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CloudEngage Launches Geo-Aware Push Notifications: No App Required

Jun 4, 2015 | Press release

New service provides instant channel to customer desktop and lockscreen without a native app, then allows easy creation of landing pages to close conversion loop.

PORTLAND OR — June 4, 2015— CloudEngage, a leading provider of geofencing & content localization software for brands and retailers, today announced the addition of browser-based push notifications to their website localization platform. Push notifications create deeper levels of engagement, with click-through rates up to 80% depending on industry. Until recently, push technology has been limited to native apps, ignoring the vast majority of users who interact with a company via the company's corporate website. Push from CloudEngage provides geo-targeted push notifications direct to each customer's desktop or mobile device without requiring an app, or even having their browser open. When a visitor lands on the website for the first time, they're prompted to allow push notifications. CloudEngage captures their location information at the same time, so notifications can be geofenced, allowing tight targeting of the message. "Push's immediacy makes it the ultimate communication channel", says Tom Williams, VP of Sales & Marketing for CloudEngage. "If you have something to say, you can be front and center of your customers' attention right now, not when they decide to check their email or visit your website. Having that power without requiring an app is truly liberating."

Built-in landing pages close the conversion loop

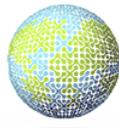
Push notifications include actionable links for customers to click, however a common challenge is where to send the user. The CloudEngage platform includes a landing page creator so it's easy to close the loop with a destination for each push campaign. Marketers have the power to put up and pull down landing pages any time, without needing to involve IT or web teams.

Localization meets conversion rate optimization.
Geo-Technology WITHOUT an app. Brilliant.

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Pricing and availability

Push by CloudEngage is supported on Chrome and Safari on desktop and Chrome on mobile. CloudEngage's unique approach allows us to offer push notifications even on websites that do not have SSL capability. Push is included at no charge to all current CloudEngage customers.

About CloudEngage

CloudEngage offers geofencing and content localization technology to improve web & mobile conversion rates with location-based dynamic content swapping, onsite promotions, store locator and geo-aware push notifications. For more information, please visit cloudengage.com

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