



# GET THE CONVERSATION GOING

The Power of Push Notifications for  
your Online Business

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# From Now to the Future: How eCommerce is Rapidly Changing

As we've mentioned in our eBook "Benefits of Personalisation for your eCommerce", customers now crave unique and targeted content from brands that make them feel they are directly talked to, instead of being part of a vast database of online shoppers.

As an article from [ecommerce-platforms.com](https://ecommerce-platforms.com) website refers "Much like personalized emails generate 6x higher transaction rates and convert better than cold emails, consumers spend 48% more when their experience is personalized.", also stating that by 2021 the number of online buyers is predicted to be 2.14 billion, which means that for brands the opportunities of growth and engagement are rapidly rising.

So, it's clear to see that an eCommerce revolution is taking place, but how can your online business be successful in engaging customers? Alongside emails, a new marketing tool is emerging as more proficient and effective: Push Notifications. These "calls to action" are seen as the pathway to the future, for their speed, proven results and broad reach.

## Personalization has significant positive effects.

After a customer has a personalized shopping experience, however

44%

Will be likely to become a repeat customer

32%

Will be likely to leave a positive review

39%

Will be likely to tell friends or family

22%

Will be likely to post a positive comment on social media

Image 1 - Positive effects of a personalised shopping experience

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# How to Start Engaging: What are Push Notifications

Push notifications are short pop-up messages delivered to the client's smartphone; they appear on the screen, and when clicked lead back to your brand's app or website. The mastery of push notifications is that they can reach consumers anytime, anywhere through their mobiles and can be customised to targeted specific demographics or consumers with the same online journey path.

Another advantage of this form of web communication is the fact that it gives users full control, as they can and have to choose if they want or not to receive them. If the user no longer wants to engage with a specific brand, there's always the possibility of opting out. Cost and risk wise, they are also a smart and safe way of promoting customer-brand relationships, as well as increasing engagement and retention rates.

With 5.11 billion unique mobile users in the world, by January of 2019 (2% more than in the past year) and 4.39 billion internet users (an increase of 9% versus last year), the possibilities of new and better marketing tools are endless and push-notifications are definitely at the forefront of the race.

In fact, according to the 2018 Edition of the Push Notification Benchmark for Mobile Applications, in H1 2018 the average worldwide opt-in rate (% of mobile app users who accept to receive Push Notifications) was 67.5%, meaning that more

than half the users chose to receive and saw value in push notifications, with Finance (72.3%), Travel (70.2%) and E-commerce (68%) as the leading sectors. When referring to reaction rates (% of users who click on the Notifications), this

## Push: How it Performs

**55% - 60%**

of app users agree to receive push notifications on their smartphones



**70%** feel that push notifications are useful

**53%** share their location

**52%** look for relevant information and offers

**40%** engage within 1 hour

**8%** ignore push notifications

The power of push notifications

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study shows that the average click rate of Push Notifications is of 7.8%, again with Travel (11.3%), Finance (9.8%) and E-commerce (7.9%) in prime positions.

As the study shows, these pop-up mobile messages harness a lot of potential for brands (who can efficiently engage with clients) and consumers (who can be alerted of desired campaigns, sales, discounts or just new products added). There is, of course, a fine balance between being seen as a beneficial tool and overwhelming someone's phone with too many notifications; a balance brands need to master in order to succeed.

## The Power of Push Notifications

**90%** Delivery rate

**50%** Higher opening rate than Email

**7X** Higher click rate than Email

**93%** Retention rate with segmentation

The power of push notifications

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# The Benefits of Push Notifications: a summarised version

## Gives users the control

As customers need to accept or not if they want to receive the notifications it keeps them connected to the brands they want.

## It's Instant

Delivered straight to the users' smartphones.

## Easy to use and manage

Push notifications are user-friendly, directed and convey relevant information. Since browser push notifications don't require any personal details like name, email or other contact information and users can unsubscribe at any time instantly, the opt-ins for web push notifications are higher than email subscriptions and SMS.

## No Mobile App Required

Push Notifications on Chrome, as well as Firefox, work exactly the same as native notifications which are sent by apps on your phone. So, there's no need to manage a separate mobile

app, which saves both development and maintenance cost as well as time.

## Higher Opt-in rates

As mentioned in the 2018 Edition of the Push Notification Benchmark for Mobile Applications report by Accengage.com, the average worldwide opt-in rate was 67.5% for the first six months of 2018.

## Increased Traffic

As condensed messages that deliver relevant information and call to immediate action, push notifications help customers to interact more often with a brand.

## Help get insight into customer behaviour

Thanks to the analytics provided, they offer a broad view of customer's patterns and online journeys.

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Source: XXX

Benefits of using push notifications in your eCommerce

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# Recommend Personalisation Software: The Benefits of Choosing Us

In such a competitive world as e-commerce, brands have to stand out with good practices for growing and engaging with existing traffic. The diversity of communications channels to choose from it's not the only concern brands should consider: the quality of communication is equally important.

Amids the numerous opportunities available for sending notifications, as well as the advantages of these "calls to action", it's quite normal to get lost on how and when to send them in order to reach its full potential: captivate new and existing customers without overbearing them to the point they choose to opt-out.

As an engagement tool, Recommend allows you to tailor your notifications to specific groups (visitors whose online path reveal they search for specific items) or events (ex: a special sale event for loyal customers), avoiding generic or segmented messages.

The software harnesses data about each person that visits the online platform translating all this information in a customised push-notification with maximum results.

## Customised push-notifications with maximum results

- **2 to 4 times** better click rate than emails
- **Order to click rate can reach, in some campaigns, established results of 49.27%**
- **Increased conversion rate:** launch of a push notification campaign leads to an increase of conversion rate at about 2% - 0.75
- **Increase click rate:** Up to 10.59%
- **Push Notification Order To Click Rate:** For specific campaigns goes up to 178.13%

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# Conclusions: How to Talk to and Keep Consumers Interest

Throughout this ebook, we have detailed the value of a personalisation tool for e-Commerce: Push notifications are now one of the best ways to interact and build relationships with customers. And by 2021, studies project that ecommerce business will see a 265% growth rate, making online shopping an opportunity brands can't miss.

From a fresh trend, ecommerce personalisation is now a common standard to develop and maintain good customer relationships: "In fact, 33% of customers have ended their relationship to a business with insufficient or no personalization in place."

From knowing a customer's name to creating personalised accounts and suggestions, it's time to push this connection further as "eCommerce personalization is about dynamically displaying unique and individualized shopping experiences". The process of gathering information about one's online journey translates into curated and focused push notifications, among other marketing tools, that will create an idea of individuality - 'this brand speaks to me and not to everyone else who shops with them' is the mentality we want customers to develop.

As push notifications give consumers the control

of opting-in or out and as they are perceived as adding value to any online activity, is clear to understand why the already mentioned rate of opt-in for the first six months of 2018 was 67.5%. These calls for action can reach current, and future shoppers anywhere, anytime through their smartphones and are both, easy to manage (brands) and easy to use (consumers), increasing traffic and sales rates.

The future challenges will be based on content and how a brand can explore this and other marketing opportunities to engage shoppers, captivating them through brand identity, exciting content and relatable language.

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# Contact

You're one step closer to starting your Superb e-commerce adventure; we would really love to hear from you.

Why not give us a call and let's grab a coffee or something?

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