Mobile Marketing

A GUIDE ON HOW TO EFFECTIVELY CREATE AND ENGAGE WITH YOUR MEMBERS THROUGH MOBILE APP PUSH NOTIFICATIONS AND BANNERS

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Engaging With Members

Push Notification

Studies show that 95% of new opt-in app users churn within the first 90 days if they don't receive any push notifications. (How Push Notifications Impact Mobile App Retention Rates).

The same study indicates that "there is a strong correlation between notification frequency and greater mobile retention rates." In an era where everything is becoming mobile, push notifications are essential when maintaining users and members engaged with your company.

At Access Development we provide the solution for you to engage with your members via our Mobile App Push Notification.

Some reasons why to send push notifications include:

- Membership renewals offers
- Exclusive promotional offers
- Seasonal engagement strategies
- Ease of use
- Increase merchant awareness
- Gamifications
- Major communication benefits

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Initial Notification

What to Include

Our push notifications have a message title and body as illustrated.

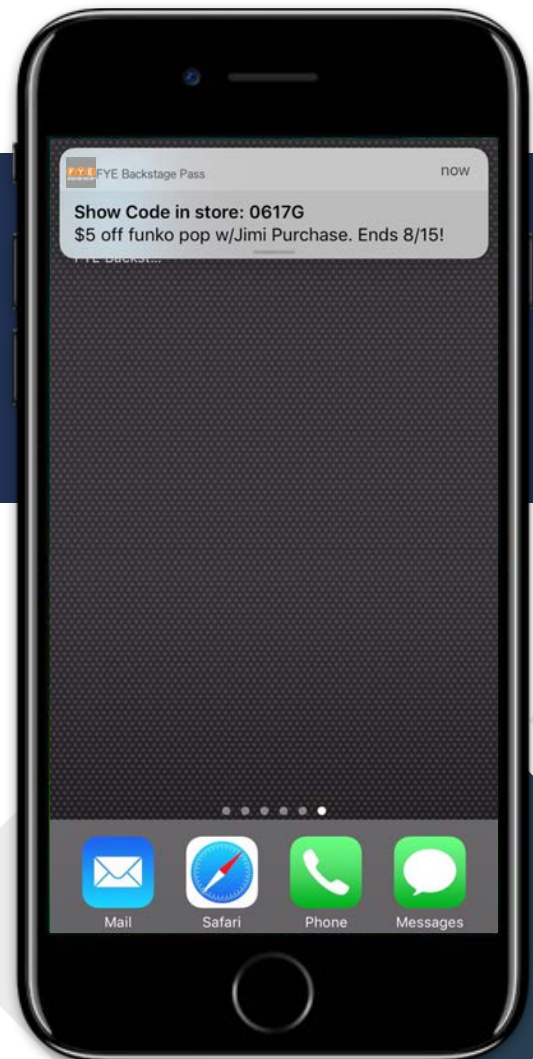Message Title: "Show Code in store:0617G"
Attributes: Always bolded

Body: "$5 off funko pop w/Jimi Purchase. Ends 8/15"
Attributes: Can't be bolded. Unicode emojis supported

"App users who receive one or more push notifications in their first 90-days have 190% higher average retention rates than those who don't receive any push notifications."

The Push Message shows with the app icon. Our notifications are handled natively via iOS and Google Play, touching the notification launches program specific app.
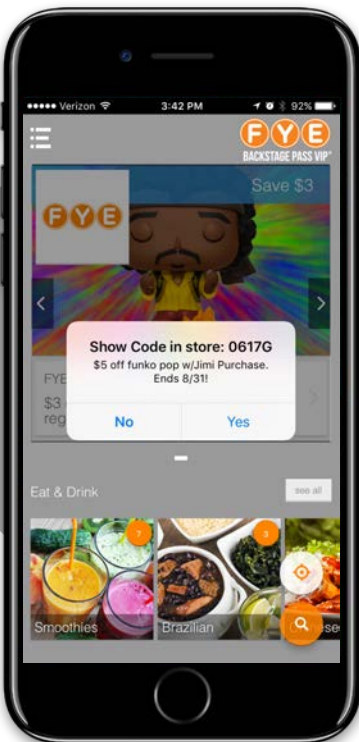
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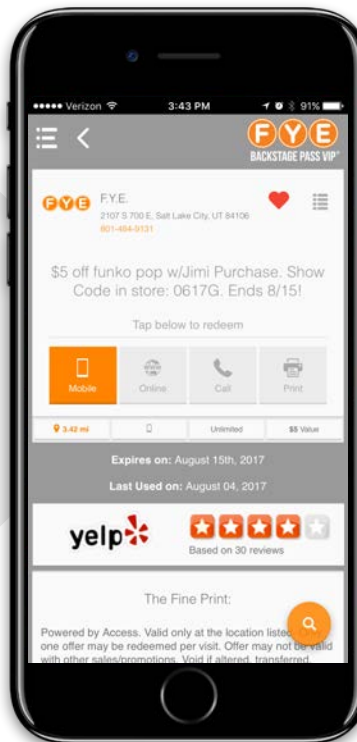
App Launch & Notifications

