

# Intro to Azure Mobile Engagement

RYAN DAVIS

BRISBANE AZURE USER GROUP

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# whoami

- Ryan Davis
- Hobby Developer, .NET and mobile
- Work in ~~Information Management~~ LINQPad all day baby
- Xamarin MVP



[ryandavis.io](http://ryandavis.io)



[rdavis\\_au](https://twitter.com/rdavis_au)



[rdavisau](https://github.com/rdavisau)

# to cover

- What is Azure Mobile Engagement
- How it works
- Example use cases
- Wrap up/where to next

\* credit for many of the little images and most of screenshots to the AME team

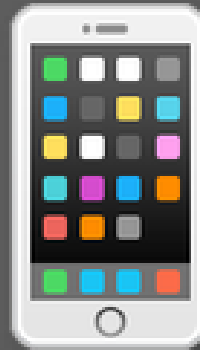
-= intro to azure mobile engagement =-

# What is it?

does what it says on the box



Azure



Mobile

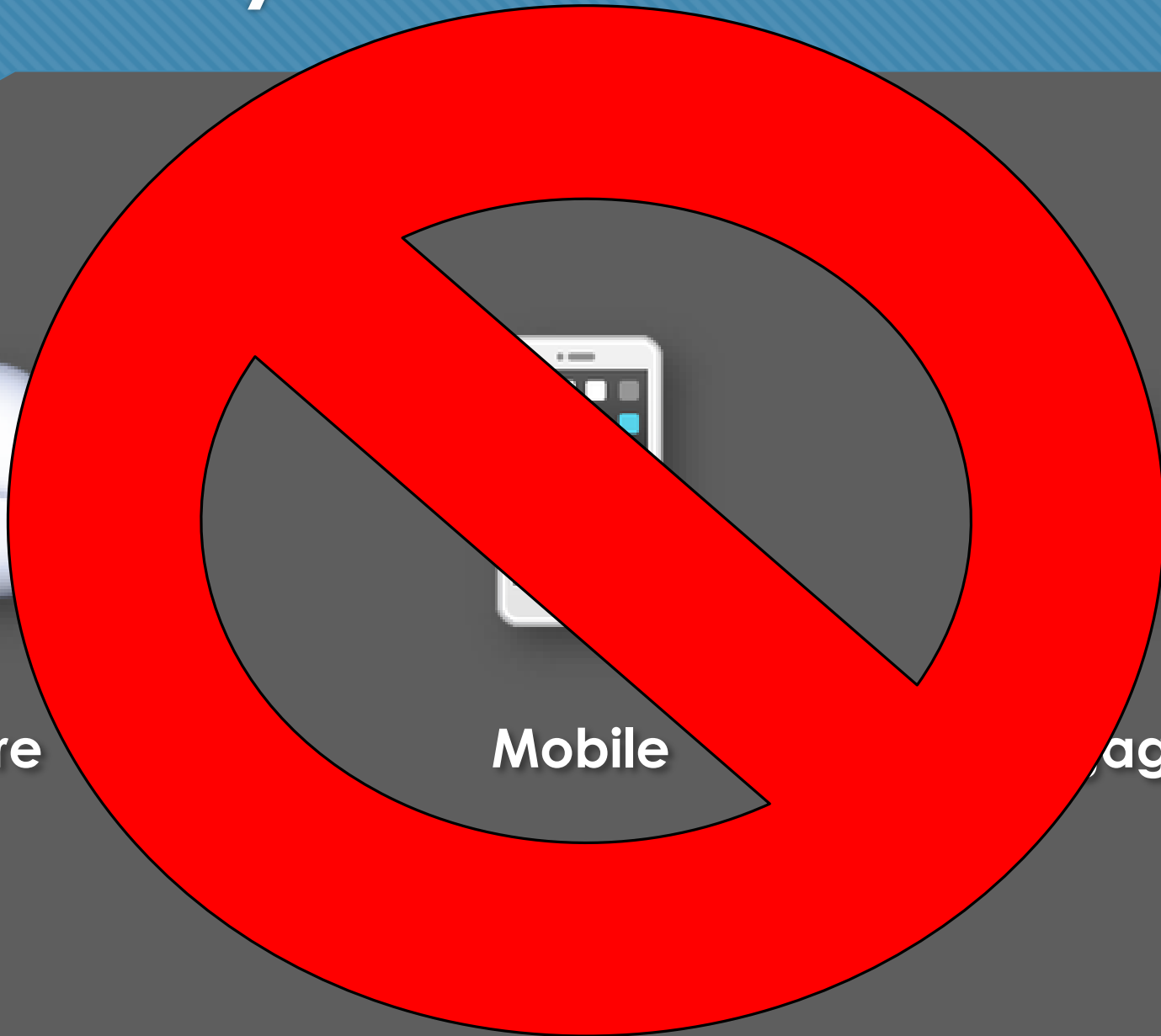


Engagement?

