

DRIVING ENGAGEMENT

FOR YOUR PUSH NOTIFICATIONS

COUPONS

ALERT USERS OF PROMOTIONS, COUPONS, EVENTS, AND OTHER OFFERS.

Tip: Experiment with emojis! One of our clients experienced an 80% increase in clicks with its first push using emojis. Think beyond smiley faces – try leaves for autumn sales, sun for summer, or specific apparel items.

ACTION

DETERMINE THE BEST CALL-TO-ACTION (HOMEPAGE, URL, SECTION).

Tip: Don't drive traffic from your push notifications to your mobile website. Your app users are those that realize the better browsing experience of apps vs. mobile web. Pushing them to mobile web gives you fewer analytics on your visitors, lower AOV, and will likely drive users to opt out of receiving future notifications.

EXCLUSIVITY

DELIVER APP-SPECIFIC CONTENT. OPTING IN = EXCLUSIVITY.

Tip: Make it easy for your users to opt out of notifications.

USER TARGETING

SEND PUSH NOTIFICATIONS TO SPECIFIC LOCATIONS (SEGMENT-BASED).

Tip: According to statistics, the click-through rate of Geofencing notifications is 30%. Geofencing can increase your app usage by over 200%.