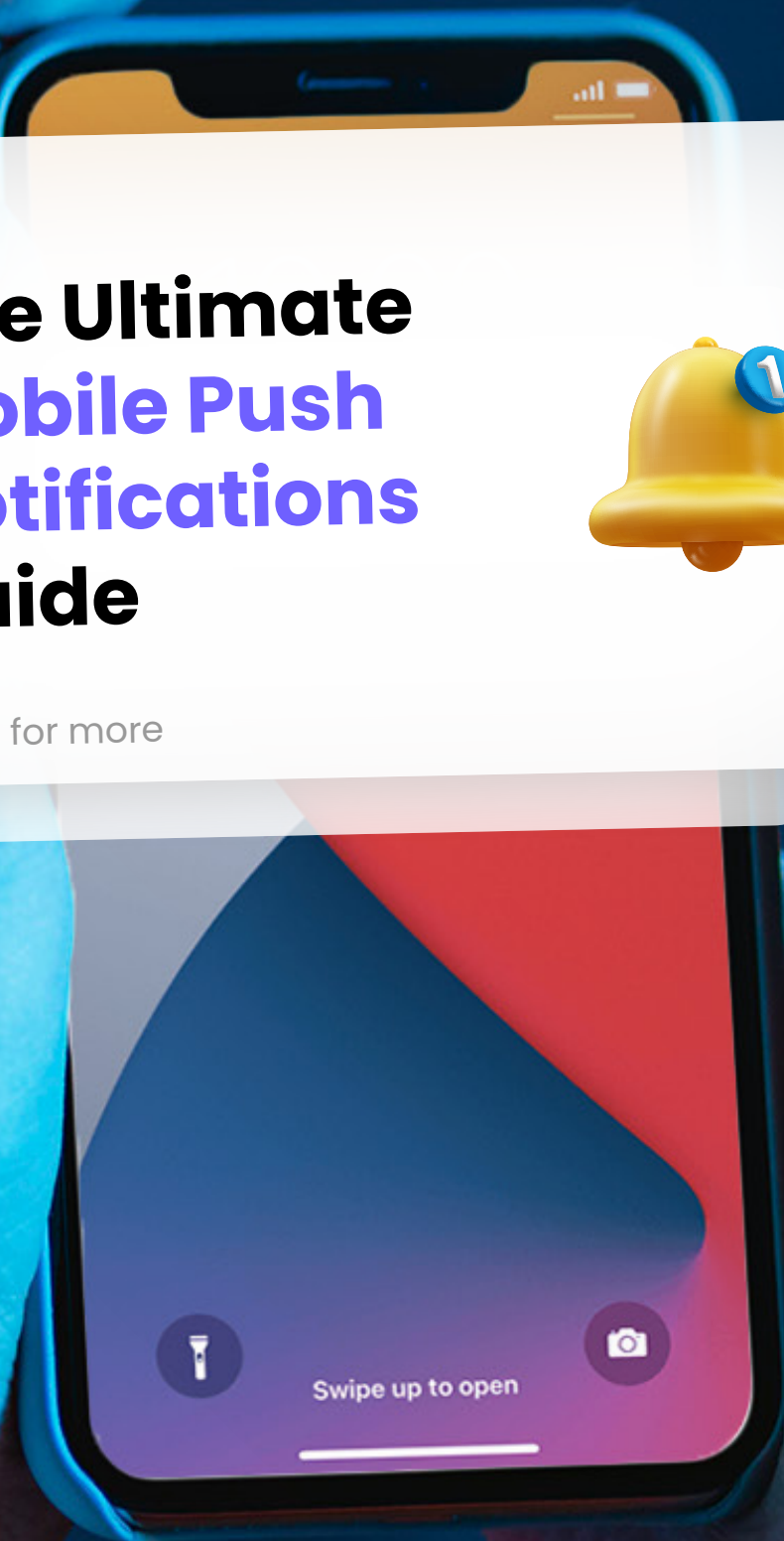


Push To Pull

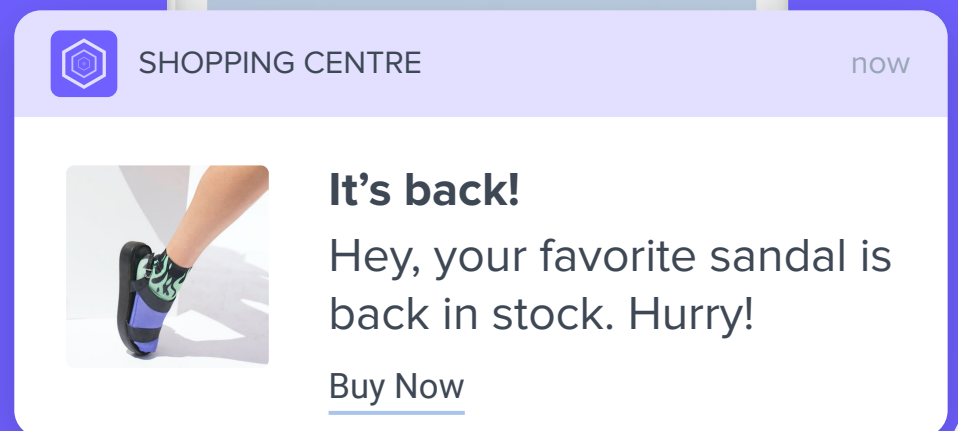
The Ultimate Mobile Push Notifications Guide



Scroll for more



Just imagine it's 6 AM on a saturday, and your phone chimes with a notification alert which reads –



You jump on your bed, look for the notification, and click the " Buy Now" button as you read that your most awaited item is back in stock.

Sounds crazy, right?

No.

You know why?

A push notification with a personalized message can let your customers distract and pull them towards your business.

70% of marketers feel that push notifications are helpful as their click rate is 5X higher than email marketing.

5X[▲]

Push notifications have come a long way since their debut in 2009, and with the rise of mobile computing they've become an essential tool for engaging users. They now boast state-of-the-art features such as rich dynamic content, geofencing capabilities, and multiple platform support—giving companies powerful new tools to interact meaningfully with customers on any device.



Have you wondered what makes someone click on a push notification?

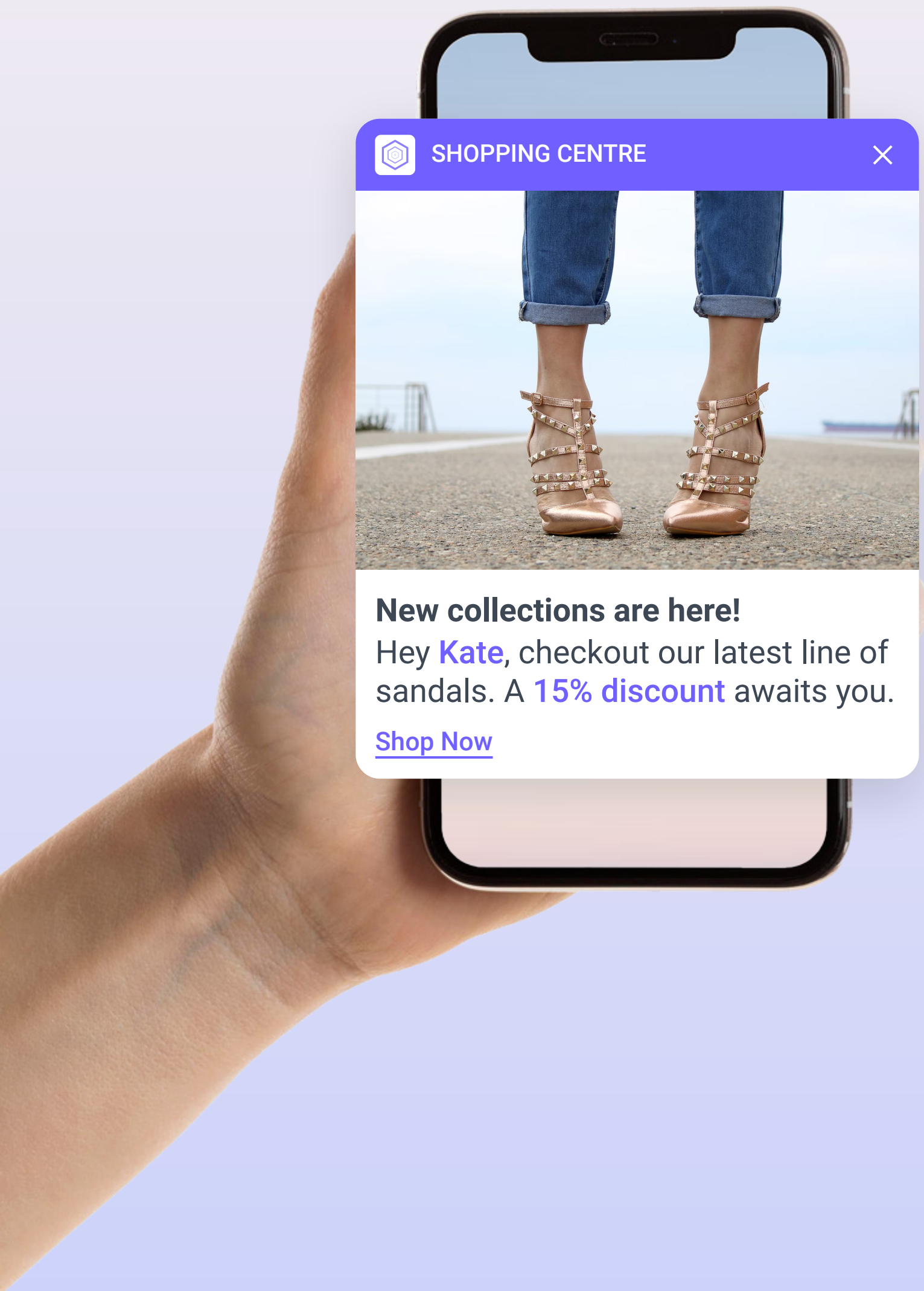
To help you get the most out of push notifications, we have crafted an ebook that provides a comprehensive guide covering everything from building and designing campaigns to measuring their success. Ensure your next push notification process is finely tuned with our all-encompassing ebook!



Table of Contents

01	Introduction
05	What are push notifications? <ul style="list-style-type: none">• Anatomy of a mobile push notification
08	Why should you care?
11	Types of Push Notifications <ul style="list-style-type: none">• By Platform• By Intent• By Format
19	How Do Push Notifications Work? <ul style="list-style-type: none">• Hyper-personalization• Crafting the message• Setting up conversion tracking & defining success metrics• Common A/B Tests for your Campaigns
30	Campaign Delivery <ul style="list-style-type: none">• Auto-triggered campaigns with Send-time optimization• Frequency Capping and DND• Throttling• Measuring effectiveness with Control Group
36	Campaign Performance <ul style="list-style-type: none">• Metrics that define the success of your Push campaigns• Engagement Score
38	Dos and Don'ts of Push Notifications <ul style="list-style-type: none">• Case studies• Key Stats
42	Summary

What Are **PUSH** **NOTIFICATIONS?**



- ✓ With a multitude of apps and websites vying for the user's attention, it's no surprise that we can all be easily distracted.
- ✓ Push notifications are an essential part of staying connected in real-time with your audience; they provide instant clickable reminders on their device to make sure people don't miss out on what you have to say!
- ✓ Push notifications are a powerful tool to keep your users in the know and up-to-date on what's happening. Remind them about that must-have t-shirt, alert them when their favorite tech product is released, or let them be the first to watch an exciting YouTube video from their go-to creator - all with just one notification!
- ✓ For marketers, push notifications can provide a direct line to users - one that avoids being lost in the mire of spam emails and app-based message. It's an efficient way to create real connections with customers!



