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funkypigeon.com

Funky Pigeon Uses Automated Push Notifications to Deliver Content

Funky Pigeon's Objectives

- Increase conversion through better customer communication and rich content

- Deliver special content for new users through automated push notifications

- Prompt people to create personalized, meaningful gifts, effortlessly

On the go and realize it's someone special's birthday? The Funky Pigeon app allows users to create and send fun, personalized greeting cards, notebooks, posters and other memorabilia—from chocolates to teddy bears—on the move with their smartphone.

The UK-based company created an app to increase its mobile presence as well as improve functionality and transactions through the app. Funky Pigeon chose Urban Airship's mobile engagement solution due to its proven track record with other customers.

Funky Pigeon uses Urban Airship's automated push notifications to alert users to new deals and offers, such as a "25% off your next order" message via a landing page. Funky Pigeon also sets tags based on new users' behavior in tandem with automation to create better-informed audience segments for messaging.

Used together, automation capabilities and tags send timely, relevant content by intentionally delaying content delivery rather than immediately sending a push notification to users when they first open the app. This
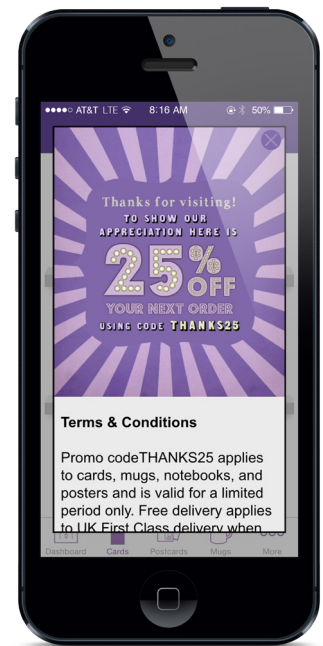
Funky Pigeon uses automated push notifications and landing pages to deliver offers and reminders to users.

RESULTS

⬆ **88%**

Audience response rate due to using automated push notifications.

⬆ **1200%**

Automated push notifications produced a 1200% increase in conversion over email.

> *"Urban Airship has far exceeded our expectations … our communication with customers has never converted so well. I highly recommend Urban Airship to any business wanting a highly engaging communication method."*
>
> *Tom Pepper,*
> *Business Analyst, Funky Pigeon*

allows users to get acquainted and explore the app before receiving information.

Funky Pigeon has seen great results from integrating automation and push notification into its app, surpassing the effectiveness of direct mail.

"With the AES (Automated Engagement Suite) system our messages have converted significantly higher than our EMS (Email Marketing Systems) activity," said Tom Pepper, Business Analyst for Funky Pigeon.

The company has seen a large increase in conversion through push compared to direct mail, as well as a 94.4 percent increase in audience response rate after sending push notifications.

The app allows users to upload pictures to the app via their photo library, Facebook and Instagram, or use the smartphone camera at that moment to snap a picture. Users then decorate and personalize the greeting card before sending it to the recipient.

The Funky Pigeon app also has a reminder service that can remind users about their Facebook friends' upcoming birthdays on their calendar.

The brand continues to explore automated push notifications as well as its message center to communicate with its audience.