PushDiscussion Checklist

ROKO Push Discussion Checklist

This is a checklist to help you think through how you can customize ROKO Push and integrate it properly. Please go through this discussion checklist with your developer <u>before</u>ROKO Push SDK is integrated.

Let's talk more about your app and how you'll use push notifications.

I. SELECT YOUR LANDING PAGES

What pages in your app would you like to use for landing pages for push notifications? For example, if you have a push notification to encourage people to purchase, do you want them to appear upon login or at checkout?Some examples are provided below, only some may apply:

	Registration/Sign-up Page		Check-Out Page	Product Page(s)			
	Confirmation Page		Preferences & Setti	ings			
If there are other pages, please list them here. List as many pages as you intend to use!:							

II. CHOOSE NAMING CONVENTIONS

For the pages you've chosen, choose a naming convention for each pages that makes sense for you, your team, and your business.

Examples and a chart are below, but you can use as many pages as you need. You can name them whatever you want, just make sure you keep good records of the names and make sure the team will understand each name when looking at the portal. These are just examples below:

App Page	Naming Convention
Ex 1: Registration First Page	Registration_1
	Registration_2
Ex 2: Registration Contirmation Page	Product_Accessories_Page1
Ex 3: First Product Page for Accessories	

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!

System Status: Online		V roko labs	Settings Logout
Doodle Sample P ▼	Push Settings		
👤 USER 🕨 🕨			
MANAGEMENT	MESSAGE TARGETS New Message Target		
MANAGEMENT	PAGE NAME	ID	
💭 PUSH 🛛 🔻	1		
Overview			
Notifications			
Reports			
Settings			

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.

Username	Email Address	Address 1
First Name	City	Address 2
Last Name	State	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 NeededBased on User Behavior	Regularly Scheduled	In Emergencies

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 <u>support@rokolabs.com</u>, or check the box below and we will contact you shortly.

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