

# IN-PRODUCT COMMUNICATION FOR MARKETERS

Today's marketing organizations struggle to capture the attention of consumers and connect with them in meaningful and impactful ways—ways that ultimately build brand loyalty and drive sales.

Aviata connects companies with their customers through *in-product communication* enabling companies to stay proactive, increase conversion rates, and boost feedback on products—all critical components of business success. This is why companies like Lenovo, Dell, Xerox, Epson, and NVIDIA trust our platform to solve their customer data quality and direct communication problems.

## AVIATA'S 3 NEW IN-PRODUCT COMMUNICATION (IPC) CHANNELS



### In-App

Aviata's mobile channel offers native and pop-up messaging, push notifications, and SMS.



### Direct-to-Desktop

Aviata's desktop channel offers direct messaging for PCs and connected peripherals.



### In-Device

Aviata's unique channel offers direct messaging for smart, connected devices with displays.

## PowerENGAGE™ Platform

The PowerENGAGE modules enable companies to communicate with their customers easily and directly.

**PowerREGISTER™**  
*Customer data capture & product registration.*

**PowerFEEDBACK™**  
*Product surveys, reviews, & feedback.*

**PowerSALES™**  
*Marketing & ecommerce for cross- and up-sells.*

**PowerSUPPORT™**  
*Customer support, loyalty, and tips & tricks.*

Core Problem	Resulting Negative Impacts	Typical PowerENGAGE Results
<b>Quality of Data</b>	Less accurate profiling Less accurate feature feedback Lower cross and upsell revenue	Auto-captured device and customer data builds profiles <b>50%-70% response rates</b> provide significant sample size Higher conversions increase incremental revenue
<b>Quantity of Data</b>	Small addressable market size Incomplete customer profiles Reduces segmentation ability	<b>100% of customers</b> reached—without relying on registrations <b>5x-7x registration lifts</b> to complete customer profiles More customer data allows for precise segmentation
<b>Quality of Insights</b>	Reduces accuracy in reporting Reduces ability to track ROI Reduces competitive advantage	Better insights derived from more complete reporting More complete reporting enables better ROI tracking Better resource allocation leads to more valuable feature sets and increased competitive advantages
<b>Crowded Email Inbox</b>	Low email open rates Low click-through rates Low conversion rates High unsubscribe rates	<b>100% effective open rates</b> for in-product messages <b>3x CTR increase</b> from <b>100% message open rates</b> <b>2x-3x higher conversion rates</b> from increased CTR Unsubscribe rates lowered by reducing inbox clutter

## CUSTOMER SUCCESS

Boost product registration completions by 5x, versus collecting via web forms, paper cards and email  
*"The collaboration with Aviata has had impressive results, greater than 5x previous rates."*



Collect up to 6x more customer feedback from *in-product* surveys and reviews, versus asking by email  
*We have become better equipped to listen to our customers, which impacts how we develop future products. With a very high participation rate, the [PowerSURVEY] application has proven to be a great tool to gather key customer feedback."*

