Nick Quinlan
Developer Evangelist

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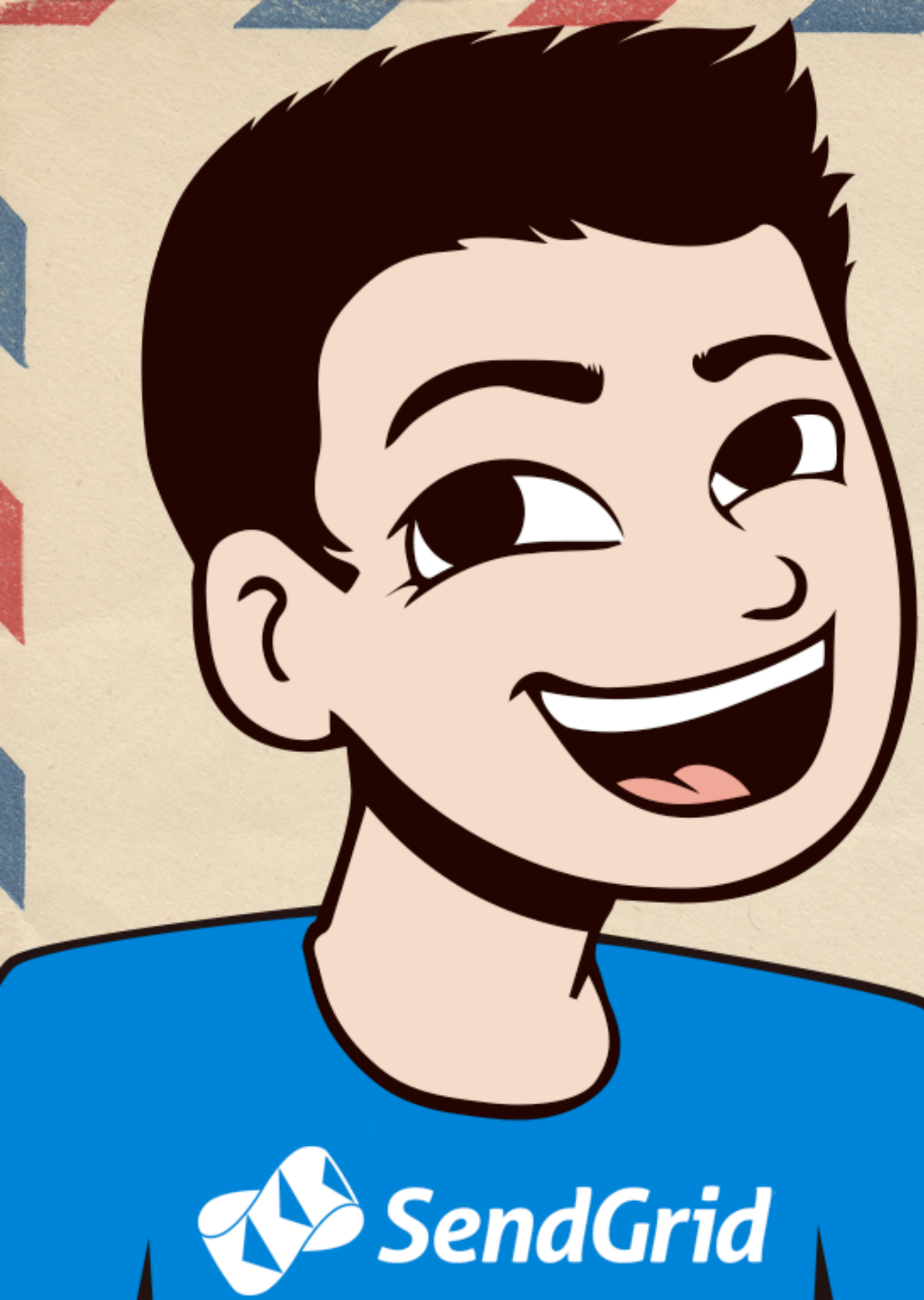
nick@sendgrid.com
(415) 580-1929

Email: Driving Repeat Usage for Your App

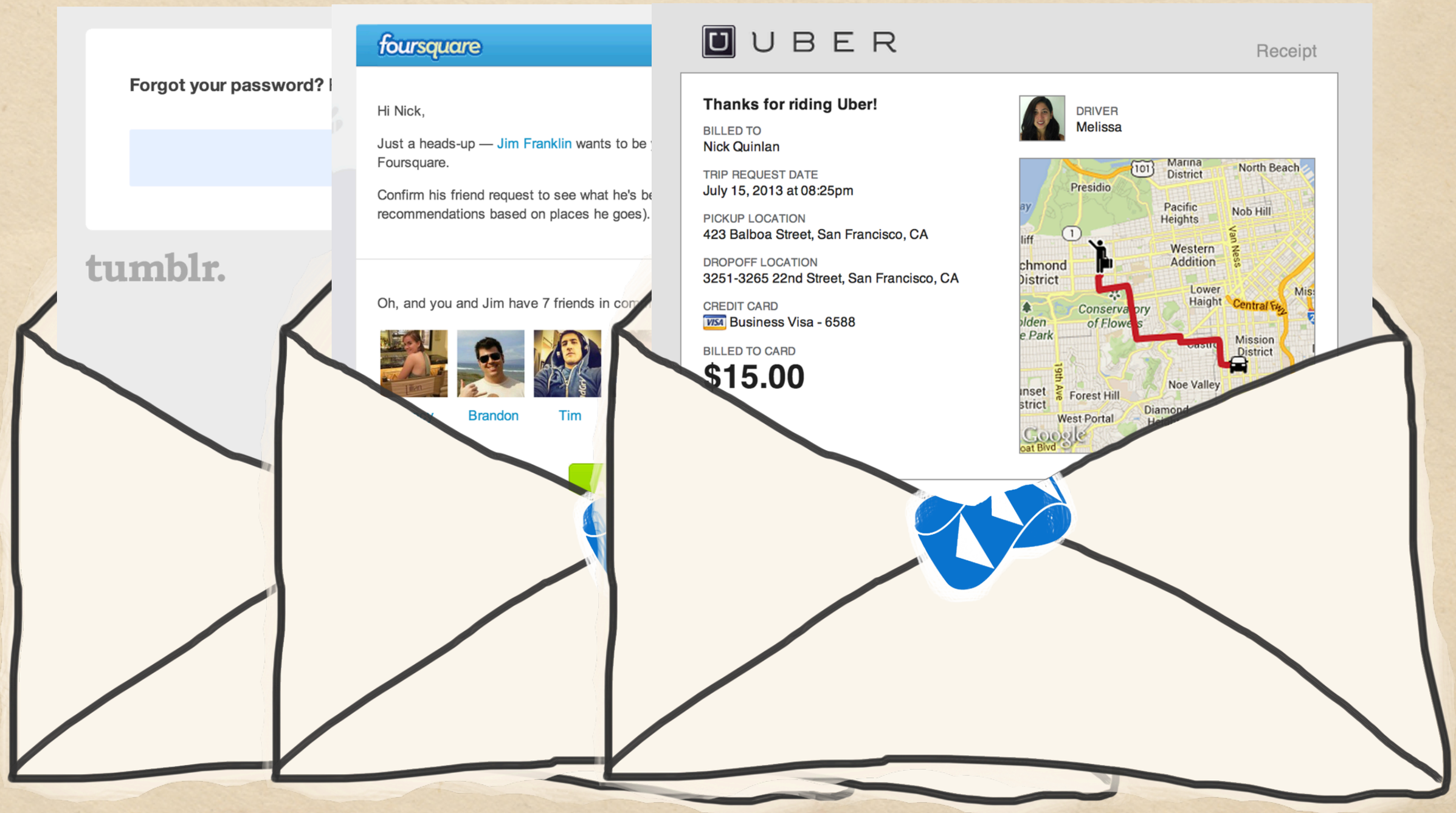
Parse Developer Day

September 5, 2013



Hi, I'm Nick

SendGrid®


Forgot your password?
tumblr.
foursquare
Hi Nick,
Just a heads-up — Jim Franklin wants to be
Foursquare.
Confirm his friend request to see what he's be
recommendations based on places he goes).
Oh, and you and Jim have 7 friends in con
Brandon
Tim
UBER
Receipt
Thanks for riding Uber!
BILLED TO
Nick Quinlan
TRIP REQUEST DATE
July 15, 2013 at 08:25pm
PICKUP LOCATION
423 Balboa Street, San Francisco, CA
DROPOFF LOCATION
3251-3265 22nd Street, San Francisco, CA
CREDIT CARD
Business Visa - 6588
BILLED TO CARD
$15.00
DRIVER
Melissa
Presidio
Marina District
North Beach
Pacific Heights
Nob Hill
Western Addition
Lower Haight
Mission District
Noe Valley
Forest Hill
West Portal
Google

Parse + SendGrid®

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"Today, if you want to drive retention and repeat usage, there isn't a better way to do it than email."

