

The Quick Insert Catalog



In-App Message

In-app messages can be used to convey information, highlight promotions, and increase user engagement.

Messages can be triggered by a variety of in-app behaviors, and placed anywhere in the app.

You can A/B test different messages — including language, design, triggers, and audiences -- to best determine efficacy.



Push Notification

Push notification is displayed on your users' main phone screen. Tapping it launches the app.

A great way to re-engage dormant users, use push to alert users of a special event or promotion.



Push with Insert

This feature allows you to send a push notification that leads users directly to another Insert you've created within the app.

Push with Insert helps you make sure that users land exactly where you want them in the app, whether a survey, coupon, video, or another type of insert.



Survey

Surveys help you to collect user feedback about a service, real-life experience with your brand, or an app feature.

With Insert, you can create surveys with several types of questions, including multiple choice, open questions, and checkbox questions.

Each survey can contain a single question or a series of questions of different types.



Rate App

Drive users to the App Store to rate your app, which helps your app get discovered by new audiences.

Ideally, you would start by running an in-app survey, and only those who are highly satisfied would be directed further to share their opinion publicly.



5 Star Survey

5 star surveys let users rate an experience on 1-5 scale. In this type of survey, you can customize responses based on how users responded. Provide different feedback to each user based on their reaction to your question, thus creating a more personalized experience for them.



Banner

Banners are an excellent way to provide contextual information without visually blocking other functionalities in the app.

Add banners to the top, bottom or middle of your app screens to communicate pertinent offers and alerts, and include CTAs to elements on the screen or elsewhere in the app.



Modify Text

Change, update, test or fix any portion of text within your app. The text can be part of a button, header, product price, or paragraph.

This can be a great way to A/B test the performance of certain text-based elements of the app.



Mobile Tooltip

Tooltips are a great way to unobtrusively draw attention to elements in your app that are new or underused.

Whether users are ignoring a feature that is important to your business, or if you just launched an exciting new feature in the app, use a tooltip to highlight that element and increase usage.



App Walkthrough

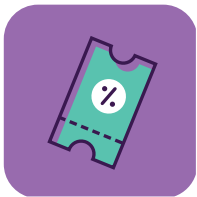
This feature allows you to construct a carousel of introductory screens that explain the value of your app and highlight the app's main features for a better onboarding experience and increased retention.

Use the app walkthrough to onboard first-time users or ones returning to the app after a version upgrade.



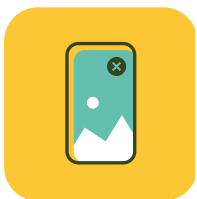
Video

This feature allows you to embed a video anywhere in your app. Video messages and tutorials can help you convey complex information without making users read a lot of text. Videos are also a way to enrich the user experience of the app, making it more multimedia.



Coupon

Increase your app's conversion rate with contextual coupons, which can be triggered by any behavior in the app, including the amount a user might have in their cart. You can also direct users to coupons from other channels by including a deeplink in your social media, push or email campaigns.



Interstitial

Display a full-screen clickable message anywhere in the app. Interstitials can be used to alert users to time-sensitive information, but are best used as Landing Pages (from a push notification or deep link).



Cross Promotion

Do you have more than one app? Drive new user acquisition from your existing loyal users. This insert allow you to introduce app users to other apps from your brand, or any other app you may have a partnership with.



Combo

For advanced users - The King of all Inserts! The Combo allows you to create a flow using different inserts (i.e. Survey + Coupon, Video + Question, etc.).



Highlight Text

Accentuate any text in the app with a color highlighter. This insert allows you to temporarily highlight certain sale items, an important portion of an article, or any other text element that you want users to notice.



Form

Use a form to drive user registration to a service or a raffle, without necessitating the creation of a full profile in your app. This is a great way to collect users' emails so you can enhance your communication with them on other channels.



Fun Quiz

The quiz is a way to offer users value through entertainment by asking them a question about their personal preferences. You can set up two possible answers, and based on users' replies, direct them to another place in the app.



Modify Image

Change, update, test or fix any image within your app. Easily give your app a fresh appearance with alternate visuals or temporarily add images that relate to the news of the day.
