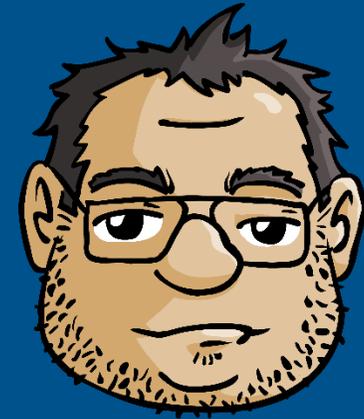


Azure Mobile Engagement



andreasschabus
TECHNICAL EVANGELIST | DX



Microsoft

Customer Engagement Has Changed

A Mobile First World

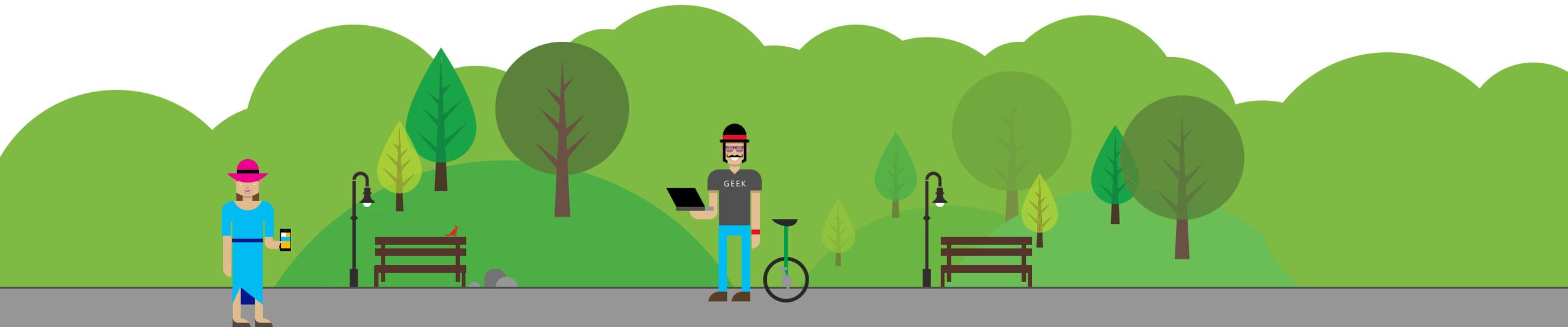
Business models are shifting to focus on mobile-centric initiatives – increasing usage, mobile ad revenue, and lifetime value

Overabundance of Choice

Users are bombarded with new applications and offers all delivering similar value, therefore you must create relevant communication channels to hold their attention

