



Push Notification Guide

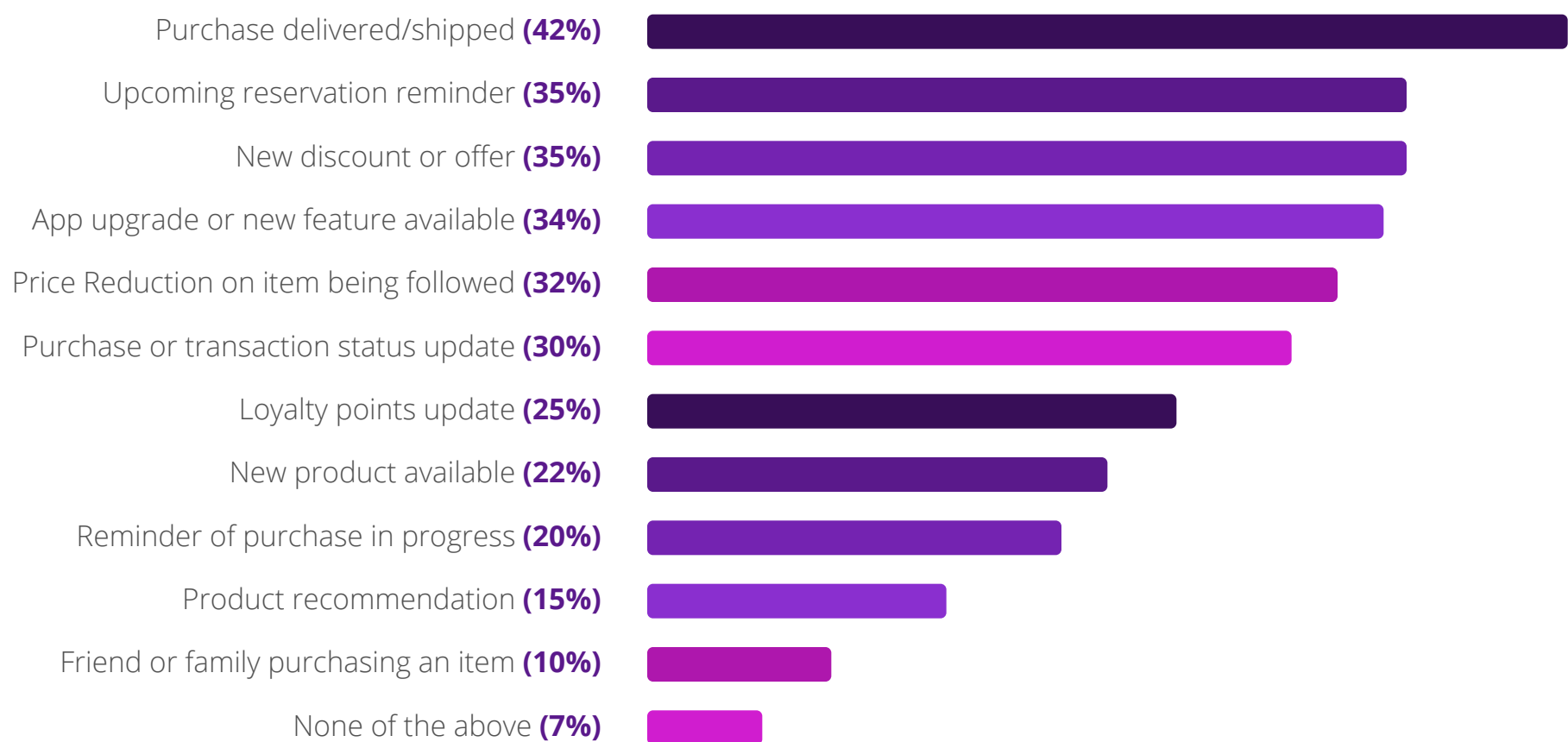
HOW TO BOOST APP ENGAGEMENT AND
RETENTION WITH PERSONALIZED, TIMELY,
AND RELEVANT PUSH NOTIFICATIONS

Push Notification Guide

Push notifications are a powerful, yet often misused, tool. They have the power to boost app engagement and retention, however many users haven't had great experiences with push notifications in general. People think they're annoying, intrusive, and sent too frequently. This is because brands haven't historically crafted pushes that are personalized, timely and relevant.

When uncovering customer use and engagement with apps, Google found that **85% of mobile users** appreciate push notifications when they add value. They also found that 27% of people cited push notifications as the reason for deleting apps.* In this guide, we will identify powerful examples of how to properly use different types of push notifications to engage your users with experiences that feel personalized and contextual.

