

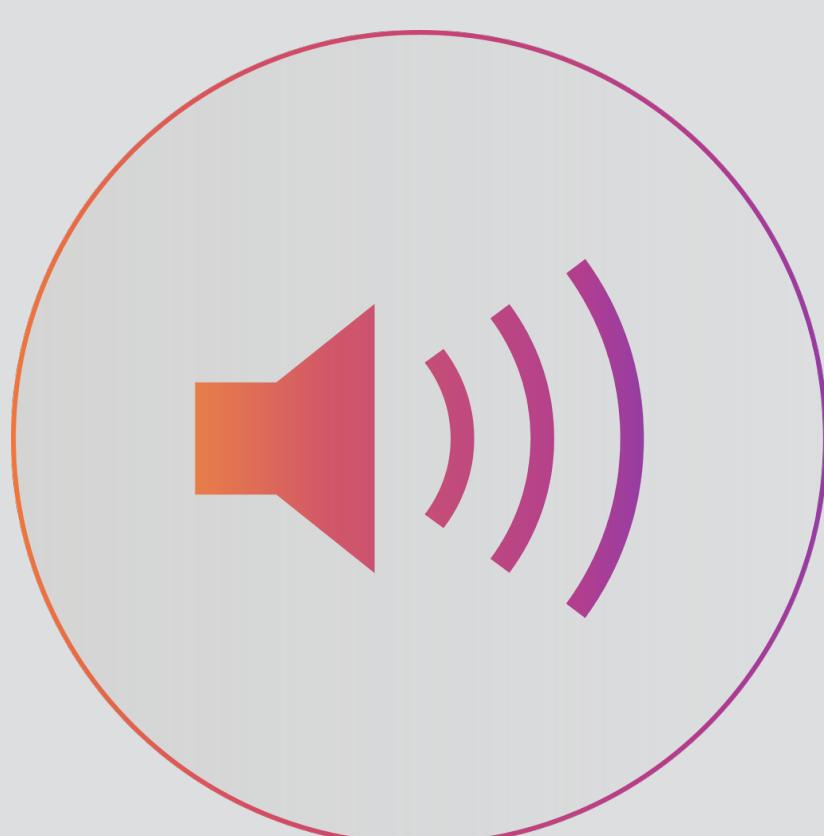
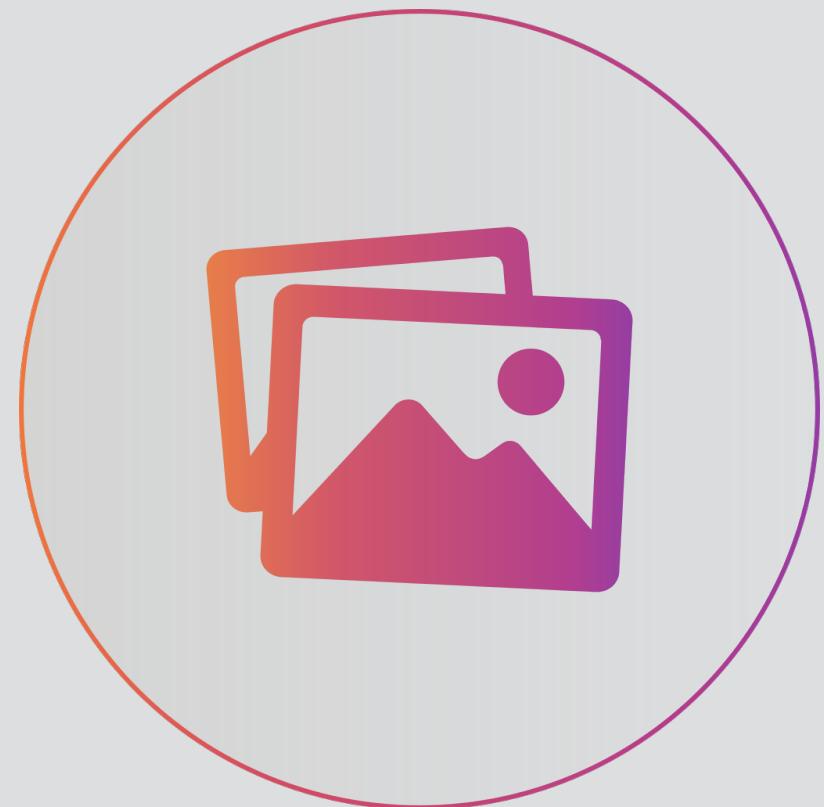
#BEPID