Eroding User Loyalty

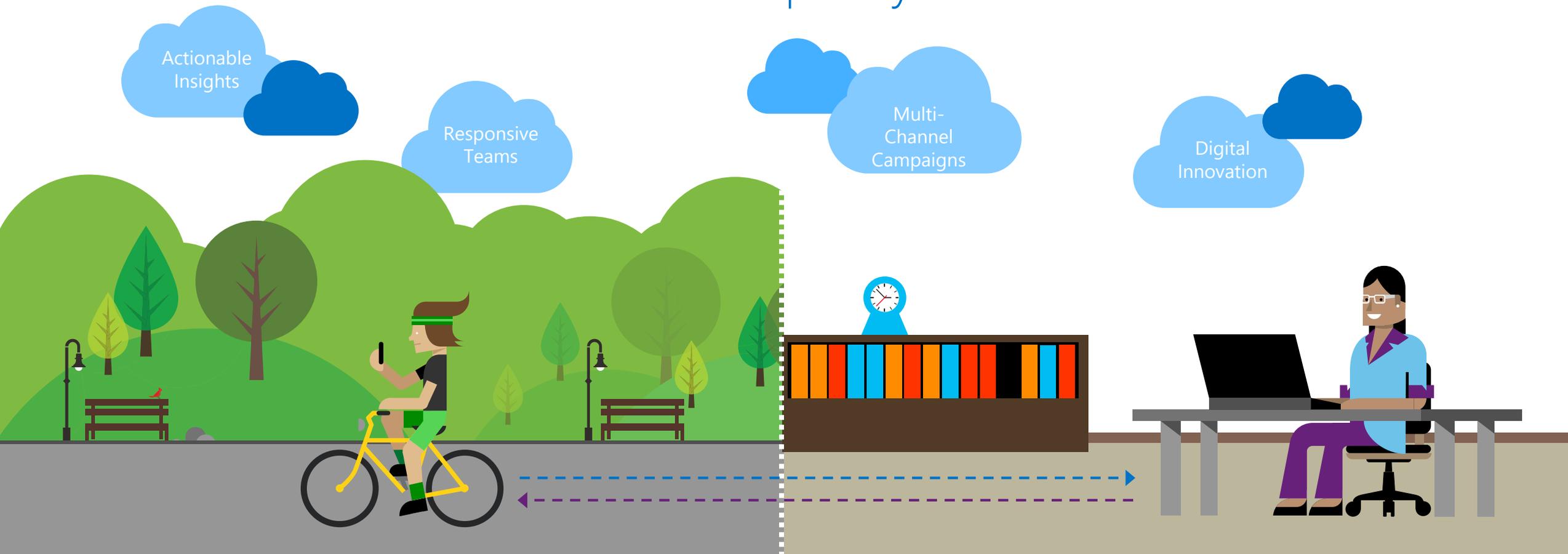
The explosion of choice has caused users to become increasingly fickle and discerning, resulting in high churn rates and higher acquisition costs



The Marketer's Dilemma

Staying in step with the customer along the path to consumption

How do I drive more effective marketing campaigns and reduce the complexity of execution?



Bringing It All Together

With Microsoft's marketing vision

Bring your customer
into focus

Create amazing campaigns
with real impact

Be in the moments
that matter

Innovate along
the journey



Better insights. Bigger impact. Built for you.



Manage Portfolios & Campaigns

- ➔ Deliver programmatic marketing campaigns to increase apps usage
- ➔ Deploy campaigns across all major mobile OS platforms
- ➔ Create specific engagement strategies across apps, brands, and geographies

Customize your push notifications to drive action within your user base

Choose how and when campaigns reach your target audience

Target specific users based on criteria you determine

Campaigns

Push Info

You are ready to design the notification of your campaign.

Fill in the form on the right side and use the preview to check the look of our notification on various platforms.

[Notification title]

[Notification message]

[Action URL]

IMAGE **UPLOAD IMAGE** **REMOVE IMAGE**

SCREENSHOT

How: Choose One

When: Choose One

Audience: To target specific users, refine your audience by adding a first criterion.

