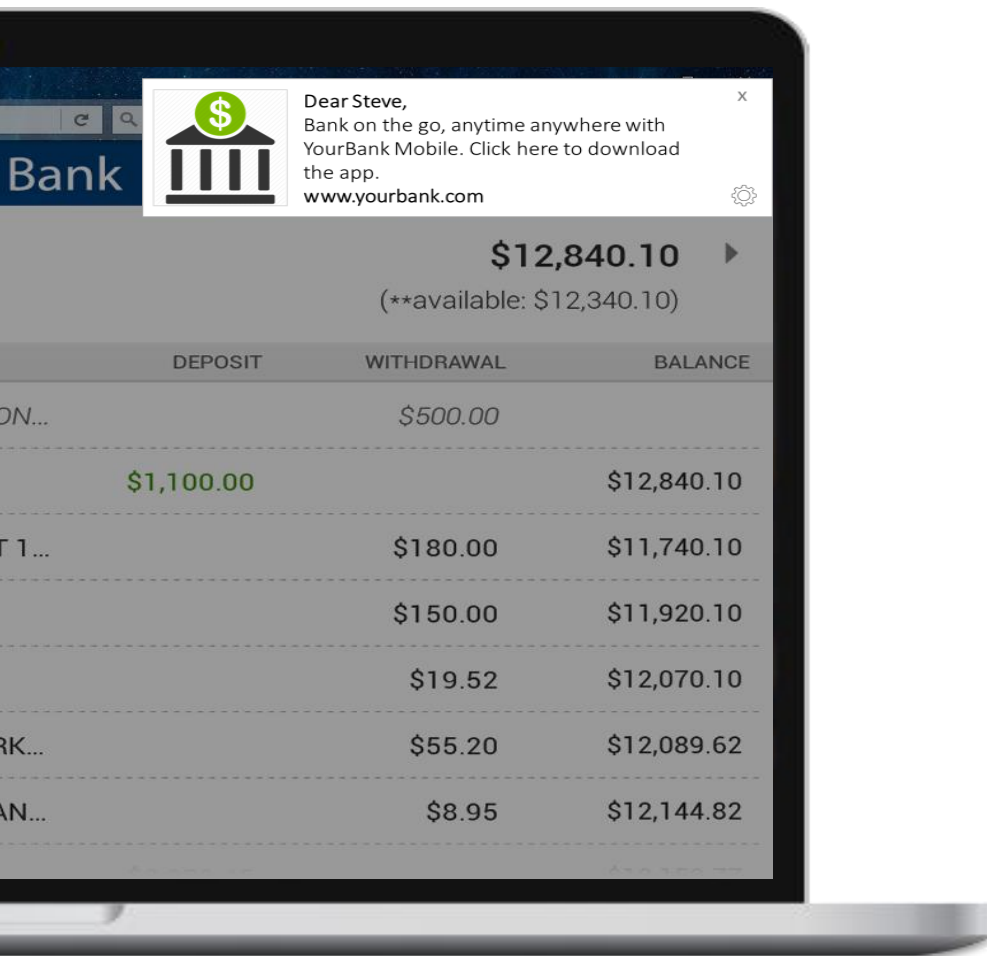


# BROWSER PUSH NOTIFICATION

An innovative new marketing channel



- ❑ Think Mobile Push Notifications, but for Web Browsers
- ❑ Requires opt-in, so highly relevant. Higher opt-in rate compared to email
- ❑ Can reach customers even if not on your website currently



	ON THE WEBSITE	OFF THE WEBSITE
FREE	<ul style="list-style-type: none"><li>✓ Website Banner</li><li>✓ Site Notification</li><li>✓ Mobile Push</li></ul>	BROWSER PUSH NOTIFICATION
PAID		<ul style="list-style-type: none"><li>✓ Search</li><li>✓ Display</li><li>✓ Video</li><li>✓ Social</li></ul>



