

# Aurora Mobile's JPush Integrates DeepSeek to Revolutionize Intelligent Push Services and Enhance User Engagement

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SHENZHEN, China, Feb. 18, 2025 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services in China, today announced that its flagship product, **JPush**, has successfully integrated **DeepSeek**, a cutting-edge large language model (LLM) known for its lightweight architecture and domain-specific optimizations. This integration marks a significant milestone in JPush's evolution, enabling developers to deliver smarter, more personalized, and highly efficient push notifications to their users.

## Transforming Push Notifications with DeepSeek

JPush has long been recognized as a leader in mobile push notification services, providing developers with reliable and high-performance solutions to engage users. With the integration of DeepSeek, JPush takes a leap forward by embedding advanced AI capabilities directly into its push notification ecosystem. DeepSeek's lightweight yet powerful LLM architecture allows JPush to analyze user behavior, preferences, and contextual data in real time, enabling hyper-personalized notification delivery.

This integration empowers developers to craft notifications that are not only timely but also contextually relevant, significantly improving user engagement and retention rates. Whether it's e-commerce, gaming, finance, or social media apps, JPush with DeepSeek ensures that every notification resonates with the user, driving higher click-through rates and conversions.

## Enhanced Features Powered by DeepSeek

The integration of DeepSeek brings several key enhancements to JPush:

- **Real-Time Content Personalization:** DeepSeek enables dynamic generation of notification content tailored to individual user preferences, ensuring maximum relevance and impact.
- **Context-Aware Delivery:** By analyzing user behavior and environmental factors, JPush can now optimize the timing and frequency of notifications to avoid spamming and improve user satisfaction.
- **Domain-Specific Intelligence:** DeepSeek's domain-specific optimizations allow JPush to cater to diverse industries, delivering notifications that align with the unique needs of sectors such as retail, healthcare, and entertainment.

## Driving the Future of Intelligent Push Services

The integration of DeepSeek aligns with Aurora Mobile's mission to empower developers with intelligent tools that enhance user engagement and operational efficiency. By combining JPush's robust push notification infrastructure with DeepSeek's AI-driven insights, Aurora Mobile is setting a new standard for intelligent push services.

"We are thrilled to integrate DeepSeek into JPush, further solidifying our commitment to innovation and developer success," said Chris Lo, founder and CEO at Aurora Mobile. "This integration not only enhances the capabilities of JPush but also opens up new possibilities for developers to create meaningful and impactful user experiences."

## About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services in China. Since its inception, Aurora Mobile has focused on providing stable and efficient messaging services to enterprises and has grown to be a leading mobile messaging service provider with its first-mover advantage. With the increasing demand for customer reach and marketing growth, Aurora Mobile has developed forward-looking solutions such as Cloud Messaging and Cloud Marketing to help enterprises achieve omnichannel customer reach and interaction, as well as artificial intelligence and big data-driven marketing technology solutions to help enterprises' digital transformation.

For more information, please visit <https://ir.jiguang.cn/>.

## Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SAAS business model; its ability to maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

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