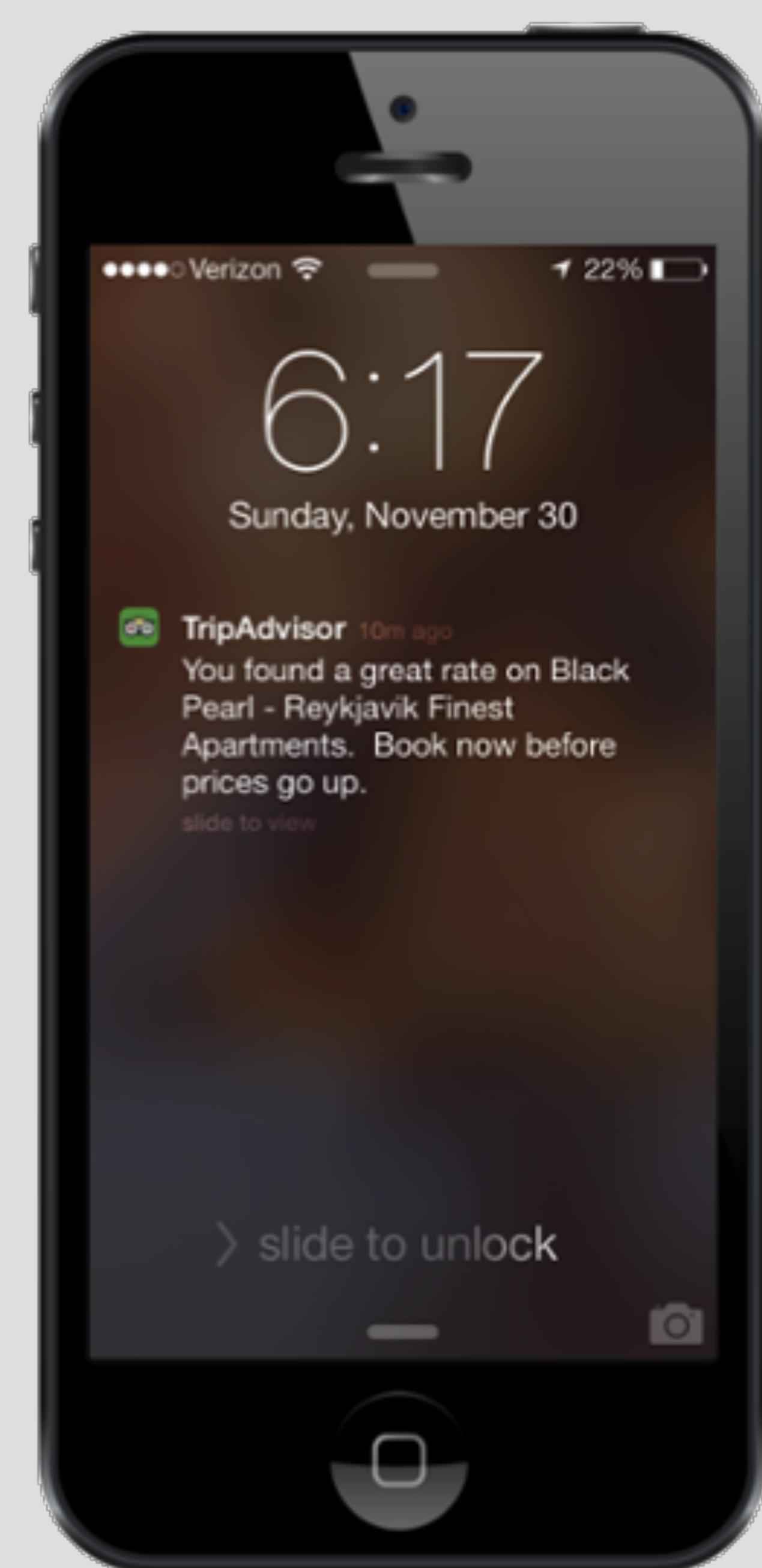
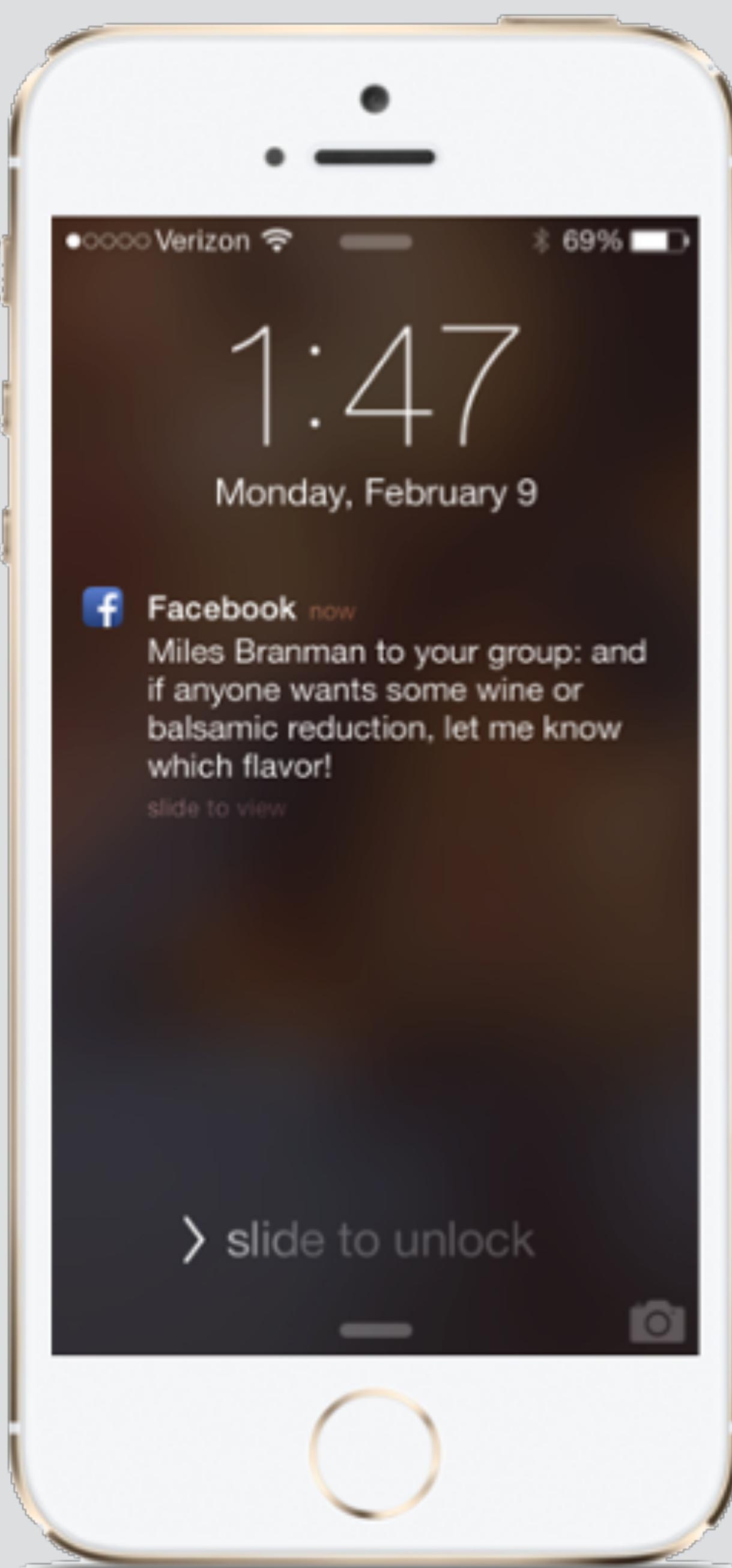
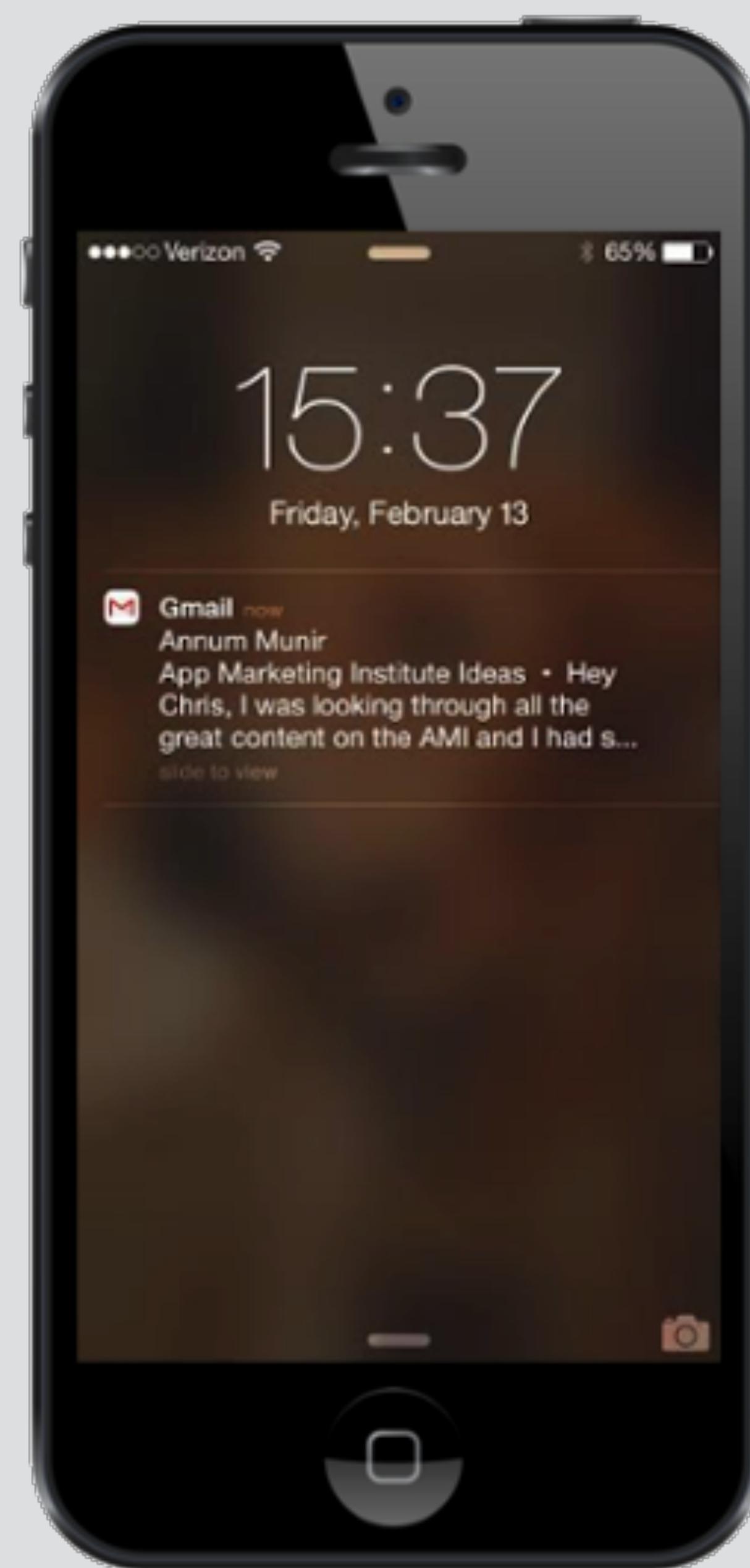
The art
— of —
NOTIFICATIONS

