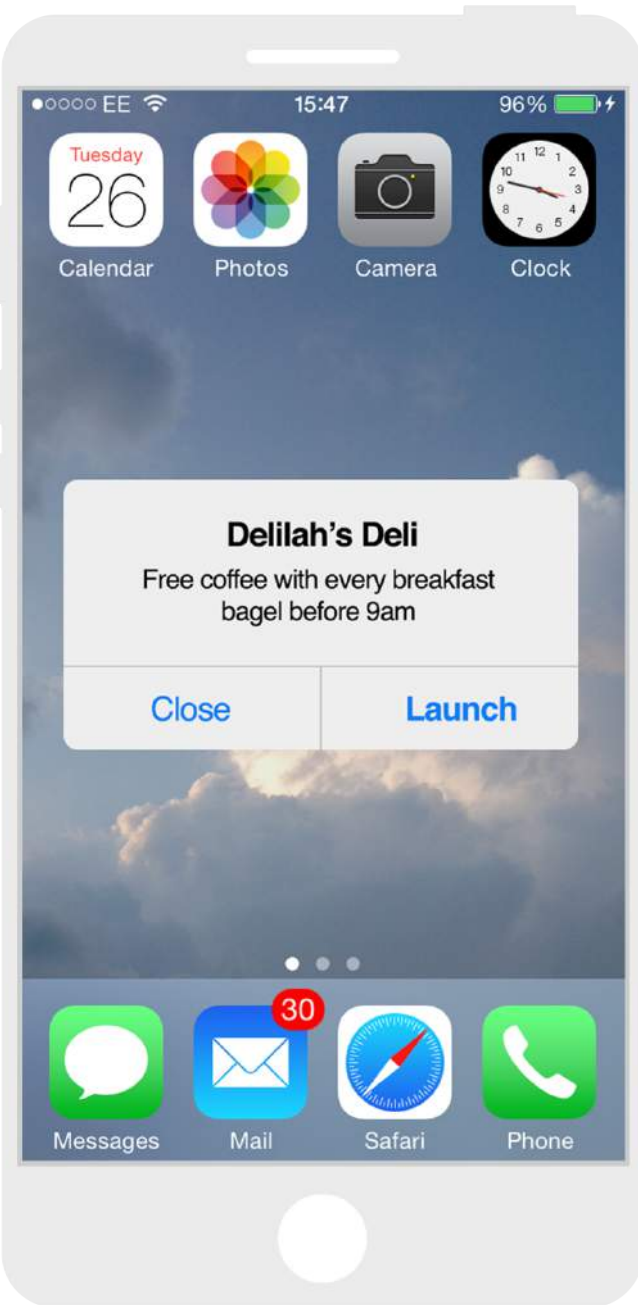


aNeed@4Apps

A GUIDE TO USING PUSH NOTIFICATIONS

Understand the power of Push and
increase customer engagement



INTRODUCTION

Push Notifications have a
97% response rate
compared to **4%** with email

Close

Launch

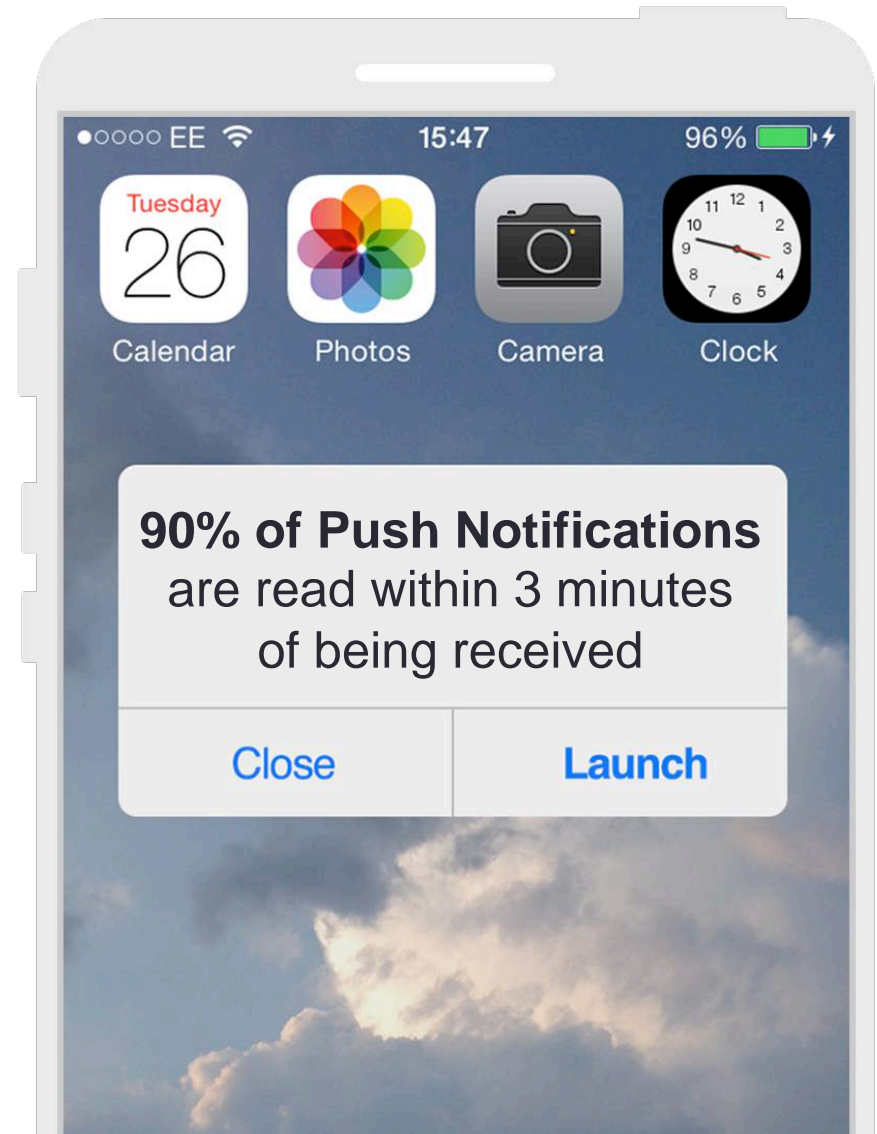
