REAL-LIFE EXAMPLES OF KILLER APP MARKETING

Localytics

Welcome to the App-Driven World 3

The 4 Pillars of App Marketing 5

The Components of Killer
Push Messaging Campaigns 8

Real-life Examples (8) 10

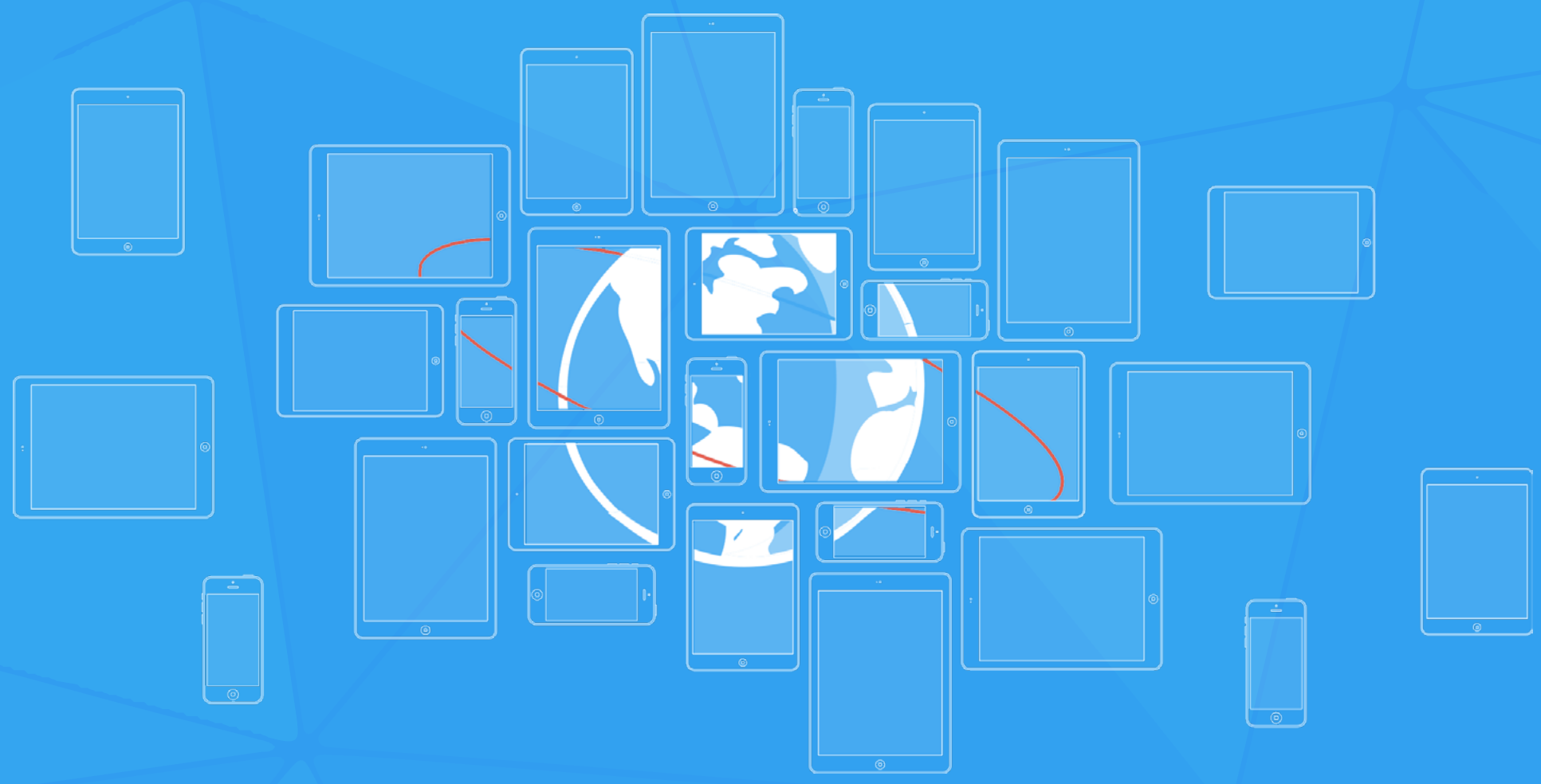
The Components of Killer
In-App Messaging Campaigns 27

Real-life Examples (8) 29

The Future of Killer App Marketing 46

Winning in the App-Driven World 48

1 Welcome to the App-Driven World



Since the beginning of time, human beings have been inventors. We dream, design, and build things that make life easier and redefine the limits of what's possible. The last century of innovation has focused on harnessing the power of digital technology.

In 1971, we introduced the world's first personal computer, which heralded the launch of the World Wide Web and millions of websites. In 1994, we released the world's first smartphone, which led to the revolutionary debut of the iPhone with a mobile

operating system.

While the traditional personal computer has remained a staple in developed countries, the cell phone is omnipresent across the globe. In the United States, two thirds of consumers own a smartphone. In emerging economics like Lebanon, Russia, and Argentina, roughly half of the people surveyed possess a smartphone.

The persuasiveness of the smartphone has given rise to the popularity of mobile apps. Today, apps are everywhere including on our phones, laptops, watches, cars, and even glasses. In fact, 800 apps are downloaded every second and people spend 86% of their time on smartphones using apps. **We have become fascinated with apps because they are intuitive, interactive pieces of software that help us perform specific tasks**.

Put simply, we are living in an app-driven world.

2 The 4 Pillars of App Marketing

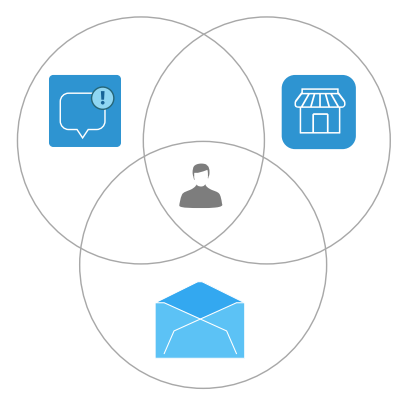
As the global economy becomes increasingly mobile, apps will continue to proliferate. Right now, both Apple's and Google's app stores are home to approximately 1.2 million unique apps. The mass adoption and use of apps has changed the way people create, consume, and share digital information. It has also changed the way businesses communicate with their on-the-go audience.

Brands, app owners, and marketers at the forefront of this mobile revolution know that app marketing is the lifeblood of success. **And killer app marketing is built upon four pillars:**

ACQUISITION CAMPAIGNS

PUSH MESSAGING

IN-APP MESSAGING



CROSS-CHANNEL SYNCHRONIZATION

In the past, when apps were just entering the mobile arena, app marketers focused solely on acquisition campaigns, which attract new users to their app and motivate them to download it. Historically, the number of downloads was the only metric that was used to gauge performance.

However, as the app marketplace becomes more and more saturated and 20% of apps are used only once, astute app marketers are turning to push and in-app messaging to continually engage users. **To ensure long-term profitability, apps must also drive conversions** (not just downloads), which can be anything from an in-app purchase, to a social share, or an article read.

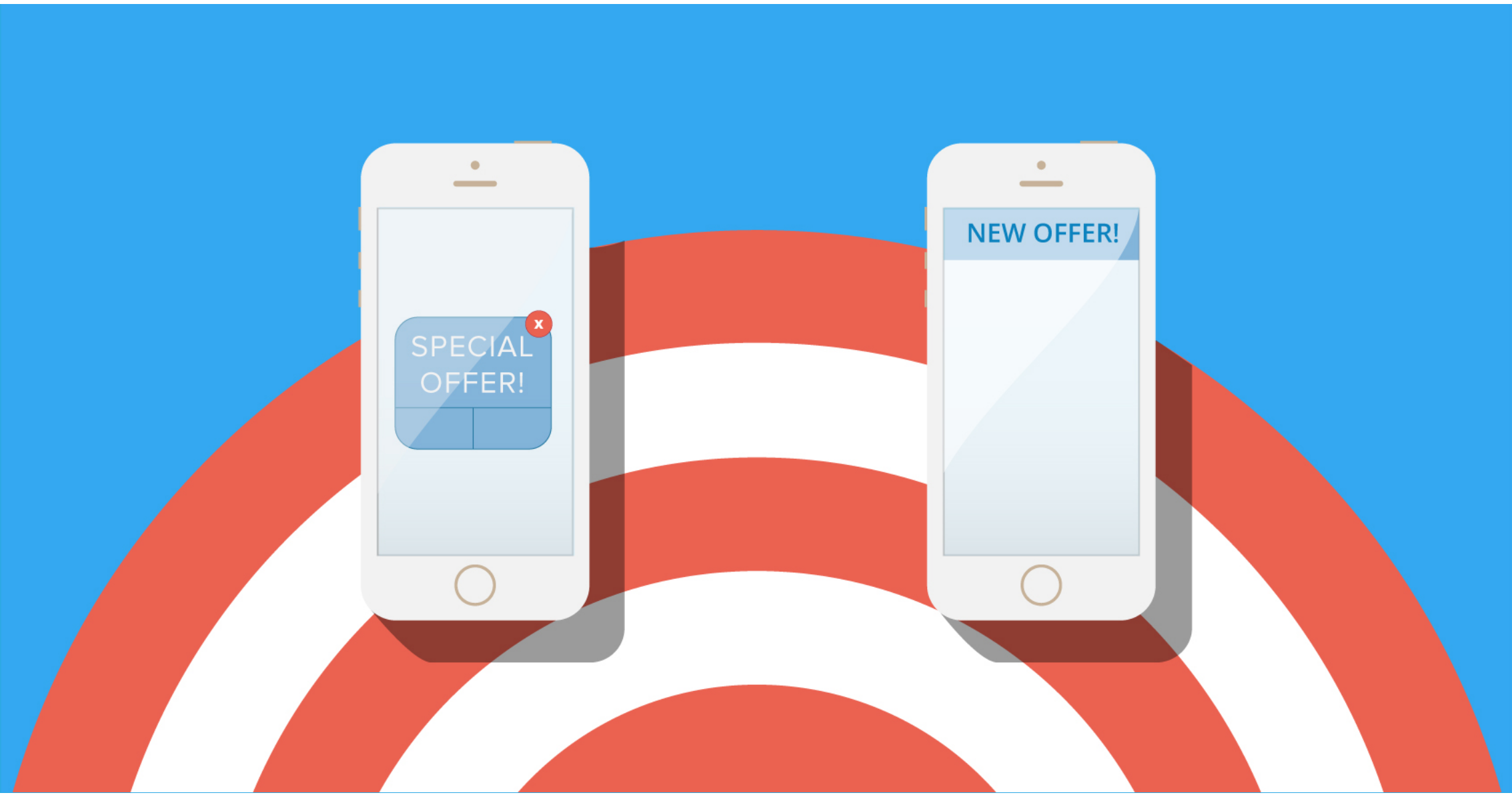
In the future, app marketing will evolve even further, and all forms of digital will converge to deliver a seamless experience as people move from one device to the other. This is known as cross-platform marketing, and it will center on the consumer versus the channel people use to interact with companies.

