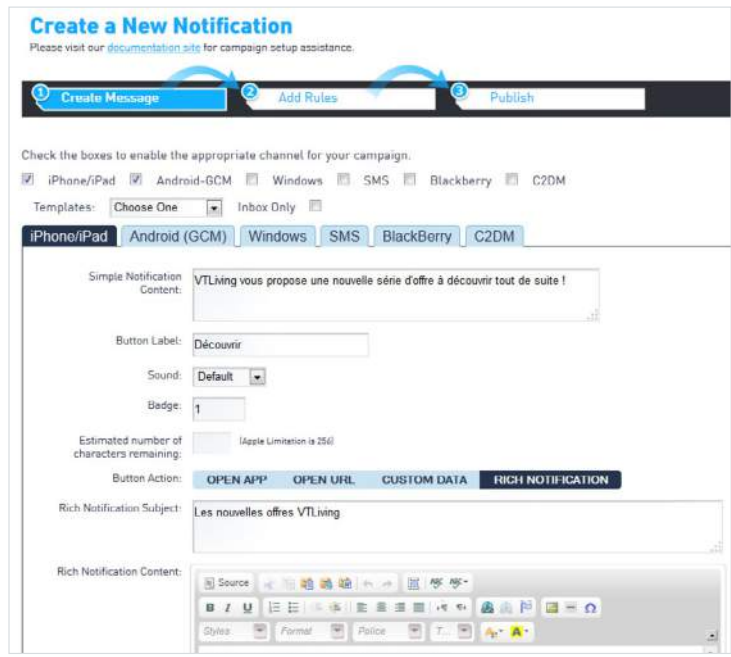
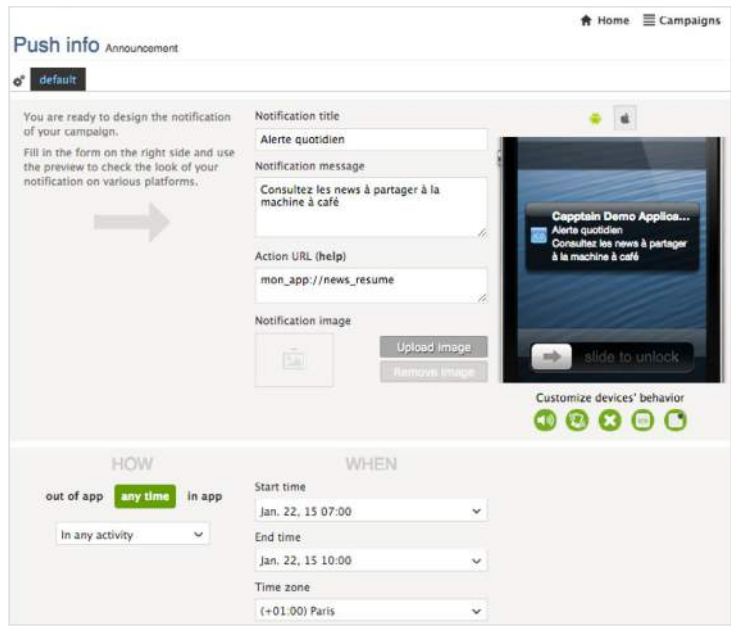
To enable dissemination of the campaign, the tool used for push notification must first be configured with the advertiser's certificates associated with the Apple/Android/Microsoft accounts. These certificates are valid for one year, and must therefore be renewed before their expiration date.

2. SAAS TOOL/SOLUTION

The SaaS (Software as a Service) model makes it possible to access functionalities without implementing any infrastructure, from an Internet browser and without any particular technical expertise.

The SaaS solution chosen must, if possible, make it possible to collect usage data within the apps (Analytics), segment the user base according to this data (possibly enriched via API with the data available to the app publishing company) and programme engagement scenarios combining the various push notification possibilities which will be triggered in real time as soon as a user meets the criteria of the target segment.

Here are examples of SaaS solution interfaces that allow you to manage your push notification campaign by defining the message and scenario trigger criteria: segment, message format, timing, etc.