Push Messages give your apps a voice.
They deliver useful information to your customers
when and where they want it.

PUSH STATISTICS

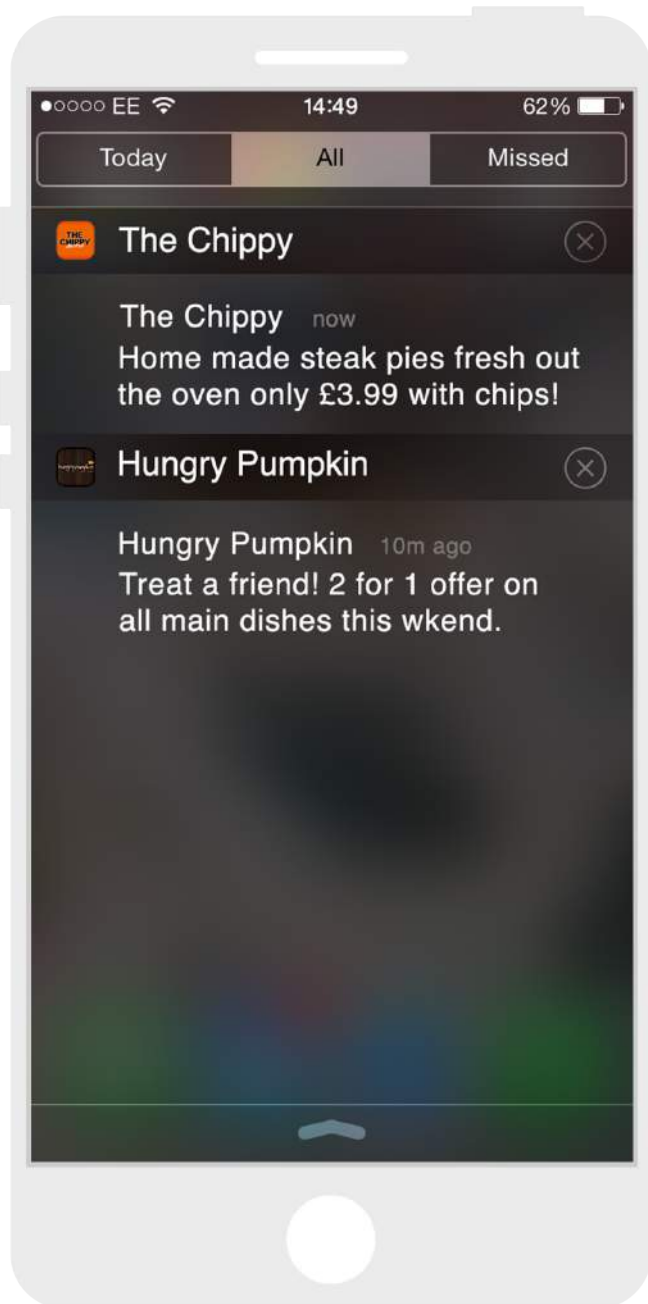
- **65%** of Mobile Users are open to receiving Push Notifications if they are personal and useful to them.

