Intro to Azure Mobile Engagement

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whoami

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- Xamarin MVP

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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?

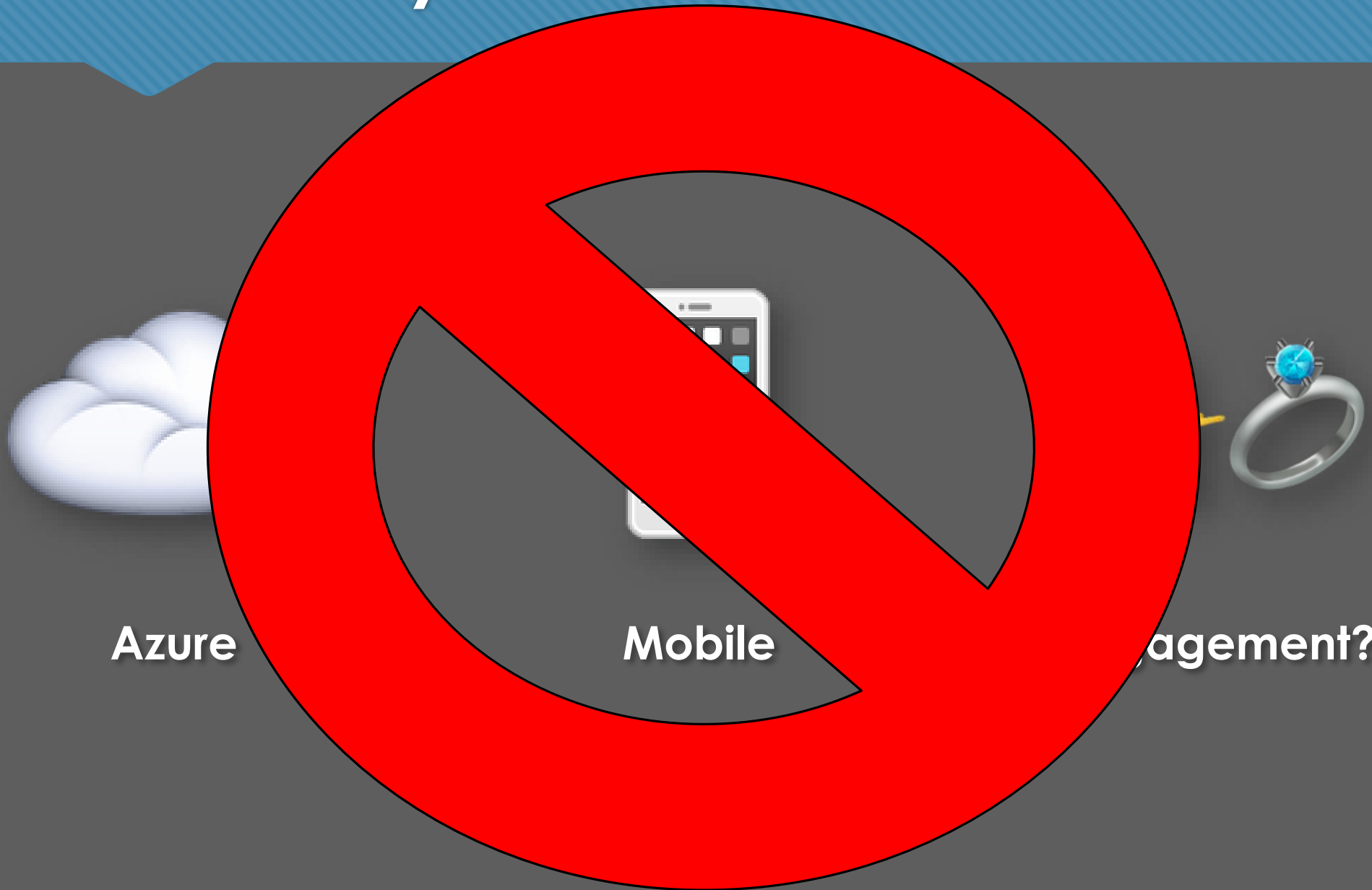
does what it says on the box

Azure

Mobile

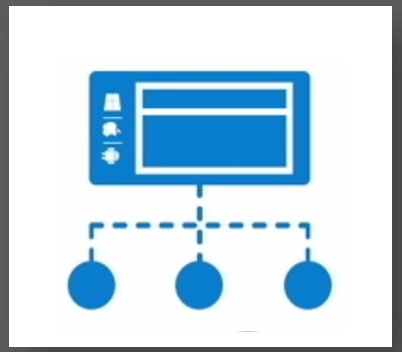
Engagement?