The era of the app has dawned and we are at an interesting crossroads. Right now, app marketers are well versed at creating highly successful acquisition campaigns. There is already a ton of information on gaining app users, but the challenge remains; **how do you retain app users?** The answer lies in push messaging, in-app messaging, and cross-channel synchronization, which are all designed to nurture and convert

existing users.

Push and in-app messaging are relatively new entrants to the world of app marketing so their great potential is still largely unrealized and untapped, while cross-platform marketing is in its infancy and not yet mainstream.

That's why in this eBook, we will focus on showcasing an inspiring gallery of push and in-app marketing campaigns. These are the two pillars of app marketing that matter most today because they are versatile, easy to execute on, and incredibly powerful when done right.



3 The Components of Killer Push Messaging Campaigns

Push messages are notifications that appear on a user's home screen when he or she is not actively using your app. Push messages play a key role in driving attention and traffic back to your app. They are timely, personal, and designed to re-engage latent users.

Before we dive into some truly phenomenal examples, review the below checklist that contains all the best practices of killer push marketing campaigns. Keep this chart handy, because it'll help you separate great examples from mediocre ones.

Best Practices	The Good	The Bad
1. Easy to subscribe	• Users are aked to opt-in • App is transparent around the types of notifications it will send • Benefits of subscribing are highlighted	• It's difficult to opt-out
2. Built upon user segments	• People are grouped based on common characteristics • Push messages are targeted to segments	• A "one size fits all" strategy is employed
3. Uses personalized, actionable language	• Language conveys urgency • Offer is clearly stated with action steps • Push message is personalized for segments	• Push messages always link back to app's home screen (no deep-linking is used)
4. Carefully timed	• Local timing is considered • Messages are customized for upcoming holidays	• Push messages are out of date
5. Follows a methodical frequency	• Follows a frequency best suited for audience	• Notifications are sent too frequently
6. A/B tested	• Different action words, message lengths, and phrases are tested	• No experimentation was used to finesse push messages
7. Deployed using marketing automation	• New users are auto-enrolled • Push messages are chained in a series	• Manual roadblocks exist and conversion opportunities are missed
8. Measures important metrics	• Relevant metrics are tracked and used to improve future push messages	• The goal of the push message is not just to boost app opens

4

8 Real-life Examples of Killer Push Messages

EXAMPLE #1

Yahoo! Weather

Beautifully simple push messages with a razor-sharp focus

OS: IPHONE category: **weather**

What Makes This a Killer Push Marketing Campaign?

App asks users to opt-in and is transparent about what types of notifications it will send and when it will deliver them

Creative use of icon paired with text despite the design limitations of push

Local timing is used to deliver push messages at 8:00 AM regardless of where users are

Push messages are **short, clean, and purposeful**

What Can We Learn?

Unless your app users are on iOS 8 or using an Android device, push notifications need to be manually enabled.
Yahoo! Weather does a wonderful job of asking new users right away if they'd like to turn these on. The verbiage, imagery, and call-to-action make a compelling case in favor of subscribing because they **highlight the benefits of opting in, and clearly state when the notifications will be delivered**.

Push messages are also generally limited in their design and most follow a text-heavy format. Nevertheless, app marketers can still use creativity to customize sounds and insert relevant icons into their push marketing campaigns to make them more attention-worthy.

BONUS TIP

Not all killer push messages are offer-driven. For certain apps, like lifestyle and weather apps, engagement results from your app's ability to be useful to people. As this example demonstrates, push messages should first and foremost be beneficial to users.

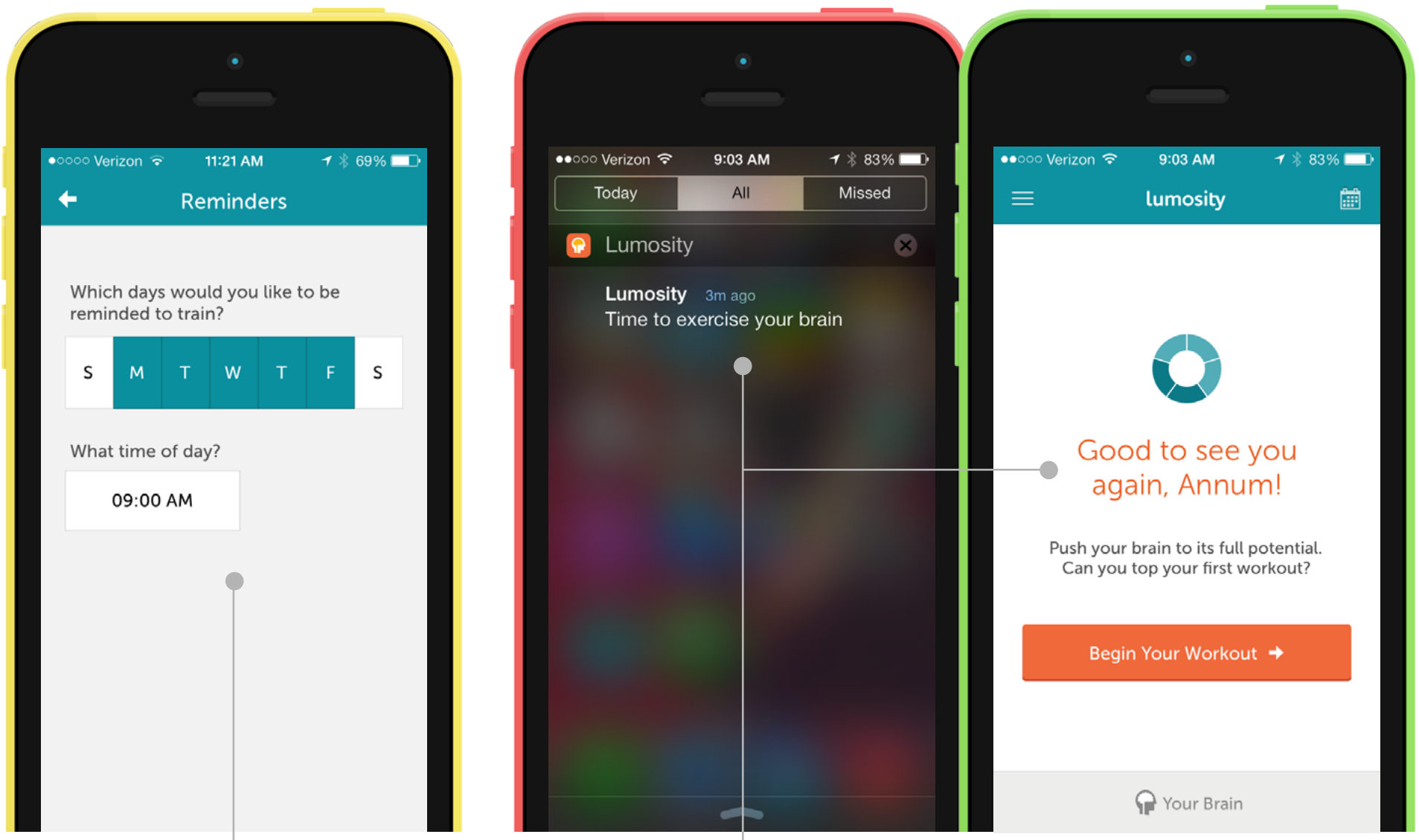
EXAMPLE #2

Lumosity

User-controlled push messages with deep links

OS: IPHONE category: **games**

What Makes This a Killer Push Marketing Campaign?



App allows users to self-select when and how often they would like to receive push notifications, which act as reminders

Push message is timely and deep links into the relevant app screen to help users make a smooth return

What Can We Learn?

Push messages (if not done right) can be loud and intrusive. **Lumosity softens its app's push notifications by giving users control over their timing and frequency**. In addition, Lumosity has branded their push messages as "daily reminders," which makes them feel warmer and more appealing versus blatant app marketing.