– Fred Wilson

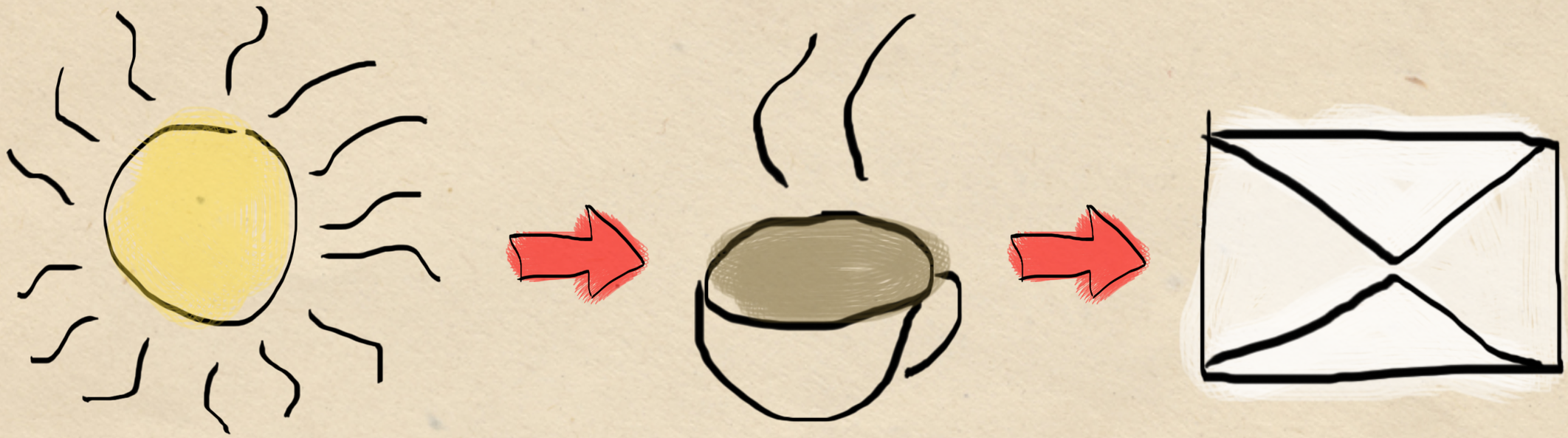
Union Square Ventures

Strengths

Strengths

Cross Platform

Strengths

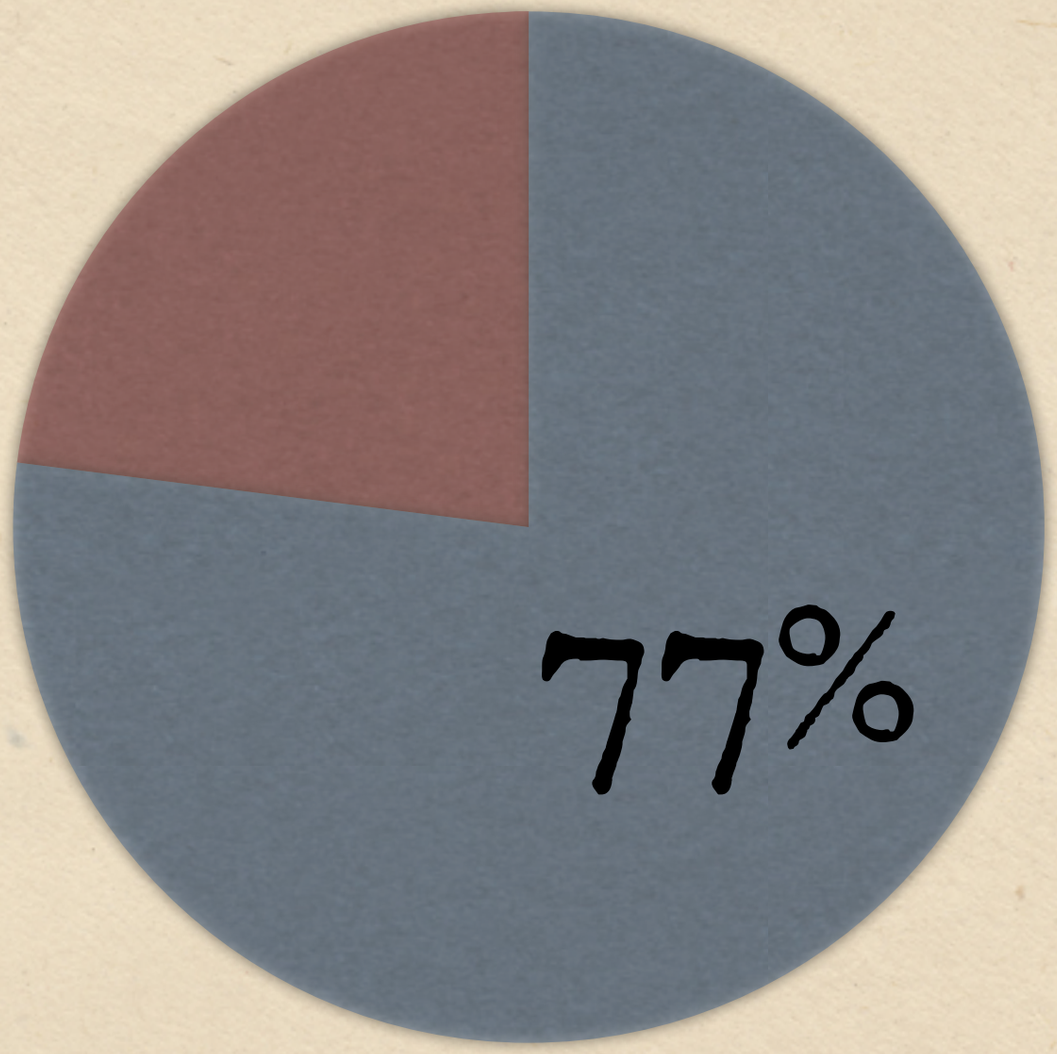


Workflow

Strengths

Referenceable

Strengths



Preferred Channel

Weaknesses

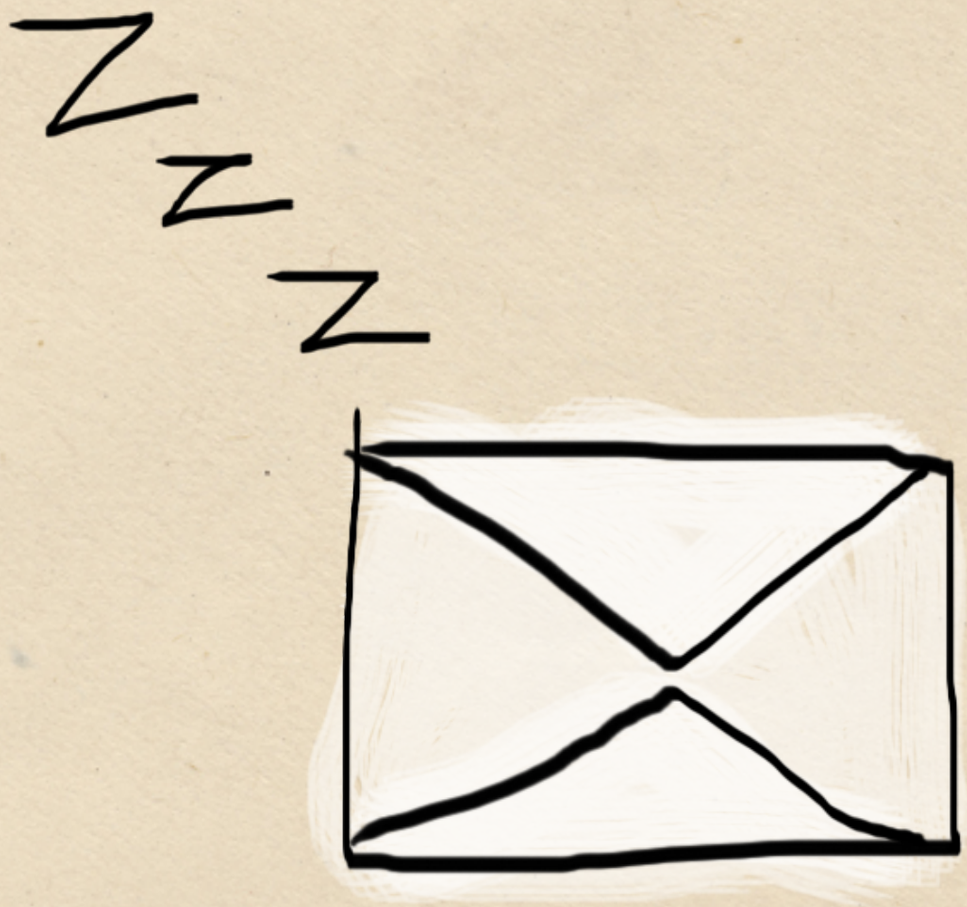
Weaknesses

Outside The App

Weaknesses

Cross Platform

Weaknesses



Non-Immediate

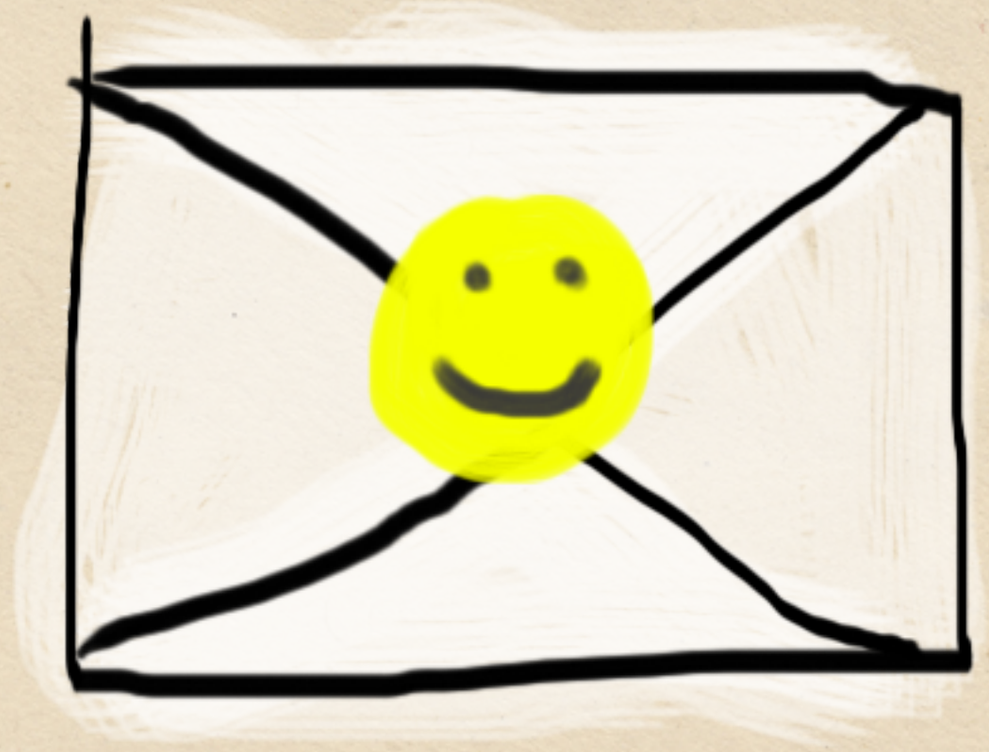
Weaknesses

Ignorable

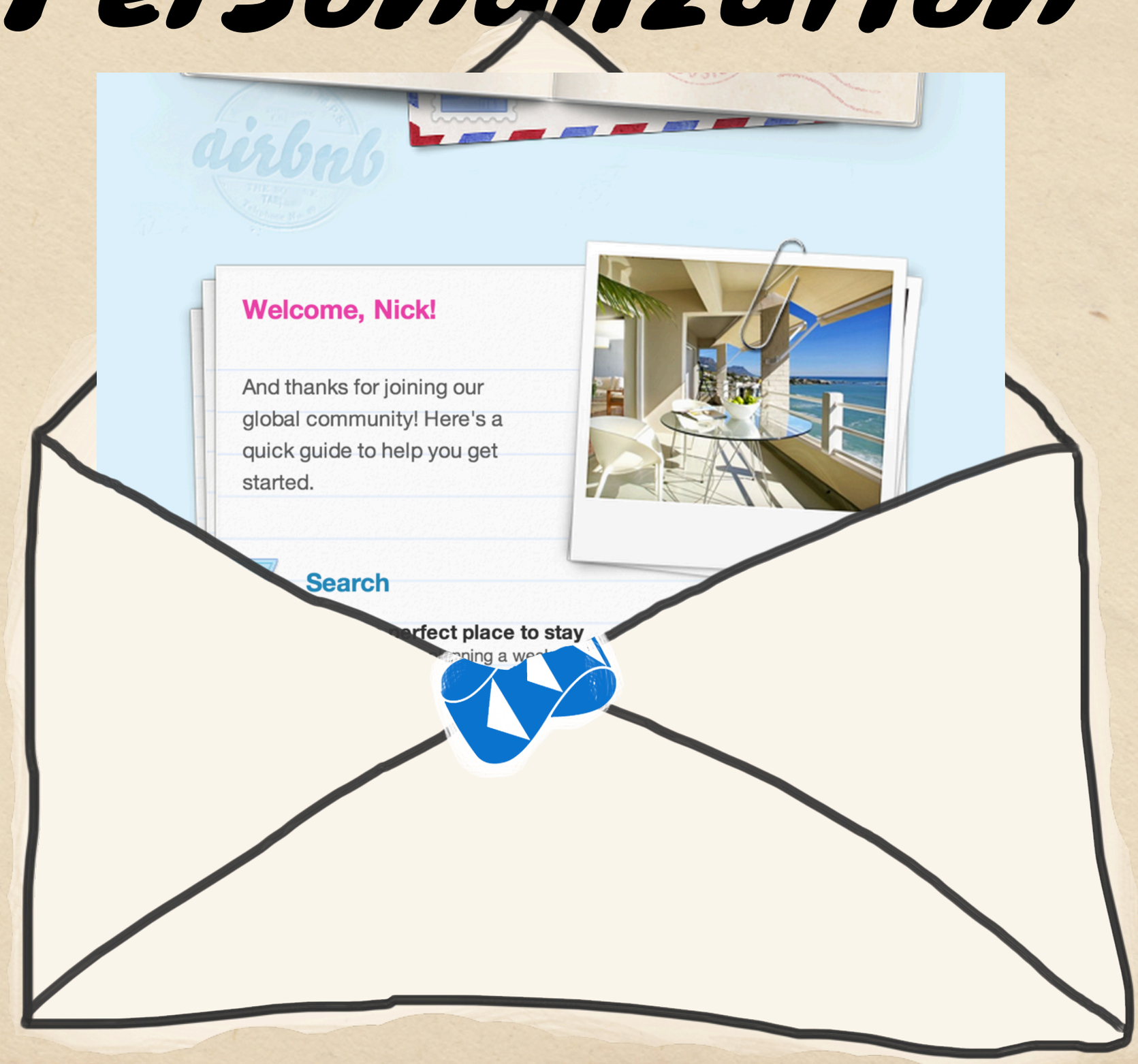
Key Uses

- Platform Switches
- Receipts
- Messaging
- Onboarding
- Re-engagement

"Great Email"



Personalization



Personalization

22% Higher Open Rates

On Transactional Email

http://bit.ly/18MIJ0j

Personalization

55% Lower Open Rates
On Marketing Email

http://bit.ly/16AtY0l

Direct Link

Project Update #6: Thank you!!!

Posted by Planet Money Like

Wow. That was incredible. Is it really possible that over 20,000 of you will be joining us on our t-shirt journey? It's overwhelming.

We're very eager to get the reporting underway and start visiting the cotton growers, yarn spinners and garment manufacturers involved in the making of our t-shirts. To do that, we need one final step from you. In the next day or two, we'll be sending each of you a backer survey -- essentially, an order form -- where you can specify how many shirts you ordered, and which sizes and genders you'd like. The sooner you get that backer survey back to us, the sooner we can start making our shirts and telling their story.