does what it says on the box



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

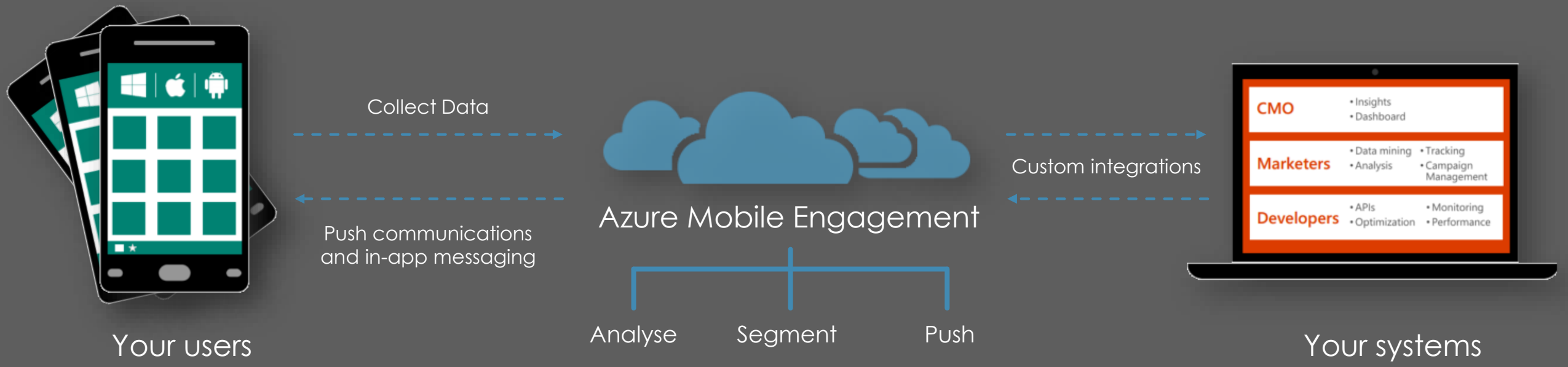
Monetise

Amplified ROI with increased visitation and upsell opportunities

Rebranded capptain PILOT YOUR APPS 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

