URBAN AIRSHIP

Mobile Wallet Inspiration Guide

The Landscape Of Mobile Wallet

Consumers carry their mobile devices anywhere and everywhere, presenting an opportunity for brands to connect and communicate with their customers. Marketers are always striving to reach and connect with their audience on mobile, creating and cultivating a unique brand experience for their customers.

Mobile wallet presents a new opportunity.

A 2015 Forrester Research, Inc. report found that mobile wallet usage will reach critical mass in the next three years.[1] With mobile wallets, brands can reach their mobile audience in relevant, compelling and experiential ways. While apps are an important part of any mobile strategy, mobile wallet can reach customers where apps cannot.

Marketers can benefit from mobile wallet as a new mobile marketing channel or to complement and strengthen their existing app strategy. With mobile wallet, brands can extend their identity, drive traffic and sales, improve engagement and boost conversion rates — all without needing an app.

Throughout this guide, we'll share use cases that illustrate how Wallet Studio can help inspire your brand and your customers to take action.

What Is Mobile Wallet?

Mobile wallet is content and information — via Apple Wallet or Android Pay — placed onto a mobile device. Multiple wallet items, or passes, can be housed in each of these ecosystems for consolidated, easy access anywhere and everywhere.

Mobile wallet is not just a payment tool — the ways to use it are endless. The true benefit lies beyond payments — to deliver value to your audience. Consumers are more than interested and according to recent research, they're ready:

- *According to Forrester Research, Inc., 57 percent of U.S. online adult smartphone users are interested in having access to loyalty program points and rewards within a mobile wallet.[1]*

- *According to 451 Research, 63 percent of U.S. mobile phone users currently use or plan to try using mobile coupons at point of sale.[2]*
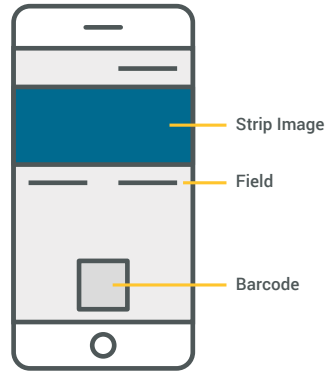
- *According to eMarketer, by 2017, the vast majority of U.S. adult digital coupon users will be making redemptions via their mobile device.[3]*

With mobile wallet, businesses can interact with customers by using customers' favorite device — their smartphones — all without needing an app. When paired with an app however, mobile wallets can create a superior mobile engagement experience, providing ultimate utility to users. Our Wallet Studio can help you improve your customers' lives and your brand's connection — **at Urban Airship we've seen our customers' mobile wallet pass download rates at up to 80 to 85 percent in targeted campaigns.**
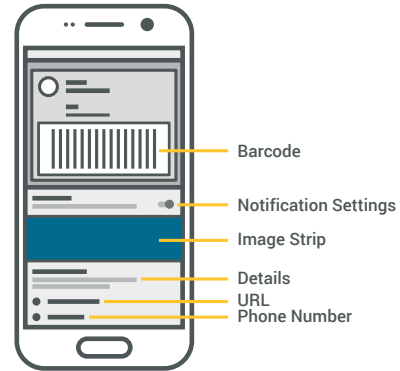
Anatomy Of A Wallet Pass

Apple Wallet
Front of Pass

- Strip Image
- Field
- Barcode

Apple Wallet
Back of Pass

- Link to App in App Store
- Notification Settings
- Details
- URL
- Phone Number

Android Pay
Pass

- Barcode
- Notification Settings
- Image Strip
- Details
- URL
- Phone Number

Loyalty

**Travel & Hospitality
Food & Beverage**

Next-Level Rewards.

Notify users when they make it to the next level of your loyalty or rewards program. With updatable fields, you can change a user's tier or status as they move up the ranks in your loyalty program.

When a customer hits the "Platinum" status, you can easily update their loyalty pass and issue a change notification.* Reward users when they reach the next tier with offers such as a free drink.

*See Glossary at back of guide to learn more.

Loyalty

Give Your Best Customers Extra Perks.

