

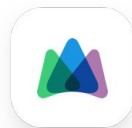
**ACTIVATE**

**LIVE**

# In-App Messaging To Infinity and Beyond!

Neil Wainwright, CEO

**up**habit



# Agenda

1. Our challenge
2. Iterable possibilities
3. We leveraged six capabilities
4. Resources for you

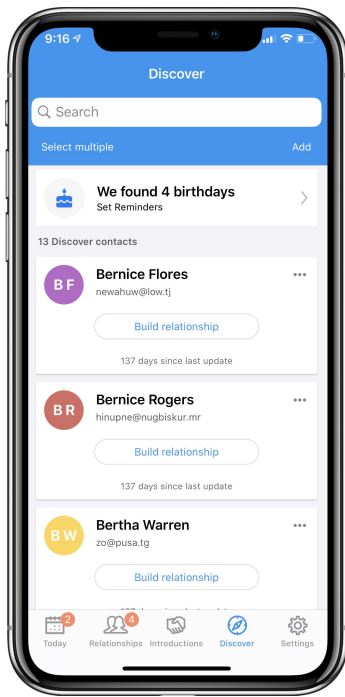


# What's UpHabit?

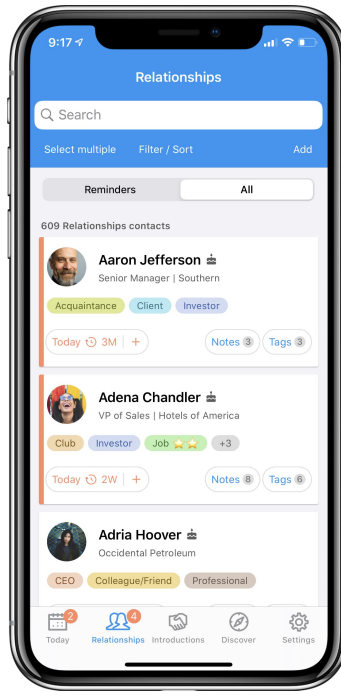
Professional Network Manager to **Own and build your Work Life Network**  
(aka everything your address book and LinkedIn should do but don't)



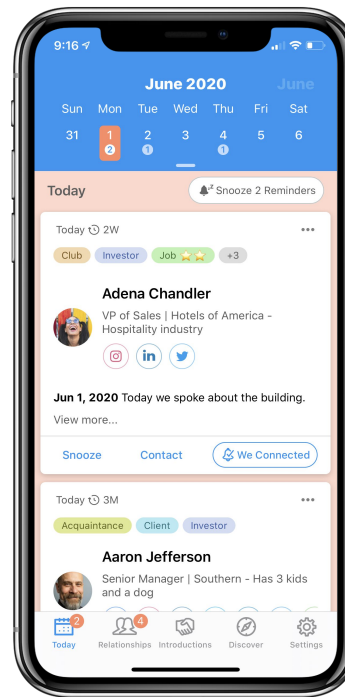
- Privacy-focused
- Mobile-first
  - Reminders
  - Notes
  - Tags
- Free base features
- 92 releases in 2019
- Obsessed with user experience



START



MANAGE



CONNECT

# UpHabit's Challenge

as a Professional Network Manager

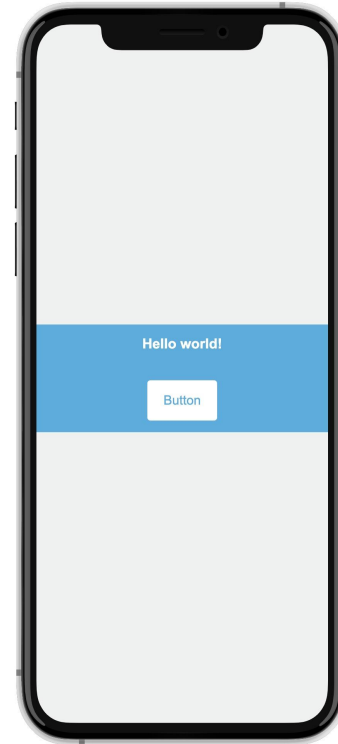


- We tried another platform for email + push and it fell flat
  - Didn't have in-app
  - Didn't work with staging and production environments
- Our focus is a deep user experience, so we needed:
  - Email
  - Push
  - In-App
- Iterable's awesome at email and push, but what about in-app?

