In-App Home Screen Notifications

In-app home screen notifications are an effective tool for engaging users and promoting specific actions within the App.

Unlike push notifications, in-app home screen notifications are non-intrusive and do not require the user to opt-in. They are designed to catch the user's attention during their natural App usage.

**How In-App Notifications Work**

When a user opens the App, they will see a message displayed at the top of their home screen.

The message is a headline so it needs to be short, sharp and compelling.

Once the user taps on the notification, an image or further information will pop up and appear in the middle of the screen.

If the user taps on the image, they can be directed to a specified URL. This URL can lead to a third-party booking platform, a website, or a specific page with more information.

Please allow six weeks lead time for in-app home screen notifications.
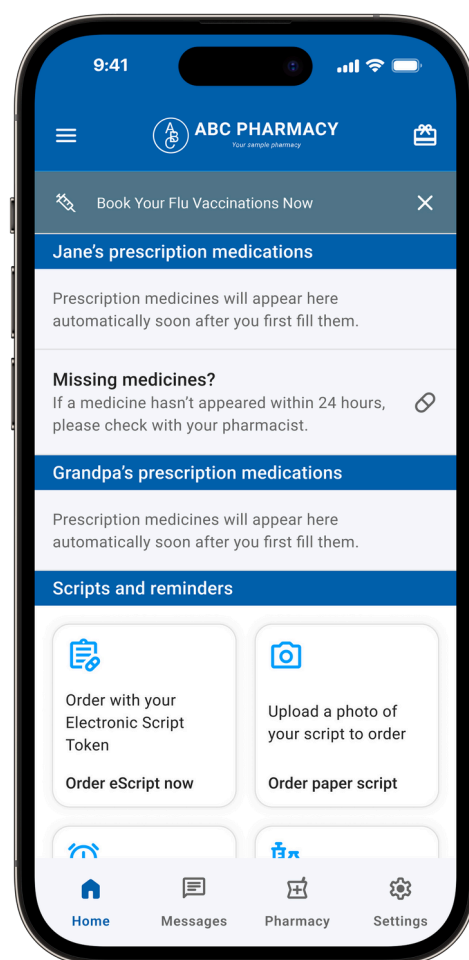
Group Broadcast Messages (GBM)

Empower your pharmacy group to connect more meaningfully with App users through targeted Group Broadcast Messages. By incorporating this feature into your marketing calendar, you can effectively promote seasonal health campaigns, including flu and hay fever seasons, and holiday specials like Christmas and VIP events.

This channel of communication via the App not only enhances your marketing efforts but also strengthens patient relationships by keeping them informed and supported throughout the year.
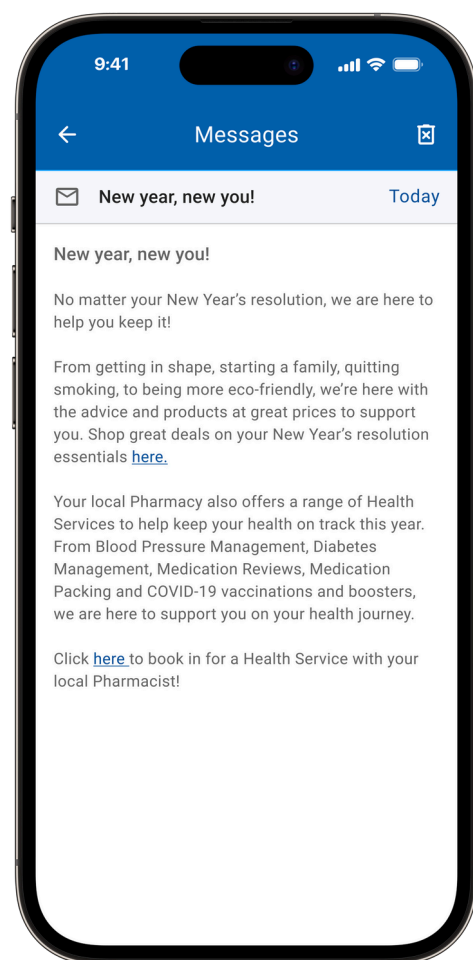
In 2024, we delivered

114,600+
In-App Messages

25.9%
Viewed the Message

0.4%
Opted Out

Tips and advice to create a compelling, revelant message

1. Engaging Subject Line and Clear CTA
Start with an eye-catching subject line to draw attention. Ensure call-to-action buttons and links are mobile-friendly, easy to tap, and feature clear, action-driven text like 'Book Now' or 'Learn More' to encourage quick engagement.

2. Purpose-Driven Use of Images
Incorporate high-quality, relevant images that complement your message. Optimise image size for faster loading and maintain a balanced 60:40 image-to-text ratio for better readability and visual appeal.

3. Incorporating Videos to Boost Engagement
Use videos to demonstrate products, share customer stories, and deliver tutorials. Videos are highly effective at engaging viewers and increasing click-through rates when properly integrated into your email.

4. Mobile-Responsive and Balanced Design
Design your email to be mobile-friendly by ensuring all visuals and text adapt seamlessly to various screen sizes. Maintain a clean layout with short paragraphs, ample white space, and responsive images. Make sure CTAs are easy to click on smaller screens.

