

# Azure Mobile Engagement

Real world ways to maximize user retention and monetization

# Mobile is driving the biggest re-engineering of business since the PC



Insights from  
devices and sensors



Social



Connected products



Systems of record



Public as-a-service  
capabilities



Curated, personalized  
content



Predictive  
analytics



**The result:**

Context-rich mobile moments  
Better mobile experiences

# Azure gives you the services you need

A comprehensive cloud  
platform that supports  
mobile first



# Critical tenets of successful mobile engagement



**Personalized** Messages



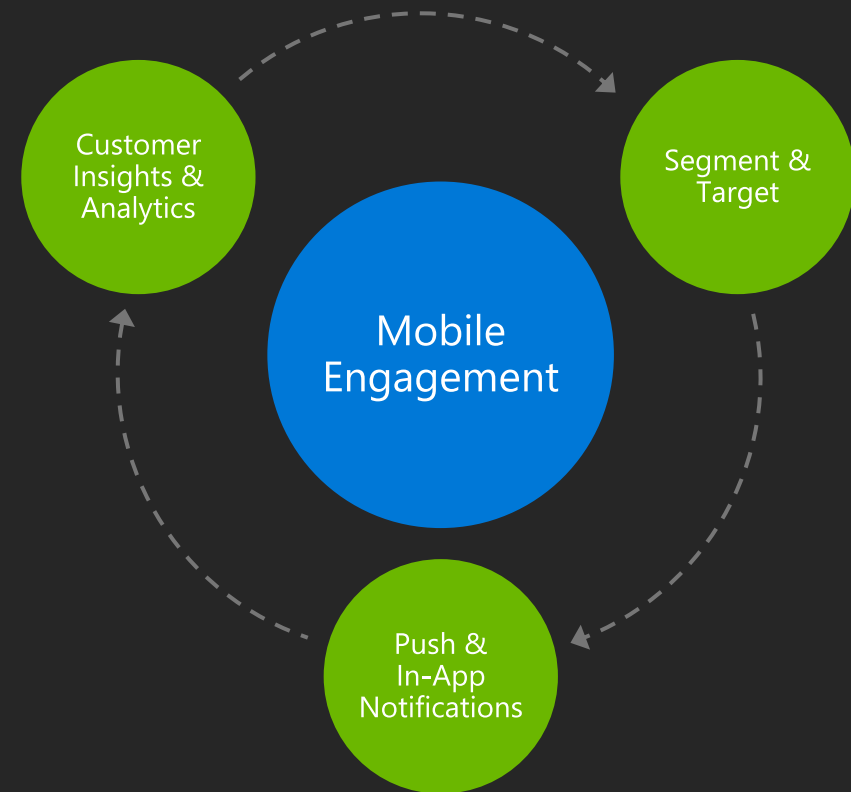
**Relevant** Targeting



**Constant** Customer  
Touch Points



**Extended** Customer  
Engagements



# Azure Mobile Engagement

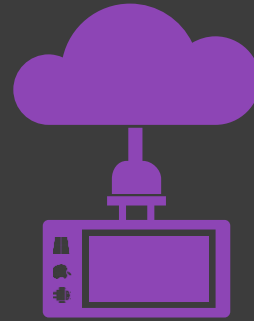
A SaaS-delivered Mobile Engagement platform



