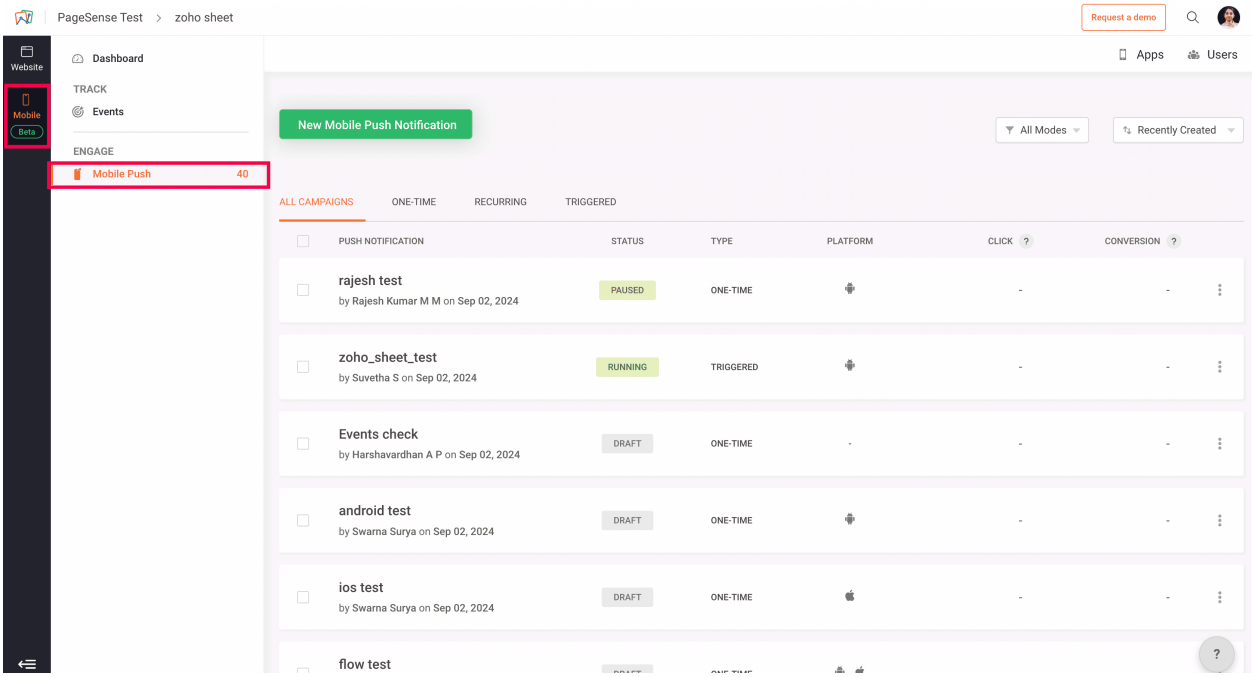
Zoho Corporation

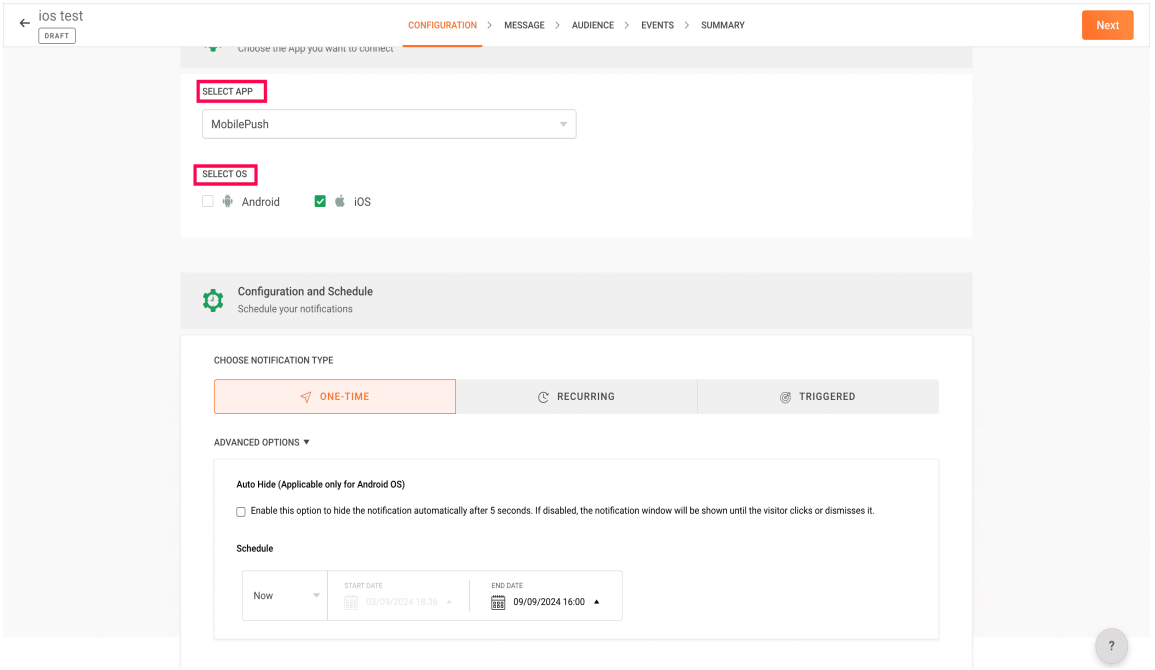
Create your first mobile push notifications for iOS

