

A horizontal bar composed of five colored segments: teal, orange, blue, dark blue, and green.

## On-Device Targeted Communications Delivered to Your Customers

How In-Product Communication (IPC)  
Will Benefit You and Your Customers

Do you need a better way to deliver relevant information at the right time on your customer's device?

In-Product Communication provides in-the-moment communications to your customers directly on the screen of any smart connected device.

## The Future of Customer Communication

As the effectiveness of marketing through email blasts declines, progressive companies are choosing to supplement, or even replace, their email marketing with In-Product Communication (IPC). In-Product Communication is a direct, targeted and valuable way to engage with customers. With In-Product Communications, you are able to inform customers of relevant offers, promotions and other important communications directly on the screen of their connected device. All this is done while they are using your products. The result is more sales revenue plus a deeper, more satisfying relationship between you and your customer. IPC should be a core component of every company's sales and customer retention strategy.

### In-Product Communication in Action

IPC begins during the manufacturing process with the integration of an IPC communications application. This lightweight app is either integrated into the software product, or loaded into the software stack of desktop or laptop PCs, printers, smartphones, tablets or any other smart connected device. Once the product is manufactured, and the application is integrated, the IPC application is ready to engage with your customer.

While your customer is using your product, the IPC app senses the right opportunity to deliver messaging. Rather than interrupt your customer's active session, In-Product Communication is presented via a sub-window that opens directly on the screen of your customer's smart connected device, or inside the user interface window of your software product. At an opportune time, this sub window appears with your preapproved messages. Customer engagement can be passive and one-way, For-Your-Information type of content; or two-way and interactive.

Timing of engagement isn't the only success factor with IPC. IPC logic also ensures that messaging is relevant to each individual customer. Predetermined business rules are connected to the app to ensure the messaging is presented in accordance with your requirements. For example, if your customer recently purchased one of your company's tablet products with an extended warranty, "how to purchase an extended warranty" would not be appropriate messaging. The appropriate message for this customer would likely be regarding customer loyalty programs, or offers focused on peripheral devices of interest to them.

Marketing, messaging and communication are not static approaches to customer engagement. The IPC app used must be dynamic to serve the right content as your needs change and evolve. Advanced IPC apps are positioned to make calls to third-party servers to present dynamic content and messaging quickly and seamlessly. With IPC, messaging is tailored to meet the needs of the local customer as customers in Europe require different messaging than customers in Asia. If there's a threat of a major virus across the globe, you might need to quickly deploy an In-Product Communication to defuse or eliminate the virus.

In-Product Communication helps you better understand your customers' experience with your products and services.

In-Product Communication helps you increase revenues through targeted communications at the time when your customer is ready to act.

## Benefits of In-Product Communication

With IPC, messaging is delivered to your customer when it is most likely to be acted upon. IPC provides flexibility in the content of the message and the timing of message presentation. Because communications are delivered directly onto the screen of your customers' desktop or laptop PCs, printers, smartphones, tablets or other smart connected devices, messages can appear at start up, when a feature or program is accessed, or even at shut down.

When considering an IPC solution for your company, consider the many positive results:

- **Better customer insights** – Greater data segmentation allows you to categorize your customers by demographic data, usage data and self-identified preferences
- **Maximized message delivery** – Your message isn't mixed in with the clutter of your customer's email or segregated by SPAM filters, since your message is delivered directly on your customer's screen
- **Targeted communication** – Provide relevant offers and messages to meet your customer's needs, with a fast and easy response mechanism
- **Stronger relationships with customers** – Cultivate relationships as you inform customers of your products' less well-known features and benefits, tips and tricks, and user groups
- **Increased product usage insights** – Gain an understanding of what product features your customers most value, learn what's missing from their experience with your products and understand what gets in their way
- **Increased social interaction** – Drive traffic to social media sites with product and service recommendations, including reviews and word of mouth promotions directly from the customer

## Revenue Opportunities with In-Product Communication

IPC gives you multiple opportunities to increase monetization from existing and prospective customers:

- Target special, highly-customized promotions to a subset of hard-to-reach customers
- More easily promote and sell high-margin maintenance and support plans
- Notify existing customers of soon-to-expire maintenance and support plans
- Encourage customers to add reviews to third party ratings engines

## An Effective Communication Strategy

In-Product Communication is an exciting, new approach to delivering relevant information to your customers, building long-term customer relationships, and executing targeted customer marketing and monetization campaigns. Progressive companies using IPC today realize many benefits, including improved customer relationships and increased revenue. As the effectiveness of communicating with your customers via email continues to decline, IPC provides you with an opportunity to connect with your customers in a different, relevant and easy way.