✓ **Real - Time**

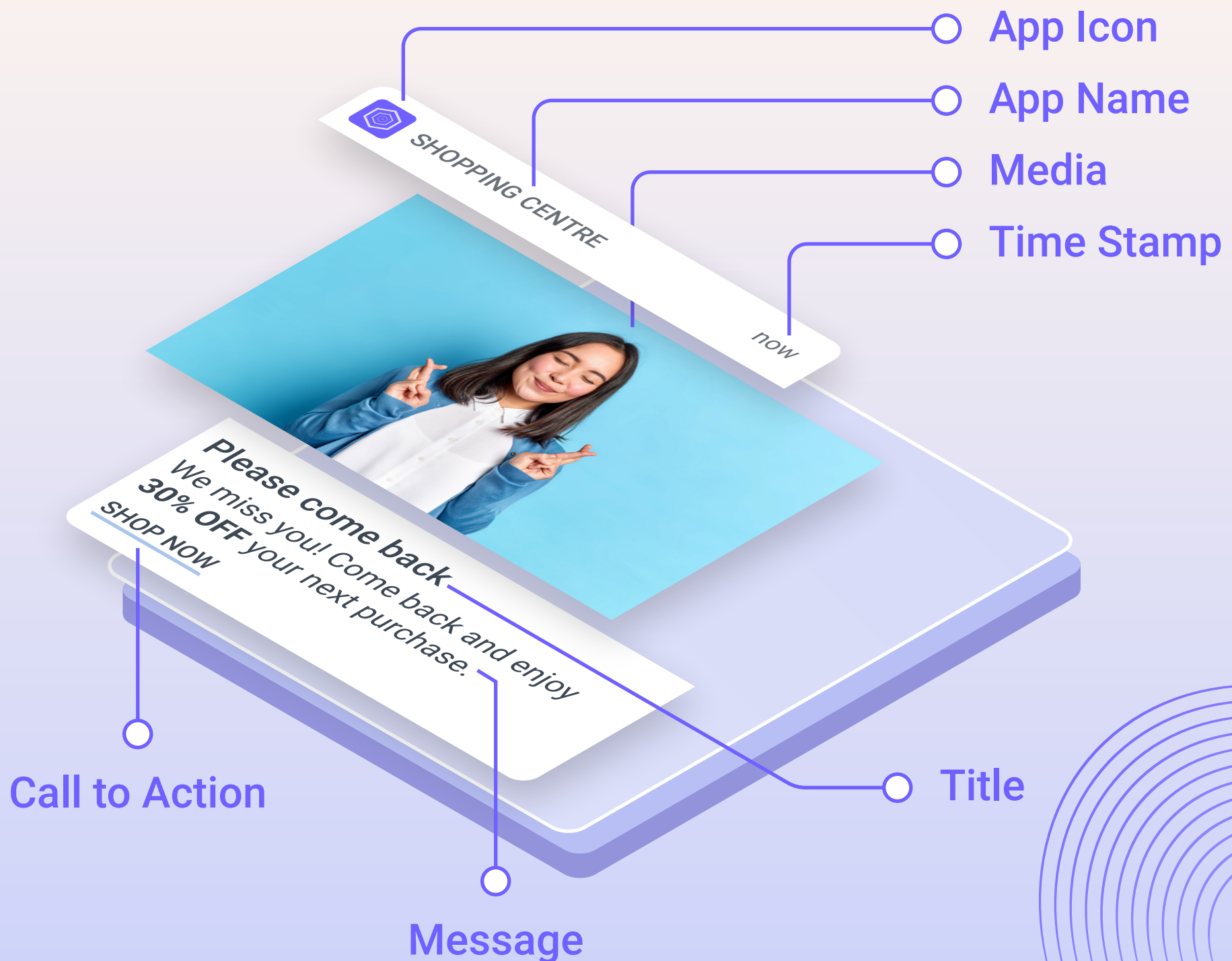
✓ **Personalized**

✓ **Unfiltered**

Anatomy of a push notification

Receive instant, bite-sized updates on your favorite apps or websites with mobile push notifications! These handy snippets are initiated by the publisher instead of you - a great way to stay in touch without lifting a finger.

Push notifications let businesses communicate with users after downloading the app.



WHY SHOULD YOU CARE?



According to our study, enterprise businesses sent over 2 Billion messages in the last 9 quarters.

Besides B2C, push notifications also emerged as the widely used channel in the B2B market.

Overall Channel Bifurcation:

App Push - 51%

SMS - 19%

Web Push - 15%

Email - 7%

Onsite - 2%

In App - 2%

WhatsApp - 4%



87% of this traffic was via push notifications.

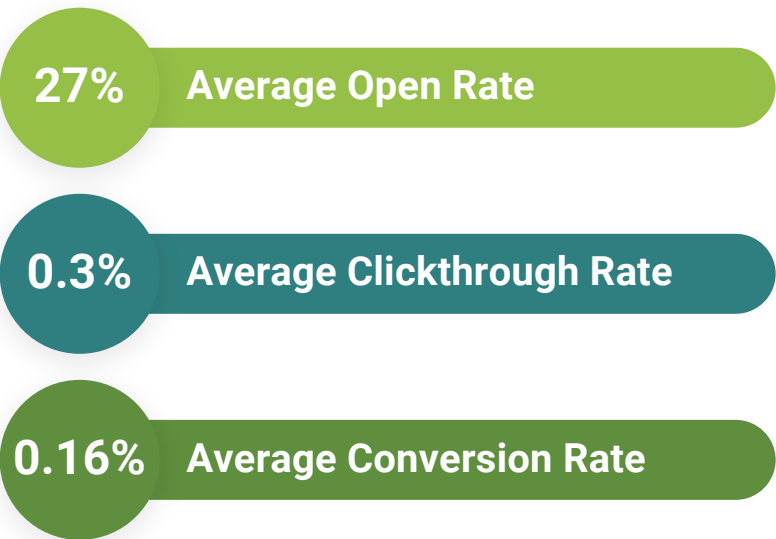
We live in an era of contextualization. Every user wants to feel special. Marketing without context or a personal touch is lost on users.

The same aforementioned survey also reveals the impact of blast promotional campaigns versus personal contextual campaigns.

App Push Notification Performance:

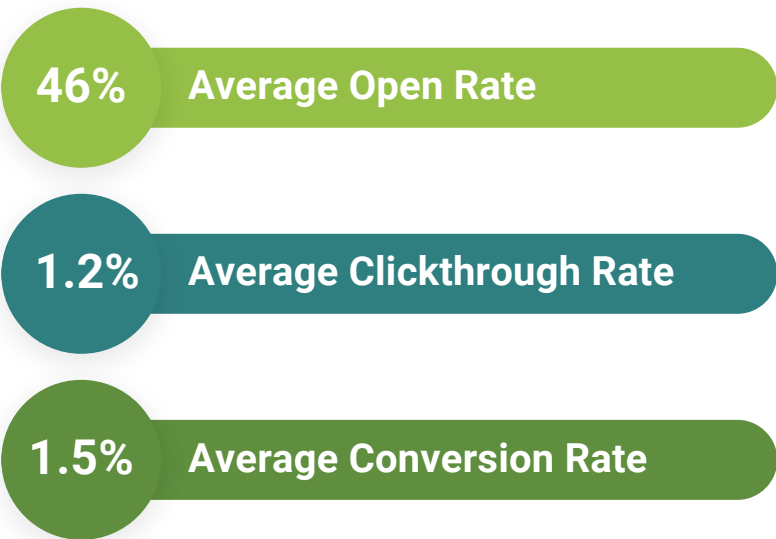
Blast Promotional Campaign

Push notification sent out of context/with over optimistic wittiness can lead to app uninstalls.



Personalized Campaigns

Contextual push notifications through lifecycle campaigns results in higher conversion rates & higher retention rates.



Sending contextual & personalized push notifications over promotional mass-spread campaigns can result in:

1.7 X
Growth in Open
Rate

4.2 X
Growth in
Clickthrough Rate

9.5 X
Growth in
Conversion Rate

Types of **PUSH** **NOTIFICATIONS?**



Push notifications have revolutionized the way businesses communicate with their customers. From a humble text-based channel, they've advanced dramatically alongside each new technological development to become one of the most powerful communication tools available today.

Depending how they are seen, Push Notifications can be categorized by:

Platform

Choose based on your product/service.

- **Mobile**
- **Web**

Intent

Choose based on your campaign objectives.

- **Triggered**
- **Transactional**
- **Promotional**

Format

Choose based on the nature of your message.

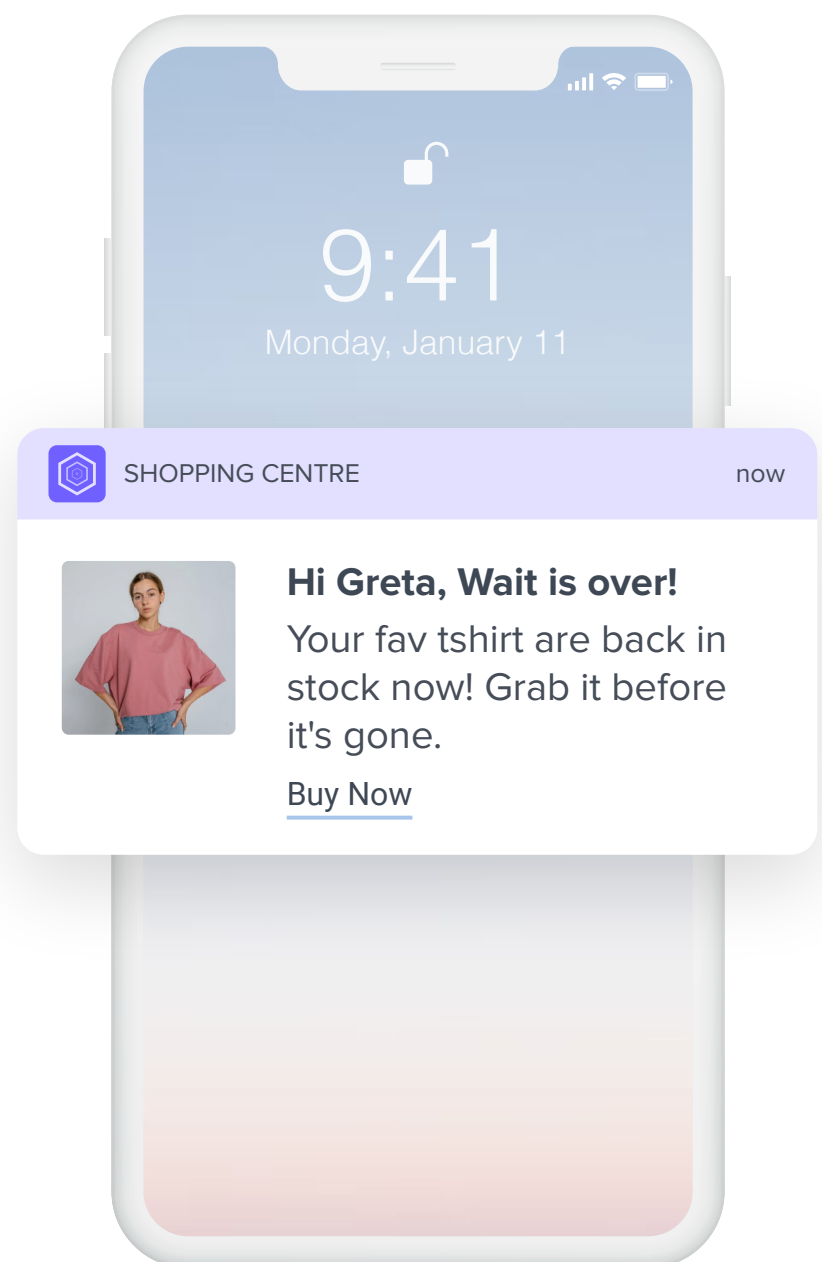
- **Text**
- **Banner**
- **Dynamic**
 - **Carousel**
 - **Rating**
 - **Timer**
- **Sticky**

By Platform

Let's take a look at the two most popular push notification platforms.

Mobile Push Notifications

Mobile push notifications are an effective way for brands to grab people's attention, wherever and whenever they may be. Whether this is a successful strategy largely depends on striking the right balance - knowing your users intimately so that you can determine when it will be most impactful as well as what kind of content should come with it.