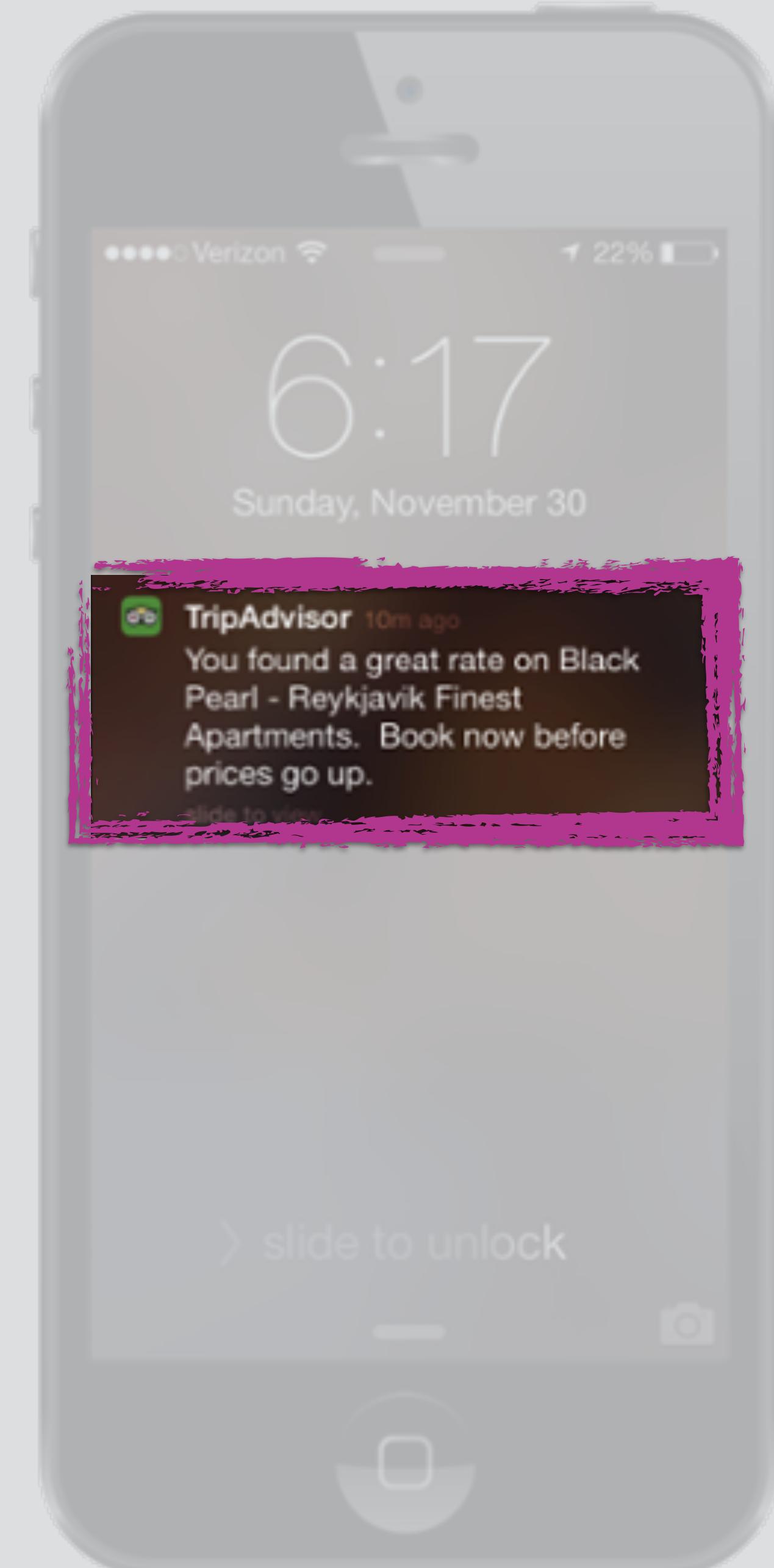
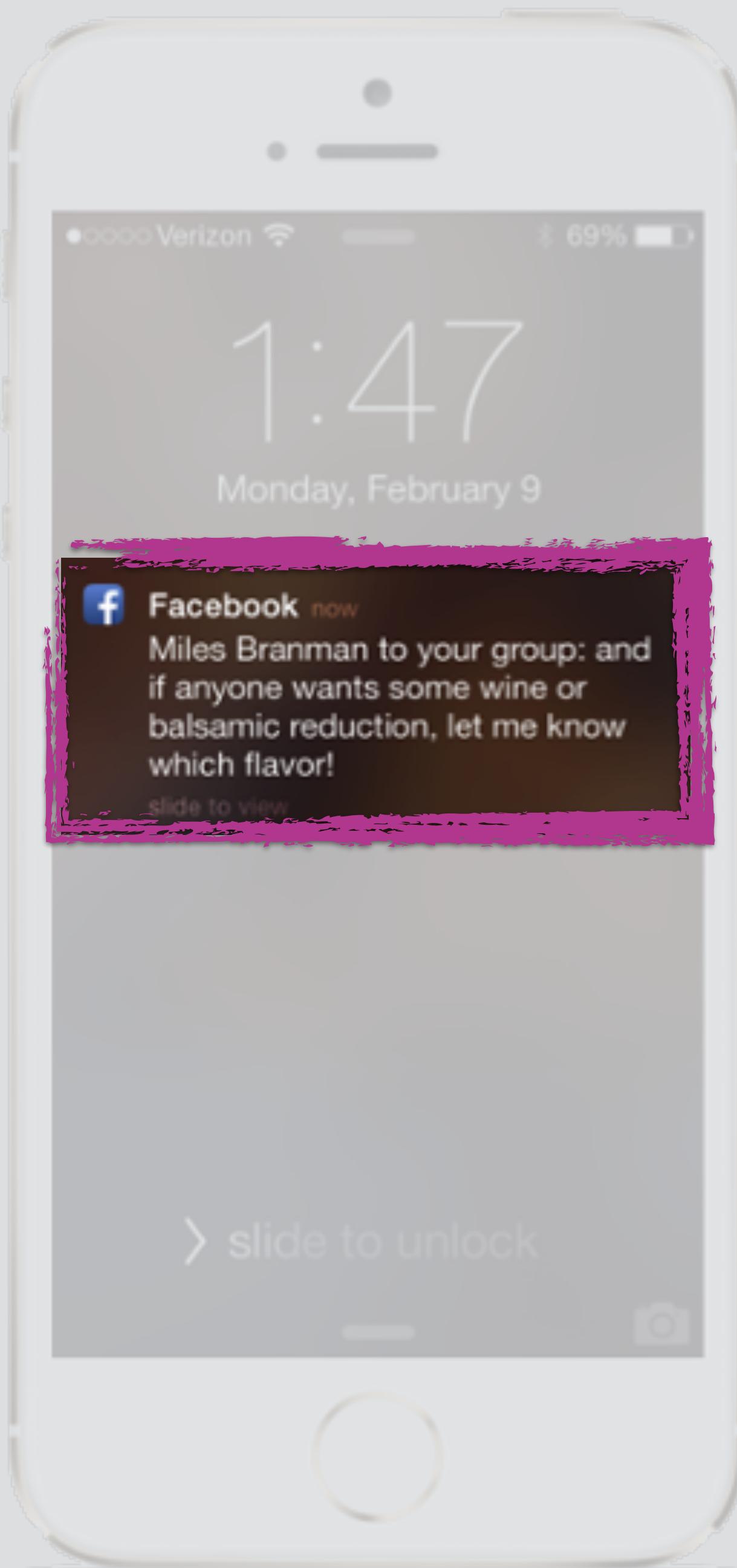
@GABRIELSSCAVALCANTE
POGIST
YTHECOMBINATOR

*starting
from
scratch*

WHAT?







INFORMATIVE MESSAGES

delivered to mobile app users

EVEN IF THEY ARE NOT ACTIVELY

BROWSING THE APP

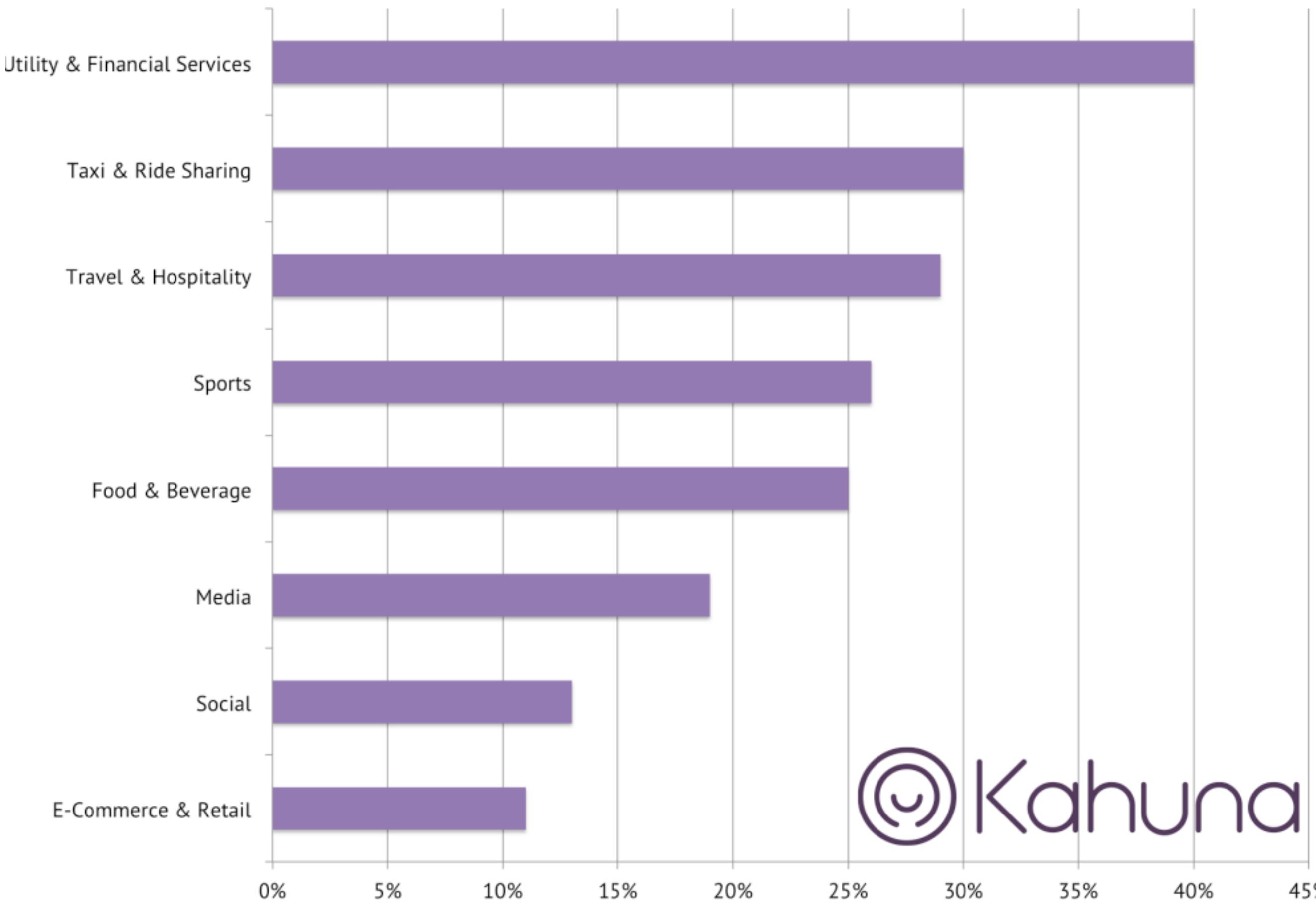
WHY?