Mobile wallet passes allow you to cross-promote your marketing programs — all while recognizing and rewarding your customers.

Showcase special events or promotions, such as early access to your big annual sale or VIP-exclusive events on customers' loyalty cards.

Create a customized strip image with your latest promotion, such as "VIP Members: Pre-sale event going on now" to drive traffic in-store or online. Link to your website on the back of the pass to take your customers to the desired destination.
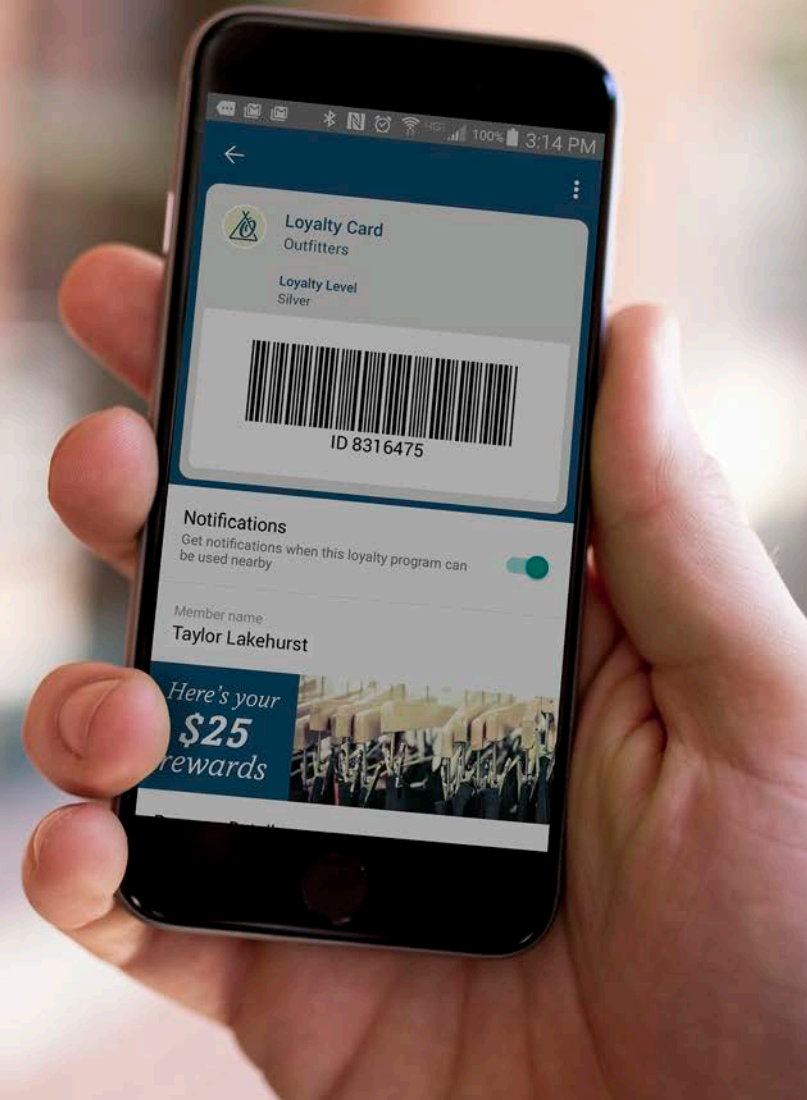
Loyalty

Retail

Always-On Rewards.

With Wallet Studio, customers can quickly access and monitor their loyalty rewards.

Notify a user when they have a new rewards gift available by customizing their pass.

Coupons

Food & Beverage

The Latest Deals at Your Fingertips.

Send weekly coupons tailored to your customers.

For example, send a "Buy a tin of tea, get one 50% off" for customers who've previously purchased tea at your store.

Update your pass every week with new offers for superior customer service — no need to delete and download a new pass every week.

Also, if desired, make it subtle. No change notification is required on the lock screen. So you, the Marketer, can choose if you'd like to inform users of a pass update.

Coupons

Grocery
Retail
Food & Beverage
Agency
Advertising

Mobile Marketing
At Its Best.

