URBAN AIRSHIP

URBAN AIRSHIP WEB NOTIFY
ENGAGE CUSTOMERS WITH WEB PUSH NOTIFICATIONS

Web push notifications help you deliver relevant, personalized, in-the-moment messaging wherever your users are online. Urban Airship's Web Notify provides the tools necessary to reach new web visitors with powerful engagement strategies, encouraging repeat visits and driving conversion.

WEB PUSH NOTIFICATIONS: Web notifications are push notifications sent to a user via mobile and/or desktop web. These messages are delivered via web browser, and can appear on the screen even when a user is not on the website. Web push notifications require users to opt-in before they can receive notifications from both desktop and mobile web browsers. Notifications with interactive buttons allow you to use deep links to take the user to specific content.

DESKTOP WEB BROWSERS: These notifications show up at the top or bottom of the screen when a user has a browser open, whether or not they are currently active on your website. On Apple computers, the message appears at the top right; on Windows PCs, web notifications appear on the lower right of the screen. Notifications will disappear after a set amount of time, if not clicked. On Mac computers, unread notifications from Firefox and Opera browsers can be found in the notification center. On Windows PCs, unread notifications from Opera can be found in the notification center. Currently, Chrome does not store unread notifications.

MOBILE WEB BROWSERS: Web push notifications appear on mobile devices similar to the way app push notifications appear. Currently, there is no ability to send web notifications to iOS devices (limited by APNS). Android devices store unread web notifications in the notification tray, as with app push notifications.

TECHNOLOGY
Get great tech for great mobile engagement.

• **Javascript SDK.** Our SDK ensures support for platform additions to support new device experiences, while providing rich out-of-the-box features.

• **APIs.** Extend and integrate every element of our service, including messaging, automation, segmentation and behavioral mobile data, with our robust APIs.

• **Browser Support.** We support the major modern browsers, including Chrome, Firefox, and Opera on desktop and Android mobile devices.

CREATE A COMPELLING CAMPAIGN IN MINUTES

Build scalable, real-time, automated campaigns so your messaging is coordinated, consistent and personalized across channels. With our UI, you can test messages, choose from different message combinations and develop campaigns that will resonate with your web audience.

- **Omni-Channel Coordination.** Deliver consistent messaging across your web, app and mobile wallet channels.

- **Real-Time Automation.** Interact with visitors in real time with sophisticated rules, frequency caps and time delays.

- **Segmentation.** Segment and target key cohorts with user-level data.

- **Personalization.** Tailor the content of your messages to the individual user.

- **Deep Linking.** Send to any URL to improve user experience and to increase conversions.

- **A/B Testing.** Test what's working and what's not to inform strategy.

GET GREAT CUSTOMER INSIGHTS AND DATA

Capture all customer interactions with our powerful segmentation engine. The moment a user opts-in to web notifications, the Urban Airship platform starts building a profile based on user preferences. A user profile combines web and app behaviors, user preferences and device information for personalized web engagement.

- **Mobile Data Bridge.** Add external data to the user profile and get a cross-channel view of customer behavior.

- **Audience List Uploader.** Upload custom audiences from your CRM into mobile.

- **Segment Builder.** Create new segments in seconds with any of the attributes we collect.

USE REAL-TIME AUTOMATION

Serve the customer at every relevant moment across the mobile experience.

- **Real-Time Mobile Marketing Automation.** Interact with visitors in real time with sophisticated rules, frequency caps and time delays.

- **Automation Rules.** Prevent over-messaging by setting limits and delays on your messages.

- **API-Driven Automation.** Deliver programmatically-driven messaging the moment an event is detected in one of your systems.

ENGAGE MORE CUSTOMERS WITH URBAN AIRSHIP'S DIGITAL GROWTH PLATFORM, THE LEADING NOTIFICATION PLATFORM NOW AVAILABLE FOR YOUR WEBSITE

Companies use engagement strategies to deliver positive brand experiences, drive revenue and build long-term relationships. Digital engagement has since evolved to include many other messaging channels, including email, sms, and web communication channels — and we have take the industry-leading platform we built for mobile and taken it cross-channel.

Urban Airship's Digital Growth Platform has supported the largest brands worldwide to engage app audiences through personalized notifications that engage and convert. Learn more about the platform that helps 1500+ global brands reach their customers in the moments that matter most, across devices, at urbanairship.com/products.