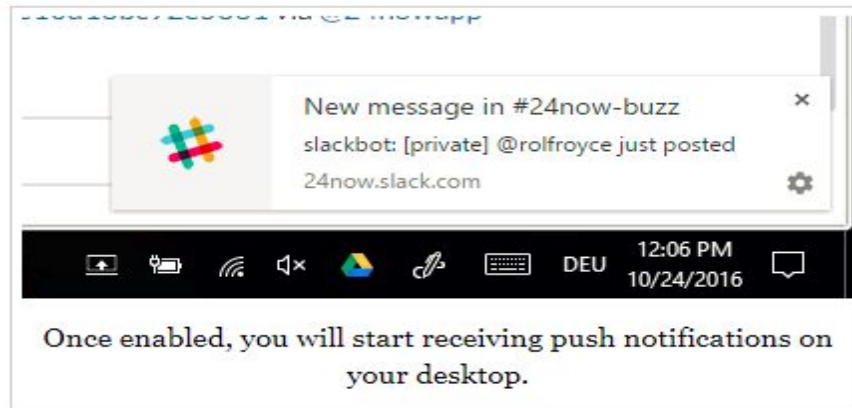
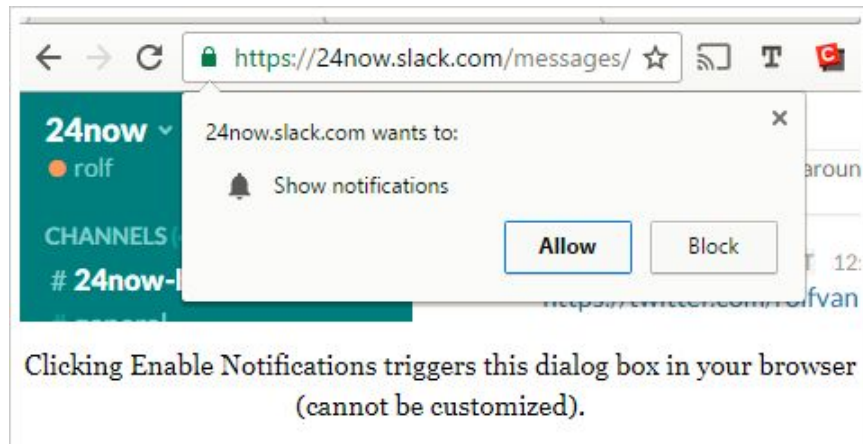


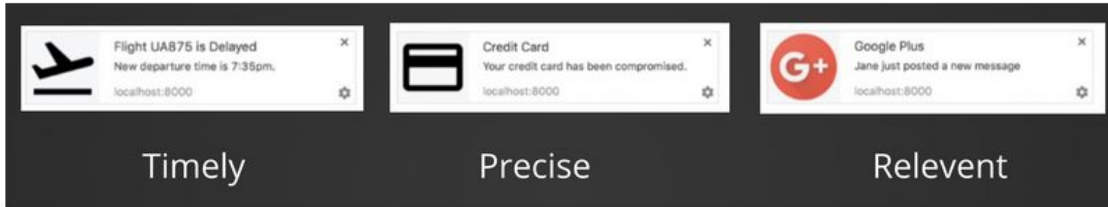
Web Push Notifications for Hybris

Web push notifications are **Off-Site browser Notifications**. (Alerts you on your desktop or device, even when the website is not open on your browser)



Why should you use Website Push Notifications?

Push notifications are one of the most valuable capabilities of native apps, and this experience is now available on the web. To get the most out of Web Push Notifications, it needs to be timely, precise, and relevant at a user level.



Timely— I feel I need it and it matters right now

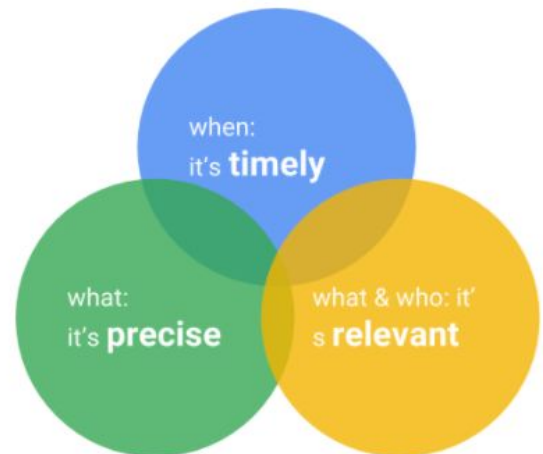
A timely notification is one that appears when users want it and when it matters to them the most.

