Re-engineering the brand dialogue

Urban Airship
@bhieggelke

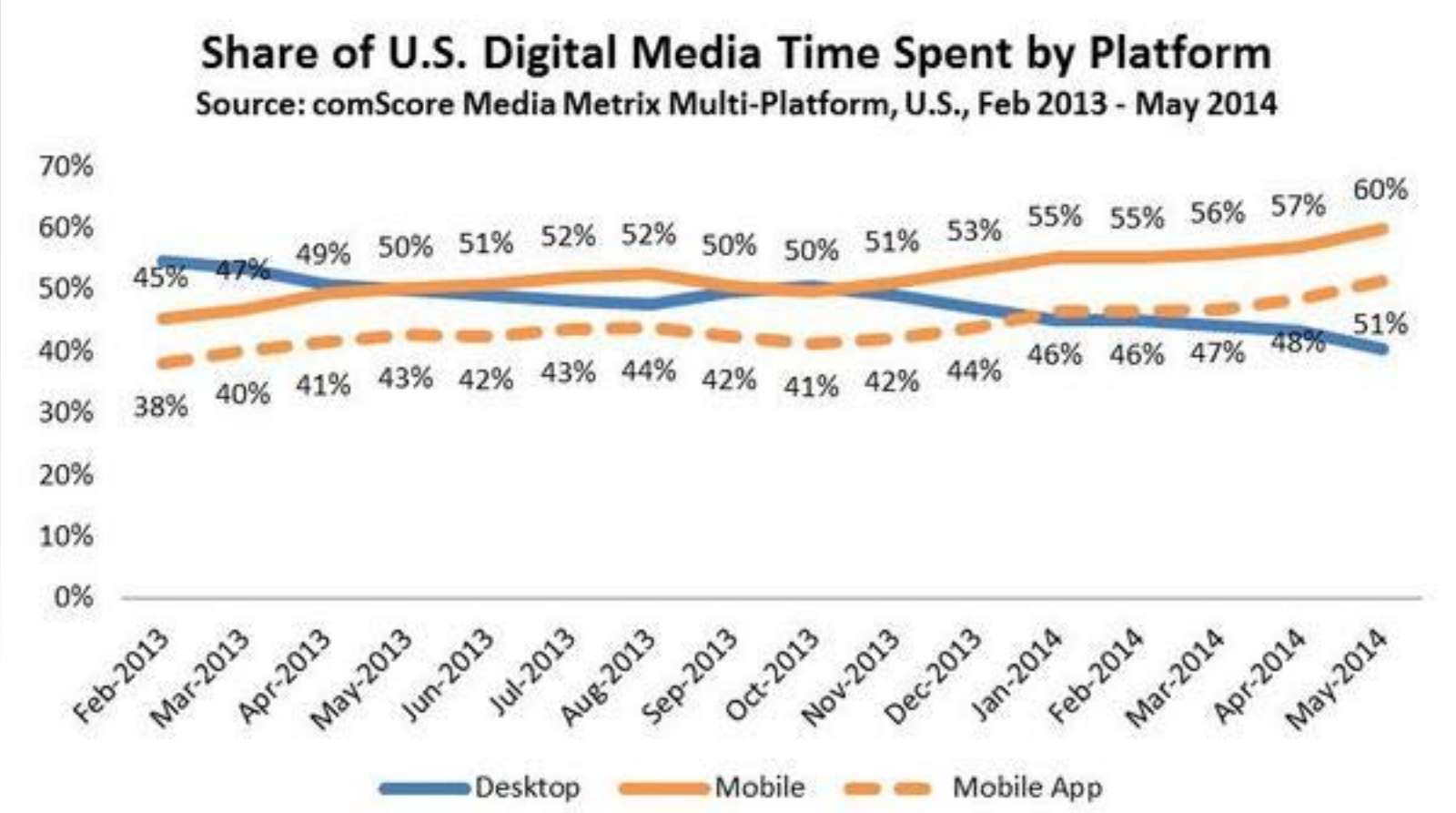
Consumers check their phones ~200/day

