



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*.

The screenshot shows the PageSense interface for mobile push notifications. The left sidebar has a 'Mobile' section with 'Mobile Push' (40) highlighted. The main area shows a table of mobile push notifications. The table has columns: PUSH NOTIFICATION, STATUS, TYPE, PLATFORM, CLICK, and CONVERSION. The table lists several campaigns, including 'rajesh test', 'zoho_sheet_test', 'Events check', 'android test', 'ios test', and 'flow test'.

PUSH NOTIFICATION	STATUS	TYPE	PLATFORM	CLICK	CONVERSION
rajesh test by Rajesh Kumar M M on Sep 02, 2024	PAUSED	ONE-TIME		-	-
zoho_sheet_test by Suvetha S on Sep 02, 2024	RUNNING	TRIGGERED		-	-
Events check by Harshavardhan A P on Sep 02, 2024	DRAFT	ONE-TIME		-	-
android test by Swarna Surya on Sep 02, 2024	DRAFT	ONE-TIME		-	-
ios test by Swarna Surya on Sep 02, 2024	DRAFT	ONE-TIME		-	-
flow test					

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.

ios test

CONFIGURATION > MESSAGE > AUDIENCE > EVENTS > SUMMARY

Next

CHOOSE THE APP YOU WANT TO CONNECT

SELECT APP

MobilePush

SELECT OS

☐ Android ☒ iOS

Configuration and Schedule
Schedule your notifications

CHOOSE NOTIFICATION TYPE

ONE-TIME RECURRING TRIGGERED

ADVANCED OPTIONS

Auto Hide (Applicable only for Android OS)

☐ Enable this option to hide the notification automatically after 5 seconds. If disabled, the notification window will be shown until the visitor clicks or dismisses it.

Schedule

Now	START DATE 03/09/2024 18:36	END DATE 09/09/2024 16:00
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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*.

ios test

CONFIGURATION > MESSAGE > AUDIENCE > EVENTS > SUMMARY

Next

CHOOSE THE APP YOU WANT TO CONNECT

SELECT APP

MobilePush

SELECT OS

☐ Android ☒ iOS

Configuration and Schedule
Schedule your notifications

CHOOSE NOTIFICATION TYPE

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Schedule

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-----	--------------------------------	------------------------------

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.

← iOS test DRAFT CONFIGURATION > MESSAGE > AUDIENCE > EVENTS > SUMMARY Next

Set Target Audience
Choose a specific group of visitors you want to run this experiment.

Save Audience

Name
Description (optional)

Zylker Fashion
Mobile Visitors

Segment	Modifier	Values
OS	equals	
AND		
Choose Segment		

+

+ NEW GROUP

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.


← iOS test DRAFT CONFIGURATION > MESSAGE > AUDIENCE > EVENTS > SUMMARY Next

Select a event
Select a custom event goal

Set custom event
Select from the previously created ones.

Type to search
Zoho PageSense Dev
Product viewed
Favourite

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

 **Select a event**
Select a custom event goal

Set custom event
Select from the previously created ones.

Store_Review_Shown

Event attributes ☐

Conversion deadline
1 Minutes


❗ 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.

FAVOURITE_ICON_CLICK

Event attributes ☒ 

×

Attributes: Enabled, Modifier: equals, Values: false x

AND

×

×

Attributes: Enabled, Modifier: equals, Values: false x

AND

×

×

Attributes: Enabled, Modifier: equals, Values: false x

+

OR

×

Attributes: Enabled, Modifier: equals, Values: true x

+

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.

← SalesExperiment

CONFIGURATION > MESSAGE > AUDIENCE > EVENTS > SUMMARY

DRAFT

Preview Notification Details

Take a quick look at the push notification settings and configuration.

CONFIGURATION

Experiment Name: SalesExperiment

Notification Type: One-Time

Notification Occurrence: One-Time

Start Date: 29th January 2025, 4:12 pm

End Date: 5th February 2025, 4:00 pm

TARGET AUDIENCE

All Visitors

All the subscribers of the app

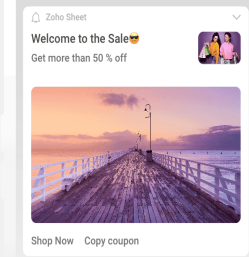
EVENTS

favourite-icon-click

Tracks Custom Event

PREVIEW

Android
Android
iOS



❗ 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.