# Iterable In-App

it works everywhere

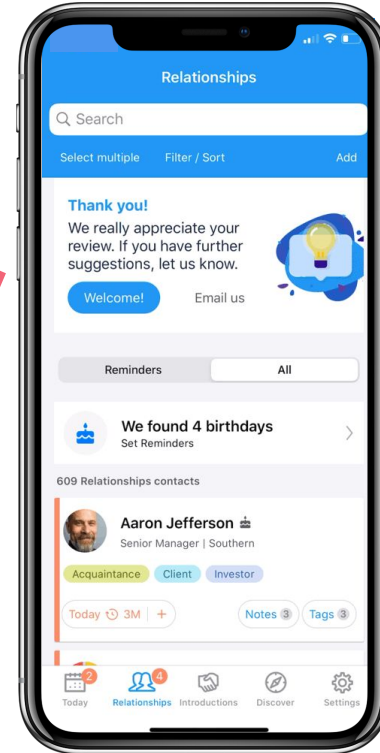
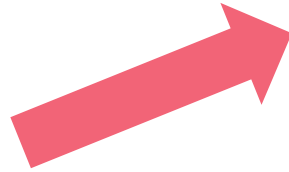
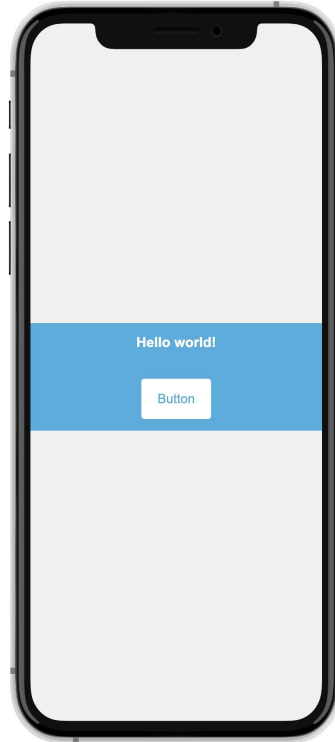
- Standard In-App takes over the screen (it's modal and it has to be)
- You can style things a lot with CSS, but it's still modal
- But Iterable has great engineers...



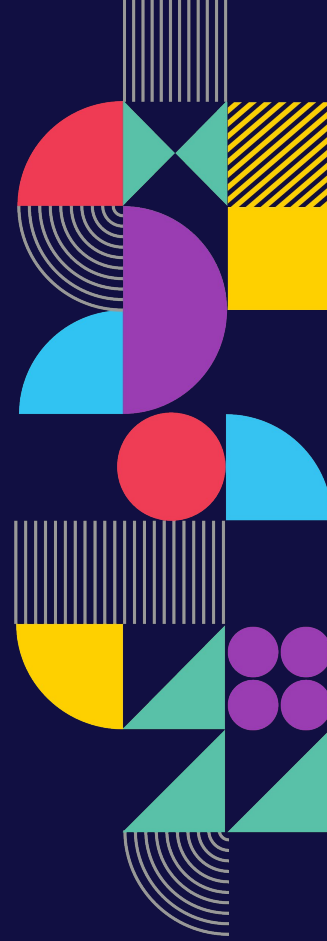
# Iterable Engineering

they give us flexibility

- In-App message interception
- Use the power of Iterable's infrastructure
- Non-modal