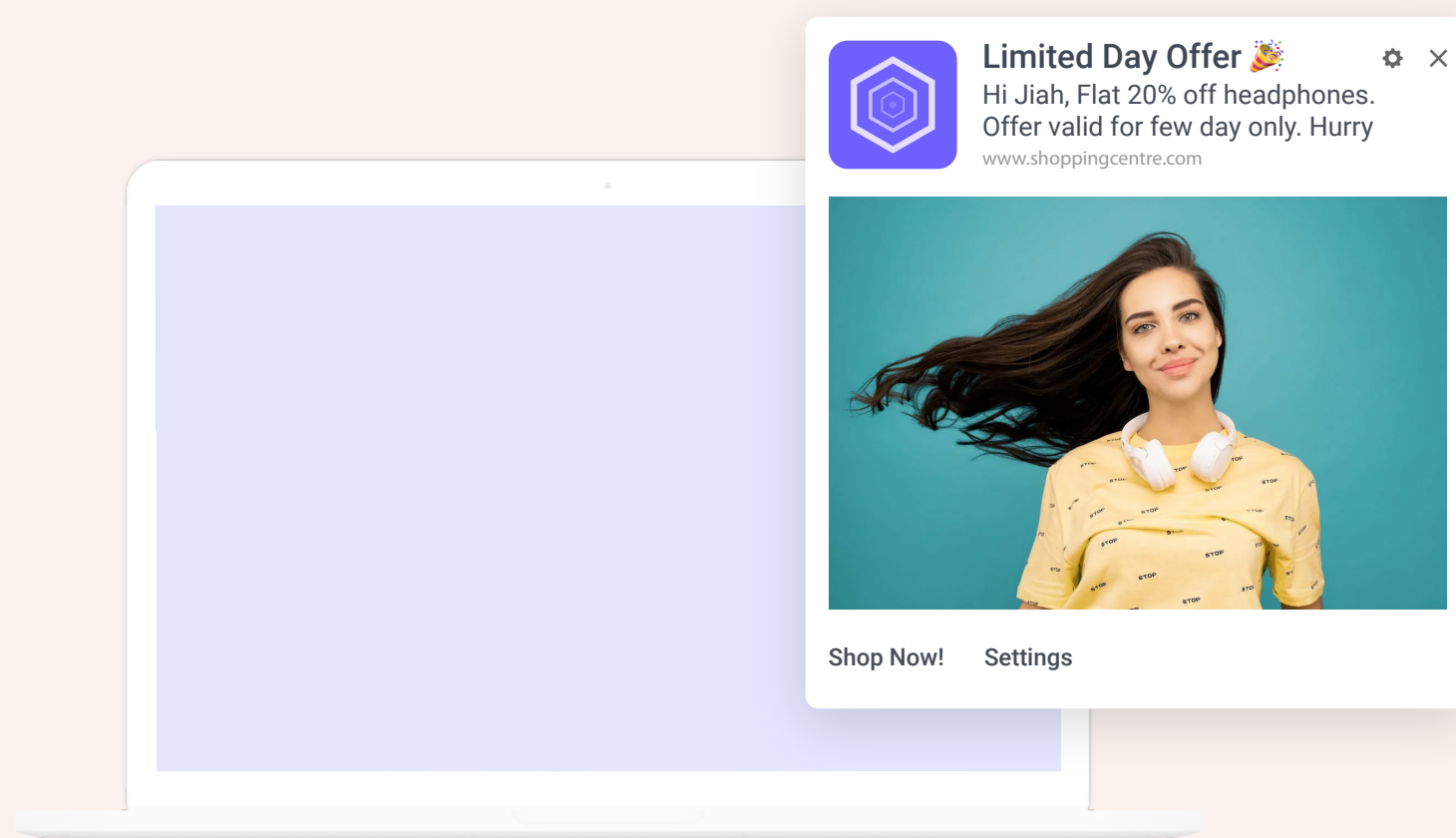


Here's what you need to know about mobile push notifications. They:

- Contain images, GIFs, text, icons, and Call-To-Actions,
- Are information alerts on smartphones and tablets,
- Can be sent even when the device is idle or locked,
- Require app installations and permissions from users to receive notifications.

Web/Browser Push Notifications

Marketers can now reach their website visitors in a whole new way with cutting-edge push notifications delivered directly to web browsers. Despite being relatively unknown, this innovative channel has the potential of revolutionizing communication strategies - giving marketers exciting opportunities to engage customers like never before!



Here's what you need to know about web push notifications. They:

- Contain images, text, icons, and Call-To-Actions,
- Can be sent to any device that supports web browsers,
- Can be sent even when the user is not active on the device,
- Do not require any installation but requires user permission.

By Intent

Based on intent and behavior, push notifications can be bucketed into three categories:

Triggered Notifications

Notifications are a powerful tool to reconnect with your users. Through clever event-based campaigns, you can engage customers when it matters most - for example after they've signed up. Make sure to keep them coming back!

Once the users start navigating the conversion funnel are given a personalized journey of automated messages tailored to motivate them down its path. Through careful design, these carefully crafted campaigns allow users to progress through multiple stages as they complete their objectives.

Determining the perfect timing for messaging users is essential in order to successfully convert traffic and maintain successful user engagement.

It's only a gentle push that is required to guide users towards converting - and Triggered push campaigns are the perfect way to provide this boost.

Triggered push campaigns could be about:

User lifecycle

- Signup
- Onboarding
- Milestones
- Churn reactivation

Remarketing

- Cart Abandonment
- Category browse
- Dropouts from the signup flow

State change-based updates

- Geo-fencing or location-based triggers
- Weather API-based triggers
- Loyalty points expiration

Transactional Notifications

Transactional notifications provide users with rapid and reliable updates, ensuring that important information doesn't get unnoticed. These time-sensitive messages effectively bridge the gap between the user and critical content. This could be about:

Shipping status

Order confirmation

Account update

Payment success/failure

**Billing update/upgrade/
downgrade confirmation**

Return/Refund

Signup Confirmation

Account quota limit reached

Promotional Notifications

Advertising with text messages can be a great way to boost engagement - 54% of people enjoy it! And this number only reflects SMS subscribers — imagine the response when using more popular channels like push notifications. Reaching out and ensuring your message gets delivered right into their pocket pays off.

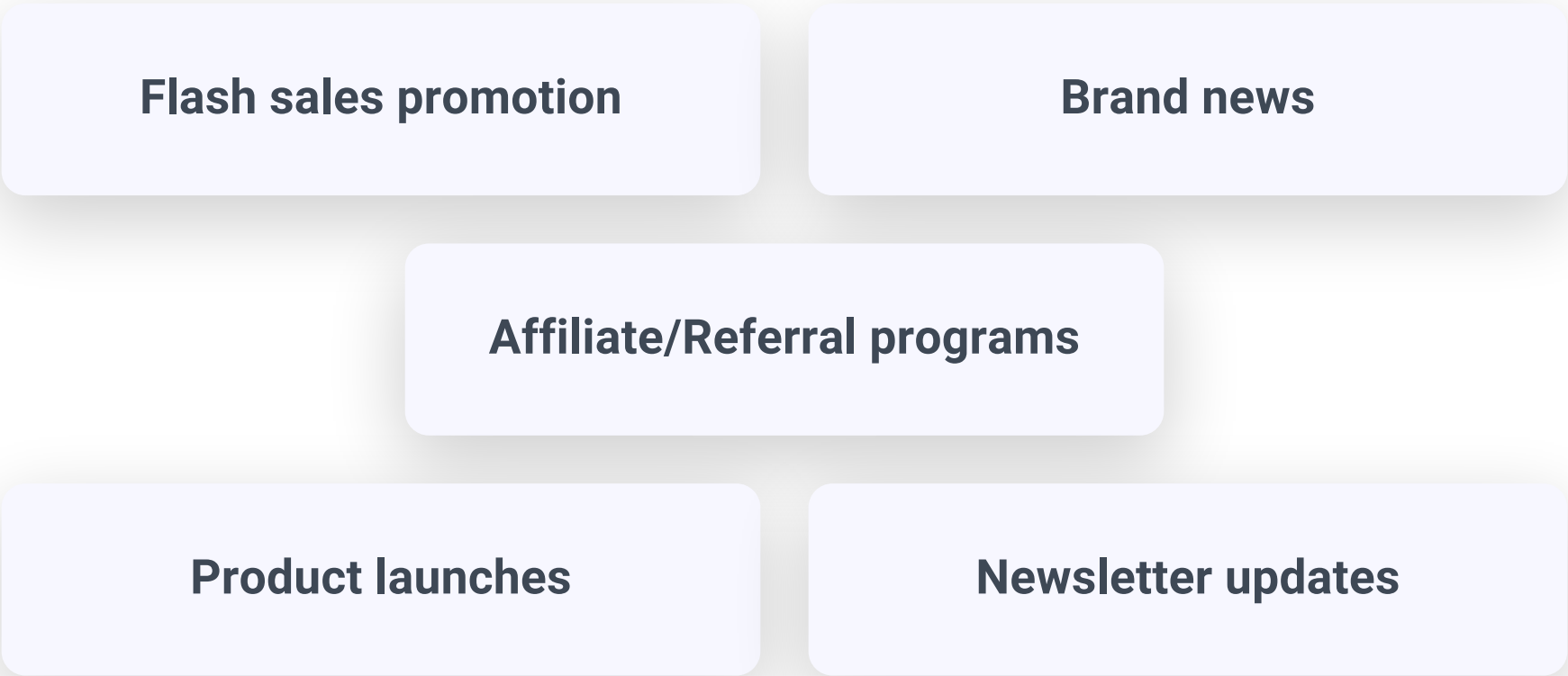
Promotional notifications are a powerful way to engage users and promote your product or service, urging them to take the desired action.

Take your consumers on a shopping spree! Let them know about the two-day sale that's coming up, and they won't miss out. Spread the word through creative advertisements so they can find their way to you and stock up on great offers - all in just one click!




Your promotions won't have their desired effect if your customers are unaware of them. Craft a plan to engage with your customer base and let them know about the opportunities available, allowing you to get maximum results from all your hard work!

Keep users informed about your latest products and deal with timely alerts - giving them a chance to jump on something exclusive before it's too late. Remind customers of impending opportunities, inspiring urgency, and FOMO so they'll promptly take action when opening the app!

Your platform users offer a wealth of valuable insights just by looking around. Use this information about their product preferences, purchase capabilities, and how long they stay on the site -help you decide for future marketing efforts. Promotional messages could be about.



SHOPPING CENTRE now

Hi Kelly, Sale starts in...   

Upto 70% discount on selected products.

23 : 59 : 01
HOURS MIN SEC


[Shop Now](#)

By Format

Let’s take a look at the most popular push notification formats.

Text

Includes text along with one or more Calls-To-Action (CTA) buttons. Used to display order updates.


 SHOPPING CENTRE

We miss you **Kate**! Come back & enjoy **30% OFF** your next purchase.

[Press for more](#)

Sticky

Notifications that can’t be swiped away or dismissed. Like music players or emergency alerts. These notifications can only be dismissed if you tap to engage with the push notification.


 PRICE DROP ALERT

Hey **Kate**, your fav handbag is now available at exclusive discount.


[Press for more](#)

Banner

Includes text, one image, and one or more CTA buttons. Banners are visually rich and used by eCommerce platforms to highlight abandoned carts.

 SHOPPING CENTRE

now




We’ve saved your cart!
Hey **Kate**, you left handbag in your cart. Checkout today for a **10% off!**

[GO TO CART](#)




Dynamic

Includes real-time interactive content like:

- **Carousel**
- **Rating**
- **Timer**

 SHOPPING CENTRE

now

Hi Kate, Sale starts in...   

Upto 70% discount on selected products.

23

:

59

:

01

HOURS

MIN

SEC

[SHOP NOW](#)

How do **PUSH** **NOTIFICATIONS** Work?



With a fair understanding of push notifications, it's time to see them in action. For starters, let's learn about the five moving parts:



Client App

The app which is installed on a user's phone that receives notifications.



App Publisher

Integrates client app with one or more OSPNS and publishes the app on the Google Play Store or/and the AppStore.



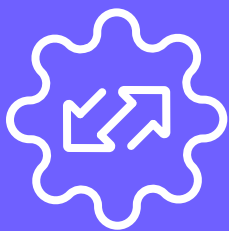
Campaign Management Platform

Used by the publisher to build, design, deliver and measure push notifications and campaigns.



User

Users who receive the push notifications.



Operating System Push Notification Service (OSPNS)

To send push notifications, there are services for each OS. Android has FCM/GCM (Firebase/Google Cloud Messaging) and Apple has APNS (Apple Push Notifications Service).

Lifecycle of a push notification

That being said, let's see how these moving parts come together.

