



Rich Notifications

Inspiration Guide

USE THE POWER OF RICH MEDIA TO BOLSTER MOBILE ENGAGEMENT



RICH NOTIFICATIONS GIVE MARKETERS POWER TO PAINT A PICTURE ON USERS' LOCKSCREENS, BOOSTING ENGAGEMENT BY **MORE THAN 50%.**

“Show & Tell” takes on a whole new meaning with Airship’s support for Rich Notifications as part of iOS 10. We’re excited to offer first-to-market, cross-platform support for this new style of notifications on both iOS and Android.

Marketers and mobile leaders now have the ability to engage their customers more deeply by including photos, videos, GIFs and even audio right on a user’s lockscreen. Combined with interactive buttons, Rich Notifications capture mobile users’ attention and offer multiple ways to respond to push notifications, providing more data for personalization and creating brand new experiences for users.

Rich Notifications give brands the ability to not just tell users about the latest news, item or update, but show them as well, providing a richer and more actionable experience without even needing to open your app.

Everyone knows a picture is worth 1,000 words, and now your push notifications can take advantage of that sentiment too.

Use this Inspiration Guide to help envision new possibilities and quickly understand how to implement Rich Notifications with Airship Mobile App Engagement for smarter, more responsive campaigns that lead to better user experiences.

We’re here to help — call
+1 (855) 385 3155 (North America)
+44 (0) 300 303 8796 (International)
to speak with our team and get set up.

Broad Benefits for Brand & Consumer

With the release of Rich Notifications as part of iOS 10, messages are 3D Touch enabled and take on a more card-like appearance. Now users can view photos, watch video and listen to audio right from a notification. Rich Notifications can also display live information, so users can see a friend typing a response to a text or watch a map update in real time.

The release of iOS 10 also offers users the ability to see notifications on their lockscreens via the aptly-named Raise to Wake feature. This solves the challenge of messages previously getting lost when a user unlocks their device through Touch ID. Brands can use all of these capabilities to create rich, interactive and powerful notification experiences for users.

Rich Notifications allow brands to:

- Increase user engagement with both messages and app
- Use every interaction to target and capture user intent and boost responses
- Address users' key moments with buttons for effortless, immediate actions to help serve them better
- Grab the attention of app users and evoke emotional reactions through images and videos
- Stand out above the competition with more visually compelling content