To ensure latent users have a pleasant experience when they return to the app, Lumosity also uses deep linking to guide people to a relevant app screen so they can continue where they last left off. This deep linking push strategy creates a low friction experience and immediately re-engages users. Remember, if you tie all your push messages to your app's home screen, you risk getting a low conversion rate because your users may not find your important funnels by themselves.

BONUS TIP

Don't be afraid to let your app users dictate how and when they would like to be notified. While it is possible that some of your users will turn these off completely, a self-select approach minimizes the invasiveness of push messages and increases their click-through rates because people will choose times that work best for them. In other words, people will expect to receive your app's notifications at certain parts of their day and likely have a few moments to act on them right away.

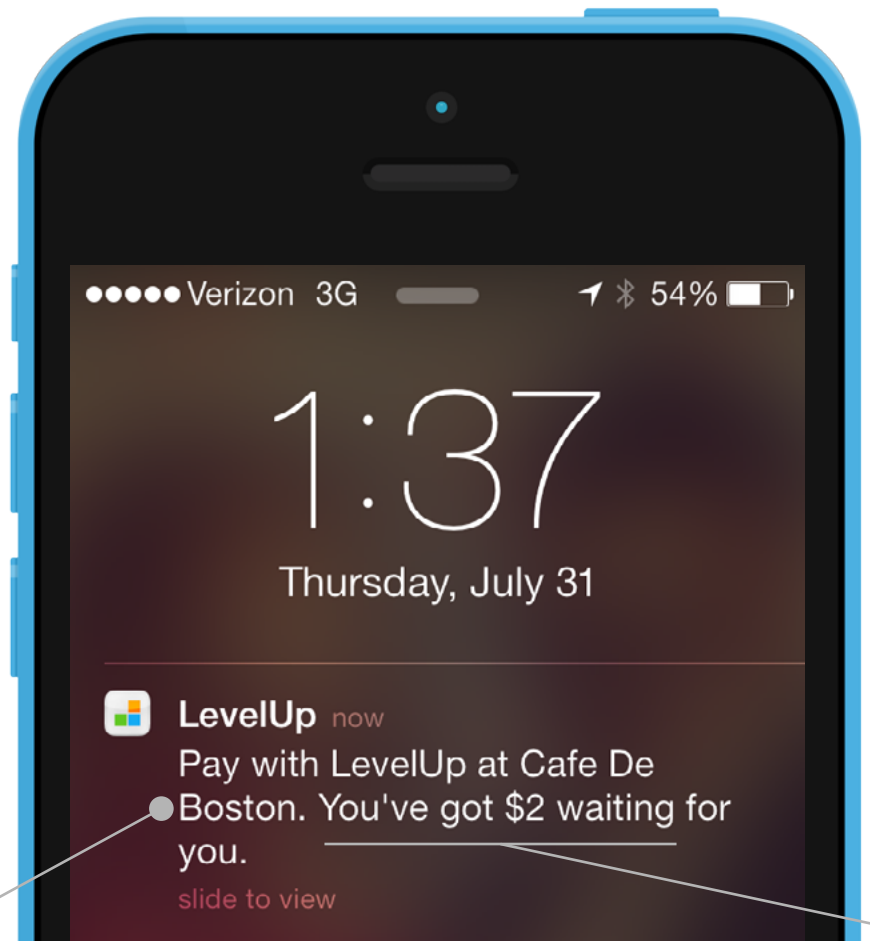
EXAMPLE #3

LevelUp

Incentive-based push messages that drive a specific conversion event

OS: IPHONE category: **finance**

What Makes This a Killer Push Marketing Campaign?



Location data is combined with in-app data to deliver a hyper-targeted and actionable alert

Push message is well-written: it succinctly encourages app use and also highlights a monetary reward in only two sentences

What Can We Learn?

Push messages are most powerful when they are delivered at the right time to the right people. LevelUp skillfully ties a person's

physical location with their in-app credit and then sends them a customized push message. In other words, **LevelUp is employing a "do this to earn that" mobile marketing strategy** to highlight a specific action (pay with LevelUp) that can yield a concrete reward ($2 off). These types of incentive-based push messages are highly successful because people love to get free stuff.

This example also demonstrates the importance of using analytics data to power effective marketing. LevelUp uses data about its users' purchasing habits, proximity to restaurants, and in-app credit to craft a highly targeted communication that will not go unnoticed.

BONUS TIP

Remember; don't judge your push campaign's success by app opens alone. LevelUp's push message is not focused on just increasing app traffic – its goal is to drive a conversion (a purchase).

EXAMPLE #4

Gilt

Segmented push campaigns based on profile and preference data

OS: IPHONE category: **mCommerce**

What Makes This a Killer Push Marketing Campaign?

Push message communicates important in-app changes that occurred when the user was not actively using Gilt

Call-to-action conveys urgency and **encourages immediate action**

Profile data and preferences are used to segment female users and send them targeted sales information

What Can We Learn?

People are generally too busy to check each app on their smartphone every single day, so smart marketing must be used to get the attention of latent users. First, Gilt uses push messages to alert people of important changes that have occurred inside the app and may require some action. For example, the mCommerce brand allows users to add items onto a waitlist and then sends notifications as they become available. This allows users to leave the app with the peace of mind that they won't miss out on something.

Second, Gilt uses profile information in conjunction with data on users' tastes to create segments and craft targeted push messages. Female users see alerts for sales on purses because this caters to their likes and is an enticing offer. Plus, **segmented push messages drive over 3x more conversions.**

BONUS TIP

Push messages don't always need to be timed around the user; they can be set up to correspond to in-app changes. More specifically, mCommerce brands can schedule push messages to be delivered as new things happen inside the app – like when a new sale starts or is about to end. This push messaging strategy is effective at highlighting exclusive, limited time, or limited stock deals that motivate people to shop right away before things sell out. Essentially, this push messaging campaign emulates the "first-come, first serve" tactic to drive faster conversions.

EXAMPLE #5

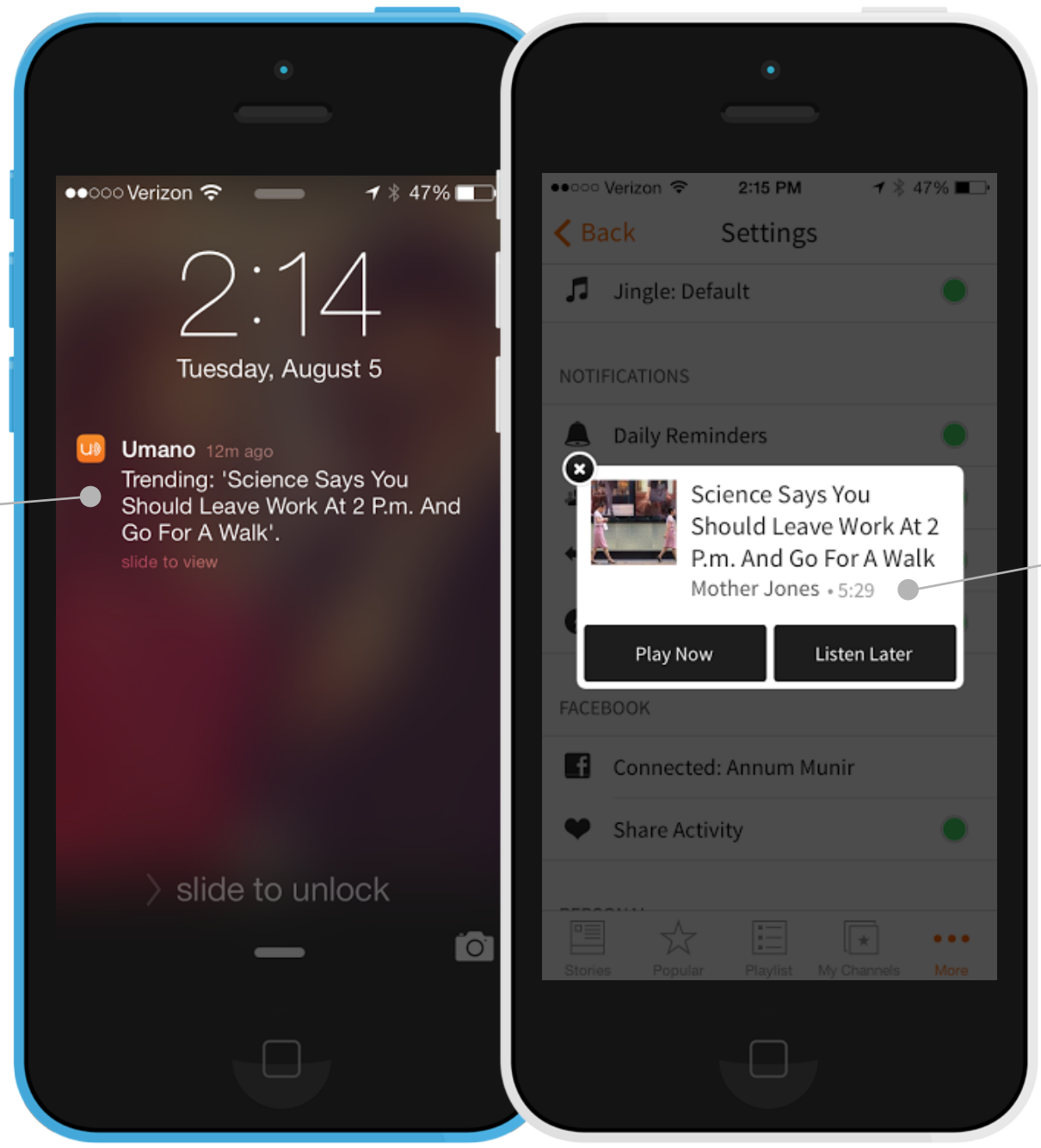
Umano

Increasingly intelligent push notifications

OS: IPHONE category: **news**

What Makes This a Killer Push Marketing Campaign?