Publication of the app

- The app publisher integrates with the OSPNS.
- The OS service shares an application programming interface (API) with the app publisher. The API is a way for the app to talk to the service.
- The app publisher embeds a software development kit (SDK) to the app. The SDK is a code library native to the OSPNS.
- The app publisher publishes the app on the Google Play Store or/and the AppStore.

Installation of the app

- User downloads the client app from an app store.
- When user opens the app, unique identifiers for both the device and the app are tagged to the OSPNS.
- The unique IDs are passed back to the app from the OSPNS and sent to the app publisher.
- The app publisher receives and stores these IDs along with other registration details.

Transmission of the notification

- The app publisher uses a campaign management platform to craft a message and set up an automated message to be sent via the API.
- The publisher then uses the platform to define a target audience to whom the push notification will be sent.
- The publisher determines whether the message should be sent now or scheduled for later.

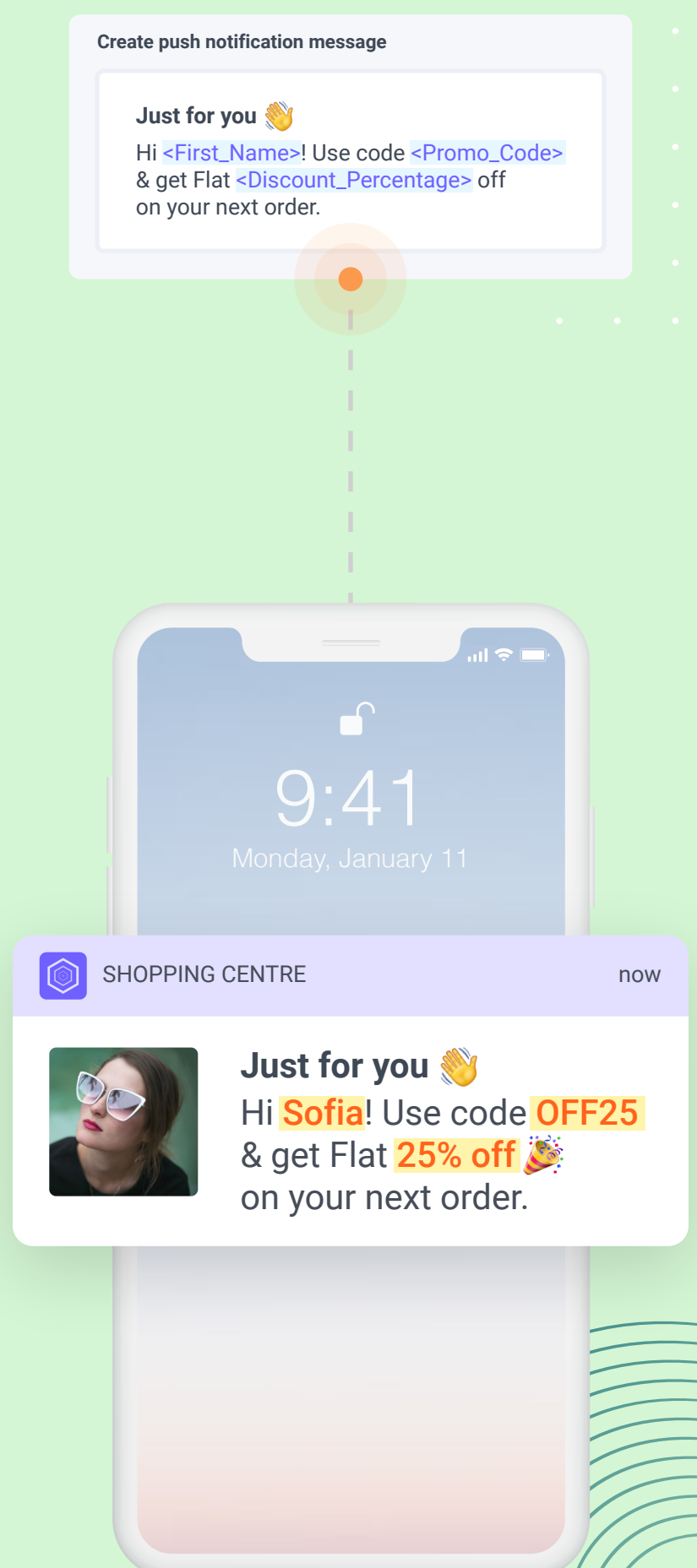
Personalization is result driven, so make sure you use it effectively.

Hyper-personalizing your campaign

The traditional "spray and pray" marketing techniques are a thing of the past; today's customers expect brands to understand their preferences, desires, and needs. Businesses must pay attention to customer data to provide timely solutions that will lead both parties toward success.

Hyper-personalization revolutionizes the customer experience by providing users a unique, tailored journey. Every individual has distinct needs and desires—through this process of 1:1 bespoke service, customers can expect to be met with unparalleled customization and engagement.

Uncontextual notifications can create a feeling of frustration amongst users - don't take our word for it; experience it yourself!

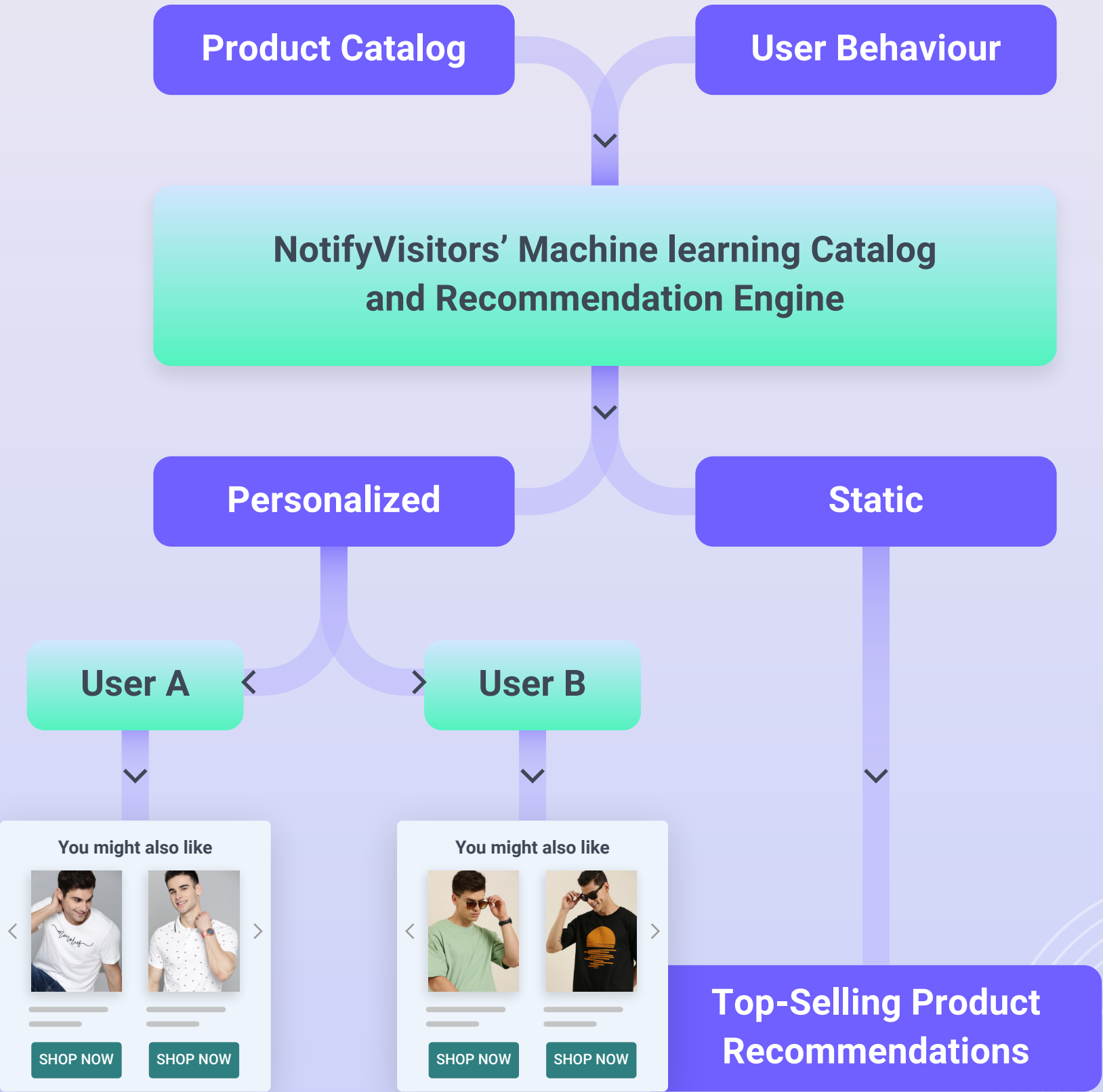


According to a [Google](#) report, consumers are likely to spend

40%

more than planned when experiences are highly personalized.

To provide consumers with personalized, real-time experiences on multiple platforms and channels, advanced technologies like data aggregation & analysis need to be combined with cutting-edge machine learning algorithms powered by intricate neural networks.



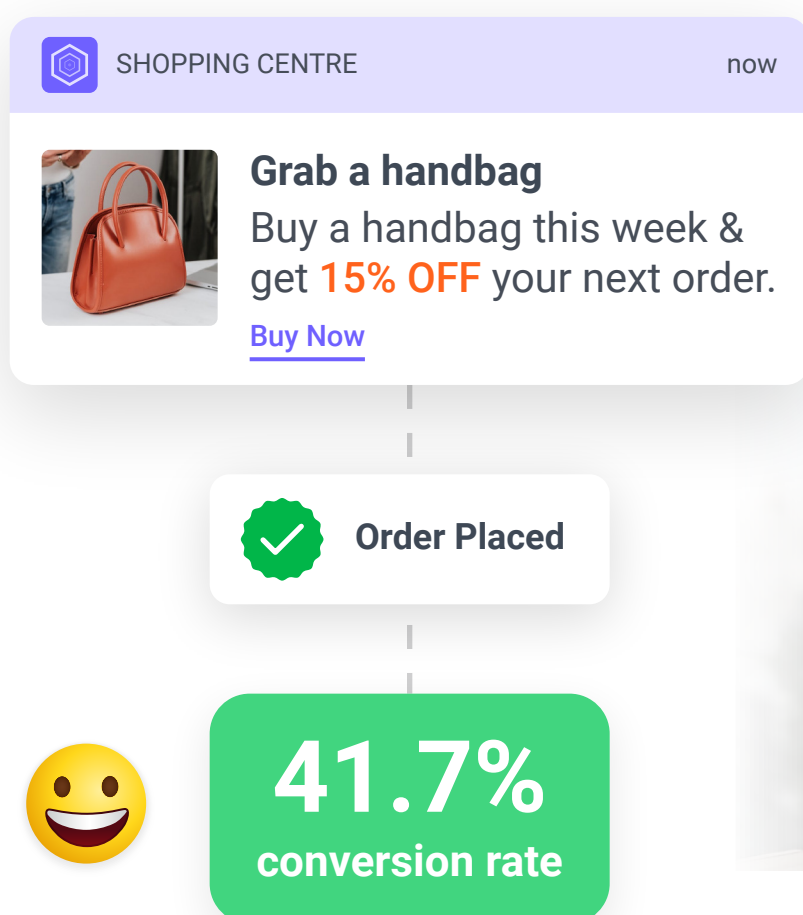
This engine has two moving parts:
a catalog and a recommendation engine.

Catalog

Keep your product data organized and up-to-date, so you can craft tailored communications with the latest prices. For example: offer customers discounts on products instead of full retail price!

Recommendation Engine

Hyper-personalization is revolutionizing different industries, and with our recommendation engine, you can create tailored messages that meet your user's needs. For instance, if a customer buys shorts, why not offer them other items to complete the perfect outfit? It helps simplify the shopping experience for customers!



