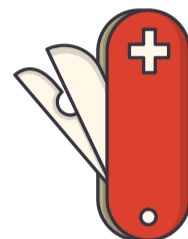


# KEY DEFINING CHARACTERISTICS OF MESSAGING OPTIONS

Not all apps with messaging functions are created equal. It is critical to understand the different messaging contexts and continue to be guided by the consumer experience.

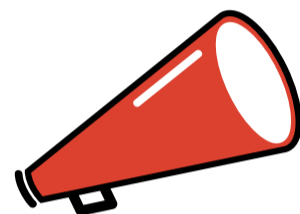
## 1 MESSAGING AS PRIMARY VS. SECONDARY APP FUNCTION

It is important to understand if the messaging component is the primary or secondary function of the app so it can provide insight into users' motivations and expectations. This can help guide the tone and style of your messaging.



## 2 ONE-TO-ONE VS. ONE-TO-FEW VS. ONE-TO-MANY

Messaging is often conceptualized as being one-to-one communication, but messaging also encompasses one-to-few and one-to-many, such as group chat. Understanding these paradigms are critical to understanding your audience and crafting your messaging.



## 3 WALLED GARDEN VS. API

Apps can be closed or open or anywhere in between, from managed services and self-serve to accessible/limited partnerships or RTB accessible, with each choice having data and targeting implications.



## 4 FEATURES & PLATFORM CAPABILITIES

Beyond texting, any given app can include virtually infinite options for adding additional features and capabilities: ads, calling, chatbots, e-commerce, media sharing, gaming, GIFs, stickers, voice messages, video, and many more. When picking and choosing apps and functions, ask yourself how your message can enhance the experience for the consumer.



## 5 3RD PARTY CREATIVE INTEGRATION

There is no shortage of 3rd party solutions that can create campaigns for publishers and marketers to scale the reach of their creative across multiple platforms. This is very true for chatbots. Knowing that there are scalable options may make it easier for you to begin exploring marketing options to meet your goals.



## 6 MOBILE VS. DESKTOP (OR BOTH)

While apps with messaging functionality are generally considered to be mobile-only, this is not always the case. This could potentially impact your creative as you'll want to ensure a great consumer experience, regardless of screen size.