Push notifications play an important part in keeping iOS users engaged and informed. This guide gives a detailed walkthrough to set up Push notifications for iOS on PageSense. You will learn how to go about the necessary settings, get integrated with Apple Push Notification service (APNs), and how to cue best practices to ensure that your messages are delivered appropriately. Not just a developer or a marketer, anyone can use this documentation for a smooth iOS push notification setup aimed at enhancing user engagement and providing better app performance. Lets begin!

1. In the left pane of PageSense, click **Mobile**, then click **Mobile Push** under *Engage*.



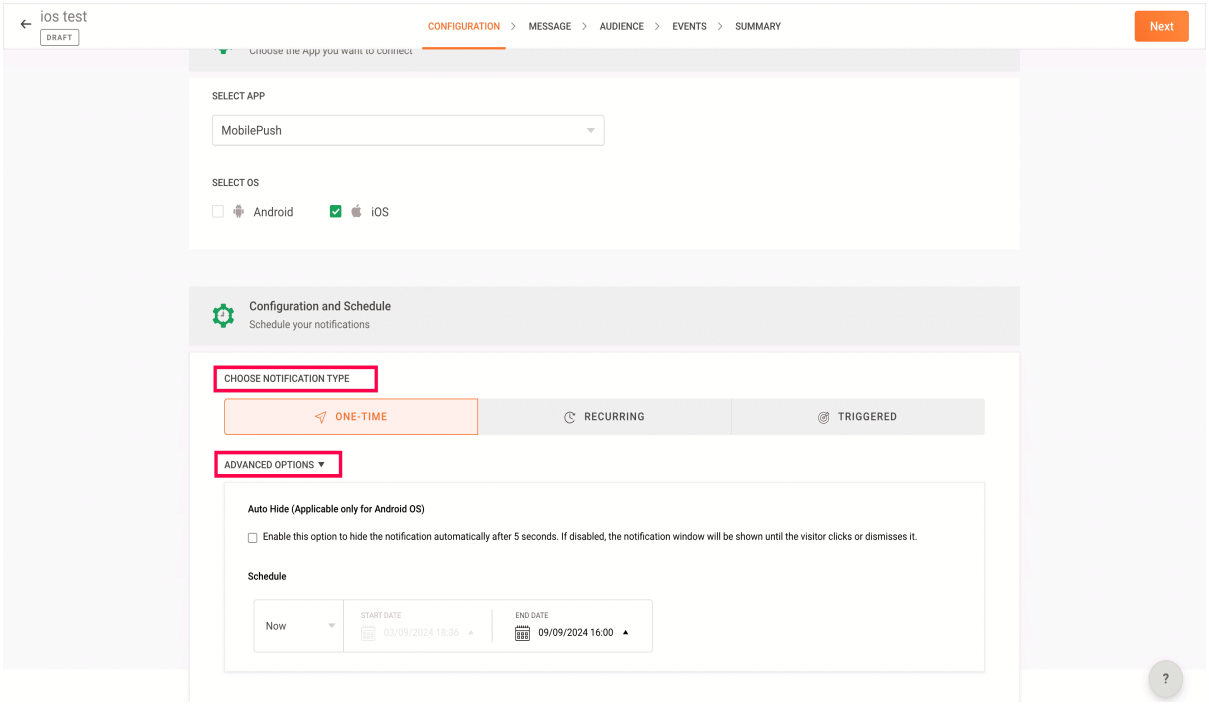
2. Click **New Mobile Push Notification** and give your experiment a unique name.
3. Choose the **App** you intend to send notifications to and select the **OS** you are targeting.