Percentage of Users that Keep Push Notification Types Turned On



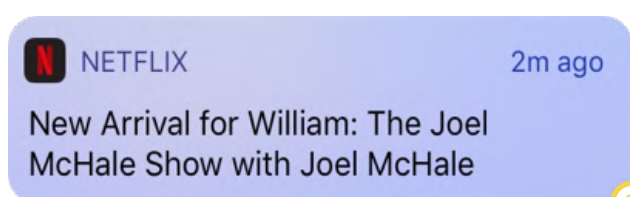
This list identifies which pushes users find real value in, based on what percentage of users choose to leave the push notifications on. For example, 42% of users want to know when a purchase has been delivered or shipped.*

* Spero, Jason. "The Consumer Behaviors Shaping the Next Generation of Mobile Experiences." Think with Google, Google, May 2017

Get up close and personal 🤝

Show that you care about your users with push notifications that are personalized just for them to prove that you understand their needs as a unique customer. Making your users feel special will help drive engagement and retention, as it sets you up as a reliable, automated source of value.

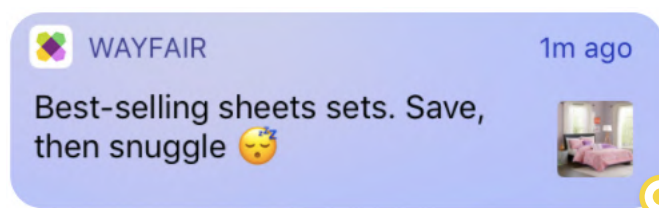
The key here is personalization: **89% of marketers** attribute an increase in revenue to their investment in personalization. While including the user's name is an excellent first step, you will need to take the level of personalization a few steps further. For instance, using purchase history to personalize push offers and messaging would adhere to an expectation that **63% of customers** have already formed.



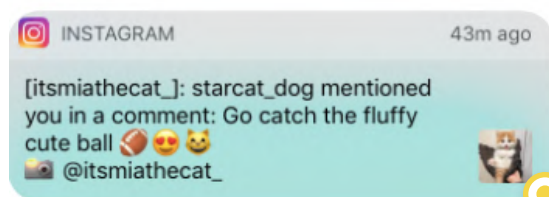
Netflix doesn't only include the user's name in the push notification, but also recommends shows based on their preferences and history.

A picture is worth a thousand words 📸

Users are overwhelmed with push notifications. **On average, a mobile app sends out 51 notifications per month.** To break through this noise, try adding images, gifs or videos to your message for a creative, refreshing push that is more engaging. Bypass character limits, pique curiosity, and give a little more context to your push notifications by adding media to your messages like in the example below.



Wayfair gives their users a sneak peek of their products to catch their interest with an enticing visual that they'll want to see enlarged.



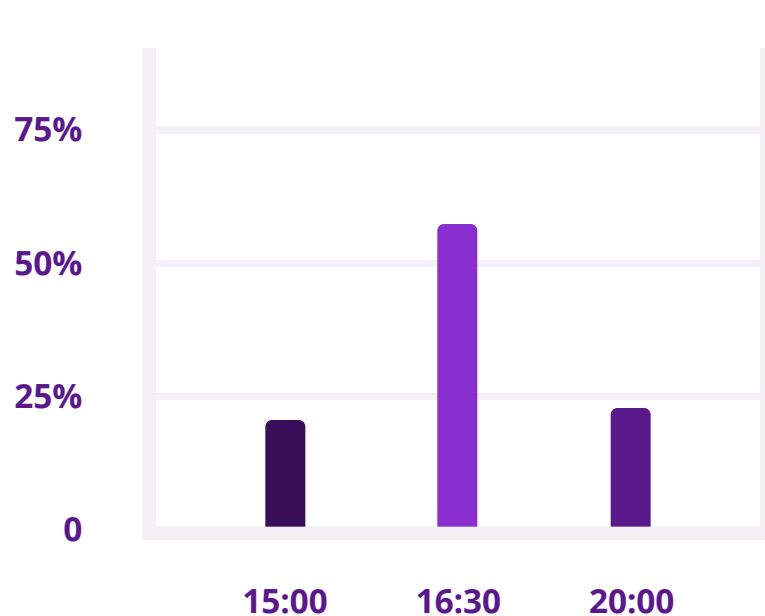
Instagram aims to add additional context and generate more interest by showing the user a thumbnail of an image. The hope is that once they're in the app, the user will stay and engage with other content.


