

Mobile App Engagement Configuration Guide

Document Version: 1.0
April 2018

Contents

Introduction	3
Configuration	Error! Bookmark not defined.
Step 1: Install the “Mobile App” application on your LiveEngage site	3
Step 2: Create new “Mobile App” engagements on your LiveEngage site.....	5
Step 3: Implement the new SDK version 3.1	9
Step 4: Implement the Monitoring APIs	9
Setting Campaign Priority	9
Use Cases	10
Use Cases for Multiple Engagements	11
Agent Workspace	11
Reporting.....	11
The Campaign Level Data Bar and Dashboard.....	11
The Account Level Campaign Data Bar and Dashboard	12
Important notes	12
Appendix	13
Goals conditions.....	13
Target audience conditions.....	13
Visitor behavior conditions	14

MOBILE APP ENGAGEMENT CONFIGURATION

Introduction

Campaigns are the cornerstone of LiveEngage - the place where every digital engagement is created and organized. By using campaigns, brands can target specific audiences in order to achieve their business goals, such as increasing sales or generating leads.

The addition of campaigns for mobile app will allow brands to create engagements for mobile through LiveEngage, and manage the engagements easily, targeting customers based on unauthenticated attributes or entry points and routing them to a desired skill.

In order to start creating mobile engagements on your LiveEngage site, you will need to implement the following steps (working with your development team to complete steps 3 and 4):

The first two steps can be completed within LiveEngage:

- [Step 1: Install the “Mobile App” application on your LiveEngage site](#)
- [Step 2: Create new “Mobile App” engagements on your LiveEngage site](#)

Steps 3 and 4 must be completed within your brand app:

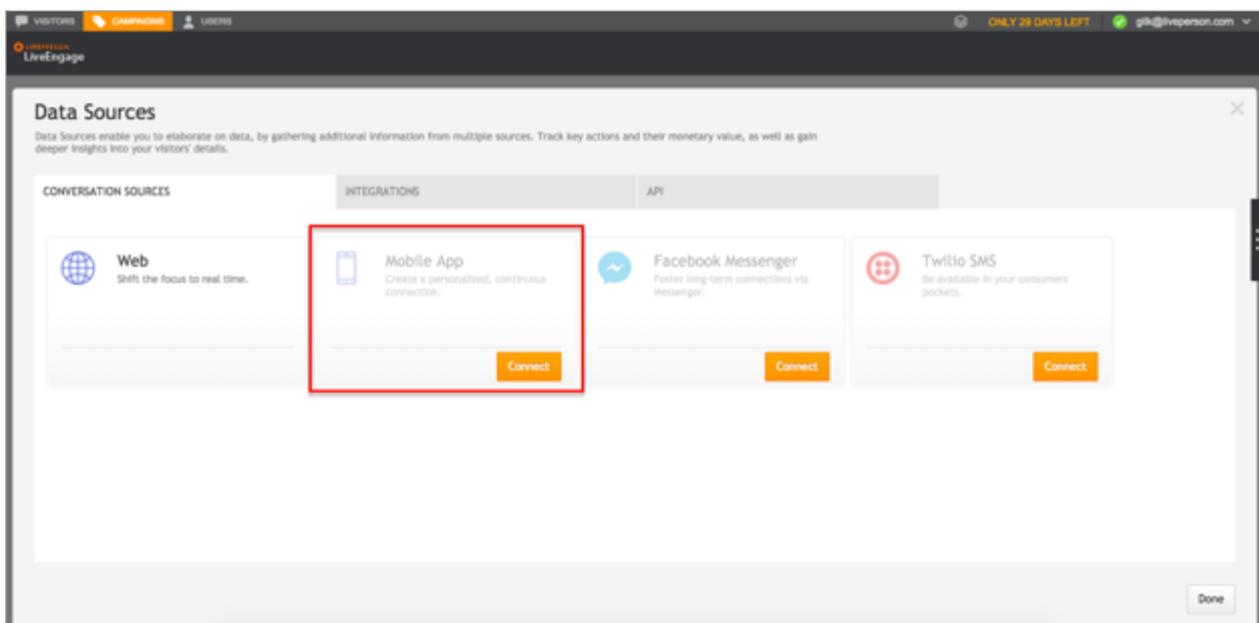
- [Step 3: Implement the new SDK \(version 3.1 or higher\)](#)
- [Step 4: Implement the SDK's Monitoring APIs](#)

Detailed guidance on implementing each of these steps can be found below:

On LiveEngage:

Step 1: Install the “Mobile App” application on your LiveEngage site

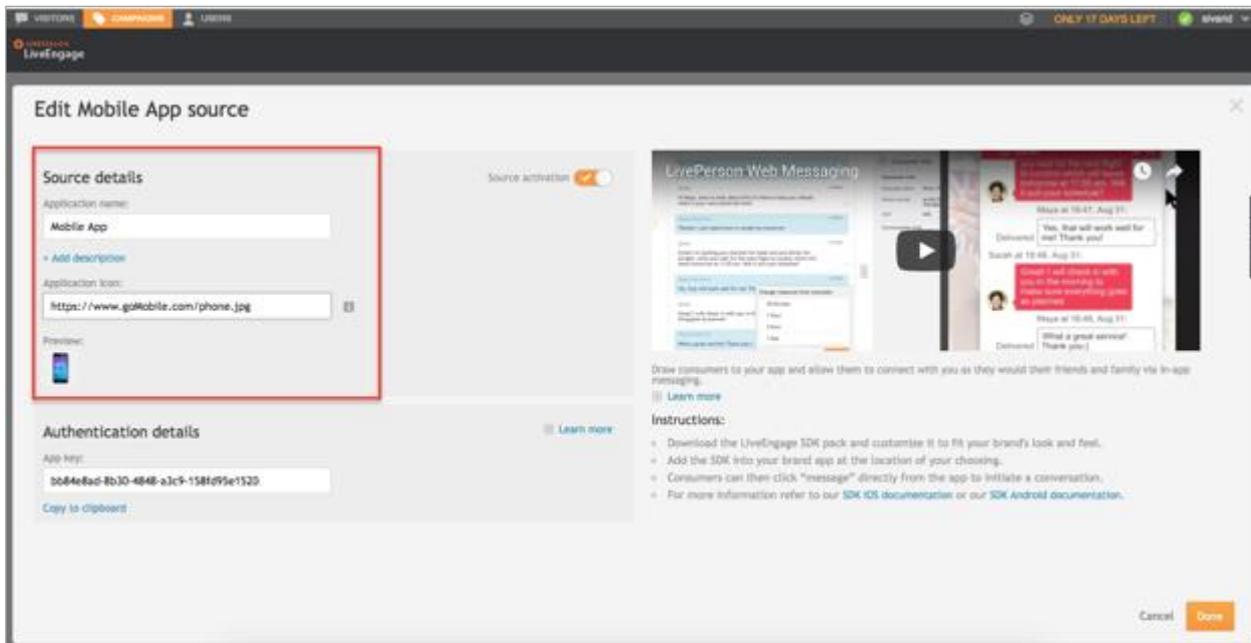
1. Go to LiveEngage -> Campaigns footnote -> Data sources.
2. Under “Conversation sources” tab, choose “**Mobile App**” -> Connect.