- **68%** of consumers who have downloaded a businesses app have enabled Push Notifications.

- **70%** of consumers found all types of push notifications to be valuable



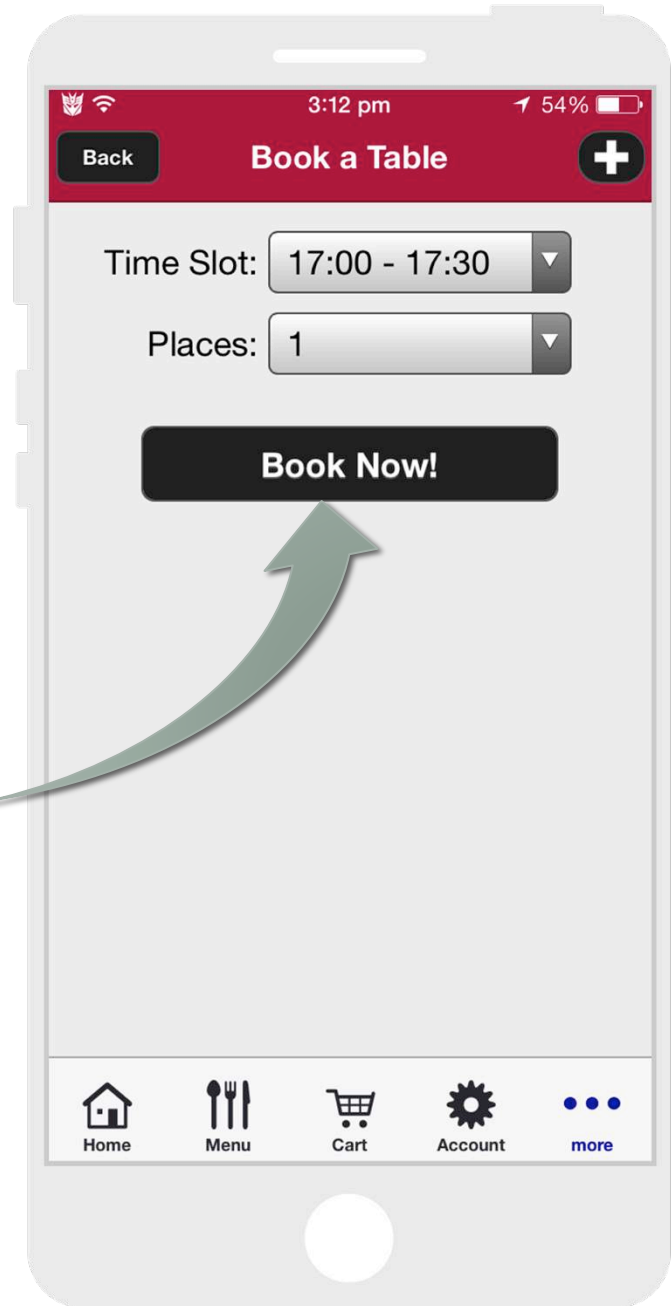
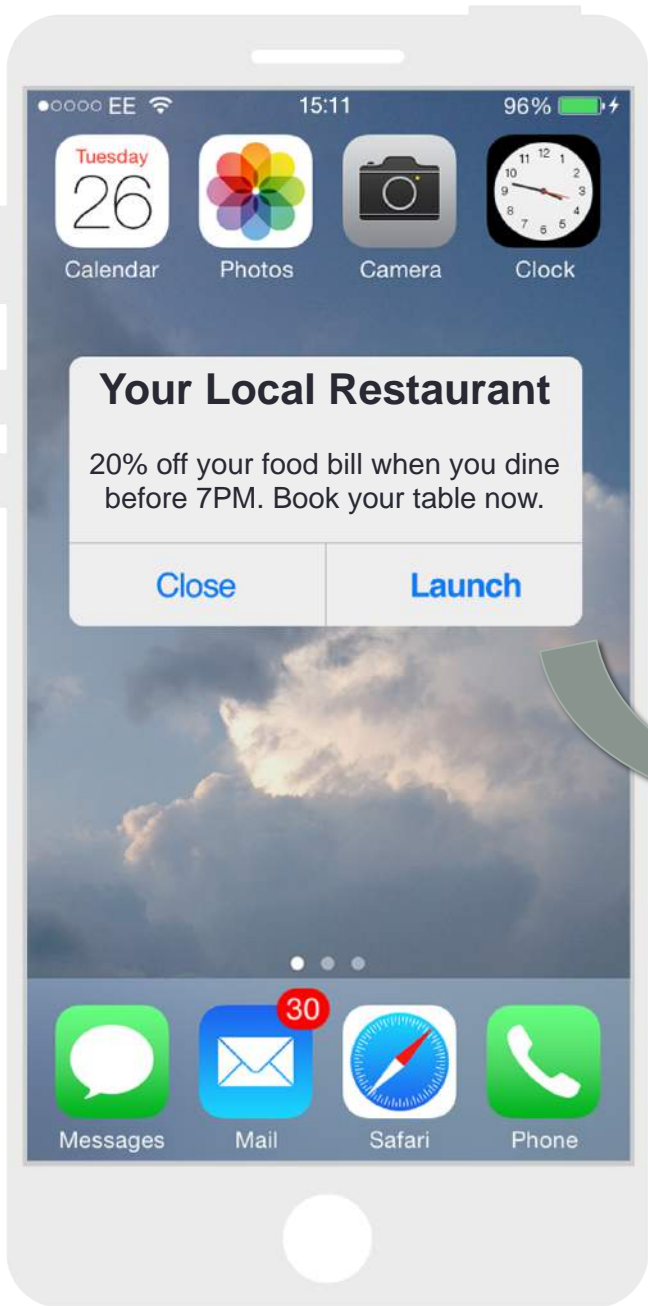
PUSH NOTIFICATIONS CAN BE USED FOR