does what it says on the box



Azure



Mobile

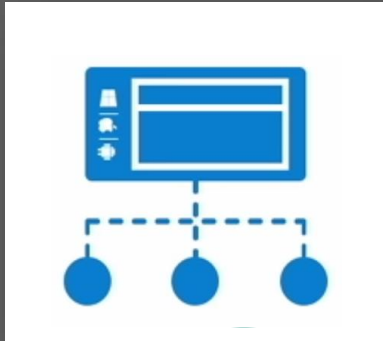


Management?

# a SaaS-delivered engagement platform for



## Manage



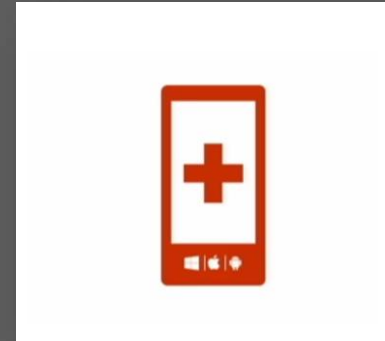
Mobile campaign delivery across platforms and audiences

## Personalize



Unique messaging for unique customers

## Boost



Optimised experiences for greater retention

## Monetise



Amplified ROI with increased visitation and upsell opportunities

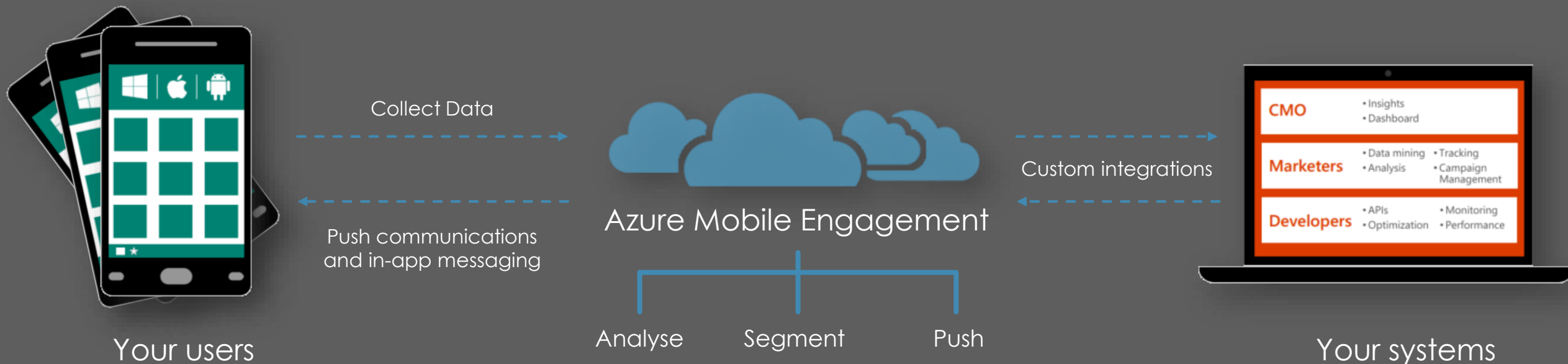
Rebranded



platform, acquired May 2014; Public Preview Feb 2015; GA Oct 2015

# the AME platform

SDKs for all major mobile players; a cloud-based management portal; and deep integration capabilities for internal systems



