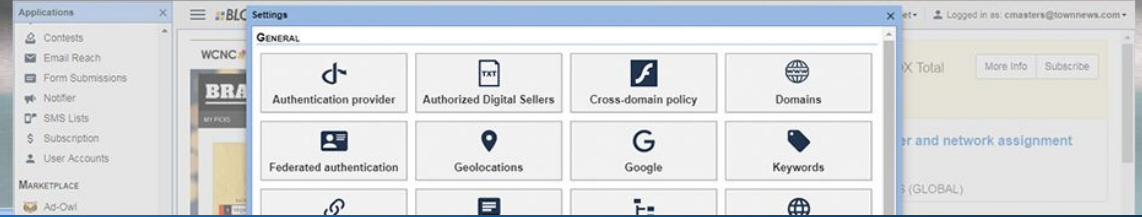
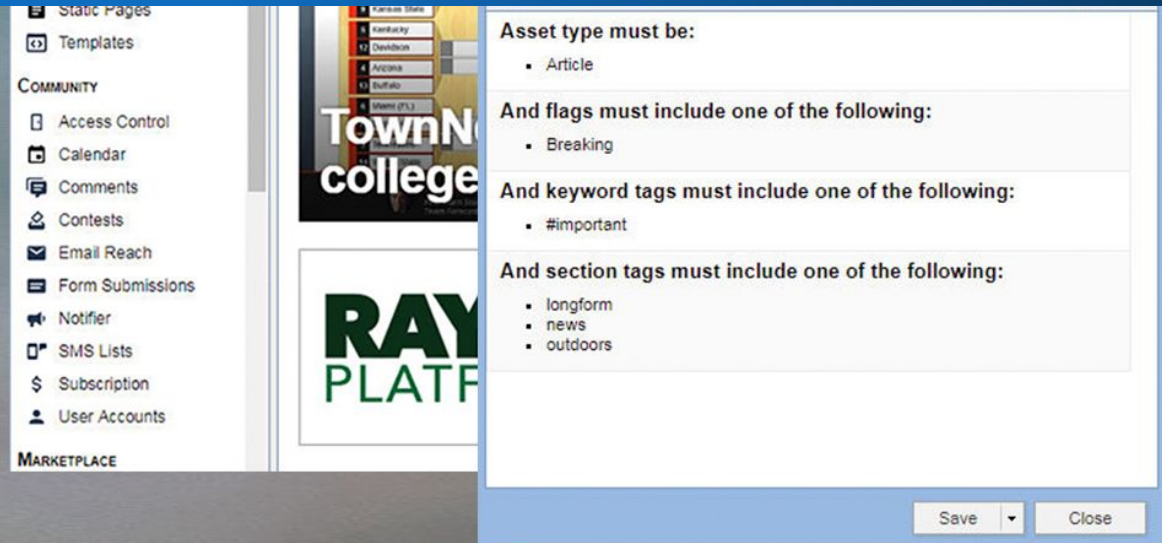


Thursday, March 14th, 2019



Introducing BLOX Notifier:

A new way to manage social and push notifications

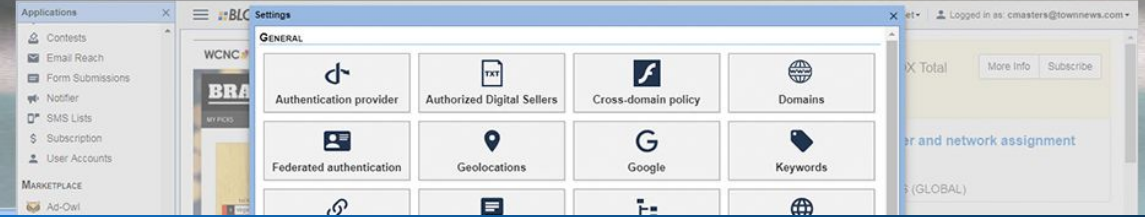


Today's agenda

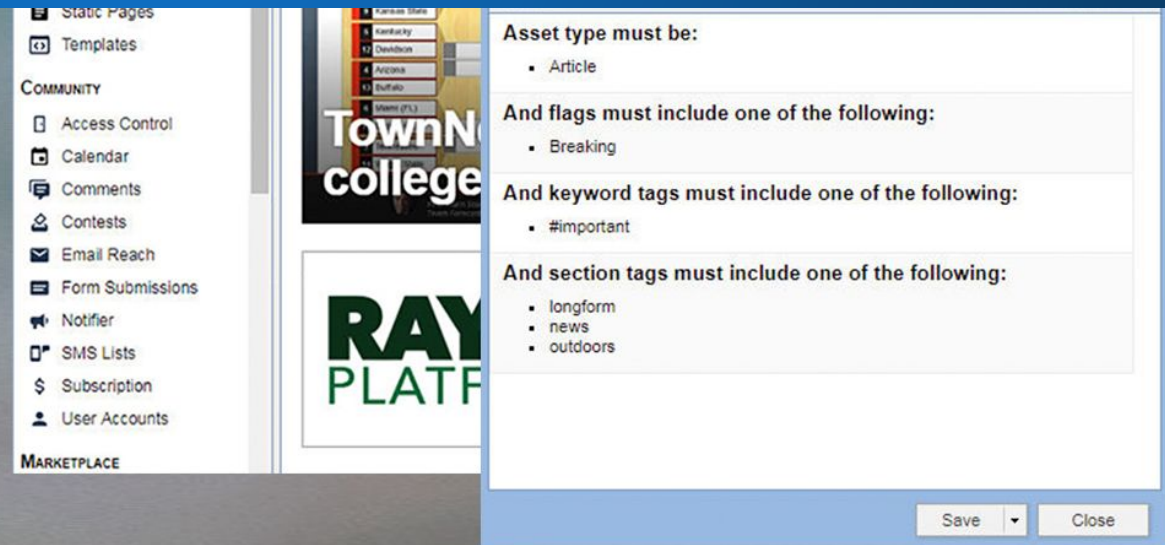
- What is BLOX Notifier?
- Setting up targets and channels
- Automatic triggers and rules
- Web push notifications
- Analytics and troubleshooting



