AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

BIZ303-R2

Scaling business communications with Amazon Pinpoint

Korwin Smith
General Manager
Amazon Pinpoint

Dave Lemons
Senior Specialist Solutions Architect
Amazon Pinpoint

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

Communication needs at scale

Customer stories

What’s new in 2021

Demo

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Communicating across channels at scale



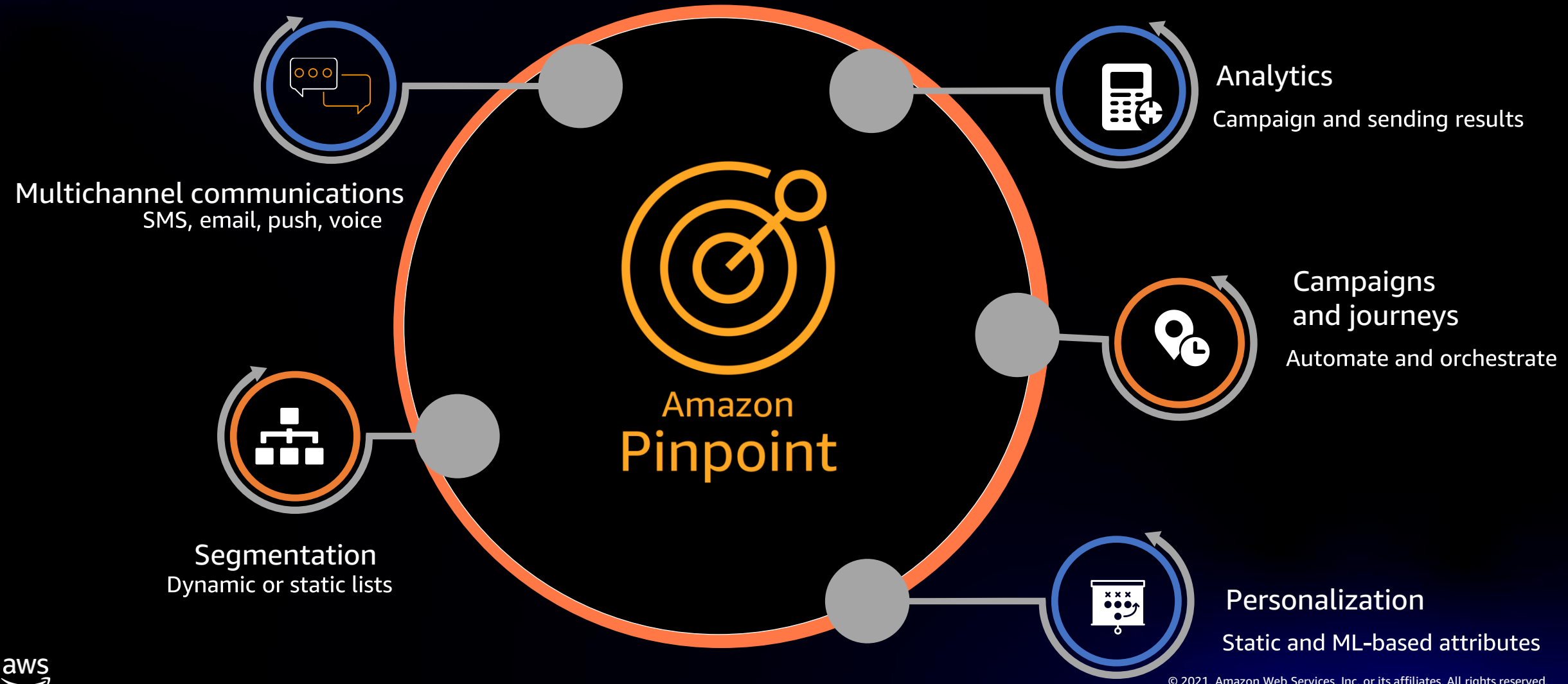
Communicate with customers through their preferred channels

Deliver the right message at the right time through the best channel

Target based on customer behavior

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

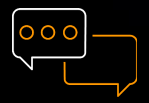
Amazon Pinpoint



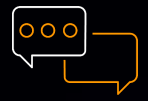
© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Use cases

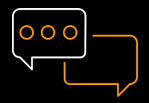
Send directly, orchestrate, or integrate



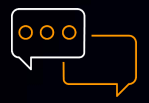
Your Example Corp verification code is 918273. Please note that we will never ask for this code over the phone



Subject: Appointment reminder with Dr. Santos, January 3, 2022



We've added some new features you might like. Want to take a tour?