*push notifications boost app
engagement by 88%*

65% of users return to
an app within 30 days when
push is enabled

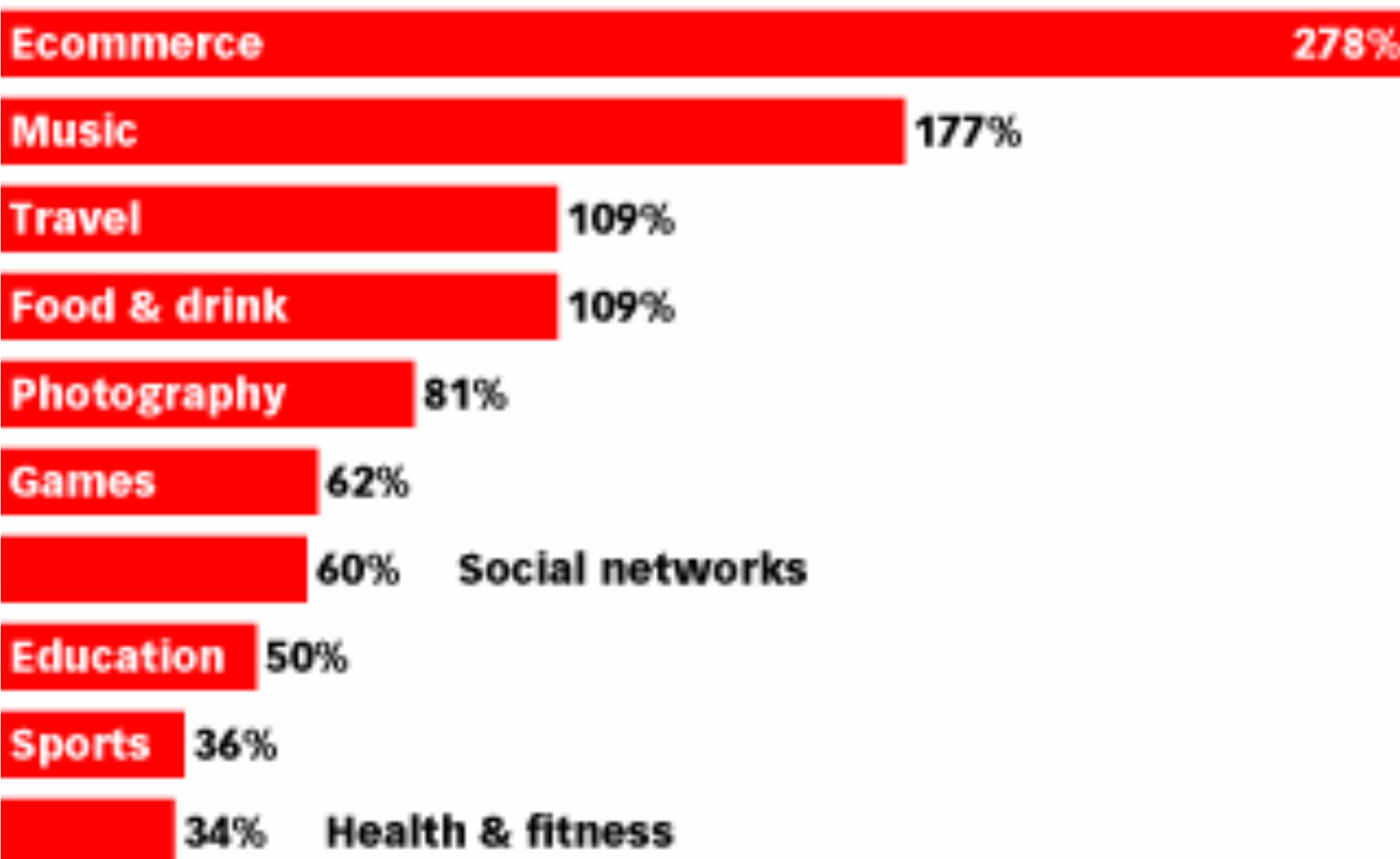
50% of users opt into
push and find push
messages useful

Push Notification Engagement By Industry



Kahuna

**App Launch Growth due to Push Notifications Among
Mobile Apps Worldwide, by Category, July 2014**
% change



Localytics Data Team

LOCAL
vs
REMOTE

local

LOCAL NOTIFICATIONS are
scheduled by an app and
DELIVERED ON THE SAME DEVICE

vagonettas

hands on

challenge



bepid-ifce / ForSubway

Code Issues Pull requests Wiki Puls Graphs Settings

8 commits 1 branch 0 releases 1 contributor

Branch: master New pull request Create new file Upload files Find file Clone or download

Pedro committed with Pedro Core Data atualizado. Latest commit 9b98679 an hour ago

ForSubway.xcodeproj Core Data atualizado. an hour ago

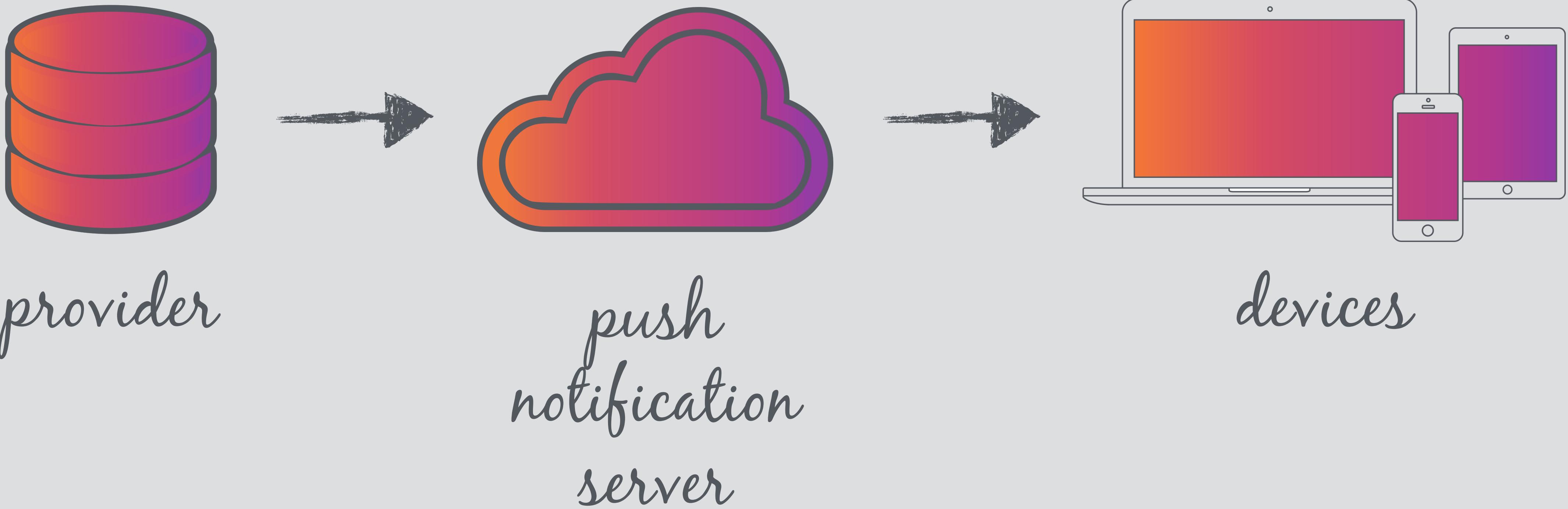
ForSubway Core Data atualizado. an hour ago

ForSubwayTests Initial Commit 2 days ago

ForSubwayUITests Initial Commit 2 days ago

Station.swift Core Data atualizado. an hour ago

remote



remote **(PUSH) NOTIFICATIONS** are **SENT**
BY YOUR SERVER to the Apple Push
Notification service, which pushes the notification to
devices.

APPLE PUSH NOTIFICATION SERVICE (APNS)