Display

Our system will send a notification that will show in the device's home screen with options for users to interact with the message.

1. Touching "Yes" will take the member to a specific URL.
2. Touching "No" removes the push message.
3. Our push message can route users to a "program-exclusive offer" managed via the Access database. Program-exclusive offers are only available to the members pertaining to the program.
4. Program-exclusive offers can be "favorited" with the red heart, allowing members to access the offer at a later time.
5. Offer title includes the promotion, promo code and expiration creating easy-to-use redemption.
6. Program-exclusive offers remain available when users turn off push notifications.
7. Offers automatically expire and are removed from the app at the time of expiration date.
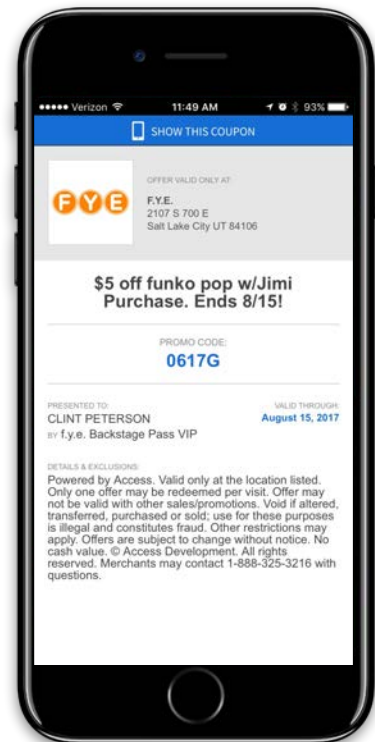
Sample of Notification Display	Sample of Program's Offer	Sample of Program's Redeem

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App Badges Notifications
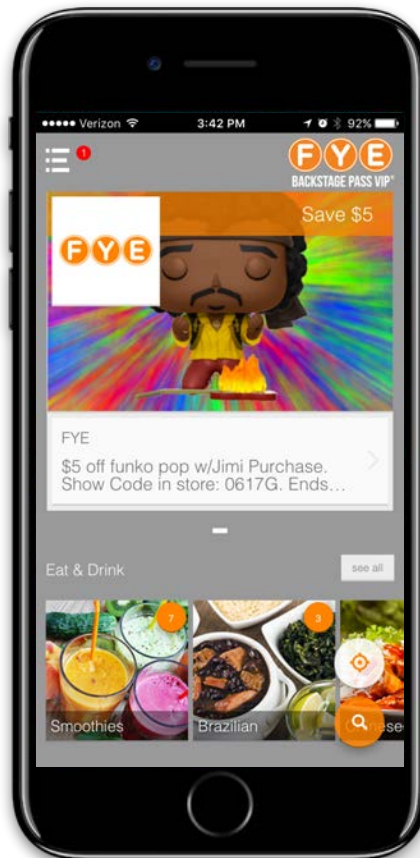
What is Included

Our app badge notifications appear with every push message.

1. We place a red "1" notification in the home app icon to alert members that they have a pending notification.

2. Inside the app, the notification is placed next to the "hamburger menu" to indicate to members where to click the hamburger menu in order to find the push notification.

3. Inside the hamburger menu, the push notification will be hosted in the "Favorites" section.
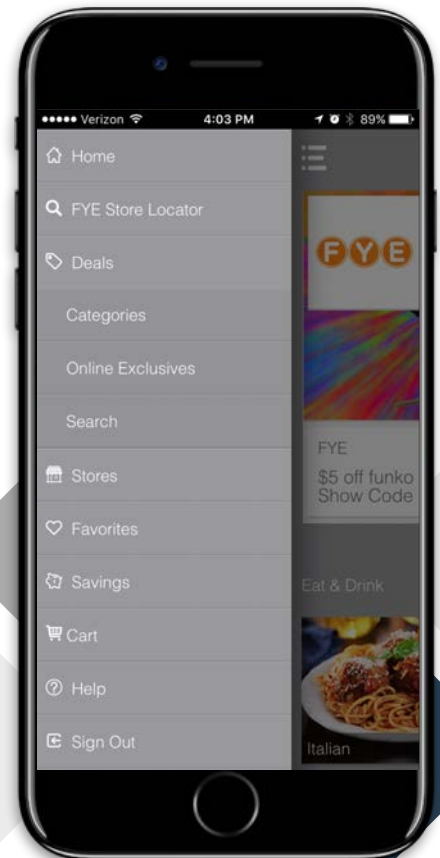
Sample of Notification Display in App Icon