Actionable insights  
available in real-time  
to increase app  
usage



A value-added push  
& in-app  
communications  
platform



Open APIs & easy  
integration



Data protection &  
privacy across the  
globe





# Actionable insights



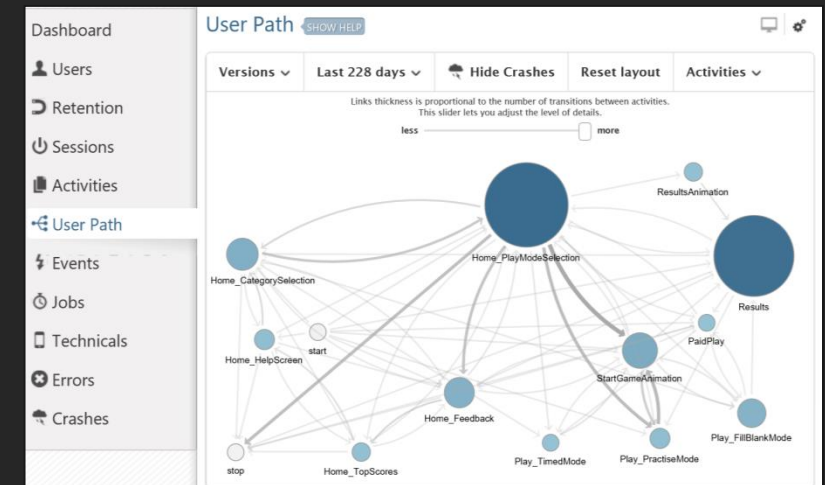
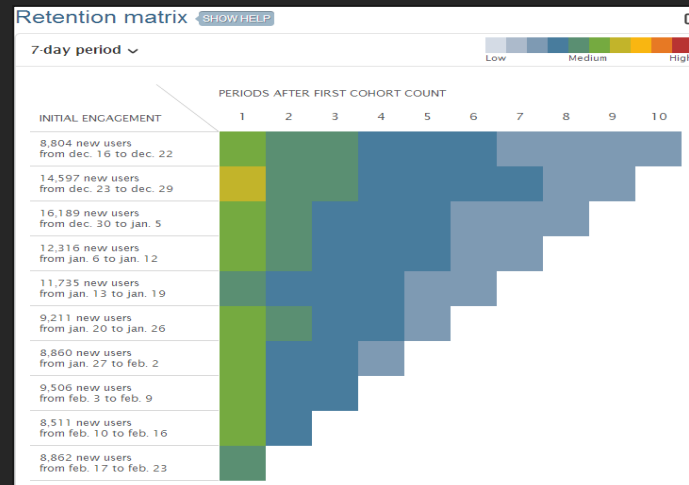
**Trigger actions** according to **user behavior and demographics** with big data collection and real time processing



**Create custom dashboards** to measure KPIs, track retention, stickiness, and ROI



Easily and continually **enhance and optimize the user experience** with User Path view



# Push & in-app communication platform



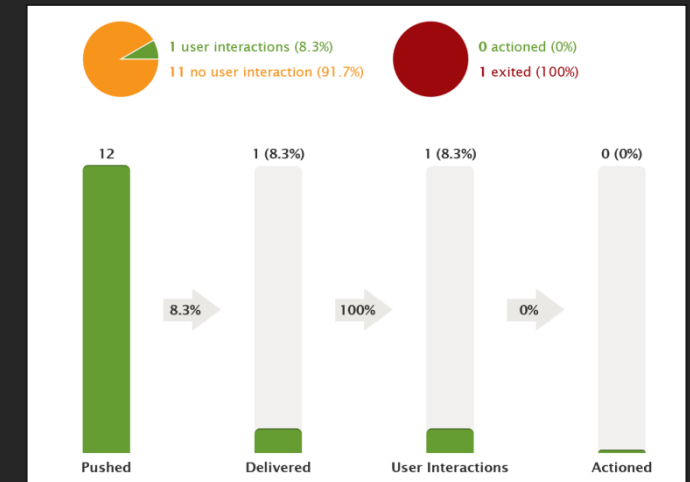
➔ **Create targeted campaigns** with intelligent customer segments & in-app messaging capabilities

➔ **Intelligent segmentation** helps you reach customers in a highly effective and non-intrusive manner

➔ **Optimize campaign management** with real – time feedback and analytics

The screenshot shows the 'REACH' tab with a sidebar on the left containing 'Announcements', 'Polls', and 'Data pushes'. The main area is titled 'Campaign' and includes fields for 'Name' (Your First Push with text view (in progress)) and 'Category' (None). Below are sections for 'Notification' (Delivery time: In-app only, Title: HELLO, Message: let's go to see a text view!) and 'Content' (Type: Text announcement (notification + text view), Title: Welcome everybody!, Announcement: Welcome on board!, This application is a great adventure! Your feedback is important for us. Could you please rate our app?, Action button text: Ok, Exit button text: Remind me later). At the bottom are expandable sections for 'Audience', 'Time frame', and 'Test'.

The screenshot shows the 'SEGMENTS' tab with a 'Test' dialog box open. The dialog has a 'Criterion type' section with icons for Event, Session, Activity, Job, Crash, Error, and Tag (app-info). A 'Total users' bar chart is visible in the background, showing a green bar for 'Total users' and a grey bar for 'N/A'.