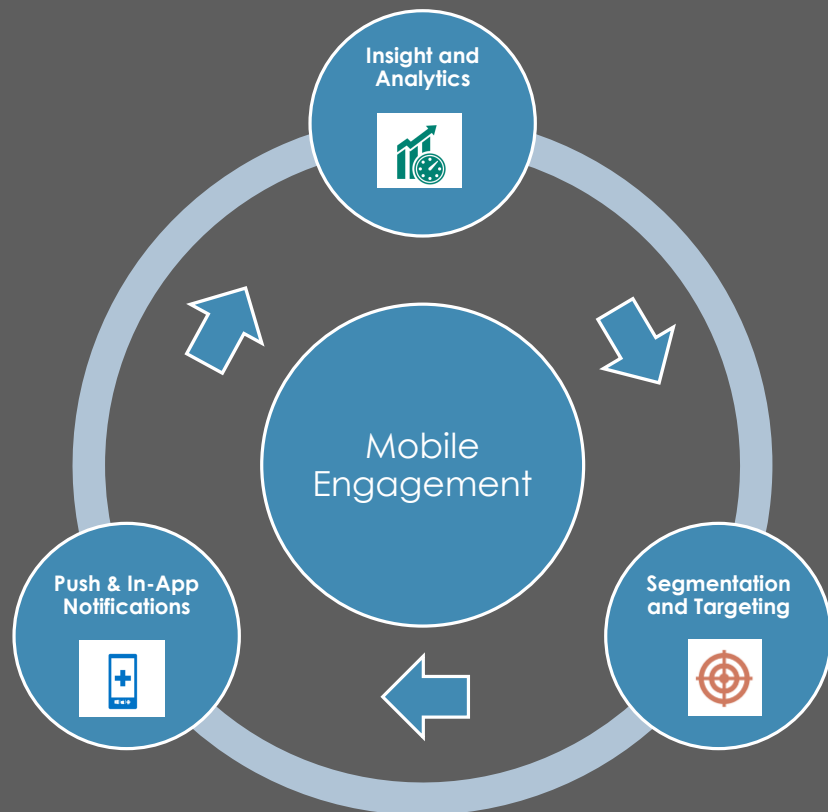


-= intro to azure mobile engagement =-

# How it works

# the AME model

Analyse user behaviour in order to segment and personalise engagement



**Personalized** Messages



**Relevant** Targeting



**Constant** Customer  
Touch Points

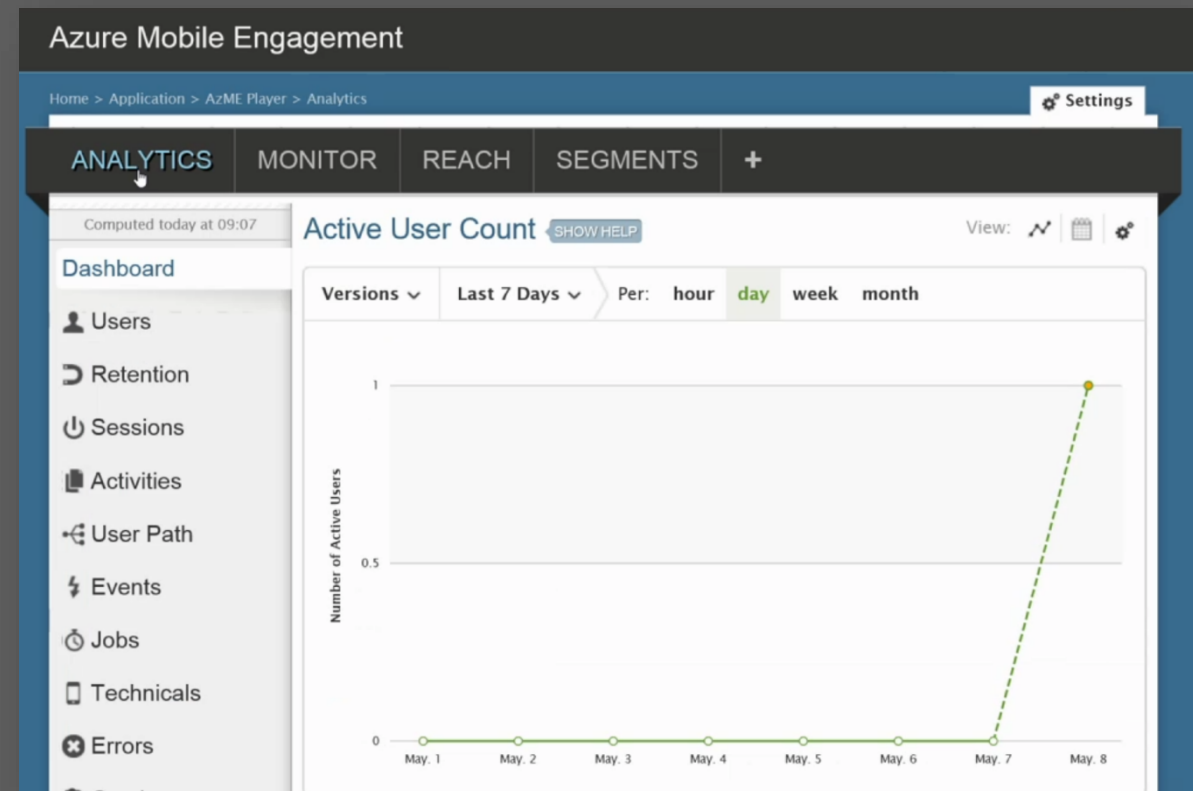


**Extended** Customer  
Engagements

# insight and analytics



- User tracking
  - for “free”:
    - users, sessions and activities
    - technicals and crashes
  - with code:
    - events, jobs and errors
- Dashboards and visualisation
  - historical analysis
  - real-time view of app usage