In e-commerce, it is used to:

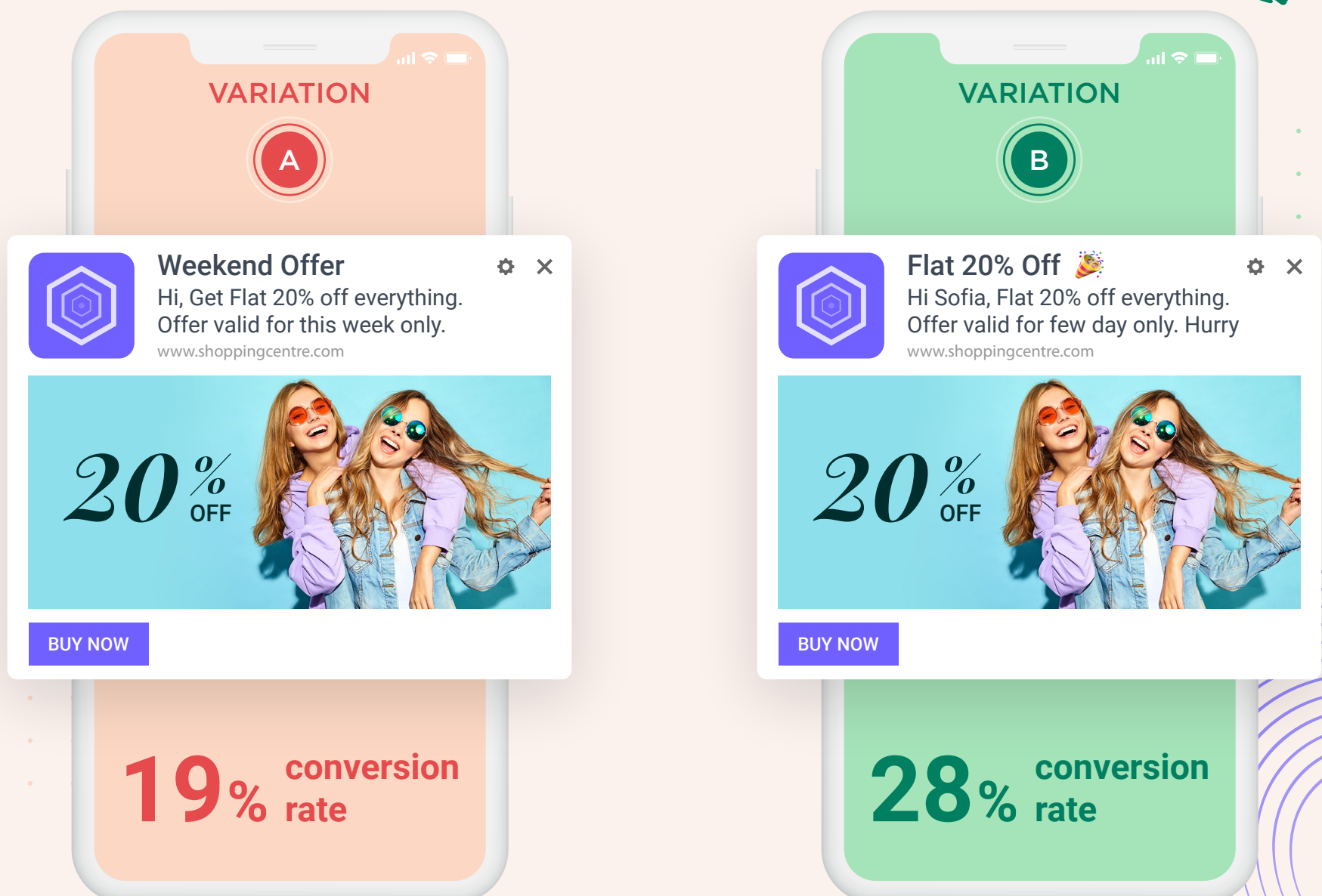
- Fetch updated product information such as price and quantity in stock with the help of Catalog.
- Suggest similar products based on any custom event such as items added to a cart.

Success means different things to different businesses, so it's important to define the right key performance indicators when evaluating your campaigns. To keep tabs on customer loyalty and satisfaction, monitor Unique Conversions - but if you're looking for financial gains then focus on metrics like Revenue or Click through Revenue instead.

A/B Testing your Push Campaigns

You have designed a workable notification and employed robust performance tracking metrics.

The last and the most important step is A/B test your push notification.



By A/B Testing, you sure can.

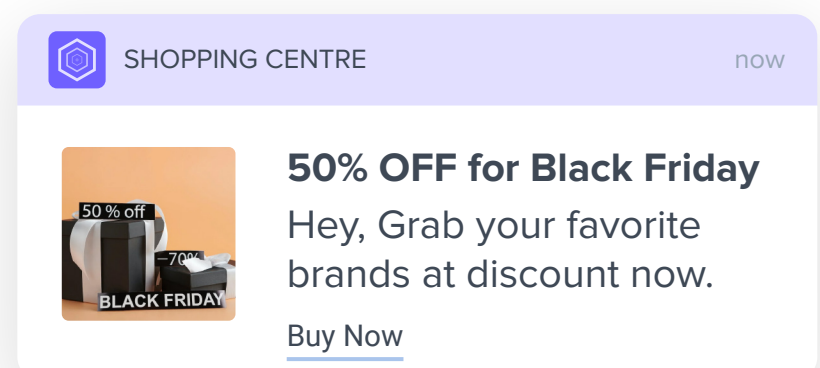
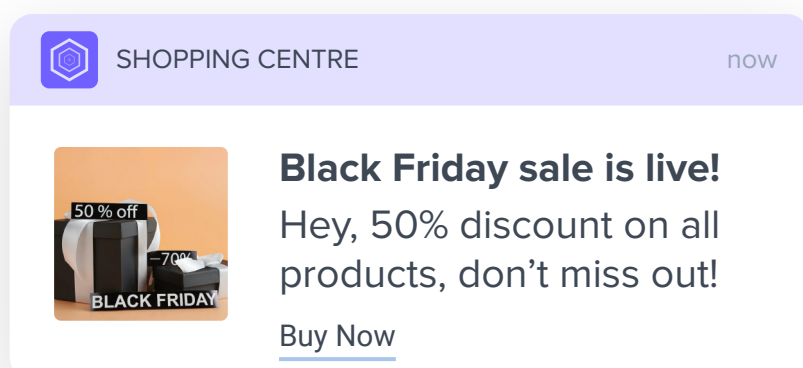
A/B Testing is a powerful way to test two variations and determine which works best.

Get to know your users on a whole new level! By utilizing A/B testing and simulating notifications, you can quickly determine which CTA will resonate most with audiences. Dig deeper by experimenting with different message variations; this strategy provides valuable insights into user intent, preferences, and mindset.

A/B testing push notifications can be a great way to maximize engagement and ensure your message is received. However, there are many variables you should consider when crafting successful pushes - from the perfect words in your message to location-specific urgency or even fun visuals like emojis and GIFs. Taking time to get all these details right will pay off.

Message Content

Crafting a compelling message for your audience is essential to boosting CTRs. Try experimenting with different tones and rich media elements and altering the details such as background color, titles/subtitles & word count to create something unique that resonates with them. Find out what works best.



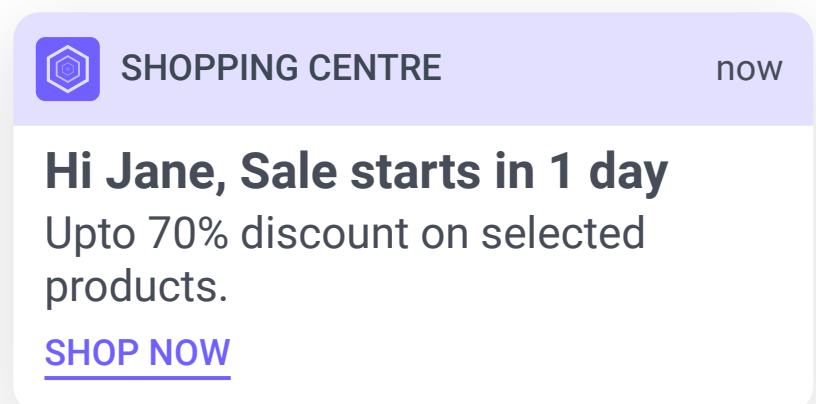
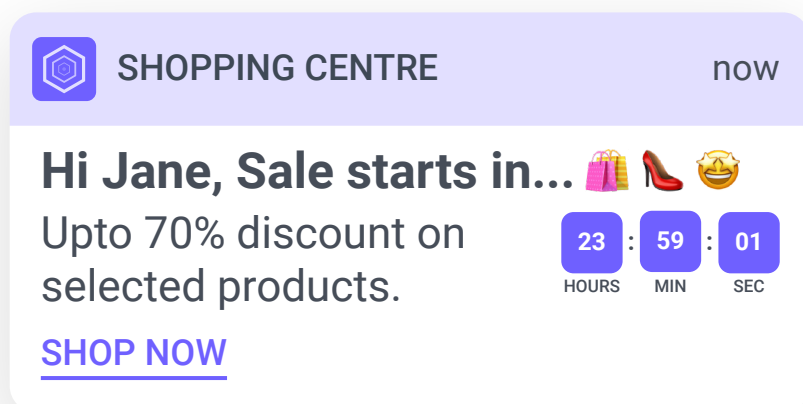
CTA

Explore what captures the attention of your target audiences with a unique A/B test experiment. Discover which Calls-to-Action are most successful in sparking action and gaining engagement.



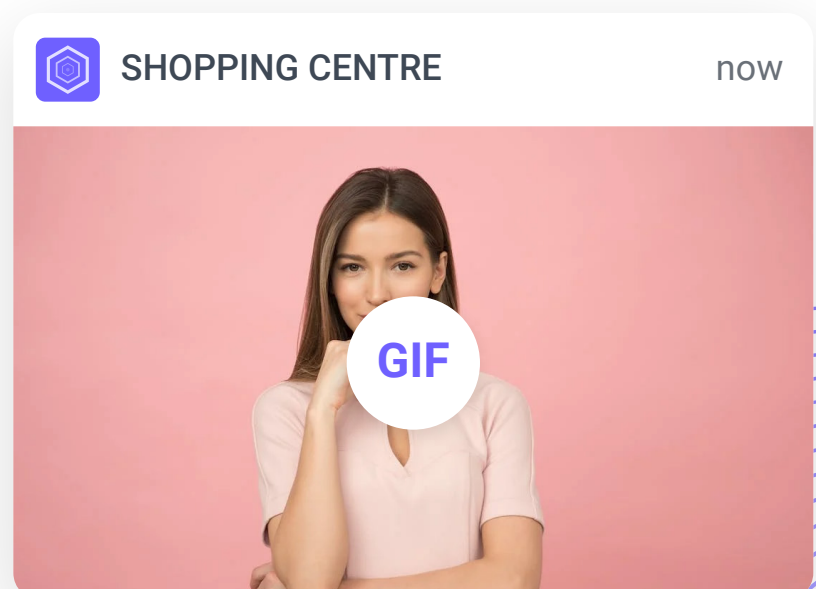
Urgency

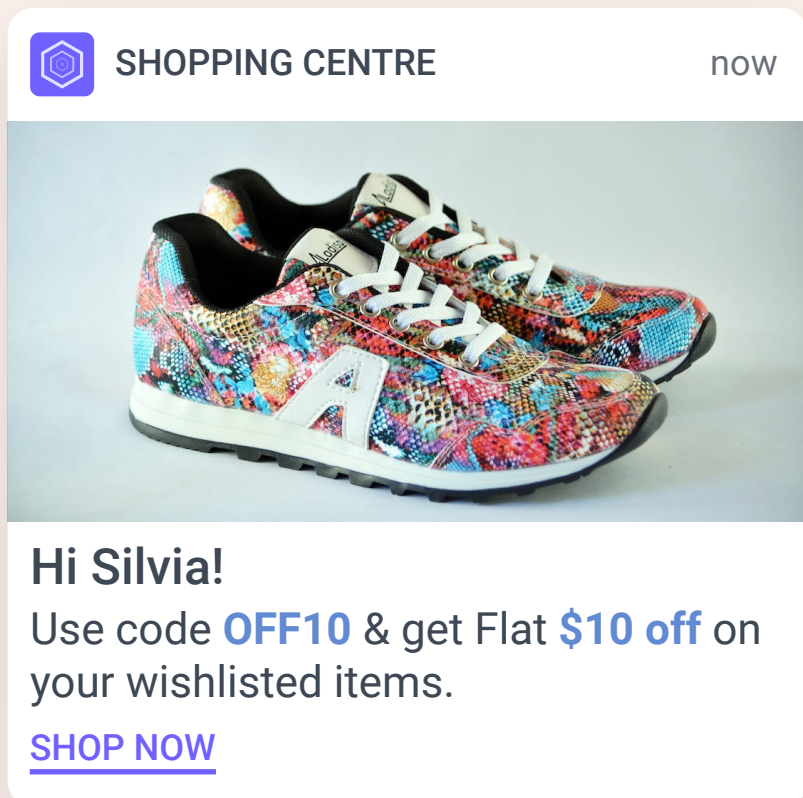
Push notifications can have a real impact on the success of your business, but crafting them to maximize their effectiveness is essential. Although urgency can be used to boost click-through rates, experimentation is necessary to see if it's having an impact.