The leading solutions on the market offer additional functionalities:

- Real-time data escalation
- User database segmentation based on CRM data, mobile terminal data, user behavior, language, time zone, frequency, product life cycle, window of opportunity, etc.,
- Sending of other types of mobile messaging: web push notification (from a browser), SMS, push via Passbook, etc.
- Detection of app crashes

3. API

In this offer, also called “routing”, the partner can provide APIs that enable direct interfacing between the advertiser/publisher’s IS and its mobile app with the partner’s push notification platform. This model is preferred in particular for apps that send “service” notifications related to the publisher’s business and to a specific event concerning the user, such as placing an order, exceeding an account threshold, etc.

Example of data exchange requests:

- Data is transmitted via HTTP requests using GET (POST is possible in the requests received by the partner, in this case the content must be in “multipart/formdata” format)
- The requests are in HTTP 1.1 format
- No redirect is supported (neither temporary nor permanent)
- The charset to be used is UTF8
- For all requests, the service must respond with an HTTP 200 code and content correctly formatted as follows:

```
<html>
<body>
<input name=»nom» value=»valeur»/>
```

Example of data exchanged to update a token:

Name of the field	Description	Format	Mandatory	Example
Campaign	The name of the campaign	String	Yes	ADD_TOKEN
Token	The token that must be registered	String (200)	Yes	123adfe475gbcd
Mobileid	The mobile ID	String (100)	Yes	lknlkgznz41654
Type	« C2DM » or « APNS »...	String	Yes	APNS
Appid	The App ID on which the broadcast is being done	Int32	Yes	42

2 (BEFORE) A GOOD PUSH NOTIFICATION CAMPAIGN

It is possible to configure various elements of the campaign:



- The issuer (from the name of the application in the Store)
- The message itself (which is measured not in characters but in bytes). On average, an iOS “banner” notification on the lock screen displays the first 60 characters, and Android the first 45
- The icon (image appearing to the left of the notification in certain OSs)
- The badge (red dot on the upper right corner of the application icon)
- The app landing page
- And for enriched notifications:
 - Calltoaction buttons
 - Visual
 - Sound
 - Vibration

Here are a few examples to illustrate the functionalities offered for each OS:

iOS PUSH NOTIFICATION



System push with icon and text



In-app message with image and text

ANDROID PUSH NOTIFICATION

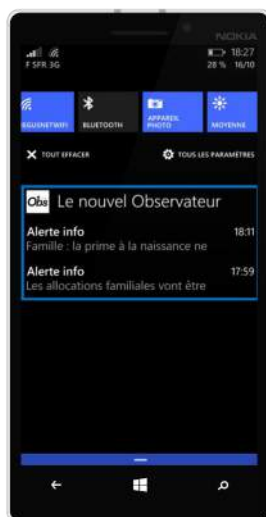


System push with icon, text and large image



Inapp message with text, image and call to action

WINDOWS PHONE PUSH NOTIFICATION



System push with icon



Live tiles with text, image and badge

Windows Phone also includes the “live tiles” format, exclusive to this environment, which links to the apps located on the home screen. These display the pushed content on the app launch tile on the home screen. The tiles also display notification badges (like the other OSs), which provide summary or status information specific to the app.

Here is a summary of the various configurations possible depending on the OS:

	iOS	Android	Windows Phone
Serveur	APNS	GCM	MPNS
Fonctionnalité Push Système	<input checked="" type="checkbox"/> Texte <input type="checkbox"/> Image <input type="checkbox"/> Grande Image <input checked="" type="checkbox"/> Badge <input checked="" type="checkbox"/> Icône <input checked="" type="checkbox"/> Vibration <input checked="" type="checkbox"/> Son <input checked="" type="checkbox"/> URL <input type="checkbox"/> Vignettes Dynamiques	<input checked="" type="checkbox"/> Texte <input checked="" type="checkbox"/> Image <input checked="" type="checkbox"/> Grande Image <input type="checkbox"/> Badge <input checked="" type="checkbox"/> Icône <input checked="" type="checkbox"/> Vibration <input checked="" type="checkbox"/> Son <input checked="" type="checkbox"/> URL <input type="checkbox"/> Vignettes Dynamiques	<input checked="" type="checkbox"/> Texte <input checked="" type="checkbox"/> Image <input type="checkbox"/> Grande Image <input checked="" type="checkbox"/> Badge <input checked="" type="checkbox"/> Icône <input checked="" type="checkbox"/> Vibration <input checked="" type="checkbox"/> Son <input checked="" type="checkbox"/> URL <input checked="" type="checkbox"/> Vignettes Dynamiques
Fonctionnalité In-App Message (Outil Tiers)	<input checked="" type="checkbox"/> Texte <input checked="" type="checkbox"/> Image <input checked="" type="checkbox"/> Pop-up <input checked="" type="checkbox"/> Banner <input checked="" type="checkbox"/> Landing Page <input checked="" type="checkbox"/> Call-to-Action	<input checked="" type="checkbox"/> Texte <input checked="" type="checkbox"/> Image <input checked="" type="checkbox"/> Pop-up <input checked="" type="checkbox"/> Banner <input checked="" type="checkbox"/> Landing Page <input checked="" type="checkbox"/> Call-to-Action	<input checked="" type="checkbox"/> Texte <input checked="" type="checkbox"/> Image <input checked="" type="checkbox"/> Pop-up <input checked="" type="checkbox"/> Banner <input checked="" type="checkbox"/> Landing Page <input checked="" type="checkbox"/> Call-to-Action
Action/Redirection	<input checked="" type="checkbox"/> In-App <input checked="" type="checkbox"/> Deeplink <input checked="" type="checkbox"/> Web <input checked="" type="checkbox"/> Store <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> SMS <input checked="" type="checkbox"/> Numéro de Téléphone	<input checked="" type="checkbox"/> In-App <input checked="" type="checkbox"/> Deeplink <input checked="" type="checkbox"/> Web <input checked="" type="checkbox"/> Store <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> SMS <input checked="" type="checkbox"/> Numéro de Téléphone	<input checked="" type="checkbox"/> In-App <input checked="" type="checkbox"/> Deeplink <input checked="" type="checkbox"/> Web <input checked="" type="checkbox"/> Store <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> SMS <input checked="" type="checkbox"/> Numéro de Téléphone