Thursday, March 14th, 2019

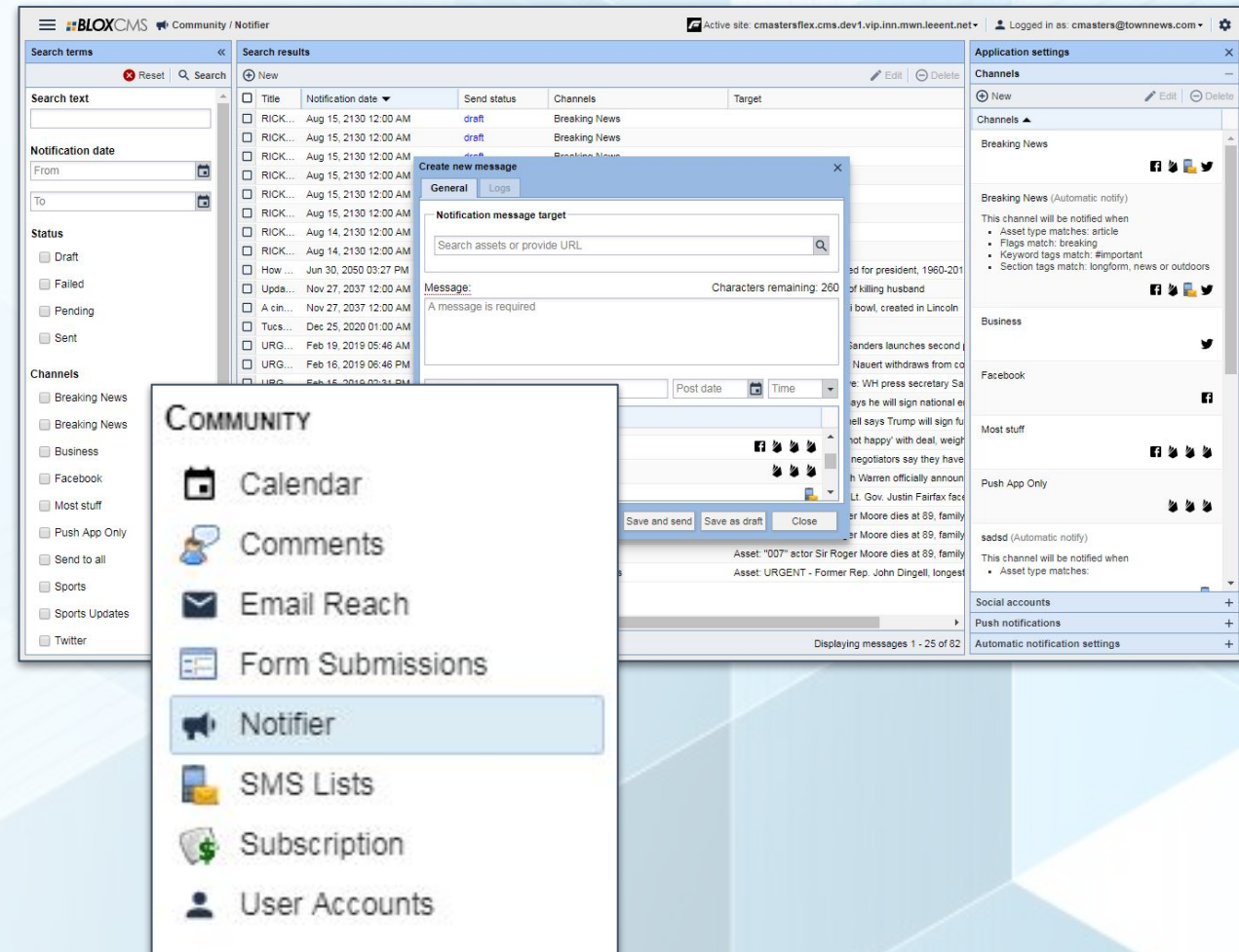


Introduction to BLOX Notifier



What is BLOX Notifier?

