

Brevo



The Ultimate Guide to Push Notifications:

Revolutionize Your Customer
Engagement

Standing out has become a real challenge for businesses. Traditional marketing strategies quickly saturate communication channels, making commercial messages indigestible.

Faced with this problem, a powerful solution emerges: push notifications. This direct and personalized approach allows effective communication with consumers by offering relevant information at the right time.

This guide aims to immerse you in the heart of this effective marketing strategy. Discover why and how push notifications and on-site/in-app messages represent a real opportunity to enrich the user experience, strengthen customer engagement, and above all, boost commercial performance.

With a pedagogical approach using figures and concrete cases, you will become an expert in push notifications! An opportunity to transform every touchpoint into a significant engagement opportunity.

Part 01

Why Push Notifications?

Businesses are in constant search for effective marketing strategies to reach their target audience. Push notifications stand out as a powerful solution to directly engage users on their personal devices. But why does this strategy deserve your attention, and how can it transform your customer engagement?

Some Figures:

First of all, the figures prove it:

Strong growth

15%

Of top websites use push notifications.

X2

Over the past 18 months, significant growth.

High opt-in rate

10%

for websites

60%

for mobile applications

Significant CTR:

3 to 9%

for push notifications

4 to 15%

CTR for on-site/in-app messages.

Push notifications and on-site/in-app messages also allow you to **boost brand awareness** while reducing reliance on advertising channels.

Effective re-engagement:

30%

of notified users return.

X2

on page views by notified users

These figures clearly demonstrate that push notifications are not just a passing trend but an essential strategy to **energize engagement and boost customer acquisition.**

Advantages of Push Notifications:

Immediacy and Relevance

Push notifications allow **instant and relevant messages** to be sent directly to users' devices, offering an **immediate connection** between the brand and the consumer.

Mass Personalization

Through **advanced segmentation** and **user data analysis**, push notifications can **personalize messages** for different audience segments, enhancing the relevance and effectiveness of campaigns.

Increased Engagement and Retention

By providing useful and personalized content, push notifications encourage users to **interact more with the app or website**, thereby increasing **engagement and retention**.

Measurability and Optimization

Each push notification offers **precise metrics** (open rates, interactions, conversions) allowing for **continuous optimization** of campaigns to achieve business goals.

Push notifications provide a direct and powerful way to communicate with your customers, reaching them where they are most active: on their mobile devices and computers. By leveraging this strategy, businesses can **transform their customer engagement, maximize the impact of their messages**, and ultimately **drive growth**.

