



**“Approaching customers on mobile.
Bonus: sneak peek of Warply Engage Platform 2.0”**

5th Infocom Mobile World, 26th Oct 2015

“Customers are mobile”

Sotiris Alexopoulos
Head of Operations

Mobile strategy pillars each brand should invest in

Brand awareness



Build your brand presence on mobile
Explore mobile advertising (intersitial and video formats)
Educate your customers to participate in your loyalty

Loyalty & engagement



Be present on purchase decision time
Communicate real time
Prefer rich experience and meaningful interactions

Monetization tactics



Incentivize use of mobile on purchase flow
Become a habit when completing transactions
Facilitate mPayments

Formulating your strategy: mobile thought process

1 - Understand your consumer

Why are your customers using mobile?

Does this vary from device/location etc?

What consumers expect from you on mobile?

2 – Differentiate your approach

How are competitors using mobile?

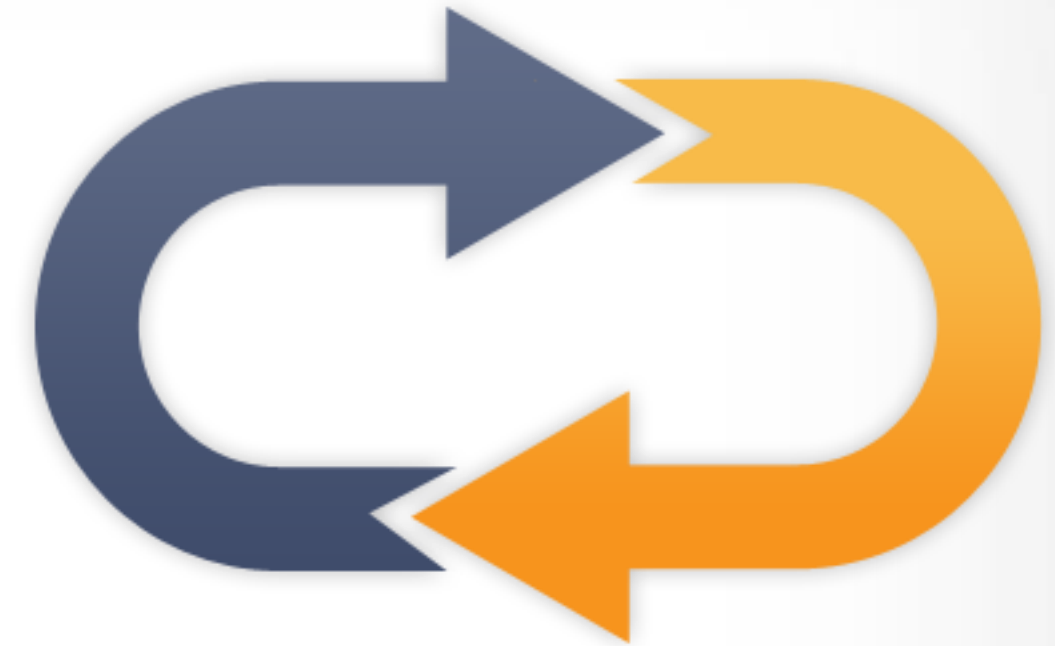
Does mobile facilitate provision of new services?

3 – Create mobile strategy

Online advertising most effective for building awareness

Mobile drives consideration and recommendation

4 – Deliver an optimized mobile experience



A well executed mobile strategy boosts brand metrics



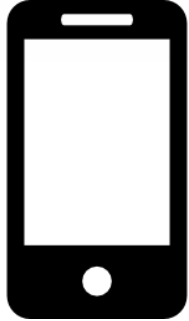

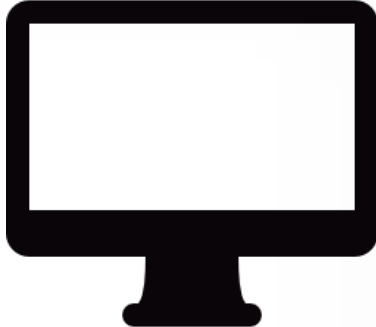
+29%
in Brand Favorability

+47%
in Participation



+40%
in Purchase
Consideration

Mobile is more effective than digital and TV

	 Mobile	 All digital	 TV
General recall	84	32	38
Brand recall	79	17	17
Message recall	38	11	12
Ad favorability	54	9	10
Purchase interest	42	9	9

Focus on time, context and engagement

Contextual Targeting

target users based on their location, past behavior, purchase habits and personality.

