

**PRODUCT**

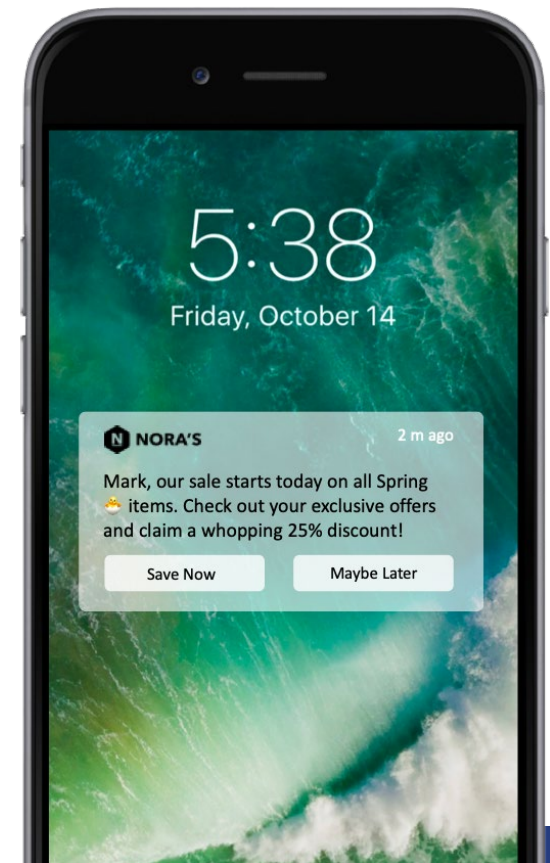
# MOBILE PUSH

**Deliver rich mobile messages for greater consumer engagement**

Our mobile push capabilities enable brands to deliver seamless mobile experiences within Selligent Marketing Cloud. Easily embed our SDK within your mobile app to deliver both push notifications and in-app messages that drive high user engagement through our advanced omnichannel personalization features.

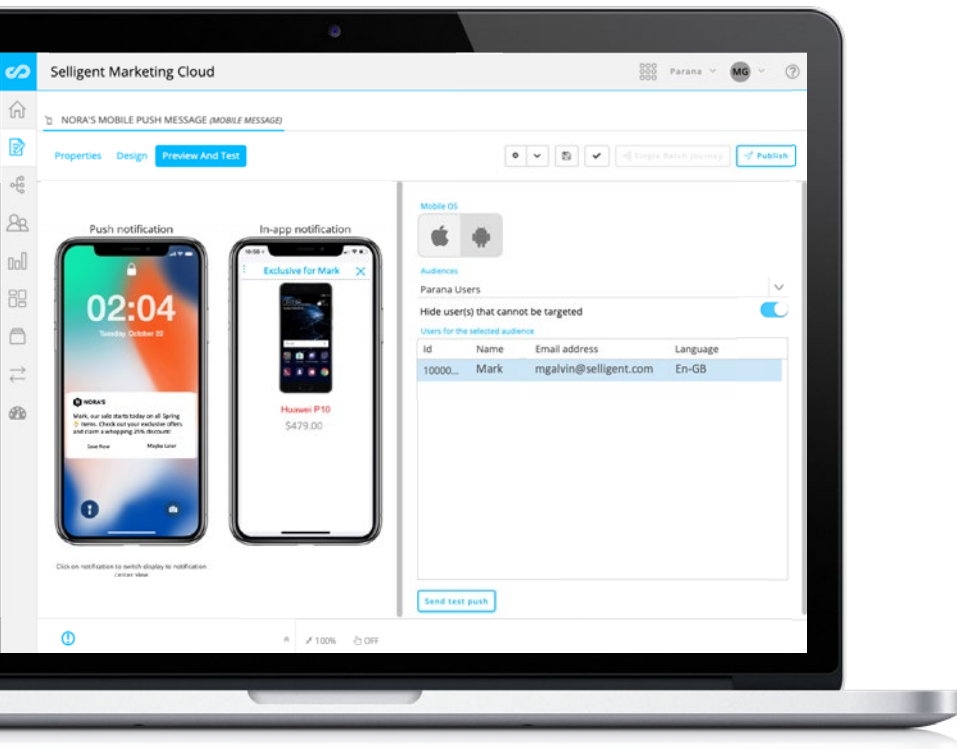
## Key Benefits

- Fully integrated across Selligent Marketing Cloud
- Simple drag-and-drop component, which can be dropped into our journey map to create seamless omnichannel-orchestrated customer experiences
- Design mobile push notifications as well as rich in-app messages to deploy highly coordinated mobile lifecycle marketing strategies
- Leverage our AI-powered product recommendations and open-time content for higher user engagement and to influence more app launches
- View mobile activity and insights via our Universal Consumer Profile, which provides a 360° view of all your consumers' omnichannel interactions
- Powerful location-based messaging to target consumers based on user defined geofences and beacons via timely, triggered dialogues



# Key Technical Features

- **Simple Setup:** Our mobile SDK along with our Ionic and Cordova wrappers are available on GitHub and as NPM Packages (Nugget Package Manager) to enable easy command line installation to make implementation a breeze.
- **Cross-Platform Support:** Our mobile messaging supports delivery across both Android and iOS devices to broaden your customer reach and deliver great consumer experiences.
- **Move Beyond Simple Push Notifications:** Add call-to-action buttons with deep links to launch the app, or combine with in-app messages to deliver co-ordinated app launches, followed by richer message offers to drive user engagement.
- **Leverage Advanced Personalization:** Move beyond simple personalization and emojis and deliver the sort of experiences typically only leveraged in email. Deliver AI-powered product recommendations or pivot content based on open-time personalization, to make every engagement contextually relevant.
- **Capture Every Interaction:** Deliveries, opens, cancels or call-to-action button clicks are all captured seamlessly as events along with any required custom events captured, which you can leverage to design even the most sophisticated multi-stage mobile lifecycle marketing journeys.
- **Multi-Language Support:** Our intuitive message editor enables users to design and orchestrate mobile messages across different languages easily, to reduce time to market in the rollout of global marketing strategies.



Selligent Marketing Cloud is a sophisticated B2C marketing platform that empowers ambitious relationship marketers to maximize every moment they engage with consumers.

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