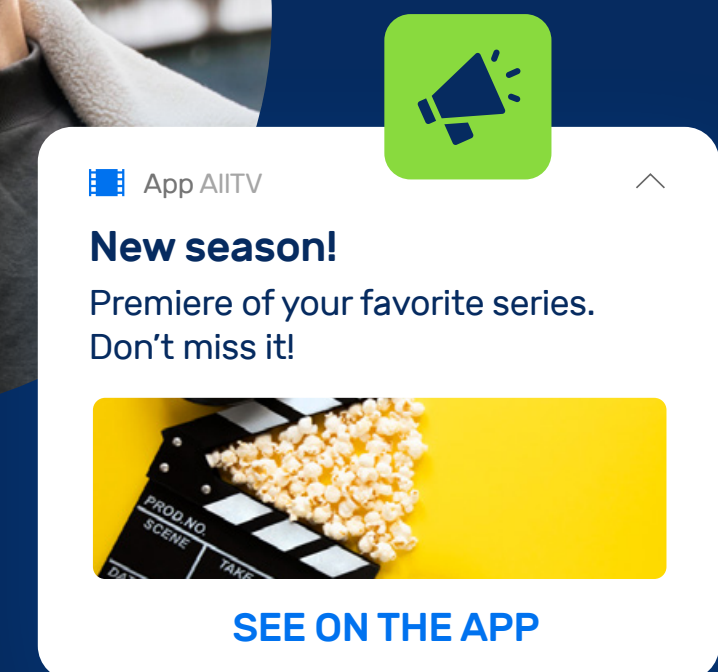
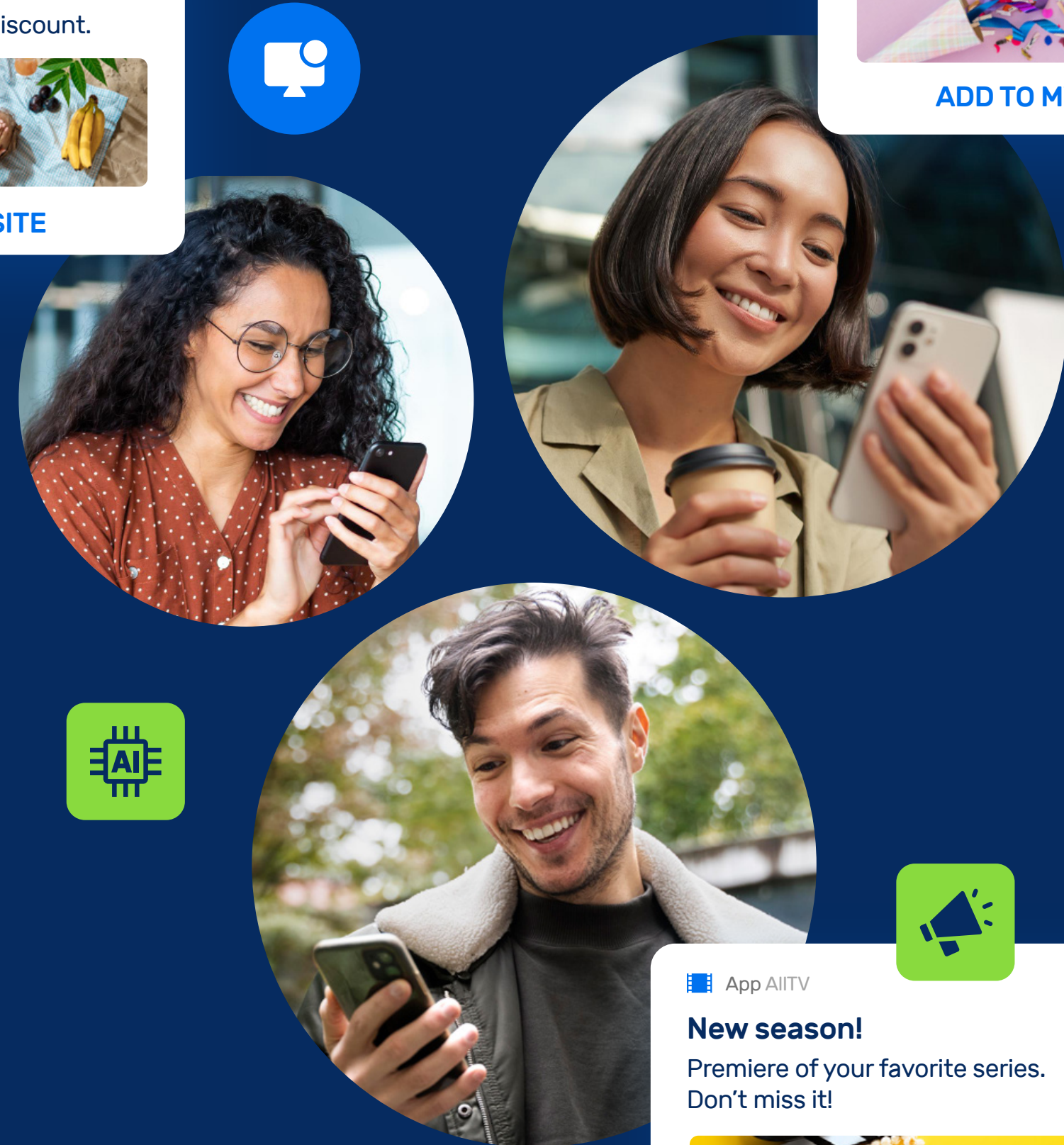