Precise— It has specific information that's good to know or act upon

A precise notification is one that has specific information that can be acted on immediately.

Relevant— It's from people or sources that matter to me, which make it personal

A relevant message is one about people or subjects the user cares about.



Actions that could trigger push notifications

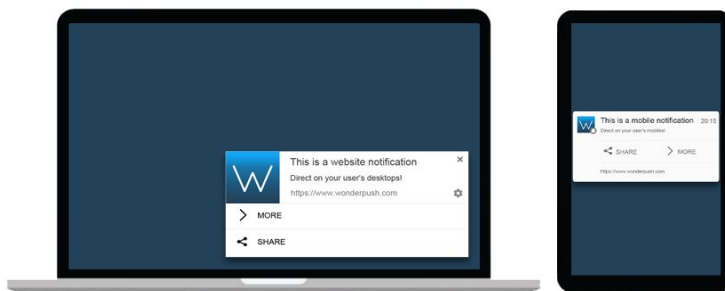
- Breaking news (for example: Michael Jackson died, Pope outed as gay, etc.)
- Live events starting
- New offer available / back in stock
- Important travel information (flight canceled, bookings changed)
- New product / service feature available
- New awesome blogpost online

And many more as per the scenario and customer requirements

Benefits of using web push notifications

- Push notifications can serve as a great customer retention tool. It helps us engage customers more.
- This new marketing channel helps re-engage your site visitors without intruding upon their privacy, or requiring them to submit their email and other contact details. All that the user needs to do is to subscribe to notifications, which ultimately result in high opt-ins.
- Users do not have to install an app to get notifications.
- Web Push Notifications work with the same degree of precision and quality across different devices, platforms and browsers.

Few samples are as follows:



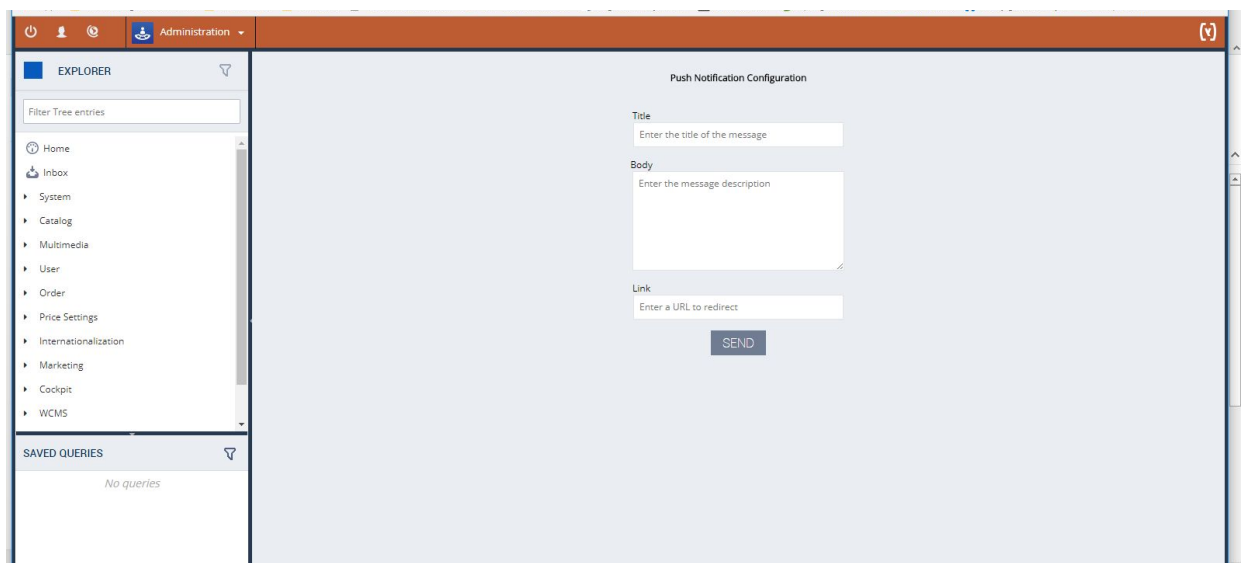


- Push notifications provide many options to tweak the look and feel based on user requirement.
- Browser notifications can be triggered regardless of whether the subscriber is on/off page or browser is closed/open.
- Adaptability and reach are also guaranteed as Web Push Notifications already work on over 85% of devices.
- Assured content delivery.
- Conversion rates are higher by 30 times compared to E-mail.