vagonettas

hands on

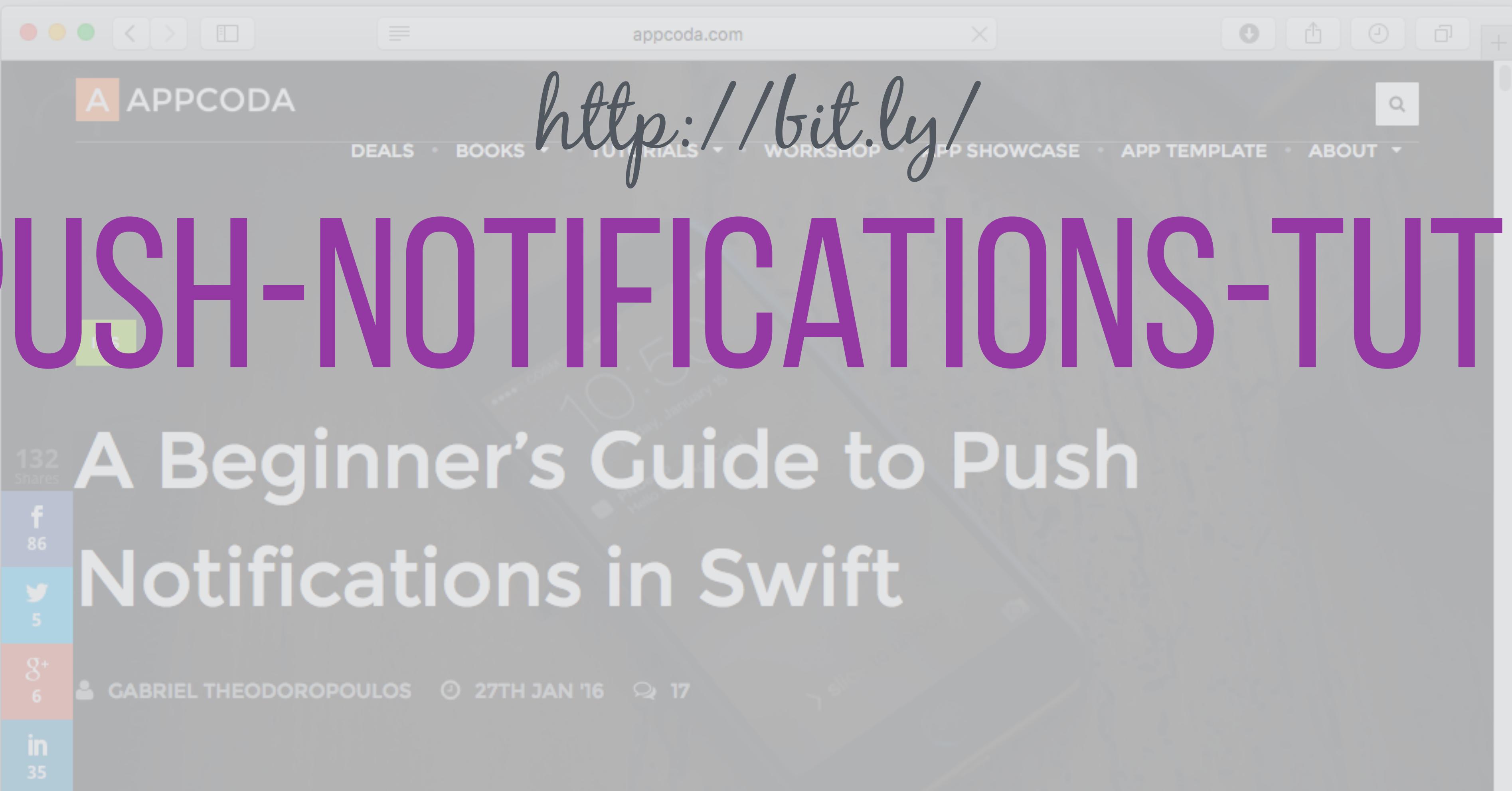
vagonettas

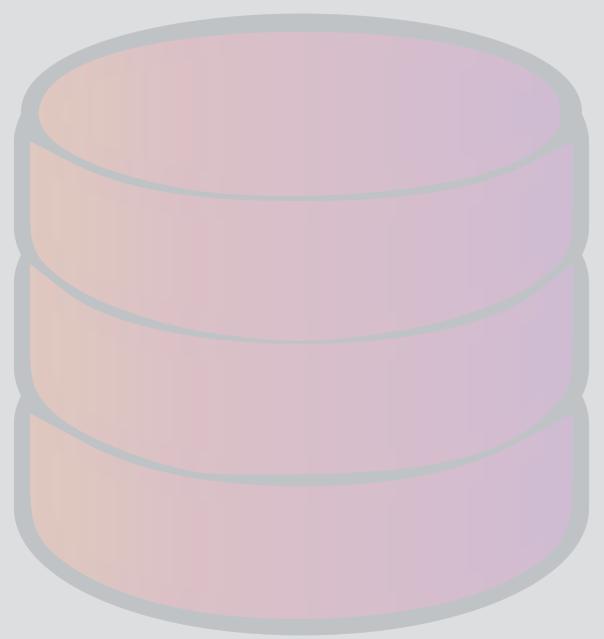
A blurred background image of a man from the chest up, wearing a light-colored shirt and a dark tie. He is looking slightly to his left at a small electronic device he is holding. The background is a soft-focus indoor setting.

