Aurora Mobile's EngageLab Powers Real-Time Engagement for Purrrr’s Global IoT Cat Rescue Platform

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SINGAPORE, Nov. 10, 2026 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services, today announced that Purrrr, a global IoT app dedicated to stray cat rescue, has integrated EngageLab AppPush to support real-time notifications and user engagement across its growing network of smart feeders.

Purrrr is a global community cat care and rescue IoT platform, it connects smart feeding devices with cat lovers worldwide. When an AI camera detects a visiting cat, users receive an alert and can tap to join a low-latency live stream, dispense food remotely, and log cat health and sterilization records.

To date, Purrrr has deployed over 20,000 smart feeders across 200 cities in more than 10 countries, spanning across Asia, North America, and Oceania. Push notifications connect cat visits with live feeding, alert volunteers to device issues, and share community updates.



Meeting the Challenges of Real-Time IoT Engagement
Cats stay at feeders only briefly, so delayed notifications can mean missed interactions. As Purrrr expanded globally, inconsistent network conditions, frequent overnight alerts, and limited visibility into its self-built push channels created additional challenges.

Reliable Delivery with Localized User Engagement
Purrrr integrated EngageLab AppPush to address these challenges through four core capabilities:

- **Real-time event delivery:** Cats may stay at a feeder for only tens of seconds—a delayed notification can mean opening the live stream to an empty bowl. Prioritizing cat visits and device alerts, with traffic management to handle demand spikes, enables sub-second push delivery and helps users join live feeding sessions while cats are still present.
- **Intelligent multi-channel routing:** Support for FCM, APNs, proprietary enterprise channels, and major device manufacturers helps cat-visit notifications and low-food alerts reach users across different handset models and network conditions, including areas with weak connectivity in Southeast Asia, Europe, and the Americas.
- **Time-zone-aware notifications:** Cats are often active at night, but their caregivers need uninterrupted rest. Silent delivery and grouped updates reduce non-urgent nighttime interruptions, while critical device alerts remain immediate.

- **End-to-end visibility and targeted engagement:** Monitoring from dispatch to delivery and clicks supports troubleshooting. Furthermore, by combining feline feeding patterns with multidimensional user tags, Purrrr delivers customized notifications — including food replenishment alerts, healthcare tips, and announcements for community events. This capability transforms the app from a simple hardware control utility into a pet care ecosystem with strong user retention.

With EngageLab AppPush supporting timely, targeted engagement, Purrrr surpassed 1.75 million global downloads, reached No. 1 on Thailand's iOS Social Networking chart in mid-August 2025, and recorded a single-day download peak of 44,000. The solution also supports localized operations and the continued global rollout of its smart feeders.

About EngageLab
EngageLab is an AI-First Customer Engagement Platform that helps businesses manage customer interactions through AI agents, customer data, and multiple communication channels.
EngageLab's global customers include Dhgate, HelloRide, The Consejo Nacional Electoral (CNE) of Ecuador, J&T Cargo, Blurams and many more.
For more information, please contact: marketing@engagelab.com

About Aurora Mobile Limited
Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services. The Company is dedicated to empowering global enterprises with stable, efficient, and intelligent customer interaction solutions. Leveraging its first-mover advantage in mobile messaging, Aurora Mobile has evolved into a comprehensive platform that integrates Omnichannel Engagement, AI-Driven Marketing, Advanced AI Customer Support, and Frictionless Identity Security. Through its flagship brand EngageLab and its robust AI infrastructure GPTBots.ai, the Company helps businesses achieve seamless customer reach, automate complex marketing journeys, and optimize service efficiency with AI agents, accelerating digital transformation for clients worldwide.

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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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