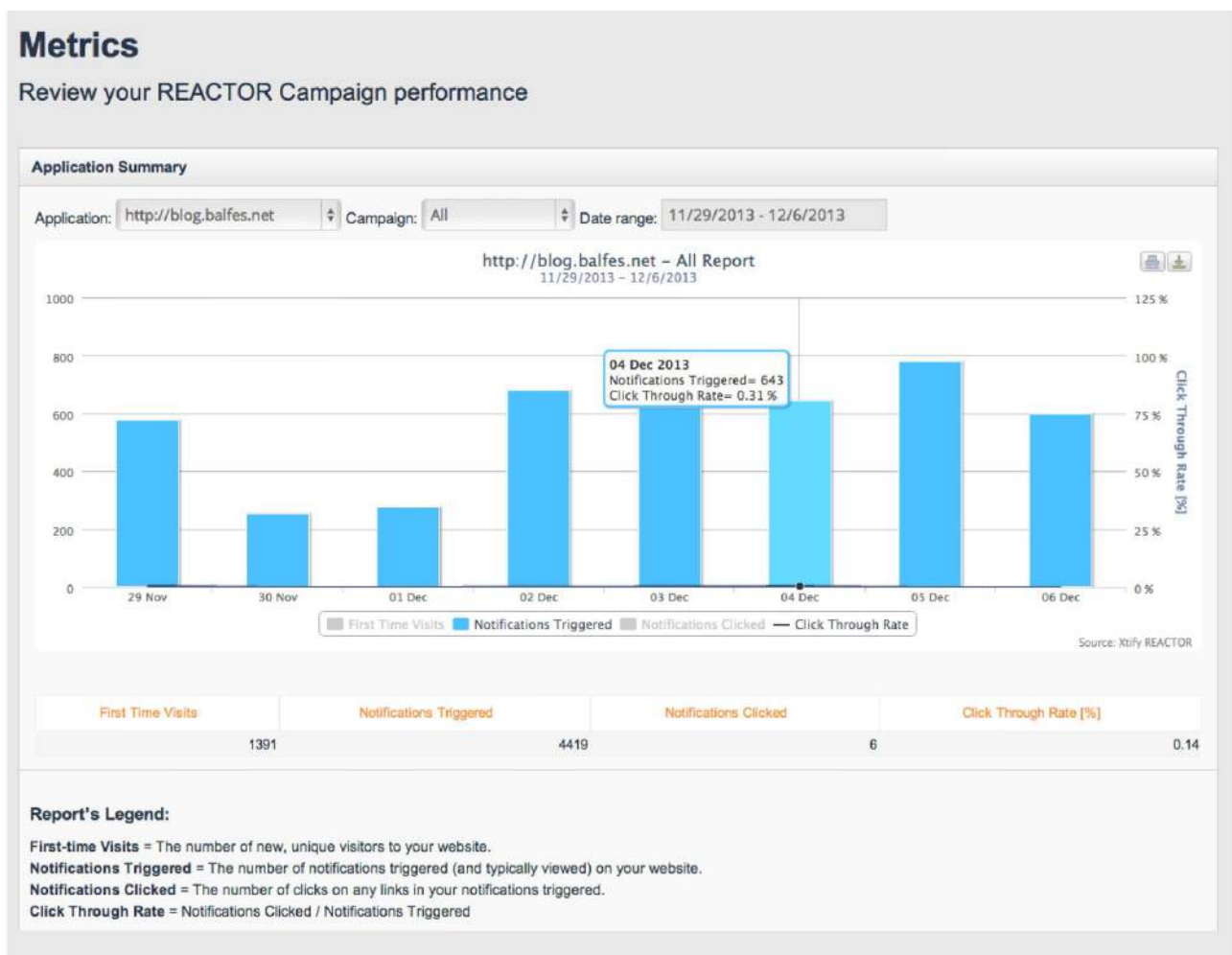
3

**(DURING) TRACK ROUTING
AND MANAGE PEAKS**

Tracking campaigns and their performance can take place in real time or after completion.

Unlike texts, a more costly channel but with strong operator commitments with regard to speed and reception quality, push notifications are sent by Apple, Google and Microsoft in “best effort” mode. It is therefore advisable to monitor message performance by app, type of message, sending calendar, etc.

Example of a real-time campaign tracking interface:



User data may also be available for batch or realtime import to thirdparty tools for more refined analyses.



THE IMPORTANCE OF THE RELIABILITY OF THE PUSH NOTIFICATION SOLUTION FOR LIVE EVENTS / BREAKING NEWS

One advantage of push notification is to be able to send relevant information to users at the right moment. During live events, the right moment corresponds to the instant the action is taking place.

Therefore, a large number of push notifications will be sent in a very short time, and potentially by several apps. It is therefore important that the push notification solution chosen is able to manage the necessary volume (scalable).

The “scalability” of the push notification tool is important, because during peak times it must be able to process and send all messages, without the quantity of pushes for a given app having an impact on the delivery of notifications to other apps.

4

(AFTER) REPORTING AND ANALYSIS: WHICH KPIS?

Among the many performance indicators (KPIs) related to notifications, three stand out:

1. **Sent:** the number of messages sent by the server
2. **Interaction:** the number of users who interacted with the message, either by clicking on it or deleting it (closed)
3. **Click:** the number of users who actually clicked on the message

Here is a summary of the primary indicators available by OS:

OS	Push Système via Serveur	Push Système via Outil Tiers	In-App Message via Outil Tiers
iOS	<input checked="" type="checkbox"/> Envoi <input type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic	<input checked="" type="checkbox"/> Envoi <input type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic	<input checked="" type="checkbox"/> Envoi <input checked="" type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic
Android	<input checked="" type="checkbox"/> Envoi <input checked="" type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic	<input checked="" type="checkbox"/> Envoi <input checked="" type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic	<input checked="" type="checkbox"/> Envoi <input checked="" type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic
Windows Phone	<input checked="" type="checkbox"/> Envoi <input type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic	<input checked="" type="checkbox"/> Envoi <input type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic	<input checked="" type="checkbox"/> Envoi <input checked="" type="checkbox"/> Fermeture <input checked="" type="checkbox"/> Clic

The various market solutions offer sections dedicated to statistics that are accessible via web interface. They enable download of information about usage and user behavior, such as active users, new users, pages visited/time spent on these pages, actions completed, type of device, crashes and errors. This information is periodically updated and consolidated.

