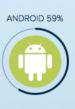


Use personalized push messaging to improve your app's conversion rate and increase user engagement and loyalty

HOW MANY PEOPLE HAVE PUSH **MESSAGES ENABLED IN THEIR APPS?**



of people enable push in their apps



OPEN RATES AND CONVERSION RATES



are opened



if the segmented by



only 15% of users who clicked on a broadcast push message converted



4% users who clicked on a **segmented** push message converted over 3x increase

WHY INCORPORATE **PUSH MESSAGING IN YOUR APP?**

Because users with push enabled have:







if you can get customers to opt-in to push notifications.

Drive 14% more power users

push enabled



push enabled

push disabled



App abandonment rate drops from 21% to 11% if users are integrated with push messaging

push disabled



Users who disable push
USE AN APP ONCE

21%



CASE STUDY

A&E ACHIEVED A 200% INCREASE IN ENGAGEMENT WITH PUSH NOTIFICATIONS



Sent customized push notifications based on their user's individual content preferences and in-app behavior. Used multivariate message testing to make sure it



2



resonated well with their segments

- **SEVEN PUSH BEST PRACTICES**
- 1 Use analytics to understand your users

Target messaging based on user segments

- Use personalized, actionable language Inform your timing and frequency from user insights
- Test your messaging with A/B or Multivariate testing Scale your campaigns using marketing automations
- Measure the metrics that matter for push (engagement, conversion, opt-out)

Push messaging is an integral part of any app. Use analytics to **make your push messages smarter** and **improve your engagement, retention and ROI.**



