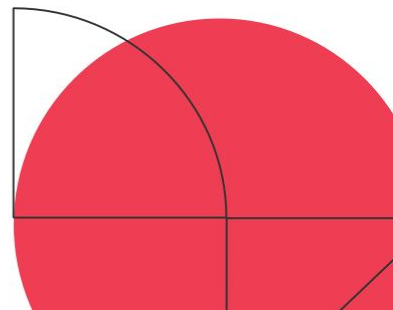


Notification Preferences

How to build flexible, effective notification preferences for any audience at any time





Agenda

- 01** Who
- 02** Why
- 03** What
- 04** How
- 05** Questions

About

Neil Wainwright

Founder, UpHabit

Neil's a software engineer and (as an 8-time founder/co-founder) has been building businesses since he was 26. He's learned a lot along the way and has never stopped adding to his collection of bruises and scars. :) He has a passion for great products, great teams and for delighting his customers. He also volunteers his time mentoring 50+ startups every year.



Who - UpHabit

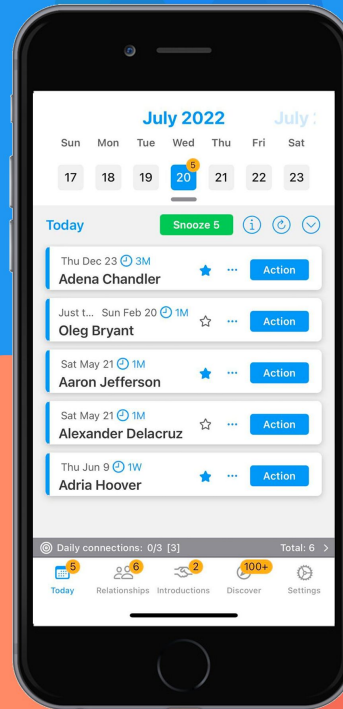
Networking for Business App

B2B focused on relationship selling

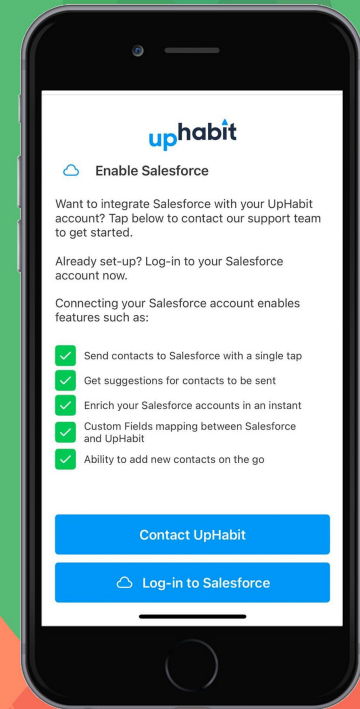
Native mobile apps for iOS and Android, also with a modern web app. Contact management, reminders, notes and extensive tagging. Sublime Salesforce integration too!

We use Iterable extensively for onboarding, customer emails, push notifications and rich in-app messaging.

Easily maintain relationships with customers



Add customers to Salesforce while on the go



Why

1 Different Channels

Extensive possibilities for email, push, and highly fine tuned in-app notifications

2 Different Content

Product usage and updates (onboarding, tips & tricks, product updates, etc)

User education on personal networking (books, articles, blogs, our own theory, etc)

3 Different Times

Give users the freedom to chose the time they'd like to receive certain notifications