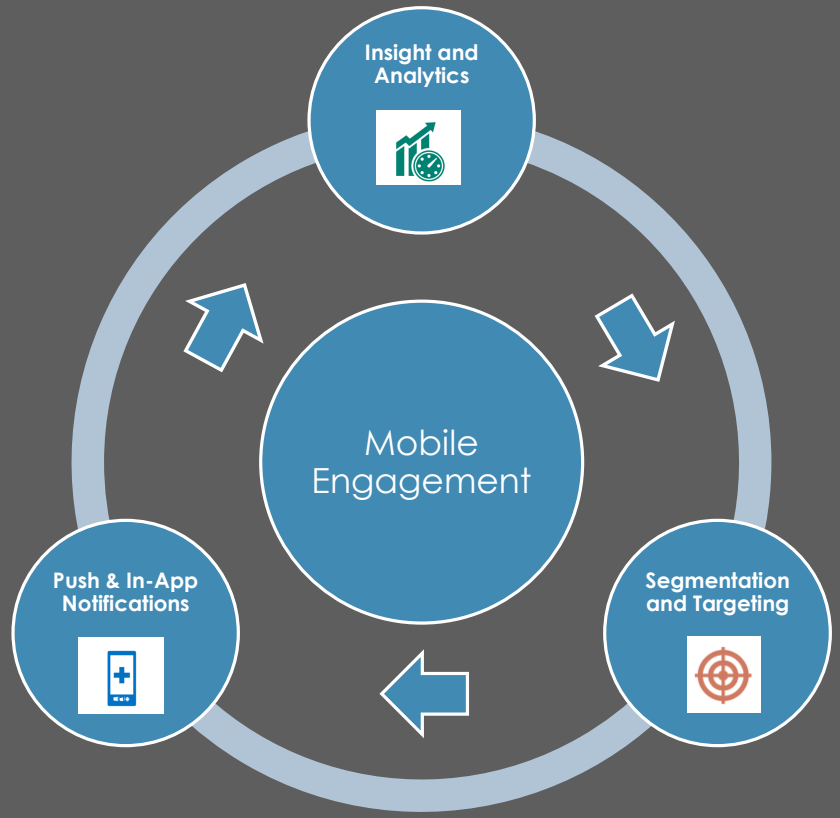


-= intro to azure mobile engagement =-

How it works

the AME model

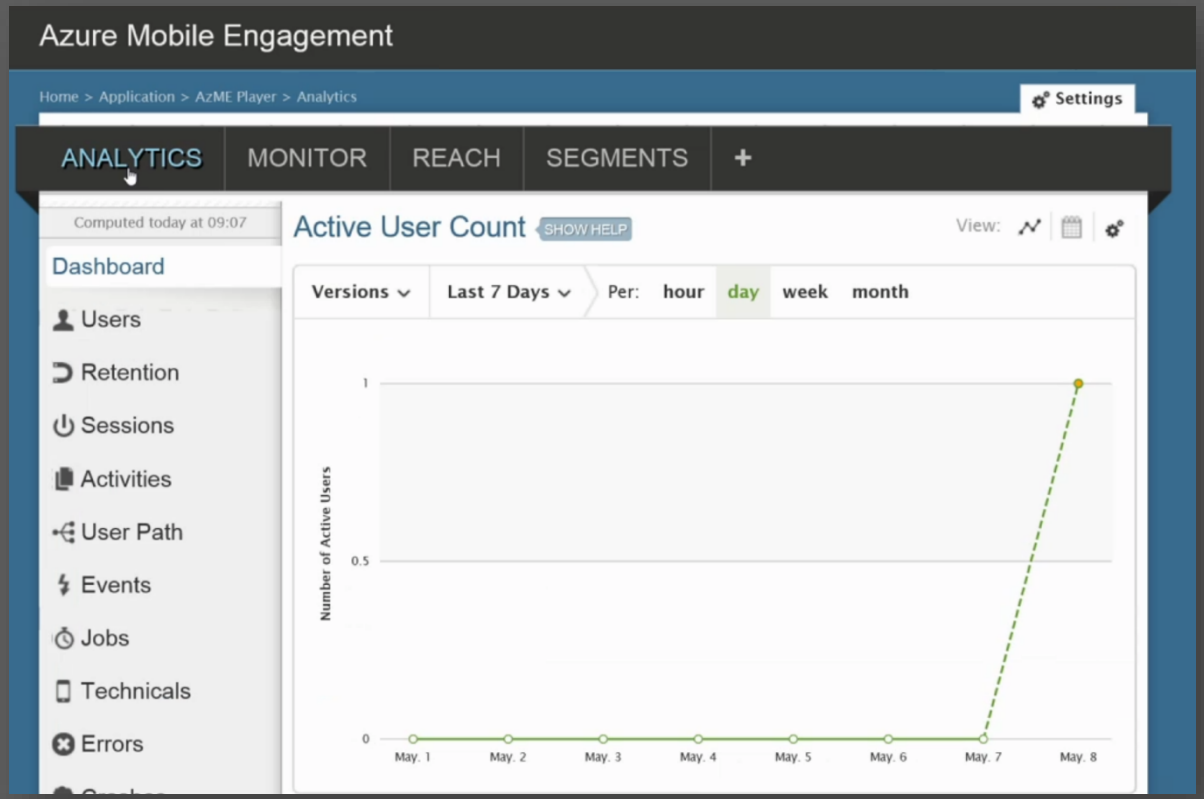
Analyse user behaviour in order to segment and personalise engagement