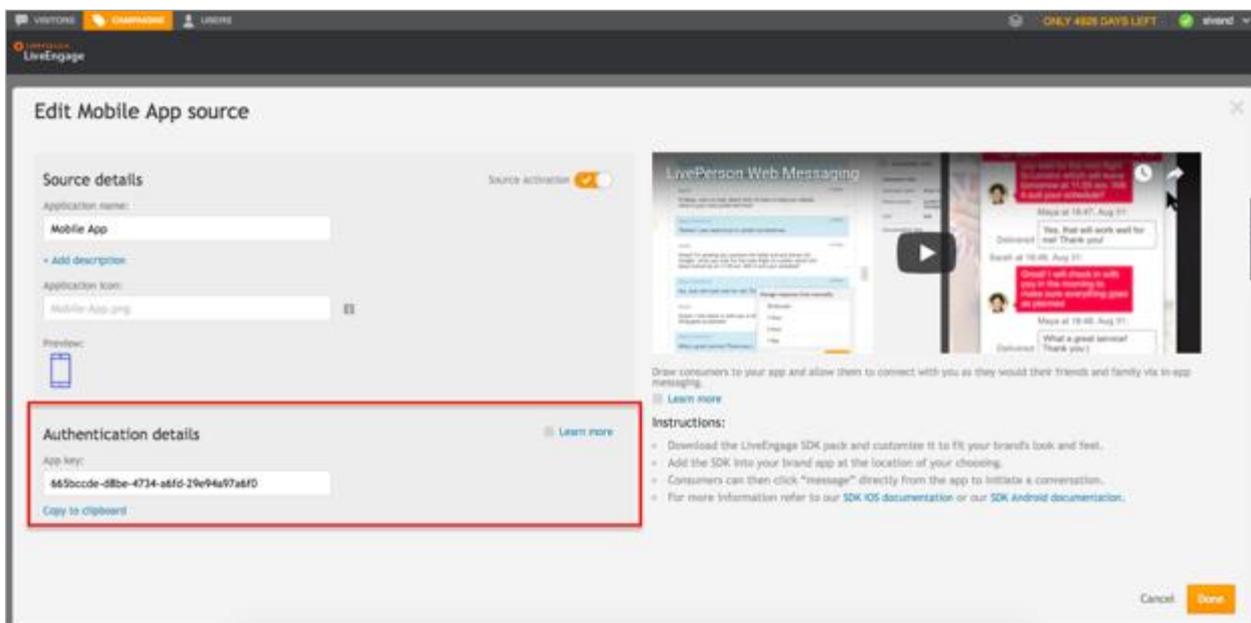
MOBILE APP ENGAGEMENT CONFIGURATION

3. Edit the Mobile App source details.

- Enter the App name (the default is Mobile App) and enter a description if you wish.
- Add an application icon by entering the URL of the hosted image. The icon should be in .PNG, .JPG or .GIF format, the recommended size is 50x50 pixels (up to 50KB) and the image should be hosted on a https site.



4. Click "Create". The Mobile App will now be installed on your LiveEngage account. On the same page, a new "App key" will be created, under the "Authentication details" section:



5. To disable mobile app messaging conversations, from the Edit Mobile App source page, switch the source activation toggle to off. As a result, no mobile app messaging conversations will be directed to LiveEngage.



Step 2: Create new “Mobile App” engagements on your LiveEngage site

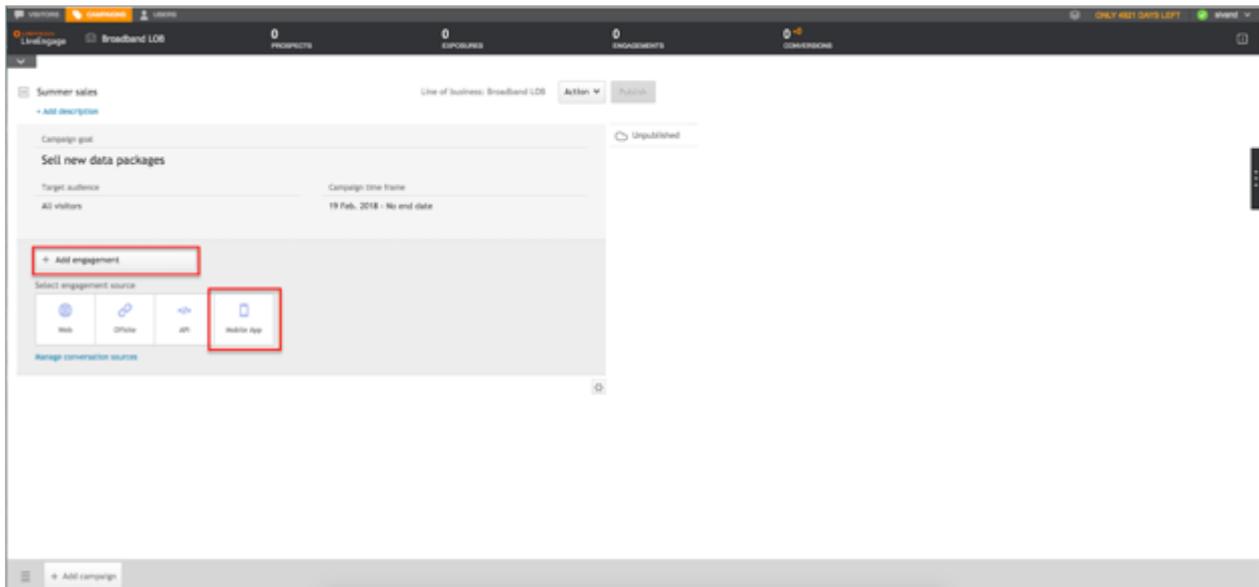
Now that the “Mobile App” is installed on your LiveEngage account you are able create Mobile App engagements and define their skill routing, visitor behavior and entry points.