- App-Specific Reminders
- Event Reminders
- Play Reminders
- Prescription/Appointment Reminders
- Offering exclusive discounts or deals
- Encouraging engagement through contests

MORE REASONS TO PUSH

One important reason for the use of Push Notifications is to drive traffic back to the App to **increase engagement...**



BENEFITS OF USING PUSH

- **540%** increase in daily app opens
- **3x** faster response time than email.
- **30%** increase in social sharing on Facebook and Twitter.

Users who enable push notifications average **88%** more launches of those apps compared with users who disable push notifications.

M-Commerce apps see an average increase of **278%** in engagement when Push Notifications are enabled.

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PUSH NOTIFICATIONS WORK



50%

Marketers witness 50 percent higher open rates on push notifications versus email, with click-through rates up to twice as high as well.

PUSH IS A GREAT CUSTOMER RETENTION TOOL

62% of users who have enabled push notifications
will return to an app the month after installation if messaged

(Compared this with only **32%** of users who have
enabled notifications and who are not messaged)

Four months after their first session, **36%** of
push-enabled users are still engaging with an app on average

(Compared with only **14%** of non-push users)

CUSTOMERS WANT TO HEAR FROM YOU!

Customers enable Push Notifications for the following reasons:

- **50% for getting access to special or exclusive offers**
- **44% to keep track of orders**
- **36% to access brands on the go**
- **34% to receive notifications in real time about sales and availability**
- **29% to stay up to date with products and services**
- **28% to receive location based notifications**
- **25% to better their website experience**

ADD VALUE TO EACH MESSAGE

- The key to getting notifications right is giving customers information they want.
- When a push notification is sent to a user's device, their day-to-day activities are being interrupted.
- If the message doesn't add value to the user's day or include a compelling CTA, you aren't going to draw them in.

57% of those receiving a Push Notification offer from a store they frequent actually visited the retailer to redeem it.

- Figures from a study conducted by retail marketing firm Digby.

