

PAY AS YOU GO

PRICING

EMAIL \$1 per 10K

MOBILE PUSH \$1 per 1M over 1M

SMS per message varies by destination

EVENTS: \$1 per 1M collected via mobile SDK

OPTIONAL:

- phone # verification
- dedicated short codes

**AMAZON MOBILE ANALYTICS
DISCONTINUED APR 30, '18**

SUPPORTED REGIONS N. VIRGINIA

amazon PINPOINT

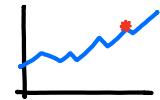
@awsgeek • jerry@

6/21/18



CUSTOMER ENGAGEMENT

1. CUSTOMER ANALYTICS
2. CUSTOMER SEGMENTATION
3. MULTI-CHANNEL MESSAGING



1 CUSTOMER ANALYTICS

- DEMOGRAPHIC DATA
- INTEREST DATA
- ENGAGEMENT DATA

METRICS

ACTIVATION
RETENTION
CONVERSION

DAILY USERS
CHURN RATE
RETENTION RATE
AVG REVENUE
LIFETIME VALUE
...

2 CUSTOMER SEGMENTATION

- DEMOGRAPHICS.... age, gender, location...
- INTERESTS..... sports, hobbies, likes...
- ENGAGEMENT sessions, purchases...

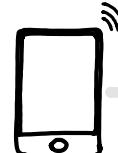


3 MULTI-CHANNEL MESSAGING

- MOBILE PUSH
 - APPLE PUSH NOTIFICATION
 - FIREBASE CLOUD MESSAGING
 - GOOGLE CLOUD MESSAGING
- EMAIL
 - HTML or PLAIN TEXT
- SMS

REPLACES MOBILE

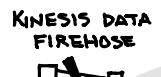
ANALYTICS AUTO-EXPORT



EVENTS



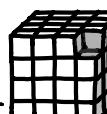
EVENT STREAMS



KINESIS DATA
FIREHOSE

DELIVERY

STREAM



AMAZON
PINPOINT

CAMPAIN MANAGEMENT

CUSTOMER
ENGAGEMENT
FAMILY & SERVICES

AMAZON SIMPLE
EMAIL SERVICE

SCALABLE EMAIL
PLATFORM

AMAZON
CONNECT
CUSTOMER CONTACT
CENTER