Engagement

Deliver rich and engaging communication, ask your customers to play games, participate in competitions and perform loyalty actions



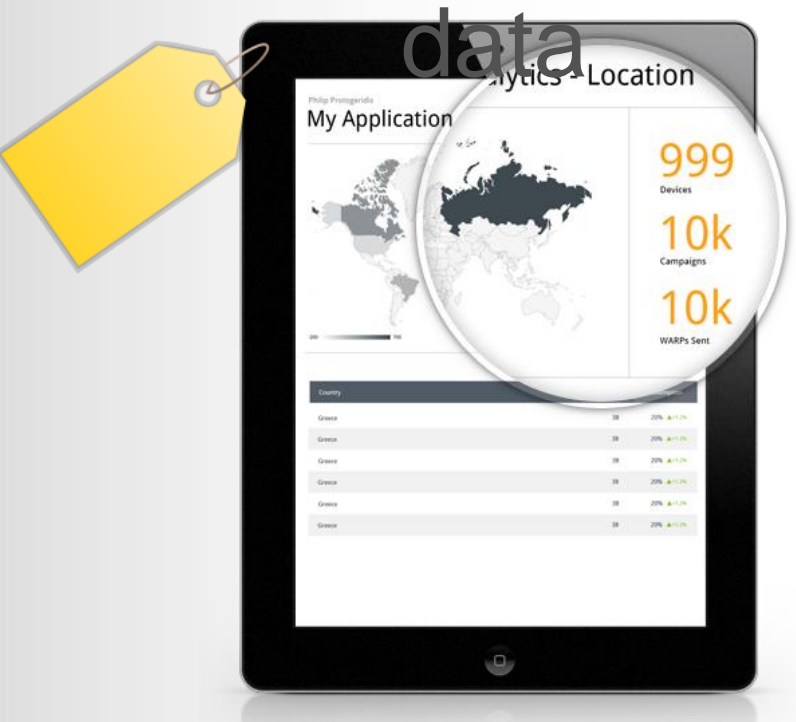
Real-Time Messaging

Push messaging gives the ability to communicate with your customers just right at the point of sales or even before they even realize that they need to perform a purchase

→ all-in-one solution

Technologies to explore

User and campaign data



User preferences
User history data
(interactions to purchases)
Campaign analytics data