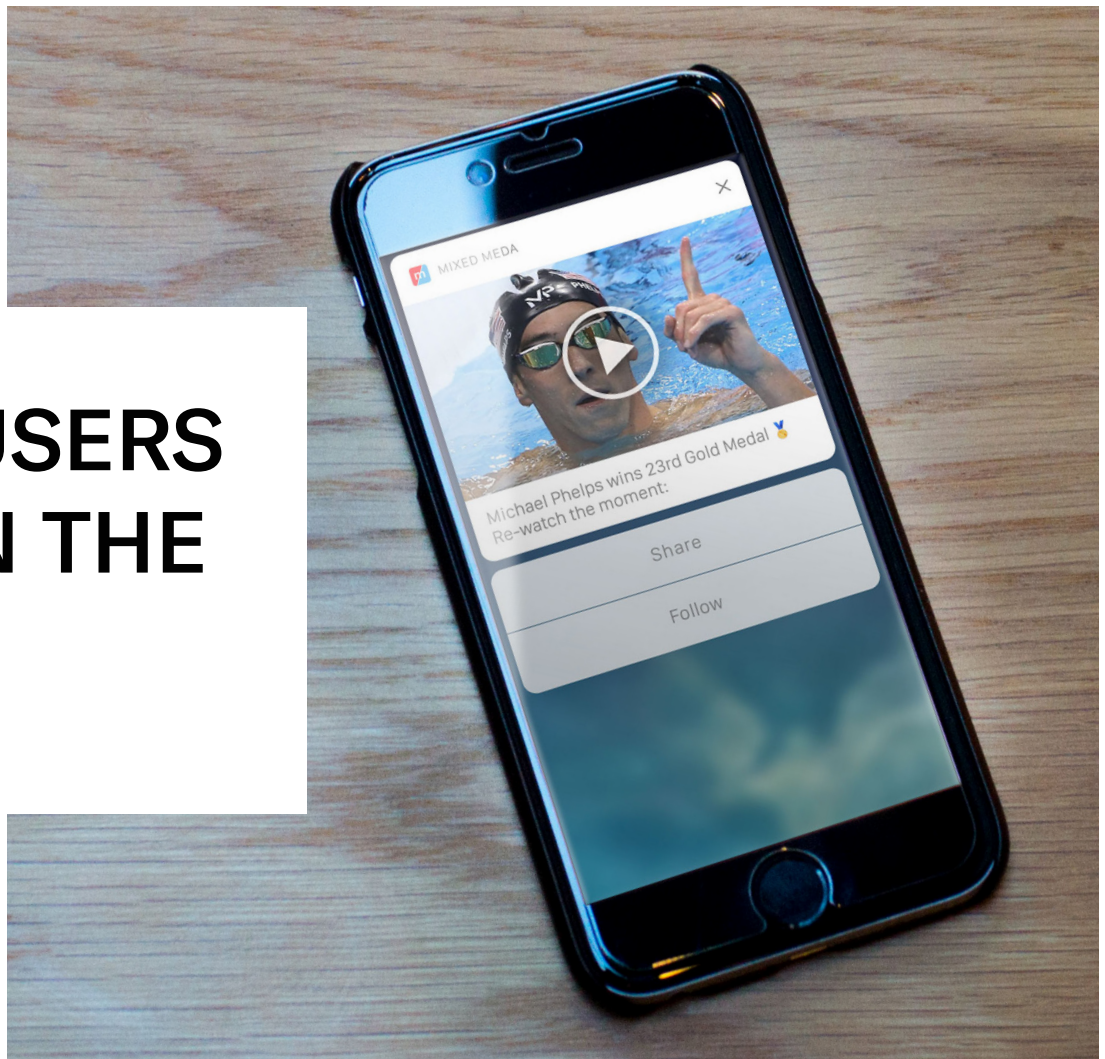
DRIVE 56% HIGHER DIRECT OPEN RATES USING RICH NOTIFICATIONS

Why shake up your mobile app marketing strategy with something new? Because it's already proven. Airship has supported Android's rich notification capabilities since launch in 2014, meaning data is available to support their efficacy. Looking at a slice, data from nearly five million messages sent during two weeks in August 2016 show that big picture notifications see a 56% higher direct open rate on average than notifications without images¹.

Using Rich Notifications, marketers can gain increased attention and response using rich media, while seizing an even bigger opportunity to streamline customer experiences with more app interactions and content delivered to the lockscreen.

WITH THAT, LET'S GET TO SOME INSPIRATION.

HELP USERS STAY IN THE KNOW



In a world of snackable content, Rich Notifications provide marketers with a great way to tell a visual story via a notification.

For example, Rich Notifications that deep-link to news articles serve up a more interactive, visual experience for app users while helping brands garner more content clicks.

Spark users' curiosity by sharing a highlight reel or instant replay in the Rich Notification to lead them to open the message.

Including a "Follow" button gives brands an opportunity to capture specific interests for follow up messaging campaigns, while "Share" buttons can amplify reach leverage users' social networks.