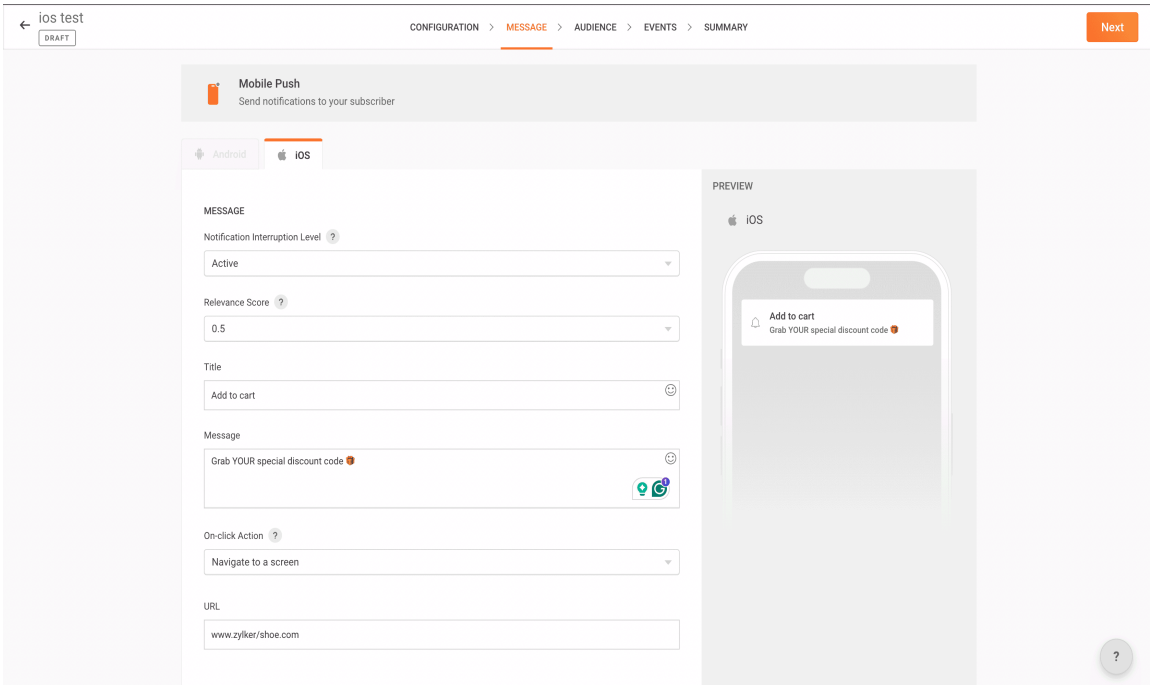
You can only choose from apps that have already been created. You can not create a new one inside mobile push notifications.

How to create an App?
Under *Apps*, click on **Register New App** and give your app a unique name.

4. Choose your **Notification Type** and set up your settings according to your requirements under *Advanced Options.*



5. Enter the information you need under each heading. You can customize all the details as per requirement.



iOS notification glossary:

What is the Notification Interruption Level?

This helps determine when and how your notification will be delivered to the user.