GIFs

Rich media notifications are a great way to increase your engagement - they can bolster enthusiasm by an impressive 25%. Try testing different GIFs if necessary to find that special something needed to lift interaction.



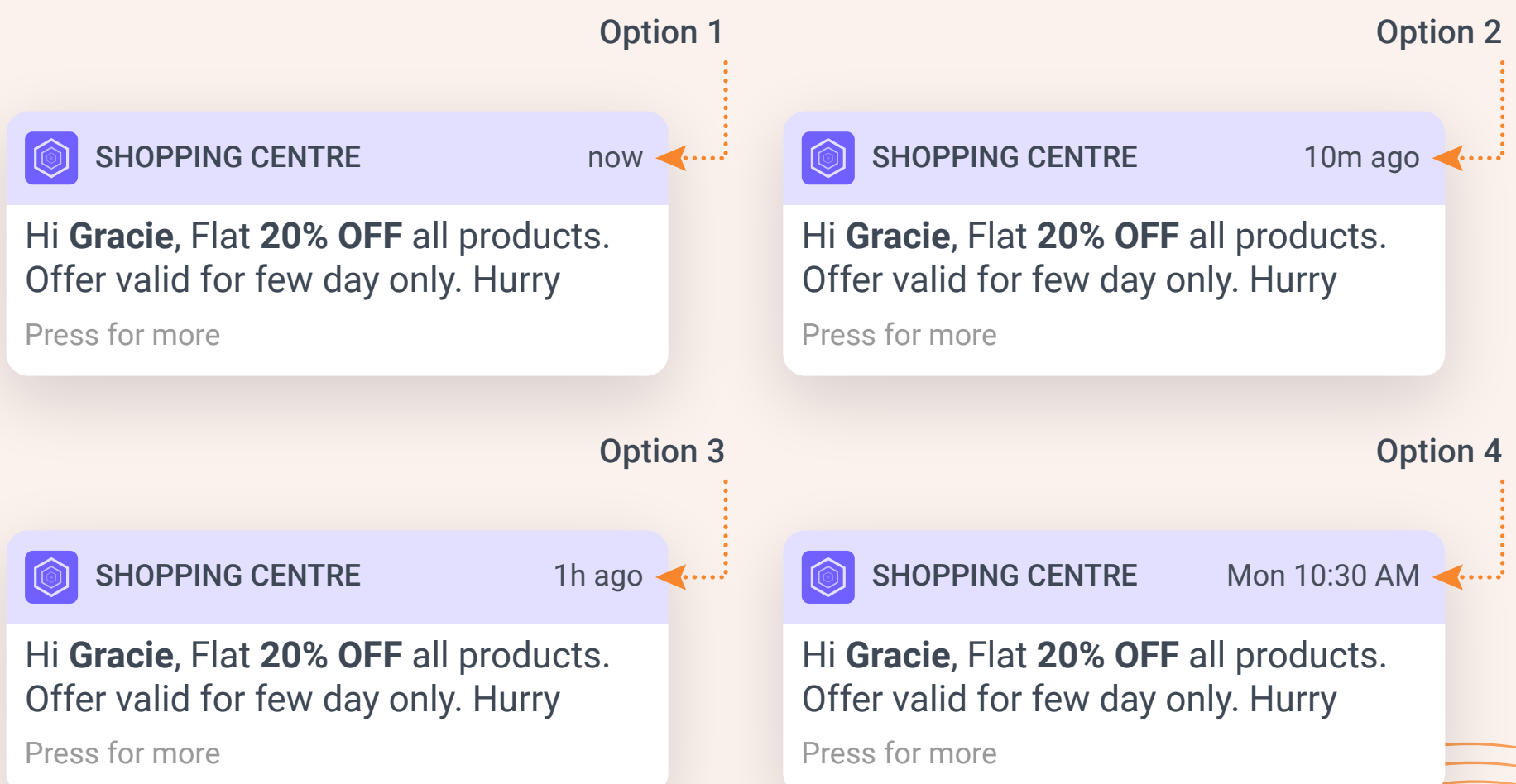


Images

Visuals can help you acquire more subscribers, but A/B testing is critical to confirm effectiveness. Try sending two notifications - one with a picture and one without- to see which works best.

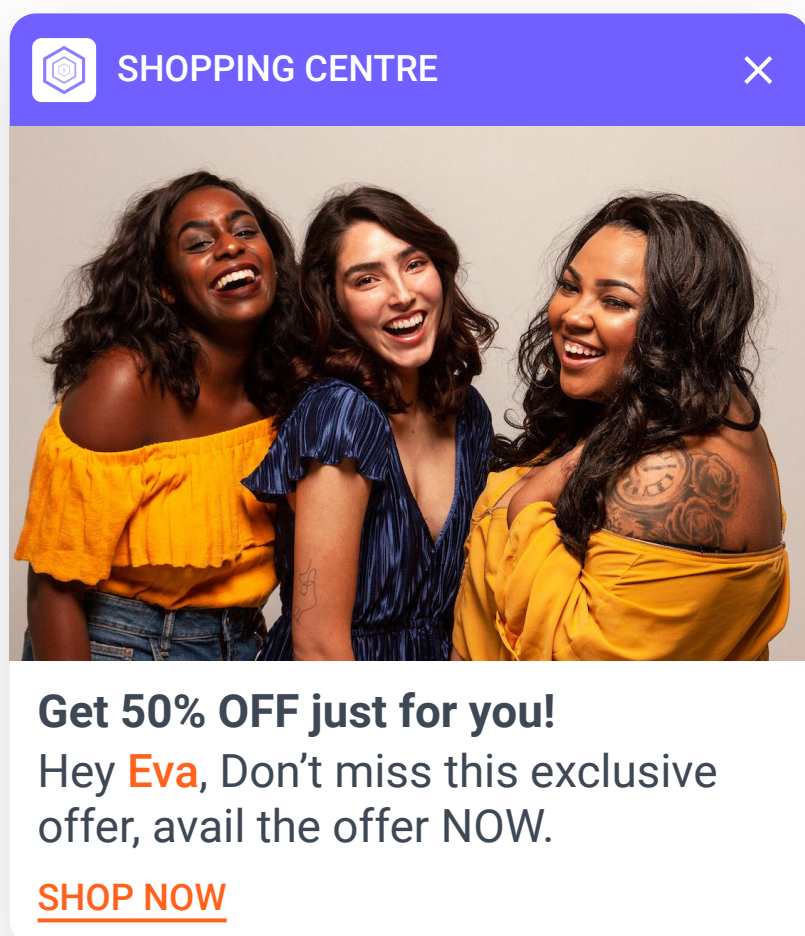
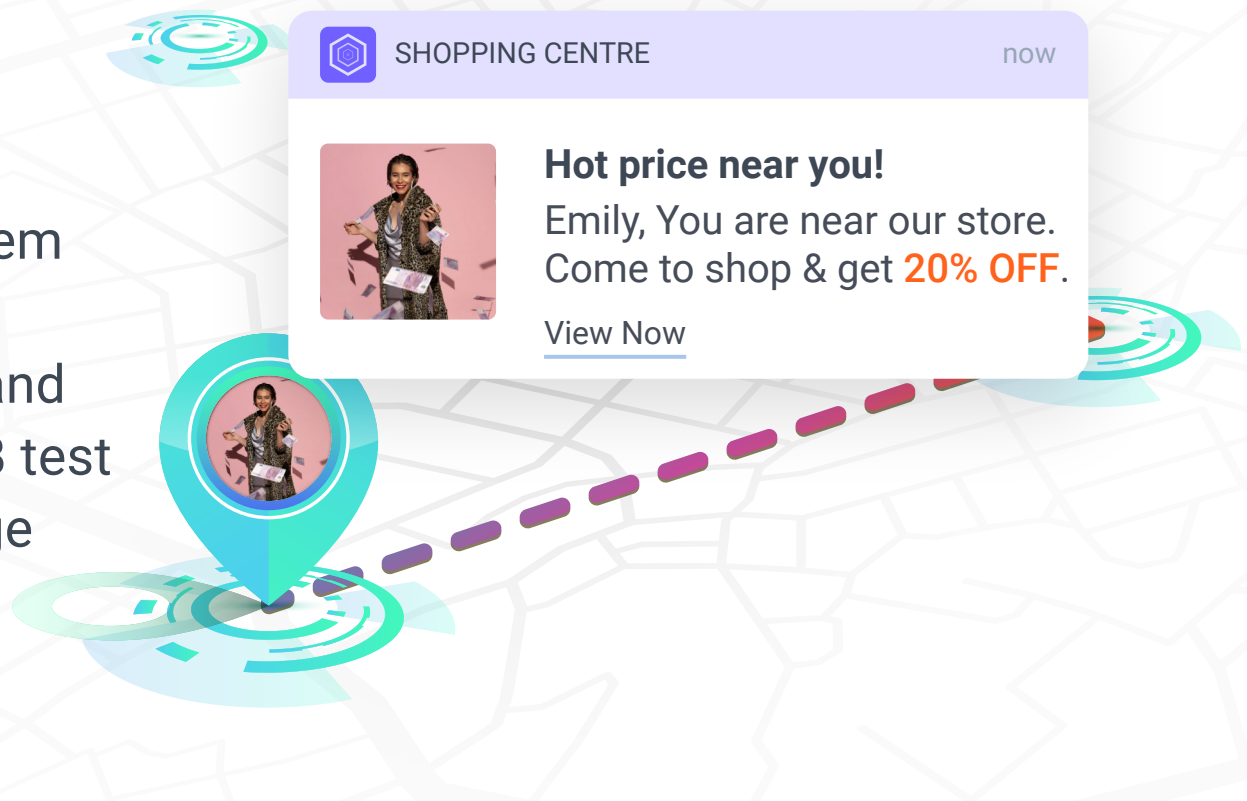
Timing

Want your push notifications to get clicked? Time is of the essence - literally. A/B testing can help you discover what days, weeks, months, or seasons will be most successful for engaging users. Find out when they'll click 'yes' every time.



Location

To get the most out of your push notifications, tailor them to your users' locations. Grouping by cities, states, and countries allows you to A/B test different versions and gauge their effectiveness.

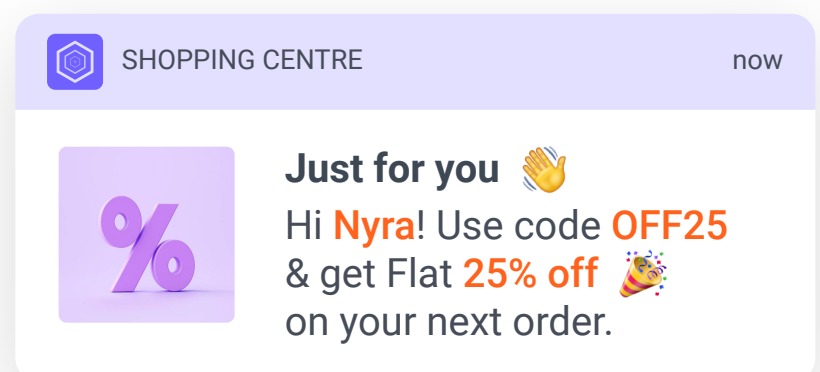


Colors

E-commerce brands can stand out in a crowded notification space by customizing the background color of their push notifications with specific brand colors. The text's shade can also be adjusted for maximum visual impact and engagement - giving customers an unexpected splash of personality every time they get a message.

Emojis

Unlock the power of emojis and see your digital engagement skyrocket! Recent research by HubSpot revealed that adding an emoji to notifications increases open rates by a whopping 85%. Use those texting skills you've been honing for years; it could pay off big time.