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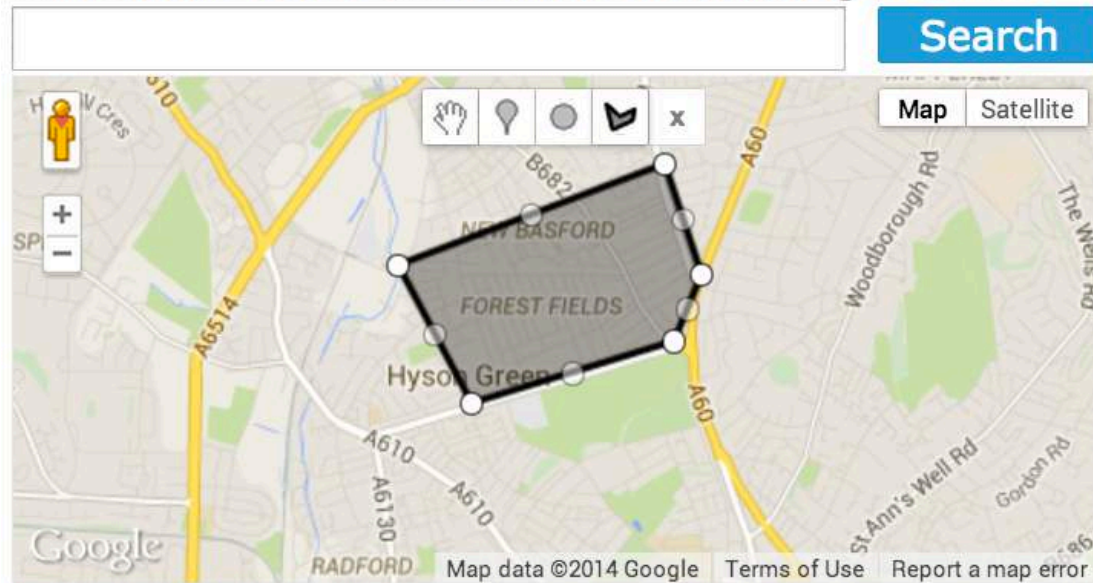
TYPES OF PUSH NOTIFICATION