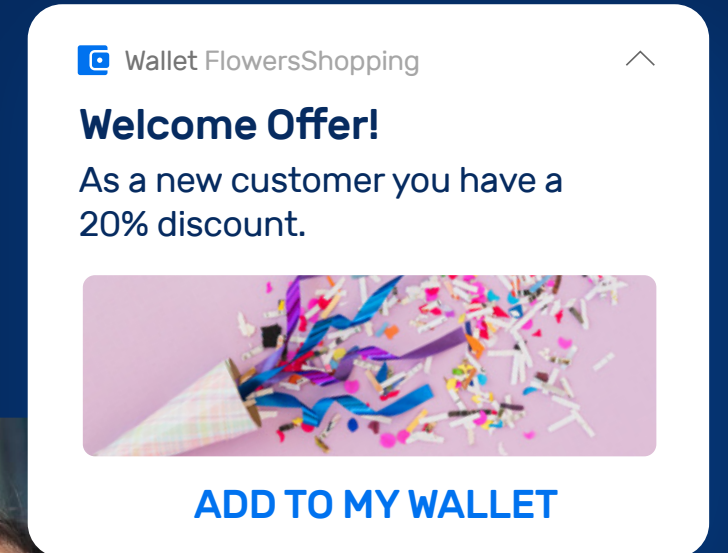