# flexible, real-time user segmentation



Segments are defined by combinations of criteria over data

Imagine we have a YouTube clone app and want to encourage our loyal Xbox fans to pre-order the new Halo:

“heavy user” =

Criterion type

Select the type of criterion you wish to create.

Event Session Activity Job Crash

Error App Info

Cancel

Session » Period

Define the period over which the session should match your criterion.

Type\* Custom

From\*

Date

Today\*

Yesterday\*

N days ago\*

\*expressed relative to the day of analytics computation

Clear

Cancel Next

Session » Occurrence

Define the session occurrence that should match your criterion over the period "from 10 days ago to Today".

Operator\* ≥ (at least)

Count\* 5

Occurrence\* in total

\* Required field

Cancel Previous Next

“xbox fan” =

Criterion type

Select the type of criterion you wish to create.

Event Session Activity Job Crash

Error App Info

Cancel

Event » Name

Define the event that should match your criterion.

Name\* Video Launched

Key type

Value Xbox

Xbox

Required field

Cancel Previous Next

Event » Occurrence

Define an optional event occurrence that should match your criterion over the period "All time".

Operator\* ≥ (at least)

Count 3

Occurrence\* in total

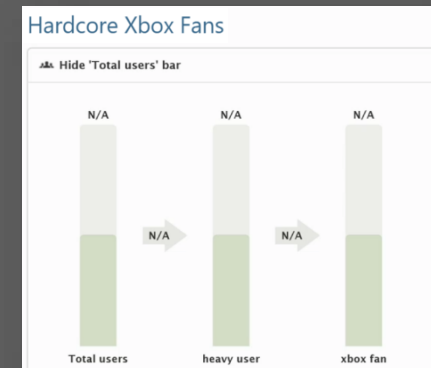
Cancel Previous Next

# flexible, real-time user segmentation



Segments are defined by combinations of criteria over data

Hardcore Xbox Fans =  
“heavy user” + “xbox fan”



# targeted campaigning



## Segments and criteria define audiences for engagement

Create campaign

**Campaign**

Name

Set notification options

**Notification**

1. Choose when the notification should be displayed to your users

Delivery time  Any time  In session  In activity

2. Define the texts of the notification

Default language

Title

Message

Image

3. Define other options

Show the notification icon

Allow users to dismiss

Define content

**Content**

1. Choose the type of your announcement

Type  Notification only (no additional view)  Text announcement (notification + text view)  Web announcement (notification + web view)

2. Choose your action

Action URL

3. Define the texts of your announcement

Default language

Title

Announcement

Action button text

Exit button text

Specify audience

**Audience**

1. Specify which users should be targeted

2. Limit your audience (optional)

Engage only a subset of users

Engage only old users

Engage only new users

Engage only idle users

Engage only active users

Engage only users who can be reached using Native Push

Send only to devices registered with Native Push, thus having the application still installed.  
Warning: Azure Mobile Engagement updates the installation status of a device when a Native Push is made. Thus it is not a real-time status.

Apply push quotas

3. Simulate

Compute the number of known users potentially targeted by this audience (this is an estimate based on a random sample of users). Be aware that users who have uninstalled the application are also part of this audience, but cannot be reached.

0 out of 2 devices (0%)

# targeted campaigning



Monitor campaign effectiveness; use responses as new criteria

### Halo 5000 announcement

activated on Nov. 02, 15 07:18

To understand the statistics of your campaigns, you can read [this article](#).

Simple | **Advanced**

**1 text views displayed**  
0 waiting for display  
0 dropped

**0 text views acted (0%)**  
1 exited from text view  
0 exited from notification

Pushed ?	Delivered ?	Displayed ?	User Interactions ?	Actioned ?
2	1	1	1	0
1 Windows pushes	0 dropped	1 in-app notifs 0 system notifs	Notification	0 actioned
Audience			1 in-app clicked 0 in-app exited 0 system clicked N/A system exited	
2 targeted users			Text view	
			1 text views 0 actioned 1 exited	



### New criterion

Define your audience criterion by giving it a name and configuring it. Note that the audience criterion name MUST start with a letter (A-Z) and can only contains the following characters: a-z, A-Z, 0-9 and \_.