- **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

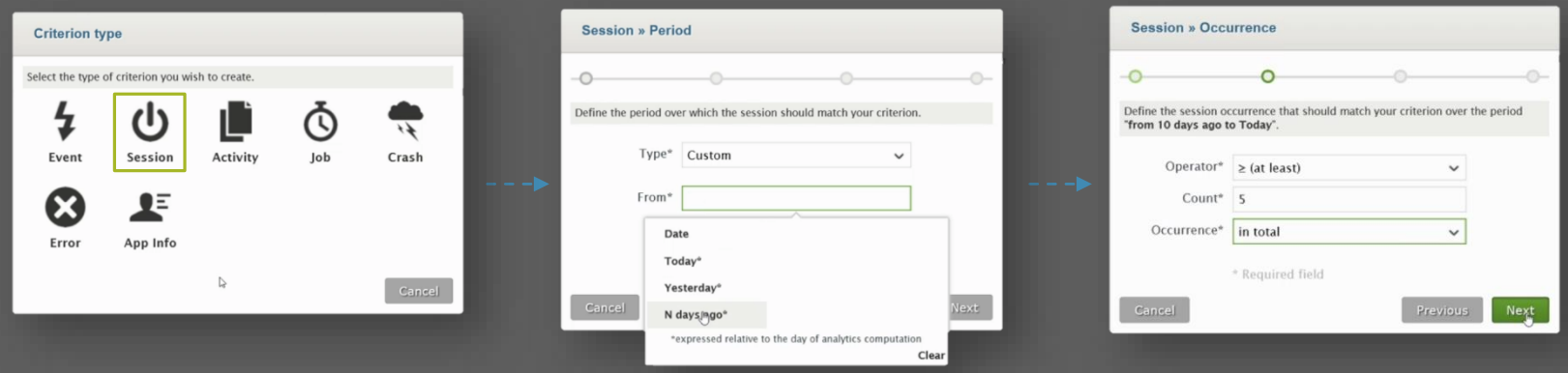


flexible, real-time user segmentation

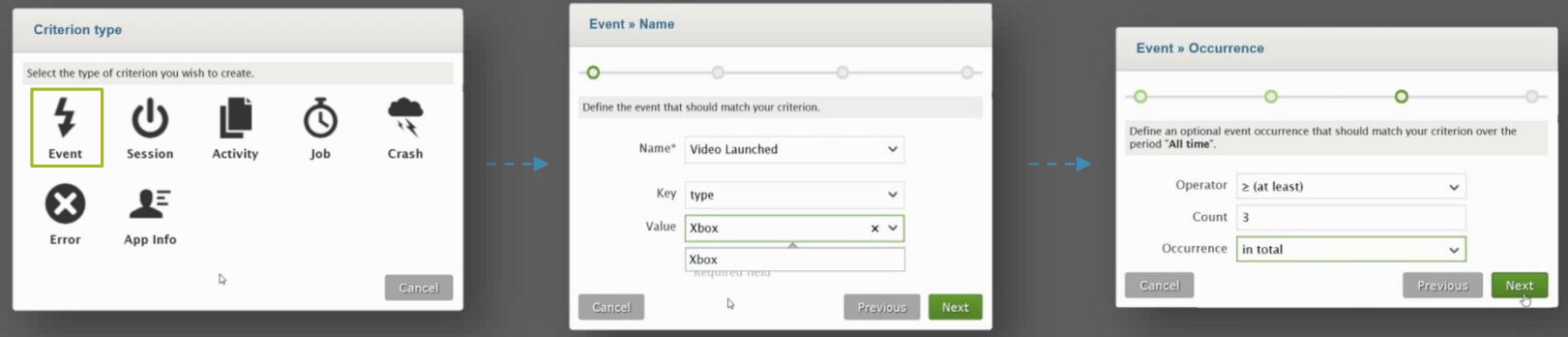
Segments are defined by combinations of criteria over data

