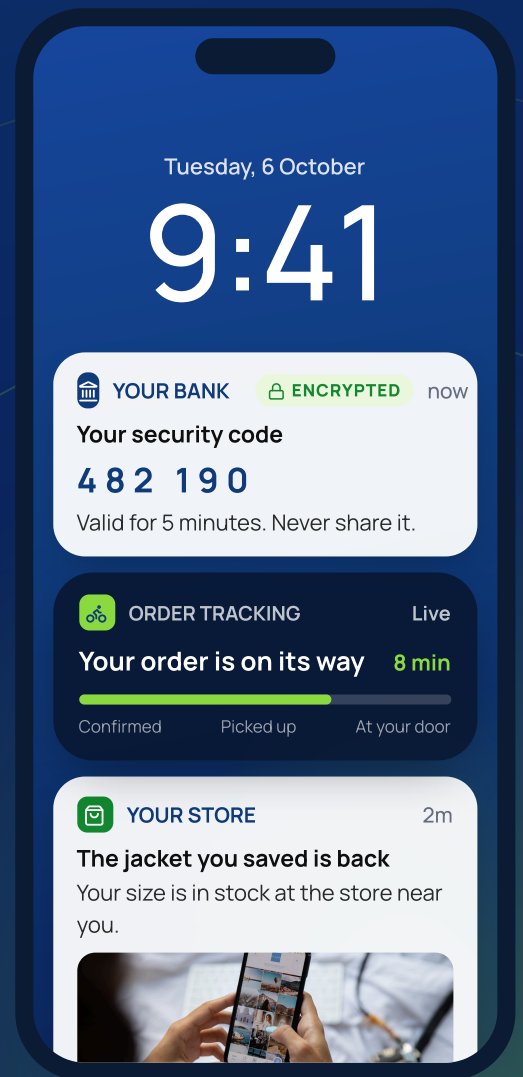


 EBOOK · APP PUSH

Own the lockscreen. Earn every open.

The 2026 playbook for app push and in-app messaging that reaches the right person, at the right moment, with the right level of security.

-  Encrypted push for codes and alerts
-  Live Activities on the lockscreen
-  In-app messages, no new release
-  Geofenced push near your stores
-  Journeys with fallback



 Secure

 Engage

 Orchestrate

— INSIDE THIS GUIDE

Your app is on their phone. Are you on their mind?

An installed app is the most personal space a brand can own. Push, in-app messages and Live Activities decide whether it gets opened or forgotten. This guide shows how to make every one of them count.

01	From loudspeaker to right moment	03
	Why behavior-based push beats mass sends	
02	Secure moments	05
	Encrypted push for codes and alerts, Live Activities on the lockscreen	
03	Engage in the app and in place	07
	In-app messages, rich push and geofencing	
04	Orchestrate	10
	CDP segmentation and journeys with fallback	
05	Proof	12
	Banks, retailers, clubs and loyalty programs	
06	One platform, every channel	14
	Where app push fits in the customer journey	
07	Your 30-day plan	15
	A practical checklist to go live	



Who this is for: mobile, CRM and digital teams at banks, retailers, travel, media and sports brands that want their app to drive sales, loyalty and service, not just downloads.

WHY IT MATTERS

Push is not a loudspeaker. It's a moment.

Many apps still send the same message to everyone at the same time. People mute what feels like noise. Behavior-based push turns the channel around: the right message, at the right moment, for one person.



01

Mass sends wear out

One message for the whole base trains users to ignore you, or to switch notifications off.



02

Sensitive moments leak

Codes and account alerts sent by SMS cost money on every send and are easy to imitate.



03

The app sits alone

When push lives apart from your data and other channels, no one knows what happened next.

WHAT GOOD LOOKS LIKE

"For them push isn't a channel. It's a fifth of their sales."

Soriana, grocery retail, Mexico. Push with CDP behavioral segmentation.