http://bit.ly/ **IDS-IOS**

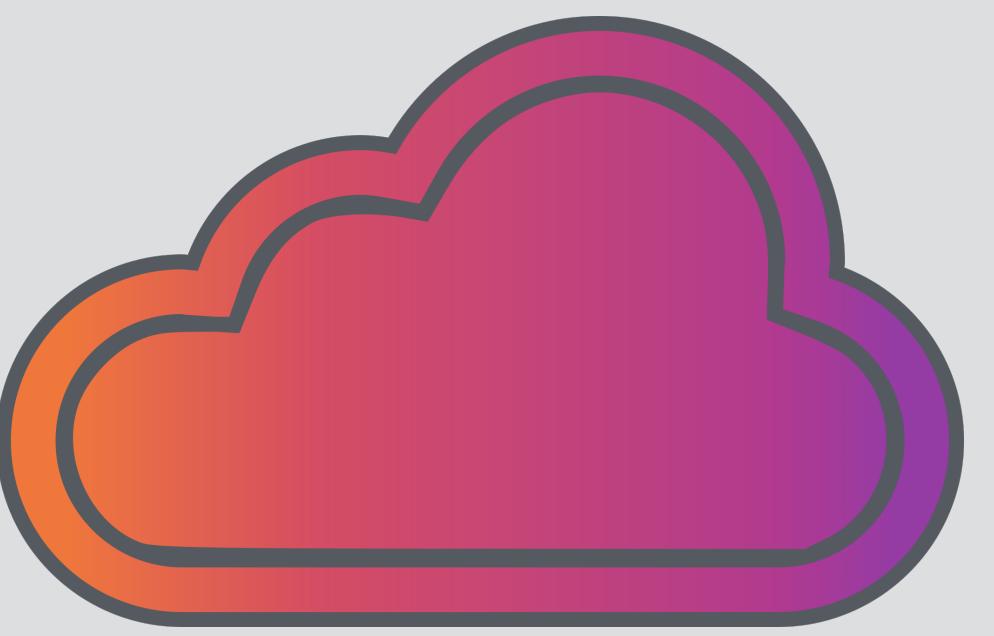
PUSH-NOTIFICATIONS-TUTO

A Beginner's Guide to Push Notifications in Swift

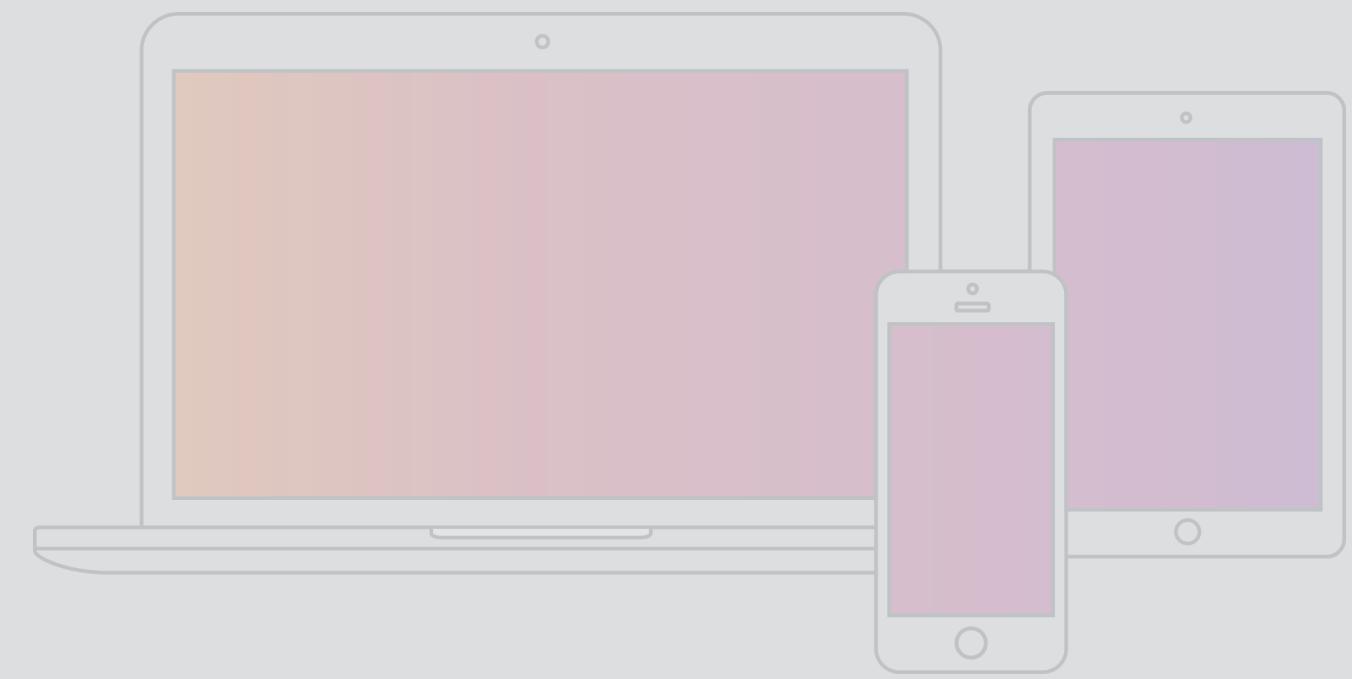




provider



push
notification
server



devices



PROVIDER

BaaS
&
Paas



Carnival



ONE SIGNAL



PUSHWOOSH





@carnival



ONE SIGNAL

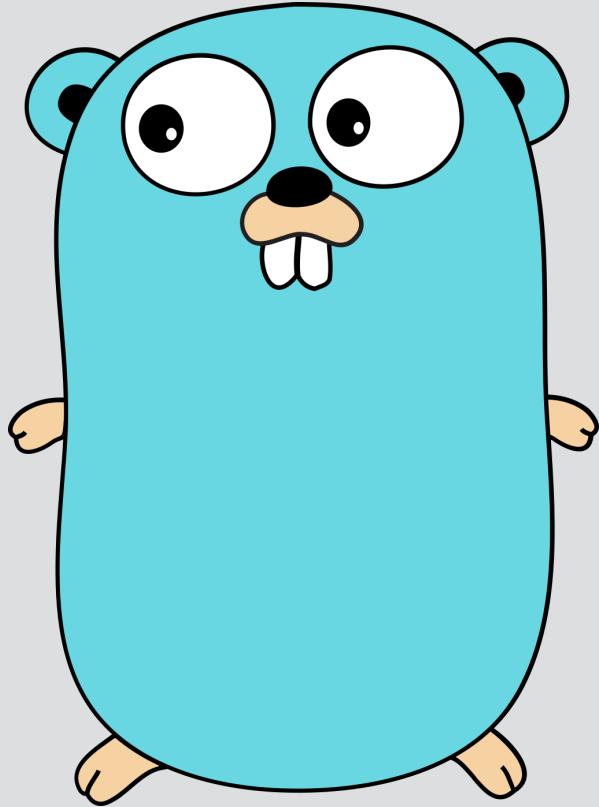
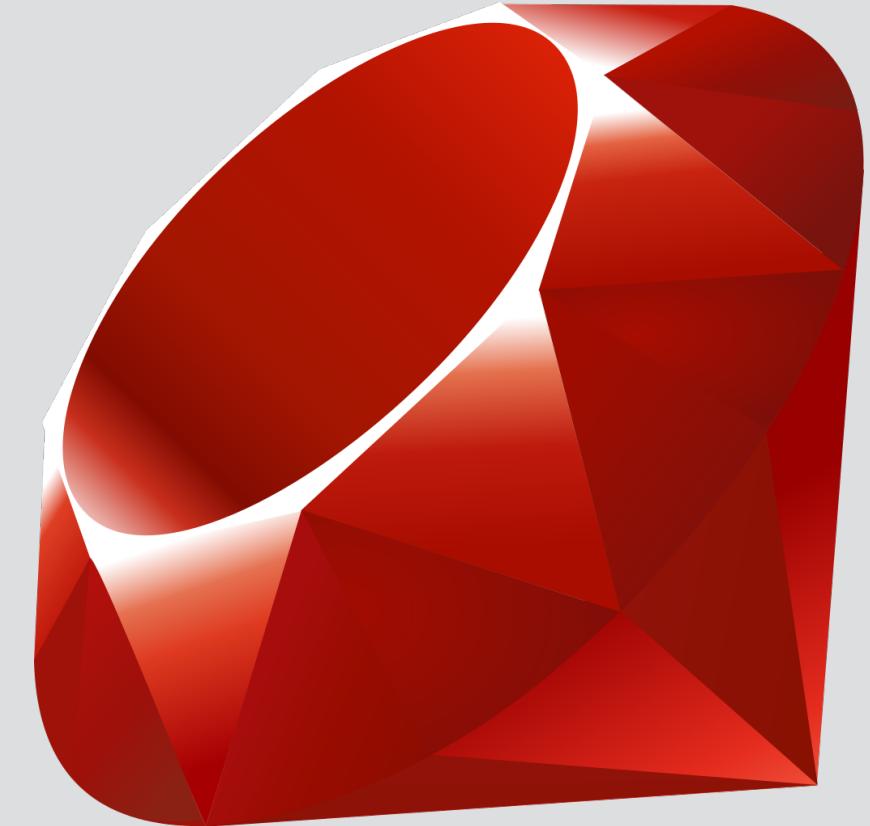
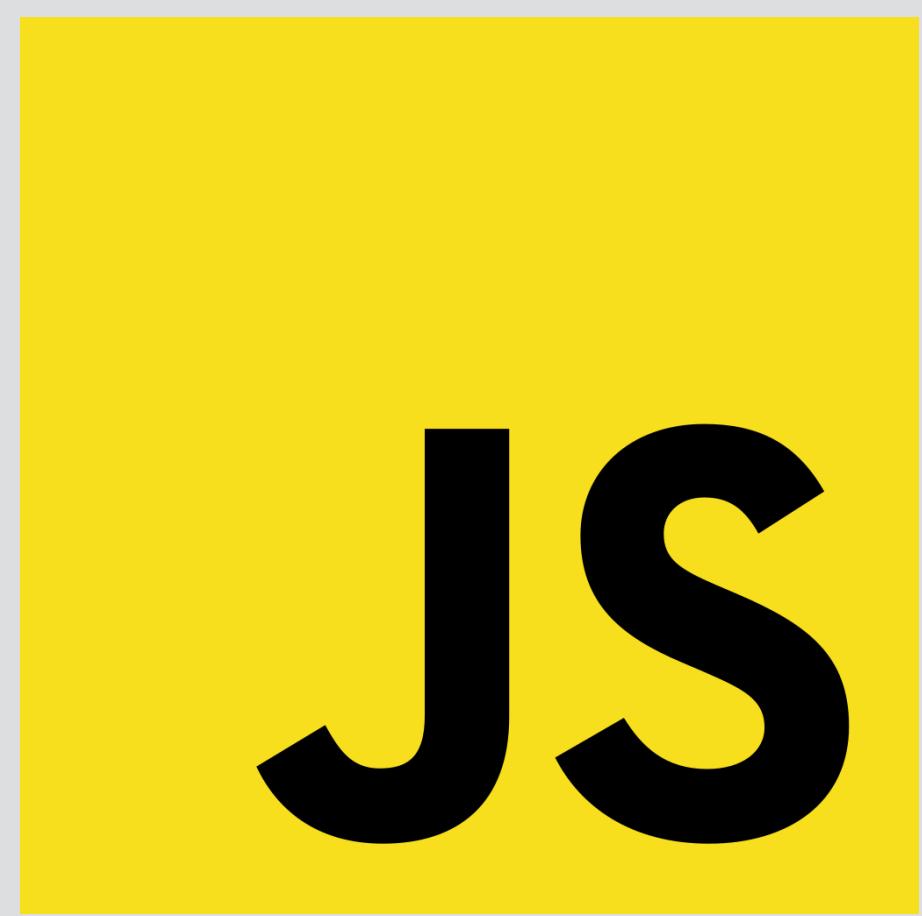
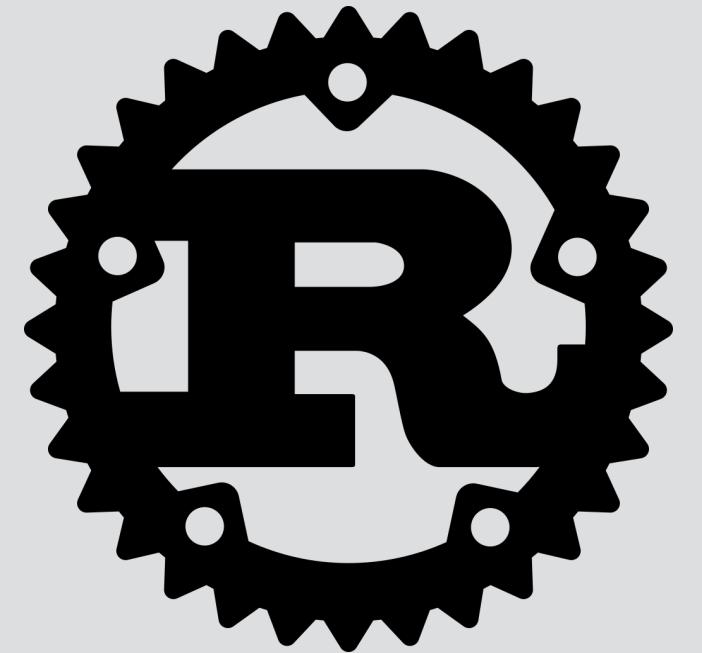
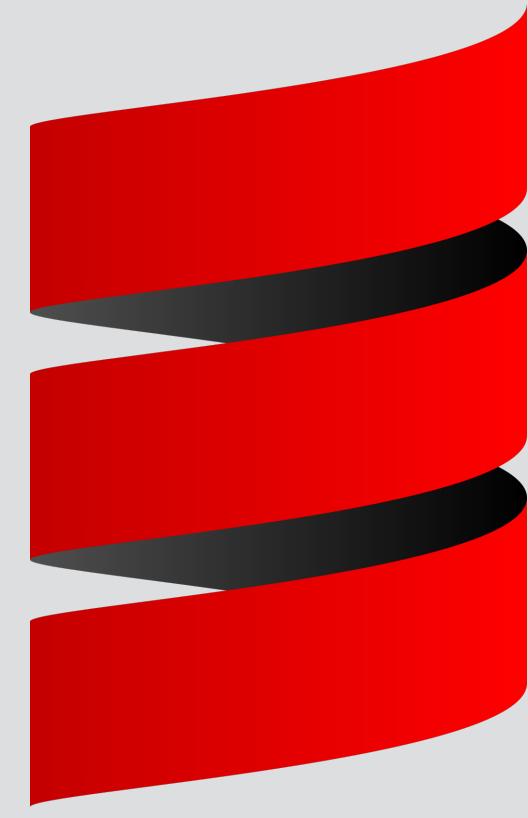