Gamification



Rich media
campaigns
Video
Sweepstakes
Coupons
Scratch
Feedback

Location



GPS
IP
Bluetooth beacons
Wi-Fi beacons

Modes of interacting with your customers

Perform purchases and redeem coupons directly through the application

One-time
Registration



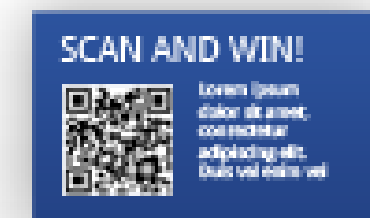
Mobile Wallet
Support



Apple
Passbook
Integration



Physical and
Virtual
Goods



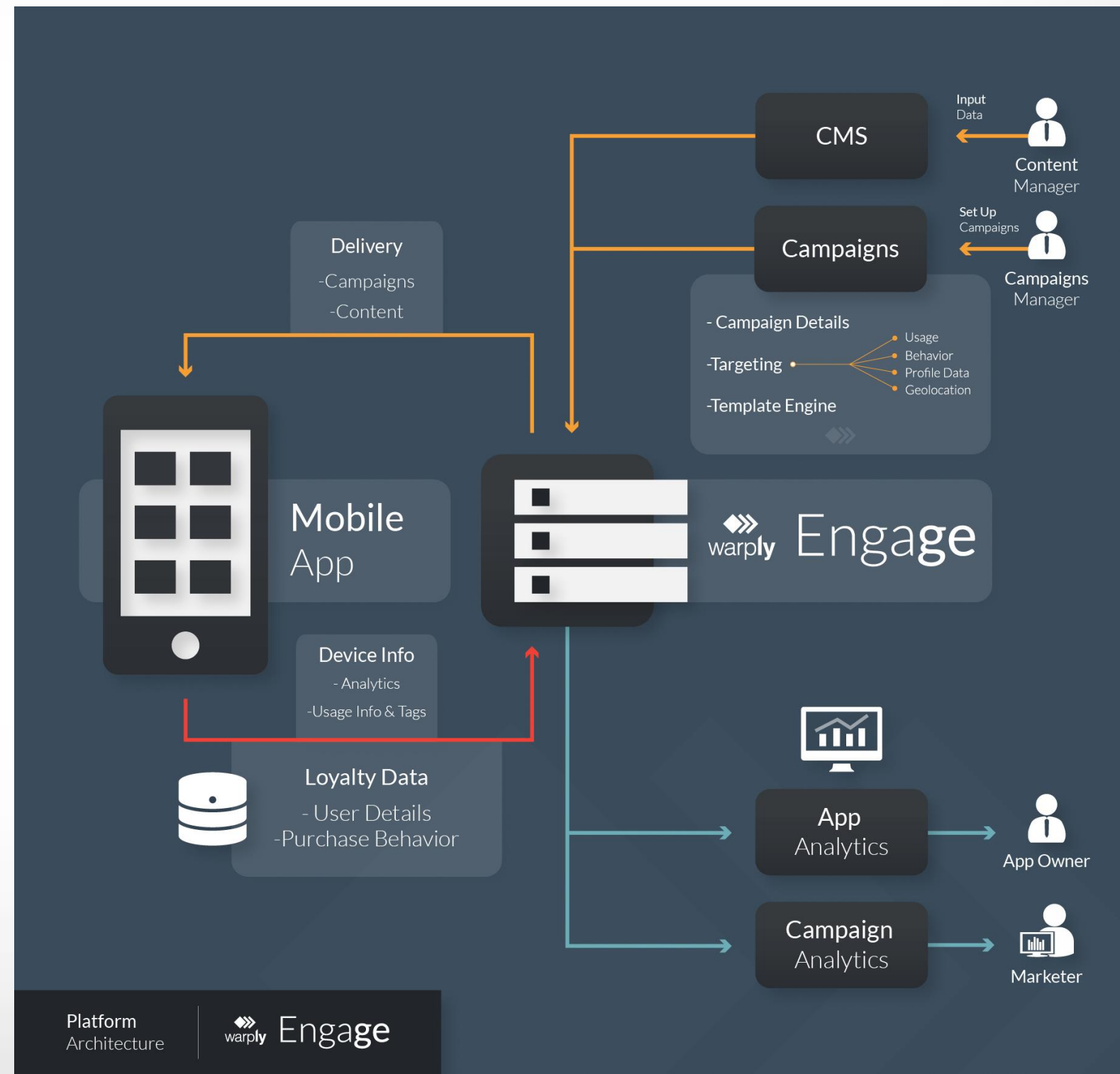
Voucher
Code
for the Offer
Time/Place
Dependencies