15
different notification
preferences

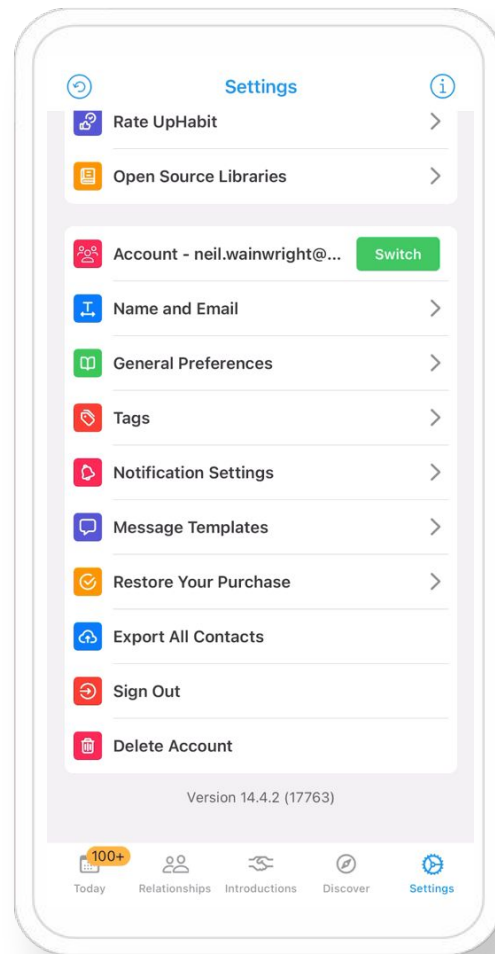
What

Settings > Notifications

Realtime Preferences

Our users tap to open their notifications preferences and the app does a **realtime** query to get the current preferences.

Saving any changes will do a **realtime** update to those preferences.



How – Displaying Notification Settings

Mobile Request



Backend Request



Backend Answers



Mobile Displays

- Simple authenticated API call to our backend API
- Translates the simple authenticated API call to Iterable request for all message types
- Filters message types to those appropriate for notifications
- Formulates an elegant structured reply by parsing message type name formats for key data
- Receives structured reply
- Dynamically displays settings, including current values

Realtime flexibility by editing Iterable message types

How – Saving Notification Preferences

Client Sends



- Simple authenticated JSON API call to the UpHabit backend

Backend Translates



- Translates the simple JSON to enable/disable the associated Iterable message types

Backend Sends to Iterable

- UpHabit's backend sends the updates to Iterable via an authenticated transaction