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

“heavy user” =



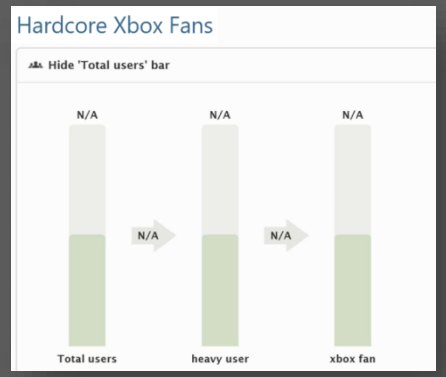
“xbox fan” =

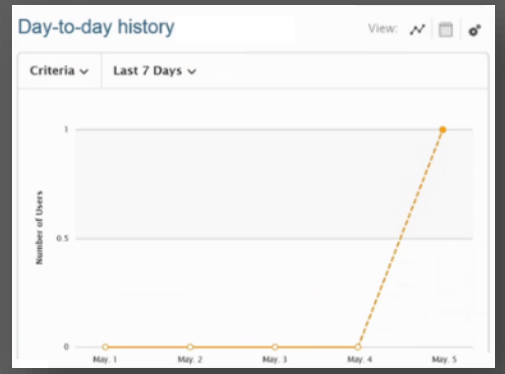


flexible, real-time user segmentation

Segments are defined by combinations of criteria over data

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