You may create the engagements under an existing campaign. As best practice we recommend creating new separate campaigns for Mobile App engagements, in order to avoid misleading reporting for existing campaigns.

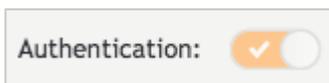
When creating web engagements, as part of the process the brand can configure the appearance of the engagement within the LiveEngage studio. When creating mobile engagements, this step does not take place in LiveEngage but in the brand app itself.

1. Under the desired campaign, click “**Add engagement**”, then select “**Mobile App**”.

MOBILE APP ENGAGEMENT CONFIGURATION

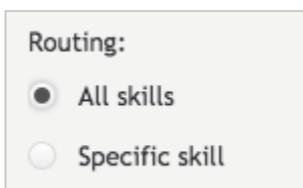


2. The engagement settings page will open. Mobile app messaging engagements are currently for authenticated conversations only.



3. On the engagement settings page, select the skill the engagement should be routed to. To route to all skills, select 'All skills' (default); to select a specific skill, select the 'Specific skill' option and choose from the dropdown menu.

Please note: For brands using internal routing rules defined by LivePerson's internal system, a third option, "System routing", will be displayed. Selecting this option will route the conversation to an available agent according to the skill selection rules defined. Contact your LivePerson representative for additional details.



4. Select the engagement language.

Please note: The engagement language selected in this step will only affect items in the Agent Workspace - namely Auto messages and Predefined content - during an active conversation. The window language displayed within the App (hardcoded texts like buttons text, window header etc.) is set by the consumer's Mobile device language settings. In order to understand which text elements are configured locally on the device, refer to [Mobile String Localization](#) on the developer community, for the full string localization keys.