- GEO FENCING
- TARGETED AUDIENCE
- SCHEDULED

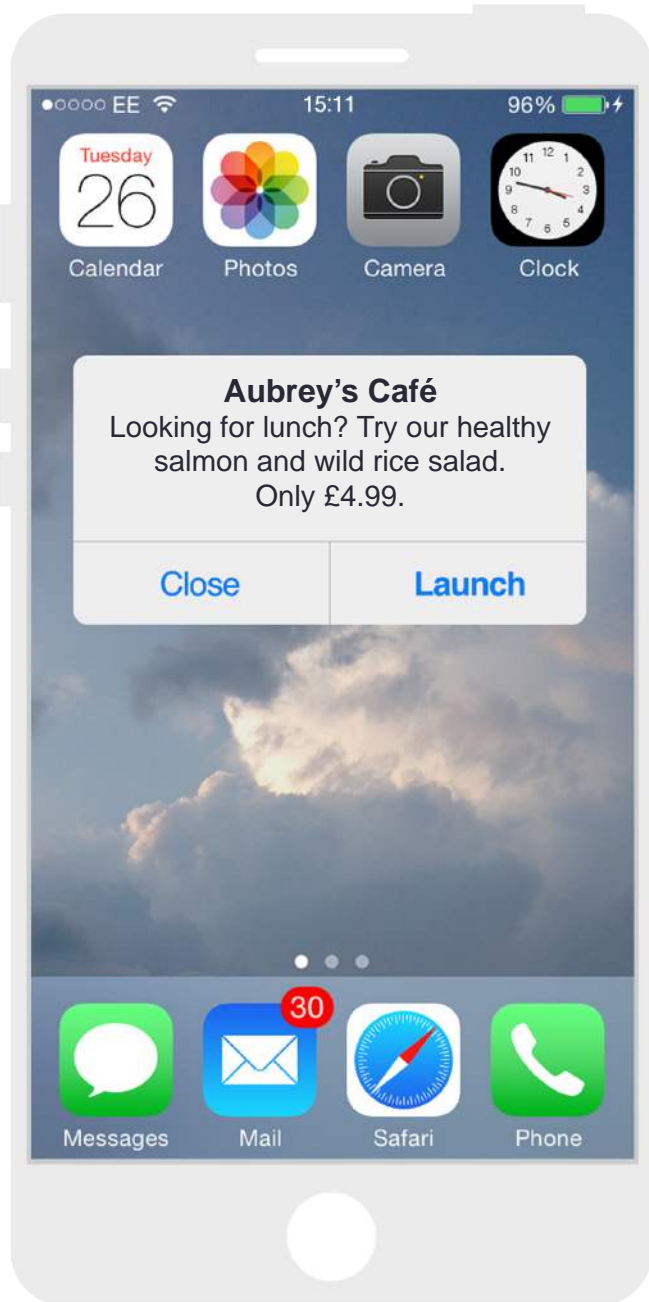
GEO FENCING

Location

Send notification to users within the following location:



- A location-based mobile service that lets marketers send messages to smartphones when they enter a defined geographic area.



- **Engage local shoppers.** Shout out about your services to nearby App users. Let them know you're offering something special before they even have time to think about visiting another store location.
- **Deals can be hyper-local.** Knowing that customers are nearby lets businesses tailor offers based on local events or holidays. For example a local Flower Shop could create a targeted ad for 20% off bouquets in the days leading up to Valentine's Day.
- **Personal Touch.** When you know where customers are and how they behave, you can not only customise offers but also give them rewards and a personalised experience.

MORE GEO FENCING EXAMPLES



- Many businesses use geo fencing to simply send special offers to customers when they walk or drive near a business's location.
- Estate agencies can push notifications to possible buyers when they come near open houses.
- Bands can send messages to fans when they walk by a concert venue the band will be performing at soon.

But businesses are not limited to using their own locations!

- A coffee shop could trigger a notification when a customer walked into another coffee shop.
- A wedding planner could trigger notifications when customers travel into various wedding-related venues, and offer helpful tips.
- The possibilities are quite broad, and many businesses are still exploring them. If you're creative, geo-fencing can open up a lot of interesting new possibilities for your business.

SCHEDULED PUSH

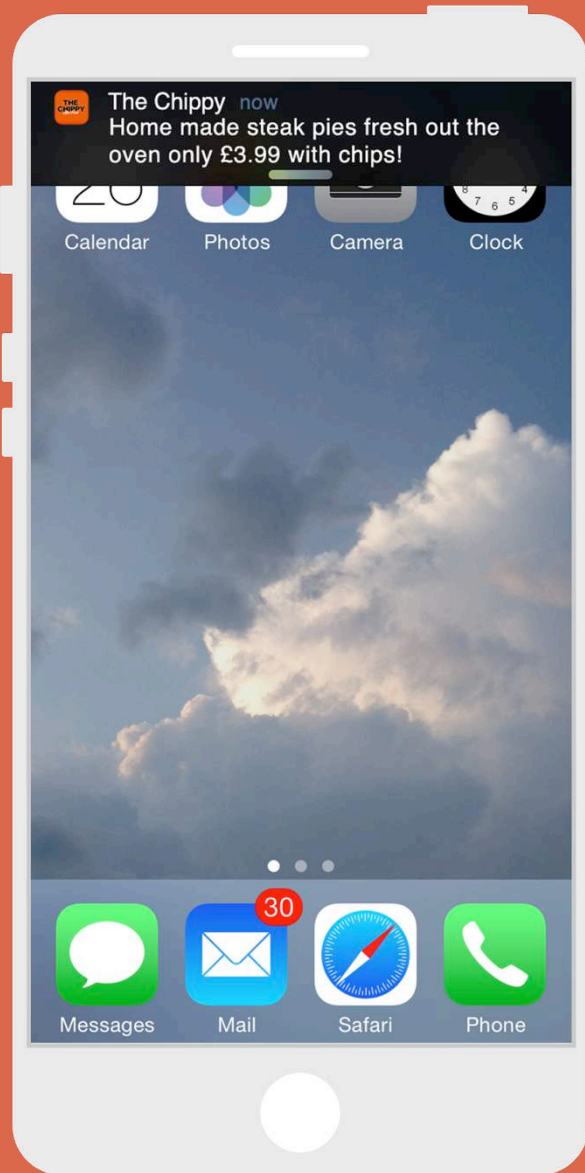
- Plan ahead for an up coming event and schedule your Notifications in advance by date and time.
- Set aside a day to plan key dates and times to send out your messages. Note down important holidays or events that may affect your business and create offers around them.