Campaign Delivery

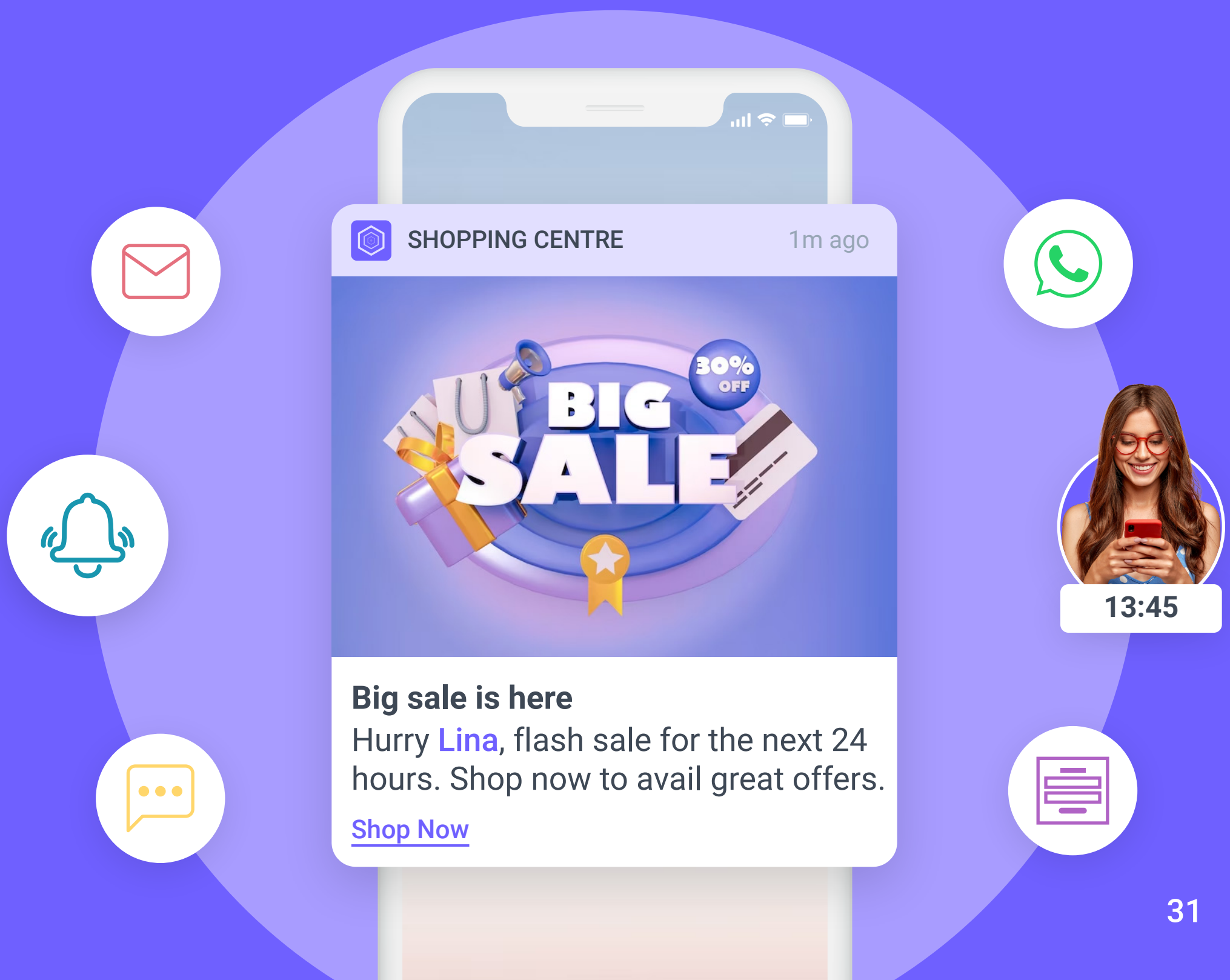


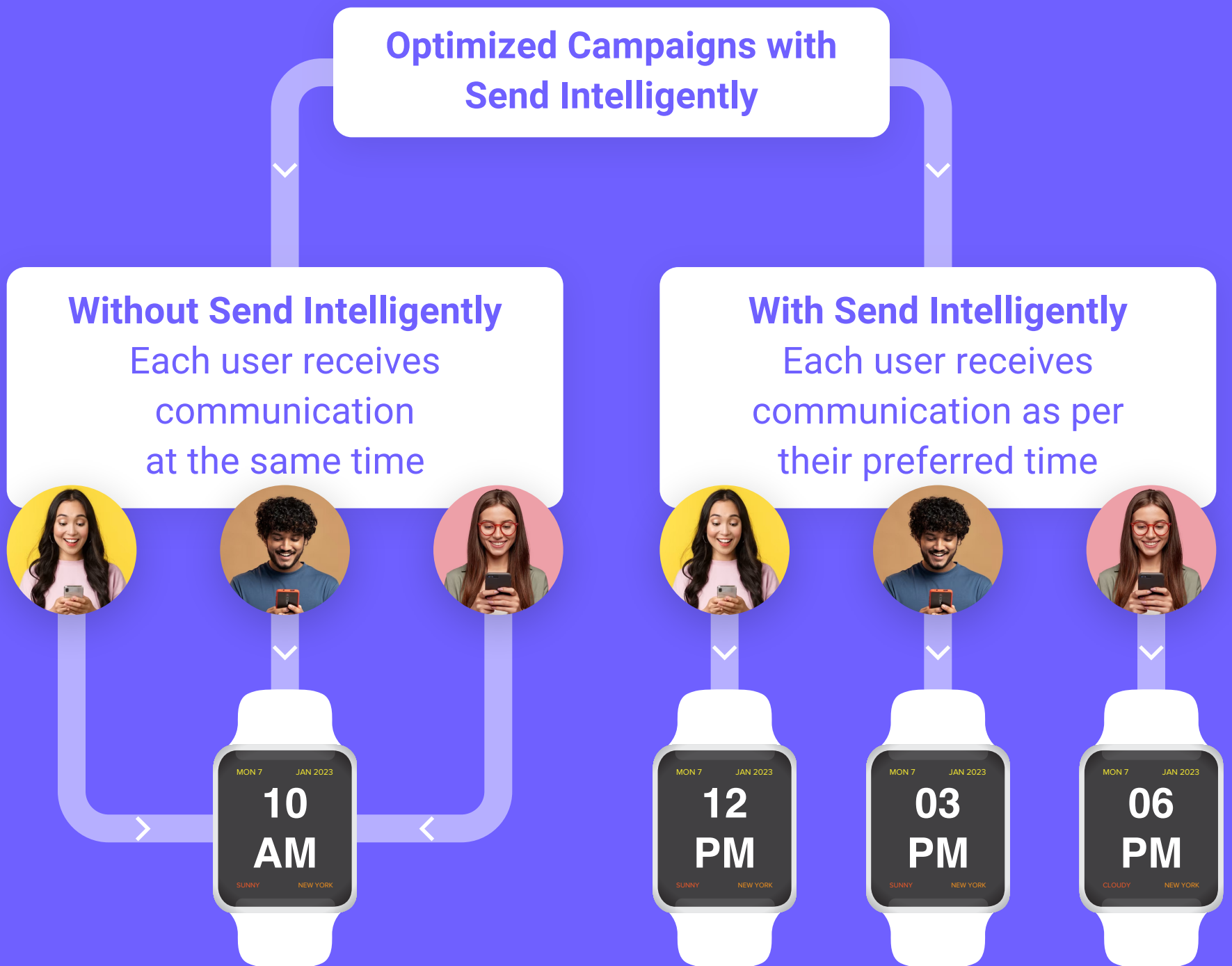
Auto-triggered campaigns with Send-time Optimization

As technology has progressed, so too have users. A once widely-used tactic of spamming inboxes is now a thing of the past; instead, savvy customers are more responsive to carefully crafted conversations and less tolerant towards intrusive messages.

Marketers must strike the right balance between respecting user space and informing them of product updates when they are likely most engaged.

To create the best customer experience, automate your campaigns and intelligently optimize when they are sent. You can tailor notifications to arrive exactly on schedule or utilize smart sending paradigms for maximum impact.





Send Intelligently

With traditional A/B testing, send times are based on the response of a segmented group rather than each user. However, for maximum engagement and success, it is important to hyper-personalize campaigns by creating unique send times catered exclusively to every recipient - something that can truly make all the difference.

NotifyVisitors allows you to create an individualized experience for each user with its highly sophisticated send-time optimization technology.


By analyzing previous user engagements, the system can determine and ensure that every campaign reaches them at precisely the right moment!

Frequency Capping

Drawing on users and keeping them around is a daunting task, but one that can be met with an effective push strategy. Unfortunately, without proper implementation, the exact opposite effect could occur, shrinking your user base.

With too many push notifications, you can miss out on effectively engaging your users - it's a delicate balance.

**A general rule of thumb -
With Push, never push.**

☒ Limit the amount of notification show to the same user 

One visitor will see each push message

3



times per

1 day



Save Limit

Don't let your push notifications get flagged as spam. Avoid the worst-case scenario of an overwhelmed inbox by utilizing Frequency Capping to ensure you don't send too many messages in a given period.

Frequency Capping empowers you to take control of the messages your users receive while ensuring they won't be flooded with too many advertisements or promos.

DND Hours

Ensuring the comfort and availability of users is key to positive engagement. With DND settings, you can be sure that your campaigns won't disturb them during their downtime - whether it's late at night or early morning.

How It Works - DND time slots can be defined at 4 levels:

- Daily (applicable to all days of the week)
- Per day (Any day of the week)
- Weekends (Saturday and Sunday)
- Weekdays (Monday, Tuesday, Wednesday, Thursday, Friday)

With DND Hours, you can ensure that your users remain undisturbed no matter where they are located in the world! Thanks to our innovative system of configuring individual times for each user and detecting their location in real-time, we make sure everyone's day is respected according to their local time zone.

Throttling

Marketers strive to spread their message quickly and widely, but when apps have a large user base, this can sometimes lead to serious problems. If not managed properly, the surge of users could result in an overloaded server.

Envision the immense potential of a single Notification when all your 1 million-plus users respond simultaneously. Such an unprecedented surge in activity could overwhelm even the best-prepared systems and cause dreaded server slowness or complete failure.

Our user experience can be seriously impacted by situations that inconvenience us and cause frustration among our colleagues.

Need to maximize user outreach but worried about overstraining an endpoint? Throttling is the solution.

This process limits message volume and helps ensure you get your message out without putting yourself at risk.

