Regles concernant le contenu des notifications sur Android.

Interdits : ( copier les regles google)

1. Defamatory, discriminatory
2. Encourage illegal purpose
3. Sexual materials
4. Inflammatory religious
5. False information
6. Don't use your application to promote or advertise alcohol, tobacco, ammunition and firearms, or other content not suitable for users under the relevant age of majority

Autorisés :

1. Advertising ( 1 or X product)
2. Promotions ( X% discount)
3. Direct Marketing ( Entre acheter)
4. News
5. Product sheet in front of a product
6. Stories of the owner, the shop
7. Gift for Apps users
8. Encouragements to continue
9. Help to stay in the district
10. Local Joke
11. Quizzz
12. Incitation a mieux vous connaitre

Donc le marchant doit trouver une valeur ajoutée qui peut etre des coupons, de la vente direct , il doit parler aux usagers des apps par rapport a la valeur ajoutée de l’application cible.

Dans le CM, le client peut choisir ses cibles en terme de cell : IOS seul ou android seul, ou IOS + android, en fonction du message.

Regles concernant le contenu des notifications sur IOS

Interdits : ( copier les regles apple)

1. Advertising ( 1 or X product)
2. Promotions ( X% discount)
3. Direct Marketing ( Entre acheter)
4. Defamatory, discriminatory
5. Encourage illegal purpose
6. Sexual materials
7. Inflammatory religious
8. False information

Autorisés : Attirer l’attention sans vendre aggressivement, donc avec une valeur ajoutée autre.

1. News
2. Product sheet in front of a product
3. Stories of the owner, the shop
4. Gift for Apps users
5. Encouragements to continue
6. Help to stay in the district
7. Local Joke
8. Quizzz
9. Incitation a mieux vous connaitre

Donc le marchant doit trouver une valeur ajoutée qui ne soit pas des coupons, de la vente direct , il doit parler aux usagers des apps par rapport a la valeur ajoutée de l’application cible.

People use shopping apps to purchase items online, but these apps can also encourage purchases in the physical world. According to our survey, 48% of mobile app users said they made a purchase in-store as a result of receiving a personalized push notification. (In the survey, we defined a “personalized push notification” as a message customized to a user’s profile, interests, and previous shopping or browsing history.)

In addition to this, 36% said a push notification triggered by their location inspired an in-store purchase. This aligns with responses in a [push notification survey](http://info.localytics.com/blog/push-notification-survey-2018) we conducted in which 42% of smartphone users said location-based push notifications caused them to use an app more.

**Question:**Did a *personalized* push notification influence an in-store purchase you made?

* Yes - 48%
* No - 52%

**Question:** Did a *location-based* push notification influence an in-store purchase you made?

* Yes - 36%
* No - 64%

**62% of mobile app users appreciate receiving messages from retailers post-purchase**

When we asked people if they had a recent experience where an email or push notification from a retail brand positively influenced their view of the brand, 58% of people said yes. Then, for those who answered yes, we asked *which type* of message positively influenced their view of the brand.

According to the survey, messages with the most positive impact on brand perception are based on previous purchase behavior. Sixty-two percent of people prefer this type of message over a message that is location-based (20%) or seemingly random (18%). So, while location-based messages can be effective at getting people to buy in-store, they aren’t as effective at positively impacting brand perception.

**Question:** Which type of message positively influenced your view of a retail brand?

* A message based on a previous purchase I made - 62%
* A message based on my location - 20%
* A message completely out of the blue - 18%

**Remarketing makes 58% of mobile app users feel nervous or annoyed**

As mentioned in the first section of this post, almost half of people made a purchase in-store after receiving a notification that was personalized with their profile data (e.g. previous shopping behavior). But the majority of them are still uneasy about being tracked and remarketed to online.

In the survey, we asked people how they felt about this type of experience: You view a product online or in a mobile app → You get an offer for that product in your email inbox or via push notification → You see an ad in your social media feed about that product.

When push is treated as just another promotional channel for a sale, event or content piece, it often results in intrusive, non-contextual and annoying messages that have nothing to do with how the user has engaged with your brand before. It’s a waste of time and resources to do this, plus, it damages your relationship with the user. Don’t take the shotgun approach.

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Forty-two percent responded positively to remarketing and 41% said remarketing makes them feel nervous. This means personalization is still polarizing and there's a fine line between doing it right and potentially turning someone off.

**Question:** How do you feel about being remarketed to after viewing a product online or in a mobile app?

* I feel like I'm being properly targeted and it makes me feel happy - 42%
* I feel like I'm being "big brothered" and it makes me feel nervous - 41%
* I feel like I'm being harassed and it makes me feel annoyed - 18%

**Using a retailer’s app to redeem offers in-store is the #1 feature request**

To round out the survey, we asked people what they want from shopping apps that they’re not getting today. We provided 11 responses/features and requested survey participants to select their top five in order of importance.

**These are the features that had the most #1 rankings on people’s Top 5 List, in order of popularity:**

1. I want to be able to use my app to redeem offers in-store
2. I want my app to alert me with a push notification when an item in my list goes on sale
3. I want a shopping/wish list function
4. I want to be able to order from my app and return in-store
5. I want the app to link to the store’s loyalty program so I can see my status/offers