Proof of
Presence

Scanned
Material

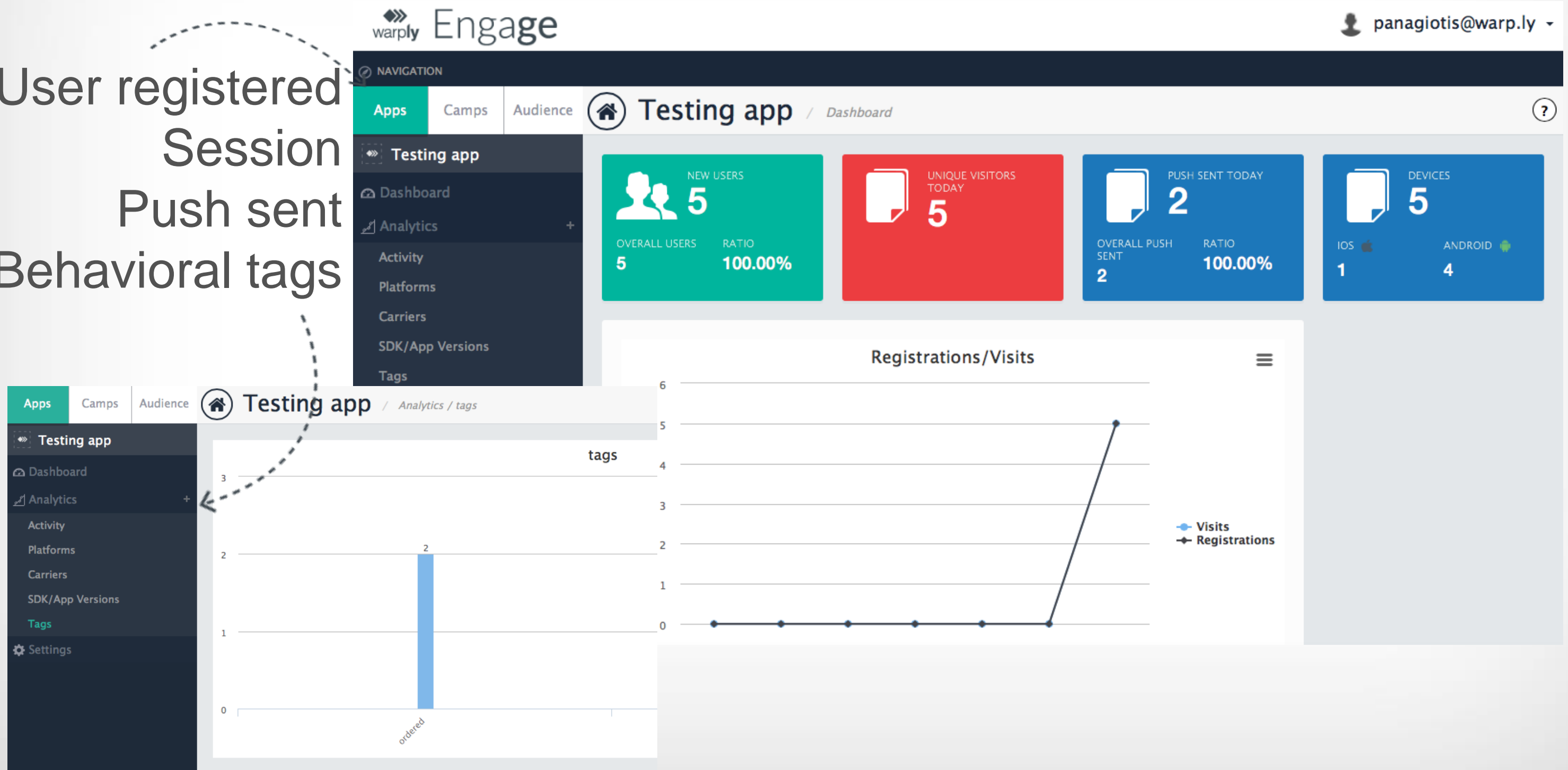
Warply Engage Platform architecture

- ✓ App analytics
- ✓ User analytics
- ✓ Campaign templates (rich media)
- ✓ Campaign set up
- ✓ Communication set up
- ✓ Campaign analytics



Warply Engage: App overview & analytics

User registered
Session
Push sent
Behavioral tags



Warply Engage: Selecting campaign type

The user can select from a variety of campaign types and set up parameters.

