

5 KEY CUSTOMER SEGMENTS FOR PERSONALIZED CONTENT

Increase the conversion rate of your push notifications with personalized content, delivered to user segments like:



NEW USERS

customers who have downloaded your app within the six months



PURCHASERS

users who have completed purchases in-app



LOYALTY MEMBERS VS. NON-MEMBERS

reward loyalty members and convert those who haven't yet joined your programs



VIP PURCHASERS

users who have crossed a spend threshold



IDLE USERS

customers who have not used your app within the last six months