# Push Notifications

Creating digital and customized experiences through automated and interactive messages on **Web, App and Wallet**





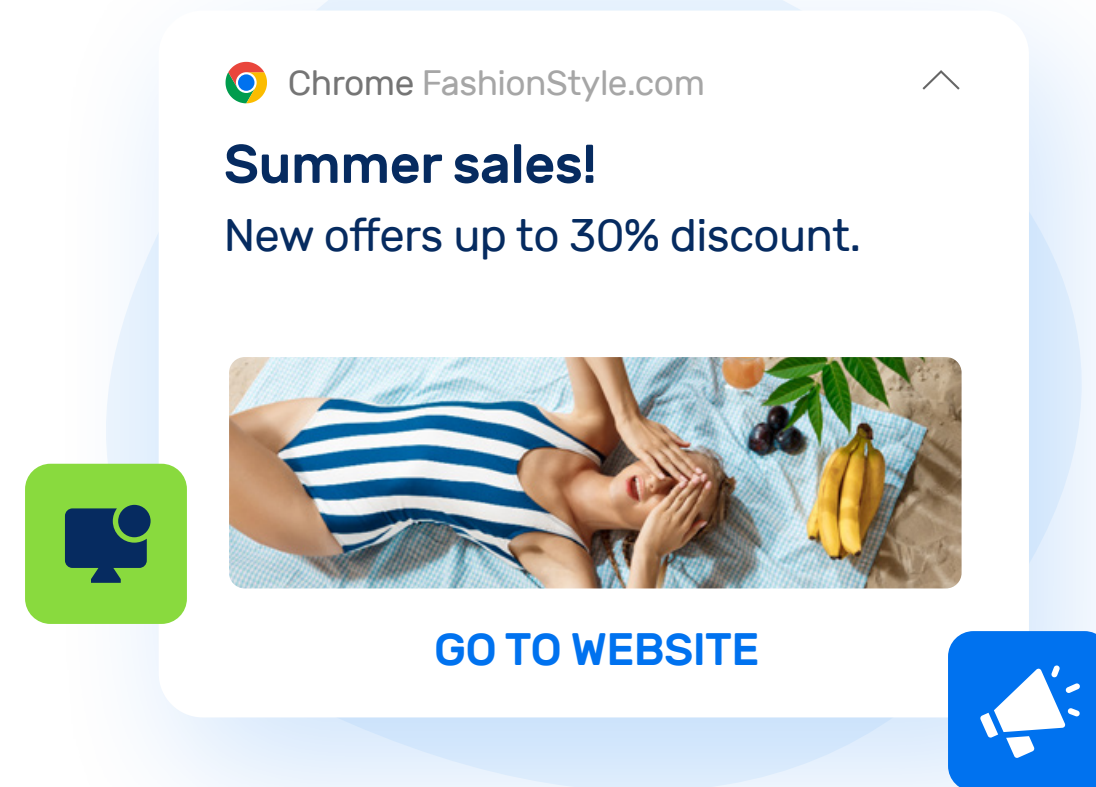
# Push Notifications

- ✓ **Web Push:** Web browser (PC, smartphone and tablet)
- ✓ **App Push:** App installed (smartphone and tablet)
- ✓ **Wallet Push:** Card added on iOS Wallet / Google Wallet (smartphone and tablet)

The three services are oriented to each channel (Web, App and Wallet) and, used together within the **Customer Journey**, according to the preferences, location and behavior of each user through the analysis of all their interactions and the application of artificial intelligence.



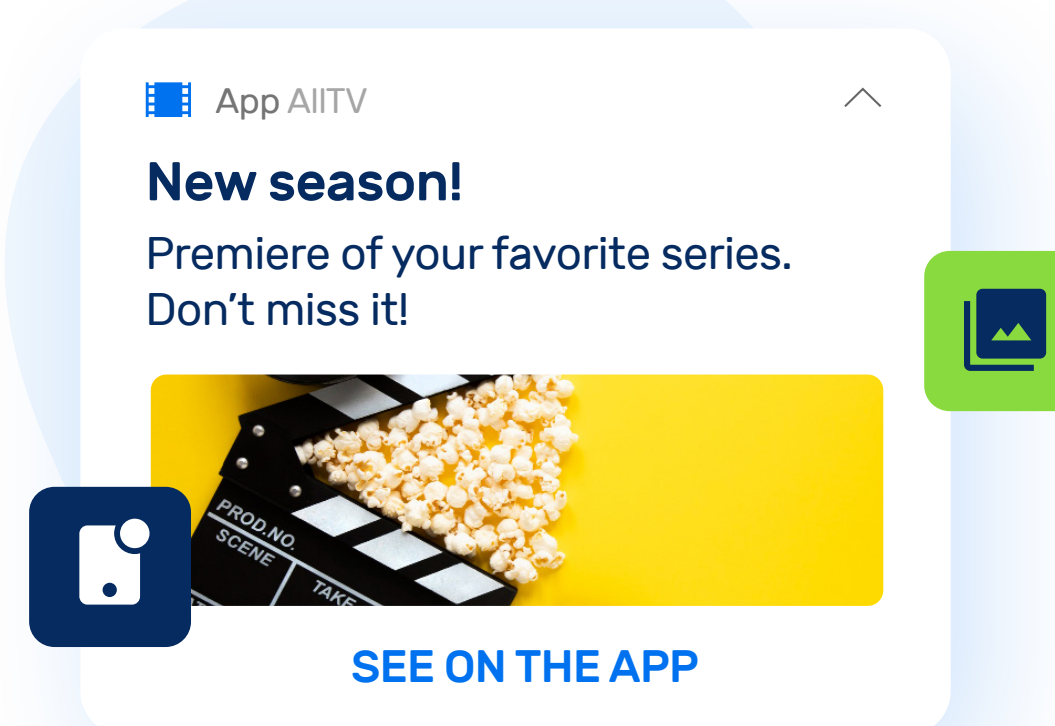
The **Web Push, App Push and Wallet Push** services optimize communication and marketing processes using fewer resources and achieving a greater impact and conversion rate, in addition to optimizing internal processes (logistics, HR, etc.) thanks to a better forecast of demand and future scenarios. They also promote the digital transformation of companies by favoring their environmental sustainability policies and ESG strategies.