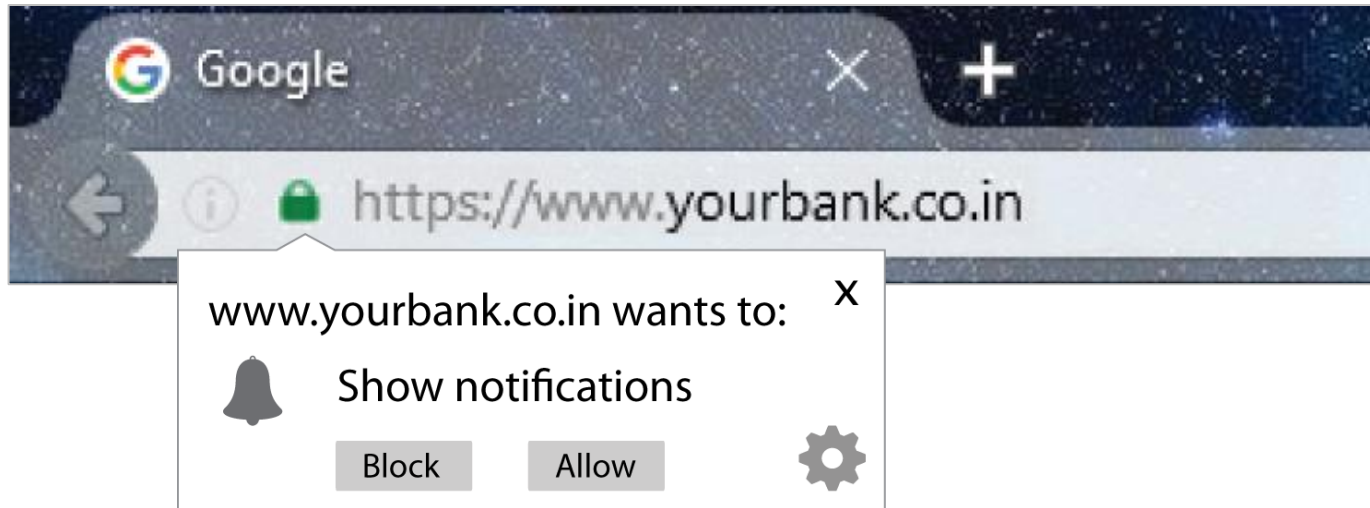
Browser Push Notifications are great to....

## REACH

customers with  
short messages  
*instantly*

## RE-ENGAGE

and drive prospects  
back to your website



1

## BUILD USER BASE

- ✓ User shown opt-in when she visits your site
- ✓ Typical opt-in rates ~50%

The screenshot shows the Engage Segmentation interface. The top navigation bar includes 'Engage', 'DASHBOARD', 'SEGMENTATION' (active), and 'ANALYTICS'. Below the navigation, there is a 'List' button. The main content area is titled 'Browser Notification Engagement For Segment - CreditCardInterest'. On the left, under 'GENERAL SETTINGS', there are fields for 'Message' (containing 'Hey there!'), 'Message' (containing 'Time to pay your bills this month. Use our new InstantTransfer feature, save time!'), 'Target Page' (containing 'URL | www.yourwebsite.com'), and 'Notification Image' (containing 'SampleBankBrowserPush.png' and an 'Upload' button). On the right, a preview of the notification is shown, featuring a bank icon, the message 'Hey there, Time to pay your bills this month. Use our Instant Transfer feature and save time.', and the URL 'www.yourbank.com'.

