

N2 Reach Browser Messaging

Service Introduction Best Practices

Given the recent introduction of browser push messaging, many Internet subscribers will be unfamiliar with the technology. As a result, the receptiveness of subscribers to this new communication channel is largely dependent upon the service provider's efforts to educate subscribers and the deliberate introduction of the service. The purpose of this paper is to document best practices for the introduction of in-browser communications based on our company's experiences assisting service providers in the process.

Service Education

Browser push notifications provide significant value to both service providers and subscribers as an innovative, real-time communication channel. To ensure market acceptance of browser push messaging, service providers should consider the development of a subscriber education program to increase awareness and inform subscribers of the benefit of such messaging.

Nominum recommends formulating a service introduction strategy that takes advantage of existing communication channels to raise awareness of Browser Push notifications.

In our experience assisting service providers in the creation of such market awareness programs, we recommend launching awareness campaigns 6-12 weeks prior to the widespread introduction of browser based notifications within a service provider's network. Leveraging the following existing communication channels is the best means of achieving market awareness in this timeframe:

- E-mail
- Mailers, billboards, newspapers, magazines
- Web portal, support forums & online advertising

We also recommend the development of a browser-push page on the provider's website with an overview of the program and information about the benefits of browser-push messaging and relevant details regarding the implementation and subscriber expectations.

Campaign Authenticity

Service providers need to provide subscribers with a method of verifying the authenticity of browser-push messaging campaigns. This will alleviate subscriber concern that the campaign may not be provider generated. Nominum has several suggestions to address this requirement including the following:

- Inclusion of the account-holder's name
- Display of the account-holder's partially obfuscated account number
- Integration of the service provider's preferred security authentication tool within the browser-push message (for example user selected pin or password)

The N2 Reach message can support the display of these variables as well as alternative methods for message authentication that the provider wishes to assign as specific subscriber attributes.

Additionally, we suggest the prominent display of all active campaigns on the browser push web page as an additional method for subscribers to verify the validity of a browser-push message.

Graduated Campaign Introduction

The purposeful launch of browser-push messaging within a service provider's network is required to ensure subscriber acceptance. Nominum suggests the introduction of browser-based messaging via a deliberate, step-by-step methodology that properly conveys the value of browser-push messaging and cultivates familiarity among subscribers to the service. With the understanding that each service provider has

different goals and relationships with their subscriber base, our suggested methodology for graduated campaign introduction is defined as follows:

- Browser-push service introduction
- Passive notifications/announcements (campaigns that don't require user action)
- Free previews, offers and/or time-limited upgrades
- Network alerts
- Bandwidth alerts
- Surveys
- DMCA/copyright infringement notifications

Another factor to consider is ensuring a single subscriber is not suddenly inundated with browser messages by limiting the inclusion of a single user to 3 simultaneous campaigns. Additionally, service providers should schedule campaign launch and end dates consciously to avoid message fatigue. For example, each campaign launch should be tiered by one week in addition to the limitation of three simultaneous campaigns per subscriber (at least at the beginning of the introduction of browser-push messaging).

Promotional Campaign Introduction

After subscribers have become accustomed to the delivery of browser push messages, service providers may consider utilizing this communication channel for promotional campaigns. In order to ensure subscriber receptivity, service providers should limit promotional campaign message delivery to subscribers who've agreed to receive such messages. In our experience, the best method for gaining subscriber opt-in to promotional messages is by delivering additional value to subscribers. This value can be delivered free, at a discount or simply bundled with other services. In this way, the service provider increases the subscriber's level of engagement and trust with the network provider. By earning the right to promote, the subscriber will be more receptive to promotional browser-push messages and the service provider will achieve higher conversion rates.

Nominum suggests service providers deliver the following methods for gaining subscriber opt-in for promotional messages.

- Delivering Nominum subscriber applications such as Subscriber Safety or Personal Internet bundled, discounted or free-of-charge
- Delivering other value-added services via bundle, discounted or free-of-charge
- Offering limited-time discounts or upgrades in exchange for promotional opt-in
- N2 Reach subscriber preference center

The Opportunity of New Subscribers

New subscribers are, inherently, unfamiliar with a service provider's network, company, business practices or value-added services. Browser push messaging will also be an unknown communication channel to a provider's new subscribers. As a result, this presents service providers with an opportunity to assume a different approach with new subscribers. New subscribers are generally more responsive to a provider's additional services and more likely to purchase value-added services beyond network access. With browser push messaging, service providers can capitalize on this combination of factors by developing promotional campaigns for value-add services specifically targeted towards new subscribers. With new subscribers, service providers are also not hindered by the need to slowly introduce the concept of browser push messaging. As a result, service providers can publish promotional browser push messaging campaigns targeted towards new subscribers immediately - at the time when new subscribers are most likely to purchase value-added services.