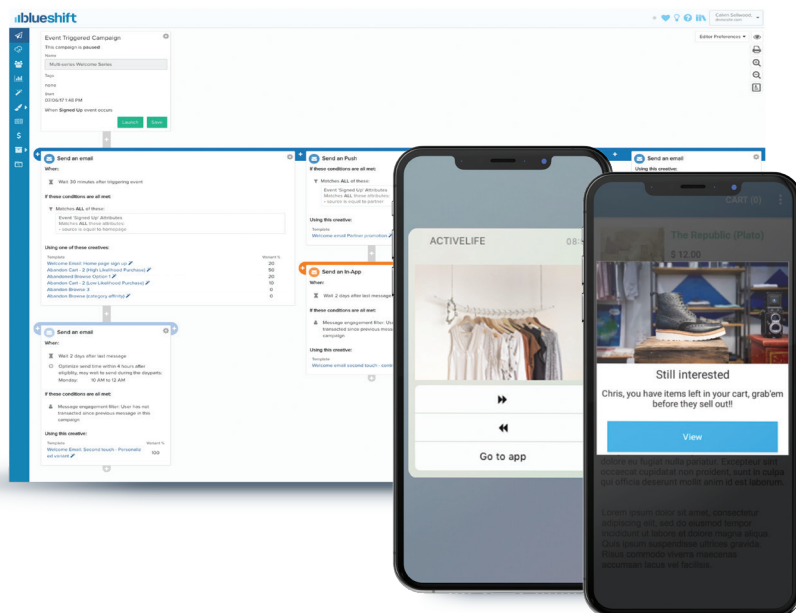


It's no secret that mobile devices have redefined how consumers engage with brands and seek information. Purchasing and decision-making processes are now propelled by these interactions, and reflecting this shift in our digital marketing strategies with more cohesive experiences is essential.

With Blueshift, marketers can create highly-contextualized and timely Push, Mobile In-App, and SMS messages that integrate into the greater journey to keep customers engaged with relevant information and drive growth. Tap into a unified view of the customer—including their real-time behaviors—from across channels and utilize our predictive capabilities to extend your personalized brand experience and make every mobile touchpoint count.



## Personalized and Connected Mobile Experiences that Deepen Engagement and Drive Action



### Create rich, connected mobile interactions

Design sophisticated, multi-stage mobile journeys that adapt to each user's interests and behaviors



### Personalize every mobile touchpoint

Leverage deep, cross-channel customer insight to tailor every mobile interaction in the moment



### Intelligently leverage mobile channels

Drive engagement, loyalty, and retention with timely, relevant messages at key mobile touchpoints

## Key Capabilities

**1:1 adaptive recommendations** to each user's preferences and behaviors

**Real-time behavior triggers** based on the latest cross-channel activity

**Single customer view** with cross-channel insight of each known and anonymous user

**Autonomous testing and optimization** of every campaign element

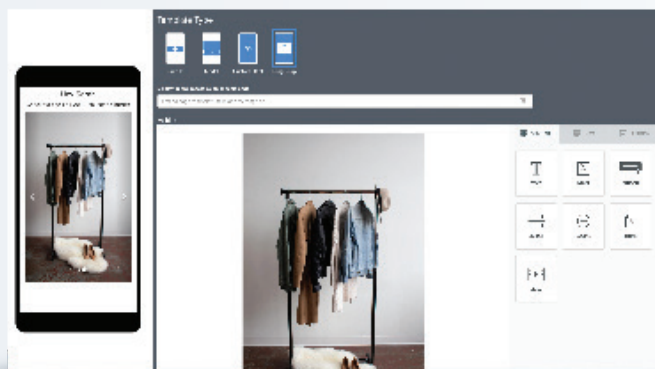
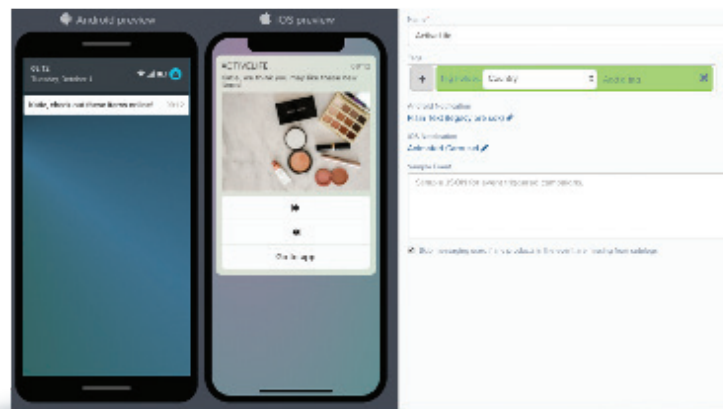
**Unified, multi-channel journeys** that integrate every mobile, digital, and offline channel

**Flexibility and scale** to deliver on all your use cases and volume needs

## Push Notifications

Drive users back to your brand and create urgency to act with perfectly timed notifications that will get their attention.

- **Re-engage each customer** at the right time by triggering relevant Push notifications based on cross-channel real-time activity
- **Drive higher response rates** by tailoring messages to what will resonate in the moment using adaptive recommended content
- **Automate push notifications** that optimize to where each user is within their customer journey



## In-App Messages

Take full advantage of every in-app interaction with contextualized, timely messages that guide and drive action.

- **Deepen in-app engagement** with 1:1 recommendations that adapt to each user's interests and behaviors inside and outside the app
- **Drive conversion and monetization** with relevant, timely messages that auto-trigger at key moments based on behavior and predictive intelligence
- **Create rich, personalized messages** using pre-built, yet fully customizable, Slider, Modal, and Full-screen templates

## SMS

Connect with users and maximize engagement by enhancing the customer journey with personalized SMS messages.

- **Drive engagement beyond open rates** with personalized messages triggered by cross-channel user behaviors
- **Make every message meaningful** by including 1:1 recommendations and personalized messages adapted to user preferences
- **Optimize SMS** and the greater customer journey with reporting and orchestration for all channels within a single interface