20%

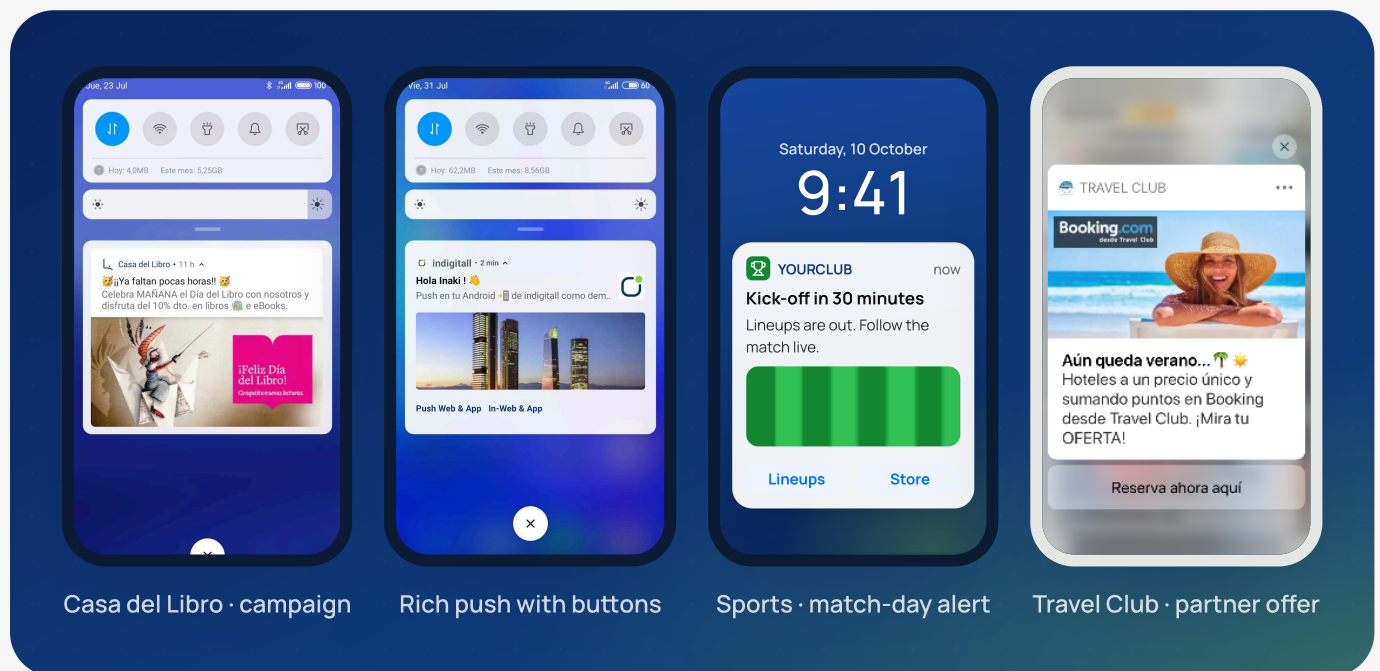
of all Soriana sales come from push

Data attributed to real customers, not a guarantee.

— RICH PUSH, REAL SENDS

More than a line of text. **A reason to tap.**

Large images, emojis, buttons and deep links. The Casa del Libro and Travel Club pushes are live indigitall sends.



Rich formats

Title, body, large image and action buttons that deep-link to the exact screen in your app.



A/B testing built in

Test copy and creatives, with keyword optimization included in the platform.



AI send-time optimization

Each person gets the push when they are most likely to open it.



In-app inbox

Messages stay available inside the app, so a missed push is not a lost message.

Mass push

ONE MESSAGE FOR ALL

- ✗ Same time, same text
- ✗ Muted over time

SMS for alerts

PAID PER SEND

- ✗ Cost on every code
- ✗ Open to phishing

indigitall App Push

BEHAVIOR BASED

- ✓ Triggered by real events
- ✓ Encrypted when it matters

02

SECURE MOMENTS

The codes that matter, kept inside your app.

Security codes, account alerts and live order status are the pushes people wait for. Deliver them encrypted, and keep them on the lockscreen for as long as they matter.