5. Compliance & Accessibility
Avoid including sensitive information in your visuals and improve accessibility by using alt text for images and captions for videos.

For more information contact our marketing team
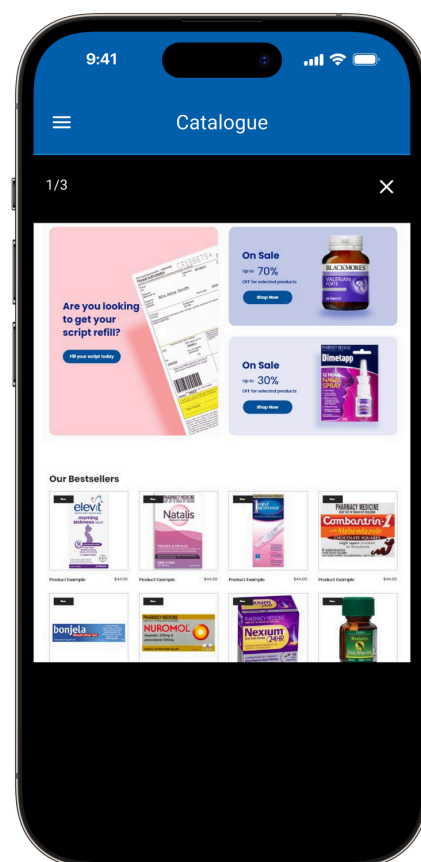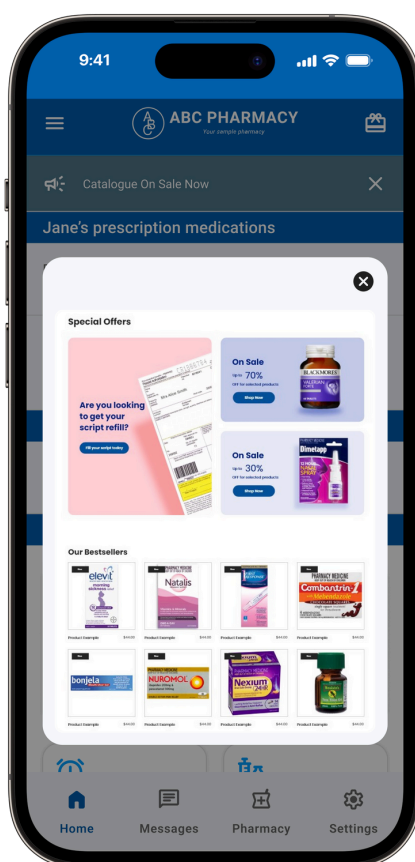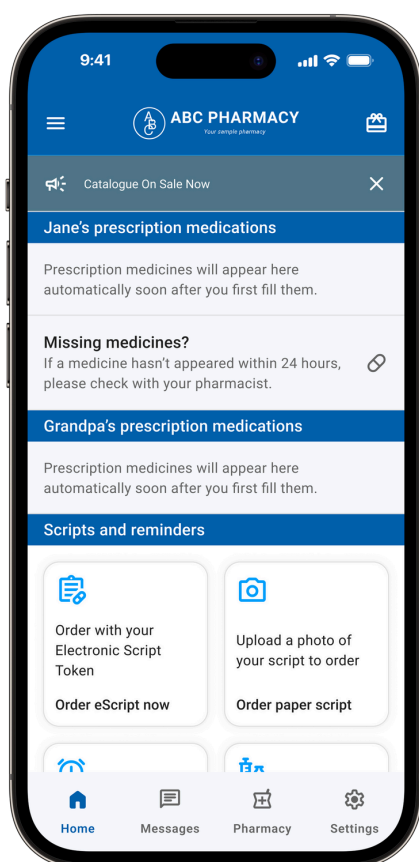**marketing.aus@medadvisorsolutions.com**

MedAdvisor Solutions™
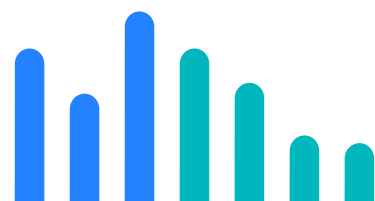
Catalogues In-App

In today's digital-first world, customers expect easy and convenient access to information, and hosting your catalogue in the MedAdvisor app offers precisely that.

With digital viewing on the rise, your catalogue is just a tap away for app users, making it easy for them to browse your products, services, and promotions anytime, anywhere. Embrace the convenience of digital catalogues and meet your customers where they are - online and on their devices.

Showcase Your Catalogue in the App to Boost Visibility and Drive Purchases

All you need to do is

Give at least 2 weeks before the catalogue goes live...

Send your catalogue as individual JPEG files, each under 500KB, marketing.aus@medadvisorsolutions.com

In the email mention what the catalogue sales dates are for when it should appear in the App

If you would like to edit the home screen banner notification from '**Catalogue On Sale Now**', please mention this in the email.

For more information contact our marketing team
marketing.aus@medadvisorsolutions.com

MedAdvisor Solutions™