Set up a mobile ad campaign and have viewers download your coupon offer directly onto their smartphones.

Your coupon. Now mobile. It really is that simple.

Offers

Retail

Update Expired Passes With Your Newest Offer.

We've found up to 85 percent of installed passes are not deleted off devices. This presents a huge opportunity for brands to reconnect with their customers.

With Wallet Studio you can dynamically update these expired passes, so you can showcase a new offer coming soon. Notify users with a change notification, or simply train users to check the pass every week for the latest content.

Offers

Retail

Send Relevant Offers with Segmentation.

With segmentation, brands can send specific passes to a specific selection of customers.

For example, send teen-centric offers to customers who have purchased junior's apparel multiple times. That way, you'll give parents offers that hit home, increasing your conversion.
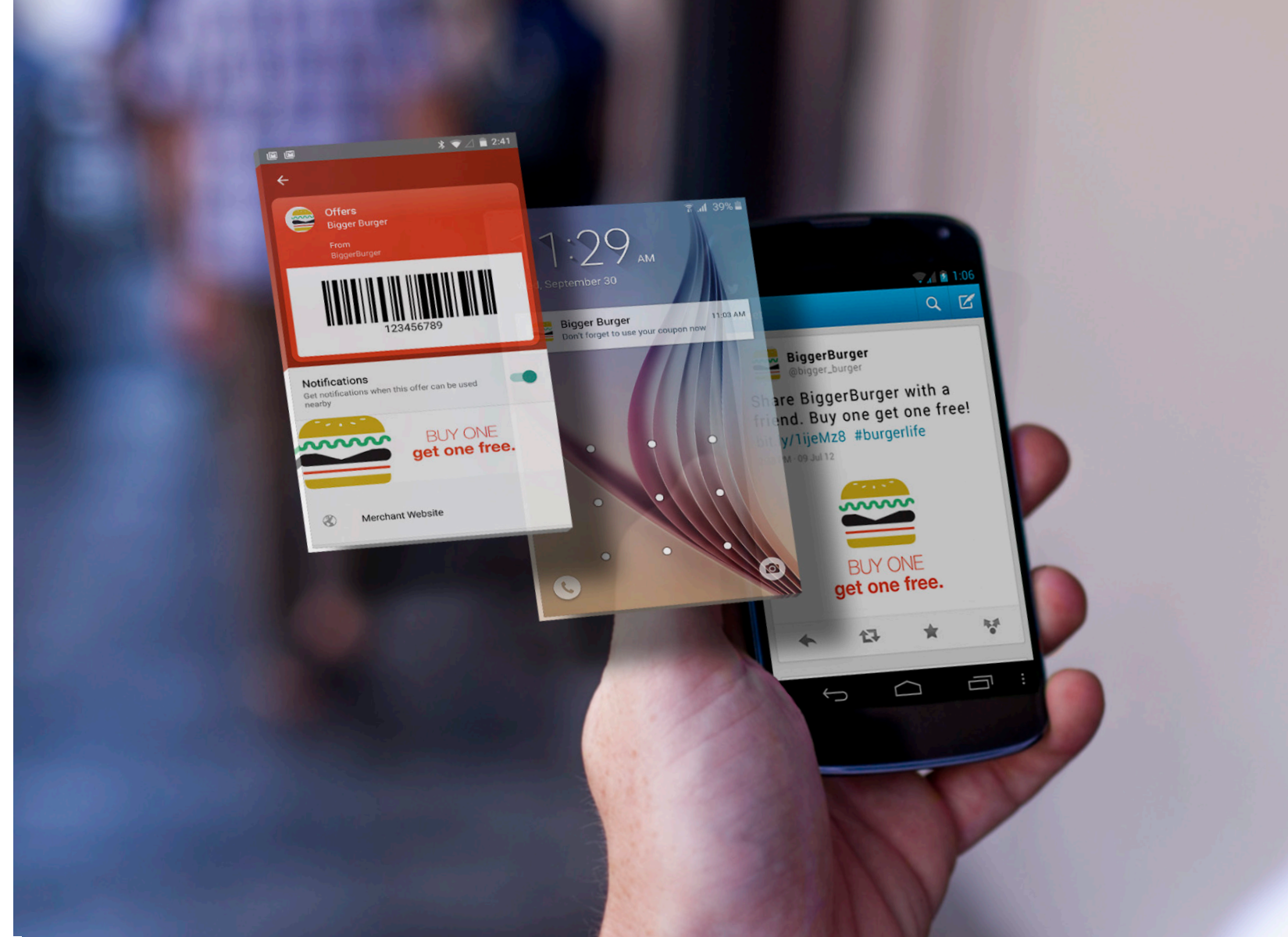
Offers