— ENCRYPTED PUSH AND LIVE ACTIVITIES

Safer than SMS. *Always in sight.*



Encrypted push

Deliver one-time codes and confidential alerts inside your app, end to end encrypted, with no SMS cost and no phishing risk. For banks that ban WhatsApp by policy, push is the first channel in.



Live Activities

Lockscreen notices for high-context moments: a delivery on its way, a gate change, a live score. They update in place instead of piling up.

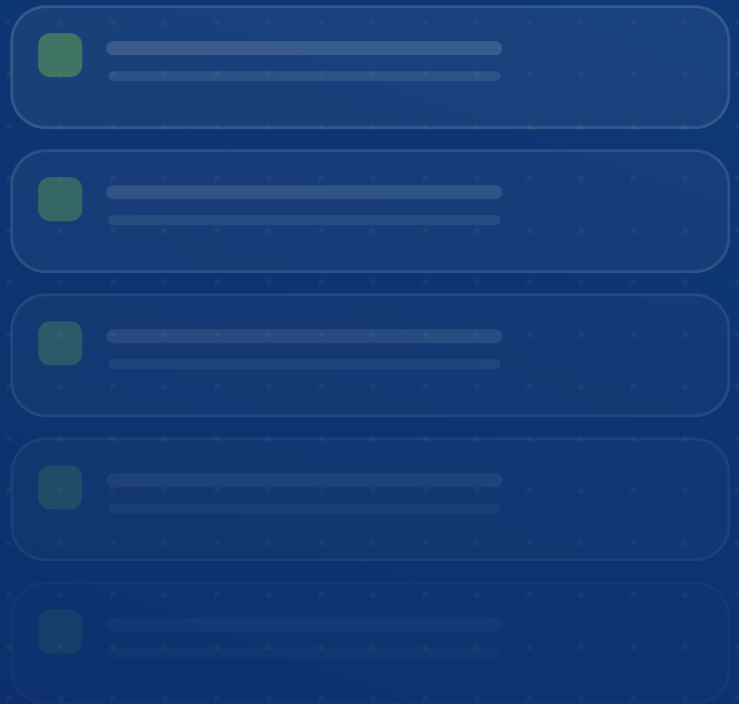
~75%

lower SMS cost with encrypted push. Median of comparable cases, not a guarantee.

+73%

CSAT on lockscreen notices with Live Activities. indigitall data, not a guarantee.