BETTER SHOWCASE SPECIAL OFFERS OR SALES



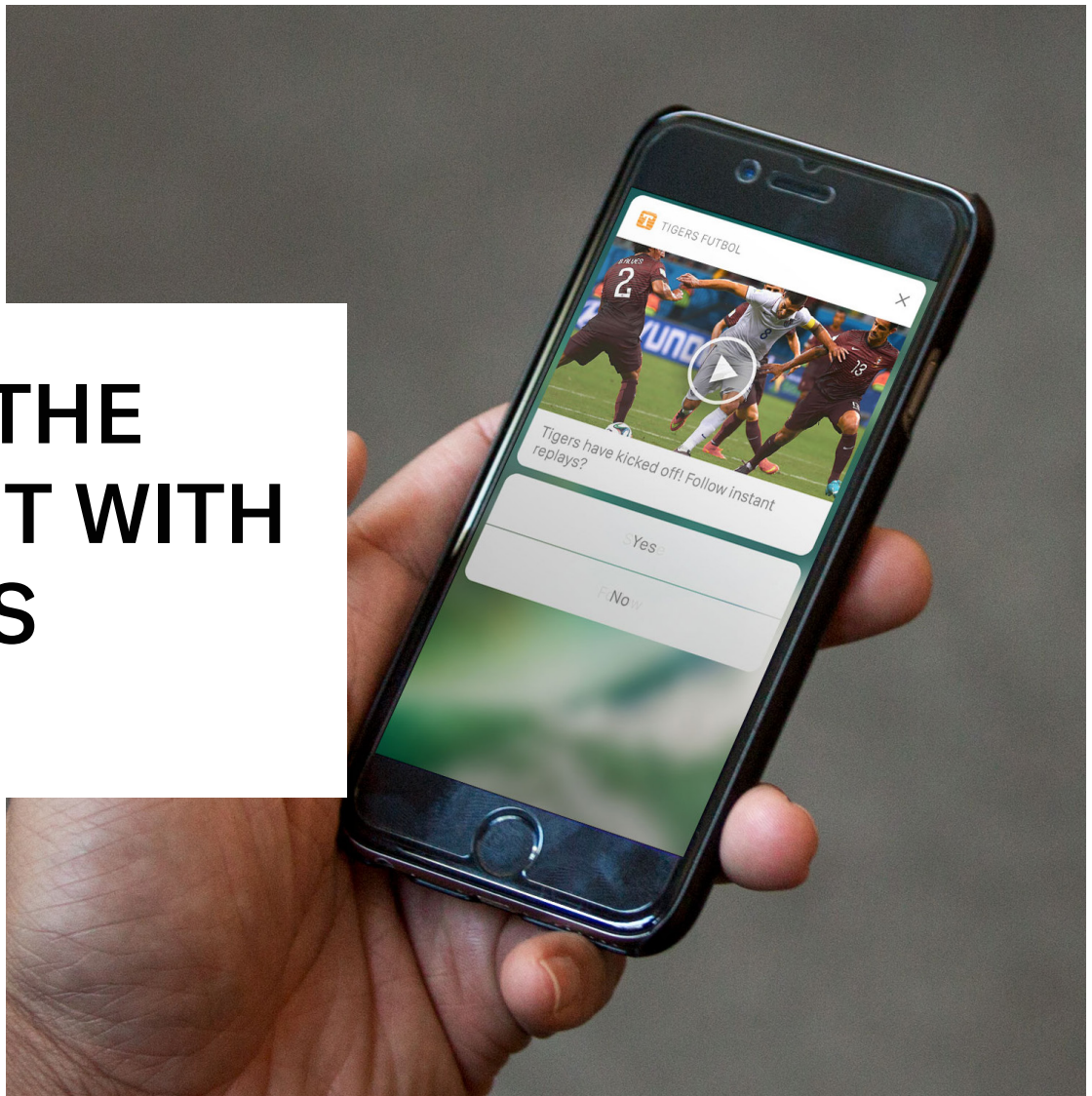
Rich Notifications allow retailers to serve up category-specific sales campaigns to targeted groups of users to encourage a purchase.

This capability allows brands to increase the likelihood of conversion by including a limited time offer or promotion.

For example, retailers can send a Rich Notification to users who have indicated interest in (or previously purchased) outdoor items by targeting their outdoor_shopper cohort.

