

PUSH PRODUCT OVERVIEW

Push notifications: Implementation challenge

Enterprises today are facing a range of challenges when trying to add push notifications capability to their mobile apps. First of all, there's the complexity of developing the service for multiple platforms and devices, which increases costs and puts extra strain on internal dev resources.

Even with development finished, there is always the need for new features, as a result of changing market trends and user demands. There's also the need for 24/7 tech support and maintenance, which again places extra demands on enterprises.

Finally, even when buildup, support and maintenance are solved, there is the need for real-time analytics and reporting, which can take time to develop.

Launch fast with one provider and complete solution!

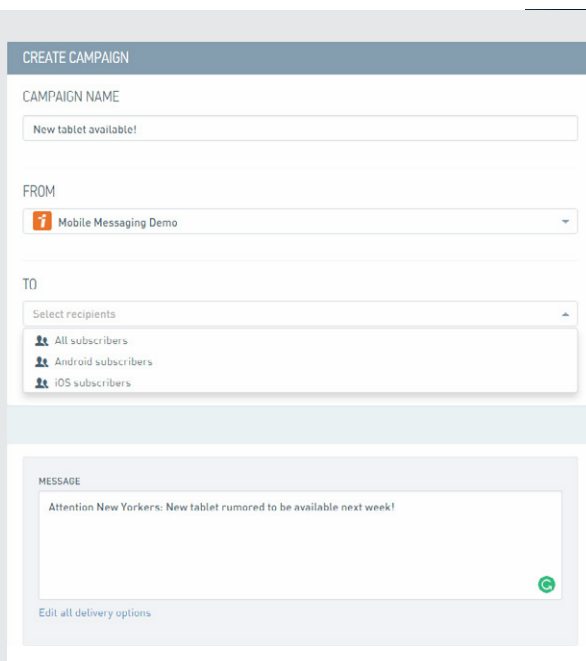
- Fast time to market for your application push notifications option over flexible APIs. Integrate push SDK in a matter of days.
- One provider for all the enterprise push notifications requirements
- Ongoing development of new features based on market demand.
- Modern front-end solution for easy campaign creation and management
- Real-time reporting and analytics for push notifications traffic over the web interface,
- Easily combined with SMS, Voice, email and Viber options, for omni-channel, automated communication campaigns
- 24/7 expert tech support and maintenance in multiple languages

Push Notifications SDKs

Infobip SDKs are designed to minimize push notifications service development for enterprises, and reduce costs of related business operations. SDKs enable the following:

- Subscriber registration management
- Complete push message management flow
- Complete reporting for every notification delivery stage (delivered to cloud and mobile)
- Complete management of user registration ID. Enterprise will get only Infobip user token and Infobip will handle registration ID changes for both Apple and Google Cloud.
- History syncing. If push messages are not delivered, (for the lack of internet connection for example), messages will be delivered next time when the user has access. All non-delivered messages will be delivered at that time, regardless of the queue size.
- Number of opened messages
- Custom payload attributes. It allows you to send additional custom data to your mobile app within a push notification. For example, you can send an URL which will not be shown in message text, but will be triggered by mobile app once the notification is received.
- Showcase demo application with code examples of implementation

YOUR VIEW



YOUR USER'S VIEW



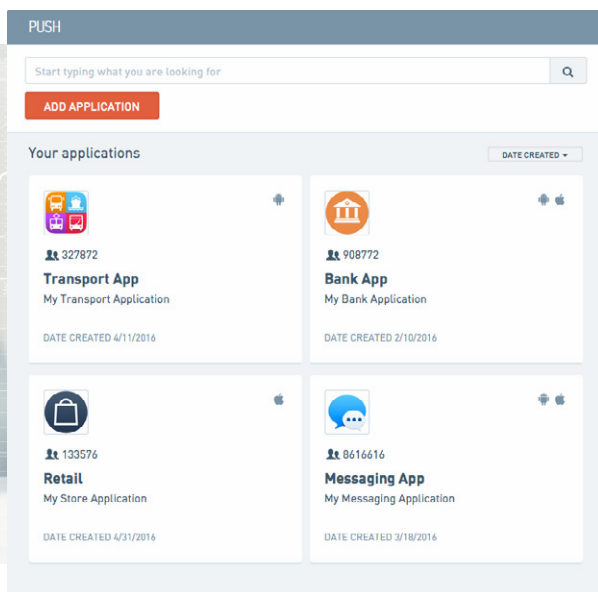
Push notifications public API

For the convenience of integration with your external system and perform automatization of sending process our public API is available. It allows you to send multiple messages to all application users, create bulk messages for Android and iOS users separately, and send single messages to particular users, all in a simple http REST/JSON format. For each sending, you can define message expiration period, get reports on messages delivered, and track which messages were opened.