Personalized notifications Images??

Our implementation provides a backoffice widget where in we can compose a notification by providing the title, description and the link wherein you want to redirect the user to once s/he clicks on the notification.

In backoffice, click on the push notification node in the explorer tree on the left hand side and enter the title , description and link and click on SEND.



The screenshot shows a web application interface for configuring push notifications. On the left, there is an 'EXPLORER' sidebar with a 'Filter Tree entries' search bar and a list of navigation items: Home, Inbox, System, Catalog, Multimedia, User, Order, Price Settings, Internationalization, Marketing, Cockpit, and WCMS. Below this is a 'SAVED QUERIES' section showing 'No queries'. The main area is titled 'Push Notification Configuration' and contains three input fields: 'Title' (with placeholder 'Enter the title of the message'), 'Body' (with placeholder 'Enter the message description' and a text area), and 'Link' (with placeholder 'Enter a URL to redirect'). A 'SEND' button is located at the bottom right of the configuration area.

If the tab in which our website is open is out of focus(or even if the browser is closed), we will get a notification like:

Builder Team Library

Runner Import

Filter

History Collections

Clear all

Today

- POST https://fcm.googleapis.com/fcm/send
- POST https://fcm.googleapis.com/fcm/send

July 21

- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails

July 20

- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails
- POST https://iotdemo043687trial.hanatrial.ondemand.com/sapscd/services/CoalManager.xsodata/TruckDetails

POST https://fcm.googleapis.com/fcm/send

Authorization Headers (2) Body Pre-request Script Tests

form-data x-www-form-urlencoded raw binary JSON (application/json)

```
1 {
2   "data": {
3     "title": "Postman",
4     "body": "from Postman",
5     "icon": "https://localhost:9002/sapbasketstorefront/_ui/addons/pushnotificationaddon/responsive/common/images/hybris.jpg",
6     "click_action": "https://localhost:9002/sapbasketstorefront/sapbasket/en/sapbasket/site=sapbasket",
7     "image": "https://localhost:9002/sapbasketstorefront/_ui/addons/pushnotificationaddon/responsive/common/images/hybris.jpg",
8   }
9 }
10 "to": "PH00Fcb64N8:APA91bH0R9FopB0leGw0hxAg0Uj7VUCBUx0b1hzUqr-LcGuovFpQ88uZb0eeeyUmtip1ac03PAJr_11vg/Q16sEj7144Z5X5z5c057unlvHigtX_nC6FAj_18mRnktUwFHzBun3In"
11 }
12 }
13 }
```

Body Cookies Headers (14) Tests

Pretty Raw Preview JSON

```
1 {
2   "multicast_id": 7535382827205343556,
3   "success": 1,
4   "failure": 0,
5   "canonical_ids": 0,
6   "results": [
7     {
8       "message_id": "0:1500867204801430Ne699w1cF9f07ecd"
9     }
10 ]
11 }
```