Simple mobile APIs hide the backend complexity

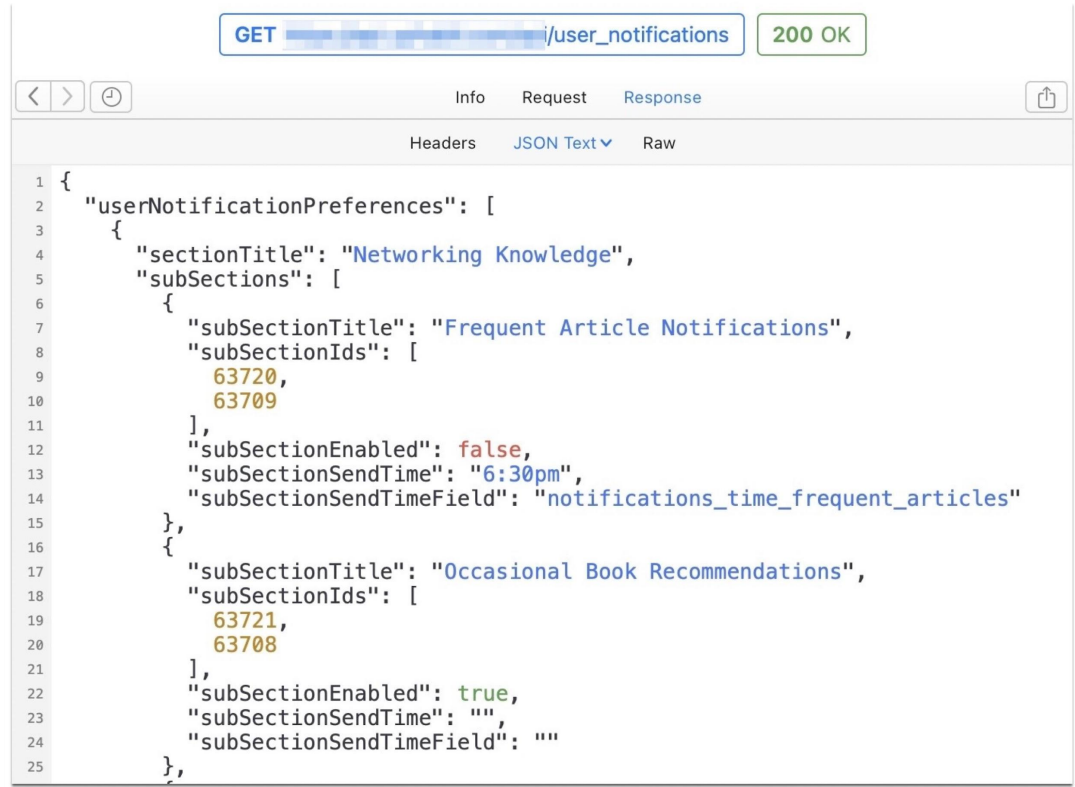
Simple Mobile APIs

Abstract Iterable

Elegantly hide the complexity

Mobile developers like clean and simple, just like their apps. Backend developers scoff at clean and simple. 🤖

Allow each to focus on their strengths.



```
1 {
2   "userNotificationPreferences": [
3     {
4       "sectionTitle": "Networking Knowledge",
5       "subSections": [
6         {
7           "subSectionTitle": "Frequent Article Notifications",
8           "subSectionIds": [
9             63720,
10            63709
11          ],
12          "subSectionEnabled": false,
13          "subSectionSendTime": "6:30pm",
14          "subSectionSendTimeField": "notifications_time_frequent_articles"
15        },
16        {
17          "subSectionTitle": "Occasional Book Recommendations",
18          "subSectionIds": [
19            63721,
20            63708
21          ],
22          "subSectionEnabled": true,
23          "subSectionSendTime": "",
24          "subSectionSendTimeField": ""
25        }
26      ]
27     }
28   ]
29 }
```


Iterable Controls it All

Realtime & Easy

Edit message types to +/- options

Uses managed string formats and separators to ensure all the control is in Iterable.

Yes, a mistake can happen, but it's easily fixed within seconds (unlike hard-coded systems across backends + mobile and the version controls that it would entail).

 ITERABLE	Messaging	Content	Audience	Insights	Integrations	?
63711	Preferences:1:Networking Knowledge:4:UpHabit Theory of Networking - Email/Push/InApp::					
63710	Preferences:1:Networking Knowledge:3:Occasional UpHabit Blog - Push/InApp::					
63708	Preferences:1:Networking Knowledge:2:Occasional Book Recommendations - Push/InApp::					
63709	Preferences:1:Networking Knowledge:1:Frequent Article Notifications - Push/InApp:notifications_time_frequent_articles:8:00am					