Here is an example:



II

BEST PRACTICES IN PUSH NOTIFICATION

Here is a selection of theoretical cases or real examples of push notifications which seemed pertinent to us.

1

RICH PUSH NOTIFICATION

For better visibility in the notification center, it is possible with Android to send a visual notification similar to a web banner.

In the example of the La Redoute Android app opposite, the destination proposed for the click was a dedicated landing page to create a visual impact during the sale period.

Also of note: the unsubscribe proposal at the bottom of the landing page, to facilitate optout.



2

PUSH NOTIFICATION WITH SOUND

To further stand out, it is possible to add a sound that will play upon receipt of the notification. The sound file is not an "attachment" to the notification, but is stored in the mobile app.

In the two examples below, you hear:

- A typical tennis referee voice, rising in excitement when one of his favorite players has finished their French Open match ("game, set and match to Federer!")
- Children babbling in this app for young parents who want to take a photo of their baby every day to create a timelapse video (the sound notification serves as a reminder)

Application iOS
Roland Garros

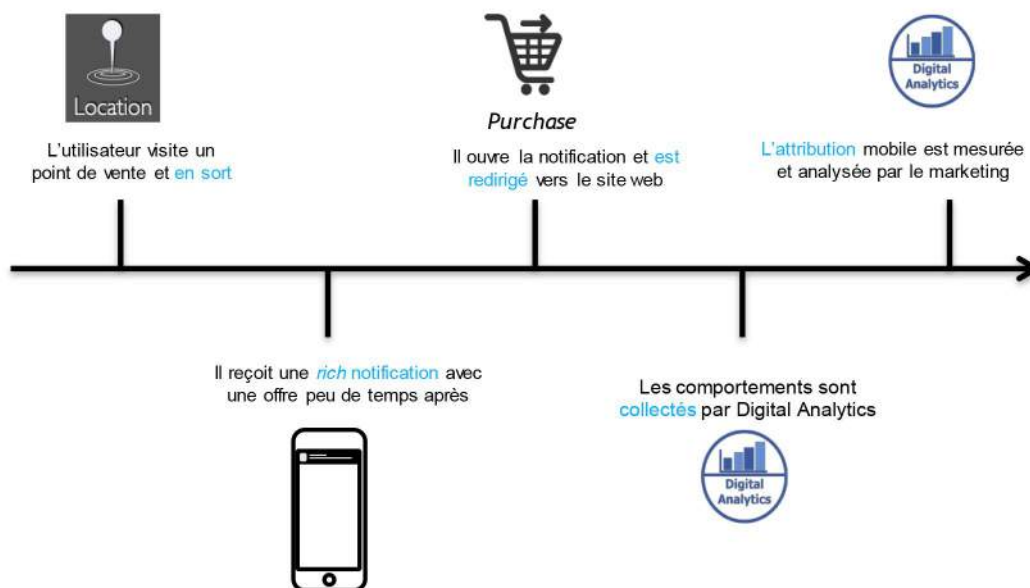


Application iOS
Dis Merci à la Dame



3 GEOLOCATED PUSH NOTIFICATION

Unlike the other direct marketing channels of email, SMS* or mail, push notifications can be geolocated using the smartphones' GPS (the consumer's location is recovered within the brand app, following an explicit request for consent), which opens up new consumer pathway prospects, such as this one:



* Clarification: geolocated push SMS is possible in some countries, but with many constraints which is why it is not very used by marketers.



Here is an example of a geolocated notification in the United States received by the fans of the Boston Celtics basketball team when they arrive at the club's home court (TD Garden). Prerequisites: they must have the Boston Celtics app, consent to geolocation and not turn off the smartphone GPS. They then receive a message presenting the game of the day.