Food & Beverage

Maximize Redemption.

Remind customers to use passes when nearby — use location awareness to trigger a user's pass at their nearest store.

Update your latest promotions and campaigns with a "last chance" reminder before a coupon expires and customers can save.

Event Tickets

Retail
Entertainment

Let Customers Skip the Line.

Use mobile wallet to increase awareness and drive excitement for your event. Use it to grant special entry for your guests or customers.

Create a countdown timer in a field of the pass and update it as the special date nears.

Build the anticipation. Send a change notification as the event draws closer.

Event Tickets

Go the Extra Mile in Real Time.

Deliver a unique experience. Personalize passes to fit each customer.

Simply upload a CSV file with the information you want to customize.

Take the experience to the next level when you update the pass on the fly. Delight them when they least expect it.

ID Cards

Healthcare
**Insurance**

Keep Customers Prepared.

Let your customers store their healthcare card on their mobile device so it's with them at all times.

Customers can easily access your app from the back of the pass to find additional information or learn more about their program options.

If users don't have your app, the back of the pass can send them to the App Store to download. This aids app acquisition and integrates users further with your brand.

Create ID cards with photos of each member, provide links and phone numbers on the back of card.

Customers can easily open a claim, report an accident or call for a tow.
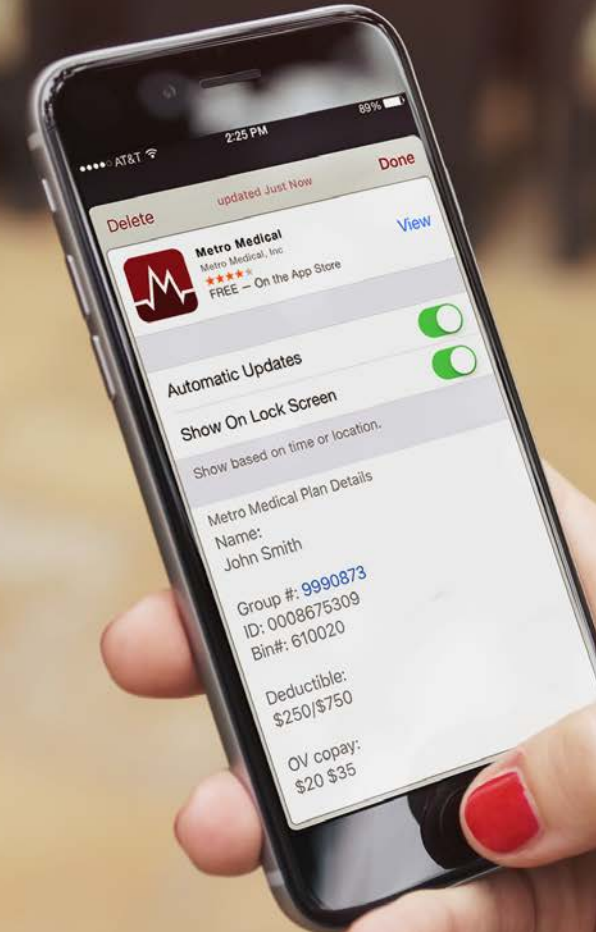
ID Cards

Home Services

Customer Service With a Smile.

Issue ID cards for technicians and customers — let your customers know who is visiting their home before a service provider arrives so they'll recognize a friendly face at the door.

Include a customer satisfaction survey URL on the back of each pass for an additional engagement channel with your customers.