03



ENGAGE IN THE APP AND IN PLACE

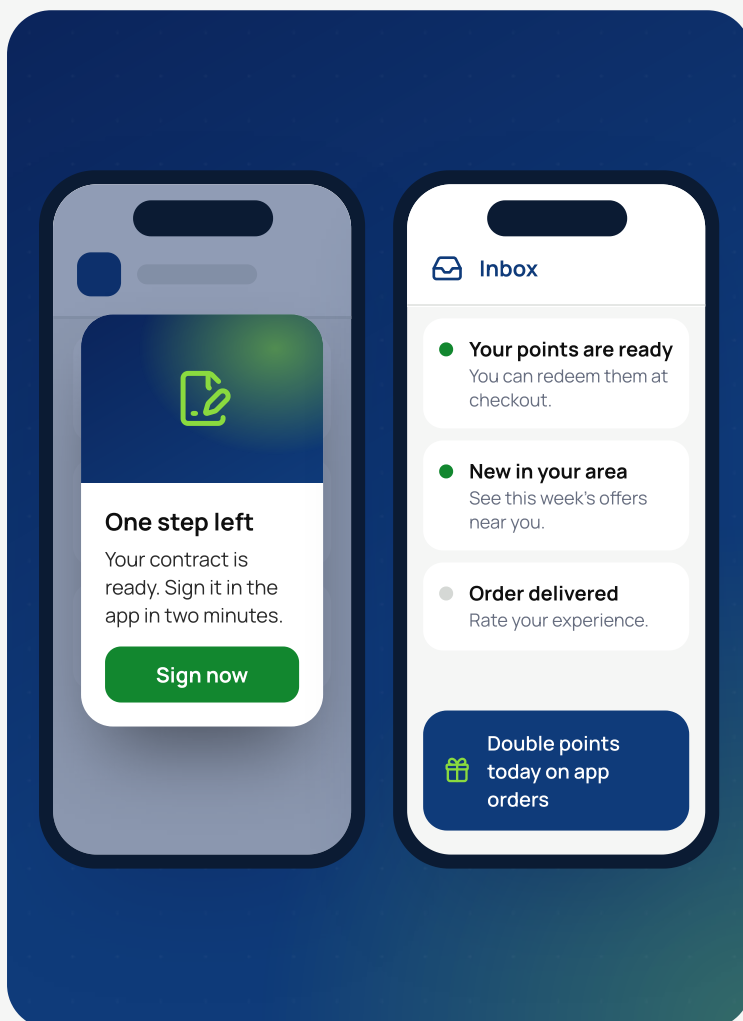
Inside the app. **Near the store.**

Push brings people back. In-app messages guide them once they are there. Geofencing reaches them where the offer is real, a few steps from your door.

— IN-APP MESSAGING

Change the message. Not the app version.

Banners, pop-ups, carousels, dynamic forms and inbox messages, triggered by segment or event, and edited without publishing a new release.



- ✓ **No release needed.** Update copy, images and targeting from the console.
- ✓ **Event triggers.** Show a nudge when a contract is not signed or an onboarding step is skipped.
- ✓ **Forms that feed the CDP.** Answers write straight into the customer profile.
- ✓ **An inbox that keeps.** Messages wait inside the app until the user is ready.

+52%

response to
communications with the
In-App Inbox

81%

of users impacted by in-app
personalization

ALSA Plus

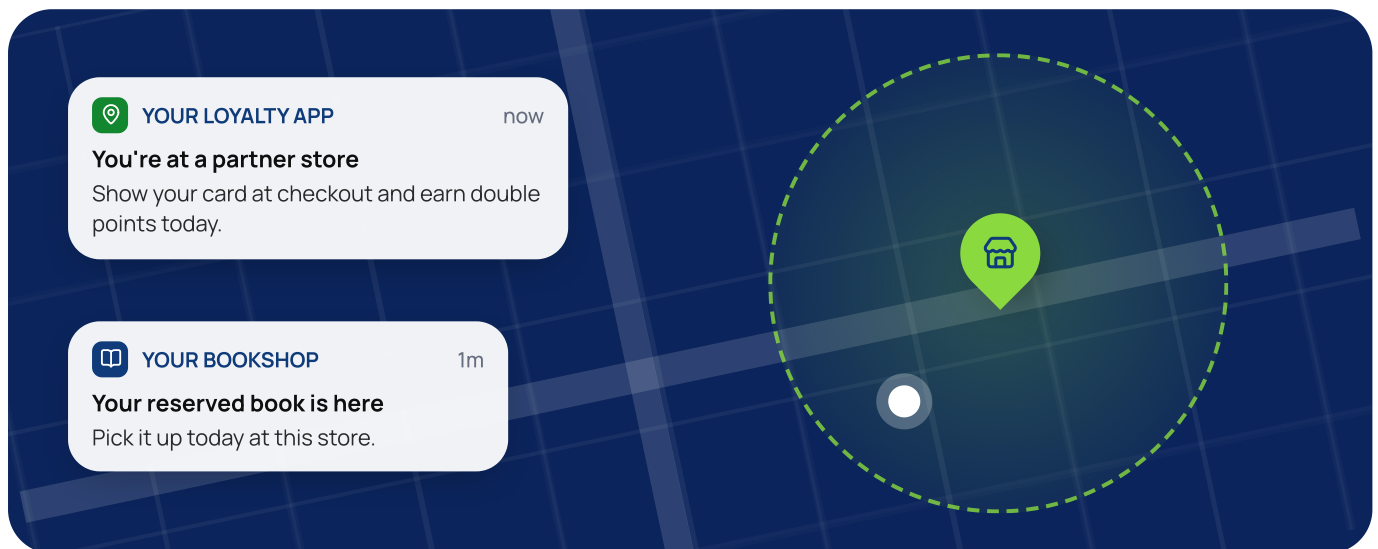
A loyalty app with in-app
messaging that really
retains

indigitall platform data across customers, not attributed to one brand. Not a guarantee.