The Rich Notification body itself can deep-link users to a specific product or category page, while “Add to Wish List” or “Remind Me Later” buttons can provide retailers a more nuanced understanding of each individual’s likelihood to convert.

RELIVE THE MOMENT WITH REPLAYS

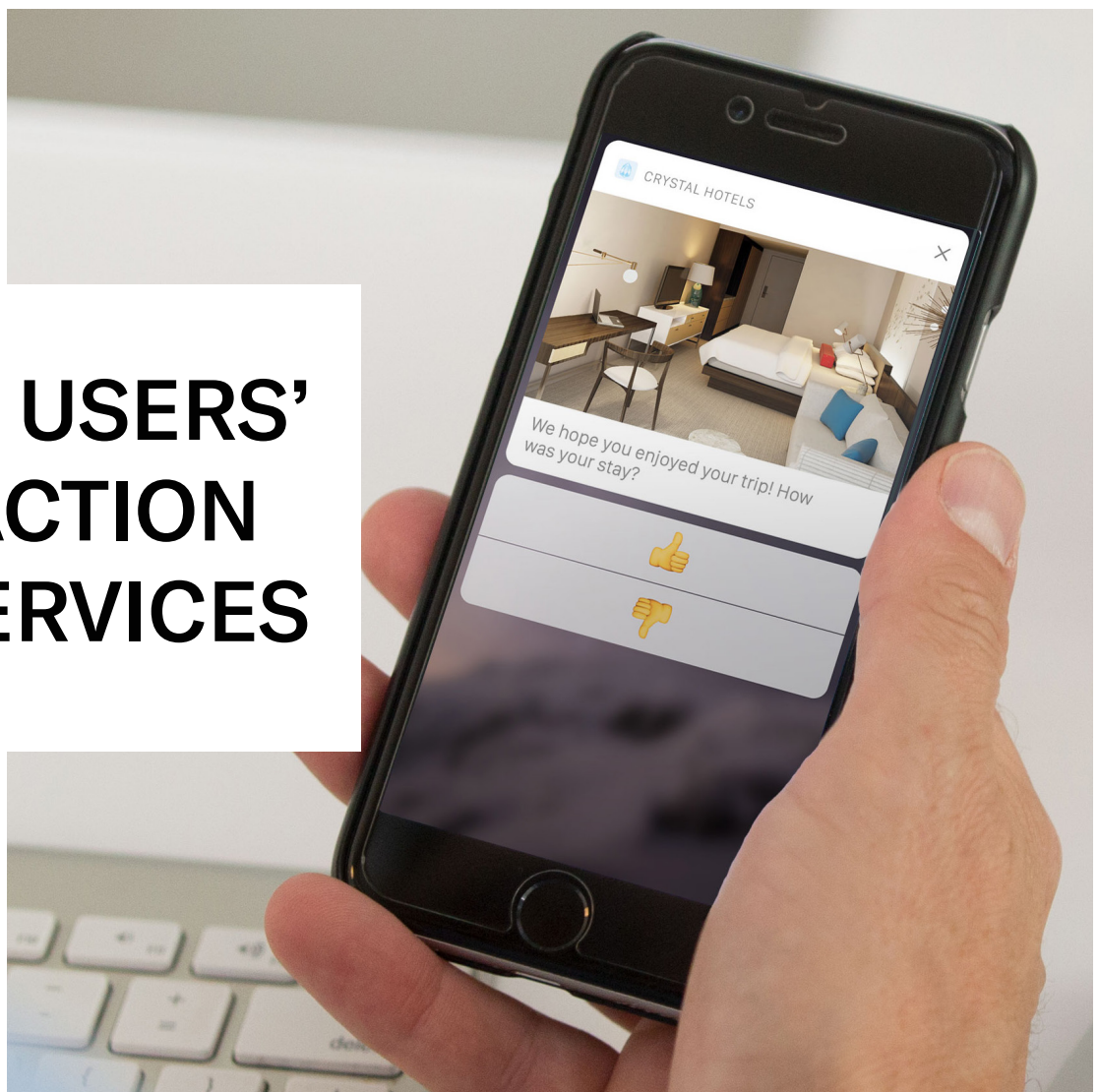


Share those can't-miss moments with Rich Notifications. Especially helpful for media or sports organizations, sharing a video or GIF allows users to review a play, goal or other action from the ease of their lockscreen — and open the notification to see more.

