PRESS RELEASE

Incentivated launches cross-platform In-App messaging API

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Leading mobile marketing and technology company, Incentivated, has announced the launch of a cross-platform In-App messaging API, the latest tool to come online through its cutting edge mobile marketing SaaS platform 'iris'.

Support is provided for Apple (iOS), Android, Blackberry and Microsoft Windows Mobile. The API can be retrospectively added to enable messaging to customers with existing apps, no matter who they were built by, as well as be added to brand new apps.

In-App messages, or "App-Push Notifications", are a simple way of engaging with customers through their smart phones or tablets. They are messages or instructions sent directly to the customer's phone, in a similar manner to SMS, but via the hardware manufacturer, rather than the mobile network operator (MNO). Clients can choose to route messages to their mobile apps as an alert with badges, marquee, pop-up, 'toast' etc or as SMS or **both** SMS and app-push. Iris applies the relevant business logic automatically on account of its single customer view ("SCV").

This gateway for app-push notifications is designed to complement the development and launch of an app. The API can send in-app messages across a portfolio of apps on different platforms if necessary. Any app developer can use the API.

Once the customer has opted in to receive push notifications, after downloading the application, communications can be delivered to their device, even when the app isn't open. And because there is no involvement with the mobile networks, there is no message transmission cost involved.   /ENDS/

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About Incentivated
Incentivated (www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other managed services.

Scan the QR code below to visit the Incentivated website optimised for your mobile phone.

No code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone.