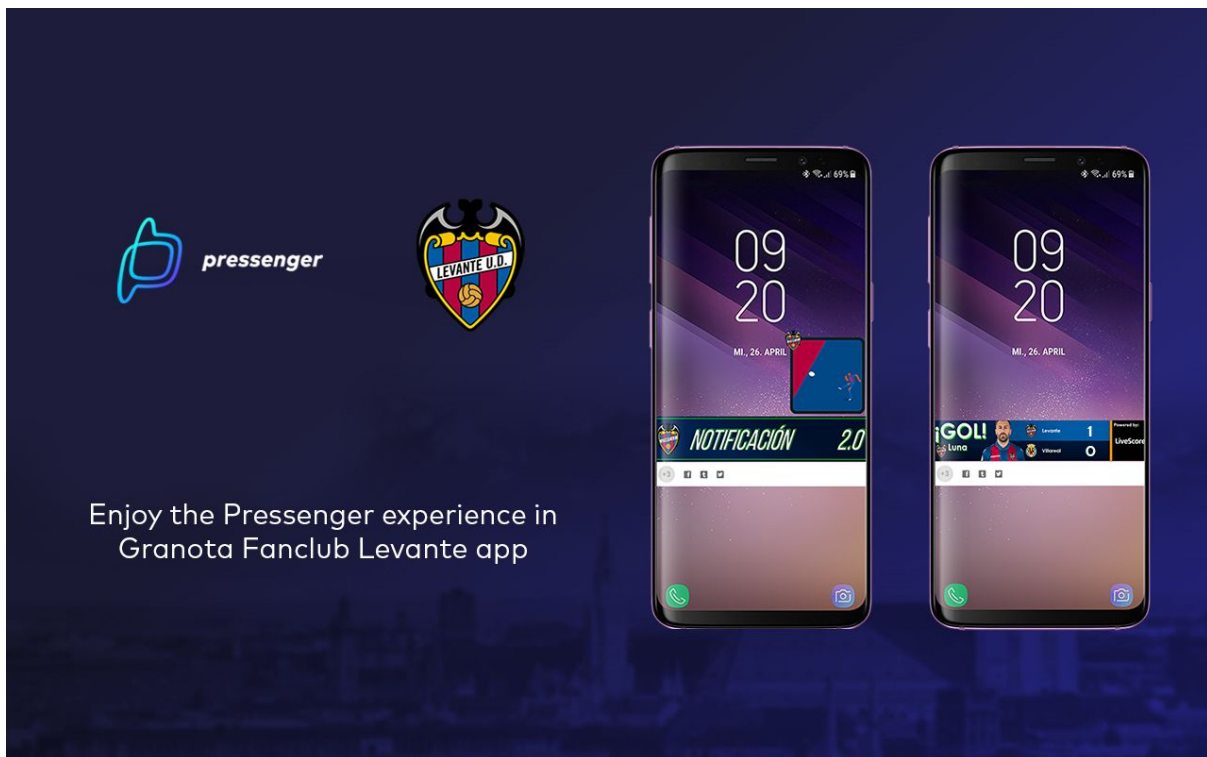


05-2019



### **A new way of using mobile notifications to catch the attention of the app user**

Granota Funclub Levante UD app is a loyalty app, that the club uses to engage with their fanbase This provides a great tool for communication, selling products, generating revenue through sponsorship and allows for greater visibility to both men's and women's sports.

The Levante UD mobile app is utilizing the technology developed by Pressenger Ltd. Through a partnership with Livescore, as a data feed provider; the Spanish first division club and the GSIC member made an agreement to launch the first app in the play store that sends, creative, data-driven animated goal alerts and news notifications.

Pressenger provides unique, innovative mobile push notification content that users have never seen before - as a bubble or a content image banner depending on the app user's preference.

Their SDK can be integrated into any mobile app. Using this SaaS has been proven to increase opening rates, improve engagement and provides a great advertising platform for sponsors or third parties.

[Read Pressenger's case study](#) that will give further details regarding the statistical data of Levante's new push notifications:

- how does this new data-driven mobile notification by Pressenger work
- what is its specialty
- what is the KPI (Impression vs. Opening Rate)
- how does it look