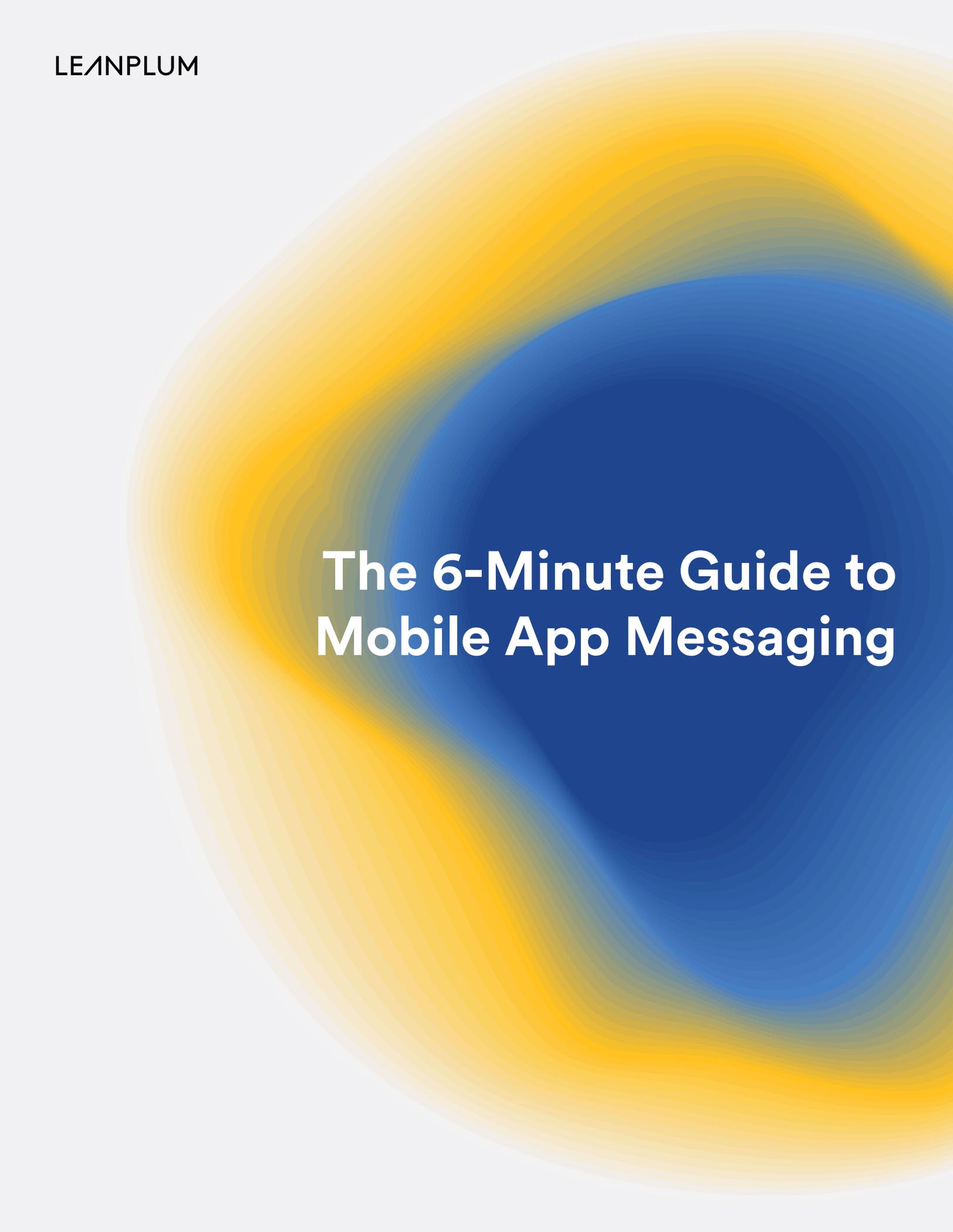


LEANPLUM

The background features a large, abstract graphic composed of concentric, overlapping shapes in shades of yellow and blue. The shapes are soft and blurred, creating a sense of depth and movement. The yellow shapes are on the left and bottom, while the blue shapes are on the right and top, with some overlap in the center.

# The 6-Minute Guide to Mobile App Messaging

## Mobile App Messaging Challenges

As an on-the-go mobile marketer, you're constantly learning ways to improve app engagement. You strategically plan campaigns and engage your app audience with new and exciting content.

But you face plenty of challenges in your day-to-day. For example, you need to stay on top of industry and competitor trends to drive more impact for your business.

Mobile marketers want to:

- Easily reach users across multiple channels, ideally from a single platform
- Segment users to send relevant messages that increase engagement
- Use technology solutions to organize, localize, and optimize delivery times
- Prove ROI by A/B testing messages and analyzing more than just opens

We understand how challenging it can be to drive customer engagement, especially when many tools force you to rely on engineers for help or customization. That's why Leanplum provides a complete platform to easily create and manage segments, then publish messaging campaigns across multiple channels.

In the following pages, we've laid out three key strategies to improve message success and keep your app top of mind for your users.

Leanplum works with many teams to engage users and deliver app growth. Today, we help:

**Marketing teams**

**Mobile teams**

**Product teams**

**Optimization teams**

# How to Win at Mobile App Messaging

## Key Strategy #1: Maximize Your Audience & Create Engagement

Push notifications are your bread and butter. But users don't automatically opt-in. In fact, only 35 percent of iOS users opt-in to push, making it hard for you to engage your audience outside your app and lure them back in.

Maximize your audience efforts with Leanplum. For example, we can help you suppress the default iOS prompt and explain the value of push at a time when a user is more engaged. One Leanplum customer who used this feature increased opt-ins by 182 percent, enabling them to reach more of their audience with relevant, engaging content.



