

Mobile Messaging Best Practices

June 2023



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- OR click on the link in the chat
- OR scan the QR code
- **Quiz starting soon**
- **Q&A Session** – ask questions during the session, will be answered at the end of the session





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2023-05 Survey - EMEA

ⓘ Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



Team Introduction



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Agenda

1. Introduction to Mobile messaging
 - Why is it important?
 - How to start using this channel?
2. Different options for mobile apps
 - Mobile push
 - In-app messages
 - App Inbox
3. Best Practices
4. Q&A



Introduction to Mobile messaging



UK M-commerce

- eMarketer expect UK retail mobile e-commerce sales to grow throughout the forecasting period and reach **£105.28 billion** by **2024**
- In **2024** mobile e-commerce will make **up 63.0%** of total retail ecommerce sales in UK
- eMarketer / Insider Intelligence ([source](#))

Retail Mcommerce Sales in the UK, 2019-2024

	2019	2020	2021	2022	2023	2024
Retail mcommerce sales (billions of £)	£50.36	£61.14	£68.42	£79.81	£92.17	£105.28
—% change	15.1%	21.4%	11.9%	16.6%	15.5%	14.2%
—% of total retail ecommerce sales	48.0%	50.8%	54.2%	58.0%	61.0%	63.0%
—% of total retail sales	10.4%	14.0%	14.6%	16.3%	18.2%	20.2%

Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

Source: eMarketer, May 2020

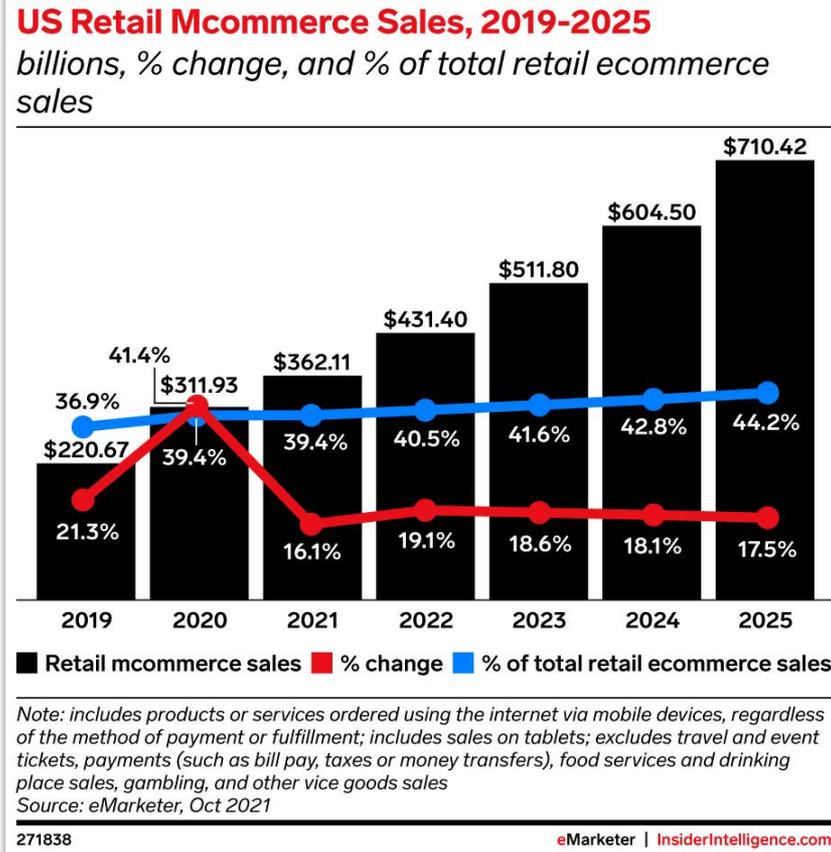
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www.eMarketer.com



US M-commerce

- US mobile e-commerce sales reached **\$362 billion in 2021** - a 16% increase from 2020
- **In 2025**, it's expected to nearly double, with mobile predicted to make **up \$710 billion** of total e-commerce sales
- eMarketer / Insider Intelligence ([source](#))





How to start taking advantage?