“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 mobile moments add up



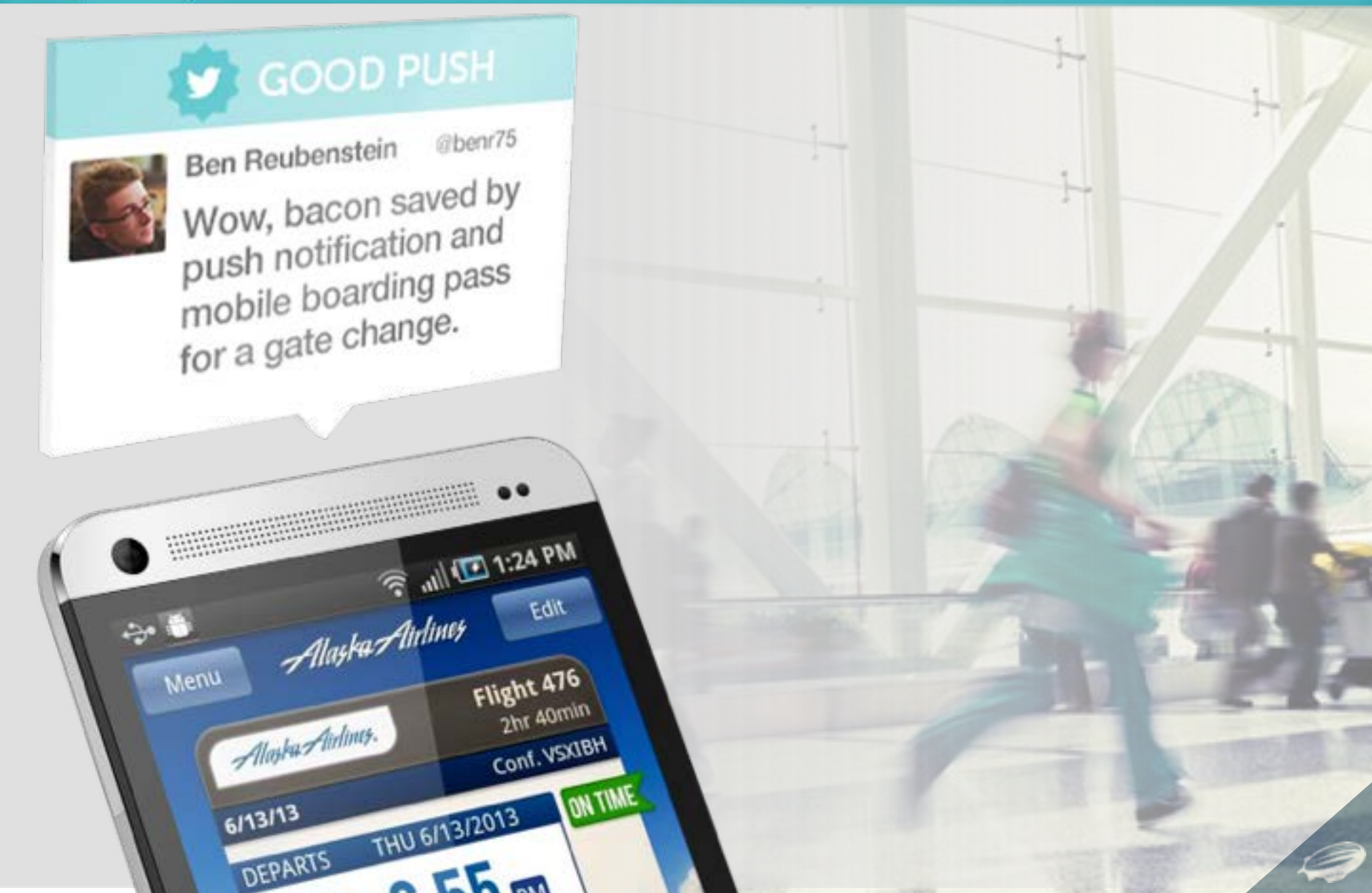
Most brands are *reacting* to mobile moments



