

Push Notifications In Advertising Campaigns: How To Achieve High Conversion And Customer Retention

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Well-known push notifications are clickable pop-up messages that appear in the browser, on the desktop or in the notification area on a smartphone. Push notifications are needed so that companies can quickly send messages, favorable offers and other information to their target audience.

According to various estimates, the number of clicks on push notifications is 4-8 times more than on e-mail messages. Therefore, push notifications are a powerful channel of communication with customers in marketing.



How do push notifications help achieve high conversion rates?

Push notifications are a great marketing tool. Push notifications can bring the user back to the app, prompt them to redeem items from an abandoned shopping cart, and increase the average receipt.

- The best marketing push notifications are notifications about **promotions and discounts** on a product or service. To personalize such offers, you can view the user's search history in your app or on the site. And then offer discounts and promotions on the categories of goods that were of interest to him during this period.
- Push notifications can be easily **personalized for each user**. You can determine the user's interests in a category or a certain nonsense, and then send notifications only in this category — new items, collections, promotions, discounts. Thus, the conversion rate will be high, because you take into account the wishes of customers.
- **Trigger push notifications** also work well for conversion. These are push notifications that are triggered after the user has performed or, conversely, has not performed a certain action or sequence of actions in the application for some time. For example, I put the product in the basket, but did not proceed to checkout — after a few hours we remind you that the product is still in the basket. Or send the product to favorites — we inform you about the discount on this product. Such notifications remind the user about the application so that he returns and performs a targeted action, which increases the conversion rate

How do push notifications keep customers?

The welcome message in push is the first message that the user receives after subscribing to the push notifications of the site. To a large extent, how attractive the first push notification is for the recipient will depend on whether it will be possible to keep the client on the site. Read the full guide on push notifications here <https://roiads.co/blog/push-notification-ads/>.



What should be the first push notification?

- There are several basic recommendations for creating an effective welcome message.
- The welcome push contains information that the user has subscribed to notifications from a specific site;
- The first message is usually a greeting with a personal message to the subscriber;
- It is desirable that the welcome message has the ability to quickly unsubscribe in case the user subscribes to notifications accidentally (by right-clicking / or clicking on the unsubscribe button).

A message of this type solves several problems at once:

- Provides the user with complete information about his subscription;
- Increases loyalty and trust to the site;
- Establishes the first contact with the client;
- It makes it possible to immediately weed out an uninterested audience.

Send the correct type of notifications. You can send an informational, reminder, or time-limited message. Through A/B testing, find out which type of push notifications attracts your target audience the most and best meets the needs of your business and users. This is important because you have to send messages that match the preferences of your subscribers.

Segment your target audience. General messages that you send to all subscribers reduce engagement. Divide the subscriber base into segments and make individual messages for each. We will tell you more about segmentation below.

Test the time of sending the subscription notification. Try several options: send it immediately after logging into the site or application, 10 seconds later, or after the user interacted with the site or application.

Don't send too few notifications. Subscribers may forget why they subscribed to you at all. Or you just won't be able to interact with them properly: increase engagement, motivate them to buy. To determine the optimal frequency of mailing lists, study the audience and their lifestyle.

Should I enable push notifications?

SMS is often ignored by people, emails can get into spam. And the push appears directly in the browser or on the user's desktop and attracts attention. Such notifications are read more often. Push notifications are definitely worth your attention, because they will increase conversion and retain customers for many years to come.

Push notifications can be an effective channel for interacting with users. Finding a balance between attracting attention and obsession in the process is the main problem for push notifications. If you manage to find this balance, then the results will certainly pay off. On the other hand, it is worth remembering one important rule: if you do not know what is better to send in push, do not send anything.