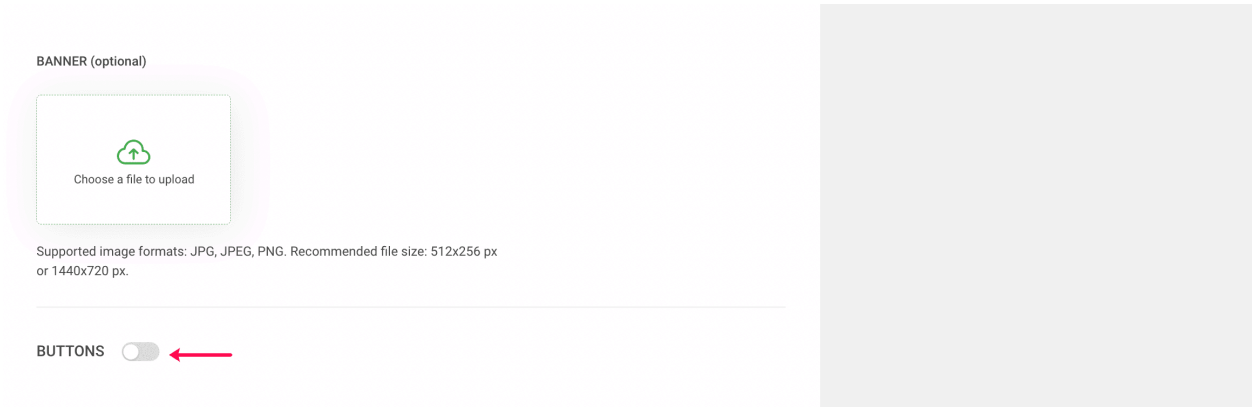
i) Active (Default): Does not override any focus mode set on user device. Works as per the default device setting.

ii) Passive: Does not override any settings, but notification is delivered silently.

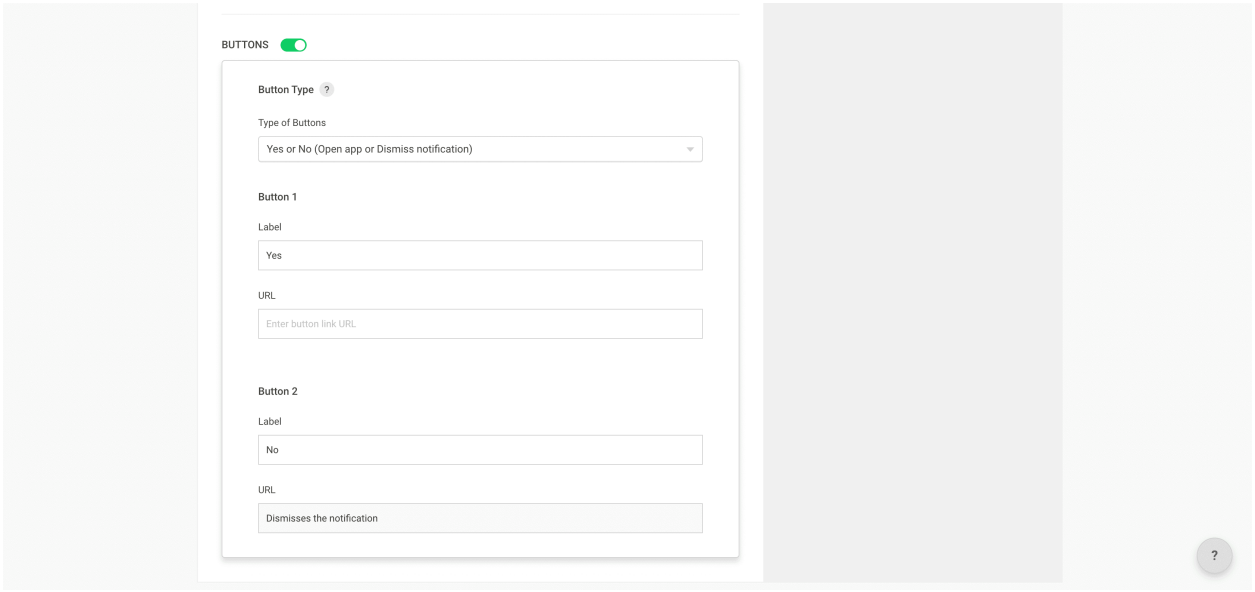
iii) Time Sensitive: Overrides settings only when immediate action is required and is displayed with a yellow banner.

iv) Critical: Overrides all settings on user device. However, to use this mode, you require Apple's permission.

