

OpenMarket™ Push Notifications

With consumer attention divided among so many smart device applications, now is the time to engage your customers with compelling apps that advance your business goals of brand awareness, customer loyalty or monetization. Let OpenMarket help you implement a Push Notifications strategy that will add value to your applications and drive your business success.

Simply put, Push Notifications are an effective tool for improving application engagement and delivering content to your customers. Push Notifications are messages sent directly to your customer's phone, and are enabled on any smart device running the Apple iOS, Android 2.2 (or higher) or BlackBerry. Once a customer has installed your application and opted-in to receive Push Notifications, you can deliver valuable product updates, news alerts, sports scores, coupons, brand awareness promotions, or any other message that immediately engages your customer.

KEY FEATURES


Push Notifications are delivered directly to the application on your customer's phone even when that app isn't open. On top of this basic functionality, OpenMarket has built value-added features to enrich the service for you. You can use Push Notifications to target your audience effectively – at no cost whatsoever to your customers.

- **Common API** – Integration via RESTful APIs to reach 90% of smartphone users (Apple, Android and BlackBerry)
- **Application Self-Registration** – Enables an application instance to self-register by obtaining the device token from the network (Apple, Android, BlackBerry) and registering it with OpenMarket
- **Web Based Application Management** – Simple and secure web UI for provisioning applications and related credentials in OpenMarket's sandbox or production environments
- **Groups Management** – Provides the ability to create and manage broadcast groups for targeted messaging
- **Message Receipt** – Allows your application to respond upon delivery or user engagement
- **Custom Data** – Enables you to enrich the end users experience via information your application interacts with (i.e. URLs or name/value pair)

KEY BENEFITS

For Merchants, benefits include:

- **Technology simplified** – OpenMarket manages the technical details so you can focus on your applications and messaging
- **Application engagement** – Get the most out of your existing applications by reminding consumers about updates and delivering the timely content they want
- **Targeted messaging** – Via Group Management, you can target specific messages to the right customers, at the right time
- **Reliability and failover** – OpenMarket's robust infrastructure and geo-redundant network saves you money and keeps your business live
- **Time-to-market** – Leverage this communication channel outside the control of network operators by quickly and easily integrating with OpenMarket's common API
- **Low cost** – Push Notifications are a fraction of the cost of traditional text messaging



For Consumers, benefits include:

- **Control** – Push Notifications can be enabled or disabled, per application, at anytime by your customers
- **Timely** – Customers can receive content delivered when it's most important to them and relevant to the applications they have already installed
- **No Cost** – Push Notifications are no cost to your customers

HOW TO USE PUSH NOTIFICATIONS

- **Alerts or Breaking News:** News, weather, horoscopes, jokes, and reminders can all be sent to your apps. Send broadcasts or user specific content.
- **Social Networking Updates:** Status and other informational updates from social networking pages bring added value when they are pushed to apps. These can include business updates to employees.
- **Deals and Coupons:** Push Notifications are an effective way to send late-breaking deals or coupons to your target audience. The app can download the details of the deal sent via the push notification.
- **Multiplayer or Interactive Games:** Consumers can communicate with friends or opponents by using Push Notifications to inform them that it's their turn to play (e.g. Scrabble) or to challenge them to beat their high scores in other games.

At OpenMarket, we are entirely focused on delivering powerful, innovative mobile messaging and payments solutions that add value to your business – on the most reliable mobile transaction network. Our extensive industry and market knowledge means accelerated time-to-market and ongoing delivery of your services. Whether you currently sell mobile applications or are seeking to define your mobile application strategy, OpenMarket can help you identify the proper mobile services that will drive your business success.

GET STARTED TODAY!

Are you looking for ways to boost sales and customer satisfaction? Start making money now by using OpenMarket Push Notifications to enhance your mobile business. Contact us at sales@openmarket.com or **+1.877.277.2801** and get started today!

About OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payments, messaging and emerging services to enterprises, merchants and developers. From the largest consumer brands to the smallest business ventures, OpenMarket empowers companies to monetize their services, expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most reliable cross-channel, cross-network platform with extensive mobile operator connections globally. For more information, please visit www.openmarket.com.