

Dedicated on-device storage for in-app communication

In-app experiences work best when they're fast, contextual, and personalized. In-App Storage introduces a dedicated, on-device data layer for campaign-specific information. Store and retrieve data directly in the app environment.

How does it work

This system stores user-specific data as simple key-value pairs linked to individual user accounts rather than devices. This ensures that each user's progress, preferences, and personalization remain separate, even if multiple people use the same device. Data can be saved, retrieved, updated, or deleted as needed, and it can also be fully cleared when a user logs out or resets their preferences.

Key Benefits



Continuous context across sessions

Build logic that remembers user actions and adapts instantly.



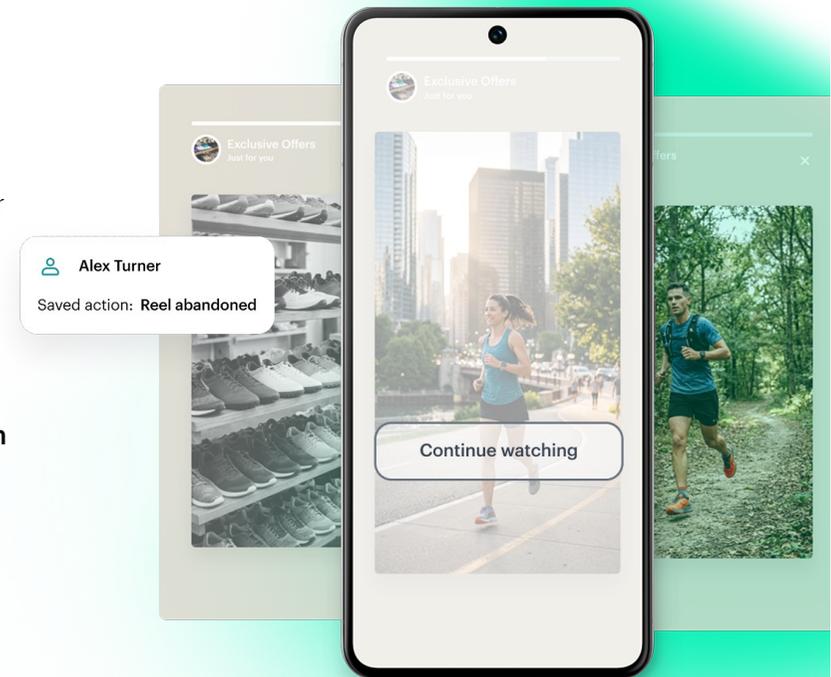
Native-level performance

No backend dependency; store and retrieve campaign data directly in the app, eliminating server calls, API latency, and network dependency for instant user experiences.



Smarter personalization

Fine-tune story versions, CTAs, visibility rules, and content states based on real interactions.



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