- A new application to manage and streamline your push notifications and social posts
- Automatic migration of the previous Broadcast setup
- FREE for all customers
- Certain target platforms require a fee: Email Reach, SMS List



Notifier targets



**BLOX Now App
push notifications**



**Web push
notifications**



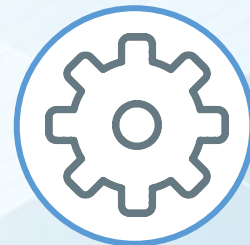
Email Reach



**SMS text
messaging**



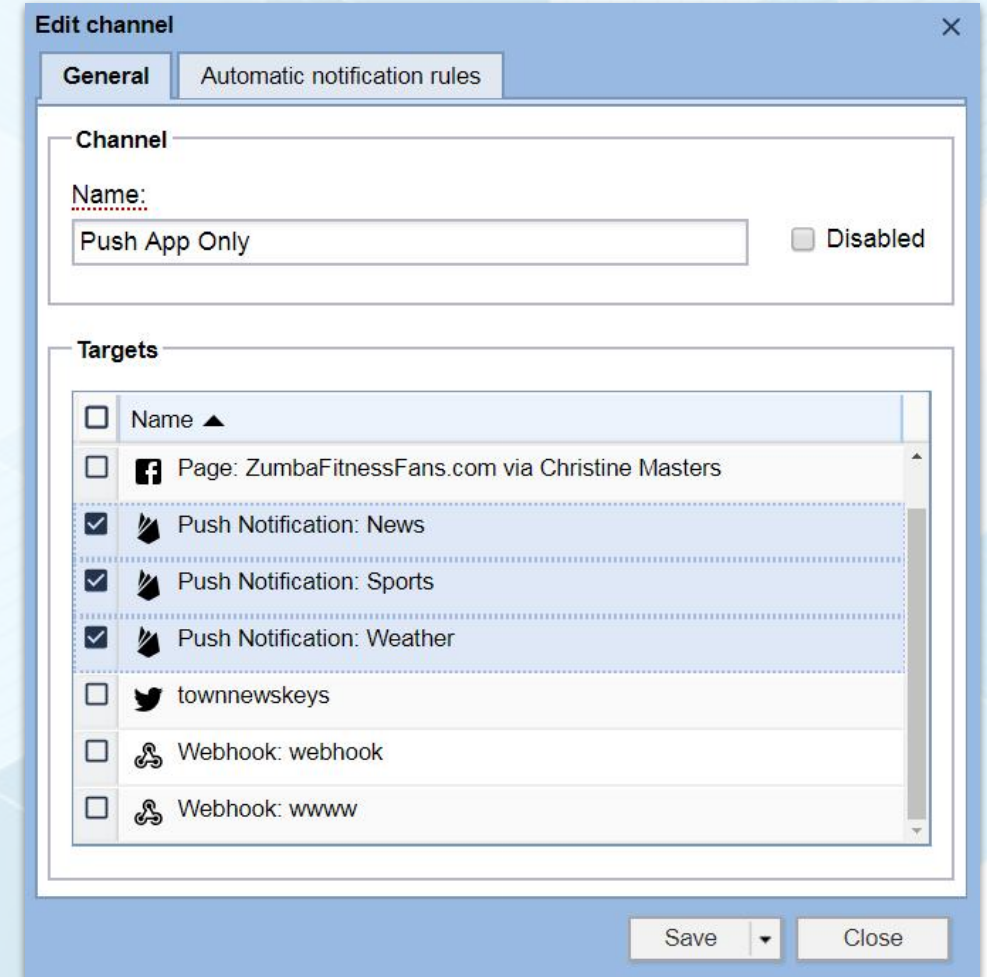
**Facebook and
Twitter**



Webhooks

Create channels

- Hit multiple targets at once with combined channels
- Vary messages to different targets with separate channels
- Each story can have:
 - multiple messages
 - various channels
 - different content
 - sent at different times