# 6 In-App Capabilities



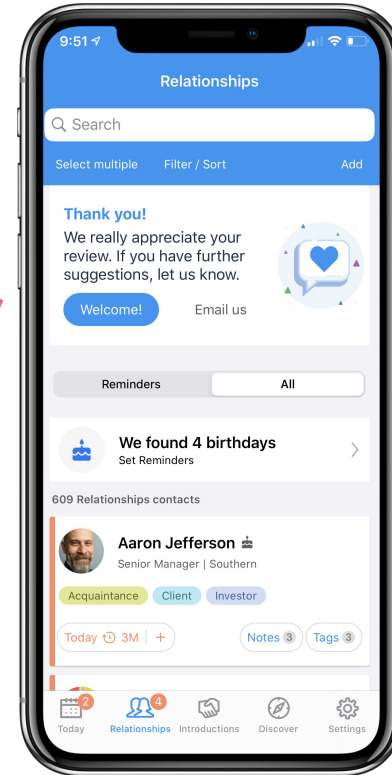
# #1: Integrated UI

it's not modal

- Custom Payload (JSON)
- Drives our integrated UI
- Beautiful design

Custom payload (optional)

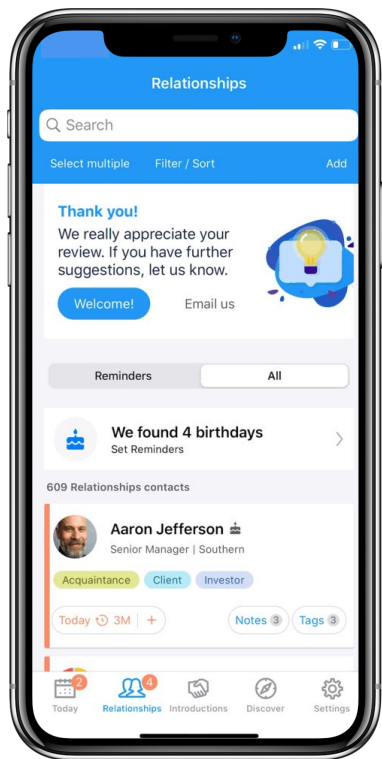
```
1 {  
2   "location": "any",  
3   "header": "Thank you!",  
4   "body": "We really appreciate your review. If you have  
5     further suggestions, let us know.",  
6   "primary_label": "Welcome!",  
7   "secondary_label": "Email us",  
8   "base64_image_string": "{{snippet  
9     'clip_feedback_heart_image'}}",  
10  "secondary_url": "mailto:support@uphabit.com?Subject  
11    =My%20feedback%20to%20UpHabit",  
12  "current_location_only": false,  
13  "clip_id": "clip_id",  
14  "always_show": true  
15 }
```





# #2: Server-Side Animations

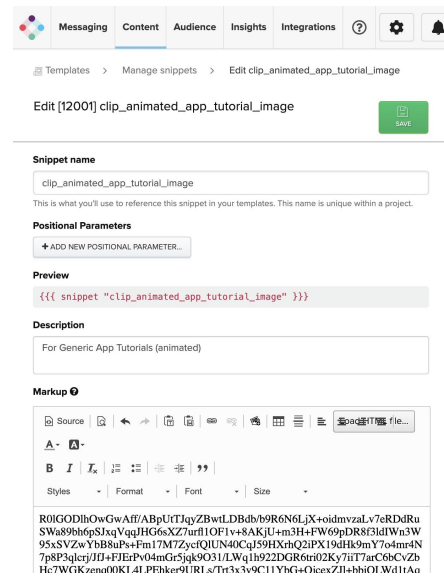
GIFs delivered dynamically from the server



- Animated GIFs
- Base64 Encoded
- Stored as Snippets
- Inserted in JSON
- Very flexible

Custom payload (optional)

```
1 - {
2   "location": "any",
3   "header": "Thank you!",
4   "body": "We really appreciate your review. If you have
5     further suggestions, let us know.",
6   "primary_label": "Welcome!",
7   "secondary_label": "Email us",
8   "base64_image_string": "{{snippet
9     clip_animated_app_tutorial_image}}",
10  "secondary_url": "mailto:support@uphabit.com?Subject
11    =My%20feedback%20to%20UpHabit",
12  "current_location_only": false,
13  "clip_id": "clip_id",
14  "always_show": true
15 }
```