Sports organizations can target users who have expressed interest in a specific soccer team based on previous in-app behavior such as searches, clicks or favorites. A Rich Notification can then be sent to this group when a game is about to begin that asks if they'd like to follow instant replays. When a user chooses “Yes,” the app can set a tag that the user has opted in to replays and send follow ups with the top replays from the big game.

For new users, or those whose team or sport affinity is unknown, serving up an instant replay from a popular match extends rich app content to the lockscreen with accompanying buttons inviting them to self-select their preferences.

SURVEY USERS' SATISFACTION WITH SERVICES



Improve customer service experiences by giving them the opportunity to share thoughts via a survey. For example, a hotel could send a Rich Notification to a user who recently stayed at the hotel and include an image of their room type alongside thumbs-up and thumbs-down emoji buttons. When a user interacts with the thumbs-up button, they can be tagged as a `happy_customer`, and presented with the option to amplify their satisfaction with the hotel on social media or pre-book their next stay for a special offer.

If a user selects the thumbs-down button, the hotel can gather more intel by deep-linking to a customer satisfaction survey. They can also be tagged as an `unhappy_customer` and the hotel can later re-message the user with a win-back campaign or special promotion in hopes of providing a better experience next time.

This style of Rich Notification can be useful for service-related businesses, B2E apps or for gathering feedback on events/activities.