# Open APIs



**Integrate** into applications  
**easily** with **open APIs**



**Leverage existing data**  
from CRM, CMS, and other  
business related systems



**Improve audience  
targeting** and integrated  
with existing investments

## IMPORT EXTERNAL DATA

- Segmentation from external data
- Notification Campaigns with triggers from external data



SharePoint

Adobe® Campaign

ExactTarget®



Microsoft  
Dynamics CRM

salesforce.com

Azure  
Mobile  
Engagement

## EXPORT DATA

- Export campaign data to SQL, other DB
- Export data to Azure Storage and/or Machine Learning

Azure Machine Learning

Azure Blob Storage



Microsoft®  
SQL Server®



# A Cloud You Can Trust



## Security



The confidentiality, integrity, and availability of your data is protected.

## Privacy & Control



No one is able to use your data in a way that you do not approve.

## Compliance



Your content is stored and managed in compliance with applicable laws, regulations and standards.

## Transparency



You have visibility into how your data is being handled and used.

# Scenarios

# Scenario 1: Welcome Campaign

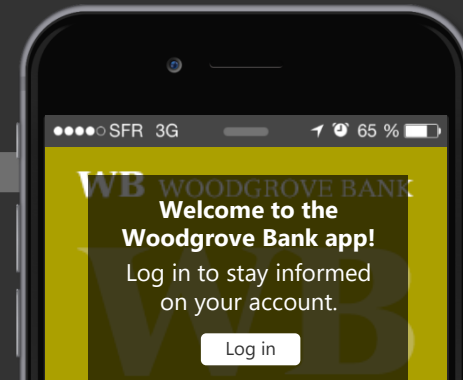
## Opportunity

Multi-step campaign to encourage account creation

## Benefit

Increase app usage and user retention by 80% during the early days

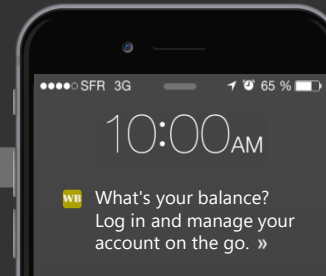
Day 1



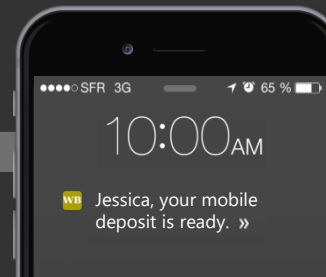
Day 10



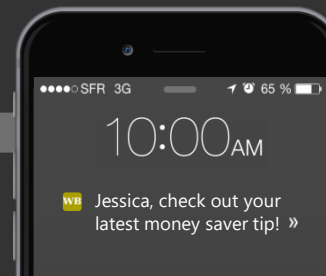
*Did not create account*



*Created account*



*Not active*



## Keys to success

- Ensure the welcome invitation highlights the value of your app
- Personalize based on robust user data
- Use multi-language capabilities based on geo



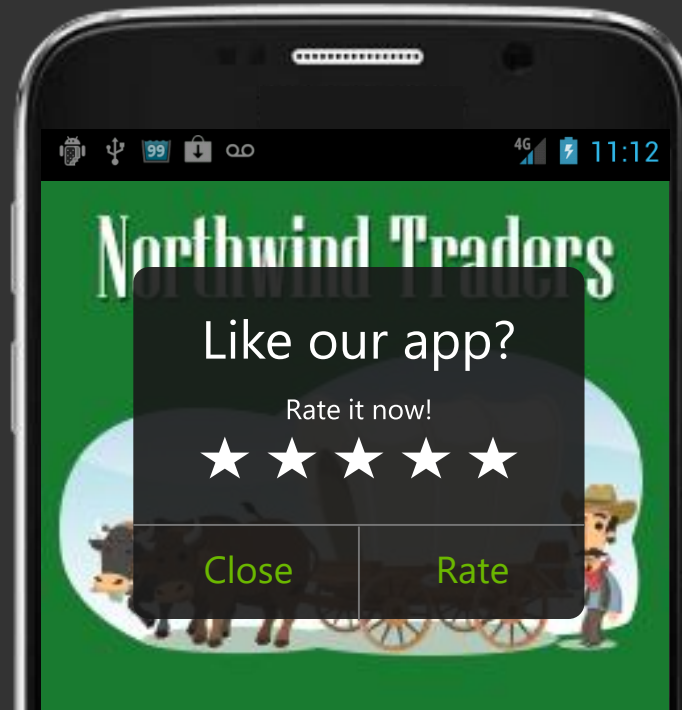
# Scenario 2: Ratings Boost

## Opportunity

Send message to fan base and encourage them to rate the app online

## Benefit

Increase app ratings, thus discoverability & downloads



## Example Target criteria for a generic app:

- User active during the last 5 days
- User at least 7 days old
- User having looked at least 10 articles or videos