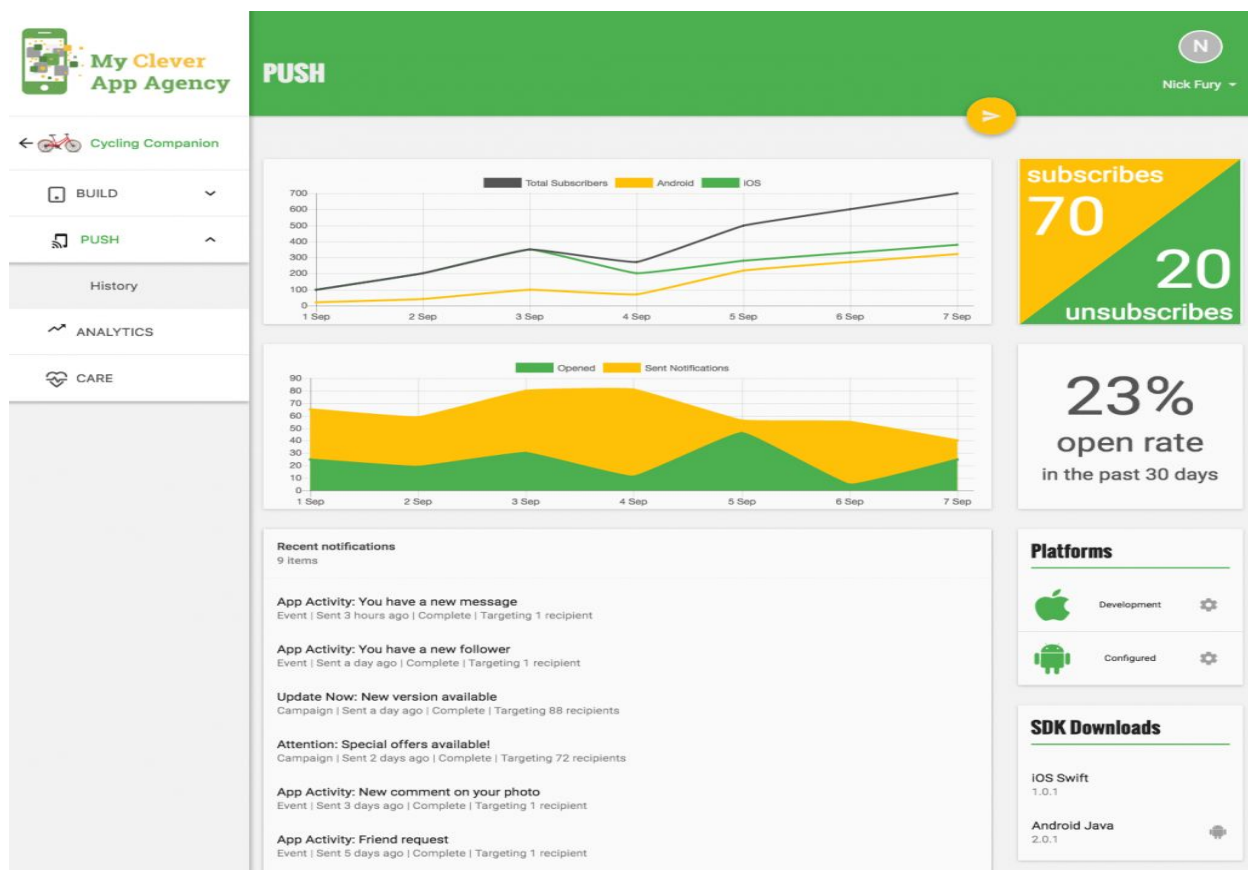
Postman from Postman localhost:9002

Yes No

24-Jul-17

Extensibility Options:

- Customer-specific notifications(**User Segmentation**).
 - **CronJob(s) to automatically send notifications** at regular time intervals or trigger at certain events.
 - Can be used alongside **analytics** systems and correlate with business performance indicators trend
-
- Few **samples** are as follows:



Status	Created	Message	Delivery	Clicked
DELIVERED	6/21/16, 2:21:00 pm 2 hours, 20 minutes ago	Tesla Makes Offer to Acquire SolarCity	<div><div></div></div>	1.68%
DELIVERED	6/21/16, 11:22:59 am 5 hours, 19 minutes ago	Elkix v1.3 released 🚀	<div><div></div></div>	1.82%
DELIVERED	6/21/16, 10:21:01 am 6 hours, 20 minutes ago	A Third of Valve Is Now Working on VR 🎮	<div><div></div></div>	3.6%
DELIVERED	6/21/16, 7:51:11 am 8 hours, 50 minutes ago	Docker 1.12: Now with Built-In Orchestration 🐳	<div><div></div></div>	1.41%
DELIVERED	6/21/16, 6:34:55 am 10 hours, 7 minutes ago	Scammers Game Amazon A-Z Policy By Replacing iPhones With Clay	<div><div></div></div>	4.15%
DELIVERED	6/19/16, 10:41:12 pm 1 day, 18 hours ago	The Fathers of the Internet Urge Today's Software Engineers to Reinvent the Web	<div><div></div></div>	1.5%
DELIVERED	6/19/16, 10:12:16 pm 1 day, 18 hours ago	Intel pits monster 72-core Xeon Phi chip against GPUs	<div><div></div></div>	1.61%
DELIVERED	6/19/16, 1:18:49 pm 2 days, 3 hours ago	Building a more power-efficient browser 🖥️	<div><div></div></div>	1.28%
DELIVERED	6/19/16, 8:06:46 am 2 days, 8 hours ago	China issues demolition order on world's largest religious town in Tibet 🏯	<div><div></div></div>	2.31%
DELIVERED	6/18/16, 3:27:21 pm 3 days, 1 hour ago	A New Constraint on the Drake Equation 🪐	<div><div></div></div>	2.66%
DELIVERED	6/18/16, 9:38:50 am 3 days, 7 hours ago	Power plants that convert all of their CO2 emissions into carbon nanotubes	<div><div></div></div>	1.95%
DELIVERED	6/18/16, 7:31:17 am 3 days, 9 hours ago	Thiel Foundation Announces 2016 Thiel Fellows 🏆	<div><div></div></div>	1.79%

Delivery Statistics

- 47321 Delivered (88.1%)
- 292 Failed (0.6%)
- 616 Invalid (1.3%)

Dashboard

Send Push Notification - Push Monkey

Title of the push message, 25 characters or less.