6. Enable the **Buttons** toggle. Adding buttons is optional, and not mandatory

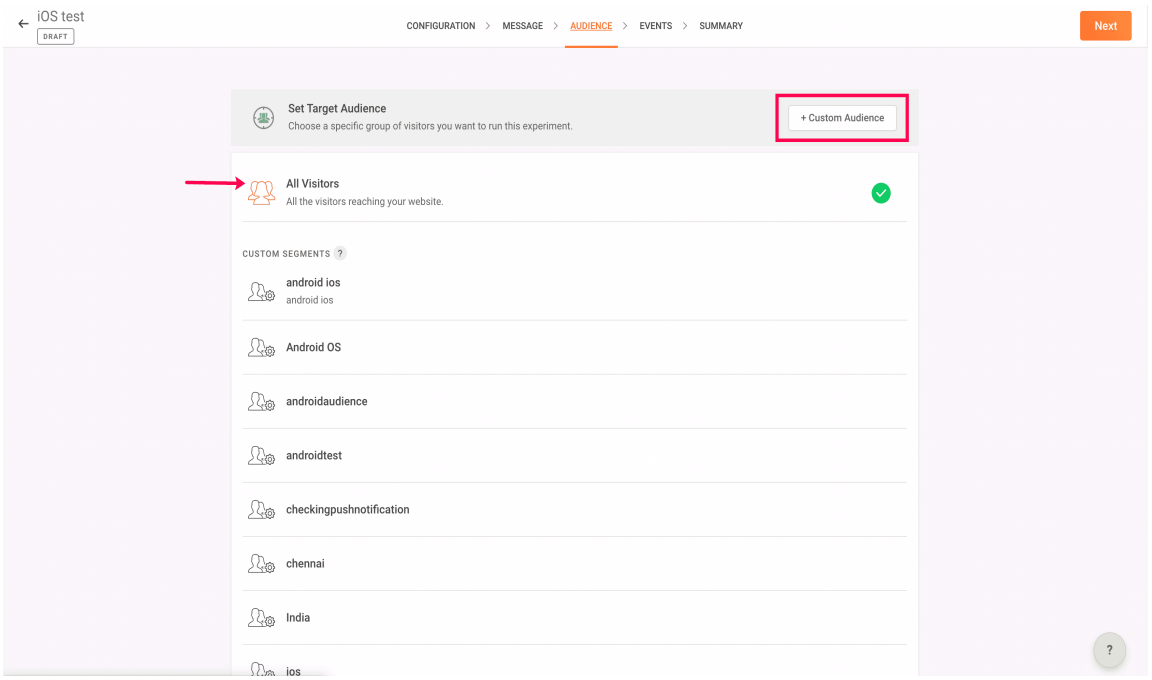


7. Once enabled, use the options to customize them according to your preferences.

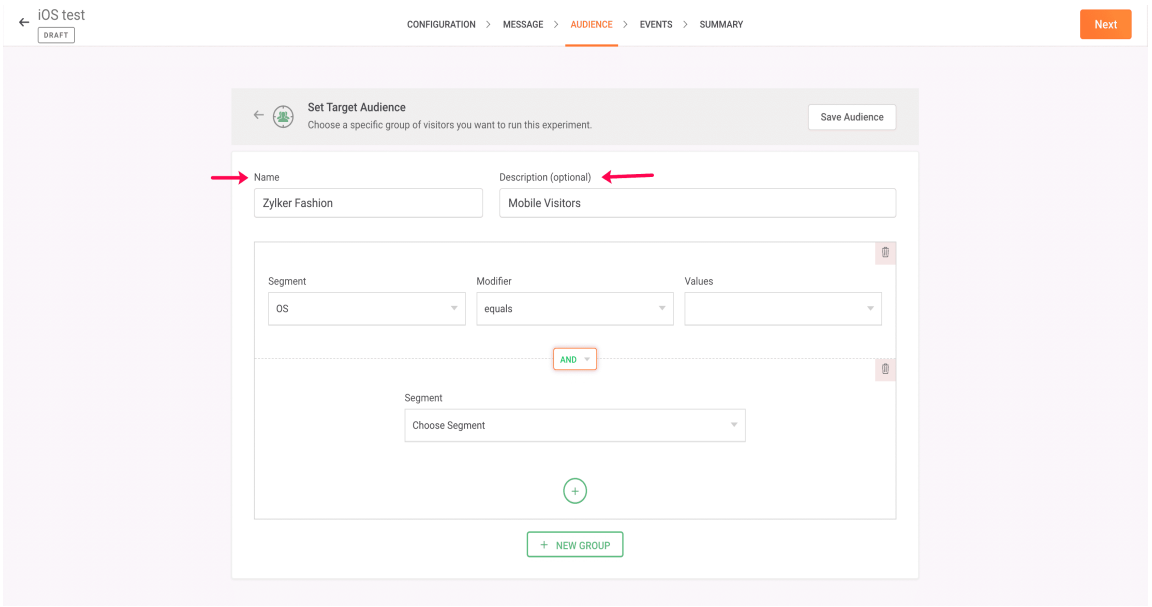


In iOS, you have each button has seven types of combination - you can choose as per requirement.

8. Select **All Visitors** as your target audience for your push notifications, or create