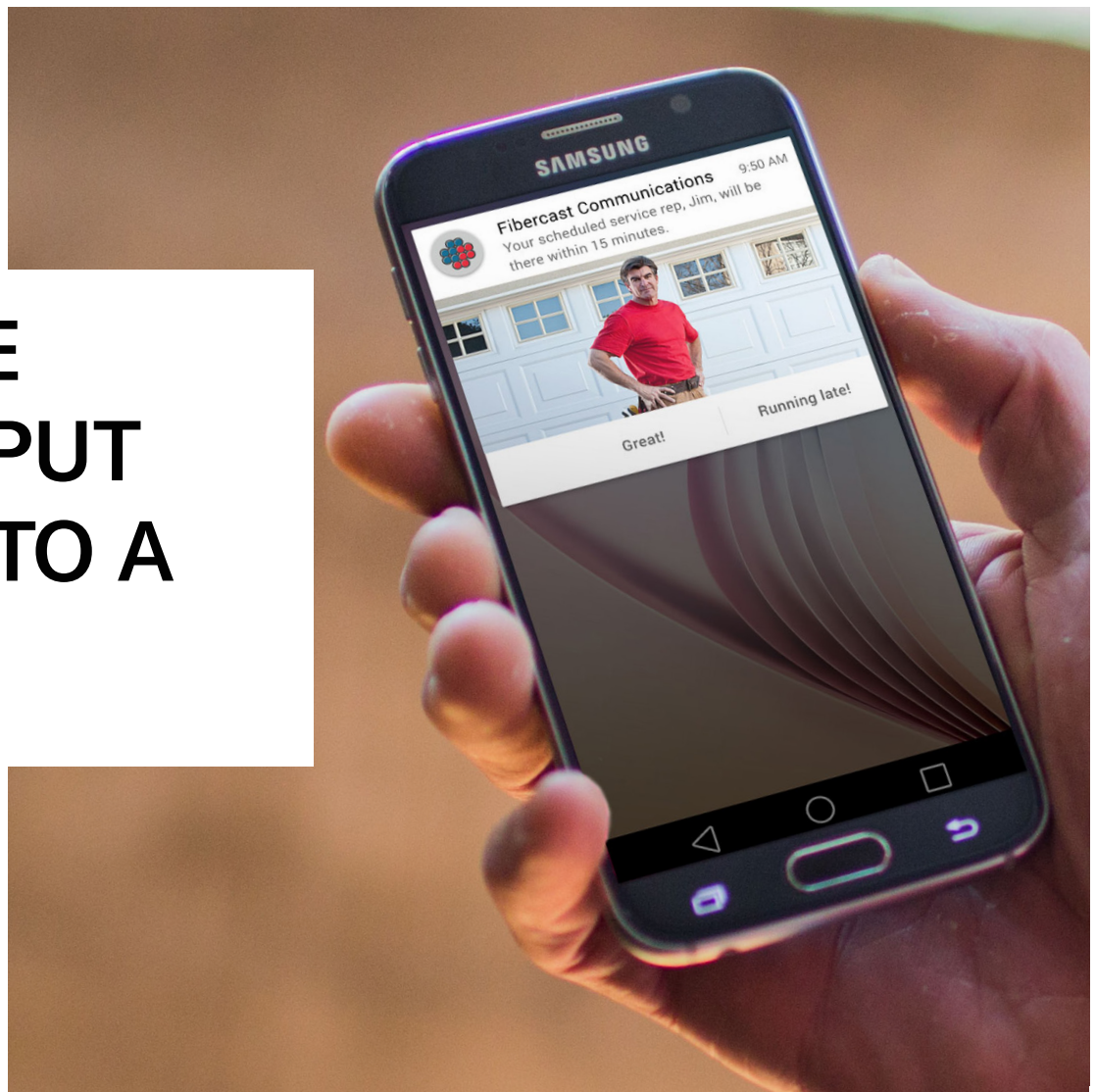
SHARE A MOVIE TRAILER AND THE NEAREST THEATER



Use Rich Notifications to share the latest movie trailer or release based on a user's indicated interest or favorited genres, directors and actors. Let's say a user favorited actor Shailene Woodley in a movie theater app and has opted in to share their location. The theater can use this information to send a Rich Notification when *Allegiant* hits the theaters sharing a clip of trailer, and giving the user the opportunity to buy tickets at their nearest theater. This allows the user to preview the trailer and easily tap "Yes" that links to a screen in the app showing movie times, allowing them to quickly select their preferred venue and time to complete their purchase.

Or, if they select "Remind Me Later," a retargeting campaign can be triggered to be delivered at a later time, potentially including a concessions offer image and different button selections. In doing so, the theater has curated content for the specific user, providing a relevant experience that's sure to delight.

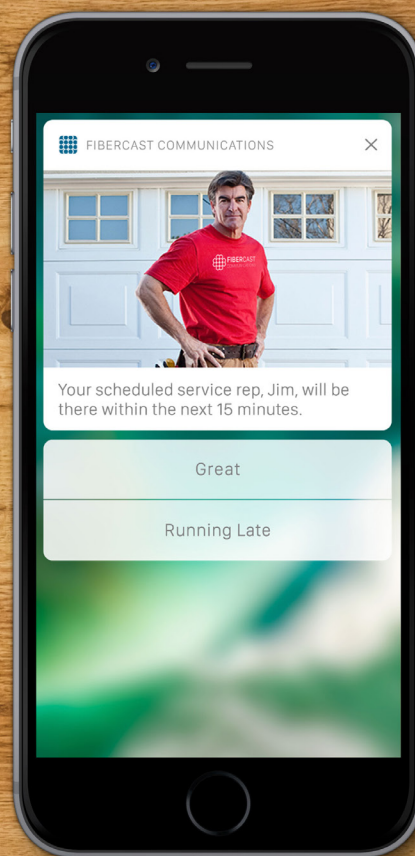
SERVICE CALLS: PUT A FACE TO A NAME



With Rich Notifications, there's no need to wonder who is at the door. Customers can receive a message sharing the name and photo of the service representative who will soon arrive at their door, as well as the ability to confirm the appointment time.

