Drive Immediate Audience Engagement with Browser Push

When news feeds are crowded and algorithms are ever-shifting, the most effective way to engage your audience is through direct channels. But not everyone will sign up for a newsletter or download an app. For maximum audience engagement, you need to provide options.

That's why more publishers are using browser-based push notifications. These notifications are functionally identical to app notifications but don't require users to install an app, increasing your reach. And while they are especially effective on mobile devices, they work on desktop too!

Browser push gives you an immediate link to your audience, no matter where they are, allowing you to:

+ Grow your direct audience with a lower-hurdle opt-in than app downloads or email.

+ Access your audience instantly without the technical demands of app development.

+ Keep audiences engaged by placing your content where they're most likely to see it.

+ Drive more traffic through your owned channels and decrease reliance on platforms.

Average app installs: < 5% of your audience

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Average browser push opt-in rate: 10-15%

Using Upland PostUp, you can incorporate browser push into your audience development strategy with zero IT overhead. The Upland PostUp platform makes it easy to:

+ Create and send notifications about breaking news or top content in seconds.

+ Deploy opt-in CTAs that drive far more opt-ins than the default "Allow/Block" browser prompts.

+ Analyze push notification performance to optimize audience engagement.

+ Coordinate audience engagement efforts by sending push notifications from the same platform you use for email.

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Optimize your browser push strategy with Upland PostUp

Upland PostUp's built-in browser push solution gives you the tools you need to connect with more of your audience, then use those connections to effectively engage that audience.

Grow your push audience

With browser push, you have one chance to convert. Get it right, or get cut off forever. Your CTA makes all the difference, which is why Upland PostUp makes building a better CTA simple. While native browser push opt-ins can often lead to an immediate block, Upland PostUp's eye-catching, high-converting CTAs give you a lasting link to a larger audience.

Engage your push audience

Browser push gives audiences an easy way to opt into your content, but it also lets them opt out just as easily. To keep your audience engaged, you have to maintain quality and optimize sending frequency. By streamlining the push process, the Upland PostUp platform frees up more time for you to hone your strategy.
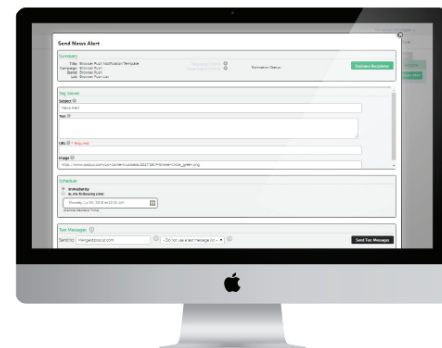
An optimized browser push strategy gives you one more way to grow and engage your direct audience. With the Upland PostUp platform, you can craft a multichannel audience development program that drives engagement, builds relationships, and maximizes revenue.

For more information on Upland PostUp, visit uplandsoftware.com/postup

About Upland Software

Upland Software (Nasdaq: UPLD) is a leader in cloud-based enterprise work management software. Upland provides seven enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do.

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