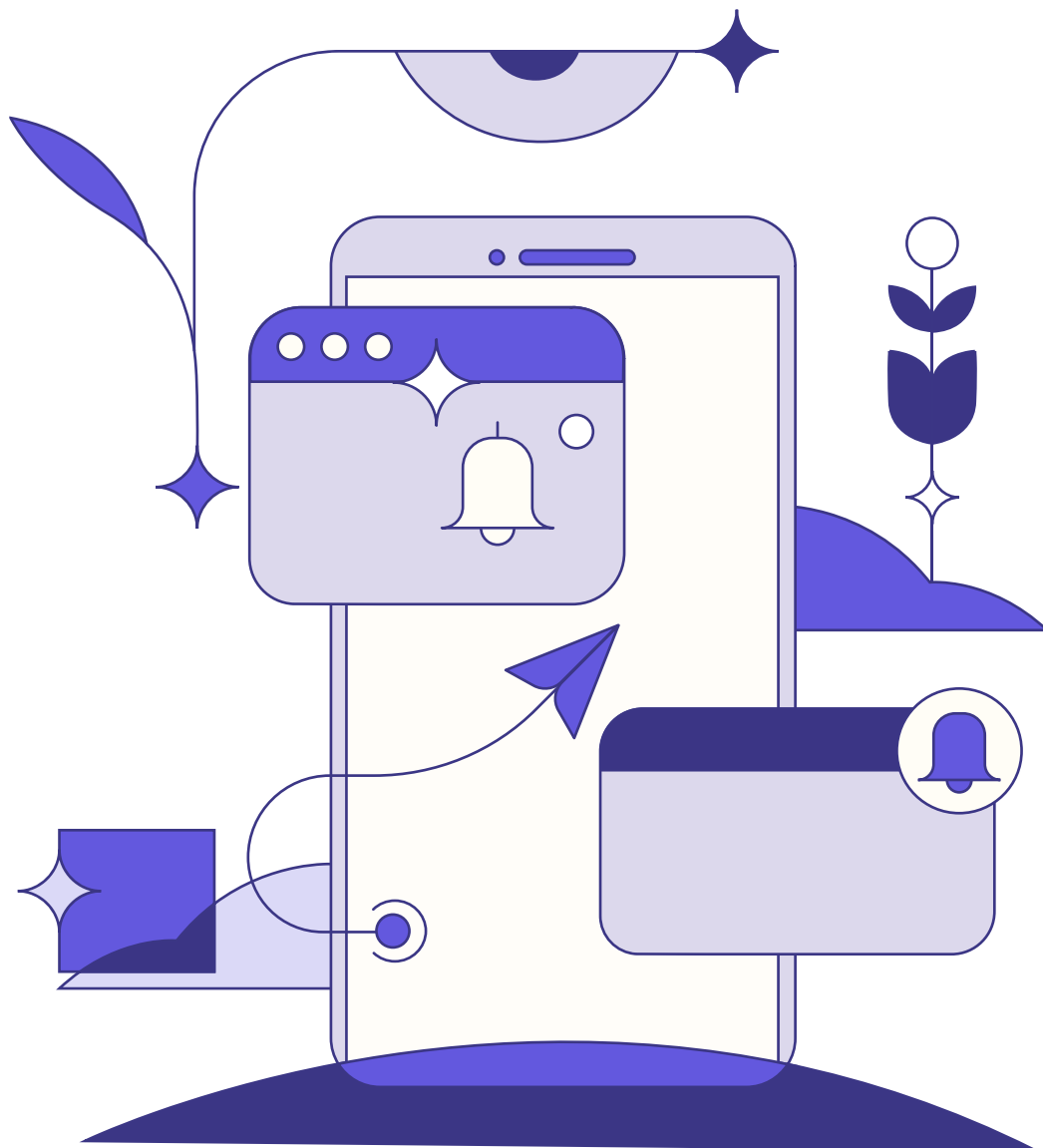
Part 02

Understanding Push Notifications

HOW DOES IT WORK?

Push notifications work by **sending messages directly to users' devices** who have previously agreed to receive these notifications. This prior permission ensures a higher level of receptivity and engagement because the messages reach users already interested in your brand or product.

Once users opt-in, you can **personalize and segment your push notification campaigns** to reach the right users at the right time. Whether to promote a flash sale, remind about an abandoned cart, or simply share news, each push notification can be finely tuned to meet specific marketing strategy objectives.



WHAT IS A PUSH NOTIFICATION?

It is important to understand the difference between push notifications and on-site/in-app messages. There are two types of push notification campaigns with a subtle but important difference:

Web Push Notifications

A push notification is an alert-type message that is displayed instantly without the subscriber having to visit the application or website.



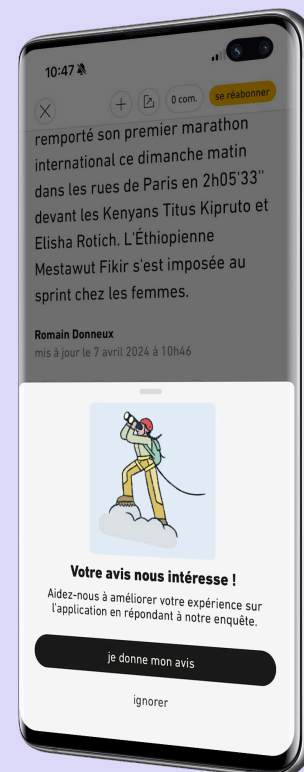
Audience :

Opt-in users only

- All mobile and desktop platforms
- Users can remain anonymous
- RGPD compliant: no cookies, no IP addresses

On-Site/In-App Messages

An on-site / in-app message is a message that appears while the user is visiting an application or website.



Audience :

- ALL users
- All mobile and desktop platforms
- Users can remain anonymous
- RGPD compliant: no cookies, no IP address