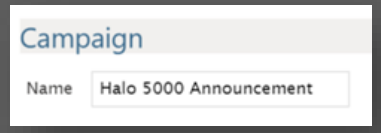




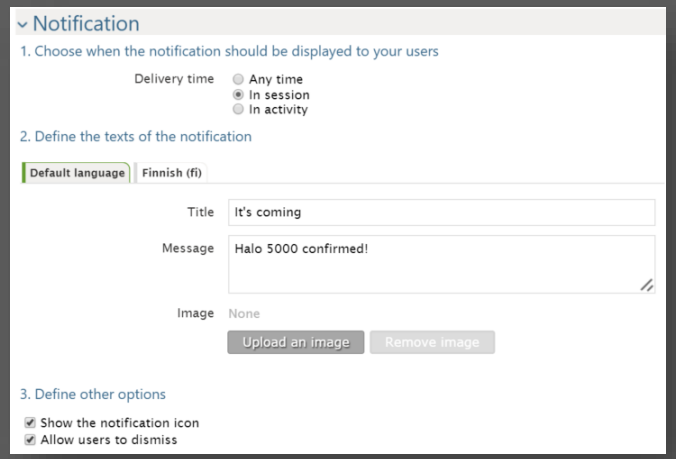
targeted campaigning

Segments and criteria define audiences for engagement

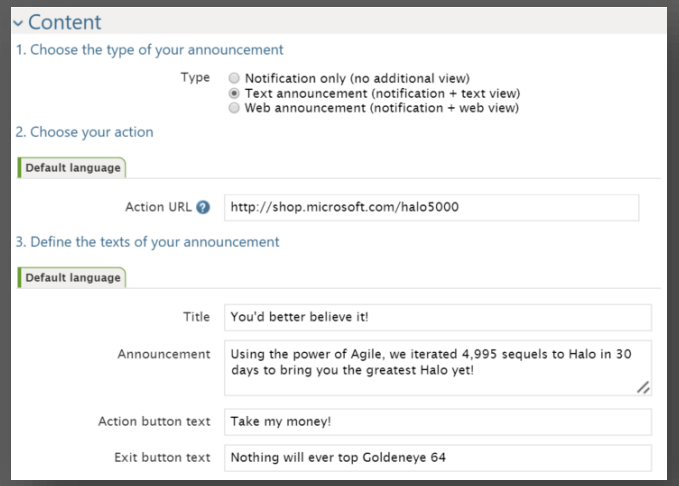
Create campaign



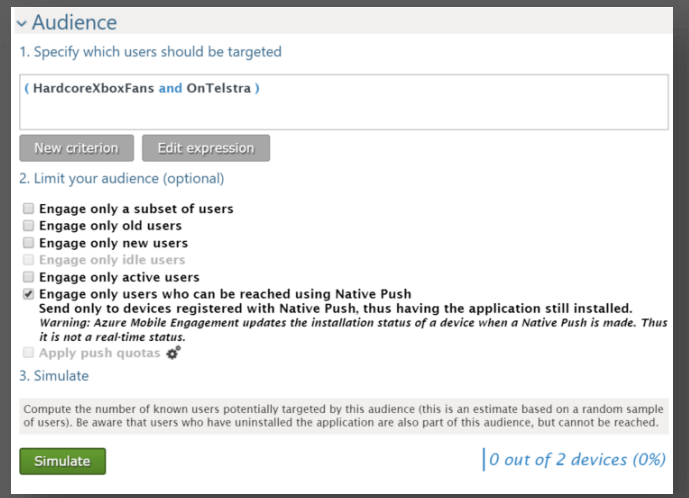
Set notification options



Define content

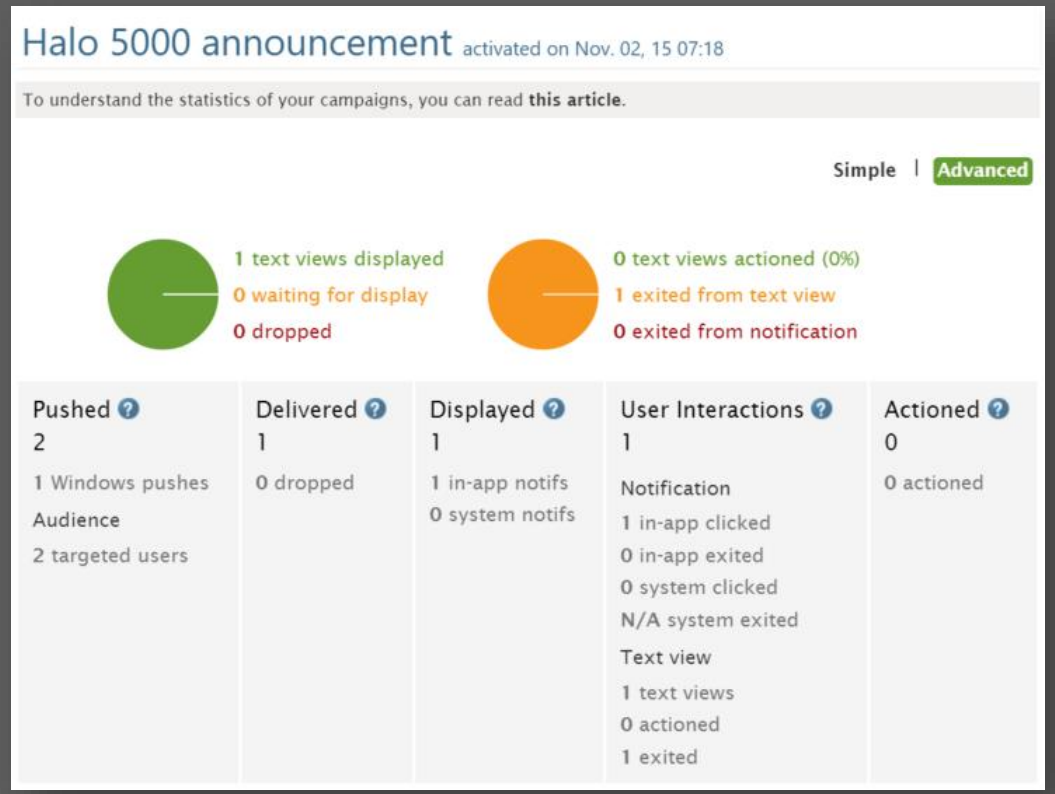