Intelligently targeted push message showcases trending news stories that fit into user's daily routine



Deep linking brings people directly from push message into relevant app screen and immediately prompts an "article read" conversion event

What Can We Learn?

As mobile marketing becomes more sophisticated, push messages are displaying truly intelligent qualities. **This push notification from Umano is particularly noteworthy because it perfectly nails the timing, the day, and the content all in one message.** Umano's push marketing campaign "knows" that users are typically at the office at 2:00 PM on Tuesdays. Therefore, it identifies and features a trending article that the workforce will find highly interesting at this particular moment. If Umano delivered this push message at 8:00 PM on a Saturday, it would not be nearly as impactful.

BONUS TIP

When it comes to scheduling push messages, consider both the time of day and the time of week. This will help you better predict what users are up to, what they will pay attention to, and how close their smartphones are. Intelligent push messages fit seamlessly into a person's lifestyle and daily activities

EXAMPLE #6

Refresh

Transactional push messages personalized for each user

OS: IPHONE category: **productivity**

What Makes This a Killer Push Marketing Campaign?

Personalized push message is sent to individual app users right before meetings

These unique push alerts build dependability, trust, and connectedness between the app and the app user because they communicate important information that goes above and beyond calendar data to include the name of the person you're meeting with, meeting documents, etc.

What Can We Learn?

Transactional push notifications are messages that are programmatically sent to unique users and contain highly personalized content. These push messages are delivered on a one-off basis as necessitated by an individual user's in-app activity. They are different from reoccurring notifications in that a person's in-app behavior determines when these are sent and what information they communicate.

Typically, these push messages (such as order confirmations and delivery notifications) only contain pertinent information about a transaction and are sometimes coupled with customized recommendations. As a result, they play a key role in building a reliable relationship between apps and app users. Put another way, **transactional push messages are not designed to overtly market an app – instead, they are intended to smooth interactions**.

BONUS TIP

Brands that marry personalization tactics (such as name, event details, etc.) with their transactional push messages are best able to build connectedness between their apps and their users. The smartphone is a personal marketing medium and people respond well to messages that are designed exclusively for them. Even subtle word changes in favor of personalization make a huge difference. If Refresh's push message simply said, "The dossier is now ready for your 3 o'clock…" instead of addressing the user with "Mr. Shah: A dossier is now ready…" it would instantly give off a colder, less friendly vibe

EXAMPLE #7

Keep

Humorous and curiosity-driven push messages

OS: IPHONE category: **lifestyle**

What Makes This a Killer Push Marketing Campaign?

Push message is intriguing and awakens curiosity because it is not immediately clear how it fits into the app's mission of helping users curate a collection of products (to buy now or later)

Question format evokes a need to know the answer

Deep-linking is used to drive people to the relevant product screen which gives immediate context to the push notification

Clever use of popular cultural colloquialism to relate to users

What Can We Learn?

App marketers do not necessarily need to hit the character limit for push messages to make them effective. Short and sweet notifications can be just as attention grabbing if they are able to awaken a burning curiosity in users. For example, **Keep's push notification is different from every other app because it teases people with an unexpected question to immediately get them thinking,** "What could this app possibly be referring to?" And curiosity is one of the strongest catalysts of behavior and exploration. Undoubtedly, many app users clicked on Keep's notification, saw the connection between the push message and the fake tattoos, and appreciated the brand's clever wit. Human beings are certainly drawn to the mysterious things in life.

BONUS TIP

By possessing a sense of humor, you can convey your brand's personality and make your app more personable. In fact, one of the qualities of viral marketing is that is it makes people laugh. Don't reserve humor for just your video or social media marketing strategy, be creative and infuse it in your app marketing as well.

EXAMPLE #8

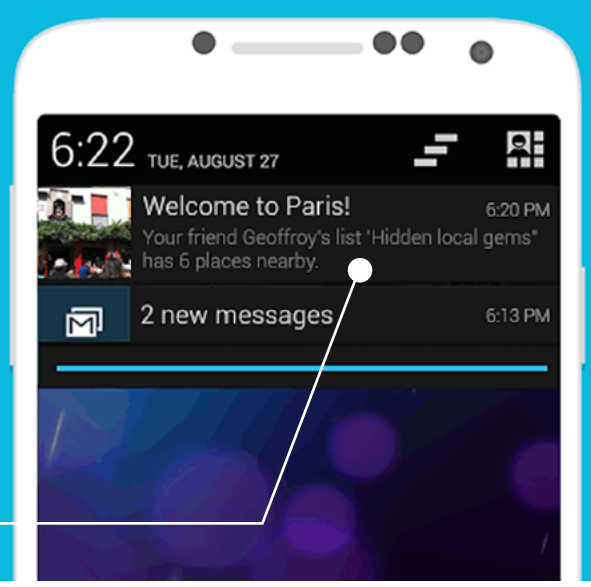
Foursquare

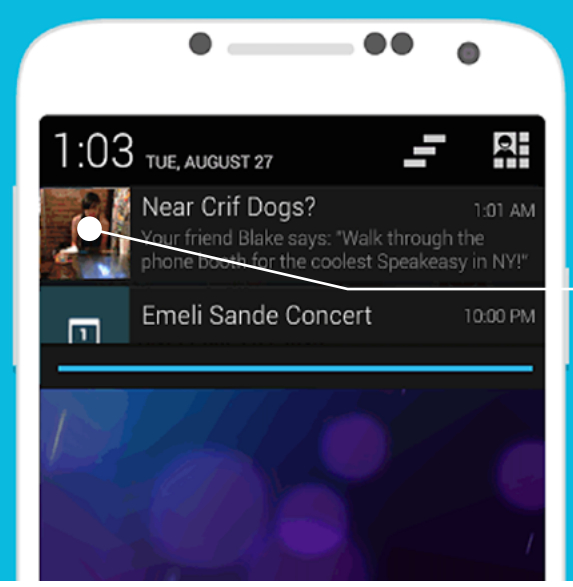
Location-based push messages that capitalize on social buzz

OS: ANDROID category: **social**

What Makes This a Killer Push Marketing Campaign?

Push messages reinforce new brand identity which focuses on helping people discover what's happening around them





Rich push design: includes personalized images

Incorporates proximity awareness to carefully time notifications

Uses social proof to craft powerful messages

What Can We Learn?

Push notifications should be triggered by relevant actions to make them timely and highly contextual. Foursquare uses location-based targeting to send push messages as its users

approach particular physical locations. Then, Foursquare combines in-app behavioral data and profile data to deliver alerts that feel like recommendations from friends. Put another way, **Foursquare does an especially excellent job of tapping into the power of "word-of-mouth" in its push marketing strategy**. Notice how the push messages in this example highlight the opinions of people in their users' social network. This tactic makes push notifications more impactful and trustworthy.

BONUS TIP

Both Android and iOS push platforms are evolving to support richer push capabilities. Android currently allows brands to pair each push message with a relevant image to make them more eye-catching, and Apple recently introduced interactive push. And as mobile marketing grows in sophistication, the design limitations that separate push from in-app messages will diminish.

5 The Components of Killer In-App Messaging Campaigns

In-app messages are notifications that are displayed while users are actively using an app. In-app messages create a structured nurturing process and are designed to prolong a person's session time. Also known as native app content, in-app messages should feel like a natural part of your app and capitalize on how users are interacting with it in real-time.

Before we dive into some truly phenomenal examples, review the below checklist that contains all the best practices of killer in-app marketing campaigns. Keep this chart handy because it'll help you separate great examples from mediocre ones.

Best Practices	The Good	The Bad
1. Focused on the right segments	• Users are grouped based on attributes • Ideal audience is segmented	• In-app messages are not targeted to any specific groups
2. Funnels were analyzed	• Users are grouped based on attributes • Ideal audience is segmented	• In-app messaging campaigns don't correspond to conversion steps
3. Offer is personalized	• Offer aligns with the right audience and is integrated into funnel	• Offer appears in an intrusive manner
4. Contains compelling content	• In-app message speaks to benefits and makes the value-add clear • Actionable language is used	• In-app message is too long or contains too much information
5. Call-to-action is present	• CTA is highly visual • CTA uses quick verbs to convey action	• CTA is too small to click
6. Visual branding is incorporated	• Brand identity is maintained with typeface, color, and other visual elements	• In-app message looks like an ad
7. Deployed using marketing automation	• New users are auto-enrolled	• In-app messages are not chained together
8. Measures important metrics	• Relevant metrics are tracked and used to improve future in-app messages	• In-app analytics is kept separate from in-app marketing
9. A/B Tested	• Various content, layout, timing, etc. was tested	• No experimentation was done to get additional insights