## Keys to success

- Use dynamic user segmentation to target likely promoters
- Can work well with an in-app or push message
- Can be used to let app users know that you have improved your app

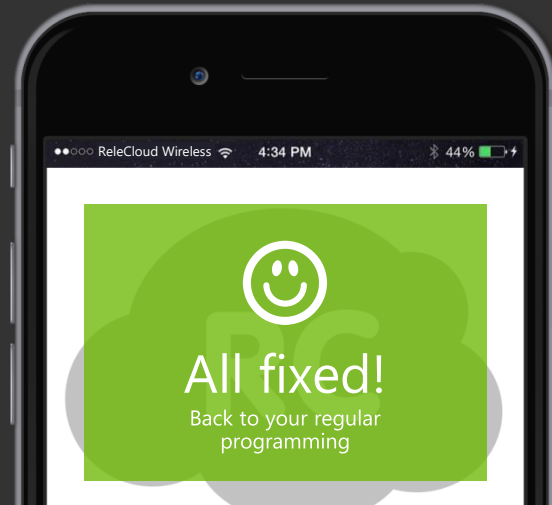
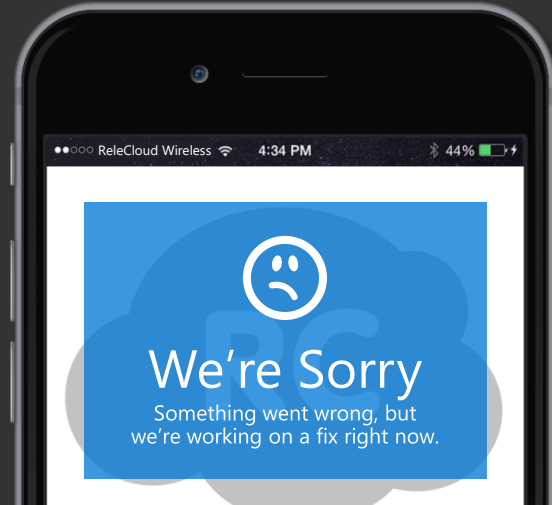
# Scenario 3: Sorry!

## Opportunity

Automated message sent when app crashes to tell user that you're aware and working on a fix, and when fix is available

## Benefit

Increase user retention and, when phrased well, can increase user loyalty



## Keys to success

- Use real-time performance monitoring and alerting to determine which users are impacted
- Optimize your delivery for each platform
- Fix the issue and update users

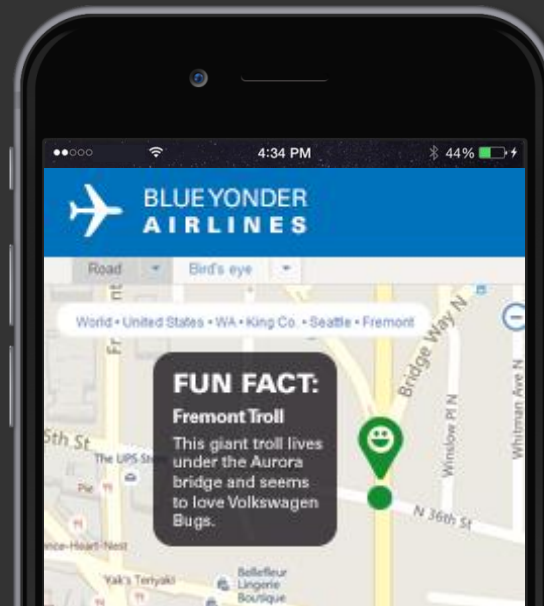
# Scenario 4: Hidden Gem

## Opportunity

Highlight a feature within the app that users are not taking advantage of and would probably like, share tutorial of how to use