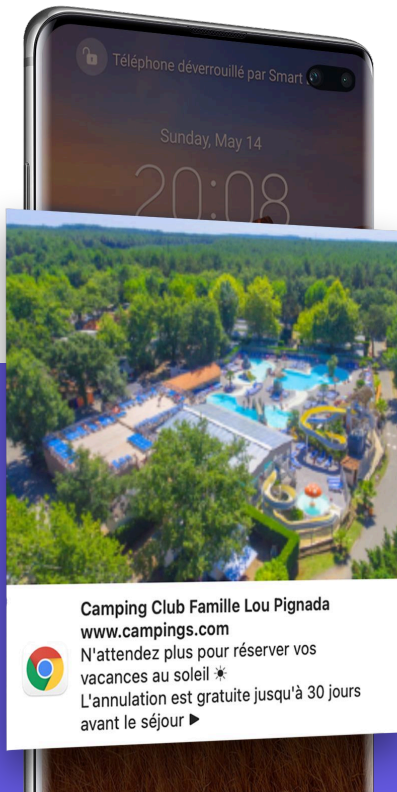
DIFFERENT TYPES OF PUSH NOTIFICATIONS

Notifications Web Push

These are alerts that appear on a user's web browser, **even if they are not active on your site**. These web notifications are broadcast to a user every time their browser is opened, and slide into the top or bottom right-hand corner of the screen on desktop or the home screen on mobile.

Their scope is therefore extensive, as they target **all users**, on desktop and mobile. They can be sent in **real time** or **scheduled**, and can be triggered by visitor behavior on the site, or by a particular event.

Thanks to the presence of a CTA, these web push notifications are invaluable allies in **boosting engagement and conversion rates!**

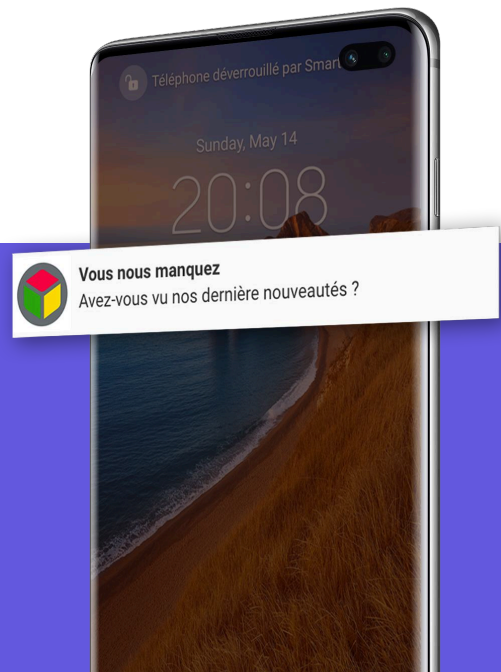


6% → 3%

CTR

add to basket

Campings.com retargets visitors who have not taken any action on their site



20%

of subscribers return to the Oxybul website

Oxybul brings back inactive subscribers

PROMOD

This is what the brand Promod offers, for example. The clothing retailer sends a personalized web push notification to visitors who have not completed their purchase. This gives them a second chance to complete their purchase with a special discount.

9%

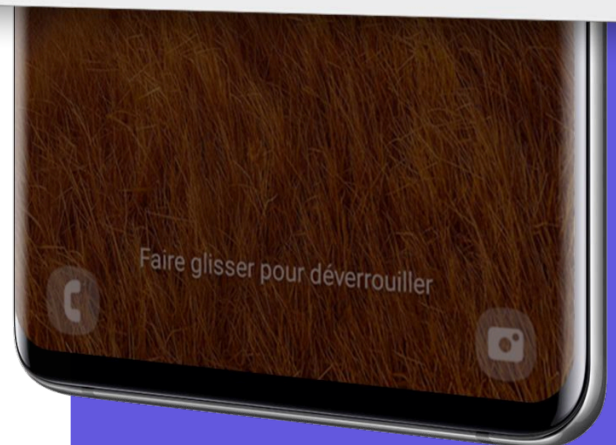
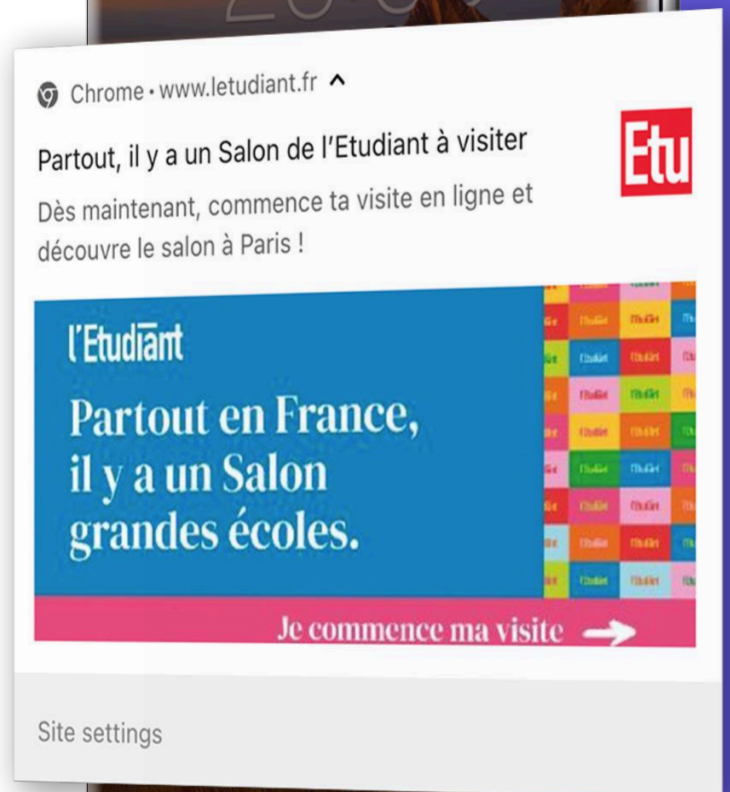
conversion rate following
web push notifications