- If your brand already has released an app for customers, you can easily **integrate our Mobile SDK**
- This will automatically enable you to use most of the features and communication options available
- Try to be **consistent in event tracking** - match what you are tracking from web, to enable personalization across channels
- Some further configuration needed for mobile push notifications sending & tracking

- Available SDKs:
 - [iOS SDK](#)
 - [Android SDK](#)
 - [React Native SDK](#)
 - [Flutter SDK](#)
 - [Xamarin SDK](#)

Different options for Mobile apps

Comparison of options

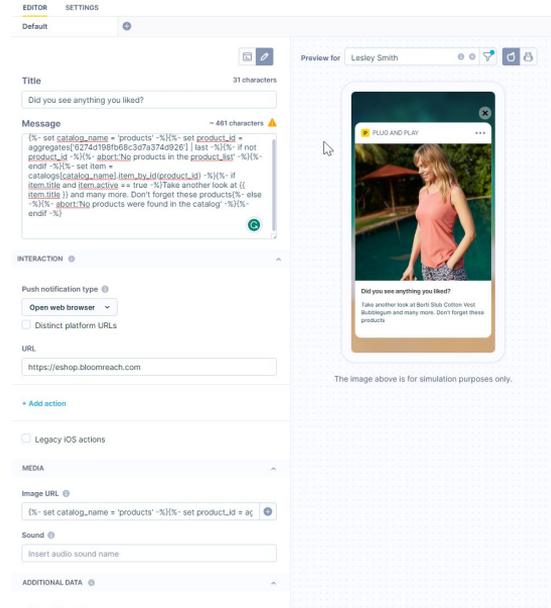
	Mobile push	In-app message	App Inbox
Reaching customers	Offline/online	Online	Offline/online
Device consent	Needed	Not needed	Not needed
Message storage	Not stored	Not stored	Available later
Notification	On device	In-app	In-app



Mobile push notifications

The most common mobile push Use Cases amongst Bloomreach customers include:

- Abandoned browse
- Abandoned basket
- Purchase anniversary + Birthdays
- Welcome journey
- Order updates / transactional comms
- Sales and offers
- In-app exclusive offers



DEMO

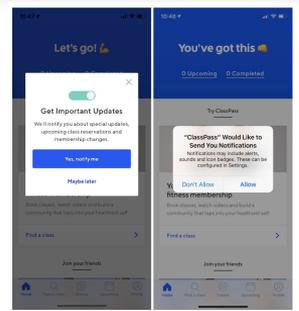
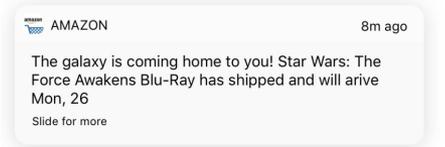
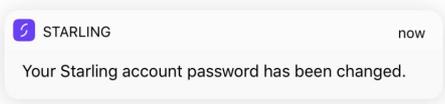


Mobile Push Notifications

Grouped types of notifications

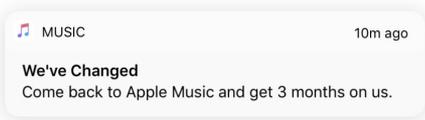
- **Informative**

Handy reminders that built trust & drive interest + e.g. enable push + transactional



- **Re-Engaging**

Utilising known attributes and past behaviour to re-engage



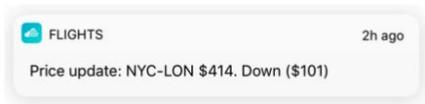
- **Promotional**

Alerting customers to new offers and promotions



- **Conversion**

Commercially-driven messaging tailored to the individual customer



Plug & Play Use Cases

Plug & Play is a collection of fully functional and ready-to-launch use cases, with pre-set analytics that can deliver quick value with minimal effort. Capitalize on Bloomreach's expert knowledge and explore our collection of best practices.

[Explore the Use Cases](#)



A Great Push Notification

What makes a great push notification message?