Criterion name

**Technicals**

- Firmware name
- Firmware version
- Device model
- Device manufacturer
- Application version
- Carrier name
- Carrier country/region
- Network type
- Locale
- Screen size

**Location**

**Reach feedback**

- Announcement feedback**
- Poll feedback
- Poll answer feedback
- Data Push feedback

**User profile**

- Segment

#### Announcement feedback

Announcement

Feedback

Pushed

Replied

**Actioned**

Exited

-= intro to azure mobile engagement =-

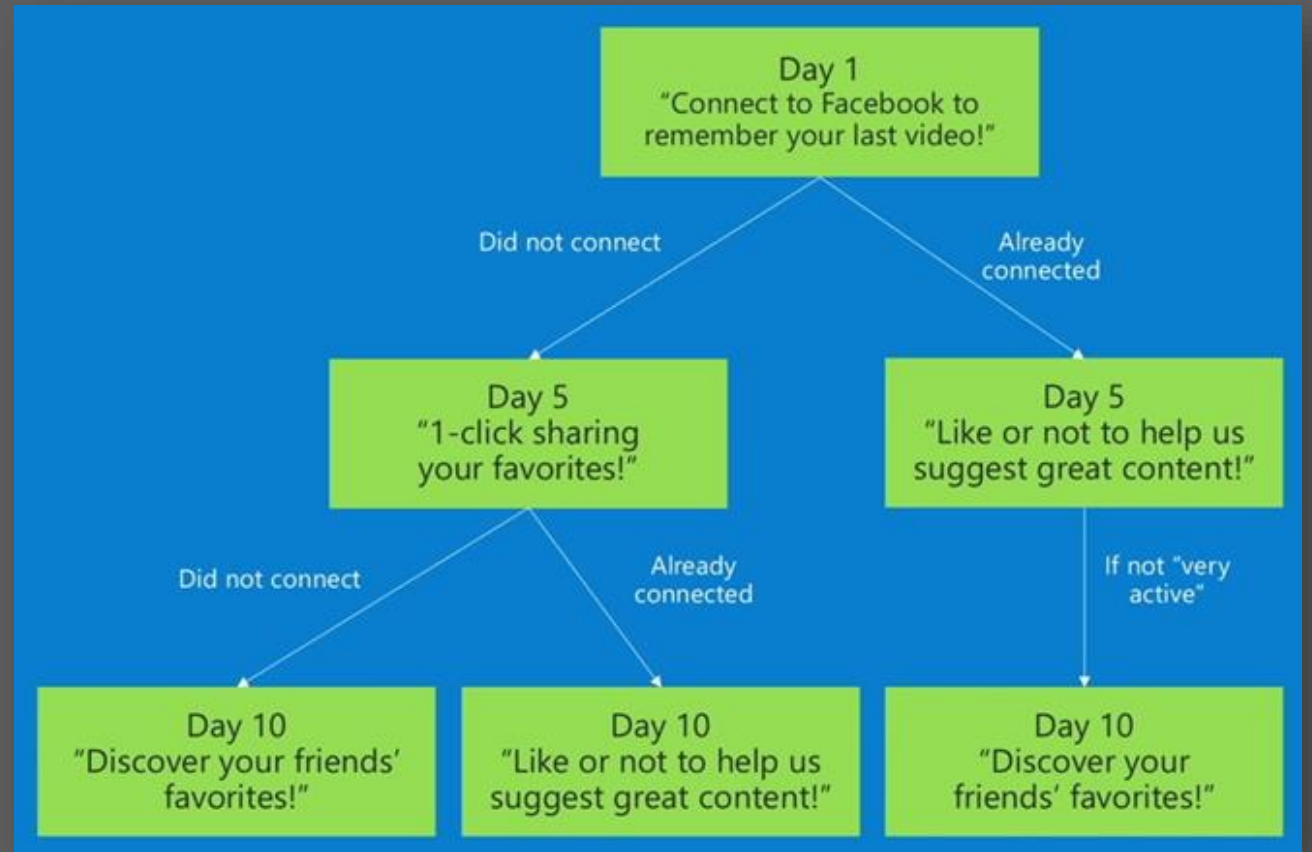
# Example Use Cases



# welcome campaign example

## Initial dialogue with user

- they have just downloaded your app, now is a good time to address your objectives
- craft subsequent engagements based on feedback from previous