App Push Notifications

Sent to users who have installed your mobile app, these notifications can target **specific user segments** based on their behavior or preferences, making the message highly personalized and relevant.

This is the **best way to engage your app users** through these targeted, scheduled, or automated notifications. It helps you interact with your prospects and customers, as well as **re-engage your inactive customers on your app**.



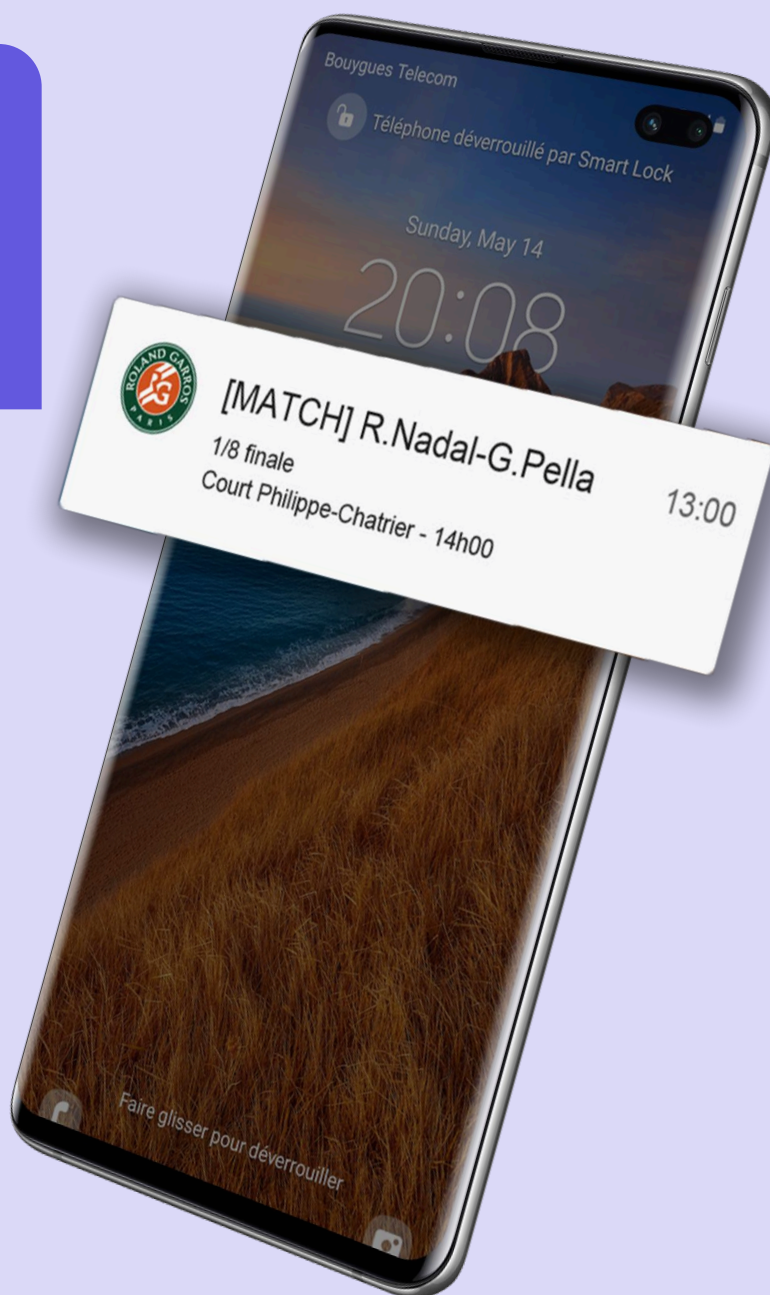


The FFT offers this solution to boost subscriber engagement with their Roland Garros app.