ID Cards

Education
Health & Wellness

Student Life Made Smarter.

Students always have their phones, so why not enable them to keep their ID card on hand at all times?

Tie ID cards to meal plans and facility (dorm, gym, library) access for smarter student service.

Similarly, brands can create ID cards for gyms, health clubs, yoga studios or even special classes that require sign-up or registration in advance.
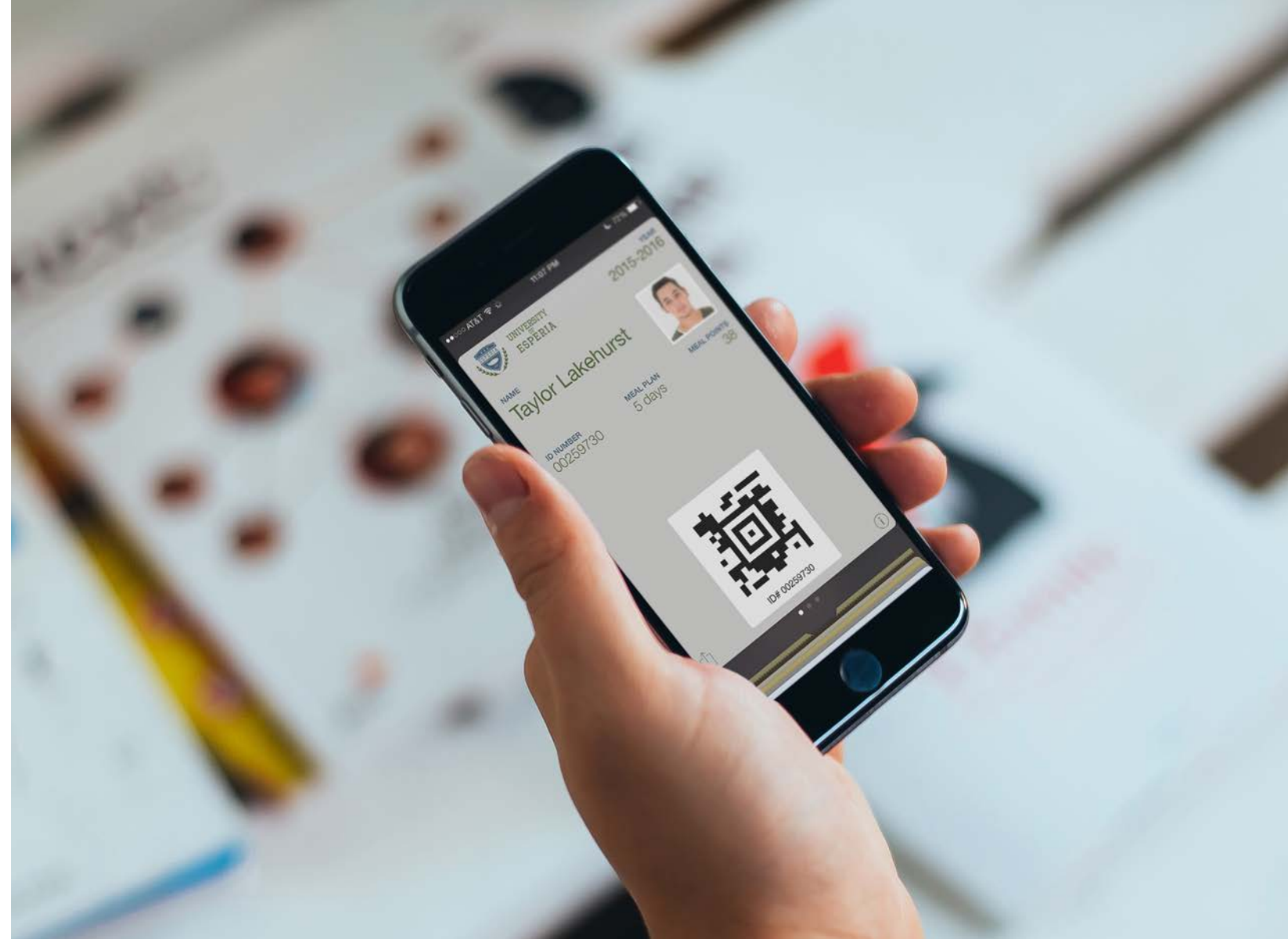
Gift Card

Retailers
Food & Beverage

Gift Cards That Won't Be Forgotten.