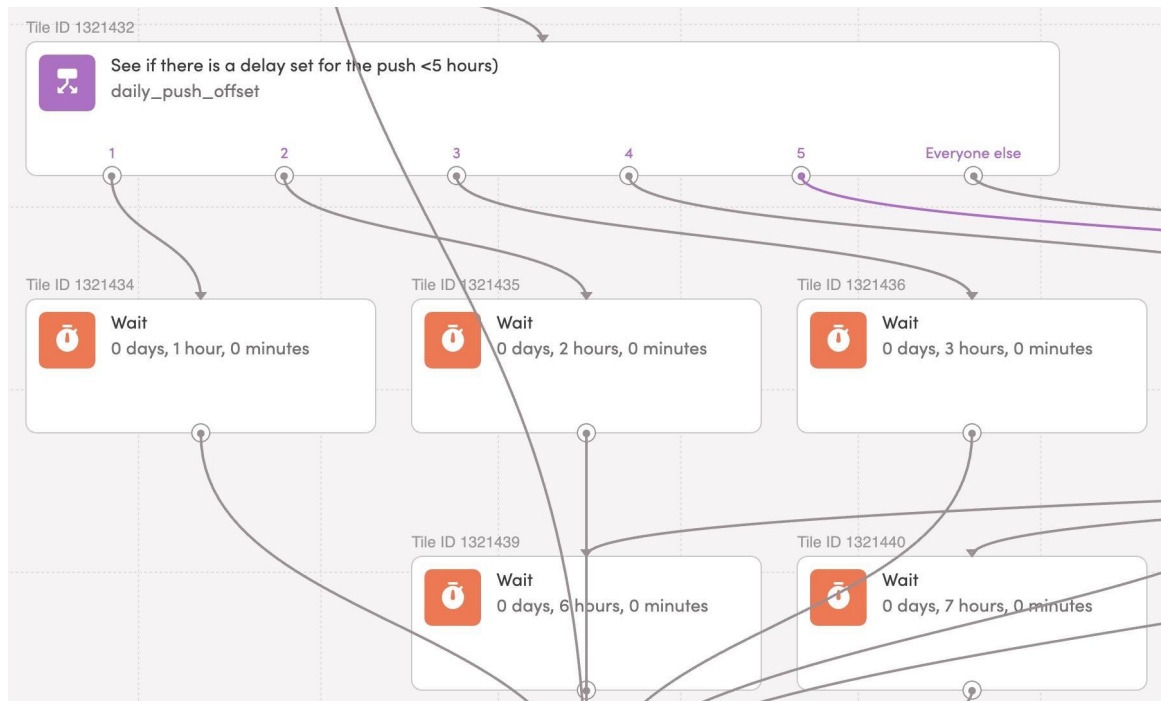
Send Time Controls

Journeys

The delay block is your friend

You can add a lot of flexibility with Iterable Journeys.

Another great thing is that the Iterable support team is awesome at first-answers to your questions.

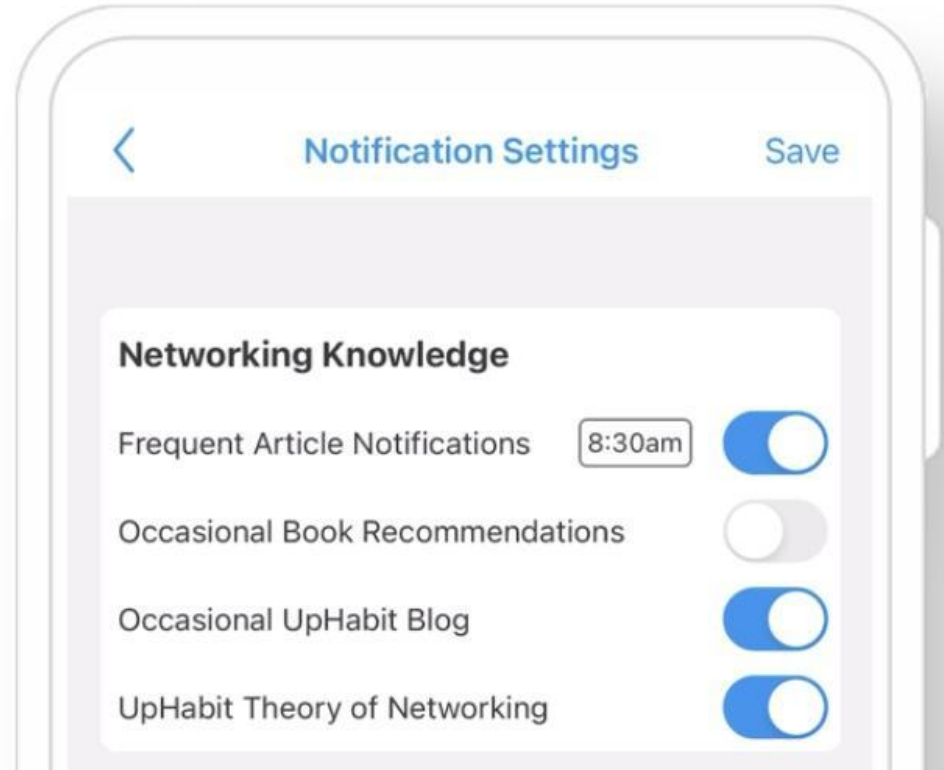


Impact

No More Annoyance

15 options and they're sublime to control

When you give users control and they know it, you earn a lot of positive vibes (and definitely reduce the negative ones).