Actually anyone can create a rich media campaign without the need advanced knowledge.

warply Engage

panagiotis@warp.ly

NAVIGATION

Apps Camps Audience Campaign 1 / Settings

Campaign 1

Dashboard Analytics Settings Communications

Step 1: Campaign Type Step 2: Make campaign Step 3: Campaign Info Step 4: Session

Application Type

☐ Web ☒ Native

Campaign Type

☒ Coupon ☐ Sweepstake ☐ Member get Member ☐ Display ☐ Download ☐ Video ☐ Beacon ☐ Social ☐ Poll ☐ Geofence ☐ Loyalty ☐ Pre-installed

Coupon

Name:

Discount:

Message:

Number of coupons:

Max per consumer:

Time to expire:

Codes:

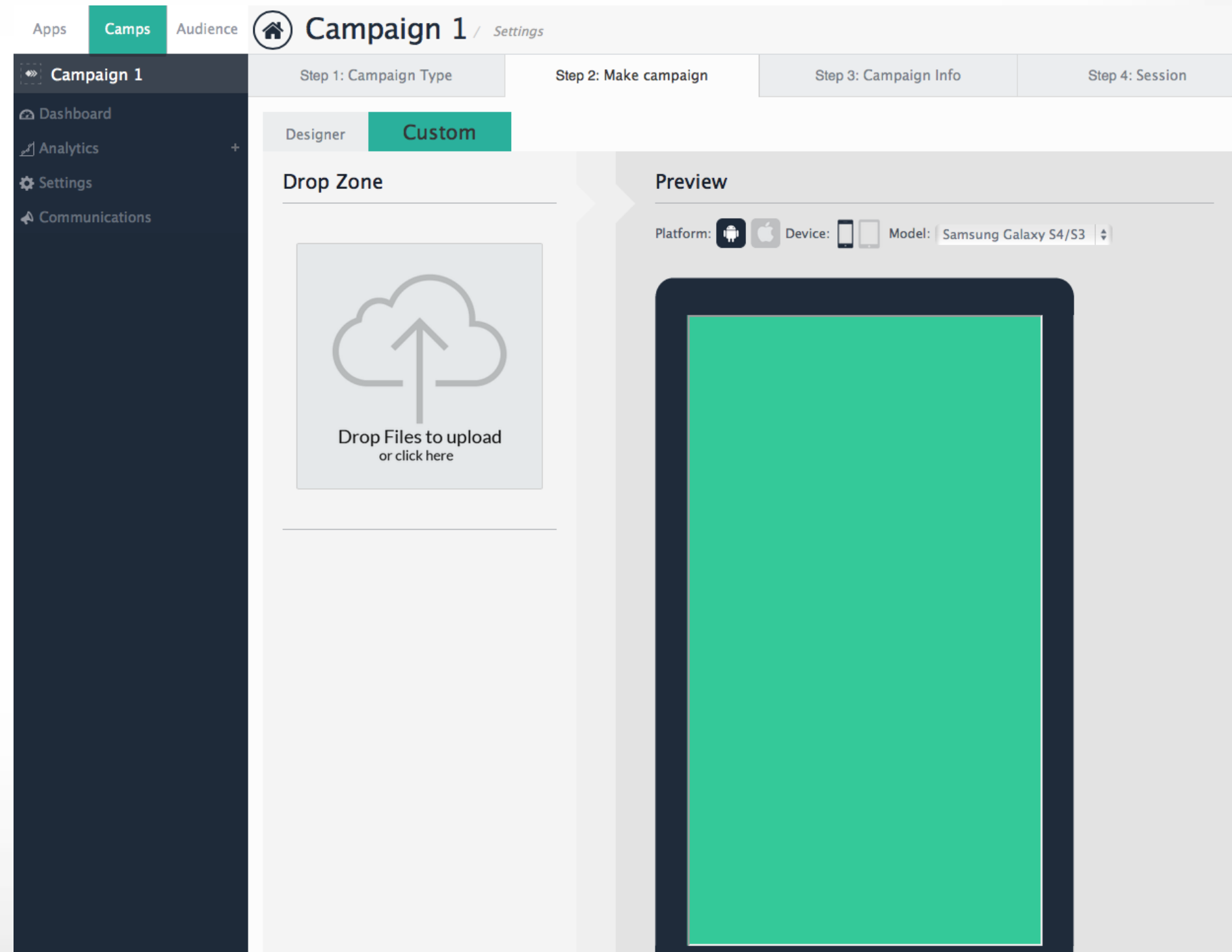
or ☐ random

Save

Warply Engage: Campaign live editor & preview

Easily drag and drop elements in order to create the look n feel that your campaign should offer.

Preview your campaign on multiple devices in order to get the real experience that your customers will receive.



Warply Engage: Creating target audiences

Combine any rules you wish in order to create the target audience your communication better address to.

Select from a variety of app, consumer or device tags.

