

# Power mobile growth and retention

Increase engagement, improve retention, and drive revenue with push messages powered by Cordial

## Cordial Push Benefits



Drive more revenue with personal, relevant messages



Build sophisticated cross-channel orchestrations that engage customers where they are most likely to take action



Increase retention and brand loyalty with relevant content and offers for high LTV customers



Connect email, web, and mobile experiences to create brand consistency and build trust



Own a direct, first-party relationship with a loyal user group

Mobile is ubiquitous. According to **Forrester**, smartphones have transitioned from being a second screen to being the preferred screen for many US online adults across a range of activities. For brands to remain competitive, mobile push notifications have become an increasingly important channel during the customer journey. Leading brands are integrating push with their overall cross-channel messaging strategy and delivering personal push messages powered by rich customer data and profiles.

**Cordial Push empowers marketers to deliver personal, relevant, and emotionally intelligent push messages, informed by unlimited data from every other interaction and communication during the customer journey.**

### With Cordial Push, you can:

- Send markdown and new arrival alerts in your mobile app based on web browsing history and email behavior
- Trigger a rich push notification if a user does not open a browse or cart abandonment email within a certain window of time
- Send personalized coupons and gift cards directly to a mobile wallet
- Follow up with a personalized email if a user interacts with a push message

Cordial Push is powered by a native iOS or Android SDK that enables you to track app usage and mobile browsing behavior and react in real-time with personal, relevant push messages. Push messages can be personalized with images, GIFs, or unique promotions based on loyalty level or audience rules. Cordial Push can be easily connected to other channels such as email and SMS to create a unified, consistent messaging experience that drives loyalty and retention.

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## Cordial Push Features

### **EXPAND YOUR TOOLSET WITH RICH PUSH MESSAGES POWERED BY REAL-TIME DATA**

Drive higher response rates with personalized brand-centric push messages. Transcend the traditional text-based notification and delight your customers with images, audio, and video.

### **BUILD AUDIENCES BASED ON REAL-TIME CUSTOMER ATTRIBUTES**

Create hyper-targeted customer segments based on event, behavior, and demographic data to target and retarget high-value customers who engaged with your brand via email, mobile or web. Build persistent brand experiences that create trust and inspire action.

### **UNITE EMAIL AND MOBILE FOR POWERFUL CROSS-CHANNEL PERSONALIZATION**

Leverage Cordial's REST API and Mobile SDK to track every cross-channel event and build a nuanced portrait of customer email, mobile, web usage, and in-store behavior. Power growth and retention by triggering email and mobile campaigns when and where users are most likely to be receptive.

### **REACT IN REAL-TIME WHERE CUSTOMERS ARE MOST LIKELY TO TAKE ACTION**

The seamless flow of information between email and mobile channels allows you to trigger cross-channel campaigns in real-time based on customer behavior. Easily create rules to prioritize certain message types to automatically reach customers on their preferred channel.

### **BUILD BRAND LOYALTY WITH MOBILE WALLET AND MOBILE REWARDS**

Keep your customers engaged and make sure your promotions don't get buried in the inbox. Send loyalty rewards, coupons, and gift cards directly to your customer's mobile wallet so they can use them on the go, online, or in-store.

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Do you ❤️ shoes? So do we, and a ton of new styles just arrived! Use code NEWARRIVALS for 20% off shoes now thru 12/31.

Fri, Dec 13, 11:15AM

Learn how Cordial can help you build impactful cross-channel customer experiences that send a better message.

Request a personalized demo at [cordial.com/demo](https://cordial.com/demo).