## Benefit

App usage and user retention



## Keys to success

- Consider this an opportunity to improve the value of your app to users
- Utilize robust user data to understand usage patterns
- Personalize in-app notifications and tutorials



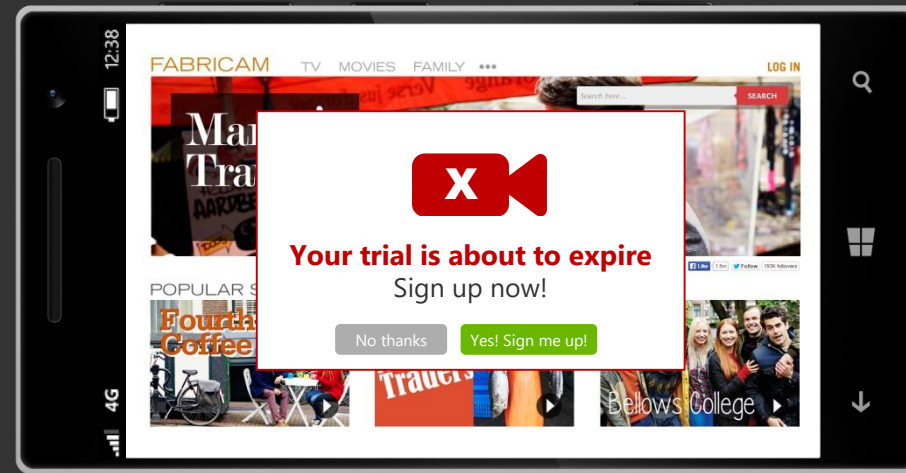
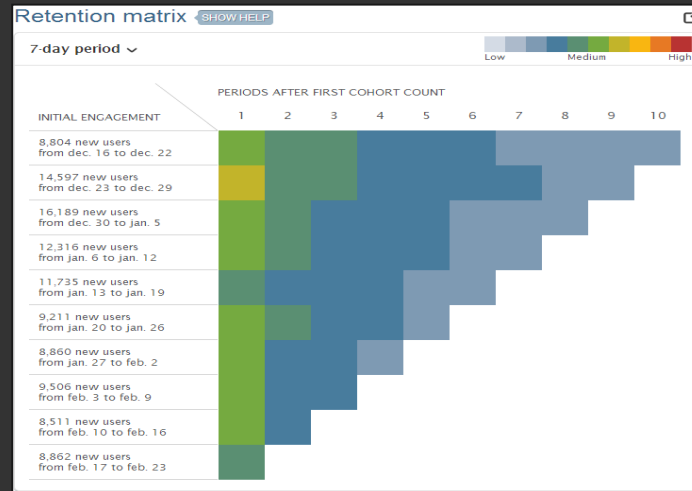
# Scenario 5: Boost Conversion

## Opportunity

When a user's subscription/trial is about to expire, renew now (or free→premium membership)

## Benefit

Retain users and increase profitability



## Keys to success

- Dynamic user segmentation can help you optimize your message and timing
- Utilize in-app messaging to reach a warm prospect
- Tune your execution as you go with real-time information on campaign performance