- Optimal send time
- Omni-channel approach vs email
- New vs existing app user

“A great mobile push notification is three things: **timely,** **personal** and **actionable.**” – Noah Weiss, Slack.

- Name
- Delivery Pass?
- Preferred categories
- Location
- Last interaction/purchase
- Preferred channel for messaging
- Clear value proposition
- Link to appropriate screen
- Urgency
- What do we want them to do?



In-app messages

In-app messages are important because they allow you to communicate directly with your customers while they are using the app



Omnichannel Marketing

Use in-app messages with other channels to offer your customers a seamless experience. For example, target unengaged email subscribers with personalized products or similar content the next time they open your app.

DEMO

Ease-of-set up with a visual editor

Pick from 4 pre-built formats and use our visual editor to easily design, customize, personalize, and preview your in-app messages —no coding skills required.



A/B testing

Easily create multiple A/B test variants, including control groups.



In-app messages - use cases



Get user feedback

Use in-app messages to send a link to a survey and get feedback like NPS score. On Bloomreach, you can set the in-app message to be triggered at once, on a scheduled date, or on event.

Convert free users to paying customers

Entice anonymous users to sign up for an account or convert free users to paying customers by showing a sneak-peek of what they're missing out on.



Engage or retain with special offers

If you're promoting an offer on your website or through other channels like email, offer a consistent experience by using in-app messages to highlight the same offer within your mobile app.

User activation through multiple channels

Bolster your mobile marketing strategy by utilizing all of Bloomreach's omnichannel capabilities. Create an end-to-end campaign that prompts users to install your mobile app via email, encourages them to log onto the app using push, and then engages and converts them using in-app messages.

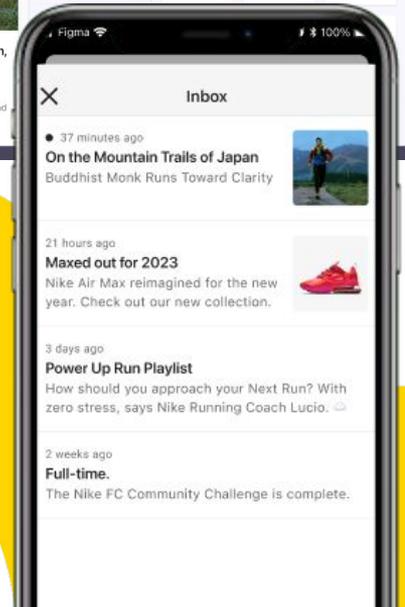
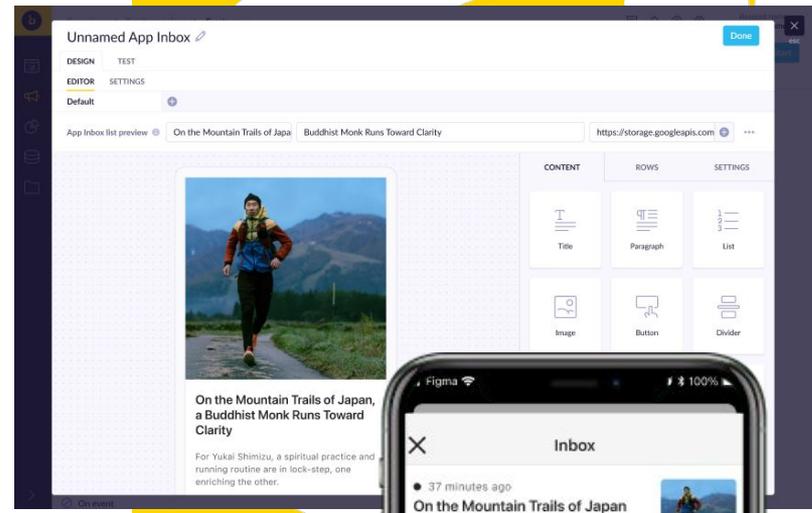


App Inbox

App Inbox is the latest in our series of **mobile app updates**. It adds new versatility to the marketing campaigns by allowing you to:

- **Send persistent messages** to customers inside, opening a new communication channel
- **Store push notifications** in the same place.