Sample of Notification Inside App

Sample of Notification Inside Hamburger Menu
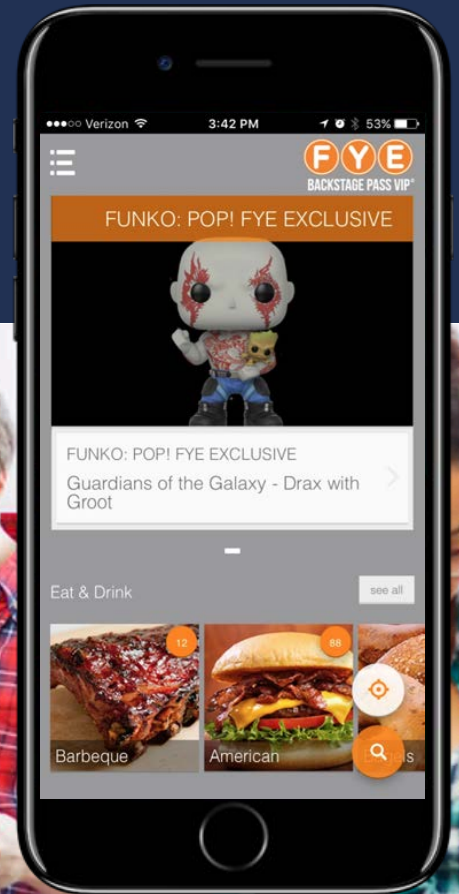
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App Program-Exclusive Banner

What is Included

Our app allows for program-exclusive banners, which provides the option to place strategic advertisement inside your app.

1. The banner is placed inside the app and members see the banner inside the app when they first open the app.

2. Our banners can route members to a specific offer that can be hosted inside our app or any external URL.

3. Program-exclusive banners can have their customized title, message and image (see guidelines).

Sample of In-App Banner Display

"Users receiving weekly push notifications have 440% higher app retention rates than users who received zero push notifications."
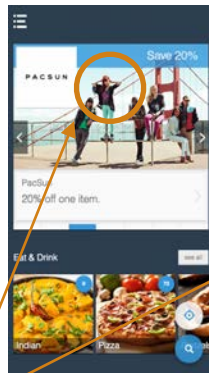
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Banners Rendered On Different Devices
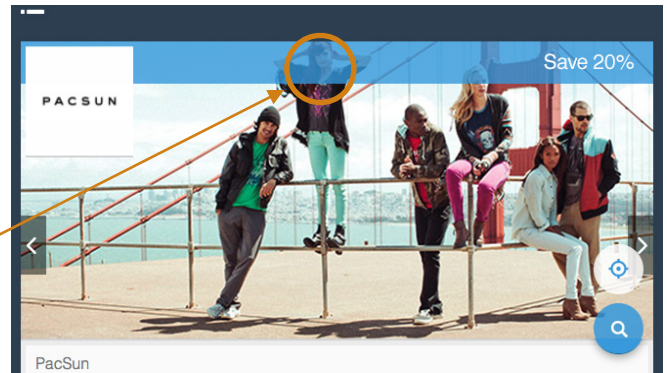
Display on Different Devices

Banners are device responsive, which means that depending on the device that the banner is being viewed, the banner will automatically adjust to fit the device specific screen dimension.

- Notice that the head of this model appears in slightly different positions on each image, depending upon how each device renders the image.

