

Mobile Marketing Platform Vendor Comparison Checklist



Xtremepush

ENGAGEMENT CHANNELS

- Email
- SMS



WEBSITE ENGAGEMENT

- Rich Media Push Notifications
- Pop-ups/On-Site Messages
- Web Inbox



MOBILE APP ENGAGEMENT

- Rich Media Push Notifications
- Banners/ In-App Messages
- App Inbox
- Social Media Webhooks
- **Is the Platform Modular?***



*A modular platform allows for greater freedom and agility when adding new channels or replacing existing solutions.

CAMPAIGNING & AUTOMATION MESSAGE-TRIGGERS SUPPORTED

- User Actions/ Tagged Events
- User Inactivity
- API Call From Backend System
- Location (Current & Historical)



OPTIMISATION

- A/B Testing
- M.L. for Optimal Send Time
- M.L for Best Channel



AUTOMATION

- Advance Scheduling
- Multichannel Customer Journey Builder



AUDIENCE ACTIVATION PERSONALISATION & TARGETING

- Dynamic Content (Text & Images)
- Real-Time Engagement
- Geofencing
- Bluetooth Beacons



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SEGMENTATION CONDITIONS

- Tagged Events & Custom Attributes
- Behaviour (pages viewed, clicks etc)
- Location (Current & Historical)
- Gender
- Country
- Device
- Carrier
- OS
- App Version
- "And or Or" Rules
- CSV File Uploads From CRM

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DATA & ANALYTICS

- Unify User Profiles (Single Customer View)
- Cross-Device Identity Resolution
- Profile De-Duplication

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DATA SOURCES COLLECTED

- Tagged Event Hits
- Real-time Events
- Google Analytics
- Google Tag Manager Partner
- Customer Relationship Management & Customer Data Platforms Integrations

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ANALYTICS CAPABILITIES

USER ANALYTICS

- New and Returning
- User Engagements
- Influenced Session
- Ad Attribution
- Funnel Analysis
- Tagged Events & Impressions

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LOCATION ANALYTICS

- Country
- Language
- Geofencing & Bluetooth Beacon

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DEVICE ANALYTICS

- Carrier
- Device Model
- App Version



DEPLOYMENT, SECURITY & DATA PROTECTION

DEPLOYMENT OPTIONS

- On-Premise
- Private Cloud (All AWS Regions Supported)
- Shared Cloud



SECURITY & COMPLIANCE

- ISO Certification
- GDPR & Privacy Laws Compliance
- Corporate Single Sign-On