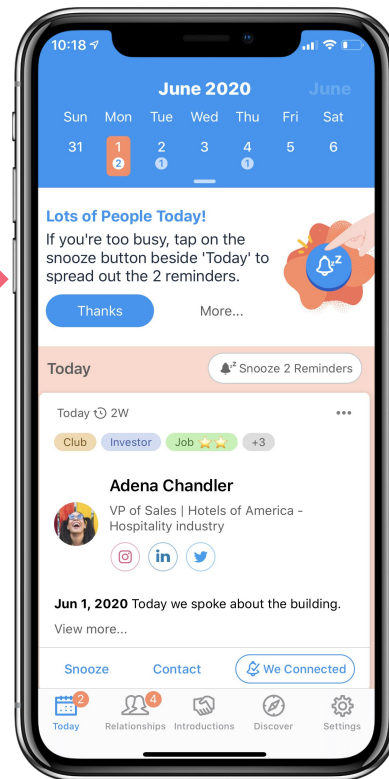
# #3: Properties-Driven Content

add whatever you want to the content on the app

- Use Iterable user properties
- Insert the data real-time
- Can have complex statements

Custom payload (optional)

```
1 {
2   "location": "today",
3   "header": "Lots of People Today!",
4   "body": "If you're too busy, tap on the snooze button
5   beside 'Today' to spread out the {{{todayBadgeCount}}}
6   reminders.",
7   "primary_label": "Thanks",
8   "secondary_label": "More...",
9   "secondary_url": "uphabit://intercom?link=https://intercom
10  .help/uphabit/en/articles/2771993-what-s-bulk-snooze",
11  "base64_image_string": "{{snippet
12  'clip_bulk_snooze_image'}}",
13  "current_location_only": false,
14  "clip_id": "clip_id",
15  "always_show": true
16 }
```



# #4: Platform-Specific Messaging

certain messages only display on iOS and not Android (and vice versa)

- Iterable SDK can't target one platform
- But UpHabit added a JSON flag for platform
- An iOS device will show the message & Android will ignore it
- Or visa versa if “platform” is the other way

## Custom payload (optional)

```
Code powered by ace
1 {
2   "location": "any",
3   "header": "Thank you!",
4   "body": "We really appreciate your review. If you have
5     further suggestions, let us know.",
6   "primary_label": "Welcome!",
7   "secondary_label": "Email us",
8   "base64_image_string": "{{snippet
9     'clip_feedback_heart_image'}}",
10  "secondary_url": "mailto:support@uphabit.com?Subject
11    =My%20feedback%20to%20UpHabit",
12  "current_location_only": false,
13  "clip_id": "clip_id",
14  "platform": "ios",
15  "always_show": true
16 }
```

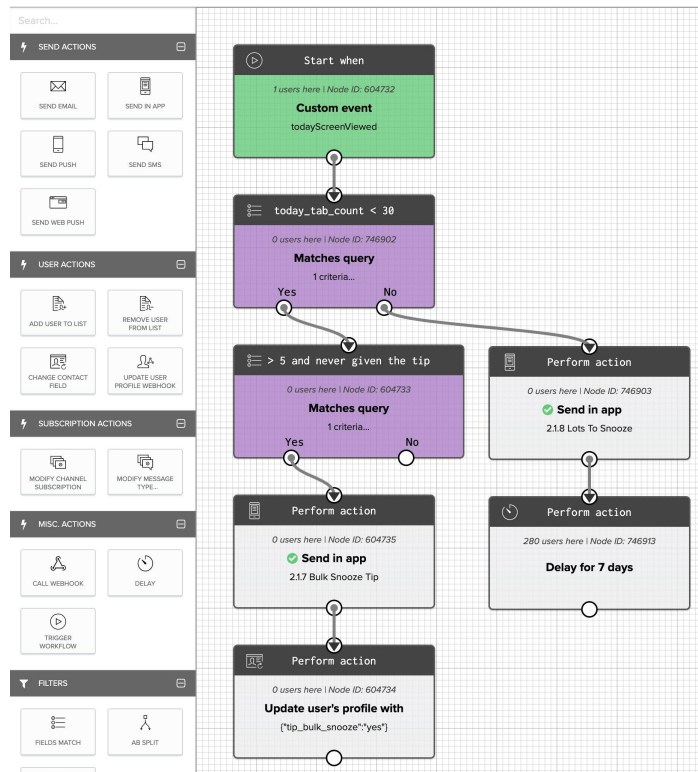
Ln:11 Col:20 17 characters selected

# #5: Server-Driven Workflow

Iterable workflows are incredible, and you can drive complex interactions with them