The screenshot shows the 'Create new audience' interface in the Warply Engage application. The top navigation bar includes 'Apps', 'Camps', 'Audience', and 'Campaign 1 / New communication'. The main heading is 'Create new audience'. Below this, there's a 'Select type of targeting:' section with two radio buttons: 'Filelist' (unselected) and 'Rules' (selected). The 'Rules' section is active, showing a 'Segment name:' field with the placeholder 'Enter segment name'. Below this is an 'Apply to:' section with two radio buttons: 'App agnostic' (selected) and 'Selected apps' (unselected). The 'Rules of all apps' section features a search bar with a magnifying glass icon and a close button. A dropdown menu is open, showing three categories: 'APP TAGS' (with 'app_build', 'app_version', 'sdk_version'), 'CONSUMER TAGS' (with 'tag'), and 'DEVICE TAGS' (with 'carrier_name', 'languages', 'locale'). To the right of the search bar is an 'Excluded' checkbox. On the far right, there's a 'Users' section with a user icon and a horizontal bar. At the bottom right, there are two buttons: 'Exit' and 'Save & Exit'.

i.e. target users who run iOS, are interested in movies, live in Athens, have been active the past month and have participated in the last communication.

Warply Engage: Communication set up

When your campaign is ready, set up campaign details and delivery options in order to maximize your campaign performance.

i.e. schedule push notifications, when your campaign should appear, where and how long.