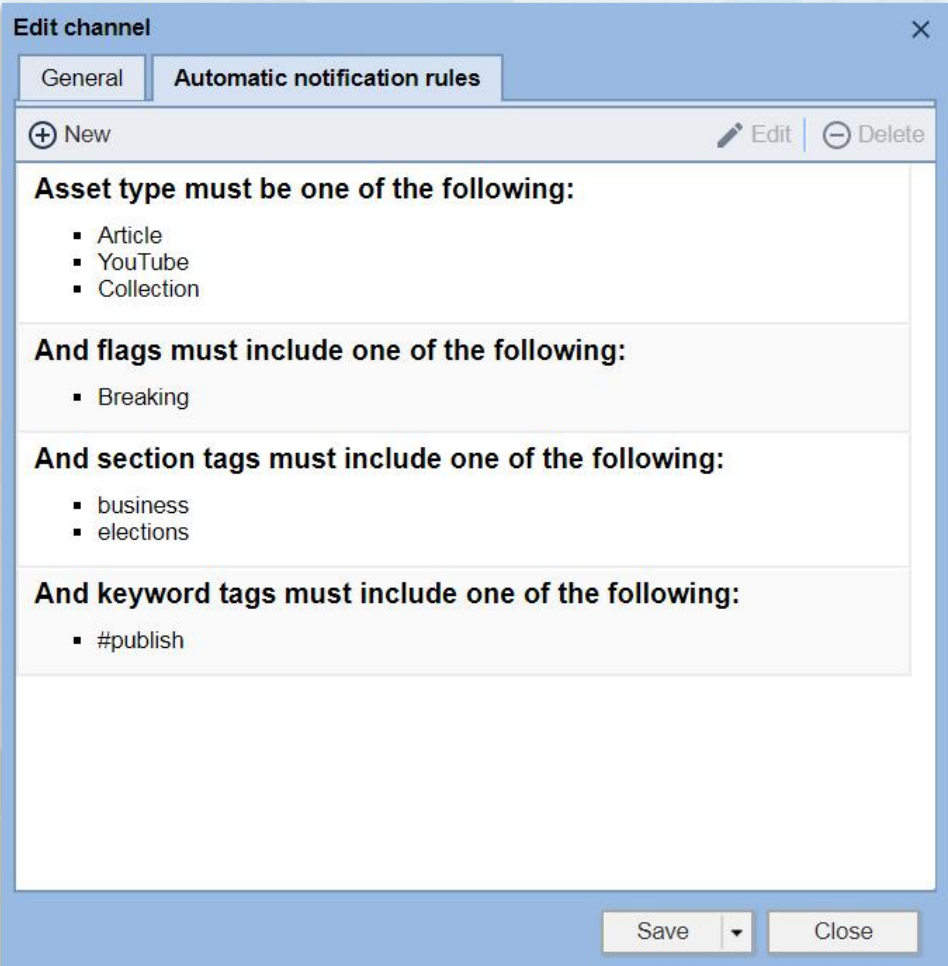


The screenshot shows the 'Edit channel' dialog box with the 'General' tab selected. The 'Channel' section has a 'Name' field containing 'Push App Only' and a 'Disabled' checkbox. The 'Targets' section lists several targets, with 'Push Notification: News', 'Push Notification: Sports', and 'Push Notification: Weather' selected. The 'Save' button is visible at the bottom right.

Target	Selected
Name ▲	☐
Page: ZumbaFitnessFans.com via Christine Masters	☐
Push Notification: News	☒
Push Notification: Sports	☒
Push Notification: Weather	☒
townnewskeys	☐
Webhook: webhook	☐
Webhook: www	☐

Set up automatic rules

- When specified combinations are found by your automatic rules, notifications are pushed out
- Multiple options inside of a single rule become “and” statements



The screenshot shows a software interface for editing a channel's automatic notification rules. The window is titled 'Edit channel' and has two tabs: 'General' and 'Automatic notification rules', with the latter being the active tab. At the top of the rules section, there is a '+ New' button, an 'Edit' button with a pencil icon, and a '- Delete' button. The rules are defined in four sections, each with a bold heading and a list of options:

- Asset type must be one of the following:**
 - Article
 - YouTube
 - Collection
- And flags must include one of the following:**
 - Breaking
- And section tags must include one of the following:**
 - business
 - elections
- And keyword tags must include one of the following:**
 - #publish

At the bottom right of the window, there are 'Save' and 'Close' buttons.

Finding Notifier in Editorial

- In Editorial assets, Other -> Notifier
- Create new notifications:
 - Different channels
 - Different text
 - Different times
- Hover over the icon to see the platform name

Article: Holiday movie preview: J.K. Rowling and 'Star Wars'

Web headline: 70
Holiday movie preview: J.K. Rowling and 'Star Wars' amid gifts to come

Byline: By Michael Smith
Tulsa World

Authors: No authors are associated with this asset

Body copy Summary Tagline Teaser Cover art

Format: Normal text

Many people have two movies marked on the calendar for the next two months: Harry Potter-spinoff "Fantastic Beasts and Where to Find Them" in November and "Rogue One: A Star Wars Story" in December.

But there are at least 40 other movies scheduled for release between now and New Year's Day, and this holiday season offers a little something for everyone.

The gifts are many, but remember: The following titles — and these expected Tulsa release dates — are subject to change.

Friday

Words: 1509 (1543 web) Characters: 9546 (9749 web) Preview

Start date/time: Nov 1, 2016 12:45 PM Display priority: Presentation: - None -

Print View Save Cancel

Print Tags Related Other

Miscellaneous properties

Notifier

New Delete Edit Refresh

Mar 11, 2019 06:45 PM sent

Business: Facebook: Most stuff: Push App Only: Send to all: Sports: Weekend Updates:

Mar 11, 2019 06:45 PM sent

Send to all: Nov 3, 2016 12:45 PM pending

Facebook: Nov 1, 2016 12:45 PM pending

Business:

Location Workflow Custom properties Revisions

Webhook notifications

- Notify external applications (like apps, other software, reporting platforms, etc.)
- Web services would likely be used to pull the asset from the system after a notification informed them it was ready.