6

8 Real-life Examples of Killer In-App Messages

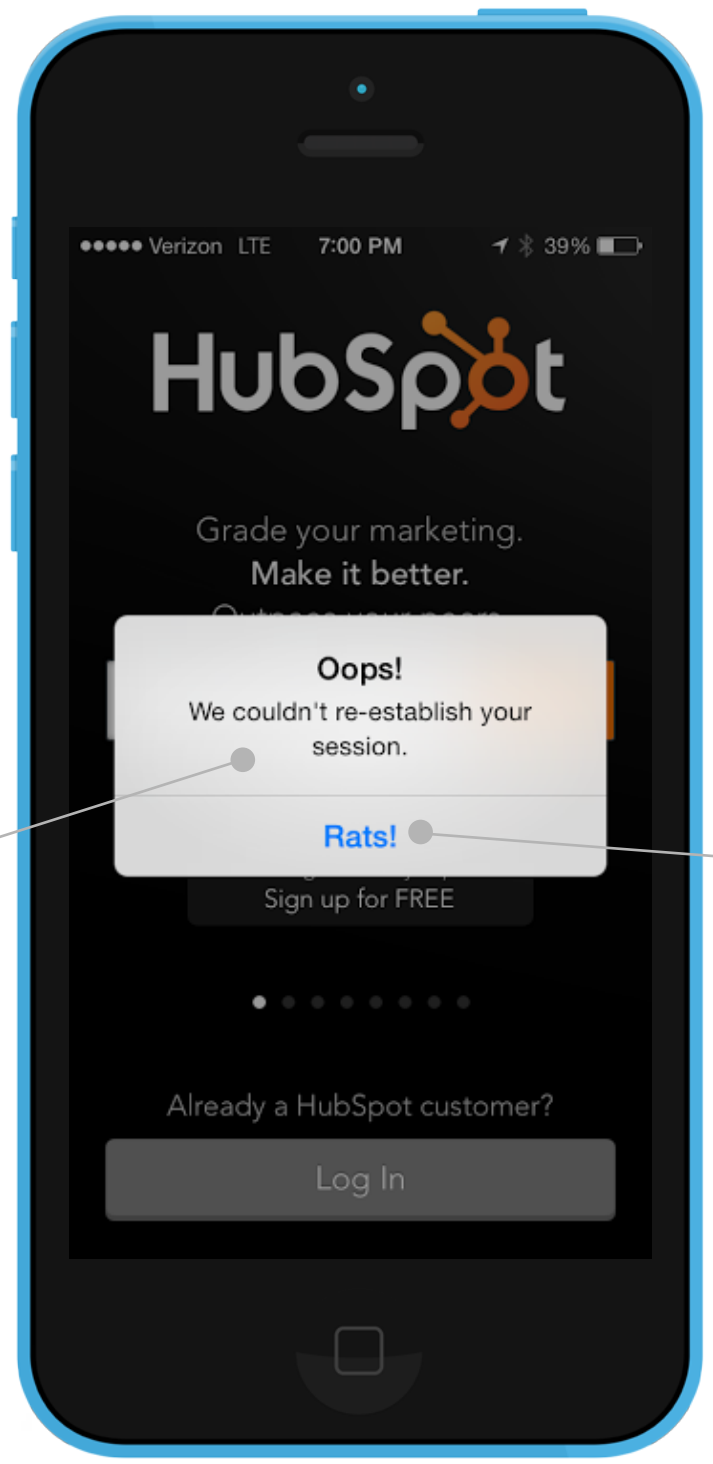
EXAMPLE #1

HubSpot

In-app message that humanizes app and mitigates tension

OS: IPHONE category: **business**

What Makes This a Killer In-App Marketing Campaign?



Simple and to-the-point language succinctly summarizes the error

Humorous and clever call-to-action helps calm upset users by humanizing the app

What Can We Learn?

Let's shatter the stereotype that in-app campaigns should solely be used for marketing purposes. Savvy app marketers think outside the box and **innovatively use in-app messages that perform other business functions as well (like tech support)**. For example, HubSpot created an in-app messaging campaign that was triggered when the company's mobile app encountered an error. Just as people run into 404 errors when perusing websites, digital apps are also susceptible to periodic issues. So, why not make this unpleasant experience a little better by creating an in-app messaging campaign that sheds light on what went wrong?

BONUS TIP

Even though your mobile app is a company asset, never forget the importance of humanizing it. HubSpot uses a tension-eliciting scenario (when software problems arise) to trigger in-app messages that use down-to-earth, conversational language that reminds users that there are actual people working behind the scenes. In particular, the inclusion of everyday humor into the in-app message's call-to-action helps ease user frustration because it's lightweight and doesn't seem like apathetic corporate communication.

EXAMPLE #2

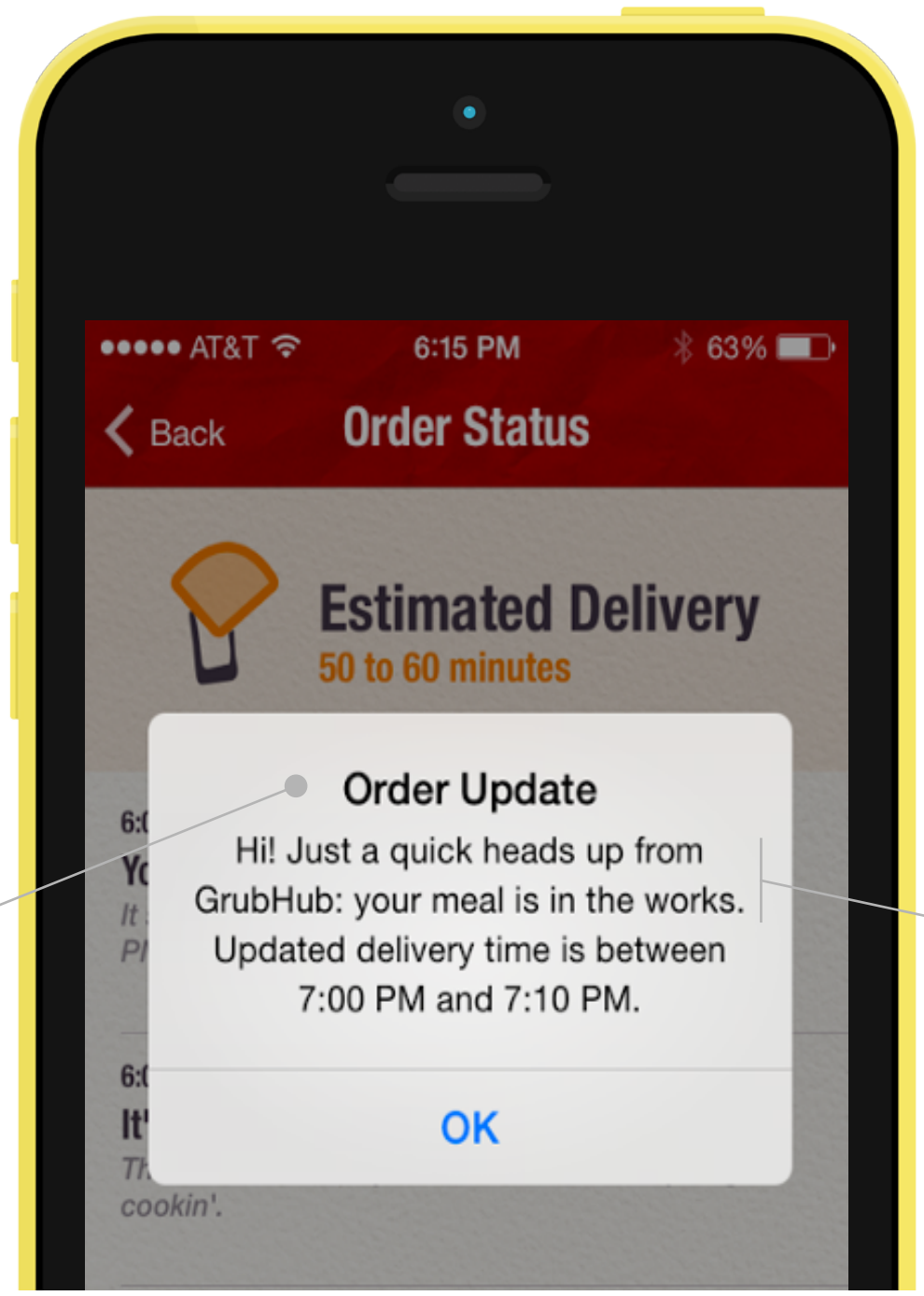
GrubHub

Transactional in-app messages personalized for each user

OS: IPHONE category: **food & drink**

What Makes This a Killer In-App Marketing Campaign?

In-app message clearly conveys important information about the individual user's order without employing a distracting design



Friendly wording and informal language makes a transactional message seem more pleasant versus a programmatic response

What Can We Learn?

Transactional messages should also be a part of your in-app marketing strategy. However, that doesn't mean brands need to inundate them with colors, images, and all the other elements of rich design because they do not need to explicitly market an app. Instead, these types of in-app messages have a simple purpose: provide the user with personalized information on the transaction. **Typically, transactional in-app messages appear after a conversion has taken place and they contain the details of the conversion event in question**. As GrubHub demonstrates, one of the use cases of transactional in-app messages is to smooth the post-purchase period by providing customers with regular updates on their order when they return to the app.

BONUS TIP

Even though transactional in-app messages are usually created programmatically on the back-end, they do not need to sound as if they were indeed written by a computer. GrubHub uses informal and easygoing language to softly let users know they are still monitoring their order and they have not forgotten about the customer, despite already having made a sale. Using a friendly voice lets your app users know that they just did business with a human who cares more about delivering a painless experience versus closing deals.