Mobile winners own their mobile moments



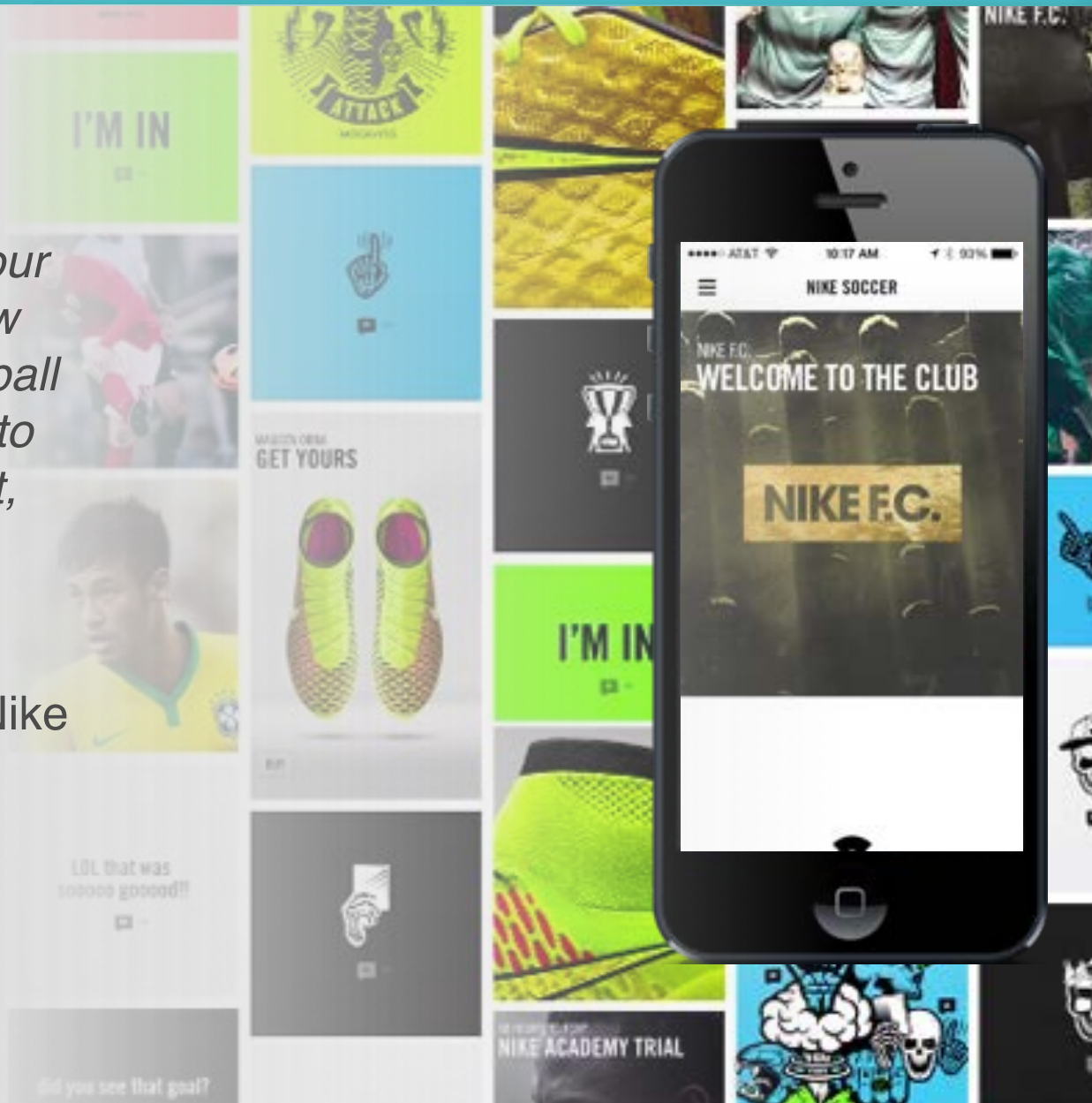
Marketing that impacts peoples' lives



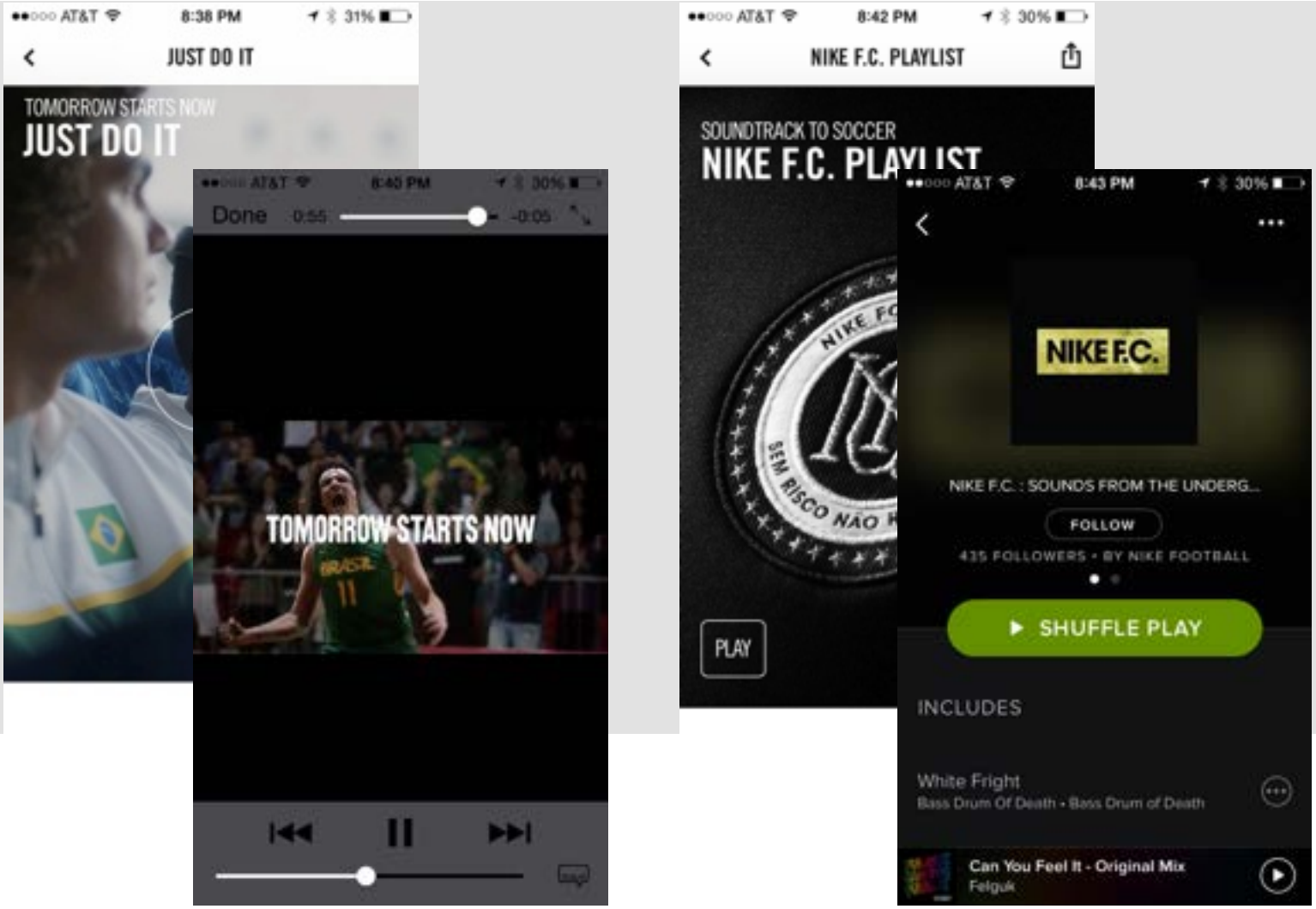
The app is now the epicenter of brand strategy

“This is Nike Football in your pocket. The app will allow members of the Nike Football community to be the first to access the latest product, stories and event experiences.”