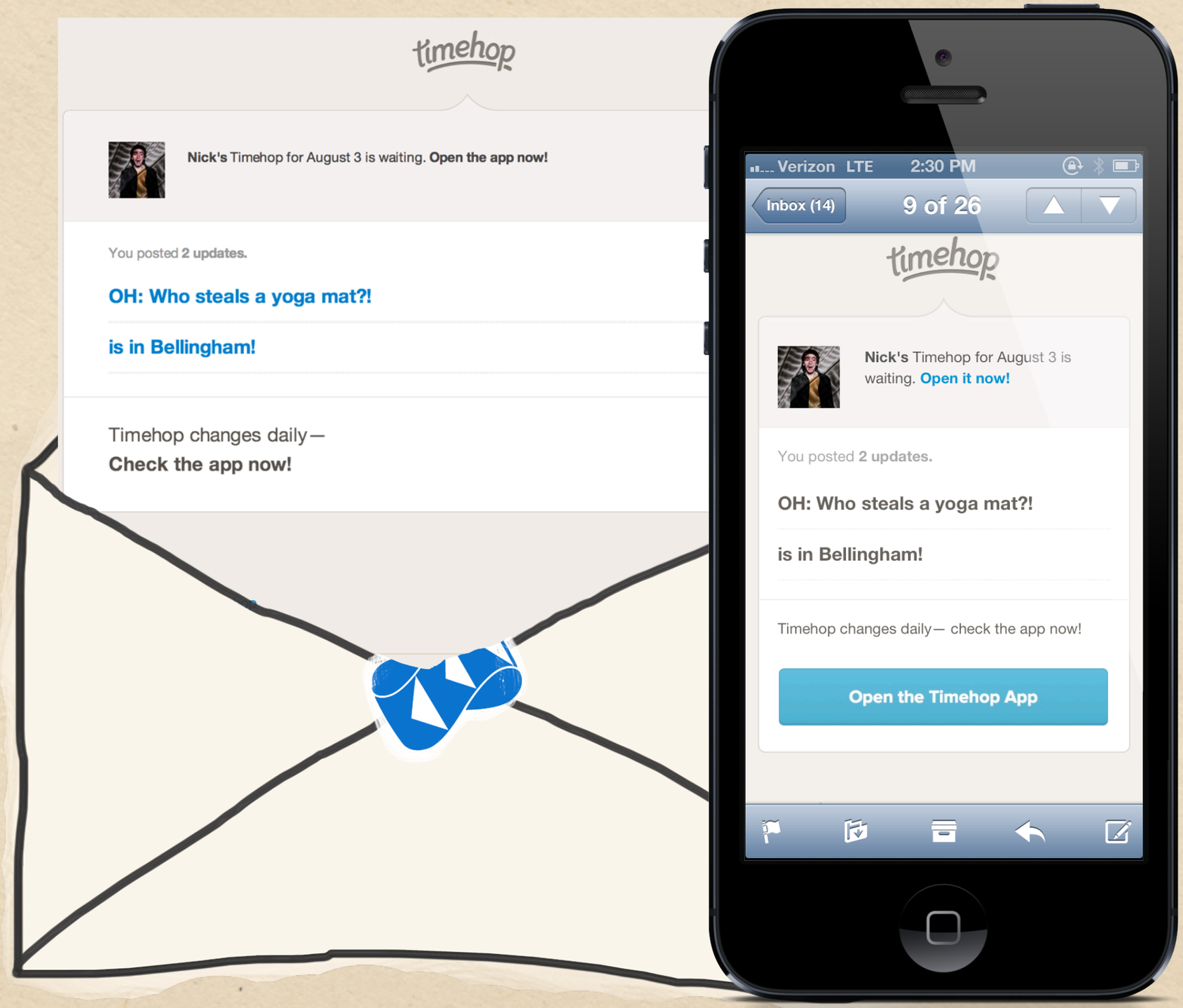
We can't wait to hear back from you and get the final count: how many planet money t-shirts will we all be unleashing on the world!

Thanks so much. And of course, much much more to come!

Care to comment? View this update on Kickstarter →

Want to get these notifications straight to your phone?
Download the Kickstarter app

Direct Link


timehop
Nick's Timehop for August 3 is waiting. Open the app now!
You posted 2 updates.
OH: Who steals a yoga mat?!
is in Bellingham!
Timehop changes daily—
Check the app now!
Verizon LTE 2:30 PM
Inbox (14)
9 of 26
timehop
Nick's Timehop for August 3 is waiting. Open it now!
You posted 2 updates.
OH: Who steals a yoga mat?!
is in Bellingham!
Timehop changes daily— check the app now!
Open the Timehop App

Direct Link

Email CSS

```
.mobile-only {
    display: none;
}
@media only screen and (max-width: 480px) {
    .mobile-only {
        display: block;
    }
}
```

Email

```
<a class="mobile-only" href="YourUrlScheme://coolfeature">Check out this cool
feature!</a>
```

Direct Link

Cloud Code w/ Express.js

```
app.get('/open/:location',
  function(req, res) {
    res.render('open', { location: req.params.location }, myCallback);
});
```

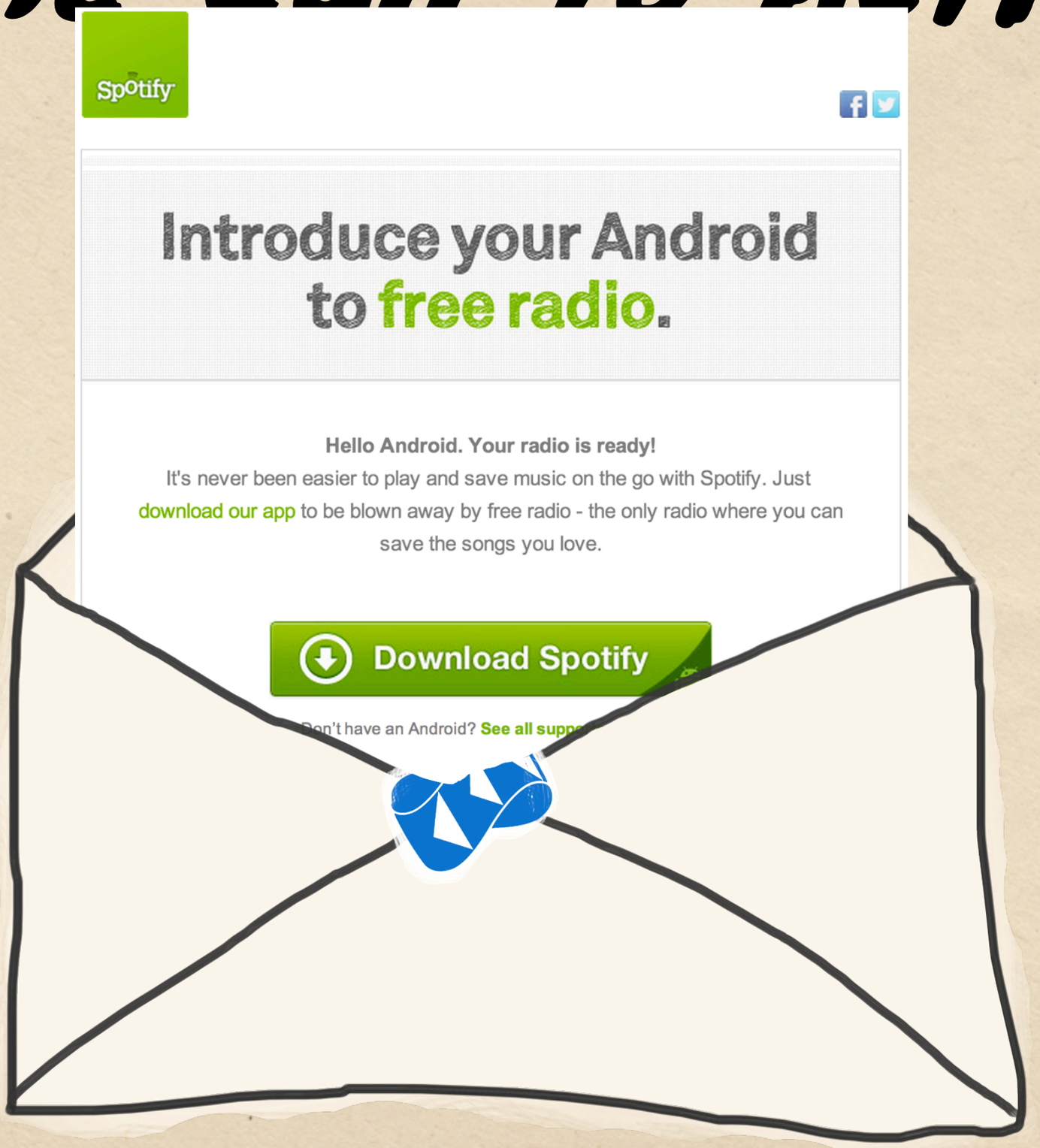
Cloud Code w/ Express.js :: open.hjs

```
<p>Super Cool App is Opening</p>
<p>If you don't own it please
<a href="https://itunes.apple.com/us/app/myapp/id31415926">download it</a>.</p>
<script type="text/javascript">
   document.location.href = "YourUrlScheme://" + <%= location %>
</script>
```