Message 120 characters or less.

URL Where the reader will land after clicking on the notification.

Send

At a Glance

96 Posts 3 Pages

WordPress 4.7 running Twenty Fourteen theme.

Activity

Yoast SEO Posts Overview

Stats - Push Monkey

You've been using Push Monkey for quite some time now. If you love the experience, we'd greatly appreciate if you could leave us a review or rating.

No thanks. [Yes, show me how!](#)

Sent Notifications
38

Subscribers
20

Posts
48

Sent Notifications

Remaining Notifications

Sent Notifications

Opened Notifications

Quick Draft

WordPress News

Thank you for creating with [WordPress](#).

Version 4.7

- Notifications can be customized to tweak the behaviour in different devices
- Follow the links below for more customization options available

<https://firebase.google.com/docs/cloud-messaging/http-server-ref#notification-payload-support> and <https://firebase.google.com/docs/cloud-messaging/concept-options>

From a notification that has just the title, it can range upto:

Visual settings

Title	Short sentence (LTR)
Body	One sentence (LTR)
Direction !	Left-to-right
Image !	No image
Icon	Normal PNG icon (256x256)
Badge	Cat icon

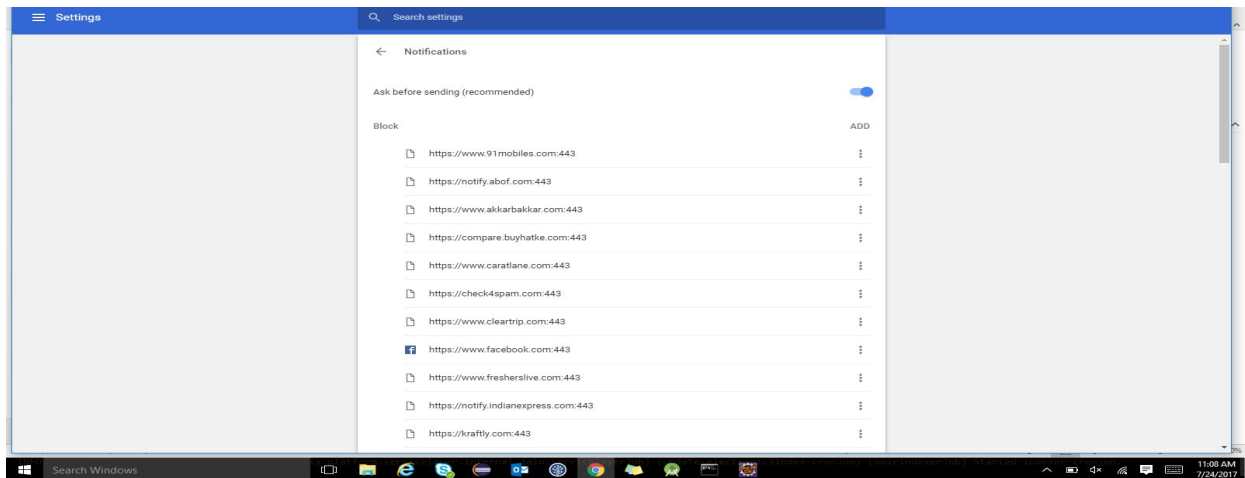
Behavioral settings

Persistent	<input checked="" type="checkbox"/>
Tag	No tag
Vibration !	No vibration
Timestamp !	No custom timestamp
Actions !	No actions
Silent !	<input type="checkbox"/>
Renotify !	<input type="checkbox"/>
Req. interaction !	<input type="checkbox"/>
notificationclose event !	<input type="checkbox"/>

Reaction settings

Action	Focus or open a new window.
Close it?	<input checked="" type="checkbox"/>

- Further, on clicking the “settings” gear icon on the notification pop up, we get a default page for push settings, like in chrome



This can be further customized to provide more user specific options like subscribing to a specific sale, time slots to display notifications etc.. For example,