Adding custom interactive buttons like “Great!” and “Running Late” gives users better control of the experience. They can select “Great!” if they are at home and waiting, or “Running Late” if they aren’t quite ready or are not yet home.

Tapping “Running Late” can even trigger the company’s phone number to quickly reschedule, eliminating any potential miscommunication or wasted time for both the customer and service representative.



A Rich Notification
in both collapsed
and expanded
views.

Tech Specs & What's Out-of-the-Box

So how can brands get started sending Rich Notifications? Airship makes it easy. We support all media formats and also offer rich media hosting for the ultimate in convenience and speed.

Our new platform delivers images to mobile users faster than traditional methods. And in a world where every second counts for users, speed reductions in wait time (depending on payload size) add up.

All that's needed to get started is to confirm that SDK 8.0 for iOS and/or SDK 5.1.0 or later for Android is installed. After that, simply get creative with 25+ pre-loaded, out-of-the-box button pairs as part of a grand plan to deliver endless Rich Notification campaigns. Our SDK also includes translations for these buttons in several languages. In addition to text-based buttons, Airship also provides emoji buttons.

Brands can also create and add custom buttons. As these require an app update (true for any provider), we suggest planning ahead and adding desired

custom button pairs all at once — whether there's a planned use case yet, or not.

Six Steps to Send a Basic Rich Notification:

1. Choose your audience
2. Create message
3. Add media file or URL
4. Add button 1 and deep-link to desired destination (*optional, but recommended*)
5. Add button 2 and deep-link to desired destination (*optional, but recommended*)
6. Review and deliver

Useful Documentation:

- [Interactive Notifications Primer](#)
- [Migrating to iOS SDK 8.0](#)
- [Starting out with SDK 8.0](#)
- [Developers' guide for setting up an Airship configuration for iOS apps](#)
- [Release Notes](#)

About Airship

Airship provides the world's leading mobile engagement platform, helping thousands of businesses of all sizes form a direct and lasting connection with their customers. With Airship, companies gain total control of their mobile footprint — apps, wallets and user-level data — to deliver experiences that get noticed and drive action across mobile or any other customer touchpoint.

More than 45,000 apps and some of the most innovative global brands trust Airship to grow their business through mobile with an independent study reporting a composite [878% return on investment for customers](#).

For more information, visit www.airship.com, read our [blog](#) and follow us on [Twitter](#) or [LinkedIn](#).

EXPLORE OUR FULL SUITE OF MOBILE ENGAGEMENT PRODUCTS:

Airship Mobile App Engagement: Grow and retain your mobile app audience with push notifications, in-app messages, message center and more.

Airship Mobile Wallet: Easily create mobile wallet passes to power your loyalty/reward cards, boarding passes, tickets, coupons, identification cards, gift cards and many more use cases. The possibilities are endless.

Airship Real-Time Data Streaming: Unlock the power of mobile by connecting your entire business to rich, real-time mobile insights with the industry's first user-centric mobile data streaming platform.

Airship Performance Analytics: Create smarter, more informed campaigns. Easily re-target and re-message specific cohorts of users based on your analysis.

¹METHODOLOGY

Analysis included Android apps that had sent at least 400 big picture notifications between August 5-18, and compared average direct open rates of these messages to notifications sent without pictures. Nearly 5 million notifications were included in the study, of which more than 650,000 were big picture-style.



Portland
San Francisco
London
New York
New Delhi
Paris

+1 (855) 385 3155 (North America)
+44 (0) 300 303 8796 (International)

[AIRSHIP.COM](https://airship.com)

© 2019 Airship. All rights reserved.