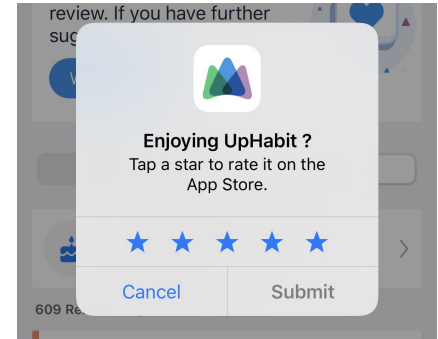
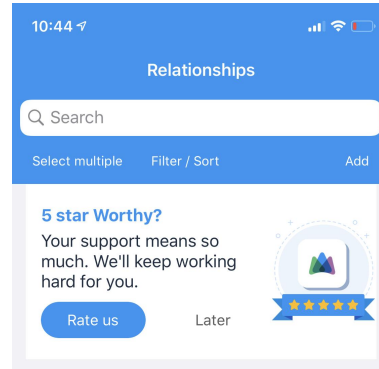
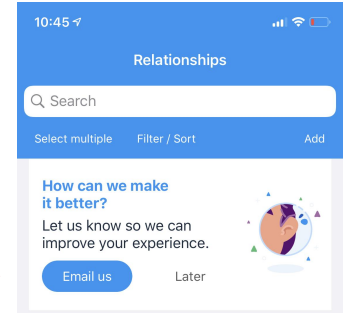
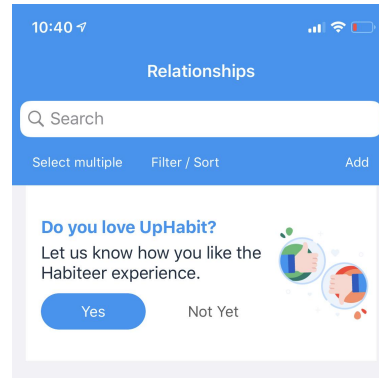
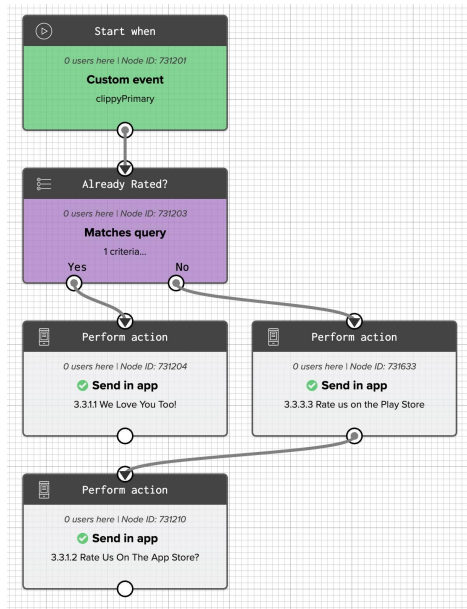


- Leverage the power of the Iterable workflow engine
- Conditional logic
- Delays
- Writing user profiles
- It's awesome!



# #6: Behavior-Driven Interactivity

workflow based on a user's actions



# Summary of the Six

1. Integrated non-modal UI
2. Server side animations
3. Properties-driven content
4. Platform-specific messaging
5. Server-driven workflows
6. Behavior-driven interactions



# Thanks Iterable Engineering!

engineers can't save the world, but they can make it a better place

- Great workflow/design environment
- Strongly multi-channel
- Native in-app support
- Extensible SDKs



# Resources for You

any company can do what we did

- Happy to talk anytime
- The QR code on the right is me
- neil@uphabit.com
- See you in the networking lounge!





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**LIVE**

**Thank You!**



**ACTI** **LIVE**  
**VATE**