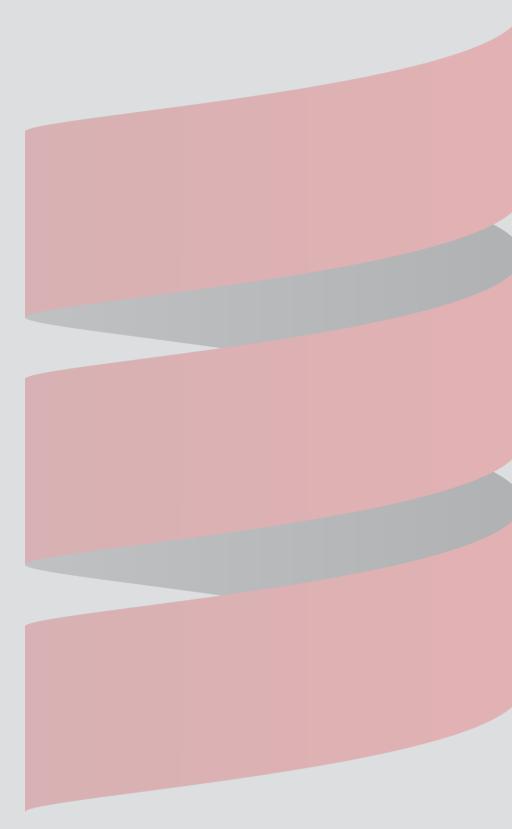
PUSHWOOSH

vagonettas

hands on

**SELF-
HOSTED**

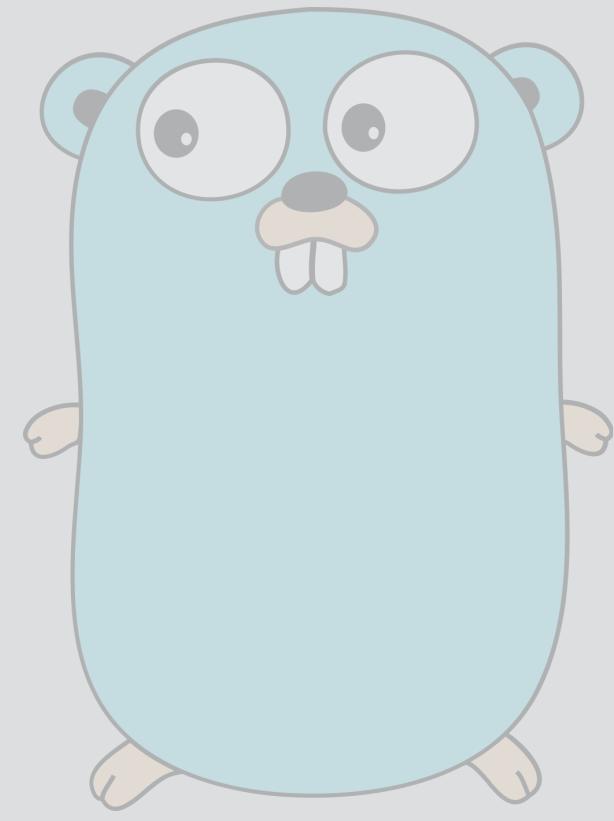
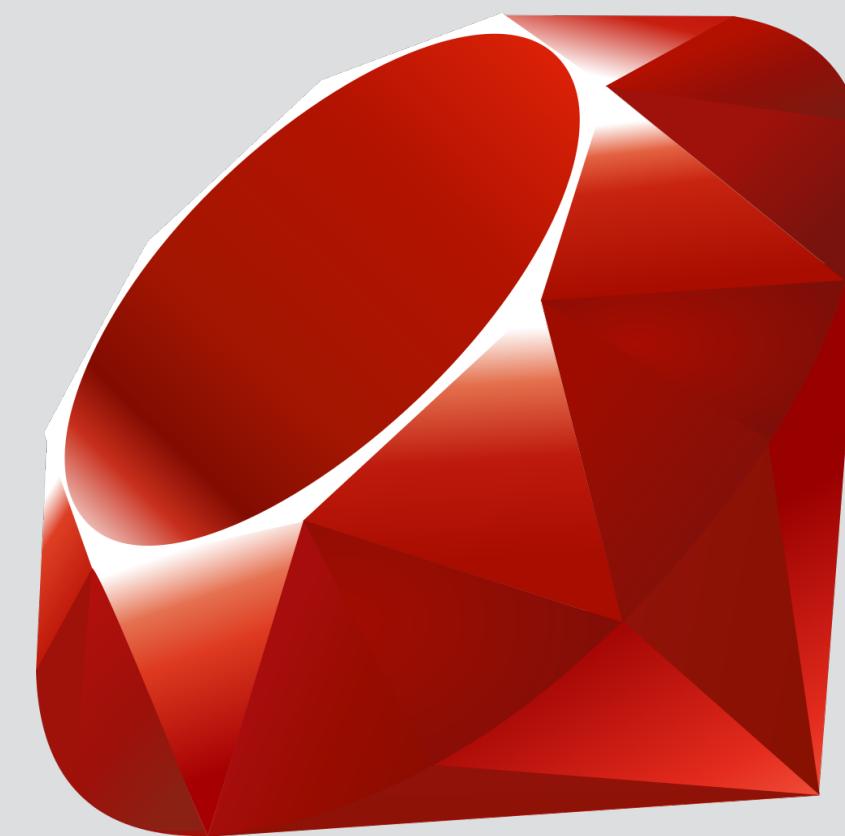




JS



php



 GitHub, Inc.

Simple framework for sending Apple Push Notifications

Carthage compatible pod v1.0.0 platform ios | osx

Installation via Carthage

```
github "alexeyxo/swift-apns"
```

Example

```
let aps = ["sound":"default", "alert":"testPush()"]
let payload = ["aps":aps]
try! APNSNetwork().sendPush("com.myapp.bundle",
    priority: 10,
    payload: payload,
    deviceToken: "3dd55a59056441ab275b8b679458388cae76be3a9a02a00234388e50fe91f2fe",
    certificatePath: NSBundle.mainBundle().pathForResource("push", ofType: "p12")!,
    passphrase: "123456",
    sandbox: true) { (response) -> Void in
}
```



Simple framework for sending Apple Push Notifications

Carthage compatible pod v1.0.0 platform ios | osx

Installation via Carthage

```
github "alexeyxo/swift-apn"
```

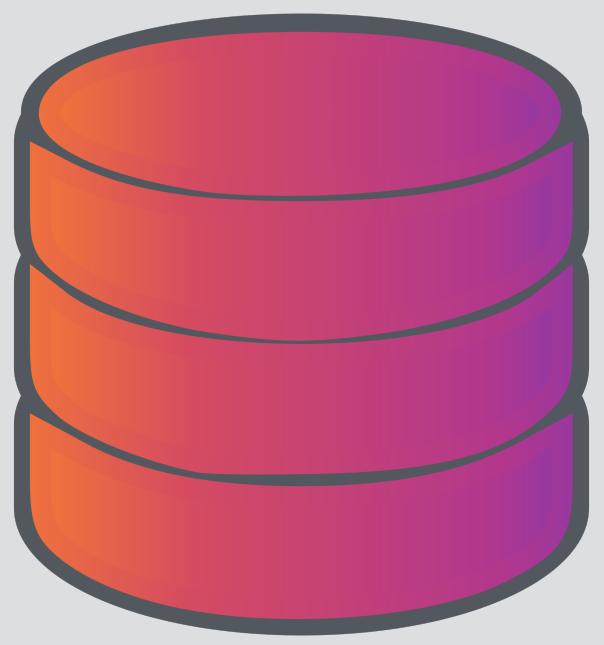
Example

```
let aps = ["sound": "ping.aif"]
let payload = ["aps": aps]
try! APNSNetwork().send(aps: aps, payload: payload, deviceToken: "3dd55a59056441ab275b8b679458388cae76be3a9a02a00234388e50fe91f2fe", certificatePath: NSBundle.mainBundle().pathForResource("push", ofType: "p12")!, passphrase: "123456", sandbox: true) { (response) -> Void in
}
```