a **Custom Audience** to narrow down and segment them further.



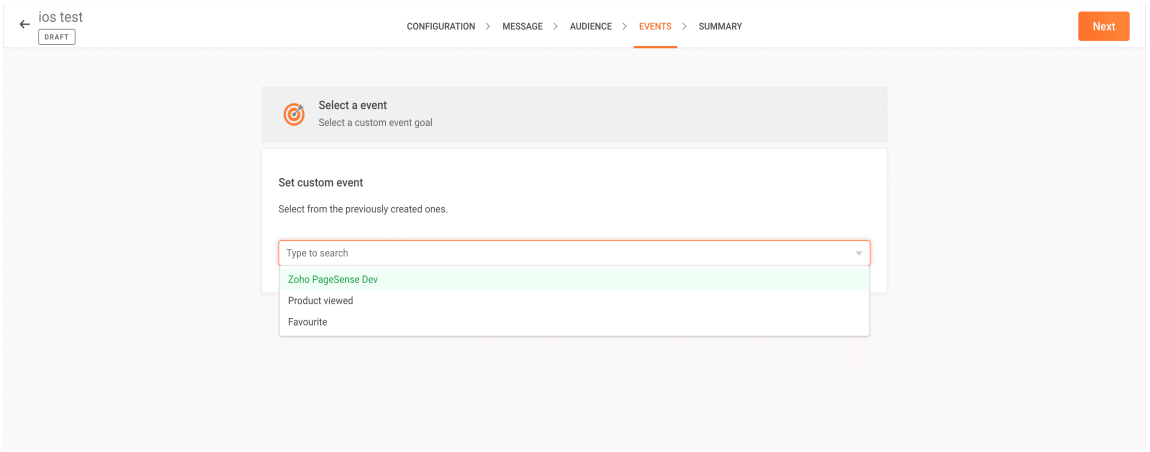
9. Give your custom audience a unique identification name and a short description. Choose the **segment**, **modifier**, and **value** according to your notification type.



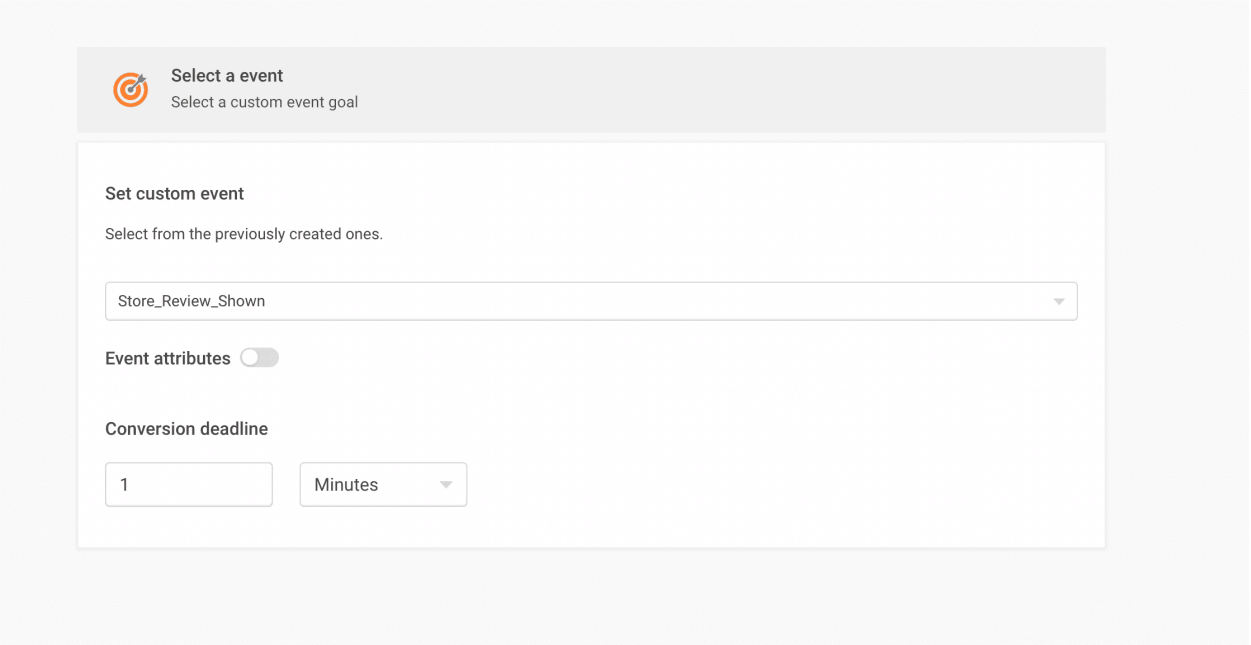
The **AND/OR** condition you choose for the main group will apply to all the consecutive sub-sets under it.