Email

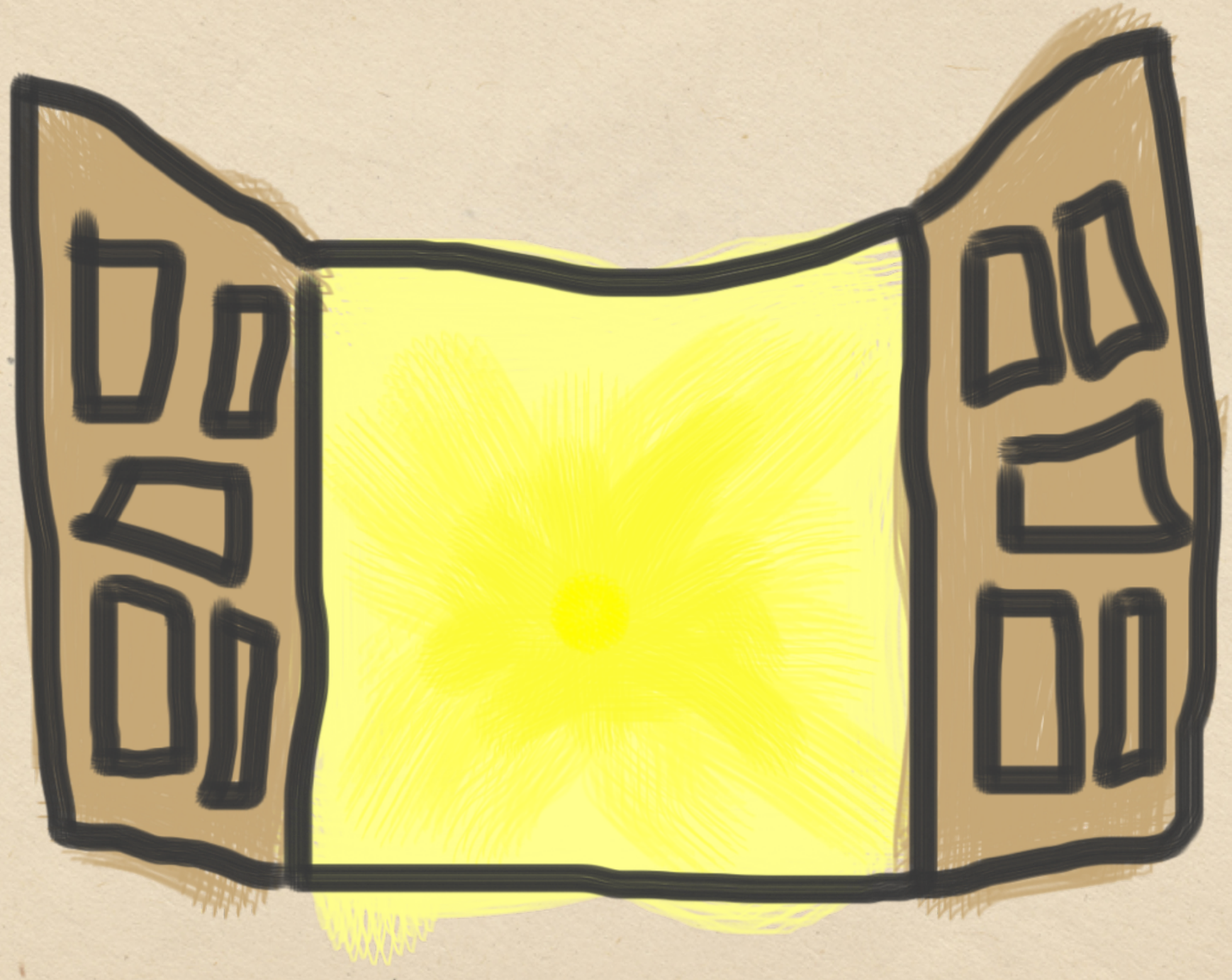
```
<a class="mobile-only" href="http://your-custom-subdomain.parseapp.com/open/
coolfeature">Check out this cool feature!</a>
```

One Call To Action



User Engagement Emails

Onboarding



When is your app most useful?

Example: Sōsh

To: nick@sendgrid.com
From: Sōsh <concierge@sosh.com>
Subject: Welcome to Sōsh! Your first recommendations are here...

Sōsh | San Francisco

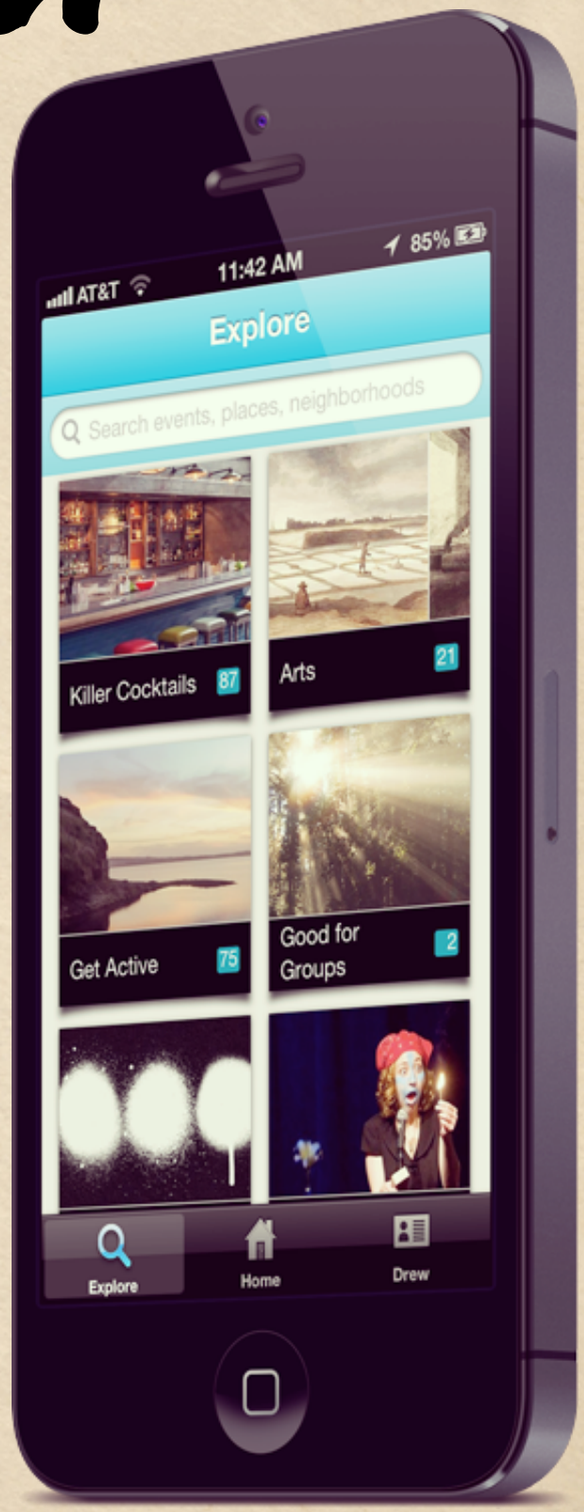
Hi Nick,

Welcome to Sōsh.

You now have access to a meticulously curated and personalized collection of San Francisco's most incredible activities and events. As a Sōsh member, you'll always be in the know about the best new restaurants, unique date ideas, killer cocktails, and more.

Pro Tip: Bookmark activities you're interested in to get better recommendations and stay up-to-date. You'll never miss a worthwhile experience again...

feedback@sosh.com



How To: Cloud Code

Cloud Code w/ Express.js

```
app.post('/onboardNewUsers',
  express.basicAuth('USERNAME_OF_YOUR_CHOICE', 'PASSWORD_OF_YOUR_CHOICE'),
  function(req, res) {
    Parse.Cloud.useMasterKey();
      var query = new Parse.Query(Parse.User);
      query.equalTo("onboarded", false);
      query.find({
        success: function(uninitiated) {
          for (var i = 0; i < uninitiated.length; i++) {
            var user = uninitiated[i];
            SendGrid.sendEmail({
              to: user.getEmail(),
              from: "you@example.com",
              subject: "Welcome to my app!",
              html: generateWelcomeEmailBody(user)
            });
            user.save({"onboarded" : true});
          }
        }
      });
    res.send();
});
```

How To: Cloud Code

EasyCron SetCronJob cronless

Cron Service

http://USERNAME_OF_YOUR_CHOICE:PASSWORD_OF_YOUR_CHOICE@your-subdomain.parseapp.com/onboardNewUsers

