



More communications channels are on the horizon, but consumers are already overwhelmed by irrelevant messages

Marketers already use an average of seven different communications channels today¹. However, driven by the growth of Internet-connected devices and applications, multi-channel campaign strategies will require even more in the future. The undeniable appeal of productivity and convenience offered to consumers by networked devices is pushing boundaries of access, to data and people, to new heights. This convergence of enabling technologies was first recognized around 2000 and was given a name—the Internet of Things (IoT). Cisco estimated that by 2010, the number of ‘things’ connected to the Internet exceeded the human population at 1.8 per capita². By 2022, Cisco forecasts this number to double to 3.6, led by 13+ networked devices per person in the United States³. From thermostats to cars, to smart speakers, and new streaming media devices, there is a growing list of new communications channels, not only for device manufacturers but also for the broader ecosystem of online services to engage consumers.

At the very same time, the low cost of messaging through online services has led to abuse, and spam has overwhelmed consumers. Spam, referring to irrelevant messages, was first added to dictionaries in the late 1990s. By 2004, it was reported that Bill Gates received 4 million emails per year, mostly spam⁴. Although email volumes are much less for the average person, navigating an incredible wave of irrelevant messages is a daily challenge for just about everyone. No wonder that marketers are finding that simply dialing-up the volume by pushing out more messages across more channels is not a viable customer engagement strategy—either consumers tune-out, or new tools (e.g. automated spam filters) are implemented to help them do so.

¹ Source: Gartner, “Survey Analysis: B2C and B2B multi-channel Marketers Wrestle With Operations, Lack of Customer Insights,” Apr-2019

² Source: Wikipedia, https://en.wikipedia.org/wiki/Internet_of_things

³ Source: Cisco, https://www.cisco.com/c/m/en_us/solutions/service-provider/vni-forecast-highlights.html#

⁴ Source: Wikipedia, https://en.wikipedia.org/wiki/Email_spam

Leanplum Overview

Channels + Personalization Required

A few capabilities are required to address the challenges posed by the growth in channels and noise. First, marketers need comprehensive communications channels, especially mobile, as over 40% of all networked devices are expected to be mobile-connected.²

Second, personalization helps marketers deliver relevant messages and in-application experiences. Finally, good personalization requires testing and continuous optimization over time.



**Comprehensive
Channels**



Personalization



**Testing &
Optimization**

Leanplum Solution

Leanplum enables top brands like Tinder, Tesco and many others to create relevant, multi-channel campaigns and in-application experiences that increase customer lifetime value.

Our platform helps marketers to:

- Easily take action on event and user data using a variety of messaging options
- Personalize both messaging and application features
- Optimize personalization over time with native A/B testing capabilities
- Operate smoothly with award-winning support

Leanplum customers in over 20 application categories achieve meaningful results:

17%

Increased App Revenue

7x

Higher User Retention

9.6x

More Conversion

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