How Hard is It?

Quite Easy

Clean APIs

Put the complexity, if any, where it needs to be and nowhere else

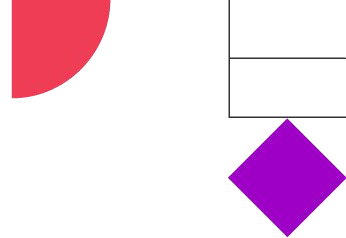
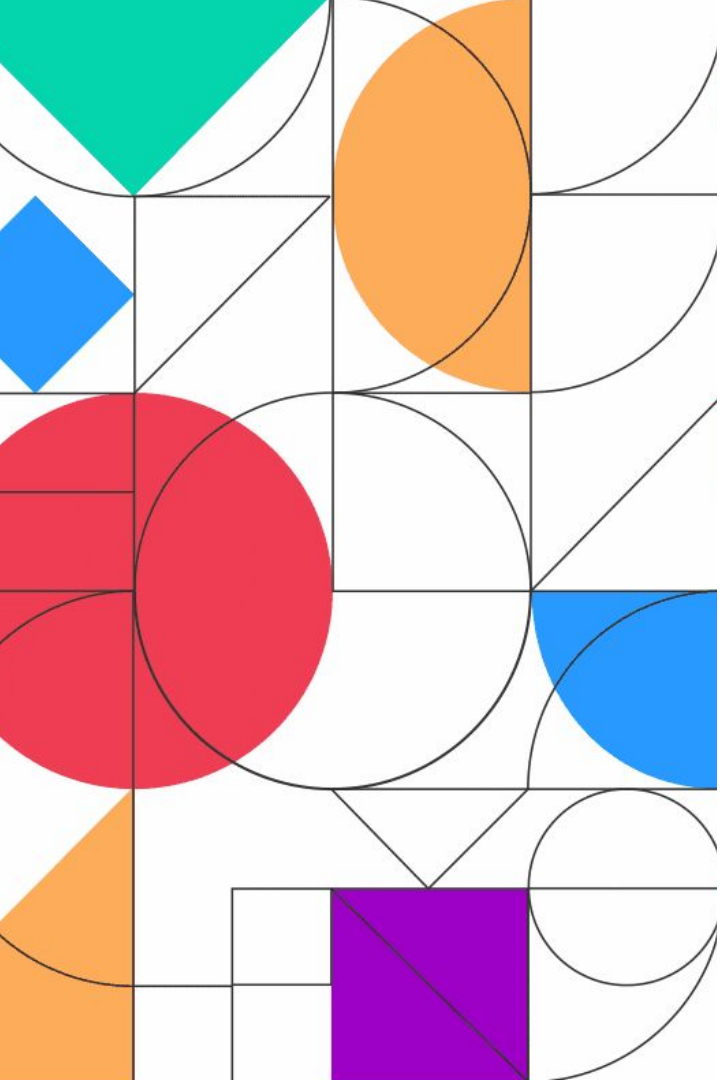
Iterable Ease

Iterable has a very clean and easy to understand API

UpHabit Effort

- 2 days product management
- 3 days mobile development
- 3 days backend development
- 2 days QA

Keep it Simple



Questions


“Iterable’s awesome. It combines great capabilities with an excellent ability to scale, all thanks to their rock-solid infrastructure.”

Neil Wainwright
CEO, UpHabit



Activate

Neil Wainwright
neil@uphabit.com
Download UpHabit!





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