MOBILE APP ENGAGEMENT CONFIGURATION

Language

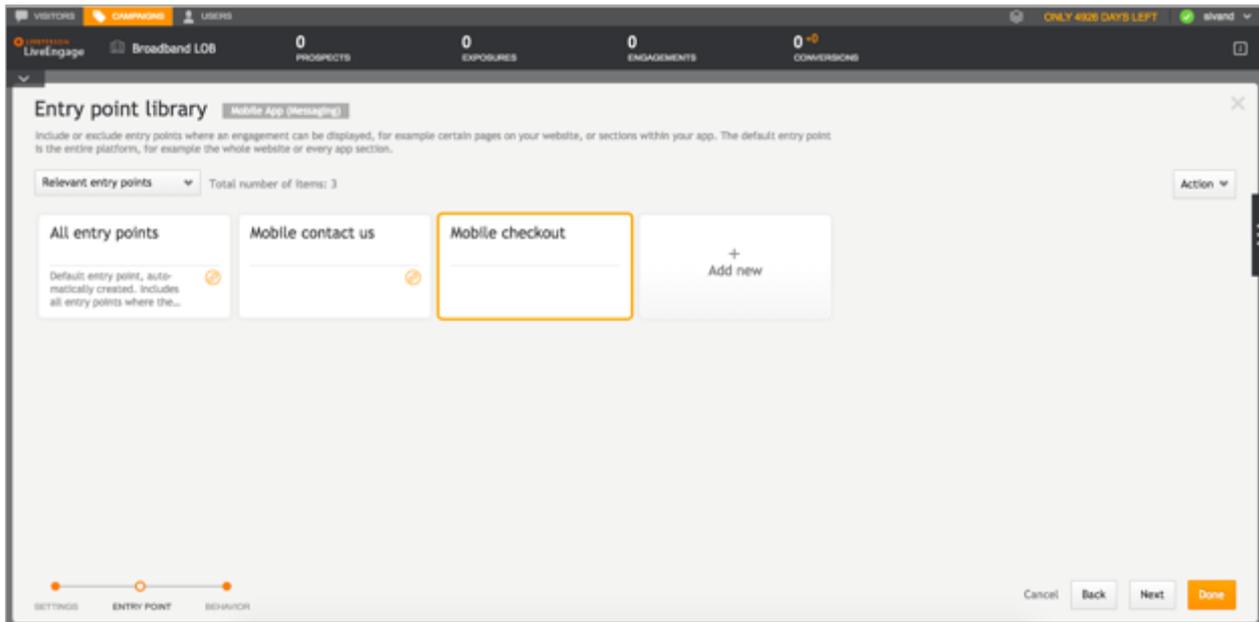
English (US) ▼ +

5. Add an agent note if you wish. This is a note regarding the engagement which will be visible to all agents. For example “As part of our summer sale, consumers arriving from this engagement can be given an extra 5% discount”.
6. This page also contains links to customize Automatic Messages and Predefined Content.



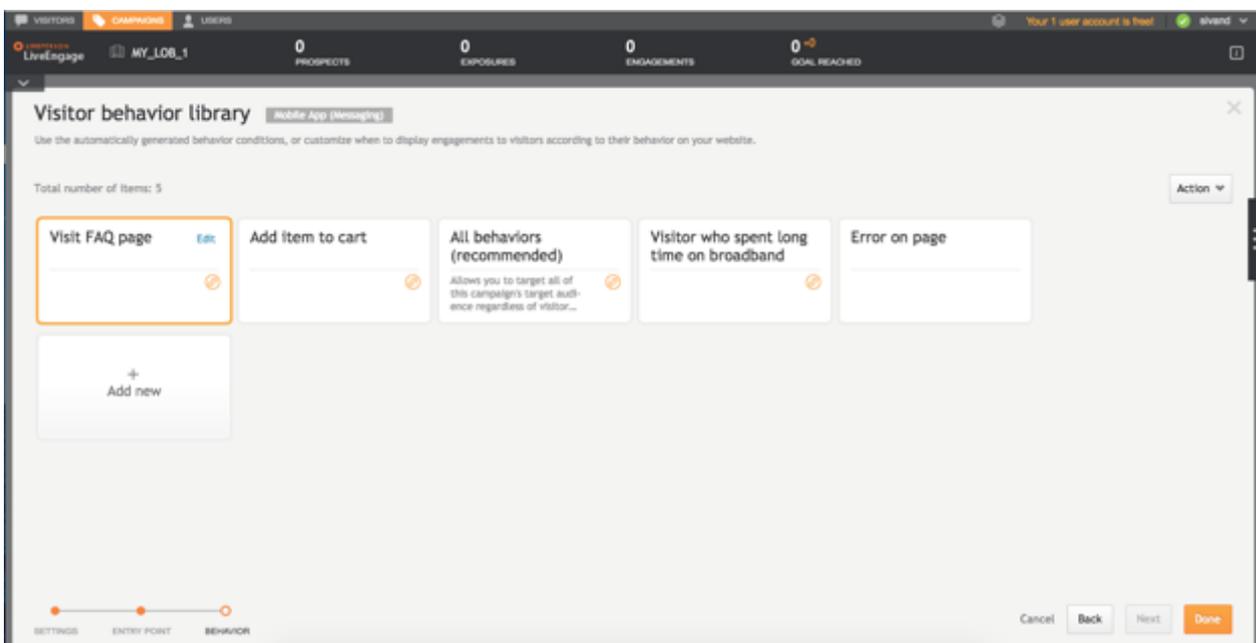
7. Click **next**.
8. The Entry point library page will open. The entry point is the section within the app where the engagement will be displayed. From the engagement Entry point library, choose the engagement entry point from the existing items, or click “**Add new**” to define a new entry point.
Please note: By default, only the relevant entry points for mobile app messaging will be displayed. To view all entry points on the account, choose ‘All entry points’ from the filter. All entry points will then be displayed, however only mobile app messaging entry points can be selected from.

MOBILE APP ENGAGEMENT CONFIGURATION



For further information on creating a new entry point, please refer to the [Assign an Entry Point to your Engagement](#) documentation.