TARGETED AUDIENCE



- Create Tags against your customers to group them into different categories depending on their services needs.
- Extremely useful for sending out user specific notifications and keeping your announcements relevant.
- Group Customers into VIPS, REGULARS or NEW and create customised messages for each group.



5 TIPS FOR GREAT PUSH NOTIFICATIONS

1. Define Your Target Audience

Each and every app message campaign run should be highly targeted to a group of relevant users.

Here's an Example: Say you're a Retailer App, and you want to notify consumers of a special deal on summer dresses. That requires segmenting your users by certain attributes which could include:

- Users who are male or female
- Users who have regularly use the app to purchase
- Users who are within local delivery distance
- The attribute you choose to segment by will change as your goals and campaign evolve.

AVOID: Unless sending the occasionally App update notification, avoid Sending the same message to all your App users without first segmenting them.

2. Identify your Campaign Funnel

Your funnel is a series of events you want your users to complete. In most cases your desired conversion event is a simple click through on a Push Message.

For example you may be wanting to promote a new bookable event you've listed for your venue and encourage App users to book their seats and share the event with their friends via social media.

EXAMPLE PUSH CAMPAIGN FUNNEL

- Step 1.
Clicks through push message



- Step 2.
Launches App



- Step 3.
Books Event



- Step 4.
Event with friends



- Step 5.
Decides to book another event.



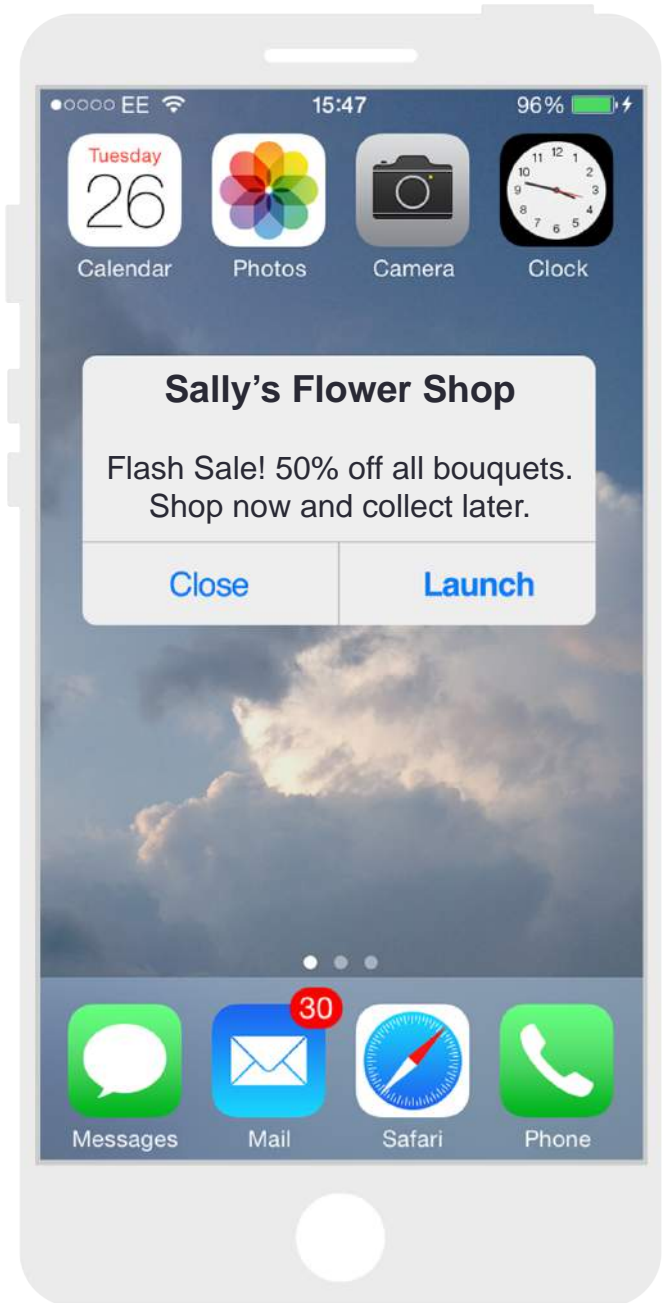
3. Create a Customised Offer

- Now that you have segmented your App users, and an idea of how your campaign will work, you can create an offer targeted for that set up specifically.
- Whether it's an exclusive sale, discount code, access to premium content, or a prompt to follow your brand on social media, your offer should speak to your audience, fit the funnel, and serve to increase engagement and improve usage.