Special offer, today only! Click this link to redeem your rewards

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Amazon Pinpoint scale

230+ billion
Messages sent so far in 2021

2.9 billion+
Messages sent on peak days

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Pinpoint customers



Gametime



Desygner

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Gametime is a ticket reseller that provides a last-minute marketplace for people to purchase tickets to sporting events, concerts, music, comedy, and theater

Business Problem Gametime required a service to handle targeted, high-volume push notification sends for peak-day events such as the opening day of a show

How they used Pinpoint Gametime tests campaigns with Amazon Pinpoint's A/B testing to determine the most effective messages and uses Amazon Pinpoint campaigns to send targeted push notifications

"Using Amazon Pinpoint and our Amazon Redshift data warehouse, we have launched 50% more campaigns, 2x the number of users we send to, and have seen a 20% increase in conversions as a result of targeting based off of much richer data sets. We evaluated other solutions in the market, but Amazon Pinpoint was cost-effective and had strong integrations with other AWS services."

aws Tammy Gu, Senior Growth Associate, Gametime

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Desygner is a web-based graphic design tool for nondesigners used by 20 million users and 60 thousand businesses

Business Problem Needed scalable, secure capabilities for high-volume campaigns that provided key insights, such as open rates

How they used Amazon Pinpoint Send onboarding emails with segmentation and journey tools to build a customized onboarding experience

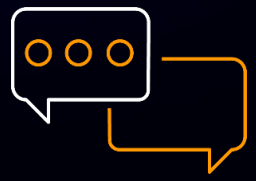
"Just 6 months after starting to use Amazon Pinpoint we have increased our user retention rates by 2X, and improved email open rates by 10x—from 3% to 30%."

Mariana Aguiar, Founder and CPO, **Desygner**

aws

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

What’s new in 2021?



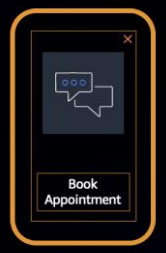
SMS capabilities

10-digit-long codes, toll-free numbers, sandbox, OTP



Engagement

Journey controls, granular segmentation features

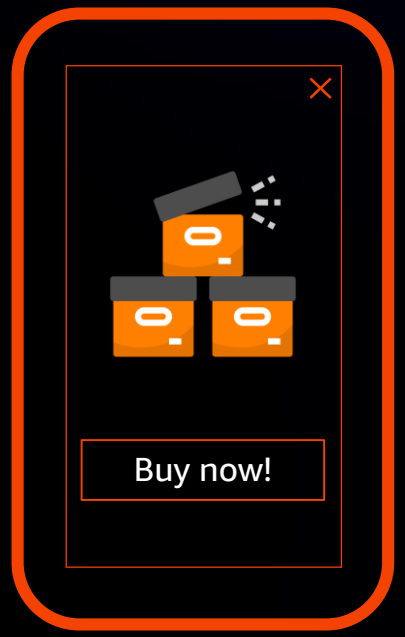


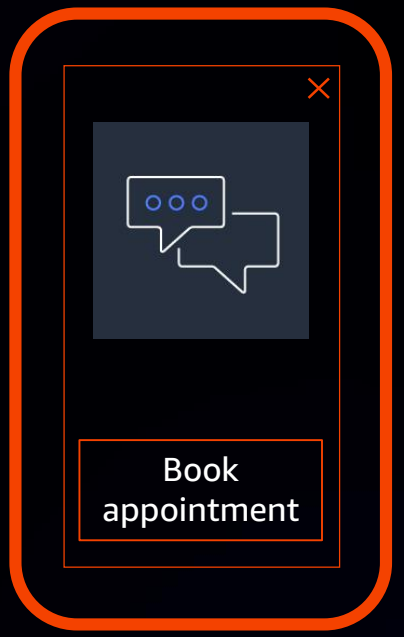
Channels

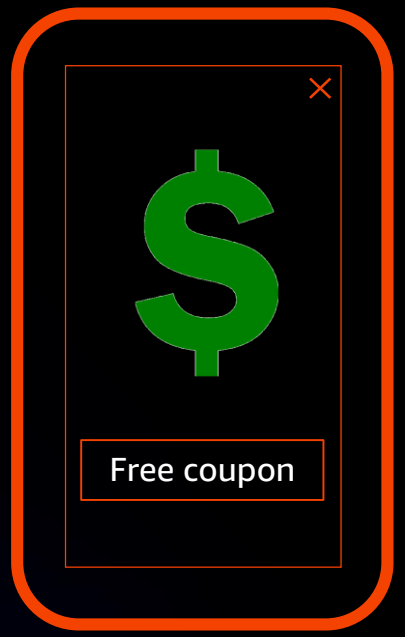
In-app messaging, browser push notifications

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Introducing in-app messaging







© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Amazon Pinpoint: A recap



© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Amazon Pinpoint partners

























































© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Getting started



Product webpage

https://aws.amazon.com/pinpoint



Blog channel

https://aws.amazon.com/blogs/messaging-and-targeting/



User guide

https://docs.aws.amazon.com/pinpoint/latest/userguide/welcome.html

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Demo resources



AWS Solutions for Amazon Pinpoint

https://aws.amazon.com/solutions/implementations/?solutions-all.q=pinpoint



Amazon Pinpoint reference architectures

https://github.com/aws-samples/digital-user-engagement-reference-architectures

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Korwin Smith
korsmith@amazon.com

Dave Lemons
davelem@amazon.com

© 2021, Amazon Web Services, Inc. or its affiliates. All rights reserved.