## Web Push

Web push notifications are communications that open in the **browser of all devices:** desktop, tablet and mobile. Since the update of the iOS 16.4 (March 2023), web pushes are sent to both **Android and iOS** (iPhone and iPad) devices.

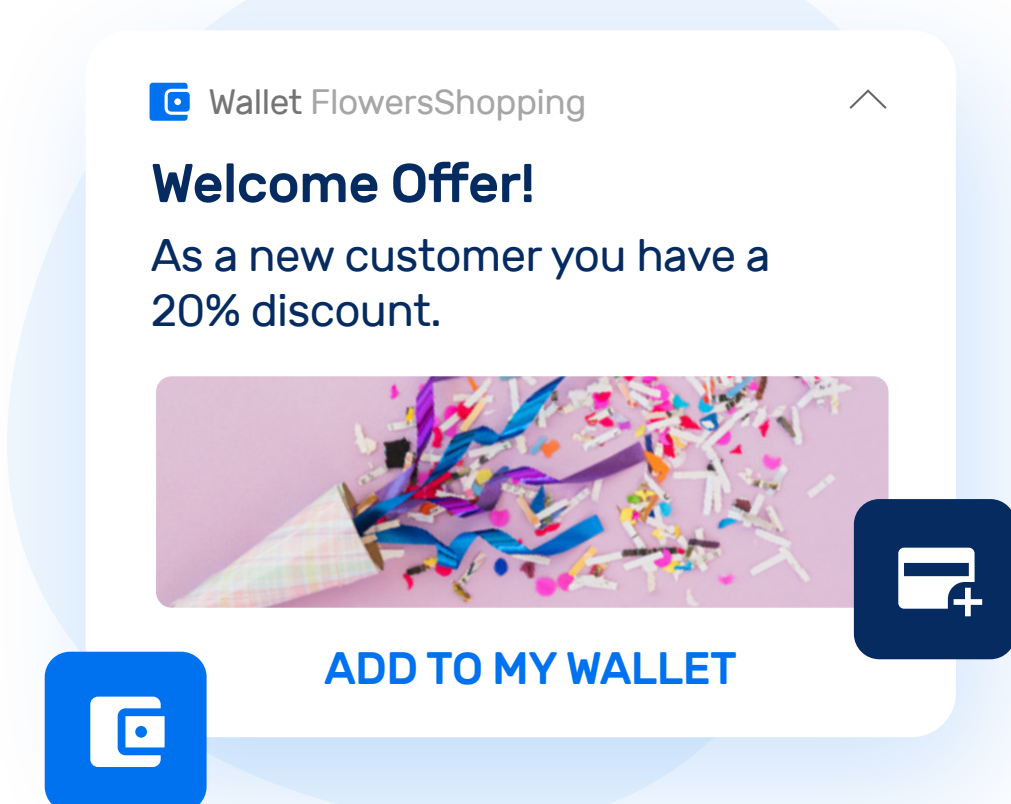
“57% of internet traffic was generated with mobile phones” (Statista, January 2023)



## App Push

App push notifications are messages addressed to mobile devices that have the brand's App installed. They are direct notifications and **respond to the expectation of a relationship with the brand** by users.

“There are more than 3.5 million apps in the Google Play Store and 2.2 million apps in the Apple App Store” (Statista, Q2 2022).