Timing is everything

If you send a push of a sushi dinner deal mid morning, your recipients will likely think “Oh awesome, I’ll have to remember this later tonight!” Unfortunately, they probably won’t remember. You need to ask yourself not only when your users would want this information, but when are they most likely to act on it. Depending on the information and value you are providing, the consumer habits you need to cater to will vary.

Taplytics conducted a study on how push notifications are used across a variety of industries. One particularly insightful finding was that the average time pushes are sent differs depending on the app’s user norms. For example, weather apps typically send push notifications first thing in the morning at 5:30am to help users decide what to wear. Conversely, most quick-serve restaurants send their pushes at 4:30pm when people start to think about what they will eat for dinner.

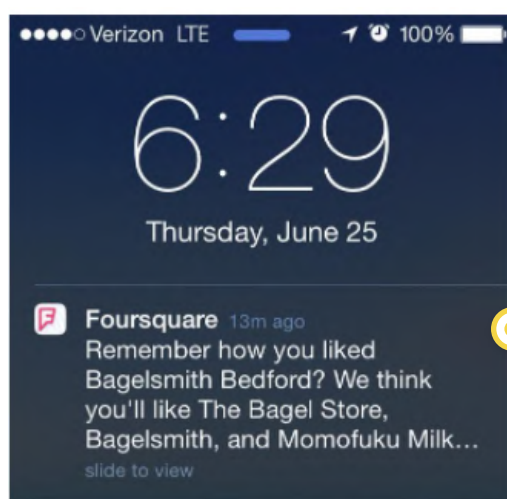
Quick Serve Restaurant Push Notification Delivery




 Timing is everything

4:30 PM

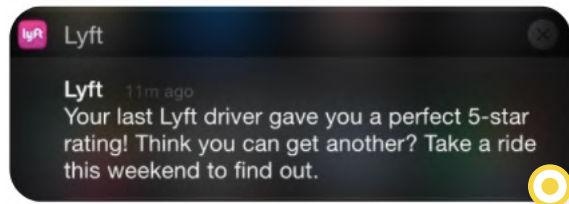
Send notifications when they are most relevant to your audience, which differs greatly based on app functionality and category; for QSR apps, most notifications are sent at 4:30pm.



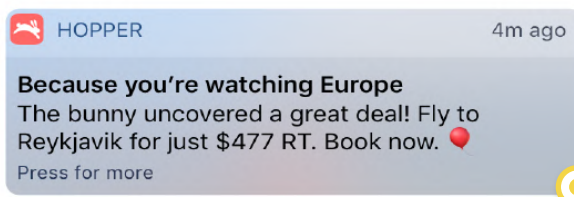
 Foursquare sent this push notification early in the morning to catch users who are waking up and thinking about breakfast. Groggy users won't have to think twice about what they'll grab on their way out the door thanks to Foursquare's timely message.

Keep customers in the loop 📢

Transactional push notifications update your users on what's happening within their account, keeping them interested and engaged. For example, if a Domino's customer orders a pizza, transactional push notifications can tell them when the pizza is baking, when it is in transit, and when it's expected to arrive. These push notifications are personalized extensions of the customer journey that provide value that users don't have to search for themselves.



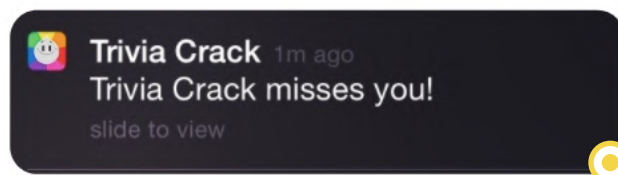
Lyft's update acts not only as a personalized account update, but also an opportunity to encourage the user to further engage with the app.



Hopper sends updates on deals that the user is watching to keep them engaged and add tremendous value to the experience by reducing the amount of time spent looking for flights.

Be reactive to get reactions 🕒

Behavioral push notifications revolve around user action or inaction. Reacting to your users' in-app behavior demonstrates that you are paying attention to what they enjoy - or don't enjoy - about their experience in your app. These types of push notifications gently nudge users along their customer journey, and are crucial to reengaging with lapsed customers to reduce your churn rate.