Enable user permissions

Edit access rule

Step 1: choose application ability

- [-] Community
 - [+] Access Control
 - [+] Calendar
 - [+] Comments
 - [+] Contests
 - [+] Email Reach
 - [+] Form Submissions
 - [-] Notifier
 - Full access
 - Limited access
 - [+] SMS Lists
 - [+] Subscription
 - [+] User Accounts
- [-] Design

Step 2 (optional): choose options

- ☐ Change settings
- ☐ Read notifications
- ☐ Send notifications

Other criteria

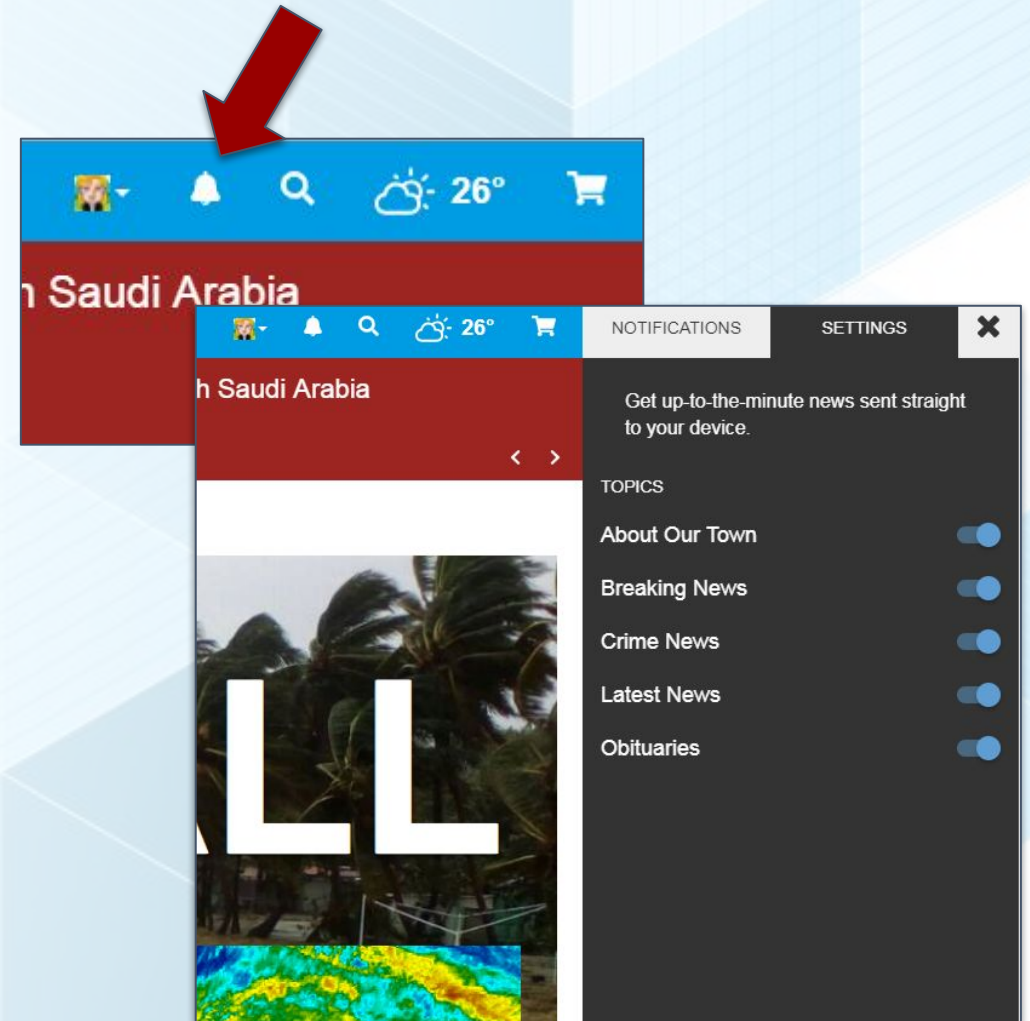
Criterion	Value
No criteria available	

OK Cancel

Push notifications for web or mobile

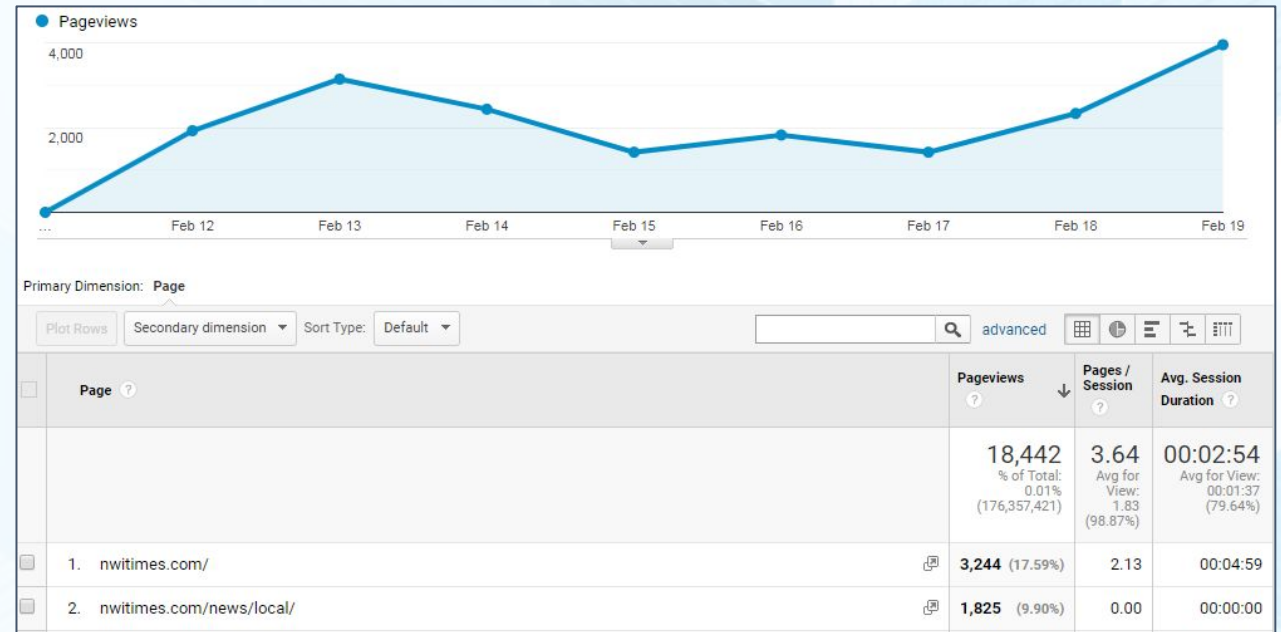