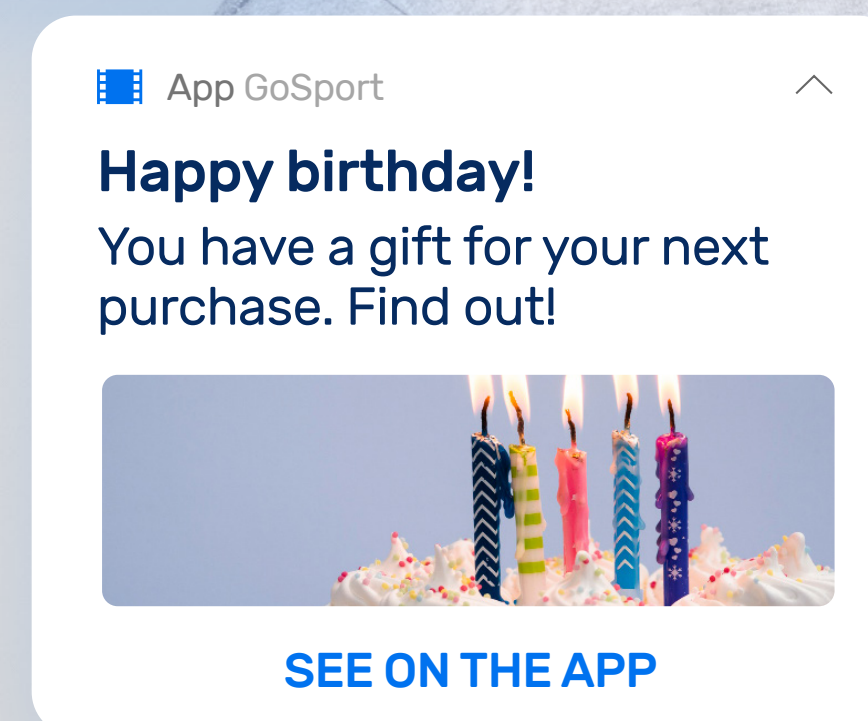
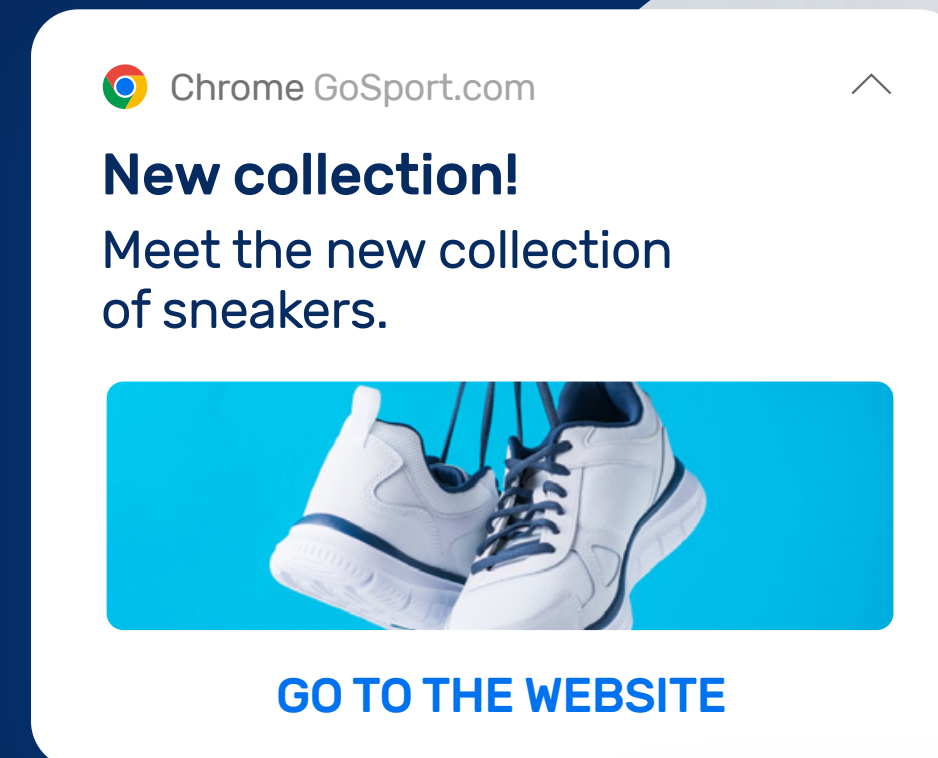
## Wallet Push

Wallet pushes are notifications sent to smartphones, where the brand's card is added to the **iOS Wallet and/or Google Wallet**. They respond to the user's expectation of having a space, with **easy and permanent access**, with all the services (electronic tickets, discount coupons, etc.).



# Web Push & App Push Notifications

Web Push and App Push messages are notifications of great impact thanks to their attractive design, including **images, GIFs, videos, emojis, etc.** Both are aimed at improving the user experience, through informative and promotional communications, to attract new users and build customer loyalty.