Push Notifications web portal

With Infobip Portal (www.portal.infobip.com/push), push messaging campaigns are easy to create and manage. No technical knowledge is needed. Campaign creation options are the following:

- Subscriber segmentation per operating system they use.
- Scheduling options for message delivery based on defined time zone.
- Adjusting delivery options. Push notifications delivery can be adjusted for exact time interval for a specific day.
- Push notification validation period.



Overview of all applications together with the number of subscribers and supporting OS

Analytics And Reporting

Reporting and analytics tools are key to proper ROI calculations for any campaign. Infobip push notifications service enables real-time analytics and reporting for a clear understanding of campaign success rates. Information you receive in real time includes:

- Total number of push messages sent.
- Campaign completion rate - percentage of mobile phones that received the notification.
- Delivery rate. It is the percentage of messages delivered to mobile phones.
- Pending in cloud. These are messages delivered by Infobip to Google or iOS cloud, and pending there to be pushed to mobile phones.
- Error rates. These offer an insight into registration errors, expiration errors or cloud errors, by percentage.

Reporting options include:

Application name that send the push

Message ID.

To what platform (iOS or Android) was it sent.

What is the reason of that status and what action should be taken.

When was the push delivered.

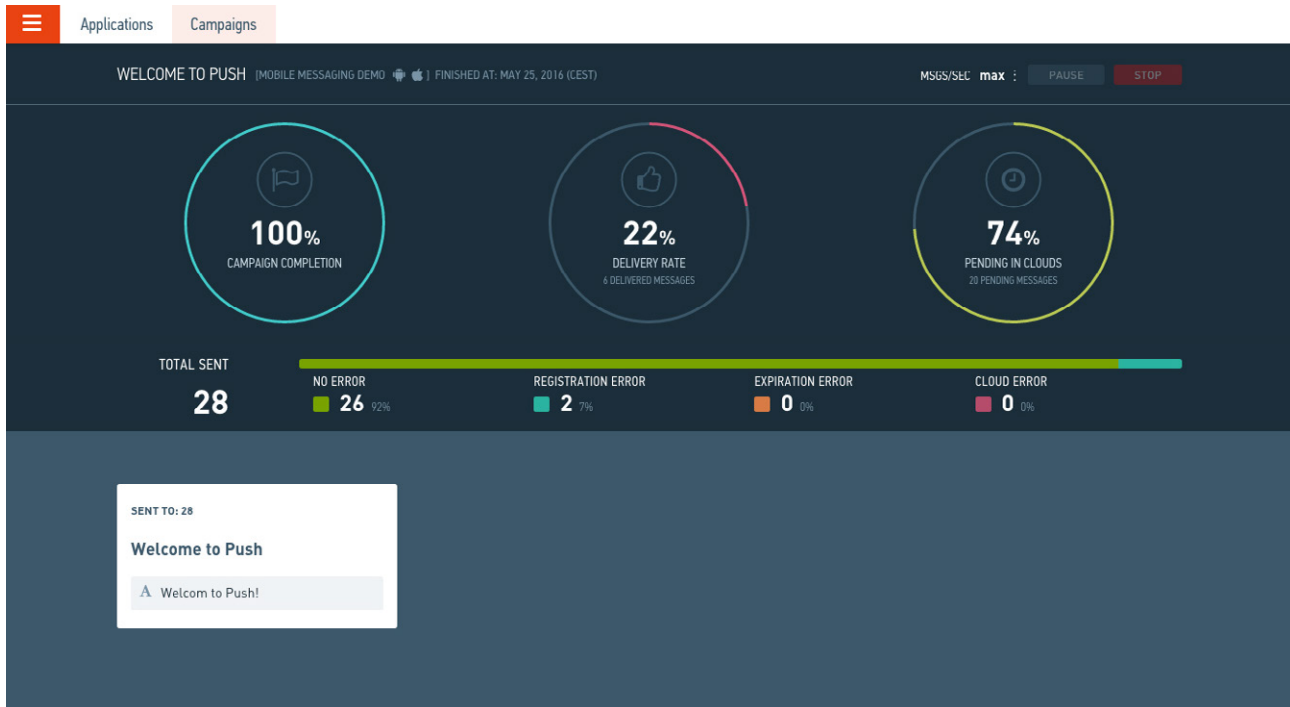
To whom the push was send.

The time push was sent.

What was the status of push message.

What is the push error group.

What was the push text.



Infobip Portal dashboard

Find out what you can do with Infobip's proprietary platform, coverage of 800+ networks worldwide, and the industry's best 24/7 tech support.