# more use cases

## Informing appropriate users of new or unused functionality

- for previously frequent users, a big feature may encourage them to return
- If a heavy user is not using specific functionality, they may benefit from being informed of it

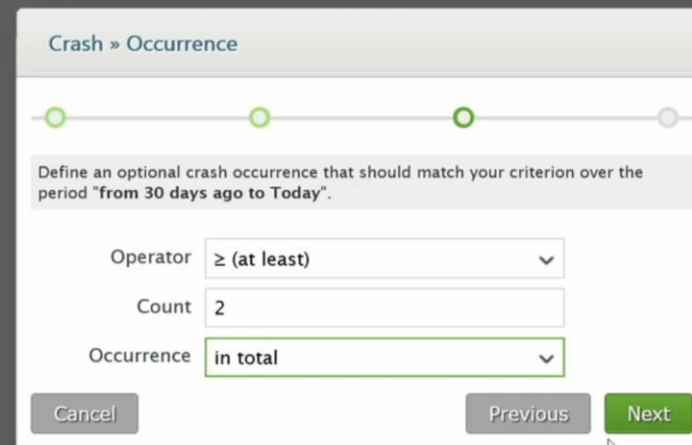
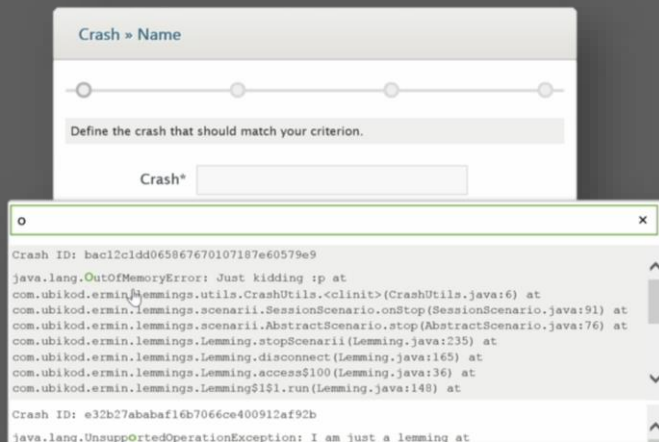
## Encouraging only promoters to give store ratings

- slightly more scientific than the “after 5<sup>th</sup> launch“ method
- use observed behaviour to identify promoters
- ensure reminder occurs during an appropriate activity in the application

# more use cases

## “sorry for the crash”

- crashes are automatically recorded by the engagement SDK
- you can capture errors, track performance of services
- target users affected by specific errors, make them feel looked after



-= intro to azure mobile engagement =-

**Wrap up**

# six steps for success (how to get started)

1. Start building apps / you have existing apps
2. Create a mobile engagement collection and application/s  
<https://manage.windowsazure.com>
3. Download and include SDKs for target platforms  
<https://azure.microsoft.com/en-us/documentation/services/mobile-engagement/>  
(iOS, Android, Windows Universal all supported. SDK also on NuGet for Windows apps)
4. Instrument activities, events and errors; integrate push  
(add code to track important application events and customer usage)
5. Build campaigns and monitor in the engagement portal
6. PROFIT!!!

# availability and pricing

- Hosted in Central US and West Europe only (nbd)

REGION:

Central US

CURRENCY:

Australian Dollar (\$)

We charge for Mobile Engagement by number of Monthly Active Users (MAUs).

NUMBER OF MONTHLY ACTIVE USERS	PRICE PER MONTH PER MAU
0 to 100	Free
Next 100K (0K - 100K)	\$0.01274
Next 400K (100K - 500K)	\$0.00625
Next 2500K (500K - 3000K)	\$0.00434
Over 3000K	<a href="#">Contact us</a>

# where to go for more info

- **Azure Mobile Services Documentation**  
<https://azure.microsoft.com/en-us/documentation/services/mobile-services/>
- **AzureCon video – “Real world ways to increase app usage with Azure Mobile Engagement”**  
<https://channel9.msdn.com/Events/Microsoft-Azure/AzureCon-2015/ACON222>
- **CloudCover E192 – “Azure Mobile Engagement”** [4 days old!]  
<https://channel9.msdn.com/Shows/Cloud+Cover/Episode-192-Azure-Mobile-Engagement-with-Piyush-Joshi>
- **@AzureMobileEng on Twitter**

questions / thanks