4

TRIGGER NOTIFICATION IN THE CLIENT LIFE CYCLE

In addition to "oneshot" notification campaigns, it is advisable to integrate "trigger" notifications in the client life cycle which are triggered by a specific event.

Example below for the Easyvoyage mobile app with three types of notification:

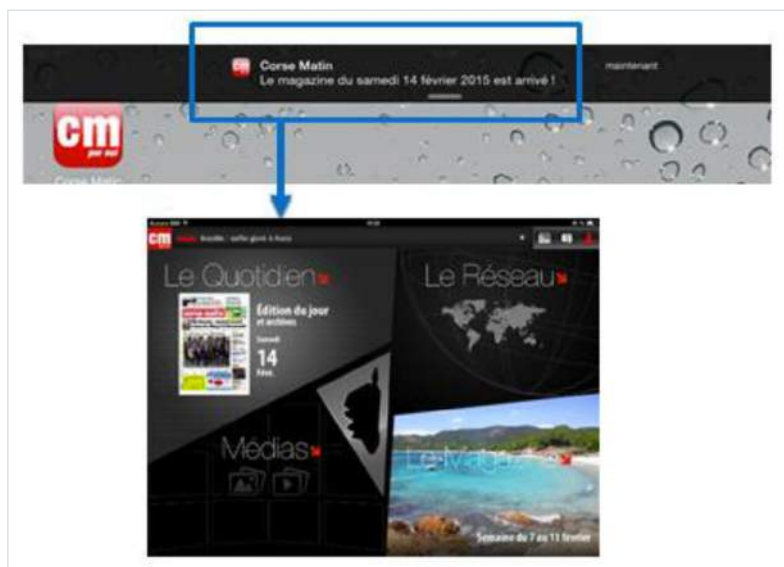
- D+1 after downloading the app: welcome and reassurance notification
- D+3 after the latest search for a flight: cross-sell notification
- D+45 after the last use of the app: reactivation notification



Other examples of notifications that are triggered by the client life cycle from the Nestlé Bébé app:



5 LOCAL PUSH NOTIFICATION



Local push notification can be used to alert users of a recurring and predictable event upstream from the publication of the app. In the example opposite, Corse Matin sends an alert every Saturday morning at 10 AM about the release of the weekly magazine supplement.

The technical specificity is that an automated push every Saturday at 10 AM is directly integrated into the app code with no external intervention.