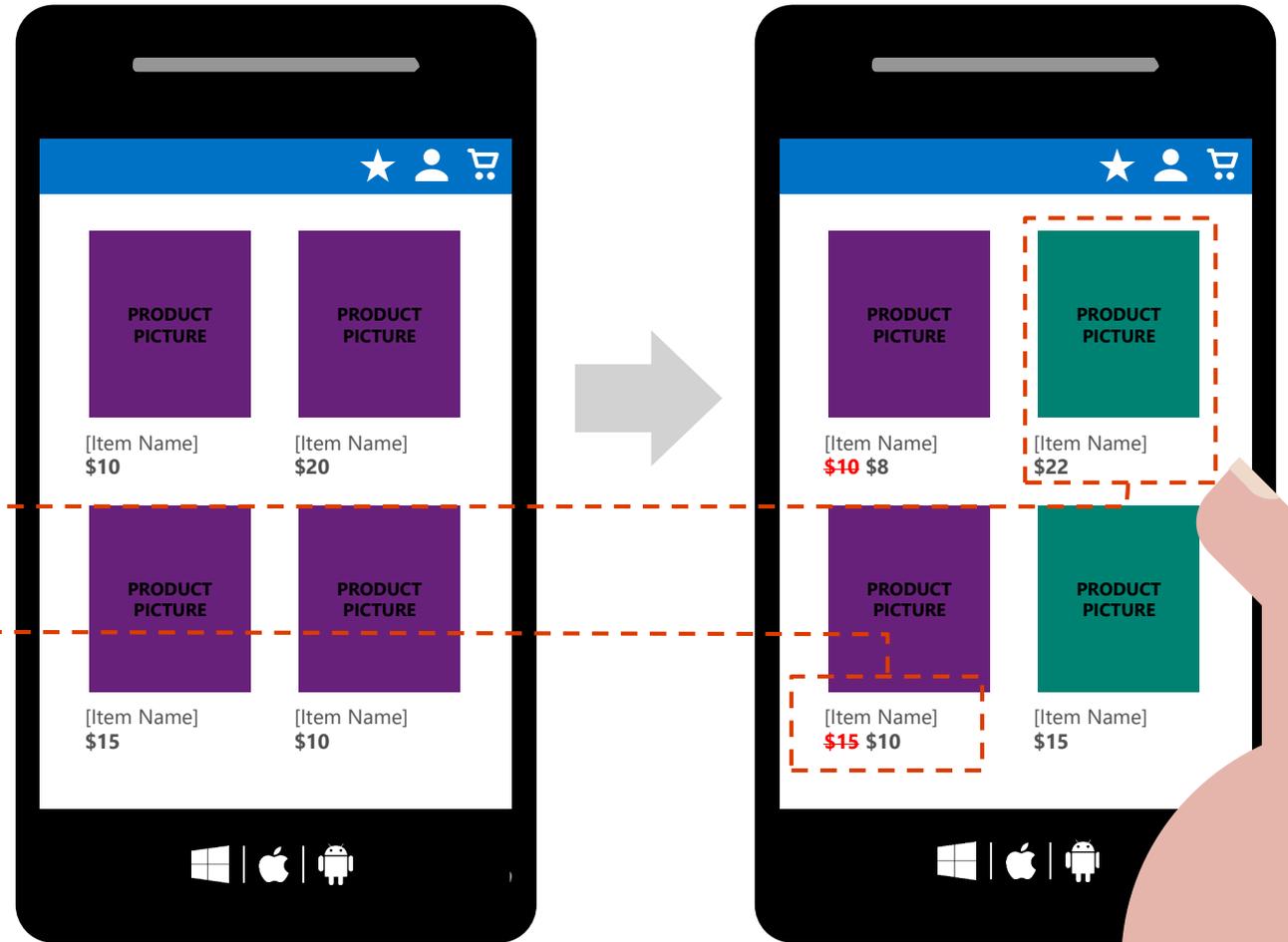


Personalize Customer Experiences

- ➔ Drive desired action with custom push notifications and in-app messaging
- ➔ Create tutorials to improve personal experiences within the app
- ➔ Customize applications' interface for enhanced targeting

Adjust app elements based on specific user attributes for a more relevant experience

Adjust list pricing based on specific user attributes using Data Push, prompting desired action within the app



Platform Services

Security & Management

- Portal
- Azure Active Directory
- Azure AD B2C
- Multi-Factor Authentication
- Automation
- Scheduler
- Key Vault
- Store/Marketplace
- VM Image Gallery & VM Depot

Services Compute

- Cloud Services
- Service Fabric
- Batch
- RemoteApp

Integration

- Storage Queues
- BizTalk Services
- Hybrid Connections
- Service Bus

Media & CDN

- Media Services
- Content Delivery Network (CDN)

Web and Mobile

- Web Apps
- API Apps
- Mobile Apps
- Logic Apps
- API Management
- Notification Hubs

Developer Services

- Visual Studio
- Azure SDK
- VS Online
- App Insights

Data

- SQL Database
- Data Warehouse
- DocumentDB
- Redis Cache
- Azure Search
- Storage Tables