DEMO





App Inbox - use cases

Transactional

Send shipping notifications via mobile push with tracking links so that customers can follow their package and store them in the App Inbox for easy access.

Wider audience

Deliver personalized, persistent content to your entire app audience, even those who have opted out or not yet subscribed for push notifications.

Persistent access

Allow your customers to find special promos (e.g. long-term offers or personalised voucher codes) in the App inbox, plus notify via push days later.

Mobile Messaging Best Practices



Best Practices Of Mobile Messaging

- Use a **combination of mobile app messaging** options for best results
- Target your customers at least every 2-3 months, to **prevent permission auto-removal**
- Understand your **Deep Link structure for app**, link directly to relevant pages to boost conversion up to 60%, compared to just app open
- When integrating Mobile SDK, consider **events needed for in-app messages triggers**
- Use mobile messaging as additional pillar of **omnichannel strategy, create unique experiences**, recognise customer's favourite channel based on most visits, purchases, sessions, engagement, no consent for other channels etc.
- Get inspiration from omnichannel **Plug & Play use cases**



Segmenting for mobile messaging

- **Mobile push notifications require certain customer properties set**

A OR B

A Select customers matching attribute ▾

google_push_notification_id ▾ has value ▾

AND OR

B or matching attribute ▾

apple_push_notification_authorized ▾ is true ▾

- **In-app messages and app inbox audiences can be filtered based on app usage**

Select customers matching funnel ▾

+ Funnel completion period 📅 Lifetime ▾

1. Step: session_start ✎

session_start ▾ sdk ▾ has value ▾

Refine more

+ Add funnel step



Mobile Push Opportunities

Potential Use Cases

Push Notification	Push Notification Type	Summary
Wishlist reminders	In-App / App Inbox	Remind users of items still in their wishlist
Last viewed category / Abandon Browse	Push	A personalised push notification referencing the last viewed product category for those who didn't buy
Price drop alert	Push / App Inbox	An alert to notify the customer of a price drop on products recently viewed, added to basket or liked
Low in stock	In-App / App Inbox	When customers engaging in-app communicating a sense of urgency around stock level to convert
Replenishment	Push / App Inbox	Automated reminders for certain categories (e.g. beauty) to encourage replenishment
New product / category launch	Push	Promote new product launches based on customers preferred categories/style etc
Purchase anniversary	Push / App Inbox	Promote unique incentives for those who purchased X month/s ago but have not purchased since
Unused discount code	In-App / Push / App Inbox	For new users, utilise push to remind them of any unused time-limited discount code/s
Delivery Pass saving	In-App	Use a personalised in-app message to demonstrate how much a customer could have saved via Delivery Pass

Q&A and Wrap-Up



Academy and Consulting

- **Mini Masterclass** - Our newest series of feature-focused videos for Engagement users. These quick and easily understood videos are recommended to anyone that is eager to improve their skills and expertise - **on-demand and free!**

- Bespoke consulting package - **Mobile Push** - please reach out to your CSM
 - App integration audit
 - Define KPIs and goals for messaging
 - Optimizing existing and implementing new use cases
 - Structured outcome report



<https://academy.bloomreach.com/rc1-11-en-june-class>



Q&A and final notes



- Go to [slido.com](https://www.slido.com) and enter **#bestpractices2023**
- OR click on the link in the chat
- OR scan the QR code
- **Ask any questions!**
- **Please give us feedback in the poll**
- **Next session in July - A/B Testing best practices, with Ondrej Horvath as facilitator**





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Audience Q&A Session

① Start presenting to display the audience questions on this slide.

Thank you

The image features a dark blue background. In the lower-left quadrant, the words "Thank you" are written in a large, bold, white sans-serif font. On the far left, the word "BLOOMREACH" is written vertically in a smaller, white, all-caps sans-serif font. The right side of the image is decorated with thin, yellow geometric lines that form a series of overlapping, curved shapes, resembling stylized petals or abstract architectural elements.