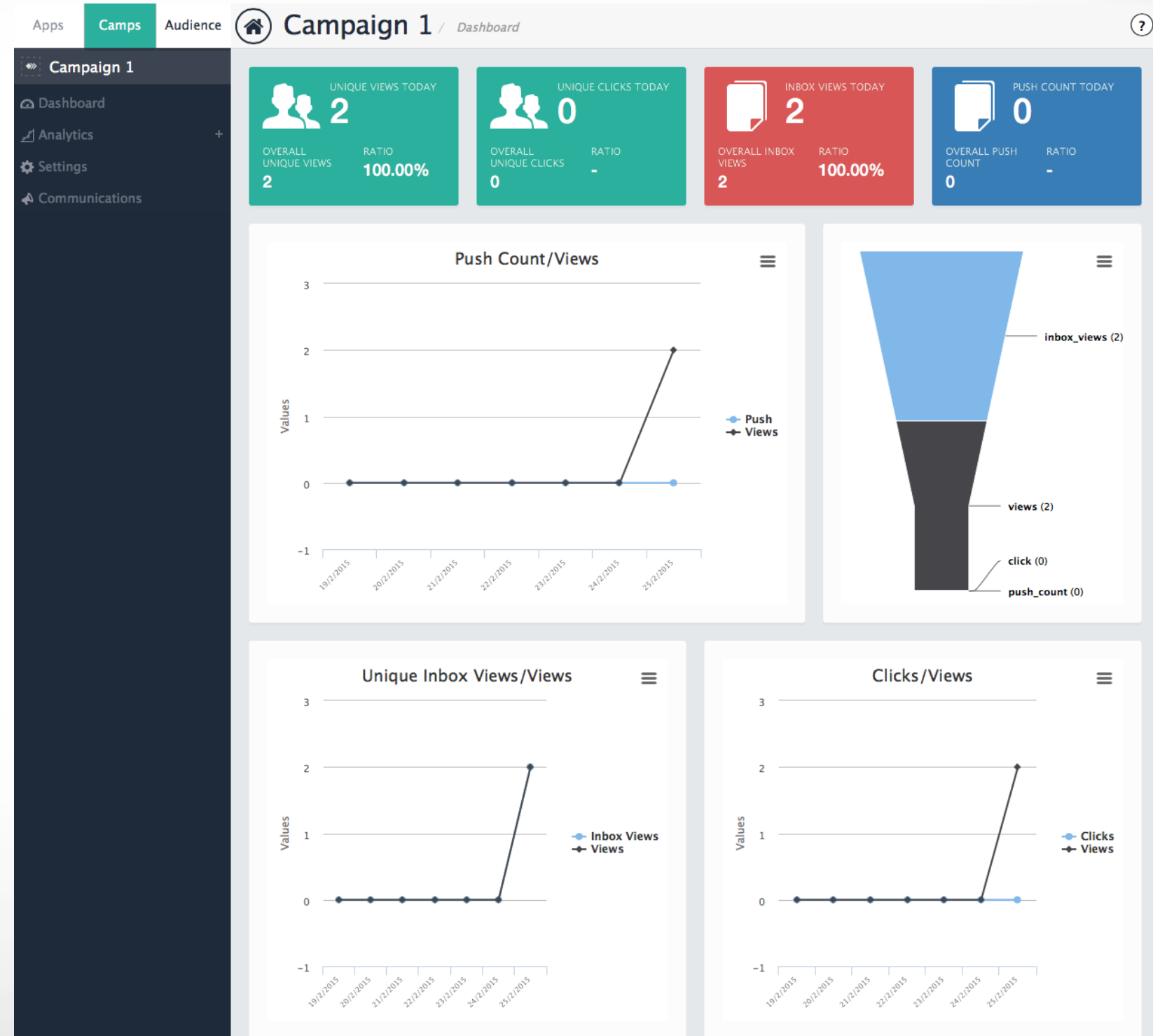
The screenshot shows the 'New communication' setup interface for 'Campaign 1'. The interface is divided into two main sections: 'Step 1: Communication' and 'Step 2: Communication info'. The left sidebar contains navigation links: 'Dashboard', 'Analytics', 'Settings', and 'Communications'. The 'Camps' tab is active. The 'Step 1: Communication' section includes fields for 'From', 'To', 'Message', and 'Category'. The 'Step 2: Communication info' section includes fields for 'Limit impressions/ Testing app', 'Frequency cap of Testing app', and a list of 'Testing app' options with checkboxes for 'interstitial', 'smooth delivery', 'inbox', 'push', and 'preloaded'. At the bottom right, there are 'Cancel' and 'Save&Send' buttons.

Step 1: Communication		Step 2: Communication info	
From		eg: DD/MM/YYYY,00:00-24:00	
To		eg: DD/MM/YYYY,00:00-24:00	
Message		Hello from Warply!	
Category		Category	
Limit impressions/ Testing app		Enter impressions	
Frequency cap of Testing app		Enter frequency cap	
Testing app :		<input type="checkbox"/> interstitial	
Testing app :		<input type="checkbox"/> smooth delivery	
Testing app :		<input type="checkbox"/> inbox	
Testing app :		<input type="checkbox"/> push	
Testing app :		<input type="checkbox"/> preloaded	
		Cancel	Save&Send