# Web Push & App Push: Real-Time and Automated Campaign Sending

Notifications are sent manually and automatically:

## Manual Push Sending



**Immediate**



**Scheduled**



**Best Moment:** Each message is sent at the moment when each user is most receptive to its opening and interaction.

## Automatic Push Sending



**Welcome:** Greeting messages to new users of the services.



**Loyalty:** Notification when the user is inactive for a defined time.



**Retargeting:** Communications after indicated events (abandoned carts or forms, click on banner...)

**MULTIPLY  
X25**  
THE SUCCESS  
OF YOUR  
CAMPAIGNS



**Customer Journey:** Adding into a customer journey campaign, with other communication channels, within an omnichannel strategy.



**Recurrent:** Sending messages with a specific frequency.



**Geofencing:** Personalized messages when the device enters or leaves a previously defined geographical area.

ONLY APP PUSH



**WiFi Connection:** Communications directed to devices that connect to a WiFi network.

ONLY APP PUSH

# Web Push & App Push: Audience Segmentation by profile and behavior

The web push and app push notifications **use the audience segmentation** and increase the CTR by more than 20%, sending more interesting and relevant communications to each group. In addition, it is a way to predict behaviors and detect trends to anticipate market needs and expectations.



**Interest Groups:** Division of the audience around topics, interest groups or other segments dynamically.



**Device List:** Direct communications to a selected list with the option to include dynamic variables.



**Geographical filters:** Geographic area targeting.



**Frequency of use:** Messages to recover customers through new visits to the web / app. It is a variable that takes into account the elapsed time since last visits.



**Device type:** According to device type and browser.



**Churn prediction:** It predicts the risk of user abandonment.



ONLY APP PUSH

**External Apps:** Messages depending on installed or uninstalled apps.



ONLY APP PUSH

**WiFi:** Communications according to whether the device is connected to a WiFi network or not.



# Web Push & App Push: Use Cases



## Welcome

Notification to welcome new users and improve the user experience and feeling of belonging to the community.

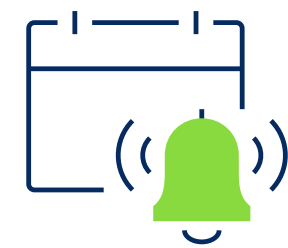
01



## Events

Automated messages after certain events (click on banner, opening certain pages...) to reinforce communication, encouraging or remembering actions.

02



## Calendar

The dates are reference for various campaigns (birthday, Christmas, Halloween, Mother's Day...).

03



## Offers and news

The latest updates and discounts in a direct and personalized way with a very attractive design.

04



## Follow-up

Information about the stages of a purchase process, increasing customer confidence and satisfaction.

05



## Retargeting

Essential strategy to recover abandoned carts or forms not sent through personalized messages at the right time.

06



## Location

Customization of messages for specific geographical areas reinforcing your link with the user.

07

ONLY APP PUSH



## Encrypted Push

indigitall has developed a system of 100% secure and verified notifications for the transfer of confidential information and sensitive data: signing contracts, OTP code for account access, purchase authorization...