GEOFENCING AND LOCATION

The offer arrives as they walk in.

Draw a zone around a store, a hotel or a stadium. When a user with the app enters it, the right push fires on its own.



LOYALTY · SPAIN Travel Club

"Loyalty push that fires when a member enters a partner store." A geolocated app push program for a coalition owned by Repsol, Iberia and Eroski.

1M+Active
downloads**10M+**

Households

60+Partner
companies

BOOKSELLER · SPAIN Casa del Libro

Geofenced push across 47 bookstores, combined with journey-based cart recovery that brings online browsers back to buy.

5.6%Abandoned
carts
recovered**+6%**

Revenue

 RETAIL

Store promotions on entry

 TRAVEL

Offers on the property

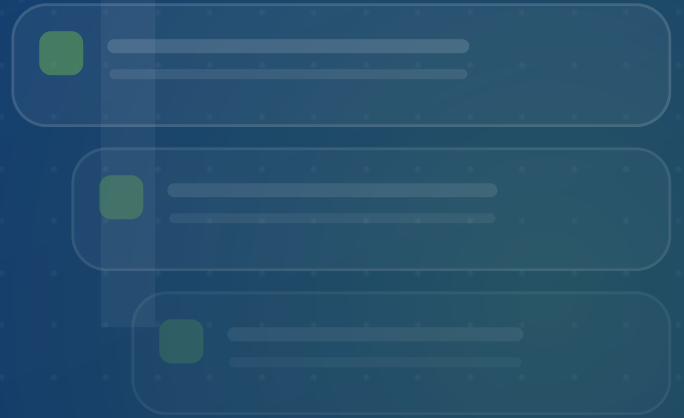
 INSURANCE

Weather or risk alerts

 FOOD

Deals near the restaurant

Data attributed to real customers, not a guarantee.



ORCHESTRATE

One profile decides. Every channel follows.

Segments from the CDP pick who gets the push. Journeys decide what happens next, and fall back to another channel when a push goes unopened.

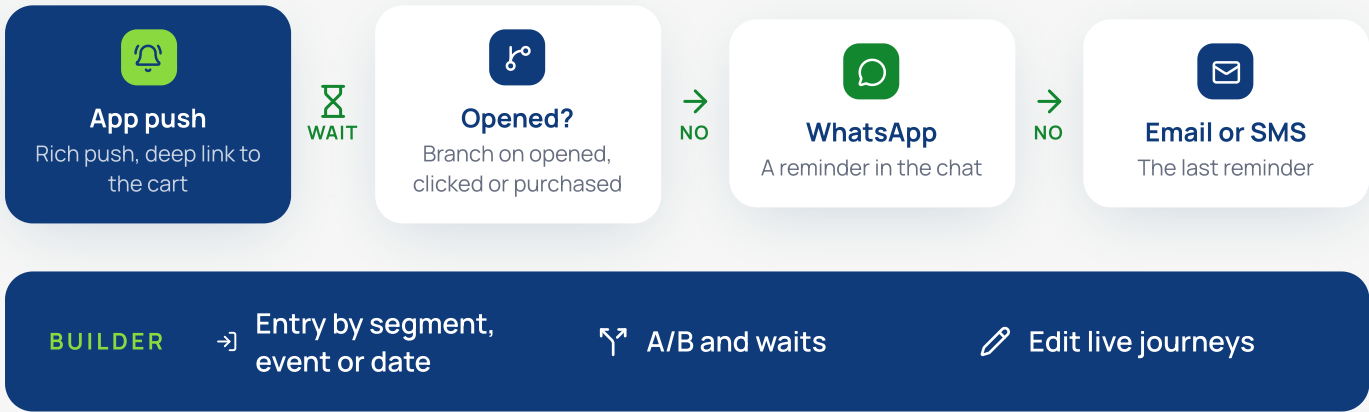
— SEGMENTATION WITH THE CDP

From behavior to the right push.