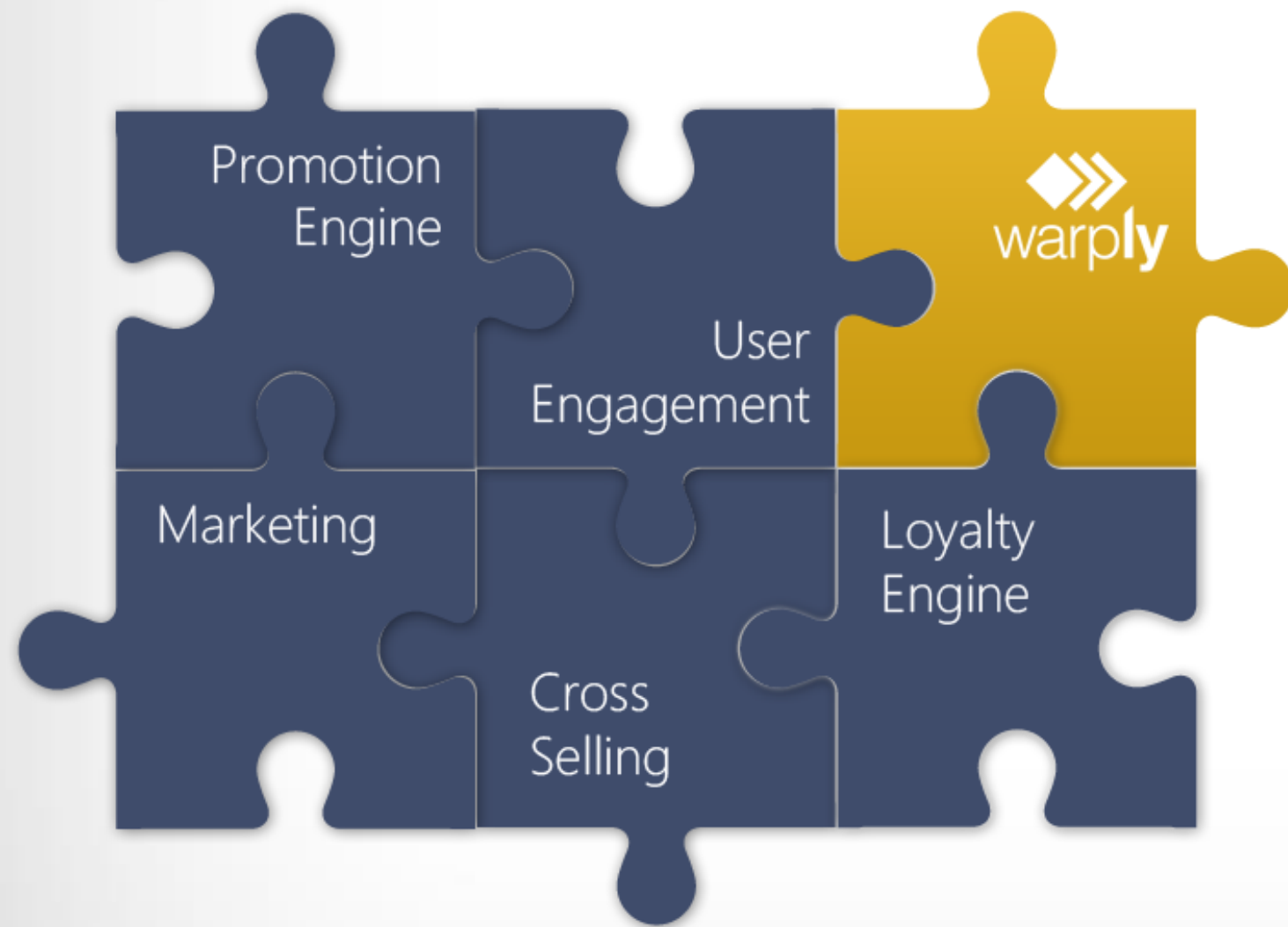
Warply Engage: Campaign analytics

Track your every day campaign performance through the whole funnel:

Users targeted
Push delivered
Campaigns views
Events (clicks) within campaign
Actual order or purchases



Appreciate your attention.



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Head of Operations
sotiris@warp.ly

<http://warp.ly>

<https://facebook.com/warp.ly>