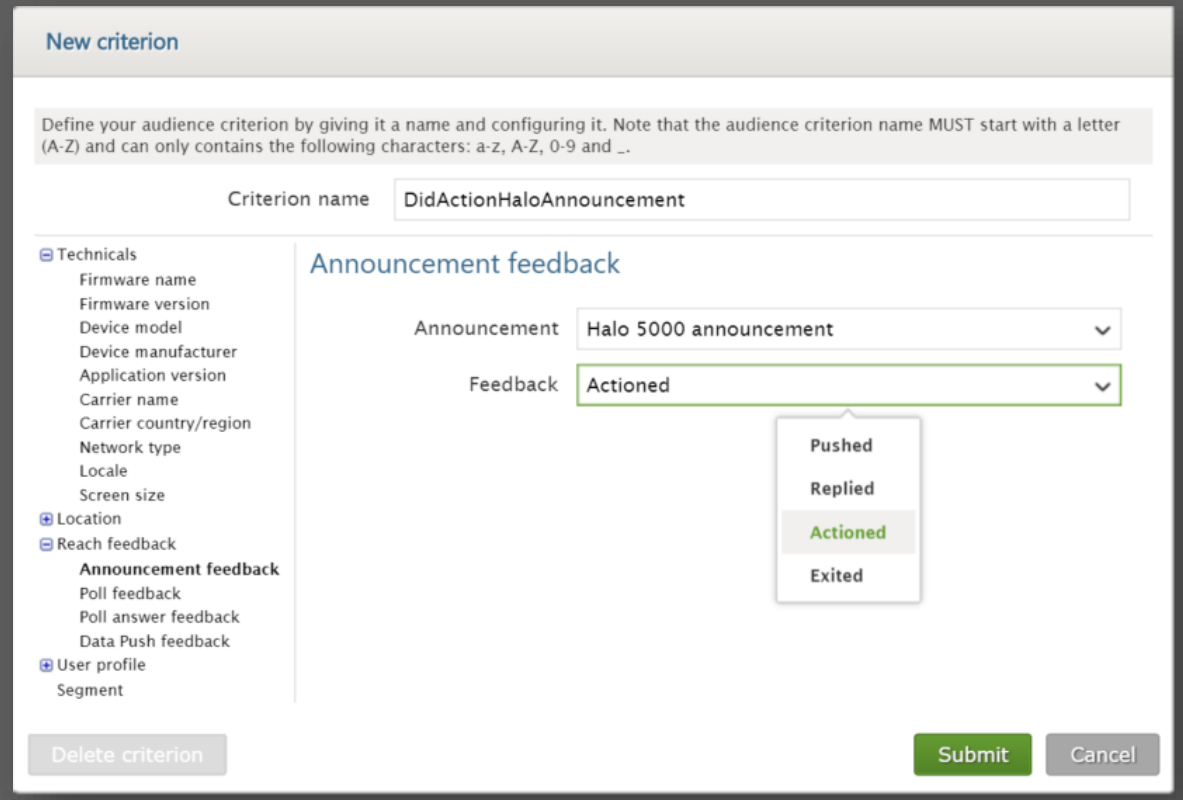
Specify audience



targeted campaigning

Monitor campaign effectiveness; use responses as new criteria



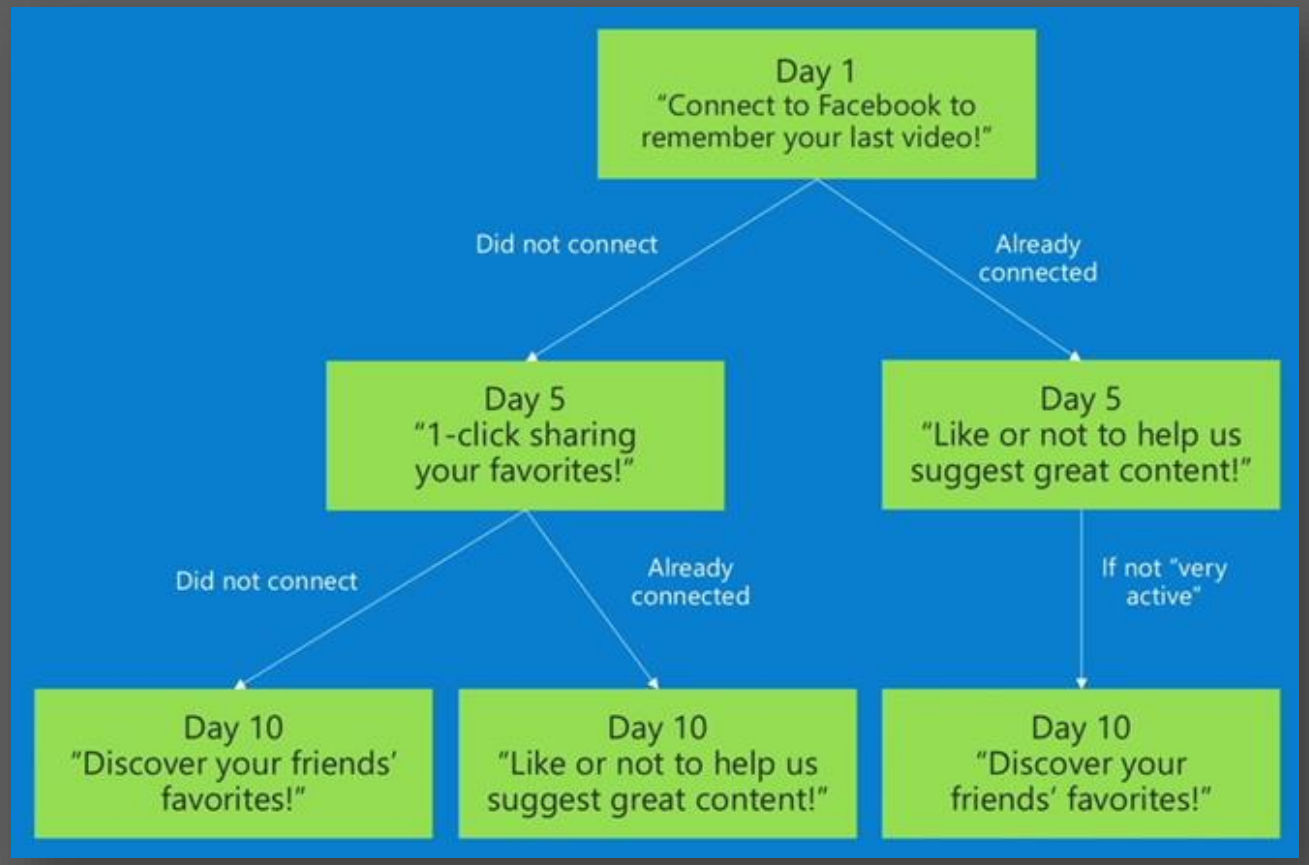


Example Use Cases

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

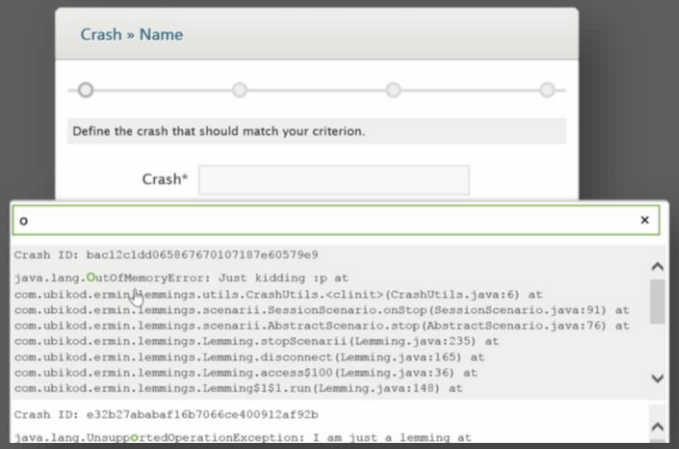
Encouraging only promoters to give store ratings