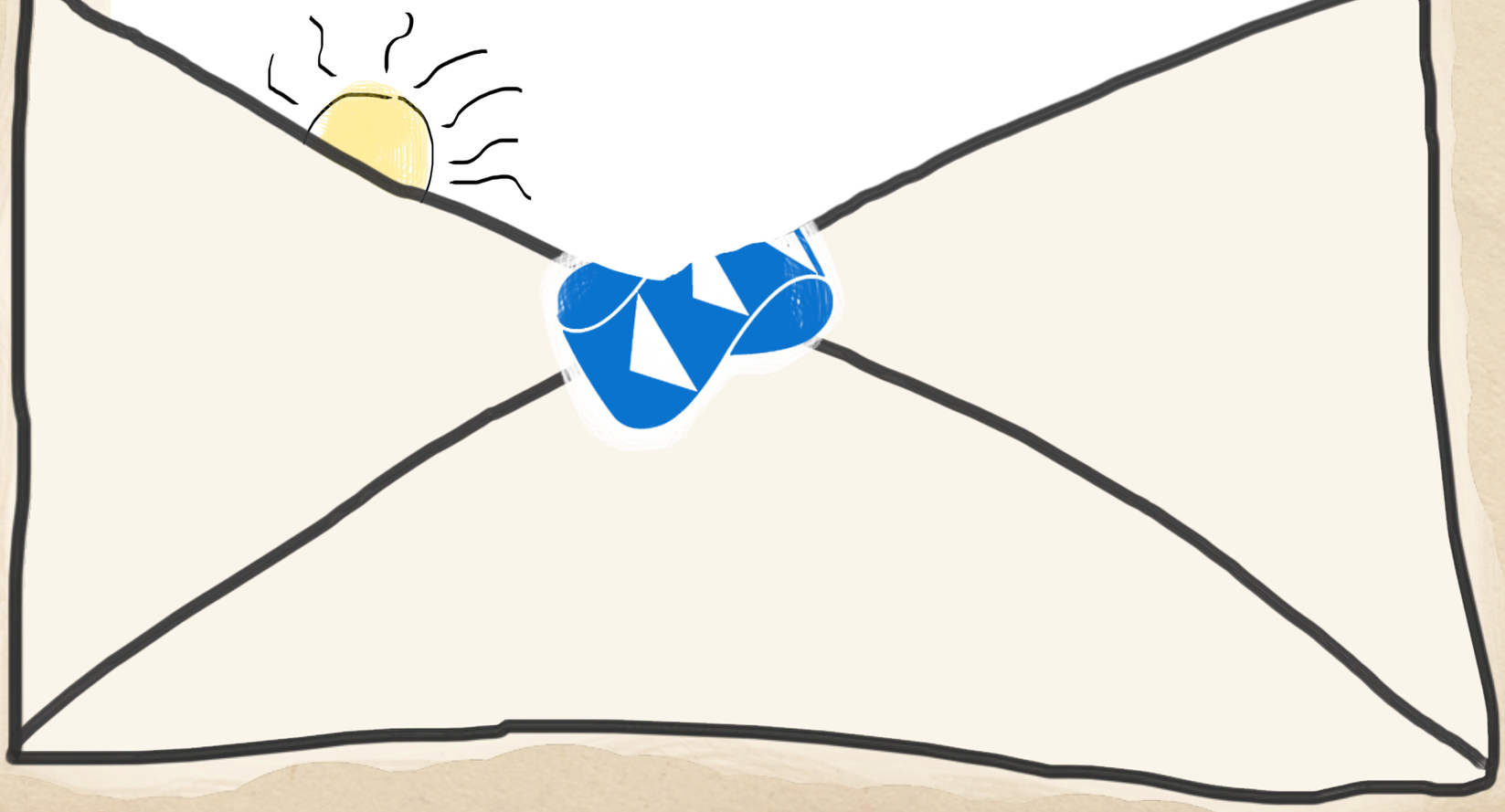
Note: Timezones!

How To: Cloud Code

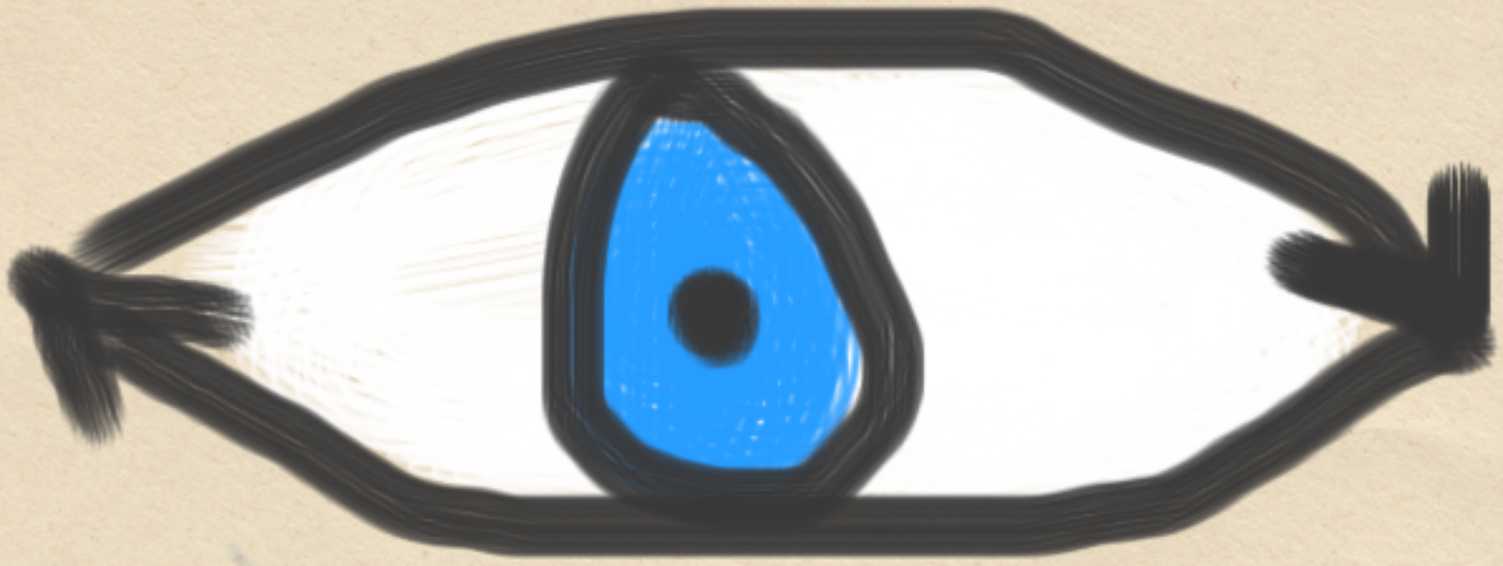
To: nick@sendgrid.com
From: you@example.com
Subject: Welcome to my app!

Hey There Nick!
Welcome to my app. I'm so glad you downloaded it. Have you checked out all the cool features?

You can do something cool.



Re-engagement



Re-engagement

Why Did The Person Leave?

Re-engagement

What Benefits Do They Get?

Re-engagement

Yes

No

Re-engagement

Cloud Code w/ Express.js

```
app.post('/reengage',
  express.basicAuth('USERNAME_OF_YOUR_CHOICE', 'PASSWORD_OF_YOUR_CHOICE'),
  function(req, res) {
    Parse.Cloud.useMasterKey();
      var query = new Parse.Query(Parse.User);
      query.equalTo("reengaged", false});
      query.lessThanOrEqualTo("lastOpened", lastMonth()});
      query.find({
        success: function(disengaged) {
          for (var i = 0; i < disengaged.length; i++) {
            var user = disengaged[i];
            SendGrid.sendEmail({
              to: user.getEmail(),
              from: "you@example.com",
              subject: "We Haven't Seen You In A While",
              html: generateReEngagementEmailBody(user)
            });
            user.save({"reengaged" : true});
          }
        }
      });
    res.send();
});
```

Re-engagement

Cloud Code w/ Express.js

```
app.post('/reengage',
  express.basicAuth('USERNAME_OF_YOUR_CHOICE', 'PASSWORD_OF_YOUR_CHOICE'),
  function(req, res) {
    Parse.Cloud.useMasterKey();
      var query = new Parse.Query(Parse.User);
      query.equalTo("reengaged", false});
      query.lessThanOrEqualTo("lastOpened", lastMonth()});
      query.find({
        success: function(disengaged) {
          for (var i = 0; i < disengaged.length; i++) {
            var user = disengaged[i];
            SendGrid.sendEmail({
              to: user.getEmail(),
              from: "you@example.com",
              subject: "We Haven't Seen You In A While",
              html: generateReEngagementEmailBody(user)
            });
            user.save({"reengaged" : true});
          }
        }
      });
    res.send();
});
```