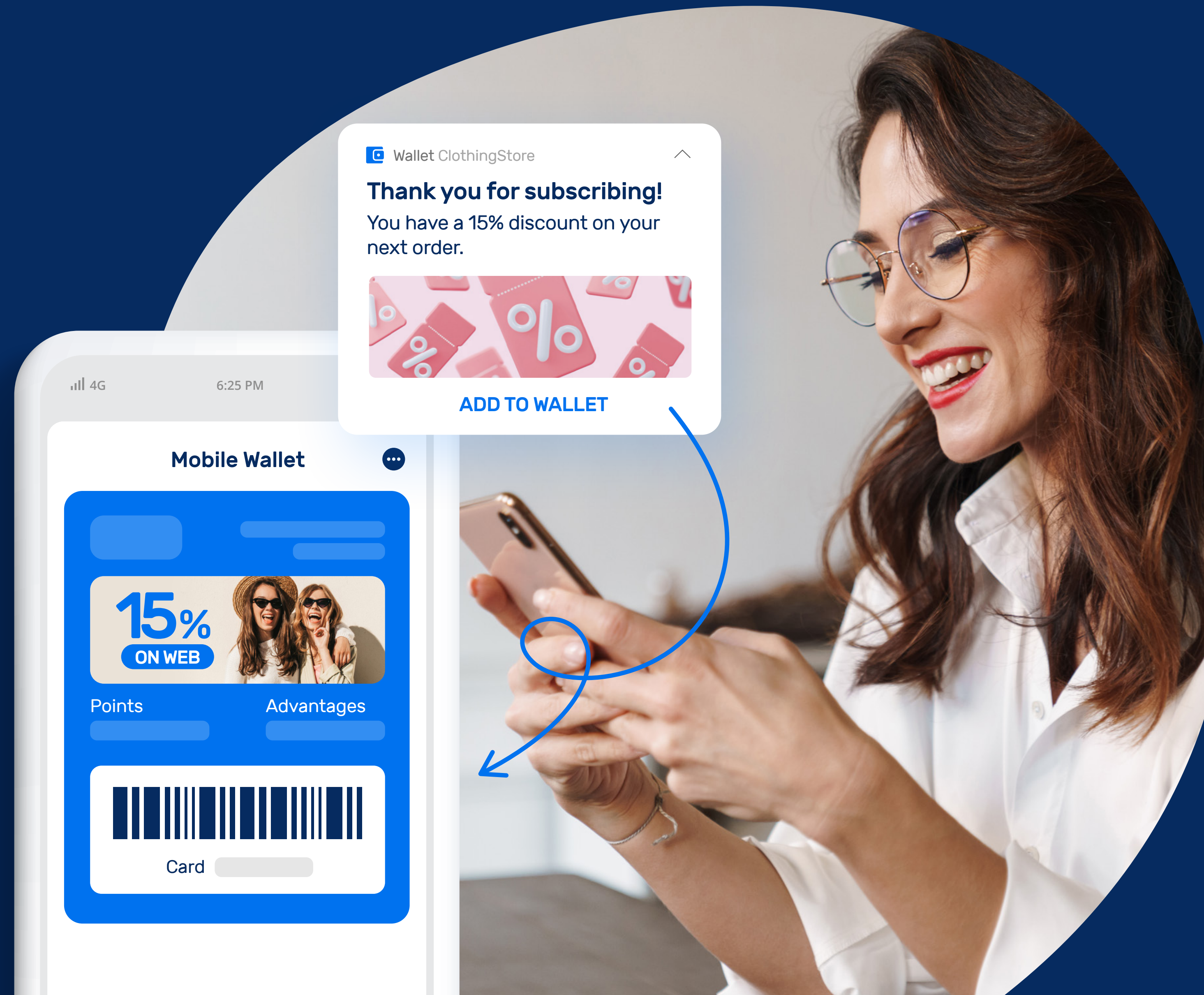
08



# Wallet Push Notifications

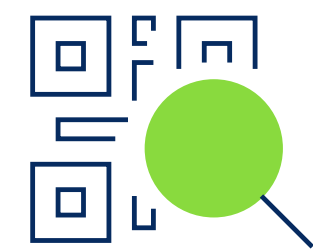
These notifications are sent directly to the user's mobile, where they remain in the **iOS Wallet / Google Wallet** for later use. The mobile wallet is a very economical alternative since it is not necessary to create and maintain an App.

These communications increase user satisfaction, and improve the usability of services and increase their use in the **physical and digital spaces**.





# Wallet Push: Use Cases



## QR Code

Identification for the user. It is possible to send immediate messages before, during and after the event (flight, concert, visit to the museum...).

01



## Loyalty Card

It is possible to update the user's card at any time, simply and immediately.

02



## Promotions

"Take advantage of the 20% discount on the new store in your neighborhood."

03



## Information

"Access by car to the stadium car park will be closed half an hour before the concert. Check other alternatives."

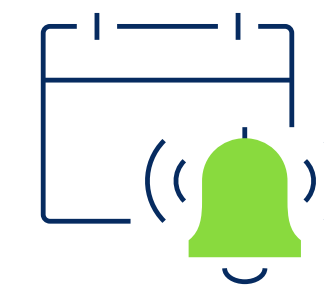
04



## Gift

"Gift for all our customers: Free shipping, all month!"

05



## Alerts

"The Spring Festival is postponed to next weekend due to weather conditions."

06



## Reminder

"You can redeem your discount coupon in any of our stores and e-commerce."

07





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