

THE POWER OF PUSH

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?

iOS 46%



52%
of people
enable push
in their apps

ANDROID 59%



OPEN RATES AND CONVERSION RATES

3%
of **broadcast**
push messages
are opened



7% if the
push message is
segmented by
user behaviour
and preferences



over **2x increase**

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



54%
of 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:



3x HIGHER
retention



88% MORE
app launches



55% SHORTER INTERVAL

between app sessions

Drive 14% more power users
if you can get customers to opt-in to push notifications.

push enabled

vs

push disabled

39%

highly engaged
'power users'
(10+ sessions/month)



25%

qualified as
"power users"

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

push enabled

vs

push disabled

11%



21%

Users who enable push
USE AN APP ONCE

Users who disable push
USE AN APP ONCE



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 resonated well with their segments



SEVEN PUSH BEST PRACTICES

- 1 Use analytics to understand your users
- 2 Target messaging based on user segments
- 3 Use personalized, actionable language
- 4 Inform your timing and frequency from user insights
- 5 Test your messaging with A/B or Multivariate testing
- 6 Scale your campaigns using marketing automations
- 7 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.**