Tools

Analytics

Google Analytics

mixpanel

KISSmetrics

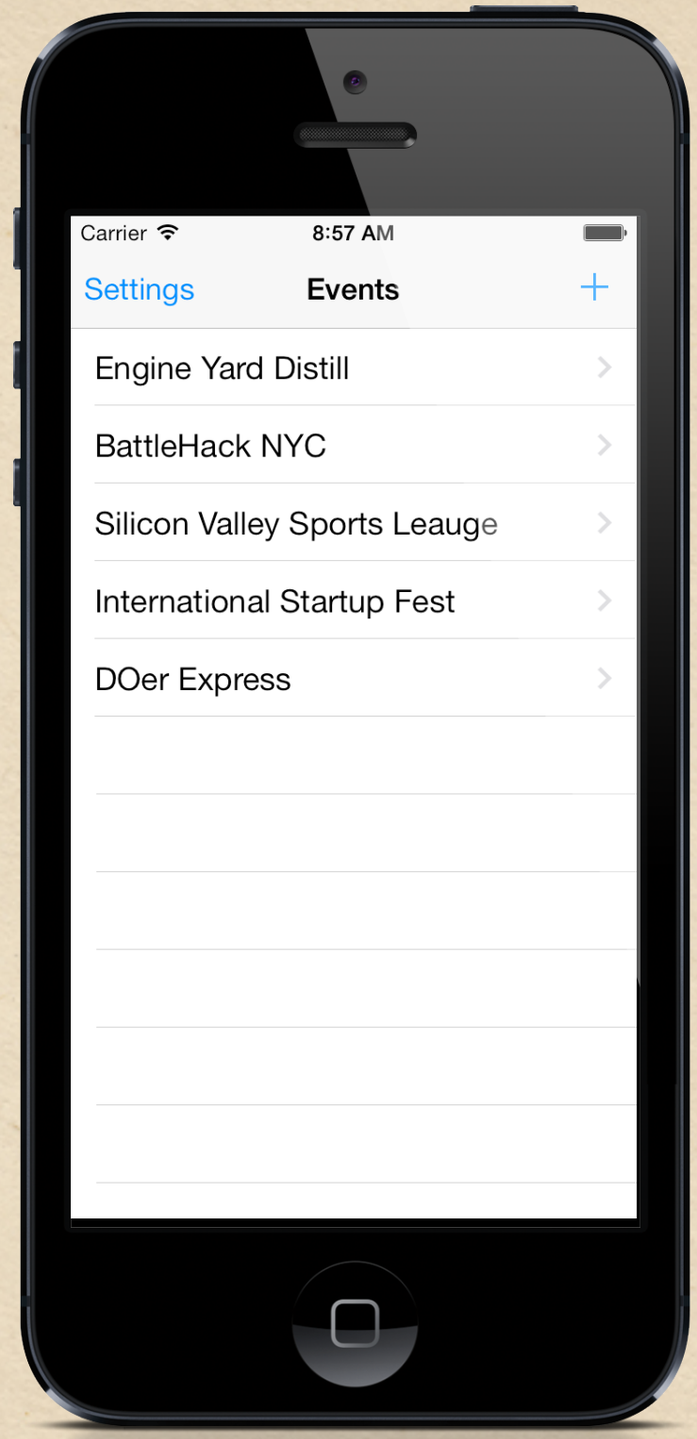
Parse Data

Full Service

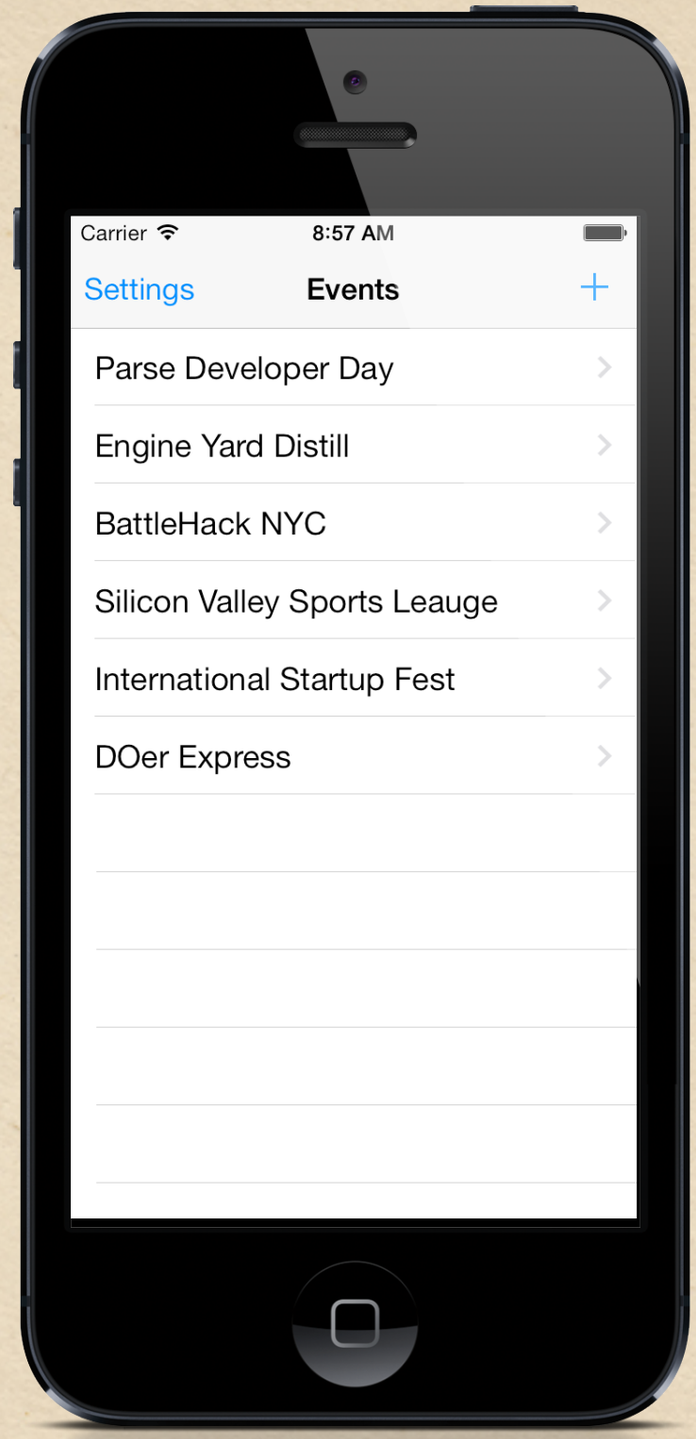
Email

SendGrid®

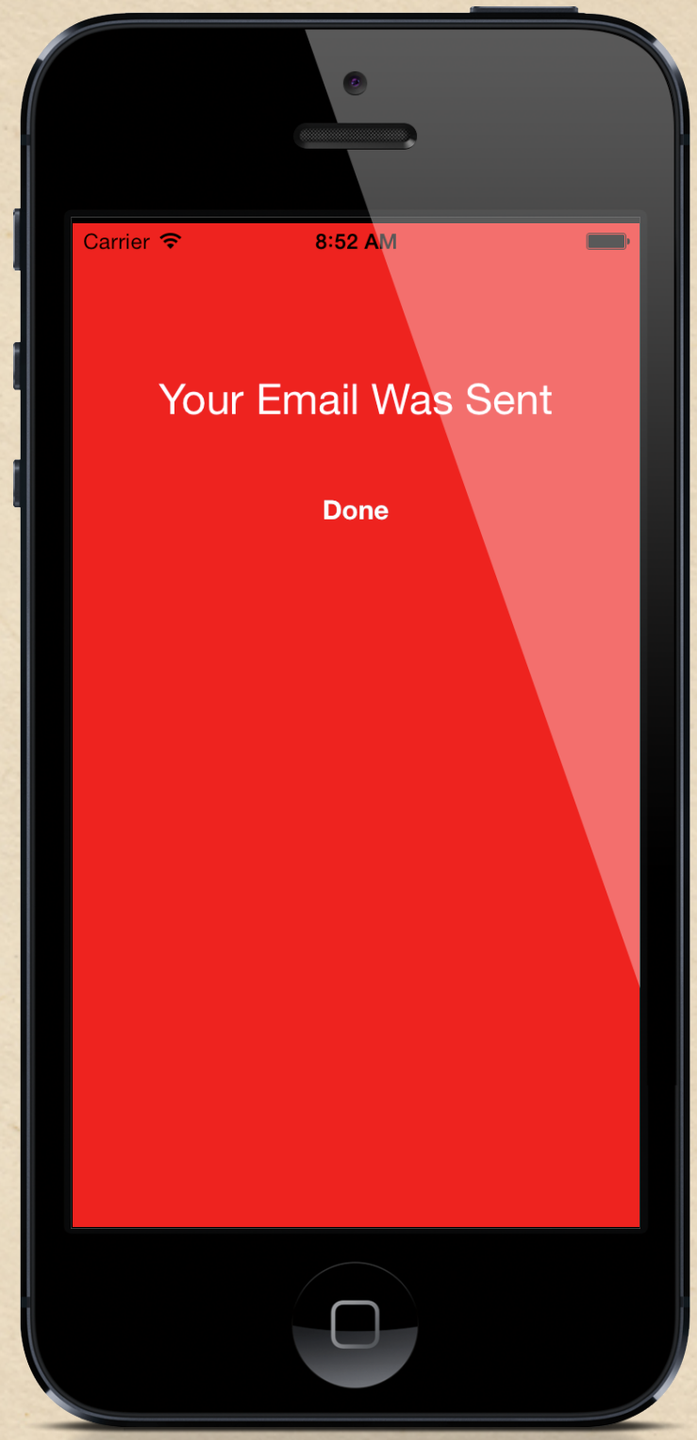
I HAVE NO
IDEA WHAT
I'M DOING

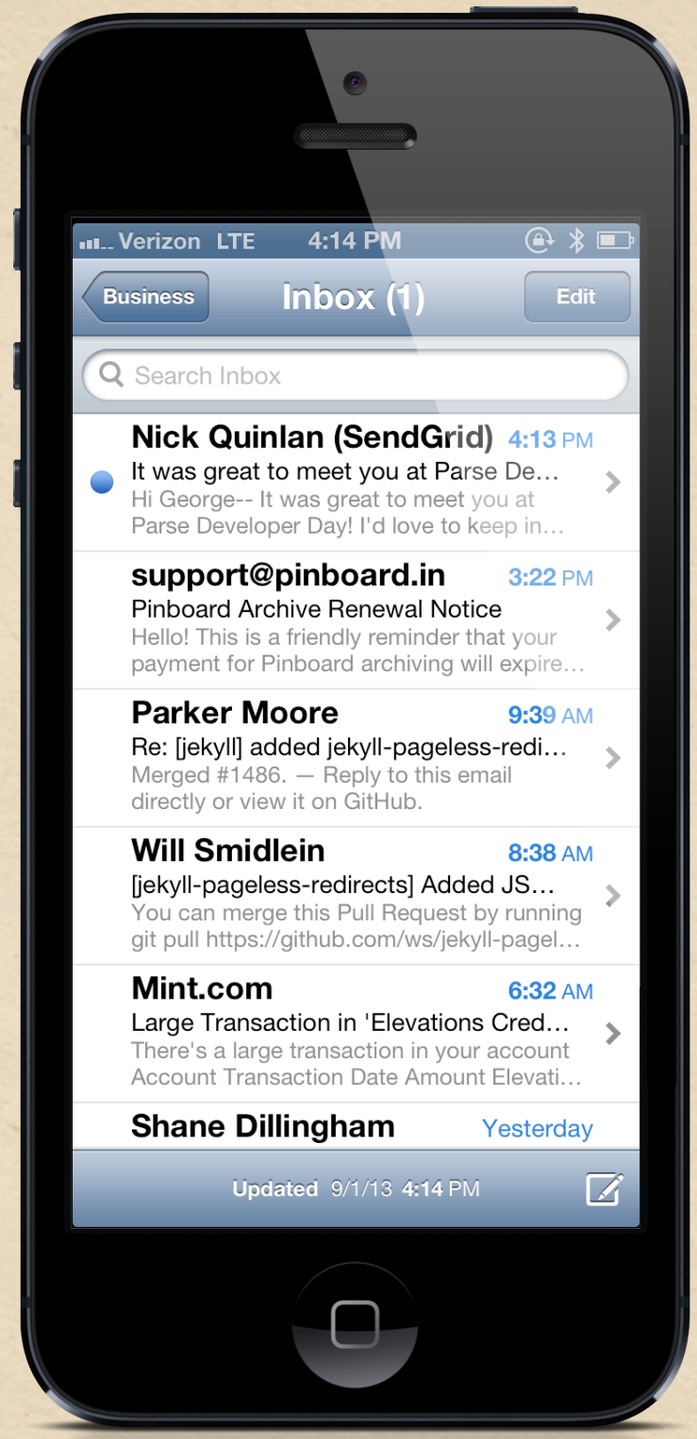

Carrier
8:57 AM
Settings
Events
Engine Yard Distill
BattleHack NYC
Silicon Valley Sports Leauge
International Startup Fest
DOer Express

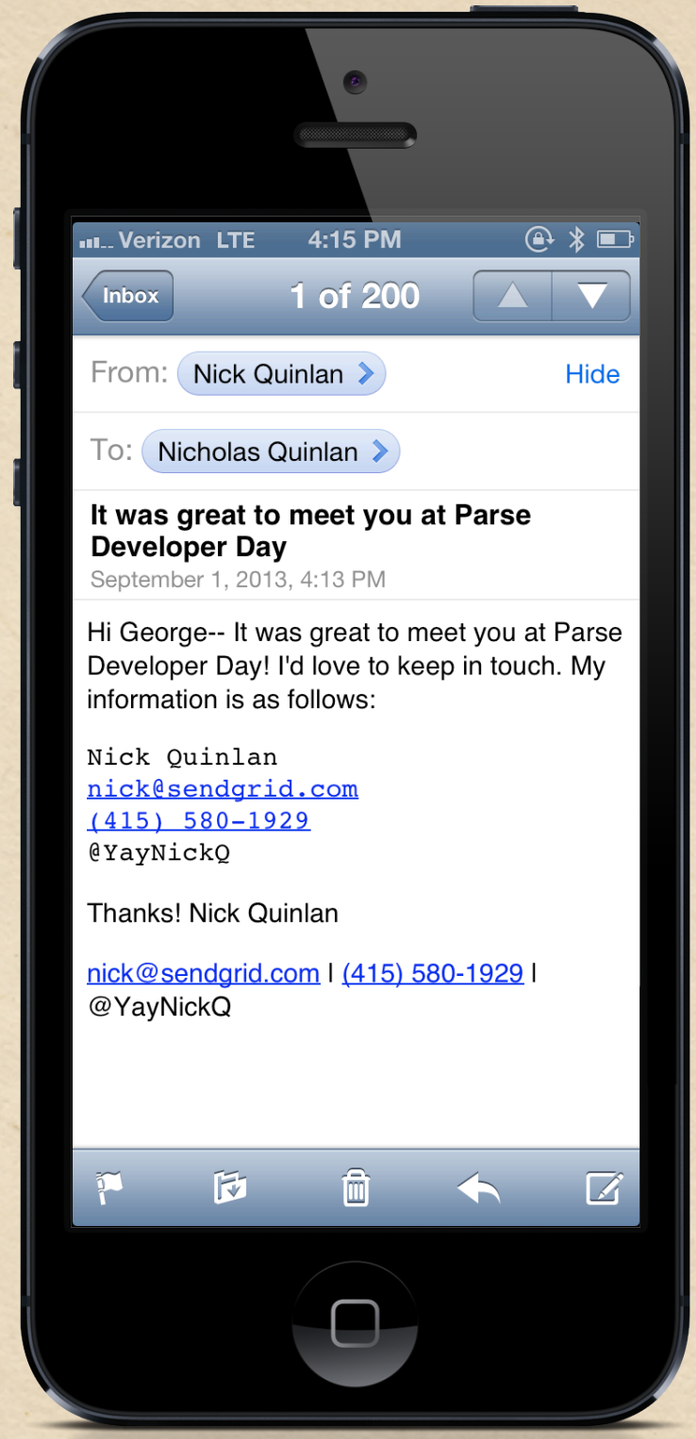
Carrier
8:51 AM
<
Add Event
Done
Event Name
Parse Developer Day
Subject
It was great to meet you at Parse Dev…
Message
Hi {name}--
It was great to meet you at Parse
Developer Day! I'd love to keep in touch.
My information is as follows:
Nick Quinlan
nick@sendgrid.com
(415) 580-1929
@YayNickQ
Thanks!


Carrier
8:57 AM
Settings
Events
Parse Developer Day
Engine Yard Distill
BattleHack NYC
Silicon Valley Sports Leauge
International Startup Fest
DOer Express

Carrier
8:52 AM
Events
User Details:
Done
Name
George
Email Address
george@example.com
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
.?123
space
return


Carrier
8:52 AM
Your Email Was Sent
Done


Verizon LTE 4:14 PM
Business
Inbox (1)
Edit
Search Inbox
Nick Quinlan (SendGrid) 4:13 PM