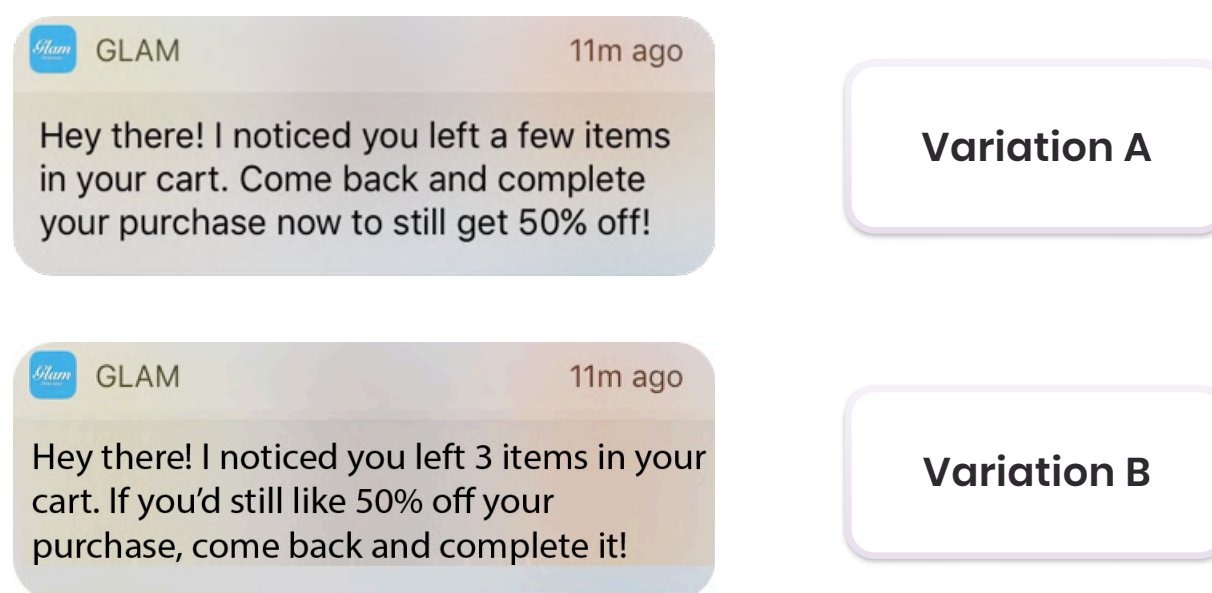


Trivia Crack notices their users' inactivity and sends a gentle reminder to encourage re-engagement, in an effort to prevent churn.

A/B Testing push notifications 🙋

Sometimes we can't get it right the first time. That's why it's important to experiment with different content, timing and personalization strategies to understand what resonates with your users to drive engagement and retention.

A customer's behavior will reveal their needs and preferences to allow you to validate and make quick decisions. A/B testing your push notifications will show you exactly what is working and what needs to be changed. Experiment with variations and segmentation of your pushes to uncover which versions have the greatest impact.



Glam experiments with different language and emphasis to see what engages and converts more customers. They could further deepen the experiment by sending different pushes to specific users to understand varying consumer behaviors.

What to A/B Test in a Push Notification




- * **Timing** — When is the best time to send a push to specific users?
- * **Messaging** — Which emojis, text or positioning work best?
- * **Content** — Will images, videos, and actions help engage customers?
- * **Segments** — Will unique user segments resonate with different content?

Push notifications can't do it alone

Push is just one piece of a successful mobile customer experience strategy. Getting users into your app is just half the battle; what happens once they're inside?

If you don't continually test the user experience within the app, you're missing out on actionable data and insights, as well as the opportunity to drive change in user behavior.

Follow Bryan and Jeffrey Eisenberg's **Conversion Trinity** to determine if you're setting yourself up for conversion success in the eyes of your customers:

-  **Relevance** — Are you relevant to my wants, needs, and desires?
-  **Messaging** — Have you explained your value proposition or offer well?
-  **Call to Action** — Is it obvious what I need to do next? Have you given me the confidence to take that action?

These conversion guidelines are just as important for push notifications as they are for the part of the app reached once the push has brought the user into the app. If you're only looking at the push, you're missing the golden opportunity to drive engagement and sales within the app itself. We believe that the best user experience comes from a holistic view of your user journey and the ability to make timely and results-driven changes.

About Taplytics

Taplytics is a customer experience company. We've created billions of user experiences and work with forwardthinking businesses around the world to bring digital moments to life. We believe that building magical experiences into each customer interaction is what makes today's brands successful. Taplytics is proud to work with some of the world's largest and most well renowned brands like Chick-fil-A, Dollar Shave Club and Ticketmaster in creating the most delightful customer experiences.



Interested in engaging more of your users with push notifications? →