

# Mobile-First Email

Email is a critical channel for the marketing world. Yet, traditional web-centric email lacks user intelligence, fails to incorporate mobile app behavior, can't access real-time location, and doesn't orchestrate well with other mobile channels.

That's why we built email for the mobile era. We help mobile teams overcome common challenges, like siloed data sources and multiple vendors, to understand how email impacts downstream behaviors and conversions.

## Leverage Email for Mobile-Specific Use Cases

### Push Notification Opt-Outs

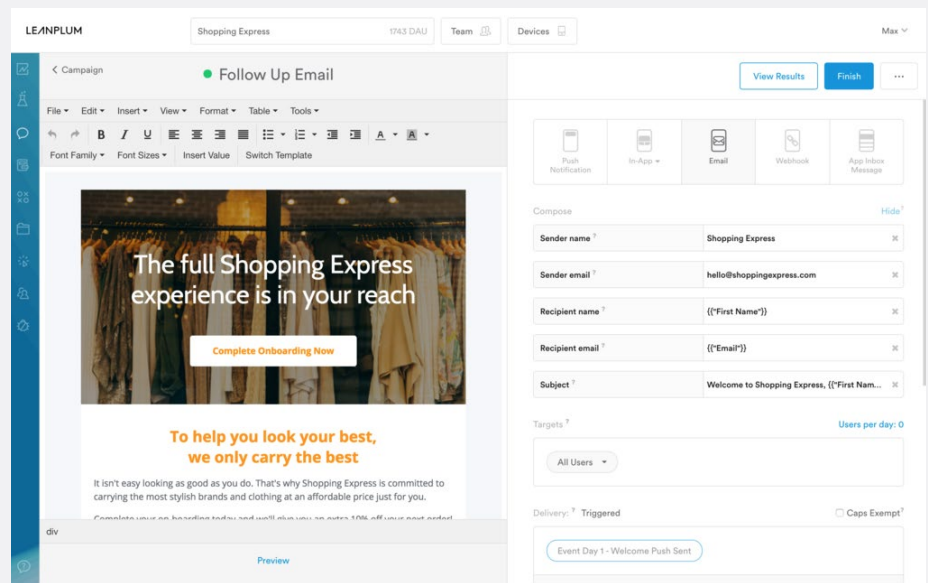
On average, only 35 percent of iOS users opt-in to push notifications. Email is a great way to reach users who opt-out, to explain the value of push.

### Shopping Cart Abandonment

Users abandon about 90 percent of mobile shopping carts. With email, you can notify shoppers that items are still saved to their cart and deep link them back to the checkout page.

### Dormant User Re-Engagement

Our data shows that by day one, you've already lost 79 percent of your users. TextNow leveraged Leanplum to email users who uninstalled the app, and asked them to re-download and continue use. Through a single email, TextNow convinced thousands of users to re-install and re-engaged users it otherwise would have lost.



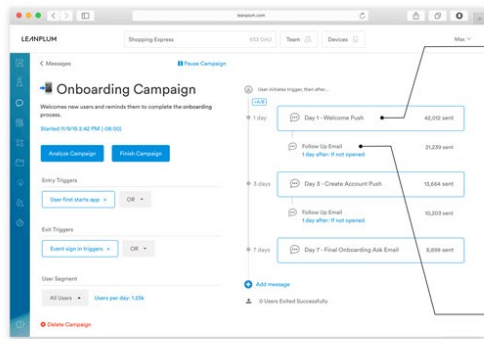
Leanplum now includes email among the channels it powers, with varying audience and content triggers from a single interface. The solution powers in-app life-cycle management campaigns through messaging campaigns, and marketers can optimize the app content and interface with a visual editor without requiring coding or app store re-submissions.

Julie Ask,  
Vice President, Principal Analyst at Forrester

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## LEANPLUM

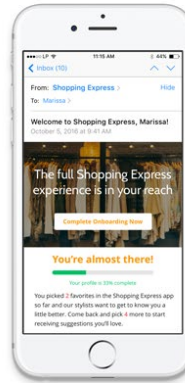
Email built to leverage the personalization power of mobile.



Day 1  
Welcome  
Push Notification



Day 2  
Follow Up  
Email



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Leanplum's integrated platform for both push notifications and in-app A/B testing is far superior to managing standalone vendors. With its complete optimization solution and added support for email, Leanplum helps us deliver a great app experience to fuel millions of new connections.

Maria Zhang,  
VP of Engineering at Tinder

tinder™

### The Power of Leanplum in Your Email

Get personalization benefits Leanplum provides for messages inside your email campaigns. Target emails to the most relevant person. Personalize copy so it includes parameters that inspire action. Send only when each user is most likely to open. Leverage location-based insights and of A/B test and analyze everything, from the subject line to the segment.

### Deliver a Consistent Customer Experience

With Leanplum, brands can coordinate and automate their messages across all mobile channels, such as push notifications and in-app messages. Create consistency when If you're orchestrating a promotion across both push notifications and email. You don't have to worry that the push notification offers 10 percent off, while the email offers 15 percent.

### Manage Multiple Unsubscribe Lists

With other messaging solutions, when users unsubscribe from your emails, they don't receive additional communications from your brand. But with Leanplum, you have the opportunity to segment users into lists. If one person wants to opt-out of your automated blog digest, they still receive alerts to product changes, new features, and more.

### Get Advanced Personalization With Templates

Leverage our rich text editor to craft messages or upload responsive HTML5 templates that look great on desktop and mobile.

When you are ready for more advanced personalization, use Jinja template code to create conditional blocks and loops. For example, designate a specific section of your email to only appear to users who purchased previously.

## Trusted By



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