



Hooked Linking College Students to Nearby Offers

Hooked's Objectives

- Share nearby deals with students through push notifications
- Grow user base through app downloads
- Maximize user engagement

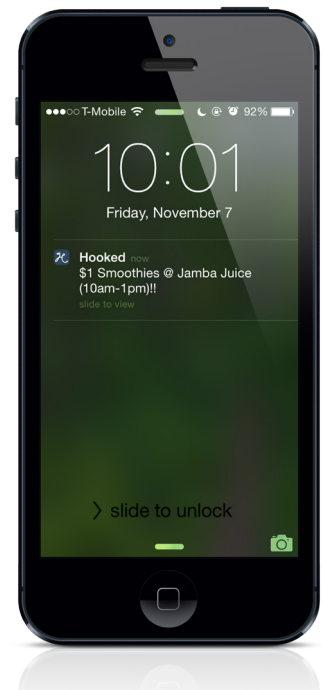
The Hooked app feeds college students' hunger for cheap eats near campus. Currently, the app shares primarily food and beverage offers near three campuses: University of Texas, University of Wisconsin and University of Michigan.

The app uses Urban Airship's push notification and geofencing capabilities to send timely, location-relevant alerts to users. These offers or "hooks" are valid for an average of three hours and based on the time of day, so reminding students in a timely way is key.

Push notifications are a powerful way for Hooked to share offers, because of its tech-savvy audience of students can be forgetful. "Push notifications help us remind users in a noninvasive way," said Brett Berman, cofounder and COO of Hooked. "Push notifications share the latest offers, while helping college students save money."

Geofencing, a system of messaging mobile devices only within a defined geographic boundary, lets Hooked send push notifications with offers that are relevant only to the users near that location. After sending a location-based push notification, Hooked sees a spike in opens.

"We've seen influenced open rates as high as 88.5 percent



The Hooked app shares nearby offers, via push notifications, based on time of day and location to nearby college students.

RESULTS

↑ 88.5%

Received an 88.5 percent influenced open rate on offers shared via push notifications.

“Push notifications give students a seamless way to see our latest offers and just enough information to be able to take action. When there’s a well-balanced, relevant mobile engagement strategy, it helps students feel like they’re in the know.”

Brett Berman,
Cofounder and COO, Hooked

after sending a push notification,” Berman said.

Hooked recently sent a highly popular push notification to users for a free cider. The offer was sent to users near the University of Wisconsin campus and was valid for two hours. In that time, 200 students came in Steep & Brew for the cider.

Hooked experimented to find out the best time of day to send offers and how much information to include in the push notification. The team found that sending the push notification as soon as an offer goes live gives users the opportunity to plan to redeem the offer.

Hooked also found that shorter, specific push notifications work best. “You need to give the customer specific, actionable details without being too long-winded,” Berman said. “Being vague doesn’t help the customer decide if the offer is relevant to their needs; we want to give just

enough information that if they don’t go into the app, they still know enough to take action,” he said.

In addition to location-based push notifications, the app also uses Urban Airship’s message center to house offers. A badge reminds users to open the app to check new messages. Students can also share offers with friends, leading to more app downloads and “hooks.”

In the future, Hooked plans to move toward enhancing personalization and expanding location capabilities. “Urban Airship has helped us seamlessly share offers with students and bring them back into the app,” Berman said. “We’re really excited about Urban Airship’s partnership with Gimbal and where that will take us next.”