Within each custom audience segment, you can create multiple main groups and subsets to suit your requirements.

10. Choose the **custom event** you'd like to execute via this push notification.



11. Once you select your event, choose an event attribute and set your conversion deadline.

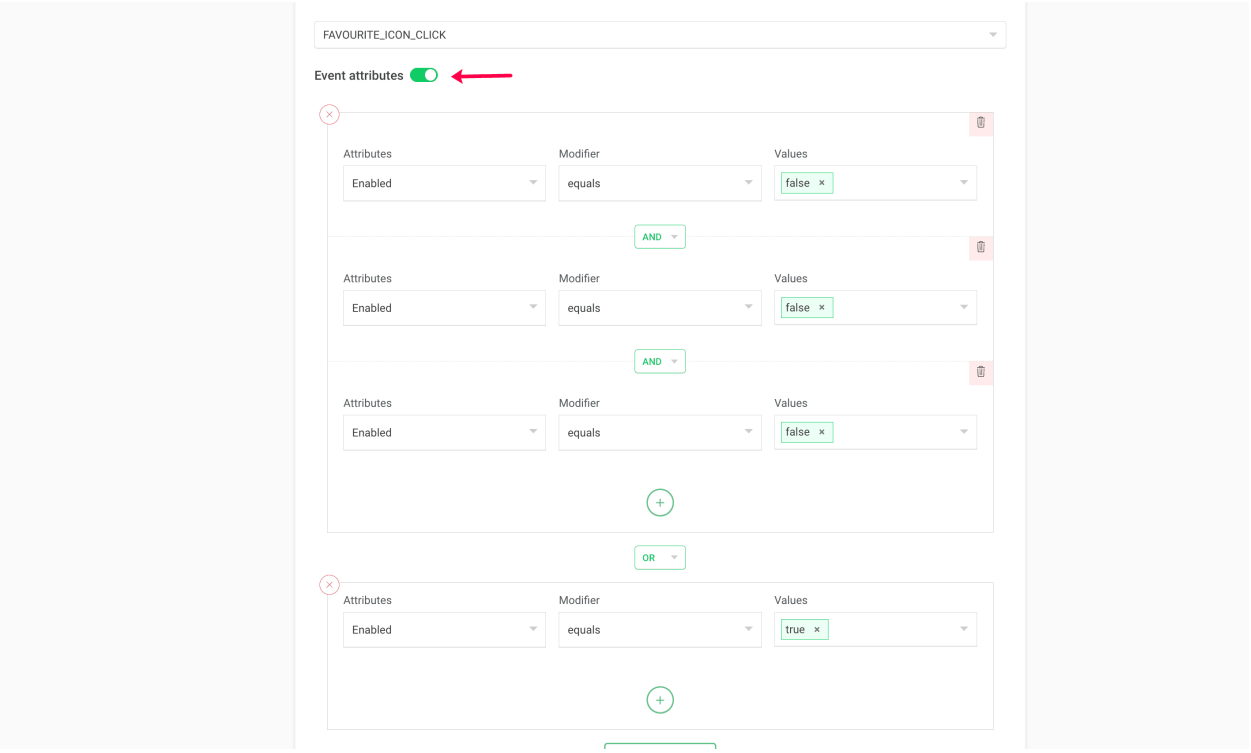


Event Attributes need to be created when an App is created - you cannot create one inside the setup

Conversion Deadline is the minimum required time set by you for end-users to perform an action via the notifications.