- Add a new block to include a notification bell to your site
- Uses Cloud Messaging technology from Google Firebase
- Sends a message to desktop or mobile browser*, or BLOX Now App

**Not currently available for mobile Safari*



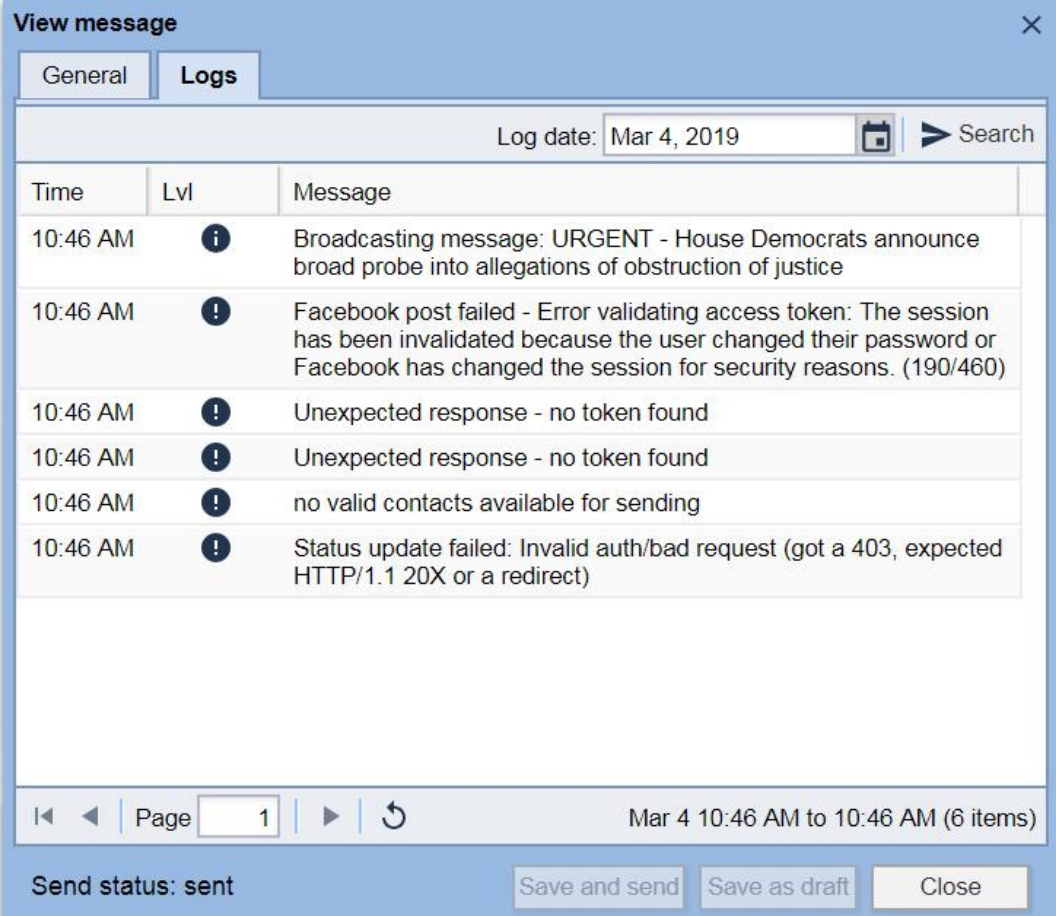
Gauge usage and interest

- UTM tracking in Google Analytics
- Additional functionality to improve push notification analytics coming soon
- Google Firebase analytics currently in “beta”



Troubleshooting

- Did the site visitor allow the site to send push notifications?
- Have you set up a Firebase account for your site to push notifications?
- Have you checked the “Logs” tab for any error messages?