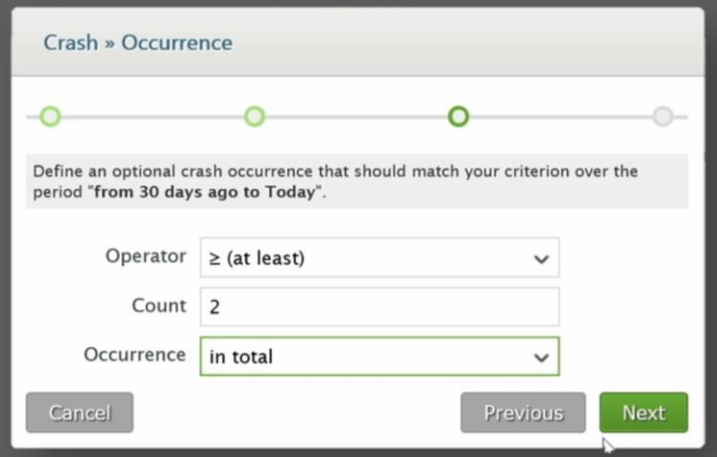
- slightly more scientific than the “after 5th launch“ method
- use observed behaviour to identify promoters
- ensure reminder occurs during an appropriate activity in the application

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 =-

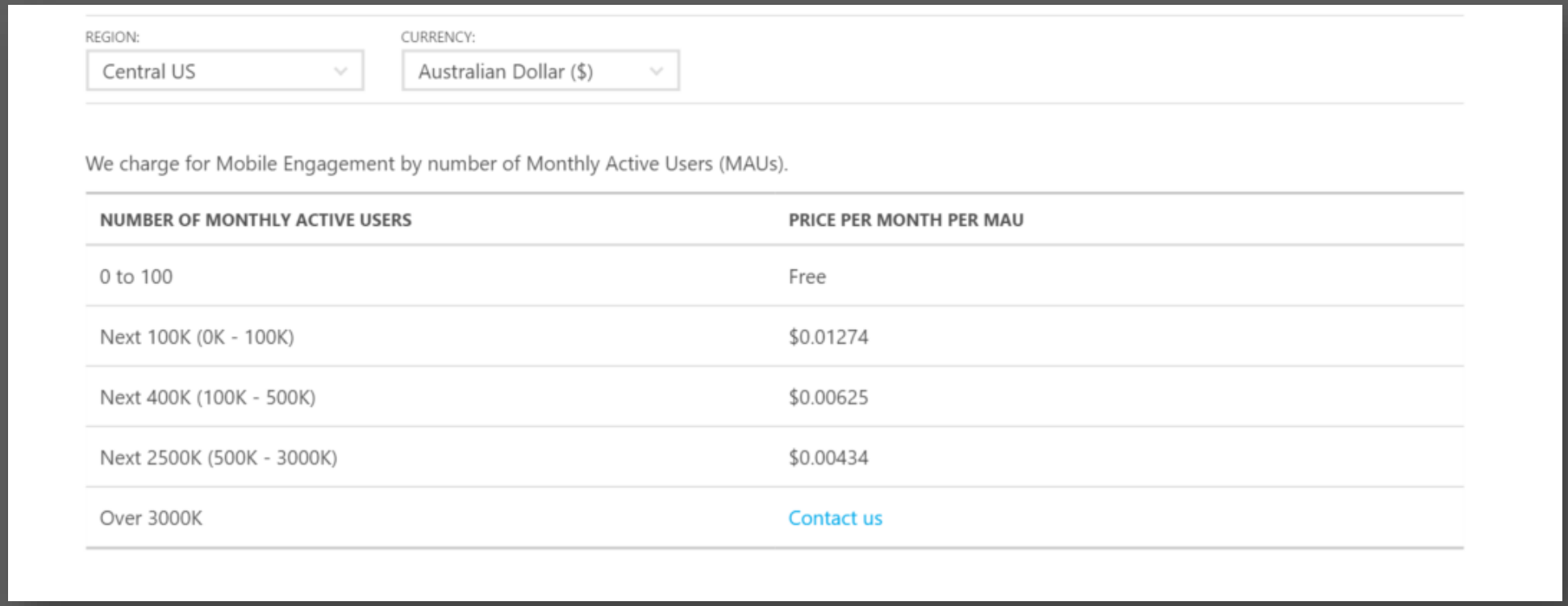
Wrap up

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	Contact us

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