

Mobile Engagement (ME) Docs

Phunware's [Mobile Engagement module](#) allows you to engage your mobile audiences with relevant, contextual communications, in order to drive retention, foot traffic and conversion. Depending on the use case and desired reach, Mobile Engagement allows you to send your users:

- Broadcast notifications
- Geofence notifications (requires premium license)
- Beacon notifications (requires premium license)
 - Can be powered by any bluetooth beacon hardware using iBeacon protocol

The Mobile Engagement module includes:

- Mobile Engagement SDKs and APIs (for iOS/Android apps)
- MaaS portal web management tool, to manage campaigns, reporting, targeting, geofence locations and beacon configurations

[Releases \(ME\)](#) [Training \(ME\)](#) [Config Guides \(ME\)](#) [Android SDK \(ME\)](#) [iOS SDK \(ME\)](#) [APIs \(ME\)](#)

Mobile Engagement Releases

Date	Updates/Release Notes	iOS SDK	Android SDK	Training & Documentation
09/19/18	When in use	Mobile Engagement v3.6.0	N/A	Mobile Engagement Configuration Guide v1.3
08/13/18	GraphQL Refactor	N/A	N/A	N/A
9/2/17	Enhanced Profiles	Mobile Engagement v3.1.2	Mobile Engagement v3.1.2	N/A
8/19/17	Flexible Broadcast Campaigns Ph 1	Mobile Engagement v3.1.1	Mobile Engagement v3.1.1	Mobile Engagement Configuration Guide v1.2
6/16/17	UI Enhancements	N/A	N/A	N/A
12/1/16	Detailed Reporting and Metadata/Promotions	Legacy Messaging SDK	Legacy Messaging SDK	Training Video-Mobile Engagement 7- Adding Promotions and Metadata to Campaigns Training Video-Mobile Engagement 8 - Campaign Analytics Mobile Engagement Configuration Guide

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Mobile Engagement Training Resources

Document Title/Link	Document Description	Last Updated
Mobile Engagement Module #1: Message Center In-app Display	Video introduction to how MaaS configuration relates to the app experience	7/5/2017

Mobile Engagement Module #2: App Setup for Broadcast Campaigns	Video training on setting up push notifications for apps to enable broadcast campaigns	7/5/2017
Mobile Engagement Module #3: Attribute and Profile Configuration	Video training on configuring attributes and profiles in MaaS Portal for broadcast and geofence campaigns	7/5/2017
Mobile Engagement Module #4: Location-Geofence Configuration	Video training on configuring locations or geofences for all types of campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #5: Beacon Configuration	Video training on configuring beacons for beacon campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #6: Campaign Configuration	Video training on configuring broadcast, geofence and beacon campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #7: Promotion and Metadata Configuration	Video training on how to configure promotions and metadata for campaigns in MaaS Portal	7/5/2017
Mobile Engagement Module #8: Campaign Analytics	Video training on the campaign analytics available in the Mobile Engagement section of MaaS Portal	7/5/2017

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Mobile Engagement Configuration/Integration Guides

Document Title/Link	Document Description	Last Updated
Mobile Engagement Configuration Guide 1.3	Provides detailed documentation of the Mobile Engagement functionality in MaaS Portal with step-by-step configuration instructions for all types of campaigns	10/18/2018

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Android Mobile Engagement SDK Developer Documentation

Document Title/Link	Document Description	Last Updated
Android SDK Integration Guide - Mobile Engagement	This is a quick start to adding the Phunware Mobile Engagement SDK to an Android app. Android Studio is the recommended development environment for building an app with the Phunware Mobile Engagement SDK.	3/19/2017

Technical Documentation	This SDK technical guide provides guidance in initialization, managers, services, interfaces, events, and customizing notifications.	10/27/2016
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iOS Mobile Engagement SDK Developer Documentation

Document Title/Link	Document Description	Last Updated
Mobile Engagement SDK Integration Guide (iOS)	SDK requirements, installation, certificates, setup, initialization, fetching and updating attributes, notifications, deep linking, and promotions	3/19/2017
Introduction to Mobile Engagement API Reference (iOS)	Introduction to the Phunware iOS API	8/10/2016
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Mobile Engagement APIs

NOTE: These Documents are available only to Internal Phunware Users. [Click here if you are a Phunware Developer](#) and need access.

If you are a customer who needs access to these documents, contact Phunware support at support@phunware.com.

API - Mobile Engagement

Document Title/Link	Document Description	Last Updated
Introduction to Marketing Automation API	This document is intended to help developers getting started with our Mobile Engagement SDK and related APIs for our Marketing Automation product. It provides key features and functions, getting started links and info, and use cases to explore.	8/2016
Mobile Engagement API Architecture	Request/response format, HTTP methods, date/time format, bracketed IDs, ellipses, PUT methods and partial updates, GET methods and query strings	8/2016
Messaging API Methods - Device Registration	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept device registration requests.	9/1/2016

Messaging API Methods - Download Geofences	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept device download geofence requests	9/1/2016
Messaging API Methods - Geofence Entry	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept device geofence entry requests.	9/1/2016
Messaging API Methods - Geofence Exit	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept device geofence exit requests	9/1/2016
Messaging API Methods - Download Promotion	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept device download promotion requests. +SDK dependencies	9/1/2016
Messaging API Methods - Retrieve a Collection of Attribute Metadata	Android Method, URL, Headers, Sample Request, Response, Sample Response This method is used to retrieve all attribute metadata for an org.	8/3/2016
Messaging API Methods - Create Device Attributes	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept requests to associate attributes with a device	9/1/2016
Messaging API Methods - Get All Device Attributes	Android Method, URL, Headers, Sample Request, Response, Sample Response This method will accept device attribute GET requests.	9/1/2016
PWMSessaging Class	iOS Method for app registration and setup	12/9/2016
PWMSGAttributeManager Class	iOS Method, the central point for fetching and updating attributes associated with the device or user. You use an instance of this class to fetch and update profile and user attributes.	12/9/2016
PWMSGLocalNotification Class	iOS Method, a PWLPLocalNotification object holds the information related to a local notification that will be shown to the user. The PWLPLocalNotification object allows the alert title and alert body to be modified if needed.	12/9/2016

PWMSGZone Class	iOS Method, a PWMSGGeozone object represents a circular region in a map with some associated data for that region.	12/9/2016
PWMSGZoneMessage Class	iOS Method, a PWZoneMessage is a communication (generally marketing-related) sent from the server.	12/9/2016
PWMSGZone Protocol	iOS Method, this protocol represents the zone data generated by an object which implements the PWMSGZone protocol. This object incorporates a name, identifier, code, tags and several other properties that can be useful to query. Typical implementations will append additional data to zone object.	12/9/2016
Mobile Engagement API Response Handling	HTTP Status Codes and payloads	8/1/2016
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