Increase your push notification opt-ins to engage more users throughout their lifecycle.

**182%**

increase in users opted into push notifications

Once you convince more users to opt-in to push notifications, you need to send the right message at the right time. We offer several capabilities that give you more control over your delivery methods.

### Optimal Time

Our machine learning algorithm analyzes individual app usage patterns to automatically send messages when users are most likely to open. Don't worry — all the magic happens behind-the-screen. All you have to do is check one box. We take care of the rest.

### Localization

To reach users around the world, you need to schedule your messages by time zone and localize your content. We offer all these capabilities out-of-the-box, without undue stress or learning curves.

### Calendar View

Many marketers fear over-sending messages to their audience. That's why we provide a calendar view and built-in message caps, helping you easily schedule campaigns, without overloading or annoying users.

In our data science report, [Retention Revealed](#), we analyzed the leading mobile tactics that keep app users coming back. We found that incorporating push notifications in your marketing strategy can increase retention by 20 percent. Even more importantly, personalizing push send times — with a solution like Optimal Time — can boost retention 7x.

# How to Win at Mobile

## App Messaging

### Key Strategy #2: Enhance Messages With Personalization & Light Automation

Once you master sending push notifications at the right time, it's time to focus on sending the right content to the right person.

Leverage personalization to discover your audience's behavior patterns and create the right segments. You can segment your audience and target by technology, lifecycle stage, localization, demographics, behaviors, and more. For example, you can send one message to a user who recently installed your app, and another to a user who's about to churn.

Once you've narrowed your target, insert personalized content into each message. Add a person's name or product details to include relevancy that inspires action. Leanplum data shows that users are four times more likely to open messages that include personalized content, compared to generic blasts.

This layer of context is especially useful for automating shopping cart abandonment campaigns. For instance, if a user adds an item to their shopping cart, but forgets to check out, you can automate a single message that says:

**“Hey [Katy], you left a [yoga mat] in your cart. Check out now and get free shipping.”**

Being proactive and taking the time to set up contextual messaging pays efficiency dividends in the future, helping reach other users at critical points (e.g., conversion moments) in their customer journey.



Send personalized and automated messages to your users to increase conversions.

To understand if a message is successful, you need to analyze results — beyond opens. Leanplum provides highlighted metric tiles that make it easy to understand app performance at a glance. Start with opens and look at key metrics like time spent in-app, daily active users, total lifetime value, and even uninstalls.

# How to Win at Mobile

## App Messaging

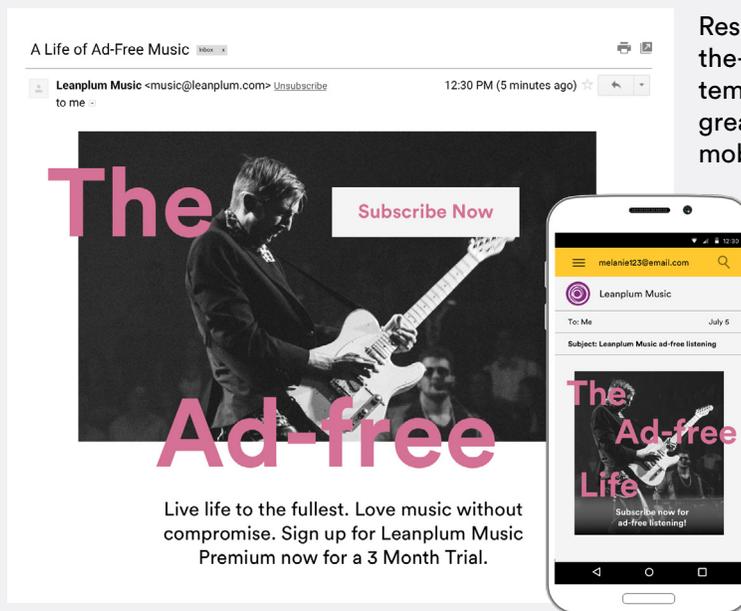
### Key Strategy #3: Coordinate Messages Across Channels

When you're ready, think beyond push by coordinating messages across multiple channels. Of course, despite your best efforts, some users will still opt-out of push. Foster meaningful relationships with them inside and outside the app, using email.

### Email

Extend your mobile messaging programs with email to drive reactivation campaigns and other programs. Use Leanplum's rich text editor to craft messages or upload responsive HTML5 templates that look great on desktop and mobile. Save time by creating content in one platform that publishes across multiple channels.

## Email



Responsive out-of-the-box-email templates that look great on web and on mobile.

Measure the impact of your hard work and prove its value with A/B testing built for mobile. You can optimize the performance of:

- **Copy:** Test tone and length to deliver impressions that are memorable and powerful.
- **Timing:** Experiment with different delivery methods, such as traditional blasts, localization, and Optimal Time.
- **Personalization:** Understand how users respond to personalized content within the message, by adding a name, mentioning a cart item, and more.

## About Us

At Leanplum, we understand the challenges mobile marketers face. Demonstrating the value of your work, managing segments, and executing campaigns across multiple channels are no easy feats. That's why Leanplum offers a fully integrated platform to enable meaningful engagement across your messaging. Leverage everything you need in one integrated platform, including Messaging, Automation, Personalization, App Editing, A/B Testing, and Analytics.

Ready to take your marketing to the next level? Download our guide, [The 6-Minute Guide to Mobile Marketing Automation](#). Or schedule a personalized demo to learn how Leanplum can help you reach your mobile goals and drive more business impact.



**To drive more app ROI today, schedule your personalized demo with Leanplum.**

[Get a Demo](#)