Meet Campaign Composer

The heart of our mobile engagement platform

Campaign Composer is Leanplum’s visual solution for building highly contextual messaging campaigns across push notifications, email, in-app messages, app inbox, and app UI. With step-by-step guidance, multi-channel branching, and customer journey analytics, our platform takes the guesswork out of campaign creation.

Despite having volumes of data, marketers have been flying blind when it comes to campaign creation, continually guessing if they’re effectively delivering the right interactions across touchpoints.

Campaign Composer is the only engagement solution that lets you understand the true impact of your marketing before and after you hit send.

“Campaign Composer is extremely intuitive, making multi-step customer journeys a breeze… We can more easily understand how our customers interact with our campaigns and better tailor our customer engagement.”
Turn Blind Spots Into Sweet Spots

From guesswork to guidance

- Get adaptive guidance to enhance audience segmentation, delivery time, and language
- Optimize send times and message frequency with the help of machine learning
- Segment based on hundreds of attributes, both demographic and behavior
- Easily A/B test messaging, content, offers and CTAs

From silos to visual journeys

- Visualize end-to-end campaign flows on a timeline
- Weave communications across all your key messaging channels: push, in-app, app inbox, web push, and email
- Personalize app UI elements such as banners, buttons, and carousels without engineering resources

From myopic metrics to bottom-line impact

- Analyze customer journeys to understand funnel conversions, behaviors, and drop-offs
- Understand downstream metrics like retention rates, session length, and uninstalls
- Identify unintended campaign consequences as well as tradeoffs between competing KPIs

Capabilities That Drive Engagement & Revenue

Drag & Drop Editor
Visual Segment Builder
Audience Size & Delivery Time Estimations
Multi-Channel Branching
Customer Journey Analytics