- By keeping the focus of the image on the bottom half, we avoid having the focal point of the image cut off or obscured.
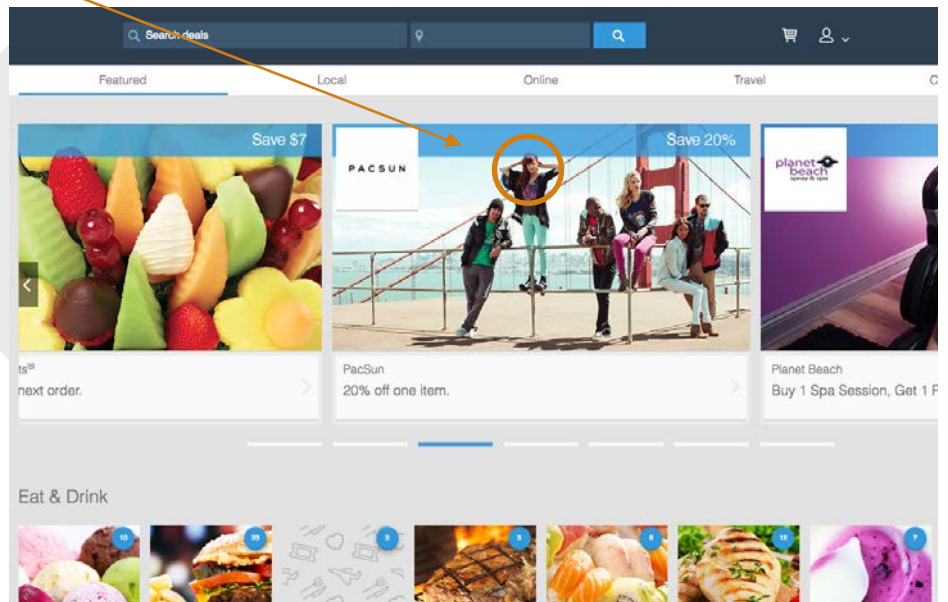
Sample of In-App Banner Display Mobile

Sample of In-App Banner Display Tablet

Model's head rendered in different devices

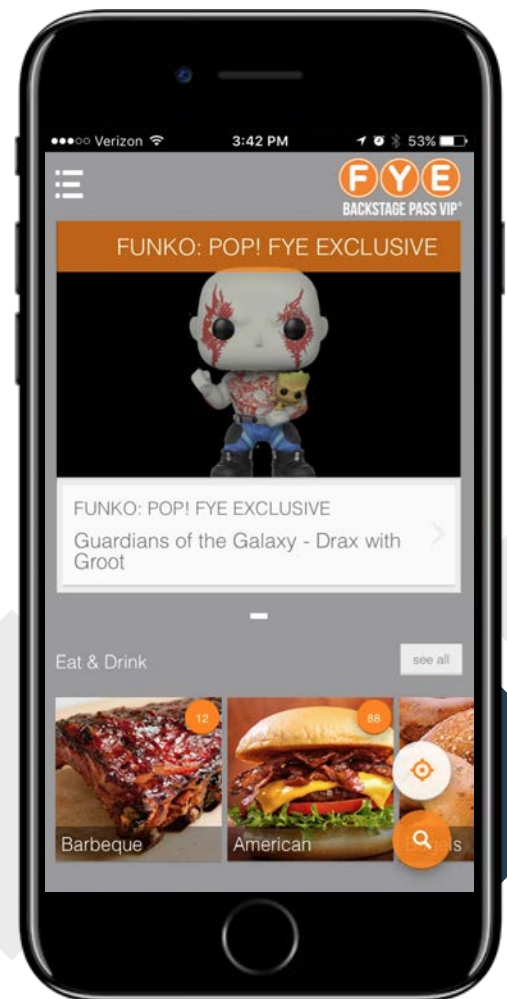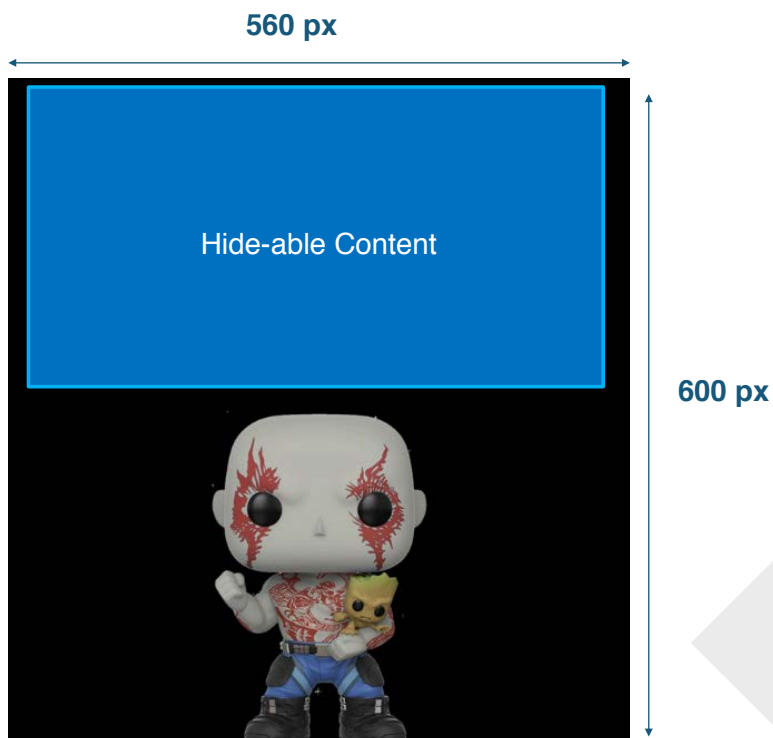Sample of In-App Banner Display Desktop

