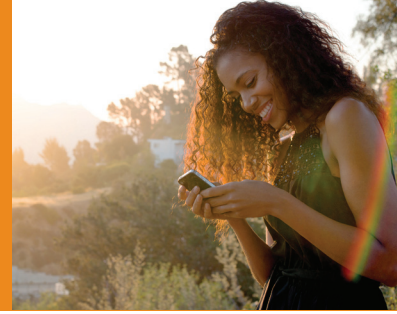


Mobile Push

Keep Your App Users Engaged With Teradata Digital Marketing Center



Increase Engagement with Your App Users, Improving Customer Retention and Revenues

Mobile Push—powered by Appoxee, a Teradata company—is a mobile marketing automation platform that has been designed by marketers for marketers. It provides individualized, targeted and automated push and in-app messaging services for your apps. The service is used by leading brands, agencies and publishers around the world, serving more than 400 million users worldwide with more than one billion messages per month.

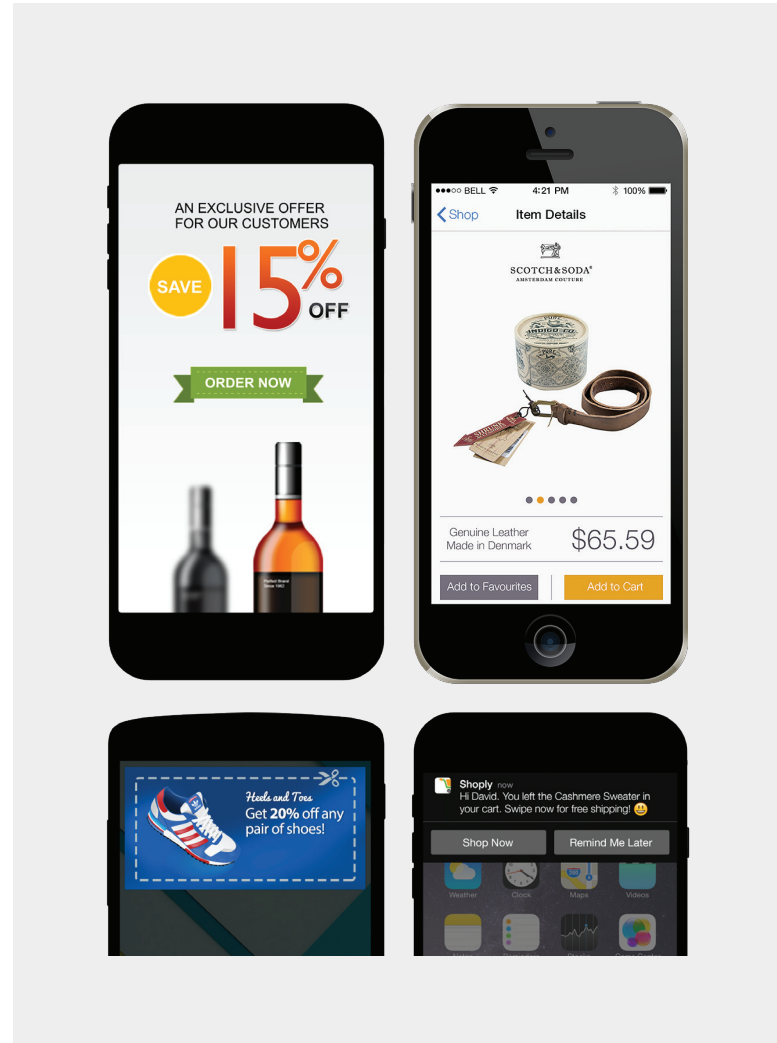
Mobile Push is a component of Teradata Digital Marketing Center which delivers the agility you need as a marketer. This all-in-one digital marketing system gives you the benefit of approaching your customers with tailored, relevant messages delivered at the right time, in the most effective way, and on the preferred channel. Now you can segment your customers with ease and run highly-targeted campaigns on email, mobile, social, and Web channels.

Teradata Digital Marketing Center belongs to the Teradata Integrated Marketing Cloud, which enables you to inspire your customers based on individualized insights. It unlocks the data you need to know more about your users and your marketing, the agility and tools to ignite action, and it frees up resources to put your focus back on creative campaigns and brand management. This is data-driven marketing in action, offering you the flexibility to do more with your data.

A Powerful Arsenal of Tools and Services

With 80% of users deleting or abandoning an app within 30 days, you need a way to re-engage your dormant users and keep your active ones happy. With Mobile Push, our customers typically see push message click through rates of up to 25%, and increases in revenue of up to three times.

Mobile Push empowers marketers to do more on mobile channels, providing self-service tools with a rich set of features to give you everything you need to activate and engage your users.



“When it comes to push, we needed a simple and hassle-free solution to help improve app engagement. On a recent campaign, we saw a sizable increase in revenues.”

– Albert Martinez
Operations Manager, Social Point

The Trusted Mobile Push Solution

The powerful solution for mobile engagement between marketers and customers is used by large and small companies across the Americas, Europe, Middle East and Asia, including notable brands such as:



MOBILE PUSH BY TERADATA

Messaging

- Personalization
- Best Time To Send
- Automation
- Deep Linking

In-App Plug-Ins

- In-App Message
- Customer Feedback
- Notification Preference Center

Targeting/ Segmentation

- Location
- Device
- In-App Behavior
- Last Activation
- Custom Fields

Technology

- Server-to-Server Integration
- SDKs: Android and iOS
- Ability to scale

Analytics

- Daily & Hourly Activations
- Location
- Per App, Per Segment, Per Message

Support

- Dedicated Tech Support
- Ongoing Success Management

“Working with Appoxee has been great. Using the in-app inbox to cross promote our apps, we saw a 33% increase in activations, and a 4% conversion rate from push open to download.”

- Zoe Rose
Digital Project Manager, Baby First

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