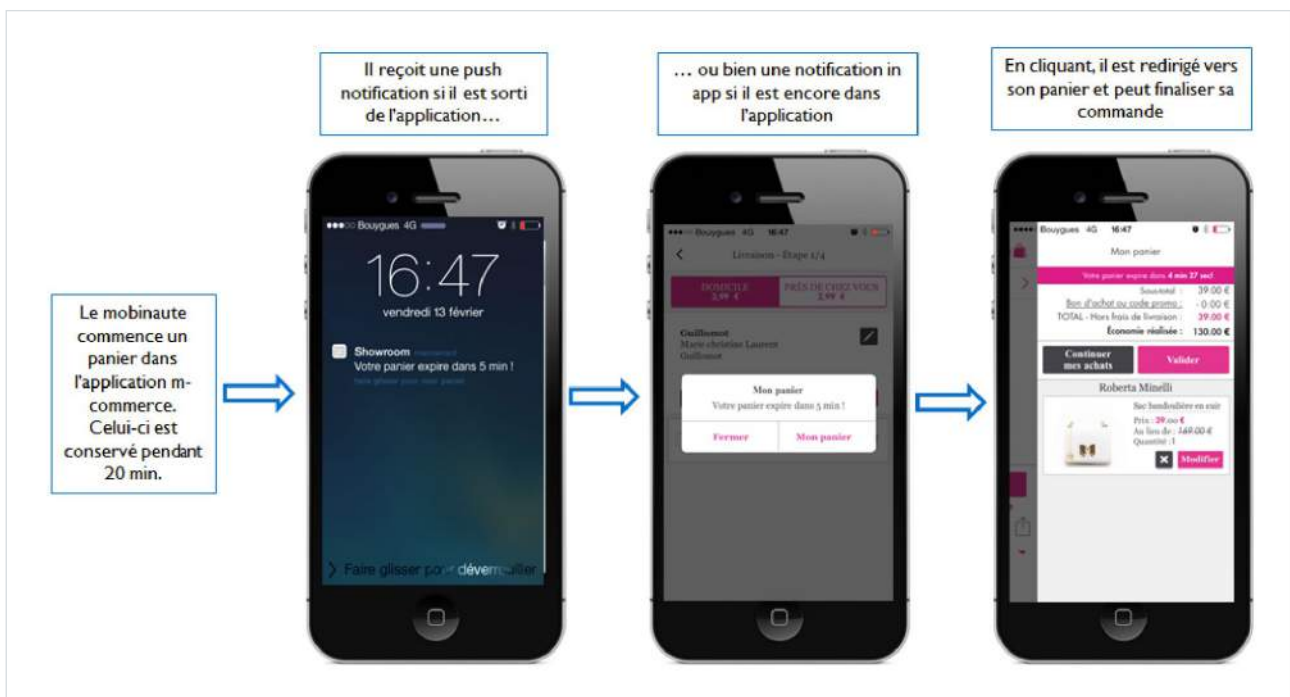
6

NOTIFICATION FOR ABANDONED CARTS

Like ecommerce websites, mobile commerce apps implement mechanisms to “re engage” users who have abandoned their carts.

ShowRoomPrivé implemented kinematics with a dual pathway:

- push notification reminder if the mobile user has closed the app
- or in app notification if the application is still open



7 PUSH NOTIFICATION TO IMPROVE THE RANKING OF THE APP

Instead of sending a message to all people who download an app (with the risk of users who are not satisfied responding more often and faster than the others), it is advisable to identify the users who have shown the most interest in your app and send them a notification inviting them to rate and review the app at their Store.

Une notification est envoyée pour inciter à noter l'application



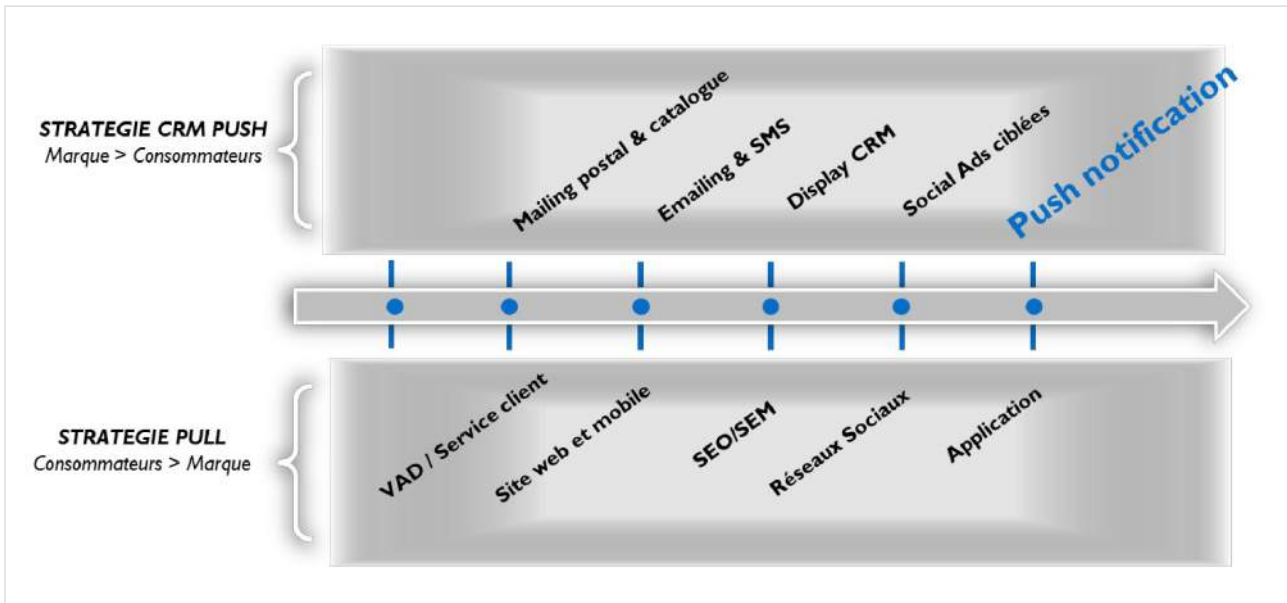
L'utilisateur est redirigé vers le Store d'App pour noter l'application



