



Hootsuite Uses Urban Airship for Simple Integration, Automated Notifications

Hootsuite's Objectives

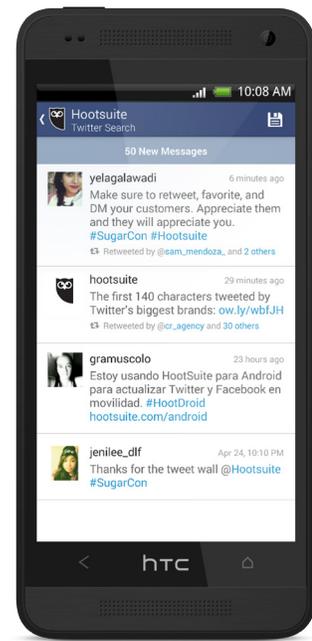
- Create a mobile experience tailored to users' needs
- Make the app a complete, standalone source for information
- Allow users to see important information from their lock screen with automated push notifications

Hootsuite is a social media management tool that helps users turn social messages into meaningful relationships. Hootsuite's iOS and Android apps help businesses monitor and engage with their audience on Twitter, Facebook, LinkedIn and more.

By using automated push notifications, Hootsuite's apps can send instant updates to users about new activity across any of their social channels – retweets, favorites and comments to name a few. Social and community managers now have the freedom to stay in touch anywhere they go.

Hootsuite contemplated building its own in-house push notification solution, but ultimately decided Urban Airship's mobile engagement platform was the best choice.

"We chose to use Urban Airship due to the simplicity of integration. Outsourcing this piece made it easier for our team – we don't have to deal with maintenance, activations, and delivery to multiple mobile platforms," said Jeff Stautz, Hootsuite's director of mobile engineering.



The Hootsuite app uses automated push notifications to send its users updates about new activity across their social channels.

RESULTS

 **>25m**

More than 25 million automated push notifications delivered in one month.

“We’re using push differently than most brands—we’re relaying messages rather than messaging users directly. Urban Airship is the perfect conduit, sending automated push notifications in real-time about users’ social activity.”

Jeff Stautz,
Director of Mobile Engineering, Hootsuite

In creating the app, Hootsuite’s strategy was to build what its users needed most: actionable, real-time push notifications about new activity. As part of this, the team considered what type of content worked best by experimenting with different push notifications to determine what users found most useful and drove the most engagement.

In addition, Hootsuite uses push notifications with deep links, which allows users to explore deep into the app to take meaningful action.

By letting users engage with communities in real time, user activity has risen significantly. “Our push notifications usually prompt a follow-up action that people want to take. This interaction brings users back into the app,” Stautz said.

Urban Airship is a key part of Hootsuite’s user experience, with more than 25 million automated push notifications sent in one month alone.

“Enterprise customers want their teams to be able to respond quickly to messages on the fly,” Stautz said. “With Urban Airship’s automated push notifications, this becomes possible.”