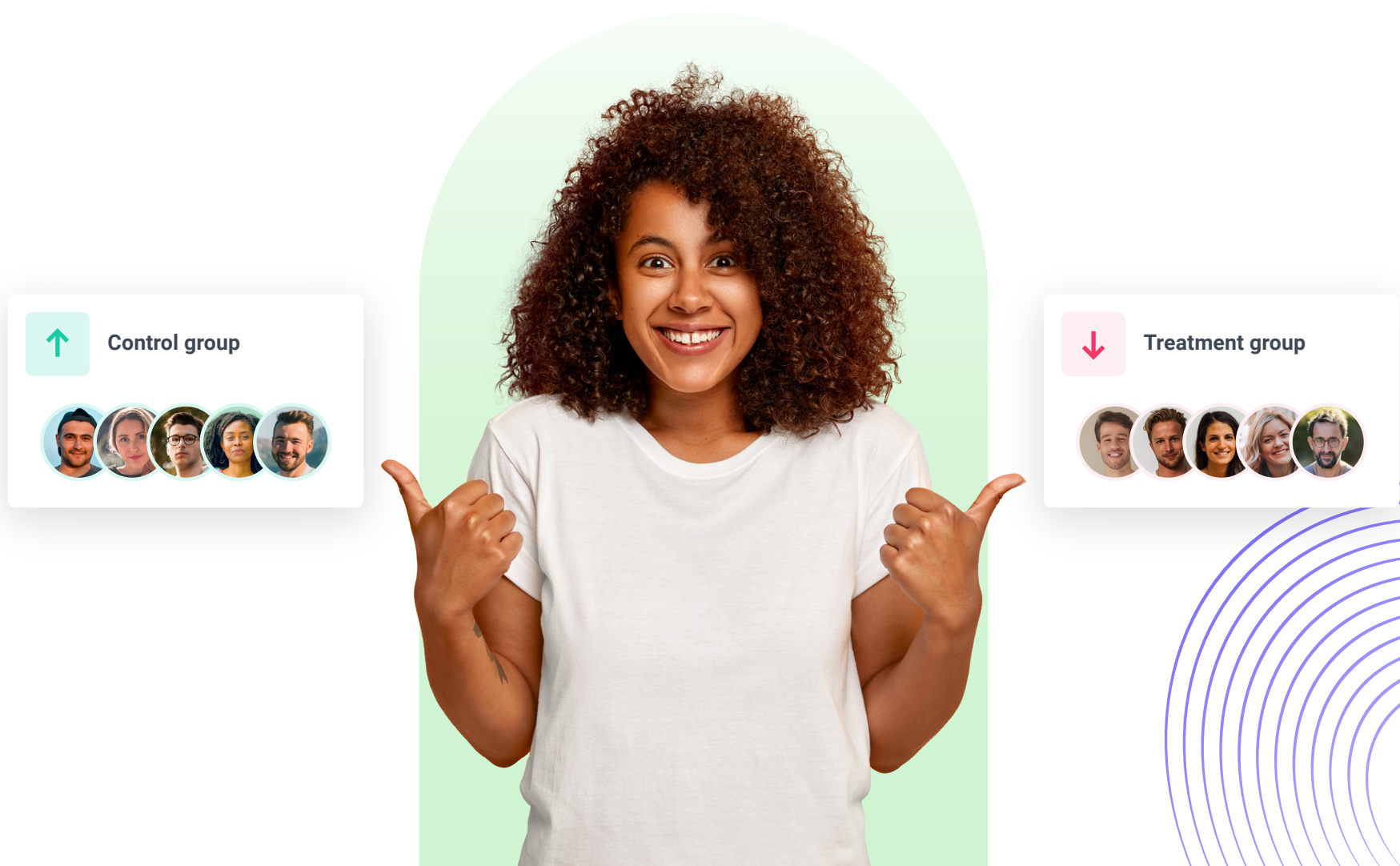
Measuring effectiveness with Control Group

A Control Group serves as a litmus test, providing valuable insight into how the greater targeted audience would react to an initiative. Carefully chosen, this small demographic gives marketers essential information on whether their campaign or product is likely to succeed across all demographics.

Create a Control Group to measure your campaign's success unbiasedly. Compare the conversion rates between users who interacted with it and those that didn't, revealing key insights into its impact!

Excluding the Control Group allows us to compare the campaign's impact against users' natural behavior, creating an invaluable baseline for evaluating its efficacy in shaping user decisions.

Rather than jumping to the conclusion that all campaigns lead to higher engagement and conversions, it's important to consider sending them selectively. This will allow you to increase user retention by engaging with those users long-term through tailored experiences throughout their journey.



Campaign Performance



Metrics that define the success of your Push campaigns

Want to accurately gauge the effectiveness of your push notification campaigns? Check out these five essential Key Performance Indicators (KPIs) – they'll provide invaluable insight into your campaign's performance.

Opt-in Rates

Measures the number of users who have signed up to receive your push notifications.

Click-through/Open Rates

Measures the number of people who click on your push notifications.

Conversion Rates

Measures the number of people who complete a predefined goal after opening our push notifications.

Time spent on the app after clicking notifications/ Time spent on conversion

Measures the time your users spend on your platform, after clicking through push notification.

Influenced Conversions

Measures the number of times your users manually open an app after receiving a push notification (rather than tapping on the notification directly to open the app) within a given time frame.

Engagement Scores

They are a way of gamifying the customer journey by scoring customers based on their engagement actions. Each action is assigned a score and each user is rated on a scale from 1 to 10 (least engaged to most engaged).

Engagement scores also double as user attributes which can be used for segmentation, analysis, and hyper-personalization.

Customers can have fun on their journey as they earn points for engaging with your brand. Assign each action a score and watch users climb the leaderboard from least engaged to most, unlocking personalization options along the way.

✓ Dos

- Hyper-personalize your notifications
- Quality over quantity;
- Respect DND for empathetic communication
- A/B test your notifications
- Include rich push notification elements such as background color, GIF, countdown timers to make them more engaging



✗ Don'ts

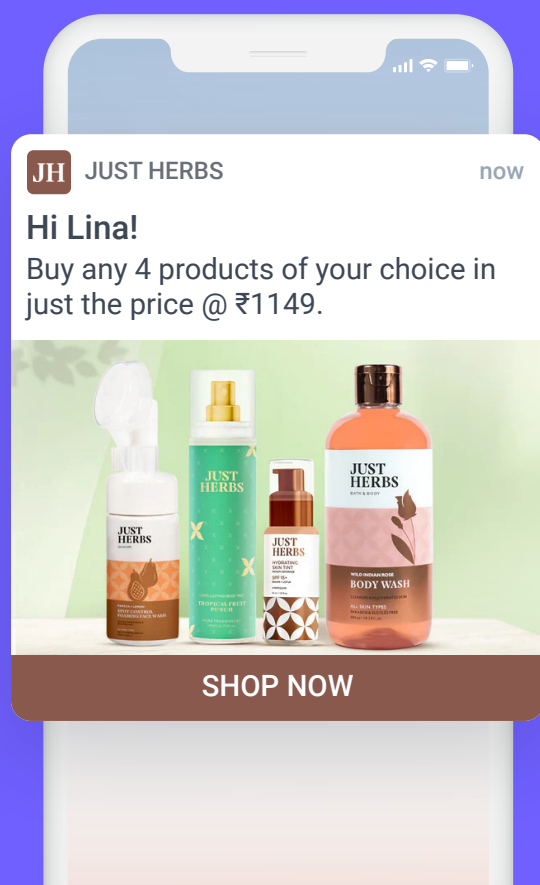
- Spray and pray with notification blasts
- Send too many notifications. Avoid spam
- Disturb users with notifications while users are away
- Send notifications without testing
- Send notifications without a CTA/ with an incorrect CTA



App-Push campaigns that you must make a part of your marketing strategy...

1 Exclusive Offers

Get your users excited with personalized recommendations based on their preferences. An excellent way for food-tech companies to whet their customers' appetite.



Just herbs implemented the NotifyVisitors' Push notifications to enhance the customer engagement levels. The organic brand found it easy to engage customers with catchy offers directly to the customers' devices even when they were offline.

Customized promotional offer

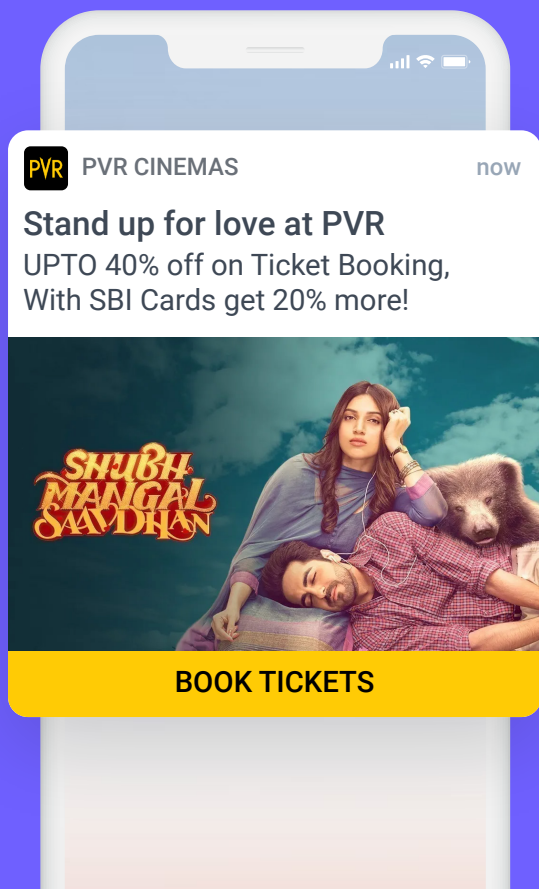
Clear call-to-action

Personalized recommendation based on behavioral data

2 Reactivation Campaign

User started the journey but is missing in action? Keep users engaged in the journey with timely reminders and appropriate incentives.

Keep your journeyers on the right path! Give your customers a nudge with timely reminders, and reward progress with delightful incentives. It's a great way to uplift your sales and build loyalty.



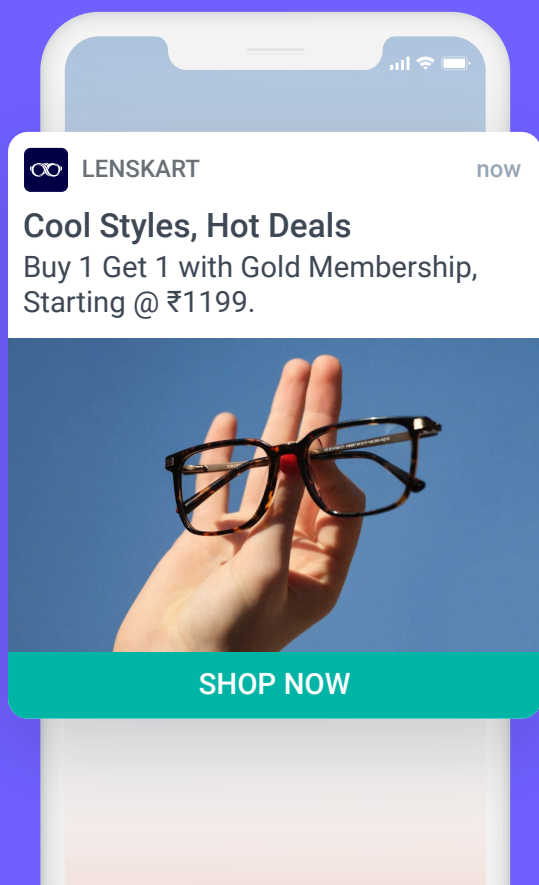
After using web push notification, **PVR** is experiencing highest click-through rates on their web notifications and getting more customer revisits to their site.

Customized promotional offer

Clear call-to-action

3 Cross-promotional Campaign

Insert hooks to convert a one-time customer into a “repeat” customer. Ecommerce companies can leverage push notifications to run campaigns based on user’s purchase history.



Lenskart is a Direct to Consumer eyewear brand in India, manufacturing and selling millions of lenses monthly. The company is valued at \$2.5 billion and has become the first D2C brand in India to become a unicorn company.

Customized promotional offer

Clear call-to-action

Other Key Stats

Average smartphone user gets **46** mobile push notifications a day

Overall push notification opt-in rate is **60%**

Android average push notification CTR is **4.6%**

iOS average notification CTR is **3.4%**

8.4% Highest push CTR day of the week – Tuesday

Emojis improve CTR by **20%**

Rich formats improve CTR by **25%**

Tailored send times improves CTR by **40%**

Advanced targeting improves CTR by **300%**

Push notification personalization improves CTR by **400%**



SUMMARY

The emergence of 5G networks and mobile devices has unleashed a world of opportunities for companies and presented myriad challenges to success. Unlocking Pandora's box can provide boundless possibilities – if navigated carefully.

With users ever-evolving needs and demands, it's more important than ever that brands take the time to offer something truly unique. This engaging experience will draw them in and keep them coming back. Retention is vital, as user churn can quickly lead to decreased revenue.

Brands need a clever way to keep customers returning while not losing potential revenue. Mobile Push shines like no other - it's an easy-to-use solution that maximizes accessibility, deliverability, and actionable insights without fail.

At NotifyVisitors, our suite of powerful applications equips your business to reach new heights. Our retention solutions provide a smooth experience with push notifications that help build the strength and success of any organization.

At the forefront of industry growth, we welcome meaningful conversation and appreciate your feedback. If you have any queries or ideas regarding this ebook or how it could be better, [get in touch](#) with us or [request a demo](#).



Loved the eBook?

With the help of NotifyVisitors, you can make smarter decisions that will drive better business metrics. We hope our insights allow you to craft effective strategies for success - why not connect today and see how we can take your notifications to the next level?



Get in touch today! —————>

[Schedule My Free Demo](#)

NotifyVisitors is a powerful tool for consumer-focused businesses that enables them to build lasting relationships with their customers. Through its comprehensive platform, companies can gain valuable insights into who their users are and how best to engage with them across multiple channels using automated workflows tailored through sophisticated personalization capabilities - all while tracking impactful analytics. Maximize customer lifetime value with us today!

 **NotifyVisitors**

