



**Deliver Exceptional
Experiences to Your Mobile
Customers**



The Best-Run Businesses Run SAP™



Summary

The SAP® Push 365 mobile service, powered by Urban Airship, lets you utilize push messaging – a cost-effective mobile communications channel that provides engaging customer experiences as a part of your overall marketing mix. You can send push notifications and rich Web-based content from a mobile app to the home screen of a customer’s smartphone.

Push messaging complements the existing mobile engagement channels of SMS, MMS, and WAP by enabling consumers who have downloaded your smartphone app to receive richer content.

Objectives

- Drive engagement with relevant messages that bring users back to your app
- Reach users in real time, wherever they are

Solution

- Comprehensive push notification service from SAP Mobile Services, a division of SAP
- Rich media embedded in messages delivered to your app’s in-box to create a more engaging user experience
- Targeted notifications with advanced segmentation attributes such as audience location, context, user-set preferences, and business rules

Benefits

- Drive in-app purchases
- Improve customer and subscriber retention
- Enable flexible implementation with an API and Web-based interface
- Optimize mobile campaigns with rich reporting

Learn more

For more information on how SAP Push 365 can benefit your business, go to www.sap.com/sapmobileservices.



SAP Push 365 handles the back-end complexities of managing and delivering push notifications, so you can focus on building great mobile apps.

Push notifications let you send messages directly from your app to the home screen of customer smartphones, including Apple iOS, Android, BlackBerry, and Windows Phone 8 devices – even when the app is closed. You can deliver relevant information including sports scores, breaking news, stock movements, or game challenges. You can also send messages to your full audience, segment your audience into groups, or send custom messages to individuals.

With SAP Push 365, you can go beyond alerts and add rich media into messages delivered to your app's in-box for a more engaging user experience. Composer templates make it

easier to send music, video coupons, or surveys and to create campaigns and preview messages. A Web-based interface lets you set up and send push messages without API calls or development.

In-app purchase functionality lets users buy upgrades, new content, and virtual goods without going back to app stores. This simplifies and shortens the path to purchase and simplifies implementation of a “freemium” business model that creates additional revenue opportunities.

Rich reporting helps analyze the success of push messaging, so you can optimize mobile campaigns. Reports include the number of pushes sent, number of times a mobile app opens, and number of unique opt-ins, as well as the amount of time spent in an app.



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