- Davide Grasso, CMO, Nike



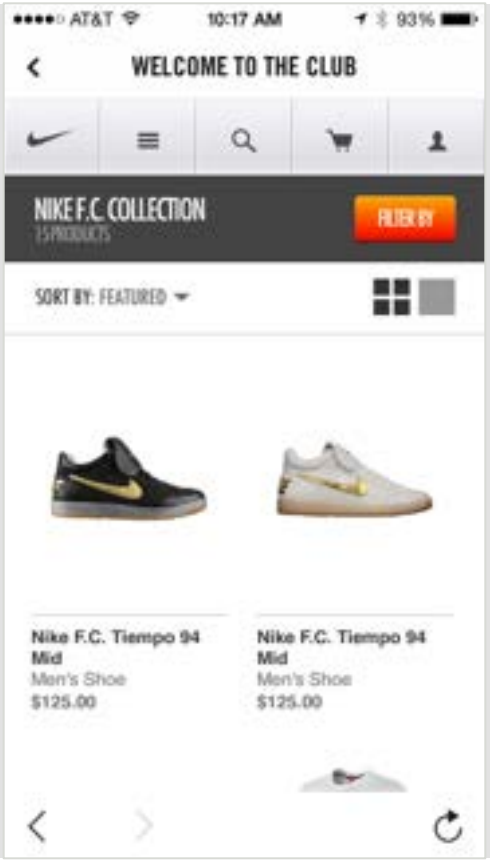
And amazing brand experiences result



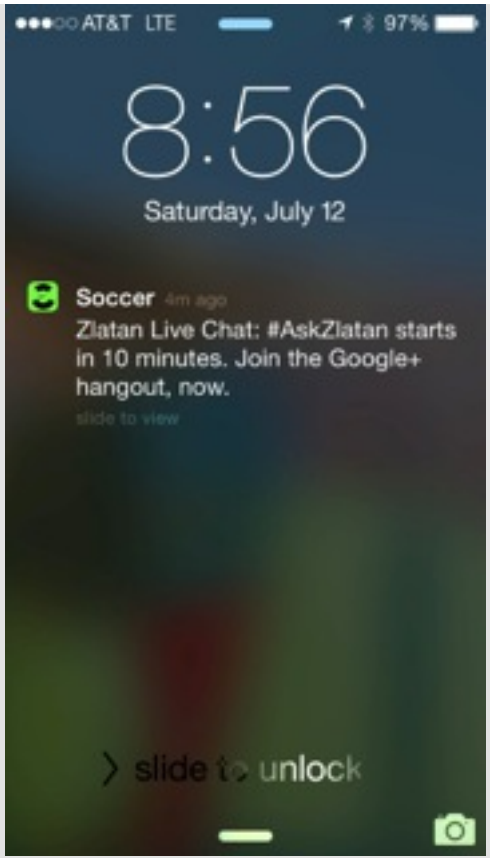
A beautiful way to sell product



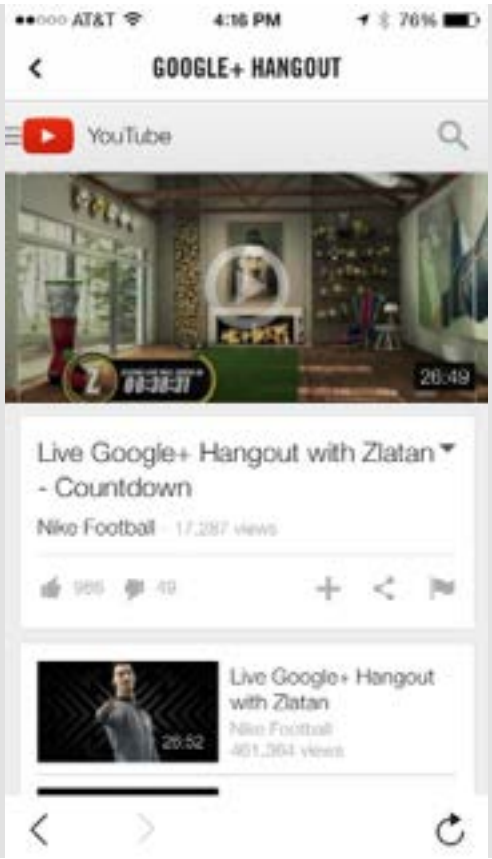




A beautiful way to build buzz

