

Hebben pushberichten zin?

06-03-2015 00:00

Retailers doen het zo slecht nog niet op het gebied van pushnotificaties. Waar de gemiddelde engagement op zes procent ligt, realiseren retailers tien procent interactie met consumenten. Dat geldt dan wel voor smartphonegebruikers met een Android-besturingssysteem. Bij iOS is de engagement namelijk twee procent. Dat lijkt vooral te maken te hebben met feit dat consumenten met Android automatisch pushberichten ontvangen. iPhone-gebruikers krijgen pas een notificatie als ze 'opt-in' hebben geselecteerd.

Meer bevindingen en tips om de engagement door middel van pushnotificaties te vergroten, staan in deze infographic van Accengage. Accengage is gespecialiseerd in de technologie achter pushberichten en heeft voor deze infographic vijf miljoen berichten geanalyseerd, die naar 150 miljoen app-gebruikers werden gestuurd.

THE PUSH NOTIFICATION BENCHMARK

BY INDUSTRY

THE FIRST of its kind, this infographic explores how well the Push channel performs in terms of opt-in and reaction rates. Included are helpful tips to improve the effectiveness of your Mobile CRM.

THE FIRST of its kind, this infographic explores how well the Push Notification channel performs in terms of opt-in and reaction rates, by industry. Included are helpful tips to improve the effectiveness of your Mobile CRM Strategy.

Smartphone owners spend **2 hours 42 mins** per day on their mobile

Time spent on mobile is mostly dedicated to apps

Mobile App 86% Mobile Web 14%

"1 out of 5 users only launch your app once."

Conversion rates are **3x** lower mobile than on traditional desktop

Having an app is not enough. You also need to engage users.
This is where Push Notifications come into play!

WHY USE PUSH NOTIFICATIONS?

Push Notifications are messages sent through mobile apps to their users. An alert sound may be triggered, and a badge number can be added to the icon on iOS. A click on the notification redirects users within the app.



BOOST
ENGAGEMENT
RETENTION
CONVERSION



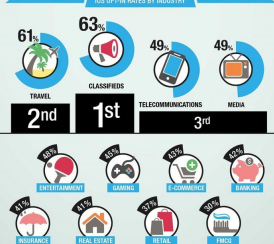
- OS Protected Channel**
No database rental
Opt-in managed by the CMO
- Low Cost**
Similar to e-mail marketing
No operator charges
- Power of SMS Marketing**
Wake up of the phone,
No need to dial

PUSH NOTIFICATION OPT-IN RATES

On iOS, app users can choose to receive Push Notifications by "opting-in". The opt-in rate is the percentage of total users who agree to receive notifications. The higher the opt-in rate, the more people you can reach.



LOPE IN RATES BY INDUSTRY

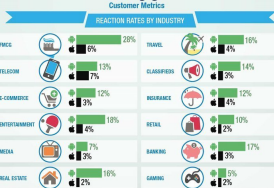


PUSH NOTIFICATION REACTION RATES

The reaction rate is the percentage of users who received notification and then clicked on it. The higher the reaction rate, the more needs are reflected into your own.



accengage



IMPROVING PUSH NOTIFICATION PERFORMANCE

OPTIMIZE I/O OPTIM RATES

The key is to explain to your users the benefits of receiving your notifications, displaying the iOS Push Notification permission request, which can only be shown once:

- 1 If the user is interested, display the permission request
- 2 If not, keep this one-time opportunity for later



Don't worry, you still have the chance to display the Push Notification permission request at a more appropriate time.

"Accengage" Would Like To Send You Notifications

Don't Allow OK

ACCENGAGE'S 8 TIPS TO OPTIMIZE REACTION RATES

 THE BASICS

Make your Push Notifications stand out with custom sound alerts, emojis and badge numbers.

FORMAT

Boost open rates by up to 50%
by displaying the Accengage Android
alert box, not the classic banner.

AIR TESTING

A/B TESTING
Test multiple variations of your message on test samples and broadcast the one that performs the best.

0 100 200 300 400 500 600 700 800 900 1000

MANAGING PRESSURE
Limit the number of messages sent to each user while prioritizing important notifications.

TARGETING

and user data (preferences, voice location...) to create and send relevant messages.

CONNECTION

mobile channel with your CRM Tool to communicate easily across all channels.

CONSULTATION

...rates up to 4 times by
...notifications with your
...DATE, 828, 00001...

automated notifications
based on customer lifecycle
and in-app behavior

Data from Ascentage customer metrics: 5 billion push notifications sent to 150 million app users (January - December 2016).
*Down 10% if the reaction rate (Down 10% = 2%, this means that 10% of the least performing notifications had a reaction rate below 2%
**Up 10% if the reaction rate (Up 10% = 20%, this means that 10% of the best performing notifications had a reaction rate above 20%