— A JOURNEY WITH FALLBACK

ENTRY: CART ABANDONED IN THE APP



— USE CASES BY INDUSTRY

Industry	What app push does
Banking	Encrypted codes, transaction and case-status alerts, contract-not-signed nudges, onboarding prompts
Retail	Welcome, loyalty and reactivation flows driven by VTEX and Shopify events
Travel	Itinerary and gate changes, geofenced offers on the property
Sports and betting	Match, live-score and odds alerts
Healthcare	Appointment reminders and results linked to the patient area

— CUSTOMER RESULTS

Push that sells. Push that closes.



GROCERY RETAIL · MEXICO

Soriana

"For them push isn't a channel.
It's a fifth of their sales."

Push driven by behavioral segmentation in the CDP, so every customer receives offers and benefits that match what they actually buy.

20%

of all sales from push

+78%

Satisfaction

+18%Benefit
redemption
vs email

— BANKING, WHERE SECURITY COMES FIRST



SANTANDER · SPAIN

+25%Sales via retargeting
and repurchase

Push and app retargeting for
repeat purchase.



INTERBANK · PERU

+15%Mortgage
disbursements

Push segmented with
the CDP.



MIBANCO · PERU

+15%

Credit disbursements

App and web push
retargeting with 16% CTR.

— BRANDS SENDING APP PUSH WITH INDIGITALL



Data attributed to real customers, not a guarantee.

— SPORTS, MEDIA AND TRAVEL

Match day, **every day.**

**SPORTS · REAL MADRID CF**

"Match-day push that fills the club store."
App and web push for a global fan base.

1.78MApp push
devices**41%**CTR on
promotions**SPORTS · ATLÉTICO DE MADRID**

"Match-day push with 42% CTR." App and
web push, plus a Gen AI bot built on the
OPTA API.

42%CTR on
promotional
messages**19%**CTR on post-
match
summaries**TELCO AND MEDIA ·
MOVISTAR+**

Personalized, segmented,
rich app push.

5M+Active app
downloads**TRANSPORT · ALSA**

Push plus the Alsa Plus in-
app loyalty program.

2-10%Conversion, 1M+
audience**PET FOOD · PURINA**

2.1M targeted pushes with
CDP segmentation.

3xAudience growth in 7
months

"Push with 2-10% conversion. Plus a loyalty app that really retains."