Instead of sending a code that can get buried in an email inbox, send a gift card wallet pass via MMS.

Configure your pass to your desire with fields that can be updated to reflect a customer's current point/dollar balance and then expire the pass once the amount has been fully used.

Pair the pass with location to remind your users to use their gift card when nearby.

Wallet Studio Features and Benefits

Urban Airship's Wallet Studio allows you to create all kinds of passes including loyalty cards, coupons, offers, event tickets, ID cards and gift cards. Create new passes, or expire and update existing passes for easy re-use to communicate with your mobile audience at just the right moment. Our aggregate data shows that up to 80 to 90 percent of Wallet Studio passes are never deleted, providing a great platform to further customer engagement.

Features of Wallet Studio:

Dynamic Wallet Pass Management: Seamlessly and continuously update content on your pass through automated API calls.

Personalize Your Passes: Wallet Studio makes it easy for marketers to individualize passes using Wallet Studio's user interface (UI). Marketers can upload and import information in bulk, for a more customized pass experience.

Work Smart With Easy Authoring: Designed to quickly get your pass into your customers' hands, Wallet Studio will get you up and running in no time. With features such as safeguards that guide you on where to place your content, the ability to load personalized information on specific fields, the ability to see your changes fully displayed in real time on your screen without sending a test pass, Wallet Studio takes the guesswork out of creating a pass.

Customize to Your Brand: Customize the look and feel of your passes to match your brand identity. Choose the RGB and Hex colors you'd like, then customize your strip image and information fields.

Scannable: We support 1D and 2D (including QR) barcode support.

Quick Distribution: Send passes via a variety of channels both inside and outside of an app. Let users download passes via email, MMS/SMS, social platforms or through your app via push notification, in-app messaging, message center and more.

Tagging and Segmentation: Issue passes to specific groups of your customers based on tags you've identified. For example, after a customer downloads your wallet pass and visits your store, update their pass with a tailored offer specific to their interest. This encourages them to come visit your store again and increases the likelihood of a purchase.

Anywhere and Everywhere: Create a dialogue with your audience when it counts. Trigger passes for users in a current location. Geofence and beacon support lets you remind customers to use their coupons, card or ticket when near your store or event location.

Benefits of Wallet Studio:

- Create an on-going engagement channel with dynamic wallet pass updates.

- Capture your entire mobile audience. Use Wallet Studio to complement your existing app strategy or as an entry point for mobile.

- Update passes on the fly.

- Trigger passes based on current location for ultimate relevance.

- Acquire new customers for your app by promoting it within Wallet Studio passes.

- Easy-to-digest content with clickable links, such as URLs, locations and phone numbers — all consolidated within the native wallet experience for iOS and Android devices.

To learn more and sign up for a free Wallet Studio trial, *visit: www.urbanairship.com/products/wallet-studio*

Glossary

Mobile Wallet: Mobile wallet is content/ information — via Apple Wallet or Android Pay — placed onto a mobile device. Multiple wallet items, or passes, can be housed in each of these ecosystems for consolidated, easy access anywhere and everywhere. Also commonly known as digital wallet, or wallet passes.

Change Notification: Change notifications are issued when a brand makes an update to an installed wallet pass. They can be a silent update (in the background) or an alert to the user. The change notification can occur on a lock screen, Notification Center, or as an alert, depending on settings.

Sources

1. "The Future Of Mobile Wallets Lies Beyond Payments", Forrester Research, Inc., Feb. 09, 2015.

2. "2015 US Consumer Mobility Survey", 451 Research, June, 2015.

3. "The Mobile Wallet: Six Things Marketers Should Know", eMarketer, Aug., 2015.

URBAN AIRSHIP