It was great to meet you at Parse De…
Hi George-- It was great to meet you at Parse Developer Day! I'd love to keep in…
support@pinboard.in 3:22 PM
Pinboard Archive Renewal Notice
Hello! This is a friendly reminder that your payment for Pinboard archiving will expire…
Parker Moore 9:39 AM
Re: [jekyll] added jekyll-pageless-redi…
Merged #1486. — Reply to this email directly or view it on GitHub.
Will Smidlein 8:38 AM
[jekyll-pageless-redirects] Added JS…
You can merge this Pull Request by running git pull https://github.com/ws/jekyll-pagel…
Mint.com 6:32 AM
Large Transaction in 'Elevations Cred…
There's a large transaction in your account Account Transaction Date Amount Elevati…
Shane Dillingham Yesterday
Updated 9/1/13 4:14 PM


Verizon LTE 4:15 PM
Inbox
1 of 200
From: Nick Quinlan
Hide
To: Nicholas Quinlan
It was great to meet you at Parse Developer Day
September 1, 2013, 4:13 PM
Hi George-- It was great to meet you at Parse Developer Day! I'd love to keep in touch. My information is as follows:
Nick Quinlan
nick@sendgrid.com
(415) 580-1929
@YayNickQ
Thanks! Nick Quinlan
nick@sendgrid.com | (415) 580-1929 |
@YayNickQ

Nick Quinlan
Developer Evangelist

@YayNickQ
nick@sendgrid.com
(415) 580-1929

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