## SEGMENT & MESSAGE

- ✓ Choose user criteria and set message
- ✓ Personalize at user level using tokens

2

Re-imagine your Home Loan, Get cashback\* on EMI purchases at Urban Ladder with YourBank credit card. \*Valid up to November 20, 2016. T&C Apply. www.yourbank.com

DATE	DESCRIPTION	DEPOSIT	WITHDRAWAL	BALANCE
Pending	GREAT LAKES HIGHER EDUCATION...		\$500.00	
Apr 01	PAYPAL TRANSFER 110825	\$1,100.00		\$12,840.10
Mar 31	ATM WITHDRAWAL - 1900 WEST 1...		\$180.00	\$11,740.10
Mar 30	Check #3537		\$150.00	\$11,920.10
Mar 29	KL WINE MERCHANTS SF CA		\$19.52	\$12,070.10
Mar 29	CINDY'S FLOWERS & MENLO PARK...		\$55.20	\$12,089.62
Mar 29	LEMONGRASS THAI NO SAN FRAN...		\$8.95	\$12,144.82

3

## SEND

- ✓ Message received at scheduled time or instantly
- ✓ Typical engagement rates between 5% and 30%



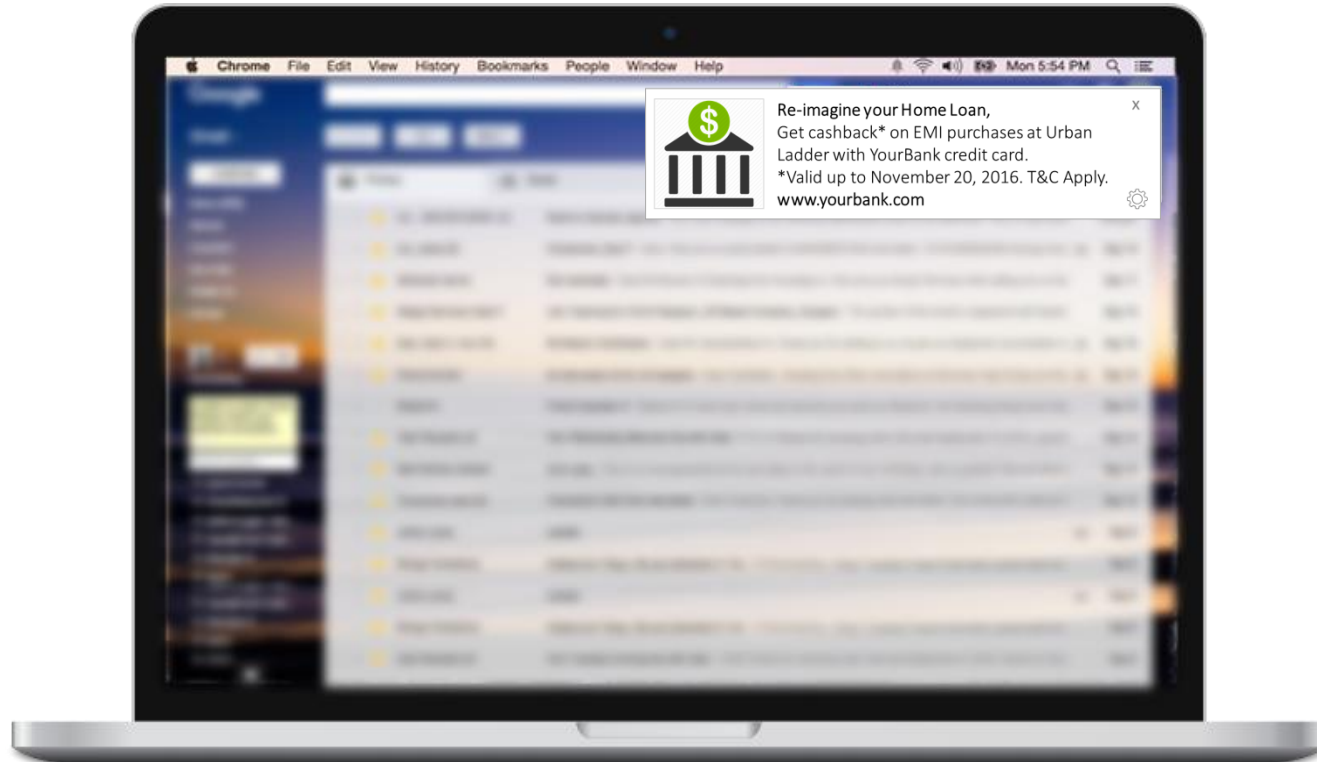


# BROWSER PUSH NOTIFICATION

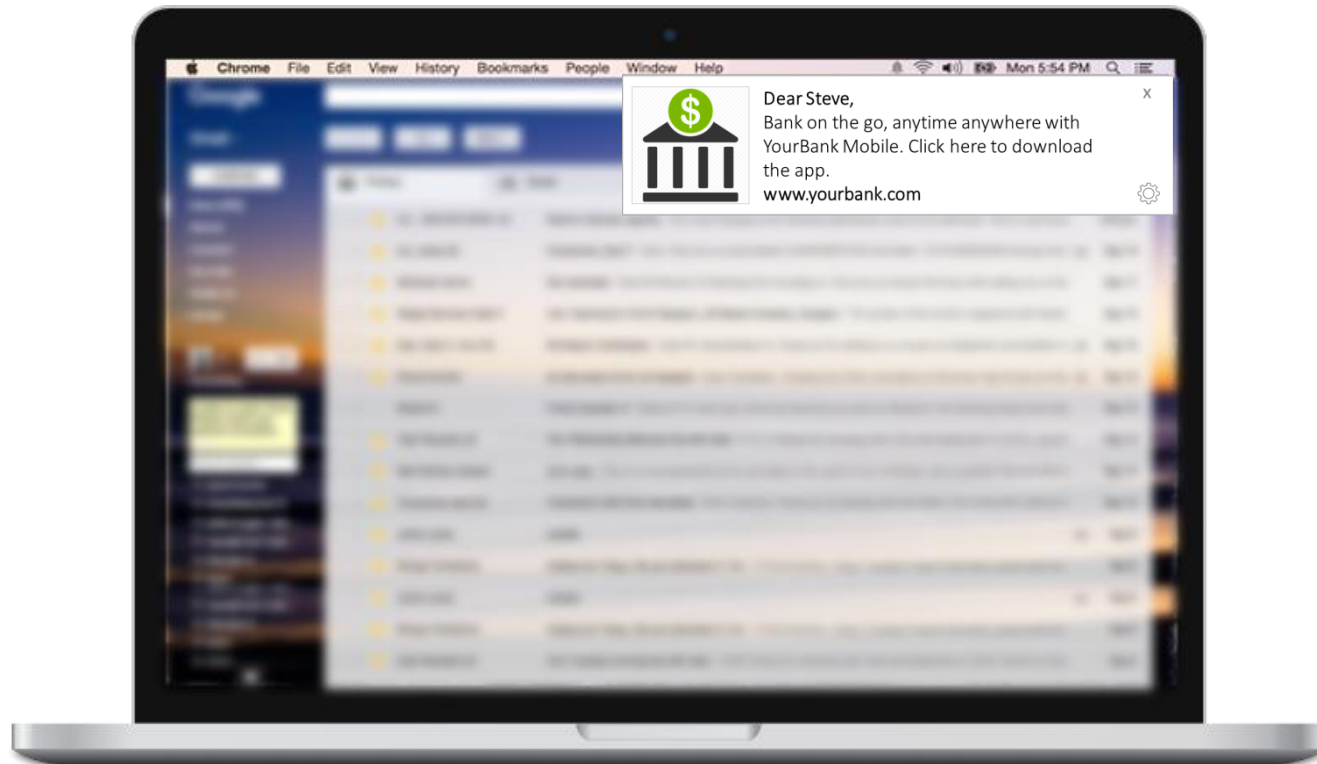
Sample Use Cases



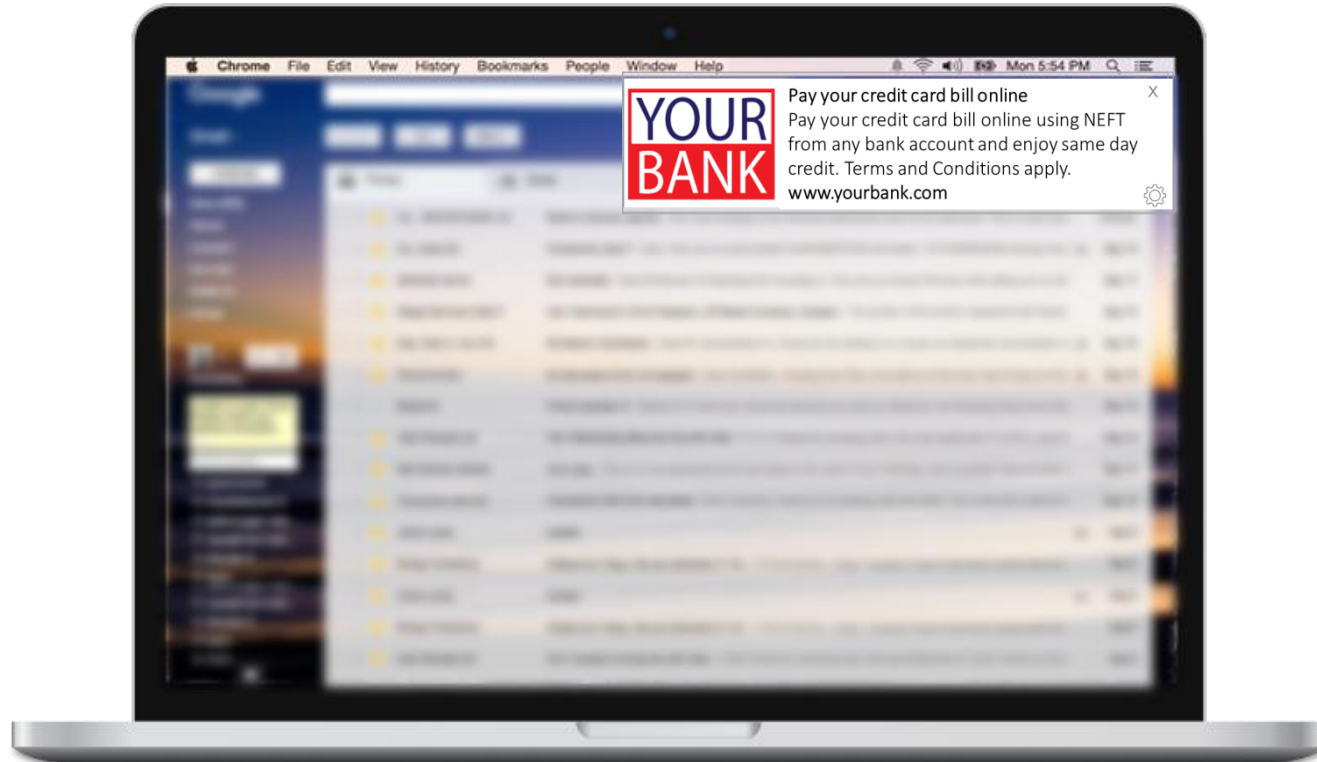
# Communicating special offers on credit cards



# Send personalized notifications on new features



# Send bill related reminders with related benefits





# VIZURY BROWSER PUSH NOTIFICATION

Differentiators



	PUSHCREW	PUSHIFY	IZOTO	PUSHENGAGE	VIZURY
<b>1. Segmentation using</b>					
- Online 1 <sup>st</sup> party data					✓
- Online 3 <sup>rd</sup> party data					✓
- Offline data					✓
<b>2. Marketing messages</b>					
- Static	✓	✓	✓	✓	✓
- User level personalized					✓
<b>3. Notification timing</b>					
- Scheduled	✓	✓	✓	✓	✓
- Real time / Immediate					✓
<b>4. Opt-in</b>					
- Native opt-in	✓	✓	✓	✓	✓
- Generic custom opt-in	✓	✓	✓	✓	✓
- Verticalized custom opt-in					✓
<b>5. Personalized Landing Page</b>					✓



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[@VizuryOneToOne](https://twitter.com/VizuryOneToOne)