



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.

Discuss with your Account Manager to arrange your message.