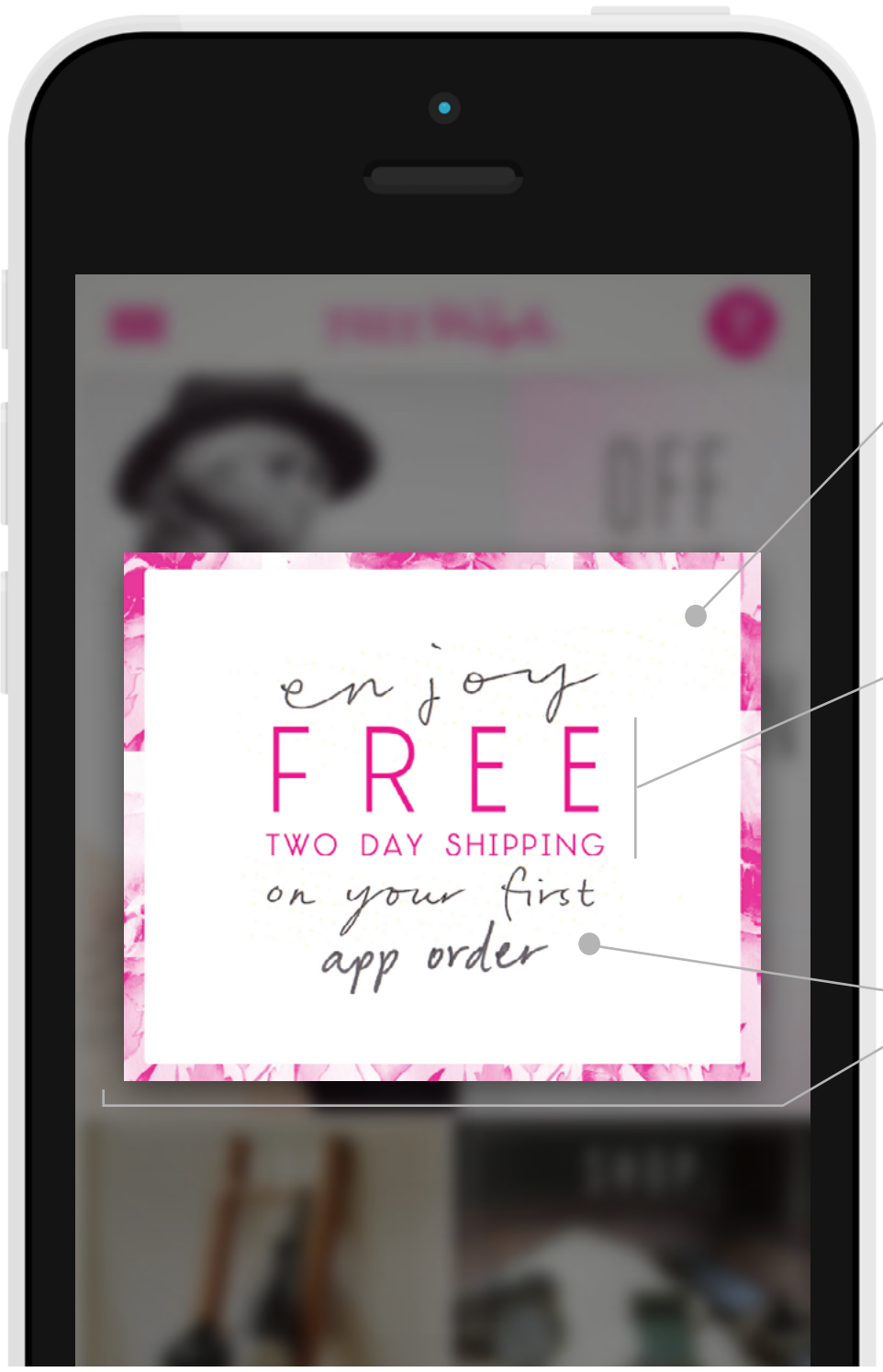
EXAMPLE #3

Free People

Well-branded in-app message that passes the “blink test”

OS: IPHONE category: **lifestyle**

What Makes This a Killer In-App Marketing Campaign?



In-app message alerts users about an important limited time offer that may have otherwise gone unnoticed

Different font sizes are used to highlight the key points (i.e. the free two day shipping)

Strong brand identity is present in colors and whimsical font

What Can We Learn?

In-app messages should be bold and informative. While this in-app message doesn't contain a call-to-action, it still drives strong conversions because of its crystal clear focus on saving money through free shipping (which is undoubtedly a big factor in purchase decisions). As is the case with this campaign, sometimes a clever mix of colors, font sizes, text, and typeface can be strong enough to drive home a message and elicit action. So when it comes to in-app messages, never underestimate the power of design.

BONUS TIP

To ensure your in-app message is effective, use the "blink test." After you've developed your in-app creative, stare at it for 3-5 seconds and then close your eyes. Do you remember the main point you were trying to get across? For example, Free People's main message was "Free two day shipping" and it was designed to make this part stand out immediately.

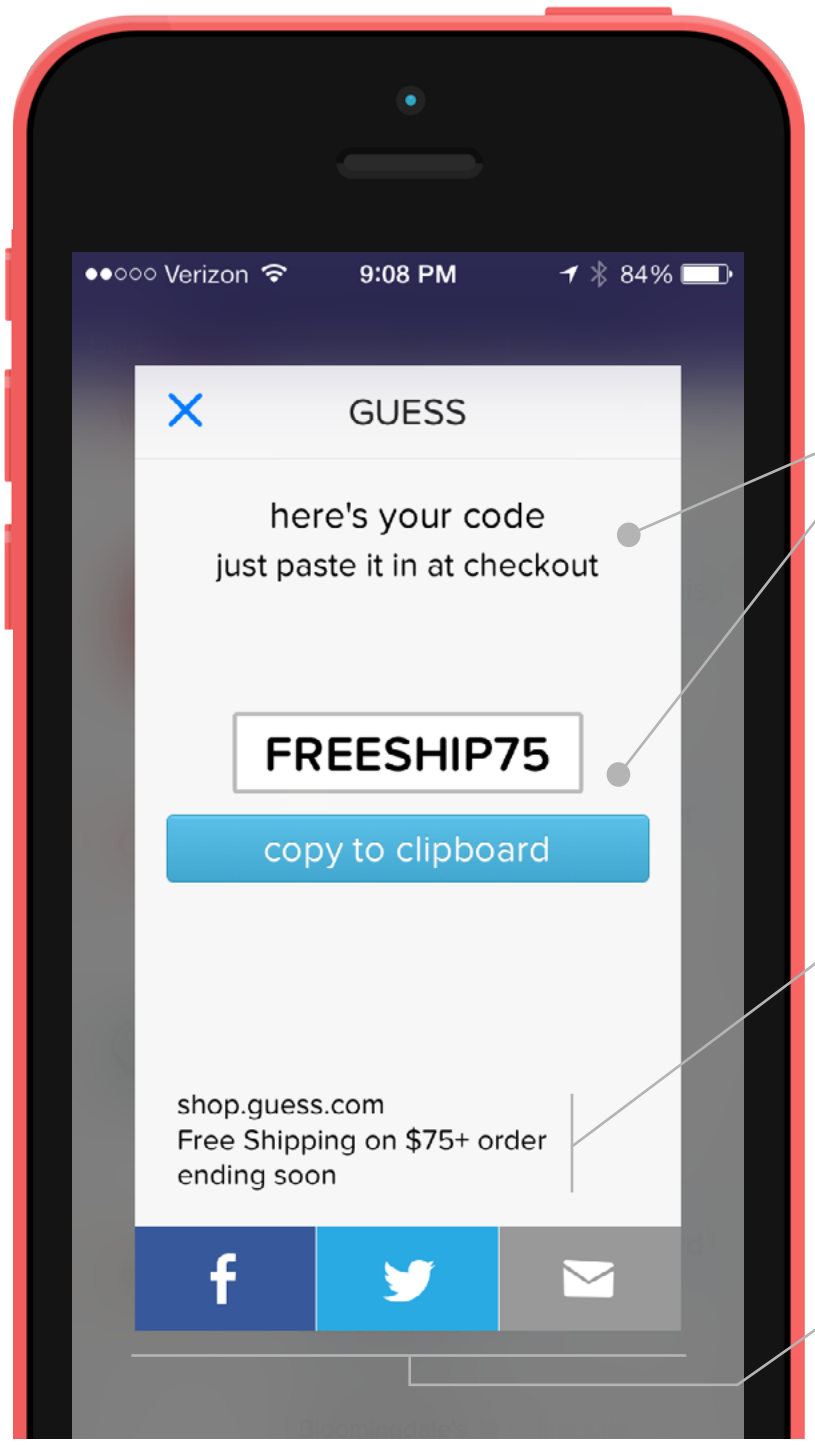
EXAMPLE #4

LivingSocial

In-app message that masterfully employs two calls-to-action

OS: IPHONE category: **lifestyle**

What Makes This a Killer In-App Marketing Campaign?



In-app message contains **concise text and highly relevant call-to-action**

Additional useful information about the offer is also provided in a smaller font size so it doesn't distract from the main message

Secondary calls-to-action are subtlety incorporated at the bottom to **facilitate social sharing**

What Can We Learn?

Not all in-app messages need to incorporate complex styling. Living Social uses a relatively simple format and informal language to make the call-to-action the focal point of their in-app message. Towards the bottom, Living Social provides related details and fine print about the offer so the user is fully aware of how/when/where to redeem this coupon. **The main idea behind this killer in-app message is to showcase the discount code in a clutter-free way because mobile coupons are redeemed up to 10 times more often than print vouchers**. Plus, it also gives people an easy way to copy and paste the discount code (instead of having to write it down), thus creating a frictionless experience.