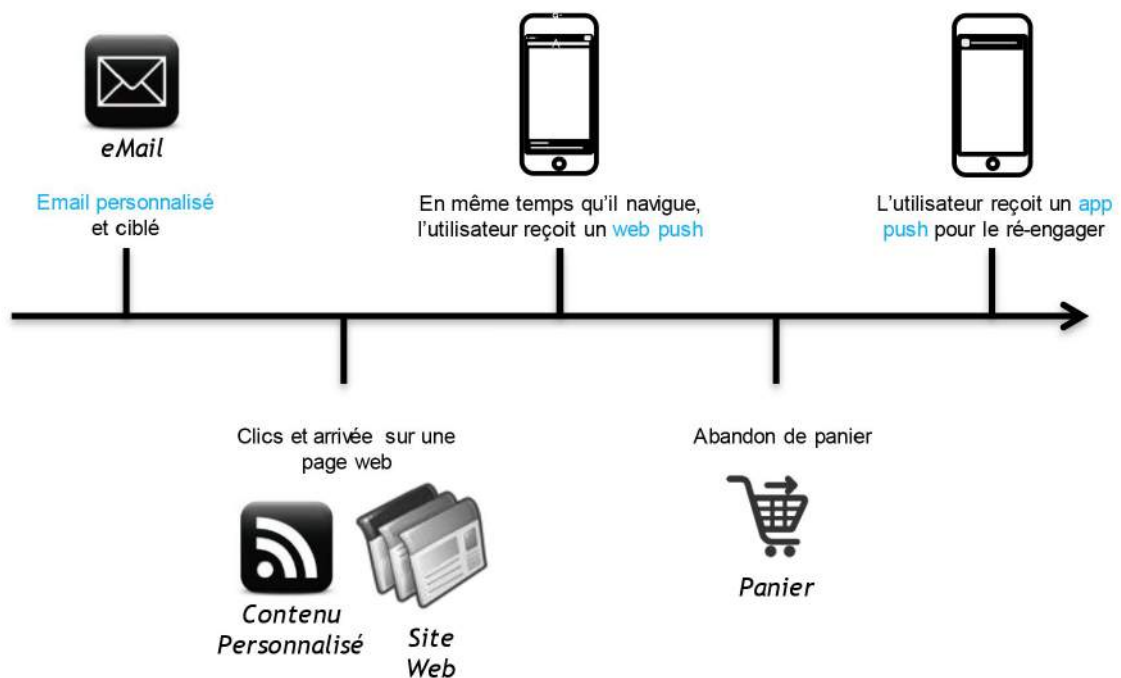
III

THE FINAL WORD

Push notification is perceived by marketing and CRM directors as an additional channel for interaction between a brand and its customers: it must therefore be integrated into the brand's CRM strategy and find its place within the existing relationship marketing approach:



It must also enable brands to find new opportunities for meaningful contact and to design multi-channel scenarios as illustrated below:



Mobile Marketing Association France : about us

Mobile Marketing Association France is the only association dedicated to marketing, advertising and CRM via mobile and tablet in France. It includes the major mobile marketing and advertising players: agencies, producers, technical providers, mobile operators, measurement institutes, manufacturers, etc. It is the benchmark professional organization in the sector.

To go further

Various members of the association are able to support you with your push notification needs (alphabetical list):

- Atsukè
- Azure Mobile Engagement (Microsoft)
- CLX
- CM T telecom
- IBM (Xtify)
- High Co
- Mblox
- MyElephant
- Netsize
- OBS
- Ocito
- Phoceis
- SAP
- Snapp
- Sofialys
- userADgents

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