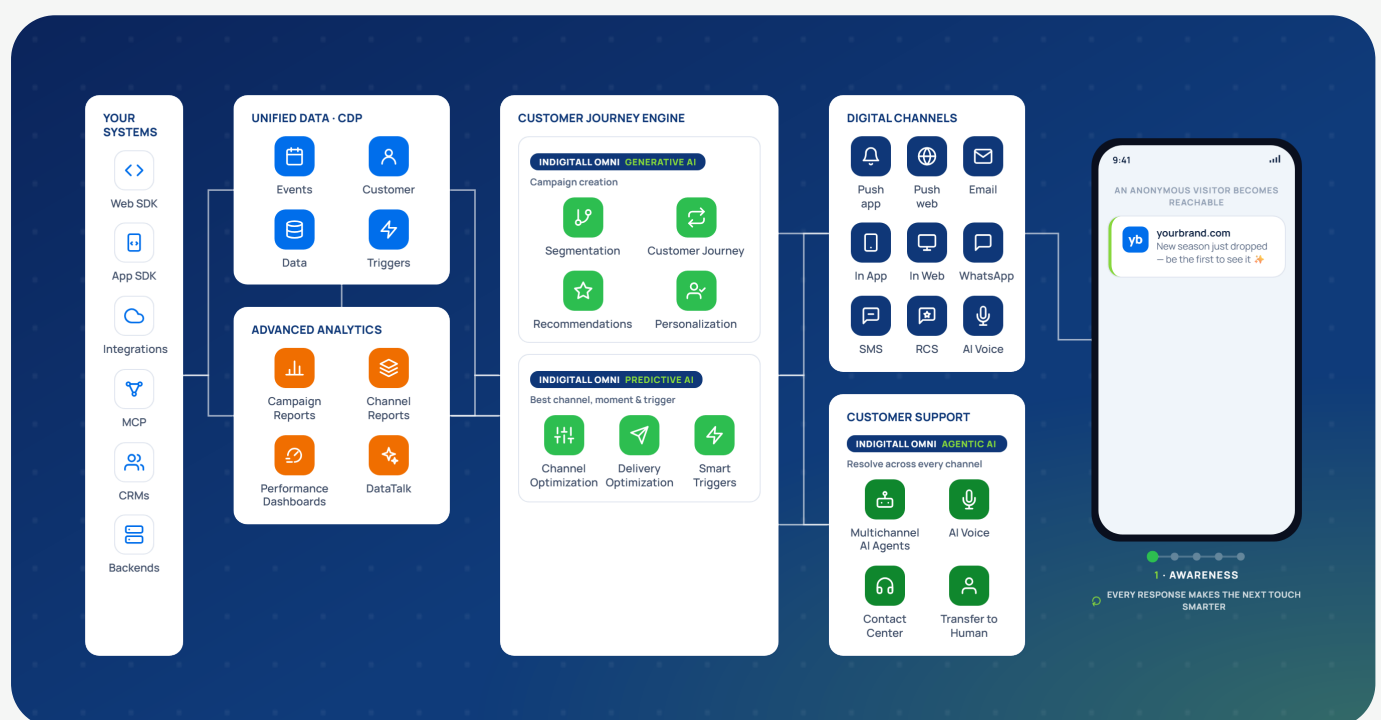
ALSA, transport, Spain and LatAm

Data attributed to real customers, not a guarantee.

— HOW INDIGITALL WORKS

App push is one channel. The journey is the point.

indigitall connects your systems to a unified CDP, lets AI decide the best channel and moment, and orchestrates every touchpoint from one Customer Journey Engine.



Built for enterprise apps

APNs .p8 keys that do not expire, and separate keys for each environment.



Your cloud, your choice

Multi-tenant clouds in the EU and Americas, or a private cloud.



Secure by default

End-to-end encrypted push and per-project encryption.

 CHANNELS
18+

 MESSAGES A MONTH
1B+

 COUNTRIES
20+

 G2 WORLDWIDE
#3 Push Software

— YOUR 30-DAY PLAN

From SDK to your first journey.

Week 1 · Set up

- ✓ Add the iOS and Android SDKs, one project per environment
- ✓ Upload APNs .p8 keys that do not expire
- ✓ Connect the app to unified CDP profiles
- ✓ Choose a multi-tenant or private cloud

Week 2 · Secure

- ✓ Move one-time codes and alerts to encrypted push
- ✓ Pick one moment for a Live Activity
- ✓ Turn on the in-app inbox
- ✓ Compare code delivery against your SMS flow

Week 3 · Engage

- ✓ Launch a welcome and onboarding in-app flow
- ✓ Build dynamic segments from app events
- ✓ Draw your first geofences around stores
- ✓ Add in-app forms that write into the CDP

Week 4 · Orchestrate

- ✓ Go live with a cart or form recovery journey
- ✓ Add WhatsApp, email or SMS fallback
- ✓ Turn on AI send-time optimization and A/B tests
- ✓ Review CTR and revenue by segment



You are not doing it alone

A named CSM, 24/7 support from Spain and in-person onboarding and training at no extra cost.

— METRICS TO TRACK

 **OPT-IN RATE**

Users who allow push

 **CTR**

Opens per delivered push

 **RETENTION**

Active users over time

 **REVENUE**

Conversions attributed



NEXT STEP

Your app is already installed. **Make it matter.**

See how indigitall App Push, in-app messaging and the Customer Journey Engine can work with your own app and data.

 [Book a demo](#) indigitall.com