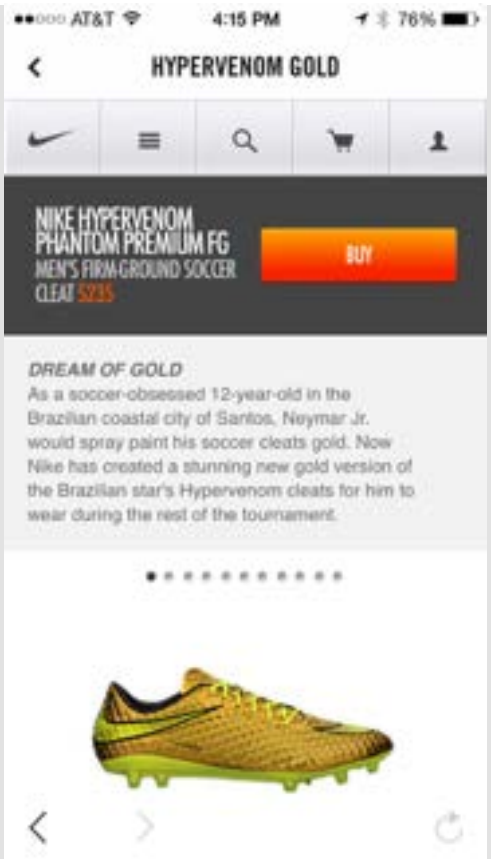






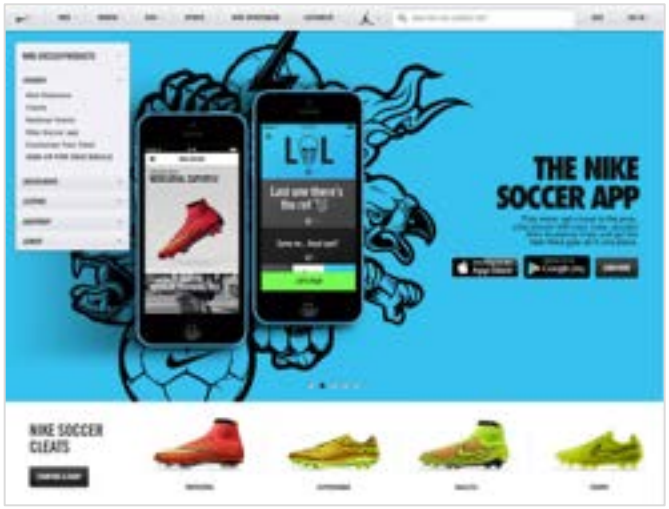
A beautiful way to launch new products





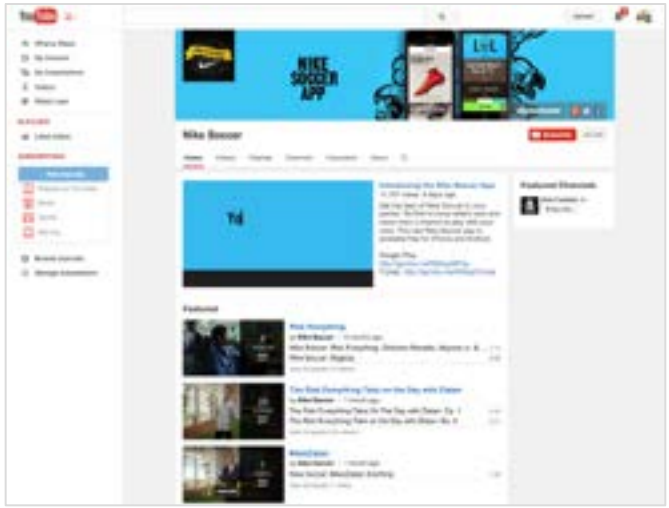


Apps can eliminate fragmentation frustration

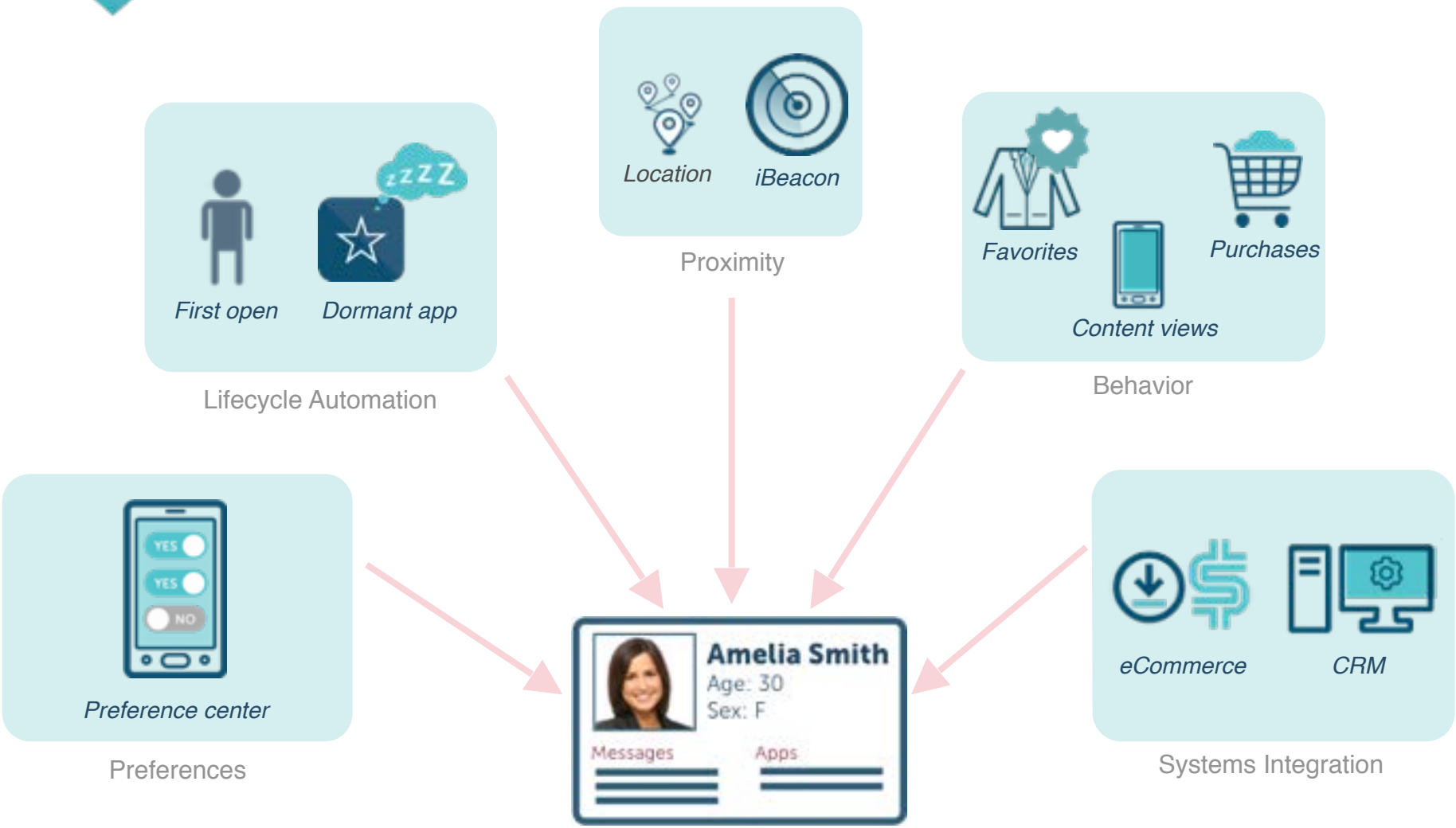






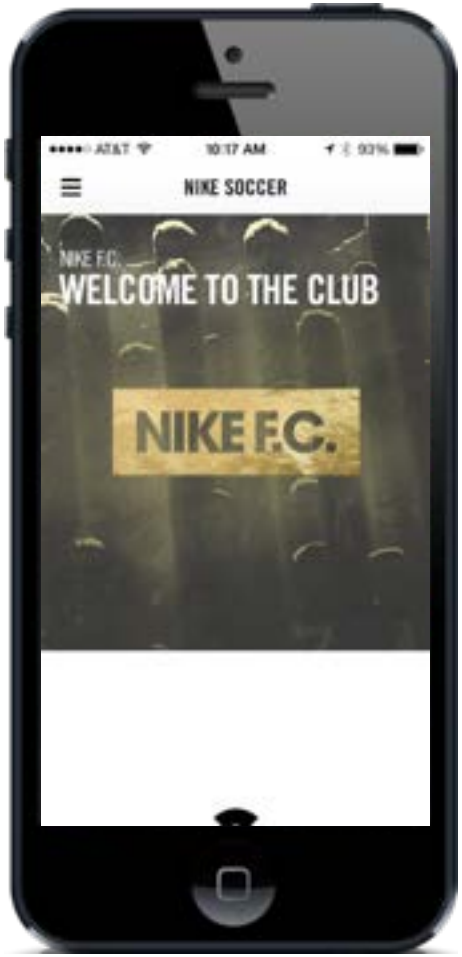


Tap into data unlike any other channel



The App is the epicenter of the brand strategy

- Carve out a space on the device and keeping it
- Light up their devices when it matters
- Tap into consumer data unlike any other channel
- Create and own your mobile moments