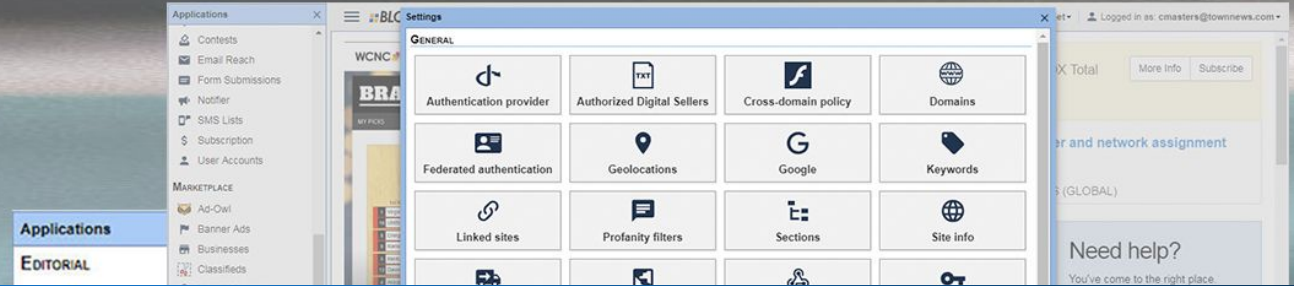


The screenshot shows a 'View message' dialog box with a 'Logs' tab selected. The dialog displays a table of log entries for March 4, 2019, at 10:46 AM. The table has three columns: Time, Lvl (Level), and Message. The messages are as follows:

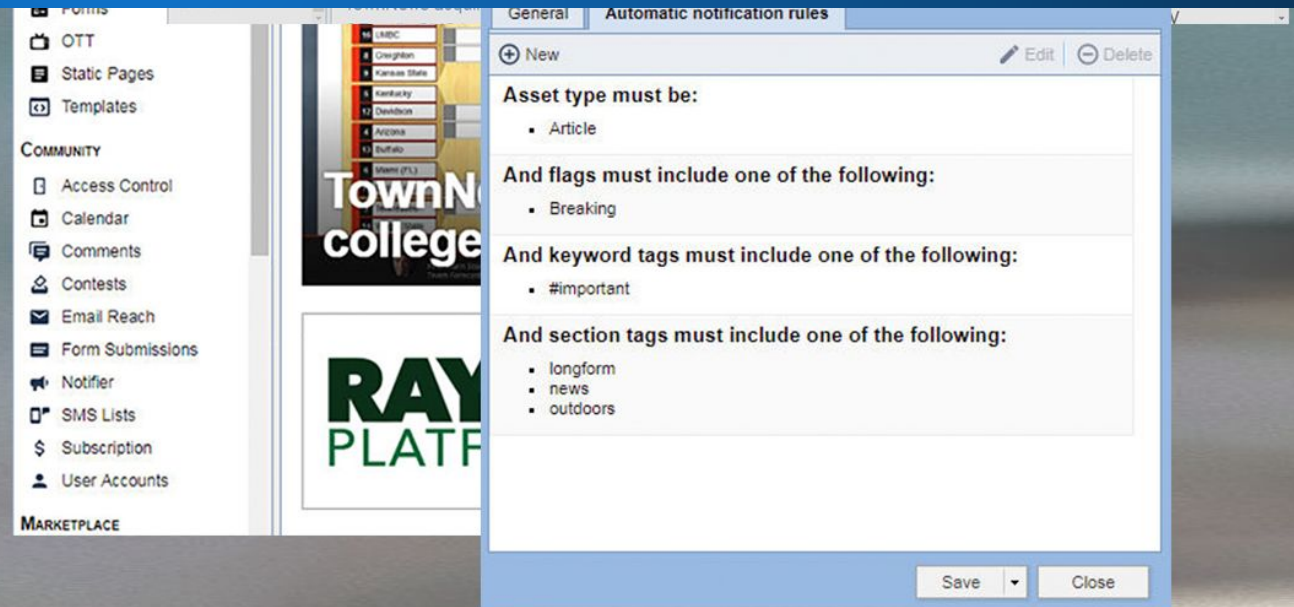
Time	Lvl	Message
10:46 AM	i	Broadcasting message: URGENT - House Democrats announce broad probe into allegations of obstruction of justice
10:46 AM	!	Facebook post failed - Error validating access token: The session has been invalidated because the user changed their password or Facebook has changed the session for security reasons. (190/460)
10:46 AM	!	Unexpected response - no token found
10:46 AM	!	Unexpected response - no token found
10:46 AM	!	no valid contacts available for sending
10:46 AM	!	Status update failed: Invalid auth/bad request (got a 403, expected HTTP/1.1 20X or a redirect)

At the bottom of the dialog, there is a 'Send status: sent' label and three buttons: 'Save and send', 'Save as draft', and 'Close'.

