WHEN YOU'RE DIVING INTO ANALYTICS!
HOW YOU FEEL ABOUT MULTICHANNEL MARKETING
WHEN SOMEONE ASKS YOU, “WHAT'S THE NEXT BIG THING?”
WHEN YOU TEST OUT A BRAND NEW CAMPAIGN
WHEN THAT CAMPAIGN GIVES YOU A DYNAMITE CTR (BOOM!)
WHEN YOU'RE IN PERFECT SYNC WITH YOUR BOSS
WHEN YOU GET RETWEETED BY YOUR MARKETING IDOL
BACON
GETTING READY FOR HOLIDAY SEASON IN JULY
WHEN YOUR EXECS WANT TO SPEND MORE ON TV
WHEN YOU OUTWIT THE COMPETITION
WHEN YOU SEE THE LATEST USER ACQUISITION COSTS
JOTTING DOWN YOUR NEXT $$ IDEA
CUSTOMER LOYALTY, THE ONLY THING THAT MATTERS
BLAZING A TRAIL AT WORK, EVERY. SINGLE. DAY.

EMOJIS COURTESY EMOJIPEDIA.COM

IN CELEBRATION OF WORLD EMOJI DAY / JULY 17
WHAT EMOJIS REALLY MEAN (TO A MOBILE MARKETER)

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IN CELEBRATION OF WORLD EMOJI DAY / JULY 17
WHAT EMOJIS REALLY MEAN (TO A MOBILE MARKETER)
EMOJIS ARE GETTING REALLY POPULAR!

87% OF PEOPLE ONLINE USE EMOJIS

68% RECEIVE THEM AT LEAST ONCE A DAY

80% OF USERS OVER THE AGE OF 35 USE THEM

USING EMOJIS IN MARKETING CAN SPICE UP YOUR PUSH NOTIFICATIONS, EMAILS, AND OTHER MESSAGES. GET STARTED WITH THESE TIPS!

ALIGN WITH YOUR BRAND
Use emojis that speak to your brand’s promise, to more quickly and fully convey your message.

SPEAK YOUR AUDIENCE’S LANGUAGE
Use emojis where a casual tone is appropriate. Be aware of your audience’s sense of humor, especially when it comes to things like 😜.

BE AWARE OF EMOJI FATIGUE
Emojis might lose their zing if they’re in every single message; it’s best to use them only when they’re most relevant.

KEEP THINGS SNAPPY
Push messages under 25 characters have the highest conversion rates—convey lots of meaning in a small space.

BE AWARE OF HIDDEN MEANINGS
Some emojis now have acquired meanings. Don’t be the brand that uses 🍓 to promote a sale on fresh produce.

ADD URGENCY
Emojis are eye-catching, so you can use them to convey urgency and excitement in your message.

SOFTEN YOUR TONE
Sometimes it’s easy to come off as aggressive: Big holiday sale! Today only! With a few well-chosen emojis, you can soften a message: Big holiday sale! 😁. Today only! 😍.

BE ON THE LOOKOUT FOR EVOLVING USE
The ways we use emojis will evolve over time. Hang out where your audience does on social media and watch your KPIs for the messages you send to stay in-the-know.

REMEMBER DIFFERENT RENDERINGS
Emojis look different between platforms, which can convey different meanings. Send a test and see if the meaning is clear on the platforms you’re concerned about.

For instance, these are all the “grinning face with smiling eyes” emoji:

APPLE
GOOGLE
MICROSOFT
SAMSUNG
LG
HTC
TWITTER
FACEBOOK
MOZILLA
EMOJI ONE

52% OF PEOPLE THINK BRANDS THAT USE EMOJIS ARE FUN & RELATABLE

EMOJI USE BY BRANDS CONTINUES TO RISE
In January, Appboy powered 400 million messages containing emojis. In June, it was 814 million.

MONTHLY VOLUME DOUBLES OVER SIX MONTHS

Find out the results of these emoji-filled campaigns and more by downloading the full report at appboy.com/emoji

SOURCES: Appboy proprietary study, SproutSocial.com, Pollfish, Appboy Emoji Survey Date: June 2016