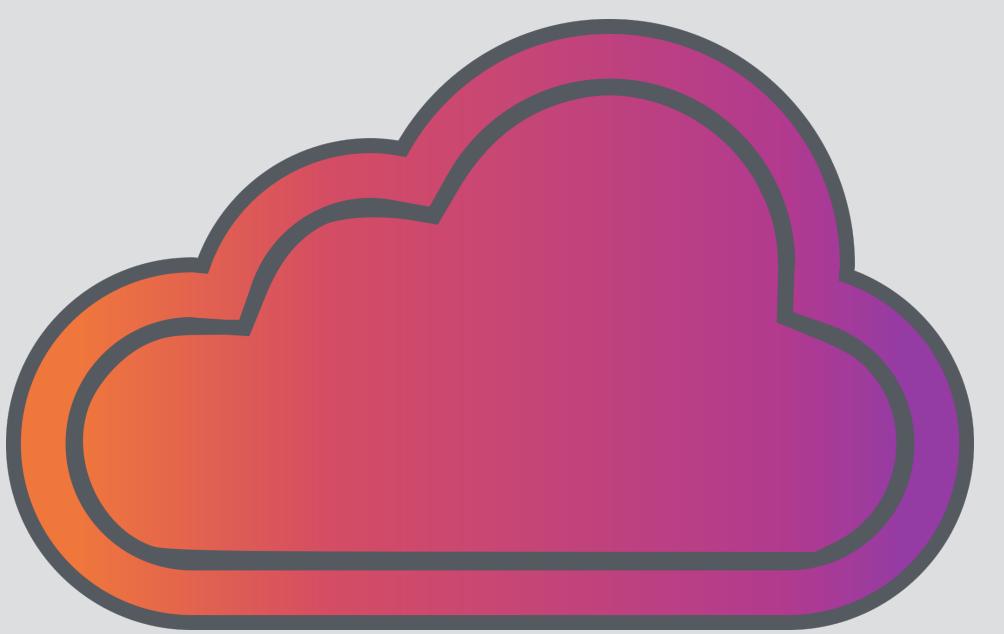
S2

vagonettas

hands on



provider



push
notification
server



devices

DEVICES



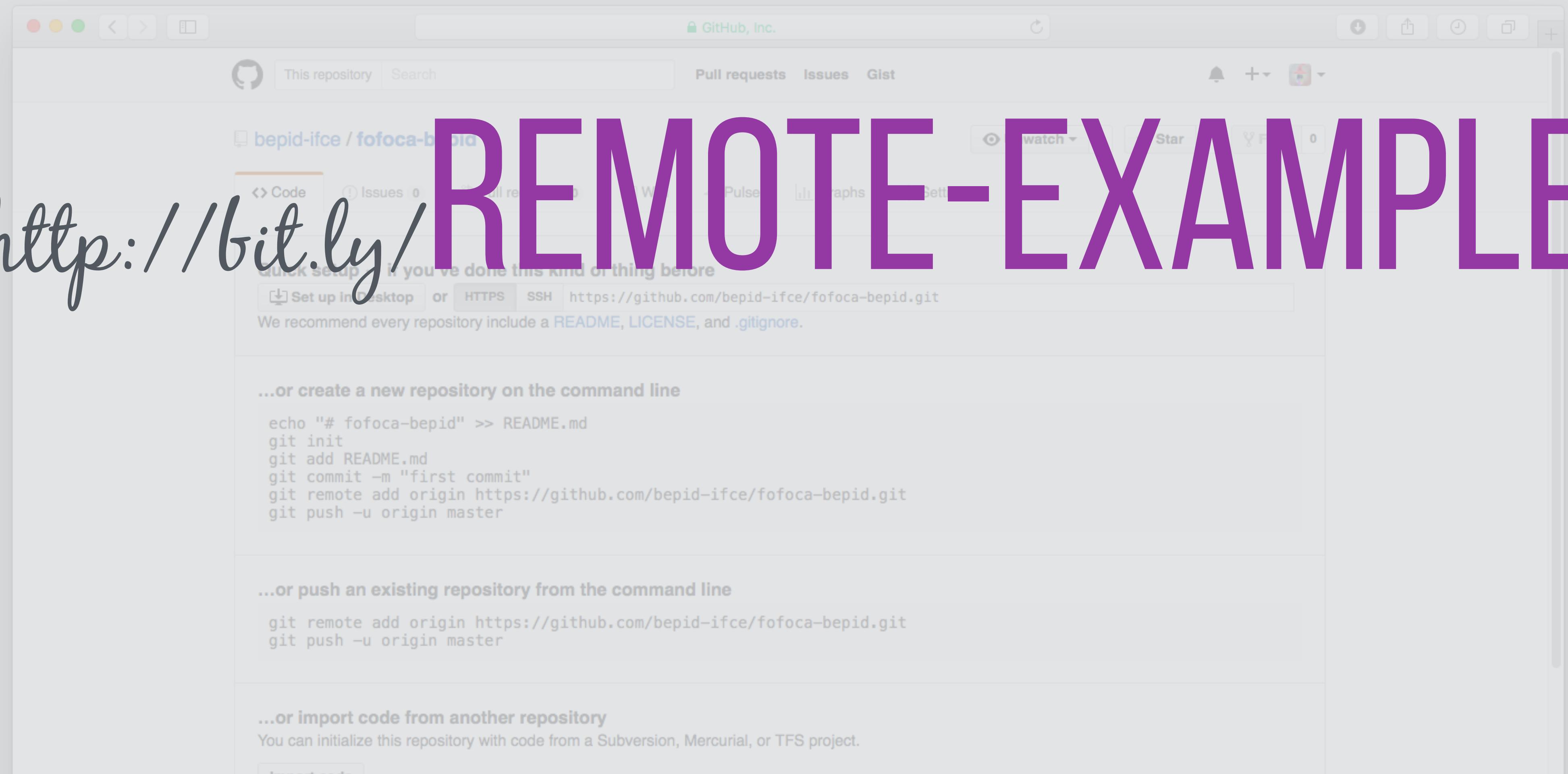
vagonettas

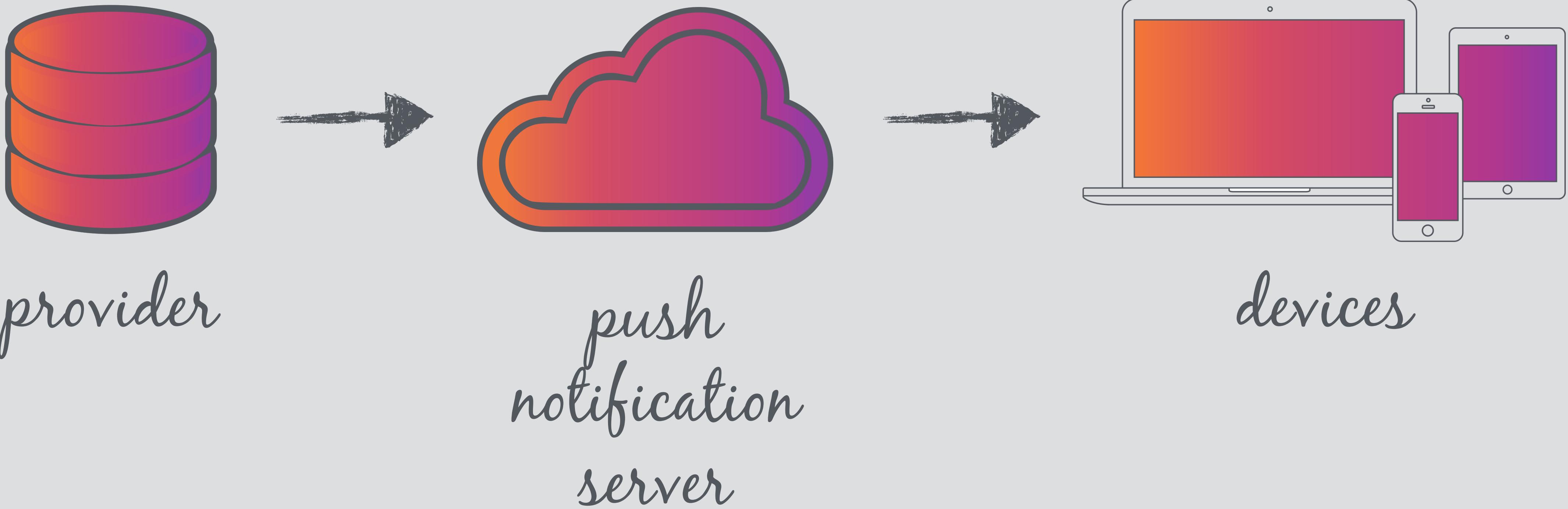
hands on

challenge



<http://bit.ly/REMOTE-EXAMPLE>





bonus

BEST PRACTICES

use a call to action

keep it short

send handcraft
messages

track results

do segmentation

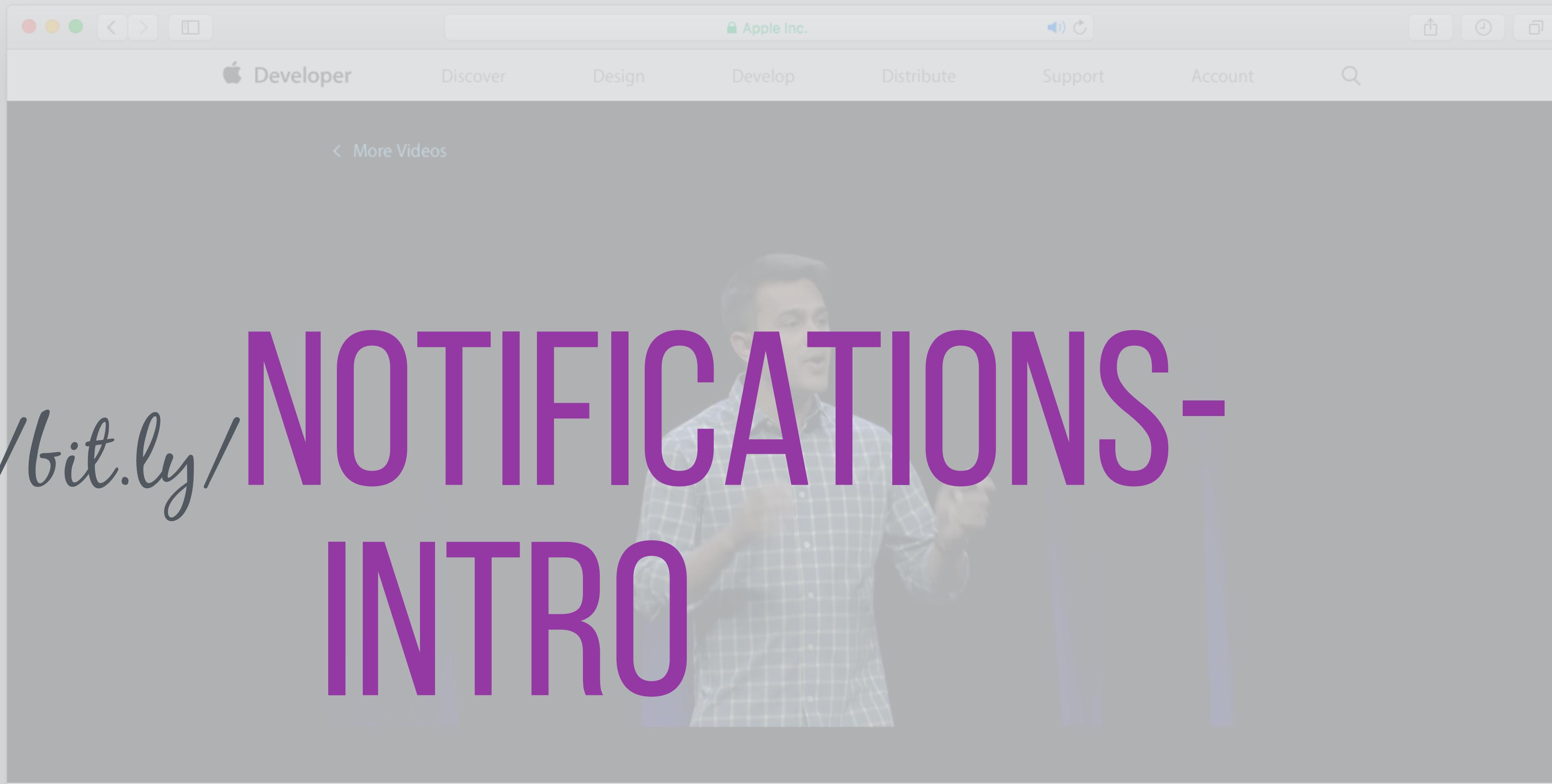
consider your
audience's time &
context

focus on quality, not quantity

allow
customization

THE
FUTURE

*http://bit.ly/NOTIFICATIONS-
INTRO*



Overview Resources

Introduction to Notifications

Push and locally scheduled notifications can provide people with timely information and provide them with the ability to take appropriate actions in response. Hear about the new APIs to schedule, respond to, and manage delivery of notifications. Learn how to write an extension to decrypt and augment push notifications before they are displayed.



A screenshot of a video player interface. At the top, there's a play button, a progress bar showing 00:44, and a volume icon. Below the video frame, there are two tabs: "Overview" and "Resources". The main content area displays a large purple title "PUSH-ADVANCED" above the URL "http://bit.ly/PUSH-ADVANCED". Below the URL, the text "Advanced Notifications" is written in a smaller, gray font. A descriptive paragraph follows: "3D Touch on Notifications provides users with access to media attachments and live content. See how your app can take advantage of this new functionality to provide a rich interactive experience within the notification itself." At the bottom of the slide, it says "WWDC 2016 - Session 708 - iOS, macOS, tvOS, watchOS".

PUSH-ADVANCED

Advanced Notifications

3D Touch on Notifications provides users with access to media attachments and live content. See how your app can take advantage of this new functionality to provide a rich interactive experience within the notification itself.

WWDC 2016 - Session 708 - iOS, macOS, tvOS, watchOS

PUSH-NOTIFICATIONS-SLIDES

<http://bit.ly/>

@GABRIELSSCAVALCANTE
POGIST
YTHECOMBINATOR



thanks

@GABRIELSSCAVALCANTE
POGIST
YTHECOMBINATOR