BONUS TIP

There is no cardinal rule that says in-app messages can only contain one call-to-action. Secondary CTAs can provide an extra conversion opportunity for users who aren't interested in what the primary CTA offers. As you can see, if Living Social's app users come across coupons they can either redeem them or share them with their friends on social media and via email.

EXAMPLE #5

Western Union

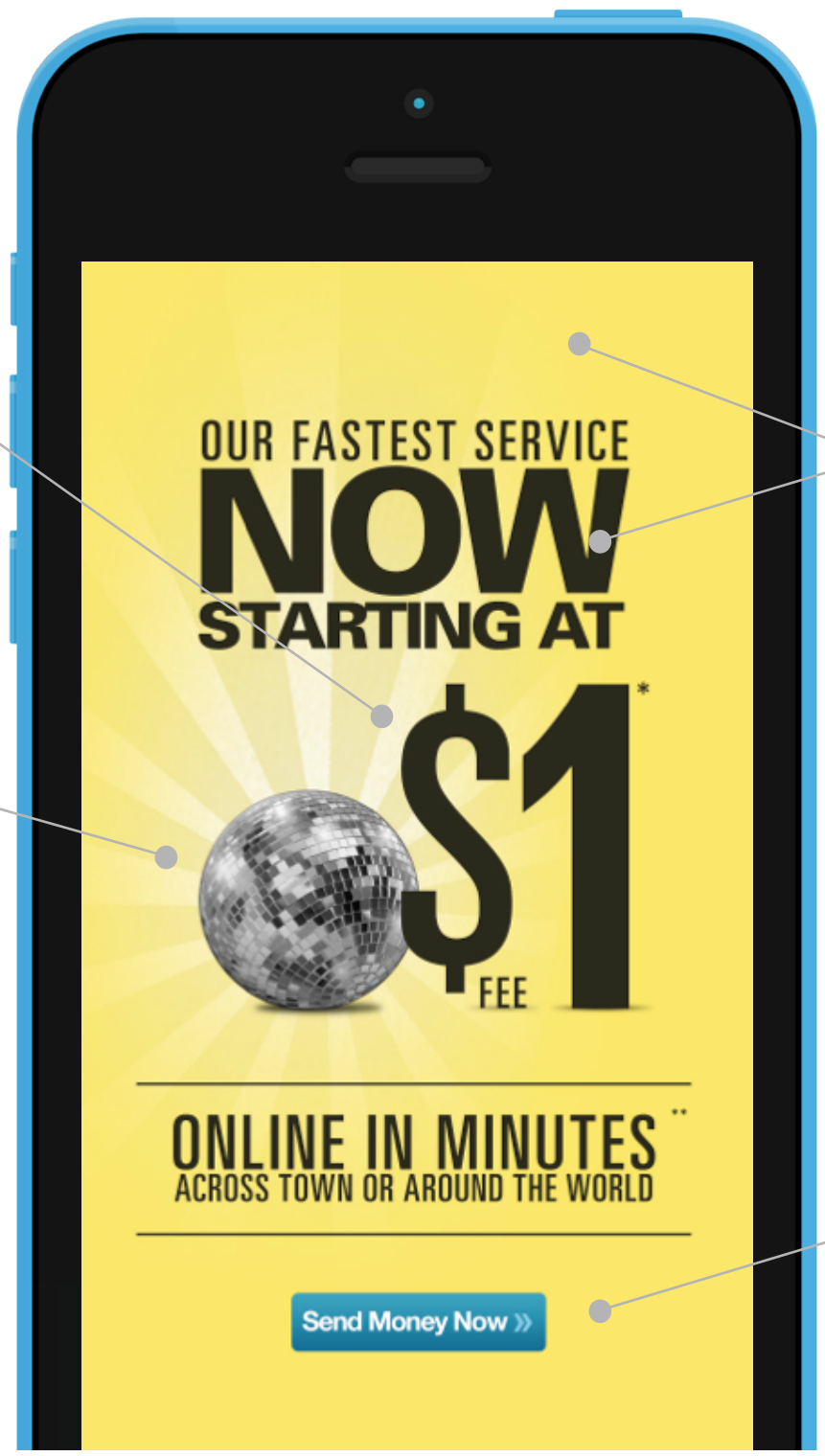
Balancing ingenious imagery, text, and a call-to-action all in one creative

OS: IPHONE category: **finance**

What Makes This a Killer In-App Marketing Campaign?

Superb mix of font sizes and font weights to make $1 offer instantly pop out

Unique disco ball image adds to allure and celebratory nature of in-app message



Brand identity is well-maintained with yellow and black color choice

Call-to-action is emphasized in blue which contrasts nicely with background

What Can We Learn?

It is not impossible to capitalize on all the elements of rich design without making the in-app creative appear dense or overly crowded. This in-app message from Western Union successfully balances text (by alternating font size) with an image and a call-to-action without sacrificing essential background space. **The key to striking this perfect harmony of visual elements is to use a simple picture and minimize the color scheme**. Notice how the call-to-action has been given the distinct blue color versus the rest of the in-app message, which stays true to Western Union's brand.

BONUS TIP

When choosing images for in-app messages, don't be afraid to think outside the box and use different or tangentially related pictures. For example, the disco ball image symbolizes how Western Union's offer is so awesome that it's time to celebrate, rejoice, and throw a party.

EXAMPLE #6

Birchbox

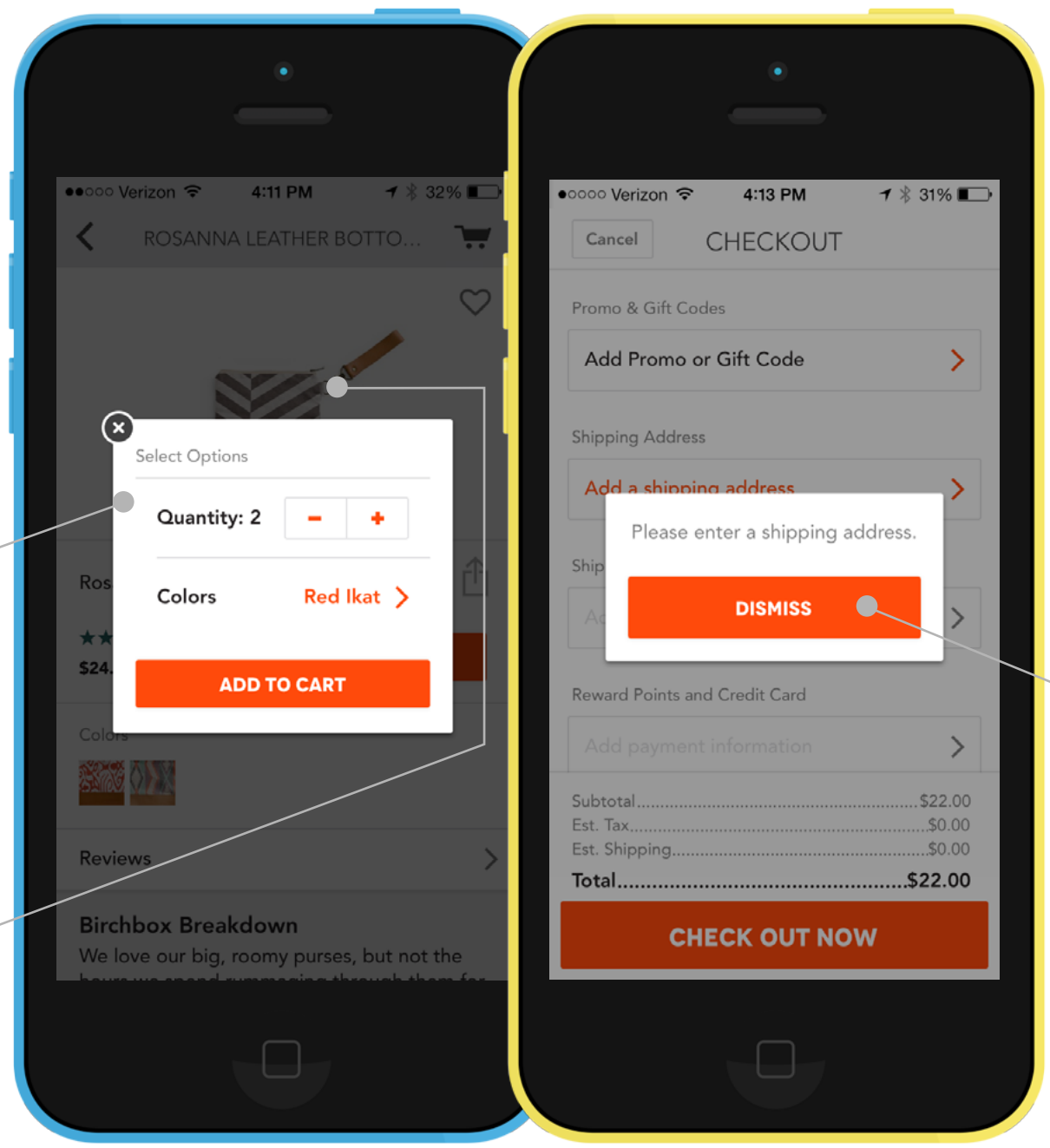
Functional in-app messages that support the mobile purchase process

OS: IPHONE category: **mCommerce**

What Makes This a Killer In-App Marketing Campaign?

