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dojit launches context aware push notification service

Dojit - Notify is a new innovative context aware push notification service that creates and sends messages to players according to a set of developer defined rules.

Dojit has created an inspirational service for game and app developers across the world. Allowing developers to create and manage push notification services targeted at individual players. This online service with application plugin is easy to setup and provides instant access to millions of your players. We believe this is a unique developer service which all game and application designers should use to generate their own successful customer retention strategy.

With these context aware push notifications developers would be able to achieve up to a 540% increase in daily app opens, up to a 30% increase in social media sharing on sites such as Facebook & Twitter and would also benefit from having their customer response time sped up by three times.

By looking at applications such as the London 2012 app, which sent more than 10 million push notifications based on location, we can see that of around 60% of app users who enabled this function, near 60% of these notifications led to a successful click through. This is unheard of for games related marketing, such as emails, which usually achieve numbers around ten times less than these.

The developer sets up a series of recipes through the <http://developer.dojit.com> portal and when players or users of the application trigger these, push notifications are sent to the users phone. These messages in context with the players situation and have a much higher chance of action.

Therefore, the reason it should be adopted by game and app developers is that it can be used as a method of persuasion for game players to play longer and be engulfed also while playing the game.

The service is managed by developers through <http://developer.dojit.com> with an application plugin which makes the entire process of incorporating the service take just minutes. Application developers can set up a series of recipes which get triggered by a user, player of the application

or game. The recipe details the text to be sent and thus enables the developer to personalise their messages to players and users of their apps.

David Bozward, CEO of Dojit explains the reason why dojit-notify was developed:

“Our service helps game and app developers engage with their players and users. Its important that developers are able to communicate with meaningful messages and also provide a call to action. dojit-notify is a real inspirational service for game and app developers across the world.”

dojit has also opted for a simple business model for its service with a monthly subscription model for each game live. This allows developers to pay for addressing their customers directly and ensuring they are providing the experience players and users require.

Notes to editors:

About Dojit:

Dojit provides tools and services which increase player experience and satisfaction. These tools can be applied to tablet, mobile, console and online gaming platforms via plugins provided by dojit.

At the centre of our approach is creating a positive gamer experience based on a systematic player retention strategy. The strategy available for game and application developers provided by dojit is created through a set of tools within our game improvement solution (GIS). This continuously monitoring players performance and provides updates to help improve the gamers experience. The first tool being dojit-notify.

The company was formed in 2012 and is based at Innovation Birmingham Campus, Faraday Wharf, Holt Street, Birmingham, West Midlands B7 4BB, UK.

For further information, please contact Dr. David Bozward, DOJIT CEO on: 07970 778 000, or email: david@dojit.com .

Press Pack : <http://www.dojit.com/about-us/press/>

Developer Site : <http://developer.dojit.com>

keywords

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