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Demonstration

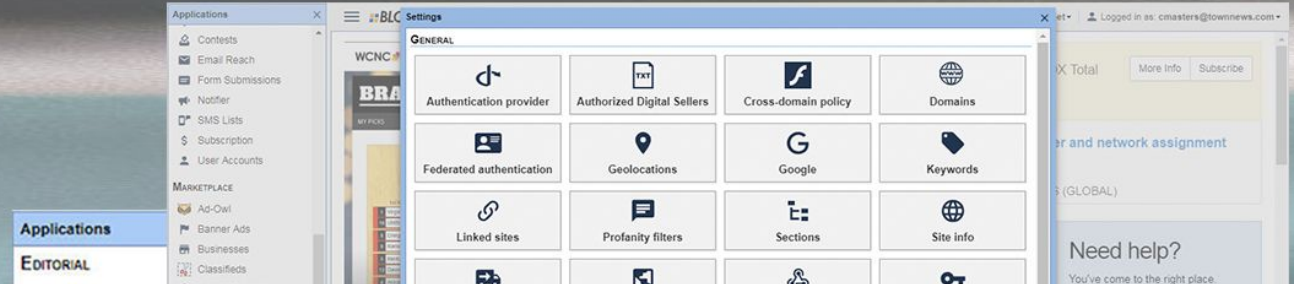


Takeaways

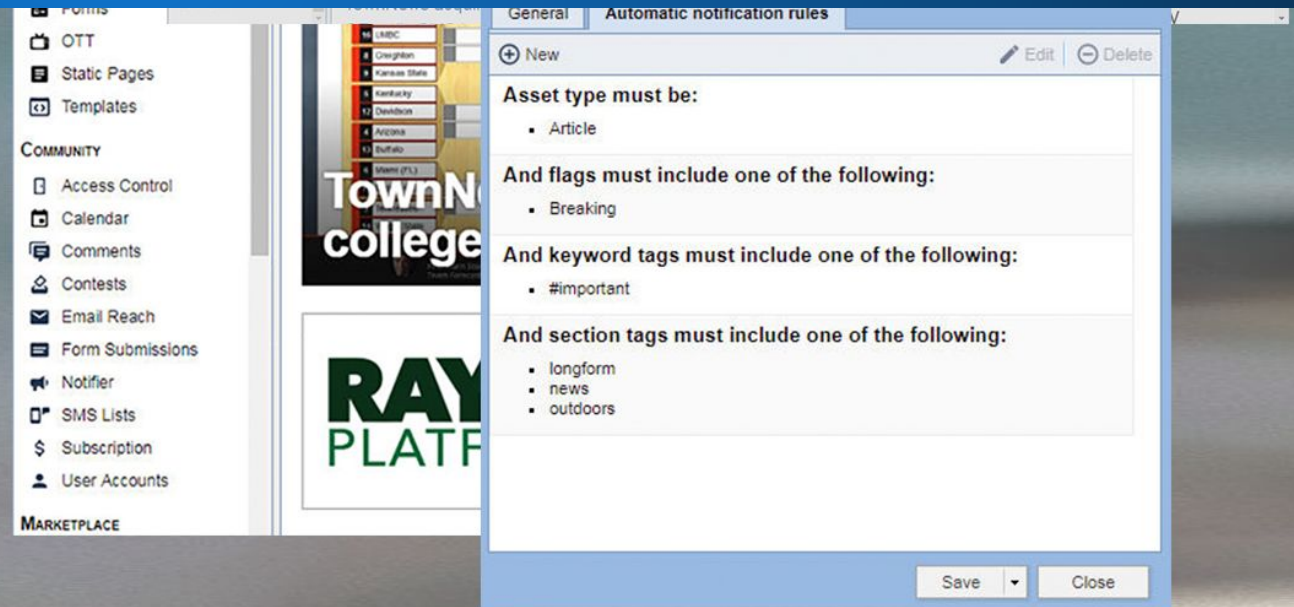
- Find in the Notifier application or directly in editorial assets
- Drive traffic with push notifications and social posts
- Streamline workflows with automatic rules
- Free to use!



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Any questions?



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- Follow us on Twitter, LinkedIn, Facebook, YouTube
- Come see us at



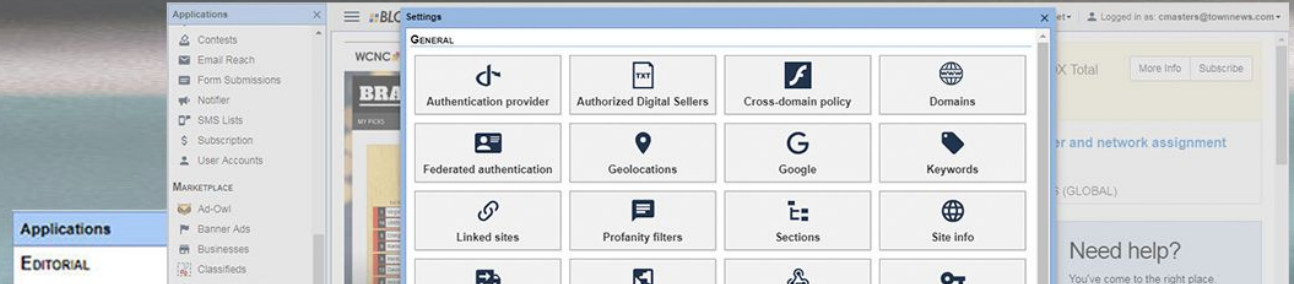
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Thank you!