We work with the world's leading brands



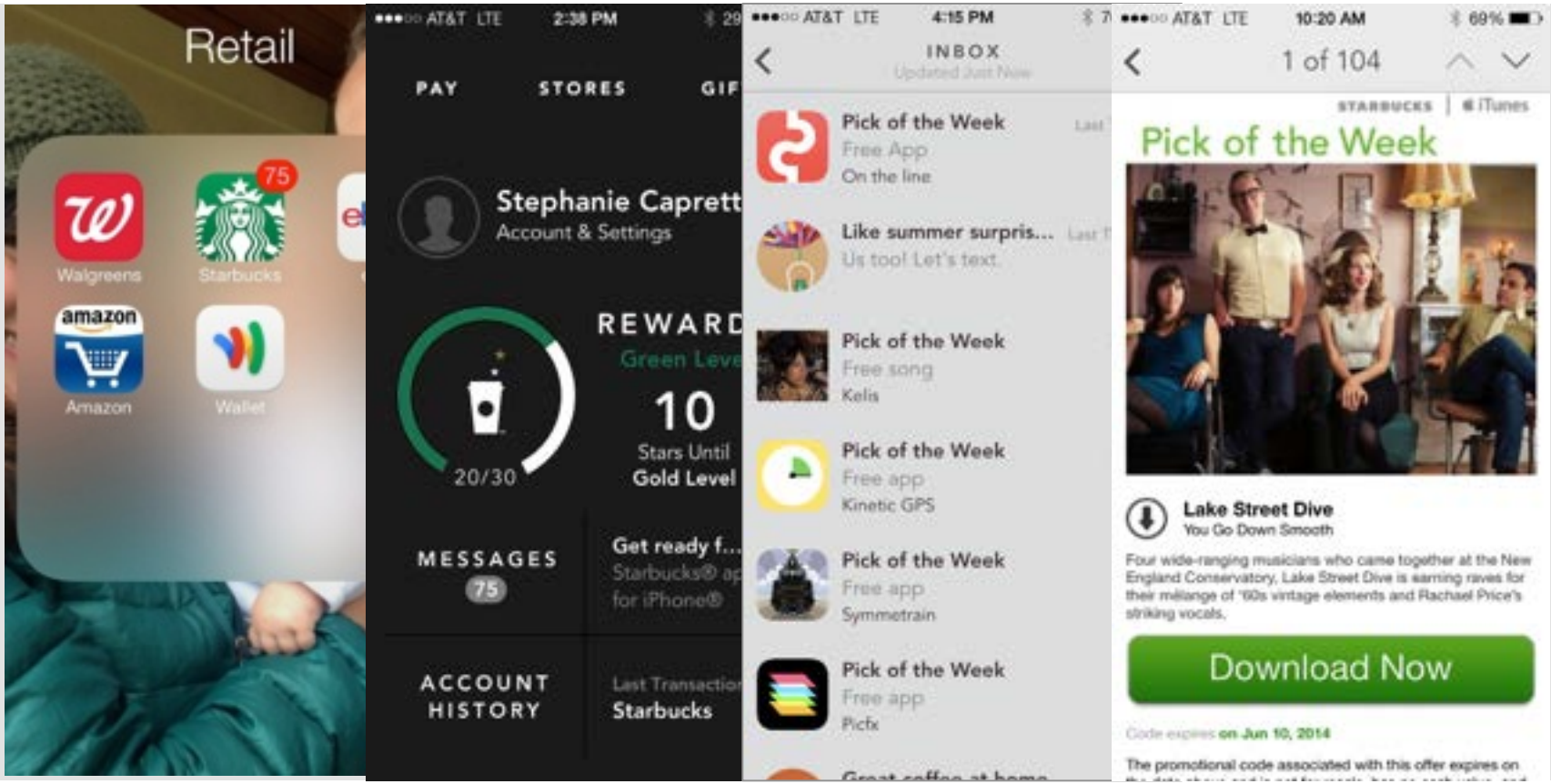
Updated Sept. 10, 2014

More mobile leaders in action

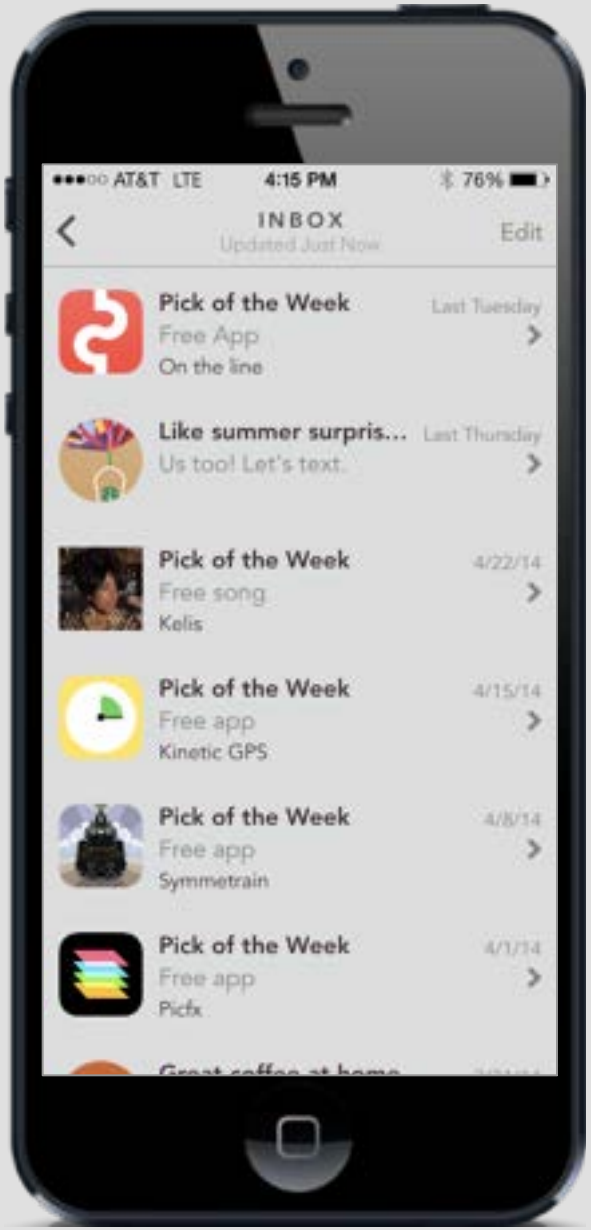
Creating a new *mobile* ritual



Billions in mobile commerce



The power of owned media



Meet the new brand inbox

Redefining news consumption

abc NEWS



Customized alerts that users control

PUSH MESSAGES
drive immediate awareness

LANDING PAGES
images, video and live streaming

APP IN-BOX
organize personalized stories



This stuff really works

On average, Push drives 4x more engagement & 2x more retention

16X more traffic than its best day of the year



10X greater response than via email

5X more betting

Paddy Power BOOKMAKER

8X faster conversions compared to email

airbnb

Source: UA Good Push Index

Thank you.

@bhieggelke

Resources galore at UrbanAirship.com



URBAN AIRSHIP.com/resources