4. Write the Right Content

Push messages don't allow a lot of space for content, and can have a lifespan of seconds or compete for user attention. This means that creating eye catching messages is a must.

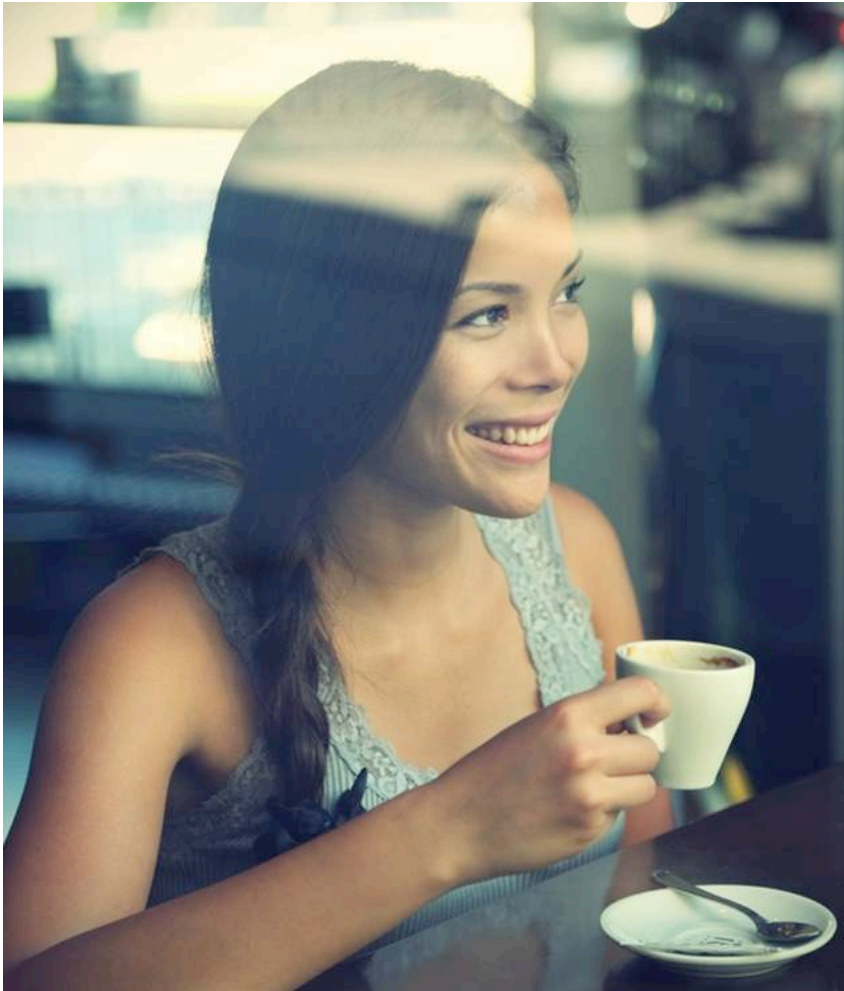
Use actionable words like “**flash sale**,” “**shop now**,” “**book now**,” “**discover**,” and “**redeem**,” to put emphasis on the user to complete an action that will earn them something, whether it's a exclusive discount, important news or a booking reminder.



5. Time it Right

- Making sure your customers hear from you at the right time is crucial. No one wants to receive Push Messages about a flash shoe sale at 2am, or be offered a free morning coffee when they're not in the area.
- By using features such as scheduled messaging, tagging and geo-fencing, you can control who, when and where your messages are sent, so your campaigns stay relevant and engaging.

POPULAR PUSH CAMPAIGNS



- Discounts & Sales
- Special Offers
- Flash Sales
- Deals of the Day
- Recommended Content
- Event Reminders
- Event Updates

aNeed4Apps PRICING

- App Design & Set Up Fee: \$400
- Monthly hosting Fee: \$50
- Available on Apple AppStore and GooglePlay Store
- UNLIMITED Push Notifications
- UNLIMITED App Downloads

GET STARTED

- Contact us from 9-5PM by calling
- Tel: 707-247-5410
- Or email us at time at: sales@aneed4apps.com
- For more information visit our website at:
www.aneed4apps.com