# Scenario 6: Targeted Content

## Opportunity

Tailor content based on identified interests

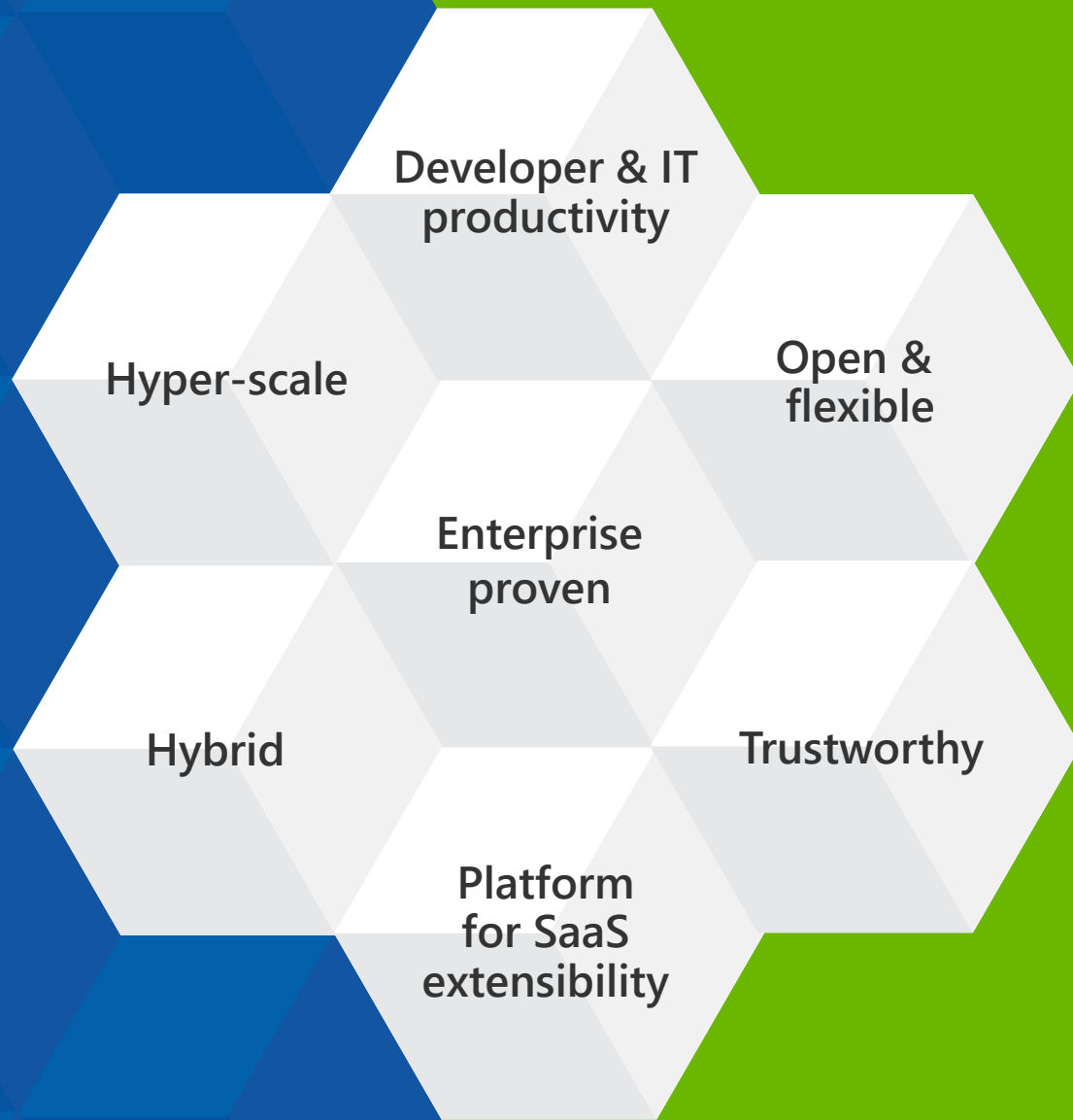
## Benefit

Increase user satisfaction and increase profitability



## Keys to success

- Fine-grained user segmentation helps you refine your offer
- Tailored push notification helps you deliver that offer well
- Geo-fencing means you can send a message when the user is within a certain distance of a purchase location
- And, this is all extensible to work with your current CRM system



## Why Azure?

Microsoft Azure is a growing collection of integrated cloud services—analytics, computing, database, mobile, networking, storage, and web—for moving faster, achieving more, and saving money.

# Get started today!



You can find technical documentation and a getting started guide [here](#)



It's this easy: Add a few lines of code to your apps & resubmit to the respective app stores



Once your updated app is published, you will see data ready for you to segment, target, and begin engaging



We'll help you: We're here to help you be successful every step of the way



Contact us on Twitter:  @AzureMobileEng

*General Availability:* **Now**



# Mobile Engagement Features

## General

- Campaign Management
- Marketing Portal – Analytics
- Reach – Campaign Manager

## Service Level Agreement

- Devops 24/7
- Single Sign-on

## API

- Analytics API
- Segments API
- Reach API
- Device API
- Azure Resource Provider API
- Importing User Tags

## Analytics

- User
- Sessions
- Activities
- Usage Path
- Events
- Jobs
- Technical
- Crashes
- Errors

## Segments

- Dynamic segmentation
- Automated Scenarios
- Custom Dashboards

## Monitor

- Sessions
- Events
- Jobs
- Crashes
- Errors

## Reach

- Push Notifications
- In-App Messages
- Cross Platform Push
- Polls