9. Click **next**.
10. The Visitor behavior library page will open. Decide when to display engagements according to your consumers' behavior by selecting the consumer behavior conditions you wish to impose on the target audience. From the Visitor Behavior library, you can choose the desired behavior from the existing items, or click "**Add new**" to define a new behavior.

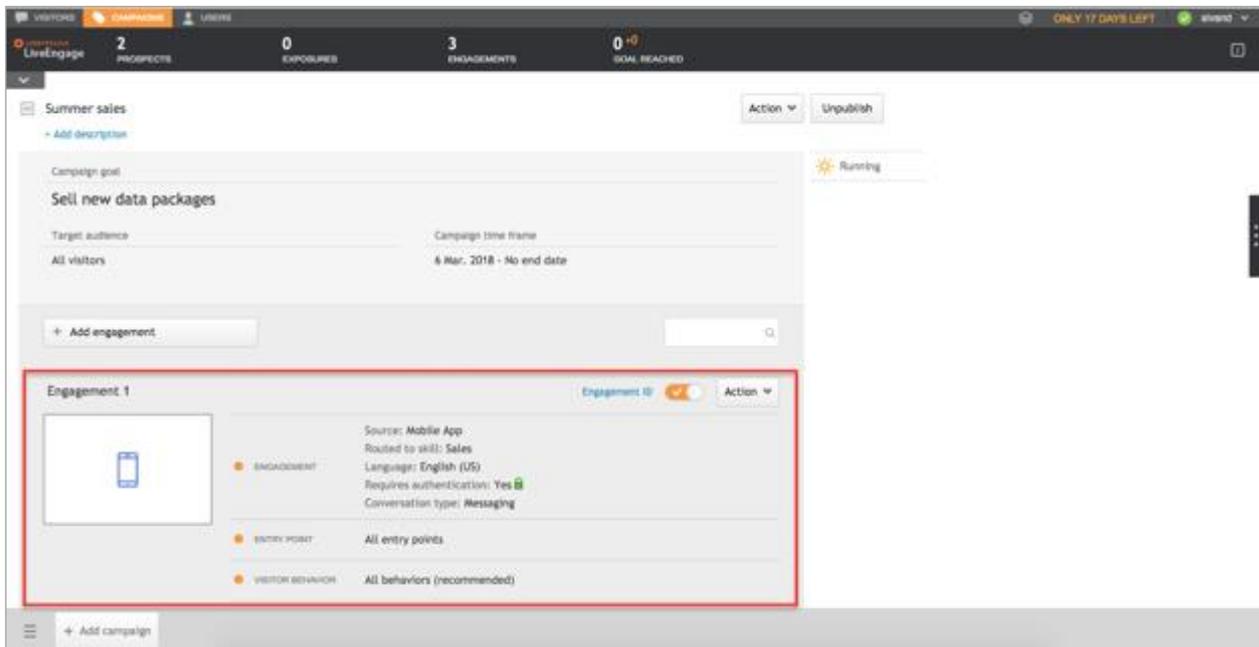


For further information on creating a new behavior, please refer to the [Target based on your visitors' behavior](#) documentation.

11. Click **done**.

MOBILE APP ENGAGEMENT CONFIGURATION

12. The new Mobile App engagement has been created. From the Campaign Summary page, you can give your engagement a name, edit all aspects of the engagement, enable or disable the engagement and publish.



On your host app:

Step 3: Implement the new SDK version 3.1

For information on implementing the Mobile App Messaging SDK, v3.1, please refer to the documentation on the Developer Community - [iOS](#) / [Android](#).

Step 4: Implement the Monitoring APIs

In order to be able to receive engagement IDs from the new monitoring SDK (which is included within SDK 3.1) and display engagements based on the SDK responses, you will need to implement the Monitoring APIs. For further information on this step, please refer to the [documentation on the Developer Community](#).

