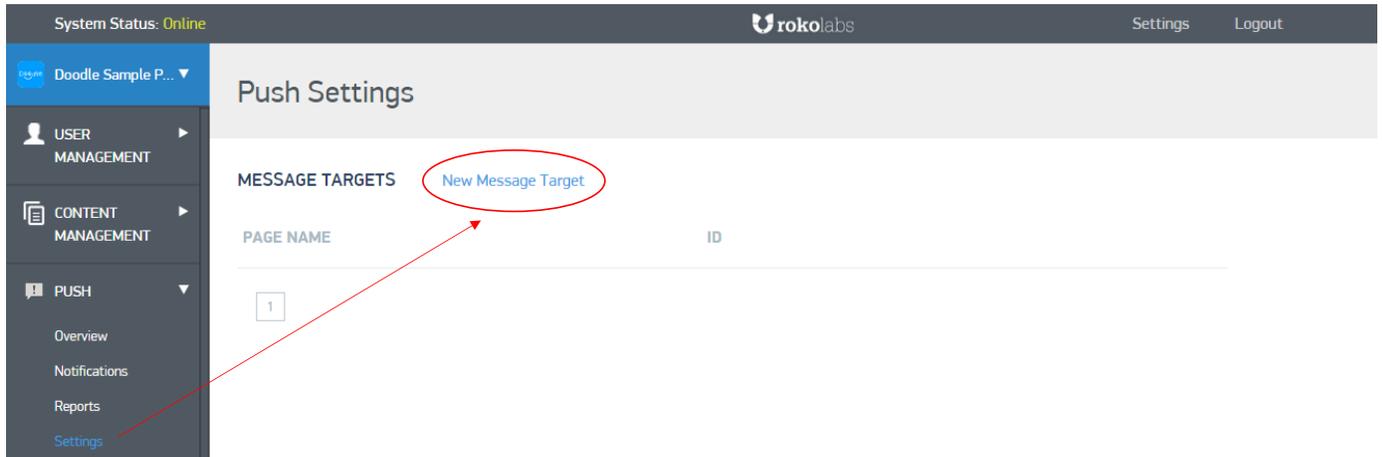






**Please Note:**

You can catalog your pages with their naming conventions in the Portal > Push > Settings > Message Targets, but confirm the pages and names with your team and developer first!



III. CONDITIONAL TEXT + MERGE TAGS (COMING SOON!)

**Select conditional text (merge tags) for your push notifications.** Conditional text is a feature of ROKO Push allowing you to further personalize a push notification for its intended user. For example, use conditional text to send a user a push notification with their First Name right in the message. For example, "Hey {First Name}, did you know you'll get a 20% discount if you buy today?". You can create any merge tags you like, so long as you collect the information from your users in your app. We have a couple suggestions and examples in the section below.

- 
- |                                     |  |                                       |
|-------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Username   | <input type="checkbox"/> Email Address | <input type="checkbox"/> Address 1    |
| <input type="checkbox"/> First Name | <input type="checkbox"/> City          | <input type="checkbox"/> Address 2    |
| <input type="checkbox"/> Last Name  | <input type="checkbox"/> State         | <input type="checkbox"/> Preference 1 |

#### IV. HOW + WHEN YOU'LL USE PUSH NOTIFICATIONS

**Talk to your developer about how and when you'll use push notification.** In order to have the best integration possible, talk to your developer about the top use cases for leveraging push notifications in your app, when you'll send them out, and what analytics you want to collect. We've listed a couple examples below, but the options are endless.

##### USE CASES:

- 
- User Onboarding
  - Promotions/ Sales
  - App Education
  - Service Notices
  - Version Updates
  - User Retention /  
Reactivation

##### WHEN YOU'LL USE THEM:

- 
- As Needed
  - Regularly Scheduled
  - In Emergencies
  - Based on User Behavior

##### ***Any other thoughts?!***

If there are any questions and concerns after reading this, we encourage you to reach out to us. Feel free to send us an email to [support@rokolabs.com](mailto:support@rokolabs.com), or check the box below and we will contact you shortly.

- I would like a Customer Service Manager to contact me.