Analytics & IoT

- HDInsight
- Machine Learning
- Stream Analytics
- Data Lake
- Data Factory
- Event Hubs
- Data Catalog
- IoT Hub
- Mobile Engagement

Hybrid Operations

- Azure AD Health Monitoring
- AD Privileged Identity Management
- Domain Services
- Backup
- Operational Analytics
- Import/Export
- Azure Site Recovery
- StorSimple

Infrastructure Services

OS/Server Compute

- Virtual Machines
- Container Service

Storage

- BLOB Storage
- Azure Files
- Premium Storage

Networking

- Virtual Network
- Load Balancer
- DNS
- Express Route
- Traffic Manager
- VPN Gateway
- App Gateway

Datacenter Infrastructure (30 Regions, 22 Online)



Mobile Engagement

A SaaS-delivered Mobile Engagement platform



Actionable insights available in real-time to increase app usage



A value-added push & communications platform



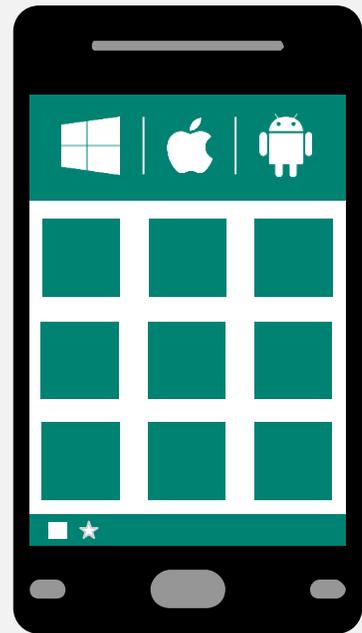
Open APIs & easy integration



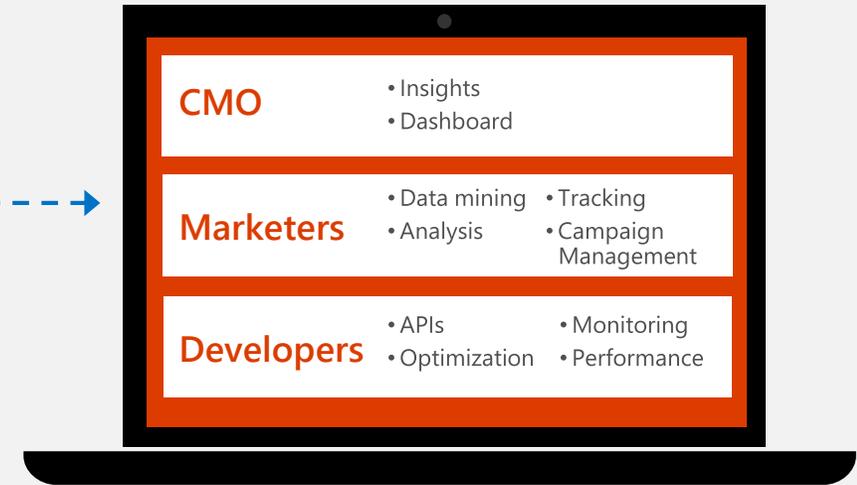
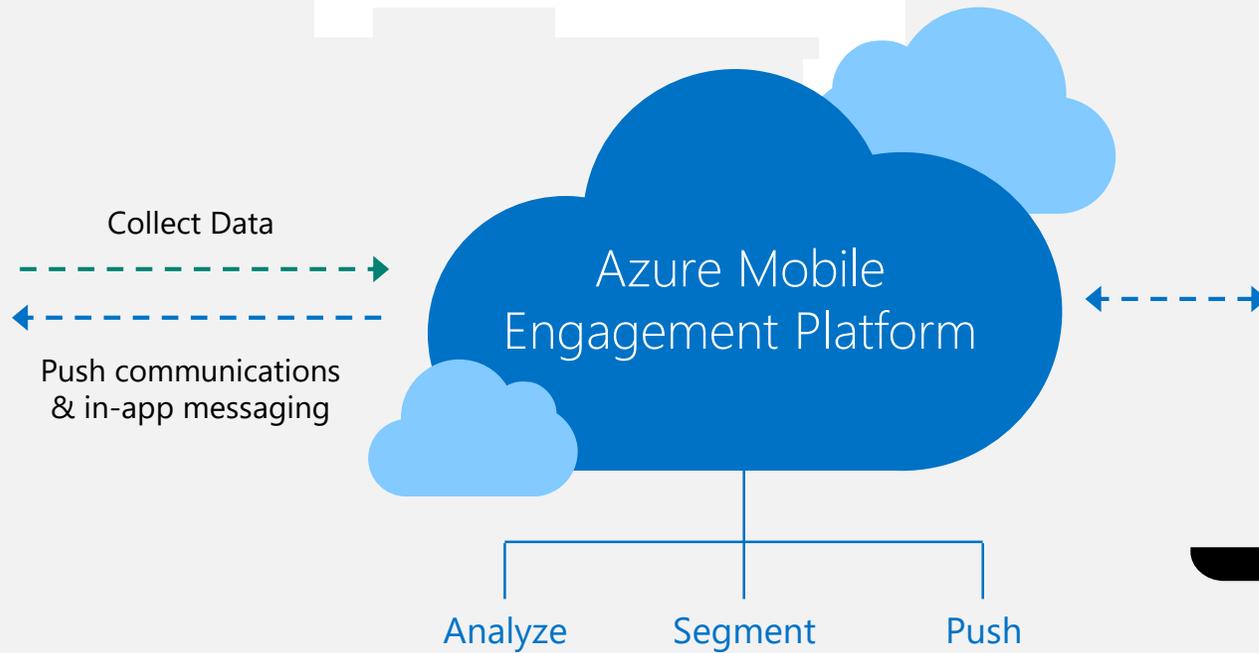
Data protection & privacy across the globe