Interactive and minimalistic in-app messages complement the in-app shopping process

Use of in-app pop-ups allows the brand to **keep the desired product in view**



Calls-to-action are bold, bright, and take up a large part of the in-app message so they **are easy to click**

What Can We Learn?

Optimizing the in-app purchase funnel is a key priority of mCommerce brands because in-app expenditure monetizes their app. As a result, mCommerce apps use in-app messages to reduce the number of screens from "item viewed" to "item purchased."
For example, **Birchbox uses interactive in-app messages that serve a more functional purpose** (vs. a marketing one) **and these messages help move the checkout process forward**.
Also, notice how the call-to-action is strikingly bright in color and large in size to ensure it remains the dominant feature of the in-app creative.

BONUS TIP

Using an in-app message that does not span the entire phone screen allows astute app marketers to keep desired products in sight. This serves as a subtle reinforcement to complete the purchase because the things that people love remain on their radar and within reach.

EXAMPLE #7

The Mirror

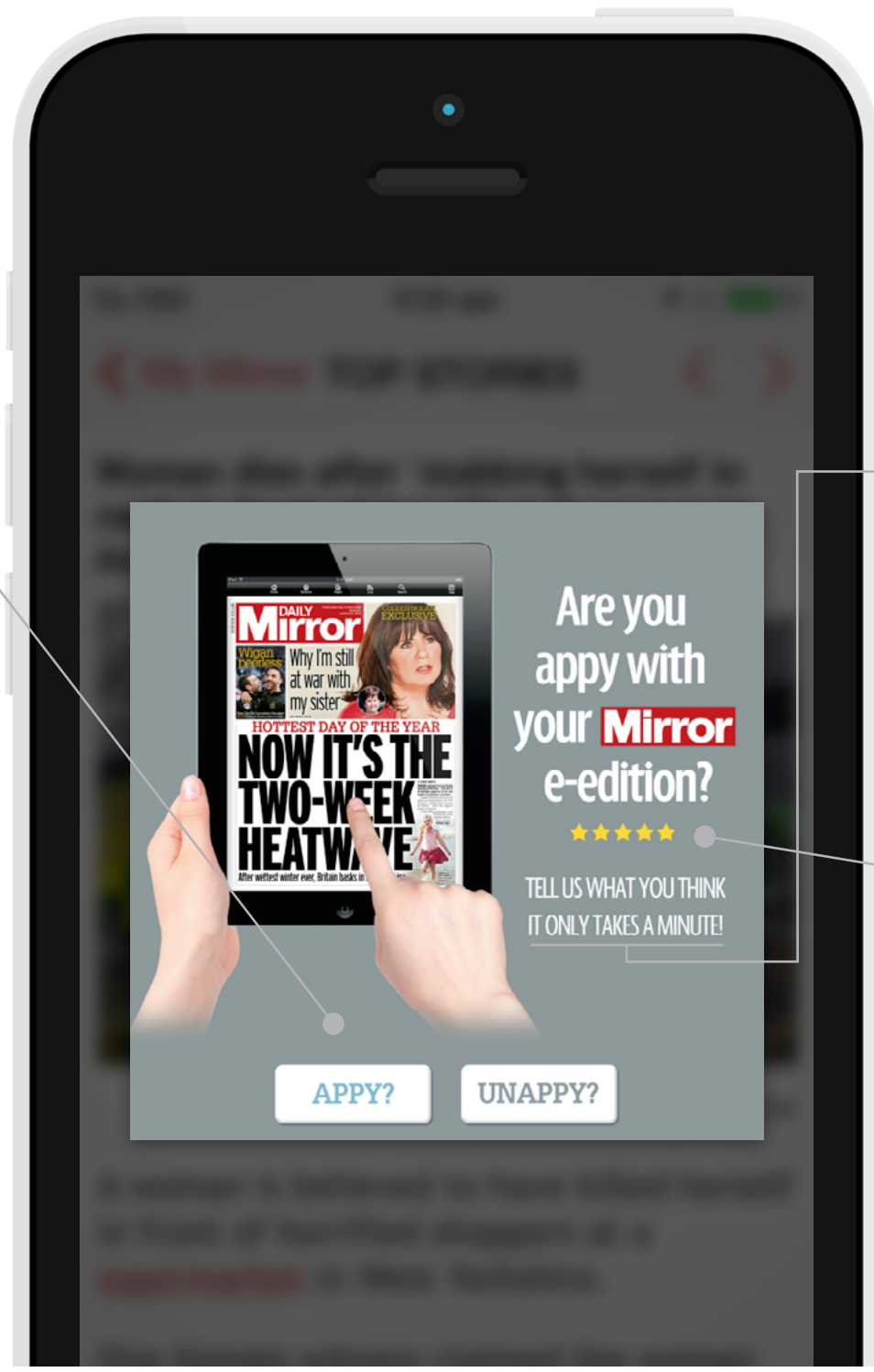
NPS survey conducted via in-app messages to identify evangelists

OS: IPHONE category: **news**

What Makes This a Killer In-App Marketing Campaign?

In-app message presents a survey to **help brand separate satisfied users from the not-so satisfied**

Clever play-on-words engages people and removes "boring" questionnaire stereotype



Brevity of survey is highlighted to encourage quick responses

Good use of **globally-recognized 5-star image**

What Can We Learn?

One of the most common ways to increase your app's visibility in crowded app stores is to build up a collection of glowing reviews. **In-app messaging can be used to help brands identify who their app's promoters are** and then subsequently entice them to positively rate their app. In this example, the Mirror uses a short and simple one-question survey to collect feedback and gain insight into why some users are happy and why others are not.

BONUS TIP

NPS (net promoter score) surveys *should be a steadfast staple in your in-app messaging playbook. However, brands can use ingenuity to give lackluster surveys a makeover and make them easier to complete. For instance, The Mirror uses puns to spice up their survey and other apps have swapped out the calls-to-action with a rating slider. The point is; do something different to drive a higher response rate.*

EXAMPLE #8

FOX NOW

Holiday themed in-app message with a multi-channel focus

OS: IPHONE category: **entertainment**

What Makes This a Killer In-App Marketing Campaign?

In-app message is themed for the winter holidays

Language positions the offer as a present which fits well with the gift-giving season

Cross-channel availability is illustrated in the images

Informal call-to-action speaks to the increased amount of free time people have during the winter break

What Can We Learn?

In-app messages that are themed for various seasons help mobile brands take advantage of the special spending and behavior that accompany holidays. FOX NOW's in-app message, which encourages an episode-watching marathon, is trying to capture a large share of people's vacation time. **Holiday-themed in-app messages tap into the joy and general euphoria that occur during these celebratory times**, when people are also more receptive to advertising campaigns.

BONUS TIP

All aspects of the digital era are converging. People expect to receive and redeem tailored offers regardless of which touch point they use to interact with a brand. As FOX NOW's in-app message subtly illustrates, multi-platform offers are becoming more and more prominent. And moving forward, this cross-channel advertising focus will only grow stronger.

7 The Future of Killer App Marketing

In a perfect world, app marketers wouldn't see their mobile users in a silo. Instead, you would be able to tie your customers' characteristics, behaviors, and preferences together as they moved between online and offline channels. Thus, you would be able to deliver a truly seamless experience. Imagine how awesome app marketing could be if it was part of an integrated plan. Imagine how powerful your communication with prospects could be if it was consistent across different platforms.

Fortunately, this ideal world is becoming a reality. Smart marketers are starting to couple their mobile marketing campaigns with their marketing efforts on other channels.

Soon, you will also be able to link information about your customers from outside the app with behavioral information from inside the app to build better, more targeted, and more personalized mobile offers. When done responsibly, this mixing of profile data with in-app action-based data will benefit mobile consumers and lead to more conversions, more purchases, and greater brand loyalty.

In due time, the fourth pillar of app marketing (cross platform synchronization) will mature and some killer examples will emerge. Right now however, it is still too early to showcase brands that do this well. **Eventually, we will release a separate, stand-alone eBook dedicated to awesome cross-channel campaigns, but we must first let this concept become more tried and tested**.

What we know for sure though, is that app marketing has a bright and connected future ahead.

WINNING IN THE APP-DRIVEN WORLD

In the next decade or so, websites will diminish in importance and the webosphere will transform into an "app-o-sphere." People will experience brands in a unified and interactive way regardless of what device they use. As app usage minutes climb at the expense of minutes spent on the mobile web, companies are allocating more and more resources to winning in the appified world by mastering the four pillars of app marketing.

There is no doubt that acquisition campaigns, push messaging, in-app messaging, and cross-channel synchronization will all work interdependently to be the wind under the wings of apps that soar beyond survival - to sky-high success.

Ready to start creating killer app marketing campaigns?

Learn how to put the inspiration you just received into action with this in-depth guide.

DOWNLOAD NOW

Localytics

App Analytics and Marketing Software

Get Insight

Take Action

ANALYTICS

- Real-Time Analytics
- Funnel Management
- User Segmentation
- Engagement Analysis
- Lifetime Value Tracking

MARKETING

- Acquisition Management
- Personalized In-App Messaging
- Push Messaging
- A/B Testing
- Behavioral and Location Targeting

Trusted by top brands to provide actionable insight.

Start your free trial of Localytics today

SIGN UP

For more information visit www.localytics.com or contact sales@localytics.com to request a demo.