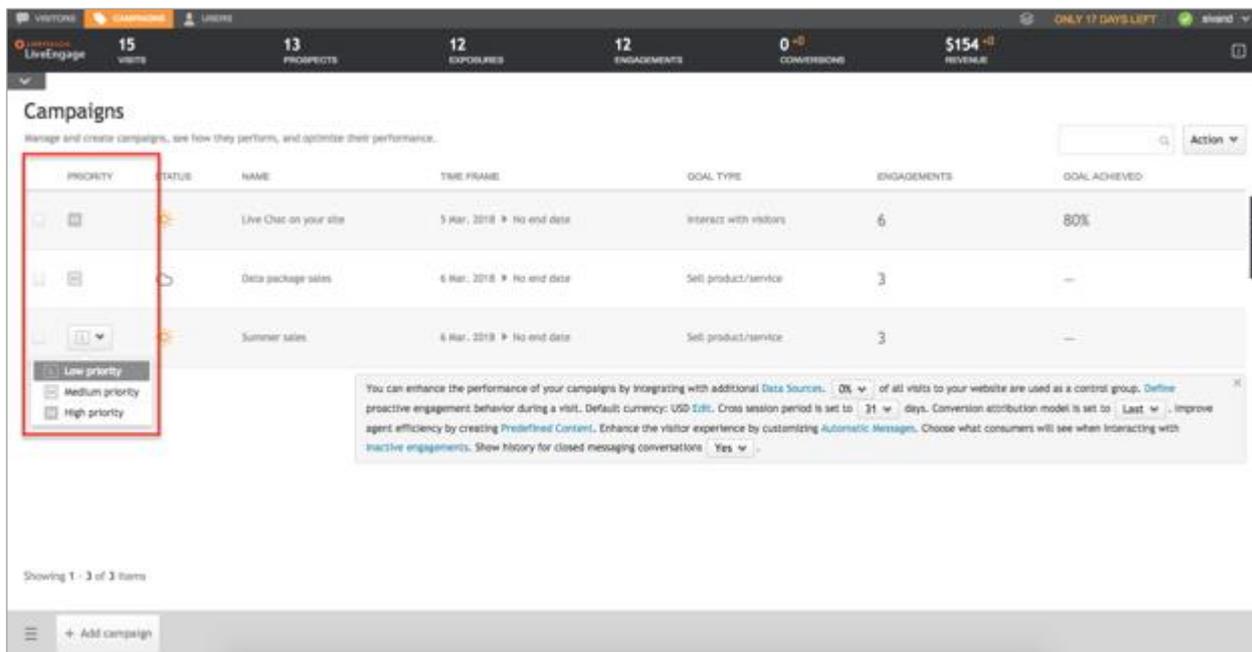
Once you have completed the four steps above, you will have configured engagements for mobile app messaging on your account and consumers will now be able to see and interact with engagements while using your brand mobile app.

Setting Campaign Priority

From the Campaigns page, you can set your campaigns to different priorities (high, medium, or low), by selecting from the options under the Priority column. If multiple engagements target a user simultaneously, and in order to ensure that users still have a chance to be exposed to all engagements, LiveEngage will choose which engagement to display according to the following logic:

MOBILE APP ENGAGEMENT CONFIGURATION

- The probability that engagements belonging to High Priority campaigns will be displayed is 70%.
- The probability that engagements belonging to Medium Priority campaigns will be displayed is 20%.
- The probability that engagements belonging to Low Priority campaigns will be displayed is 10%.



You can also create multiple engagements for the same and/or different campaigns that display in the same entry point or based on the same visitor behavior. If multiple engagements target a consumer simultaneously and/or are mapped to the same entry point, LiveEngage will display the engagement that belongs to the campaign with the highest priority.

Use Cases

- **Skill Routing** - A consumer enters the brand app looking to exchange an item they have purchased. On navigating to the 'Delivery and returns' section of the app, an engagement will display based on their entry point (delivery and returns section) inviting them to start a messaging conversation. On selecting the engagement, the consumer will be routed to the Customer Care skill.
- **Engagement Attributes** - A consumer who has exceeded their overdraft limit is using a bank's mobile app. Based on the consumer's engagement attributes (which report that the consumer's balance is below their agreed overdraft), the app displays an engagement inviting the consumer to start a messaging conversation.
- **Skill Routing and Engagement Attributes** - A consumer is browsing the product sections within the brand app and adds an item to his cart. Based on the consumer behavior (adding item to cart) an engagement will display inviting the consumer to start a messaging conversation. On selecting the engagement, the consumer will be routed to the Sales skill, based on their entry point (product page).