Learn how to setup Event Attributes here.

12. To enable event attribute, click on the toggle. Choose the **attribute**, **modifier**, and **value** according to your app.

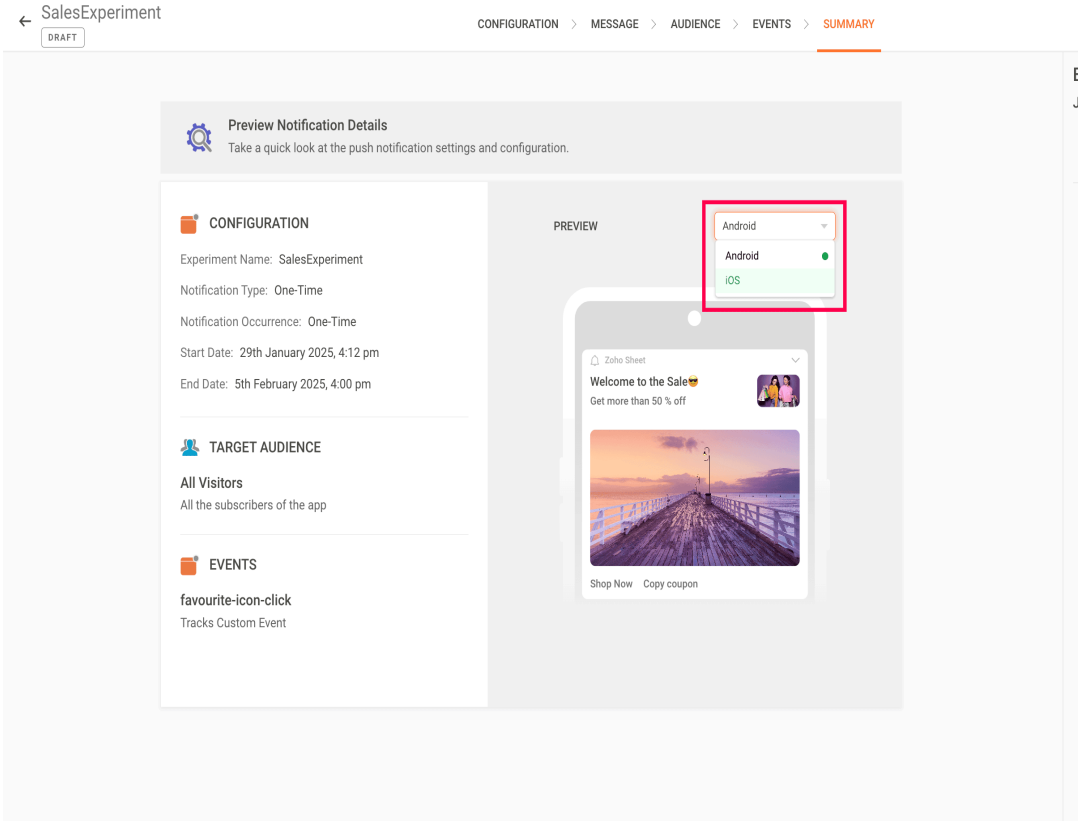


Similar to custom audience, within each event attribute, you can create multiple groups and subsets to suit your requirements.

The **AND/OR** condition you choose for the main group will apply to all the consecutive sub-sets under it.

Within each event attribute segment, you can create multiple main groups and sub-sets to suit your requirements.

13. Check all the configuration steps before launching the experiment.



You can preview your notification for both Android and iOS.

We hope this documentation helps make the process easy for you. Please feel free to reach out to us anytime by dropping an email to support@zohopagesense.com if you need more explanation or have any questions.