How Mobile Engagement Works



Customer Applications



Your Frontend

“Multi-step Welcome to encourage Facebook login”

- ✓ Leverage first contact
- ✓ Anchor to a win-win scenario
- ✓ Demonstrate value through conversation
- ✓ Create a tree-like campaign

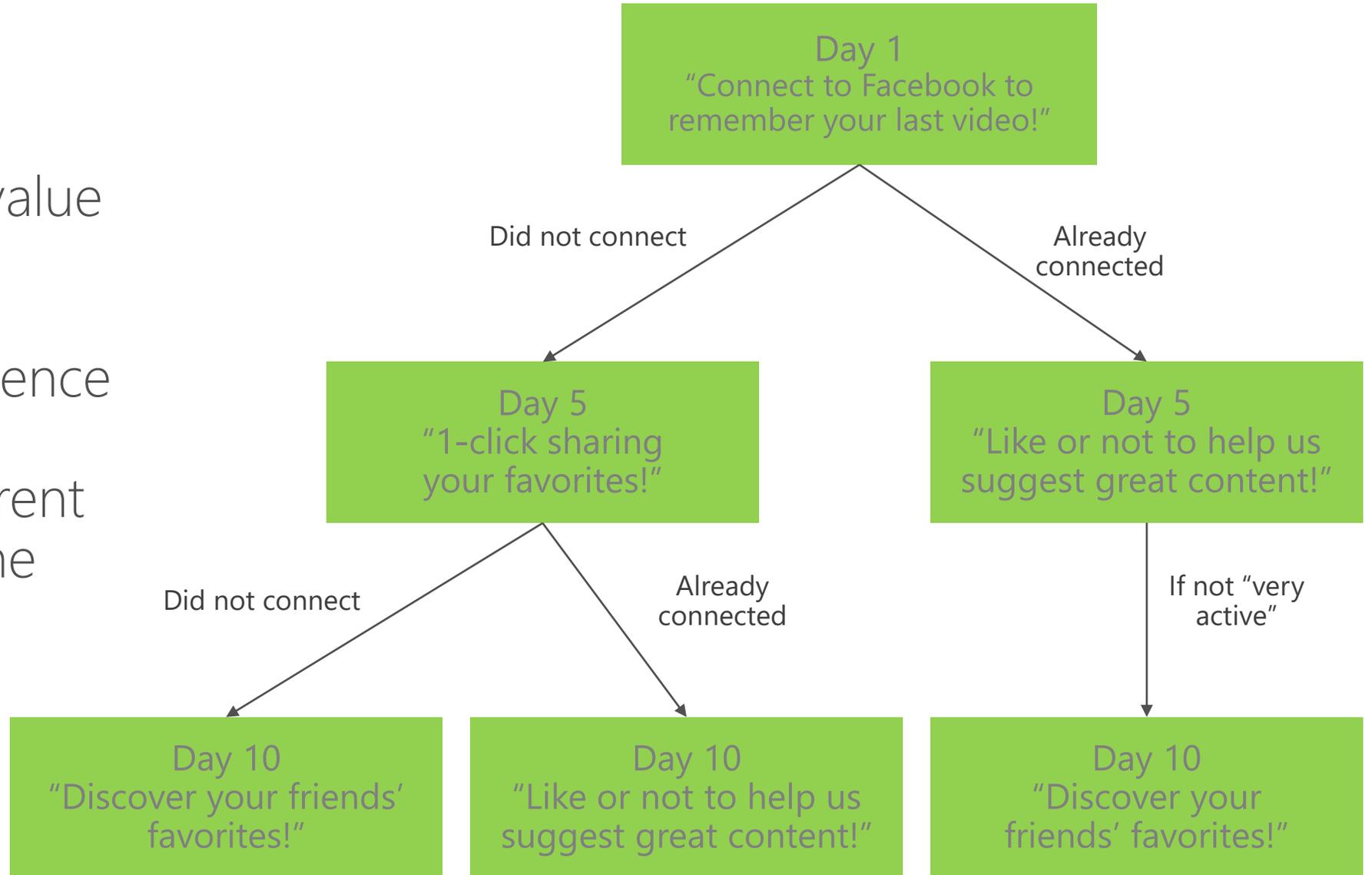


➔ Improve login and usage

Use Case: Welcome Campaign

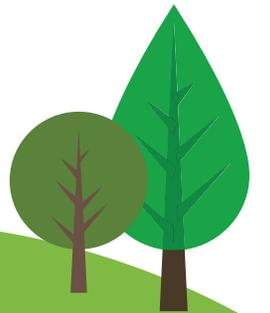
Demonstrates the value of the app while suggesting how to optimize the experience

It will propose different actions based on the user status



“Boost that hidden gem”

- ✓ A great feature may be overlooked by users
- ✓ Promote its value to active users
- ✓ Target people who never use it
- ✓ Optionally poll your users

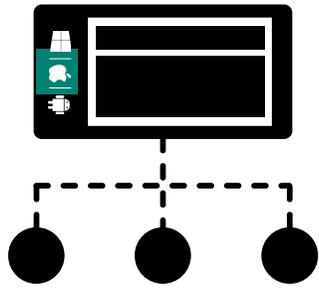


➔ Lack of usage may be due to lack of interest or bad UX

Summary

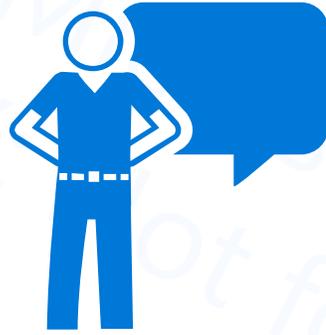
Unlock Your Applications' Potential

Mobile Engagement allows you to:



Manage

Programmatic mobile campaign delivery across platforms & audiences



Personalize

Unique messaging for unique customers



Boost

Optimized experiences for greater user retention



Monetize

Amplified ROI with increased visitation & upsell opportunities to maximize lifetime value



Get Started

➔ <http://azure.microsoft.com/en-us/services/mobile-engagement/>