Use Cases for Multiple Engagements

Using multiple engagements in campaigns helps you facilitate your consumers' journeys and attain your business goals. Here is an example of how multiple campaigns and engagements can be used:

- Use one campaign to target all consumers and specific consumers. Create an engagement in the campaign for general enquiries. Set this engagement to display to all consumers on every entry point in your app. In the same campaign, create an additional engagement that displays to consumers who have added specific products to their cart.

Agent Workspace

For incoming conversations initiated from a Mobile App Messaging engagement, the consumer info widget will display in the agent workspace. Under the campaign info section of this widget, the following information will display: target audience, visitor behavior, campaign goal and conversation source (Mobile App).

Reporting

The LiveEngage Report Builder offers a set of operational and funnel reports which provide visibility into campaign and agent performance against campaign goals. The content of a selection of dashboards has been expanded to reflect the performance of engagements from both web and non-web, i.e. mobile app, sources. Data from mobile app messaging engagements and conversations, such as session and conversation metrics, is reflected in Report Builder.

For further information on reporting on the campaigns funnel from mobile app messaging engagements, please refer to the [Report Builder Predefined Dashboards documentation](#). Additional information on mobile app messaging in funnel reports can also be found in the [release notes](#).

The Campaign Level Data Bar and Dashboard

Campaigns Data is displayed and updated every hour, to enable you to make on-the-fly decisions about your campaigns and engagements at any given time. Campaigns are tied to business goals, giving you the crucial information that you need to optimize your targeting. The Data Bar displays the visitor funnel; total visitors, those exposed to data, those engaged, incremental conversions and incremental revenue. The data is highly visible and easily accessible on the Data Bar and Dashboard.

For further information, refer to our [Campaign Level Data Bar and Dashboard](#) documentation.

The Account Level Campaign Data Bar and Dashboard

The Account Level Data Bar and Dashboard at the account level provides a snapshot of how all of the campaigns in your account are performing. These reports provide both an aggregated, as well as a detailed view of the main KPIs of the entire program, and reflect tracking of conversion metrics that are related to business goals.

For further information, refer to our [Account Level Data Bar and Dashboard](#) documentation.

Important notes

- Target Audience / Consumer Behavior rules: Some of the targeting conditions for consumer behavior only support web engagements. You can refer to the full list of supported conditions below ([Appendix](#)) to see which conditions are supported in mobile and which are not.
 - Do not create a Mobile App engagement assigned to irrelevant target audience/visitor behavior rules, as this may result in ineligible mobile engagements.
- If a campaign has expired, its engagements will not be returned in the API response. In case the host app displays invitations anyway (when the API response is empty), mobile conversations will still be initiated, but will be routed to an unassigned skill and will not be associated with any campaign information (the campaign will display as unassigned).

Appendix

Goals conditions

Conditions	Relevant source
Sell product/service (URL)	Web
Sell product/service (Transaction SDE)	Web, Mobile
Generate leads (URL)	Web
Generate leads (Lead SDE)	Web, Mobile
Service activity completed (Service SDE)	Web, Mobile
Increase page views	Web
Other	Web

Target audience conditions

Condition box	Relevant sources
External referral	Web
Search keywords	Web, Mobile
IP range	Web, Mobile
Platform	Web, Mobile
Marketing source	Web, Mobile
Geo location	Web, Mobile
new/returning	Web
Customer info	Web, Mobile
Visitor age	Web, Mobile
Time since registration	Web, Mobile
Company size	Web, Mobile
Balance	Web, Mobile
Customer ID	Web, Mobile
Gender	Web, Mobile
Store zip code	Web, Mobile
Store number	Web, Mobile

Visitor behavior conditions

Conditions	Relevant source
Flow	Web, Mobile
Time on location (entry point)	Web
Visited location (entry point)	Web, Mobile
About to abandon	Web
Cart value SDE	Web, Mobile
Products in cart SDE	Web, Mobile
Viewed Product SDE	Web, Mobile
Visitor Error SDE	Web, Mobile
Engaged in Session	Web, Mobile
Service Activity SDE	Web, Mobile

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