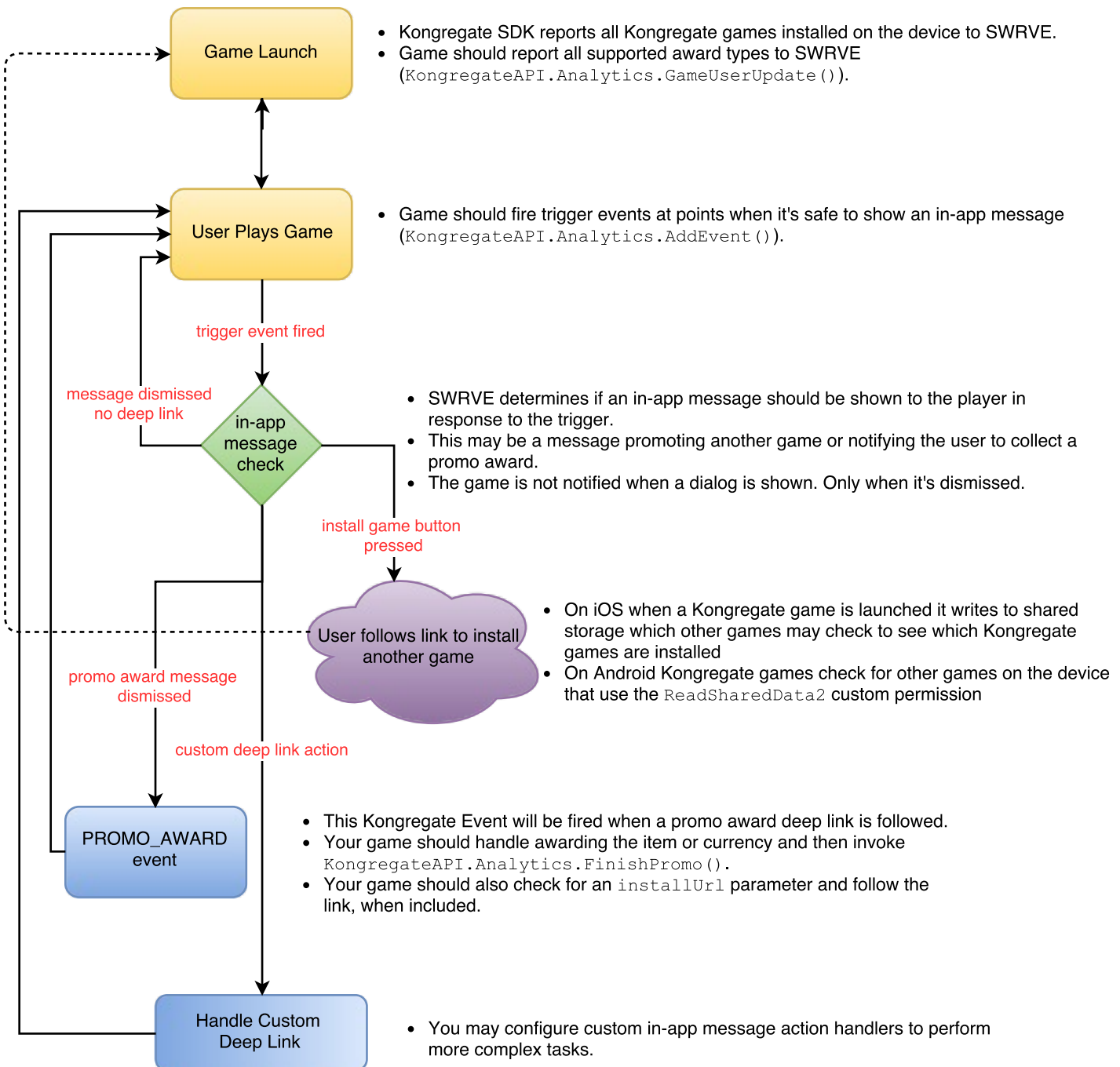


Cross Promotions with Swrve In-app Messaging: Overview



- SWRVE in-app messages are dialogs that can be targeted to users in very specific states. For cross promotions this will be users who do not have certain other games installed.
- Cross promotion campaigns may be made up of a single SWRVE in-app message that rewards a user for following a link or 2 in-app messages, one that prompts the user to install and another that prompts the award after the promoted game is installed.
- The above flow chart shows how cross promotion in-app messages may interact with your game.
- The SWRVE in-app message system is highly customizable and may be used to run many types of campaigns.