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Designing Program-Exclusive Banners

Things to Consider

When creating a program-exclusive banner, consider the following:

1. Creative file must be 560x600 px (with x height)

2. Our banners are device responsive and therefore designer(s) must avoid designing the banner ad where the focus of the image is in the hideable area

3. For mobile ads only, the design must accommodate the different ways in which a device or platform may render the banner ad.

4. Banner "Spot Name" is highlighted in the banner. Example:
FUNKO: POP! FYE EXCLUSIVE (this shows in the orange banner and top text - both will always be the same)

5. Banner "Spot Text" Example:
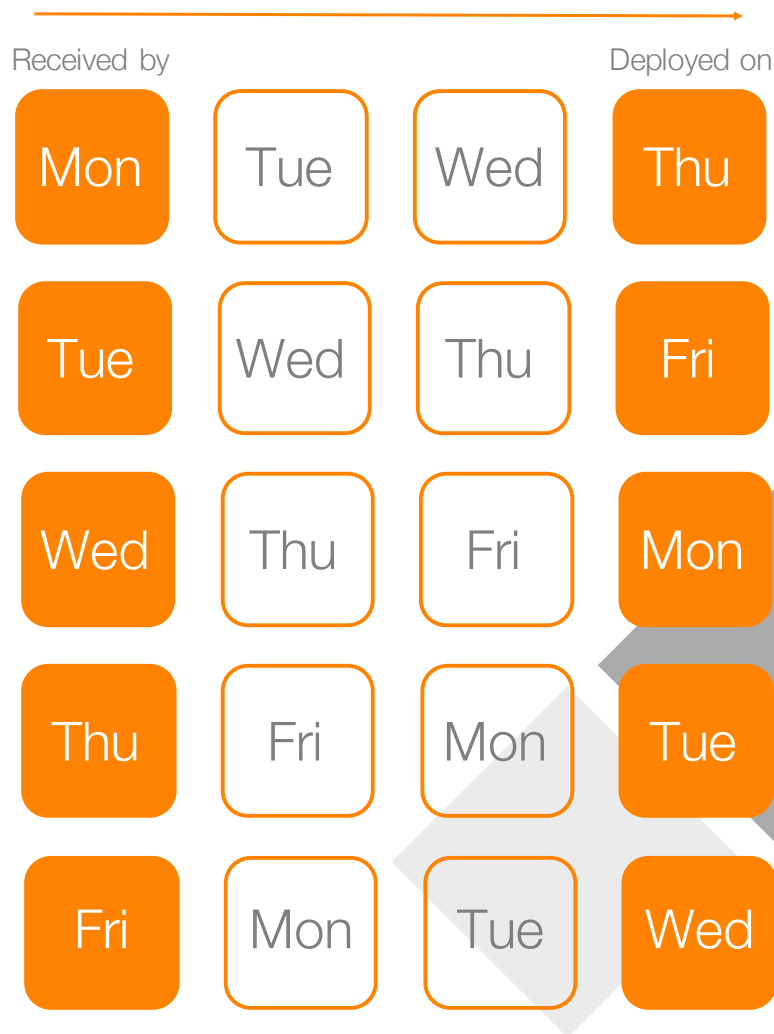Guardians of the Galaxy - Drax with Groot

560 px

Hide-able Content

600 px

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Banners and Push Request Timeline

Placing a Banner & Push Notification

Once you have decided to send a push notification or add a banner to engage your members, Access Development will complete the job in three business days.

- Example: for a Friday banner update or push notification, we need to receive all job requirements and details by end of day Tuesday.

For more information, contact your Access Development Customer Success Manager or Account Manager.

Received by   Deployed on

Mon	Tue	Wed	**Thu**
Tue	Wed	Thu	**Fri**
Wed	Thu	Fri	**Mon**
Thu	Fri	Mon	**Tue**
Fri	Mon	Tue	**Wed**

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