How does it work? Thanks to geolocated App Push notifications. FFT informs its visitors to Roland Garros of highlights based on their location.

32%

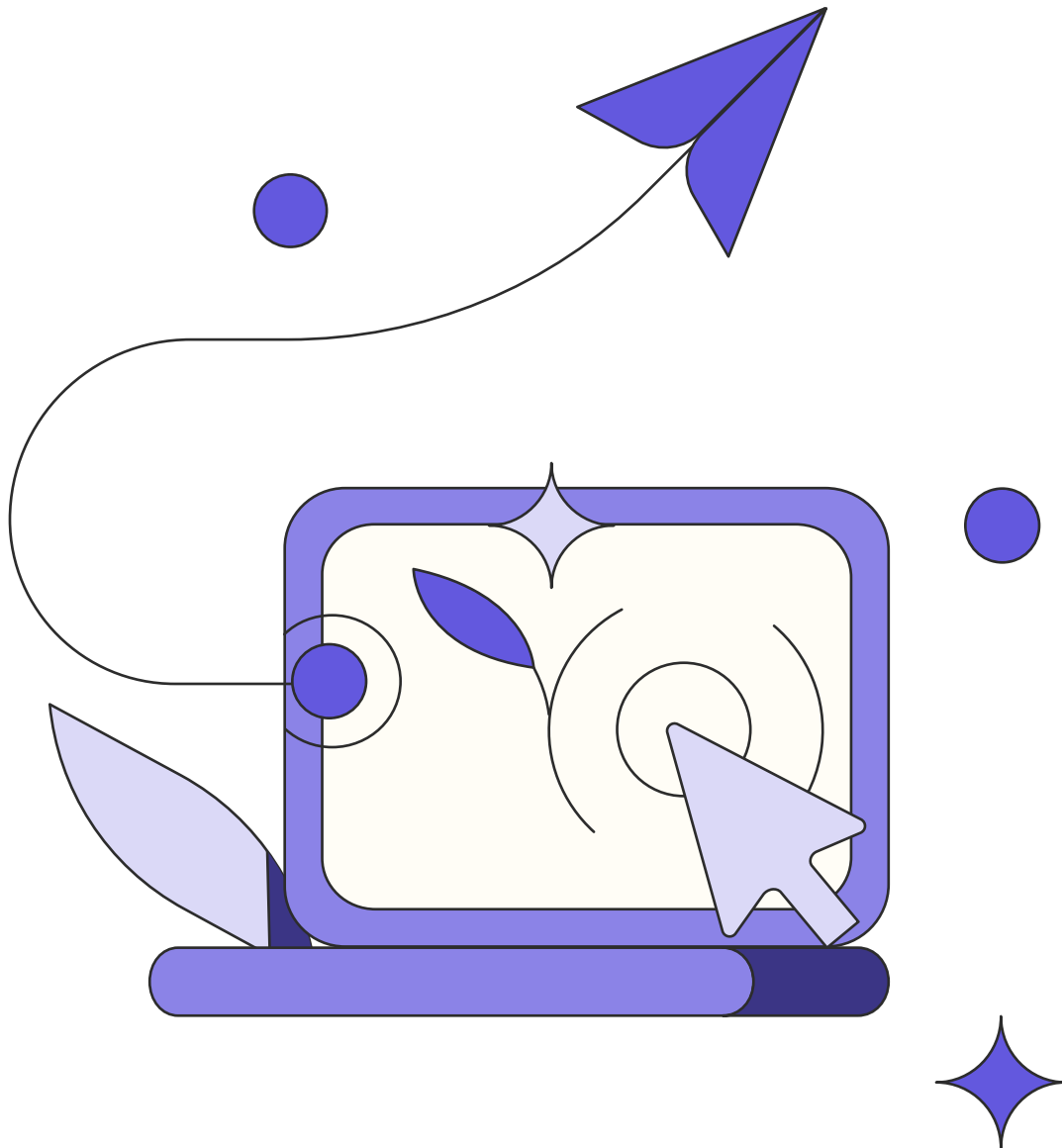
of subscribers return to the app



On-Site/In-App Messages

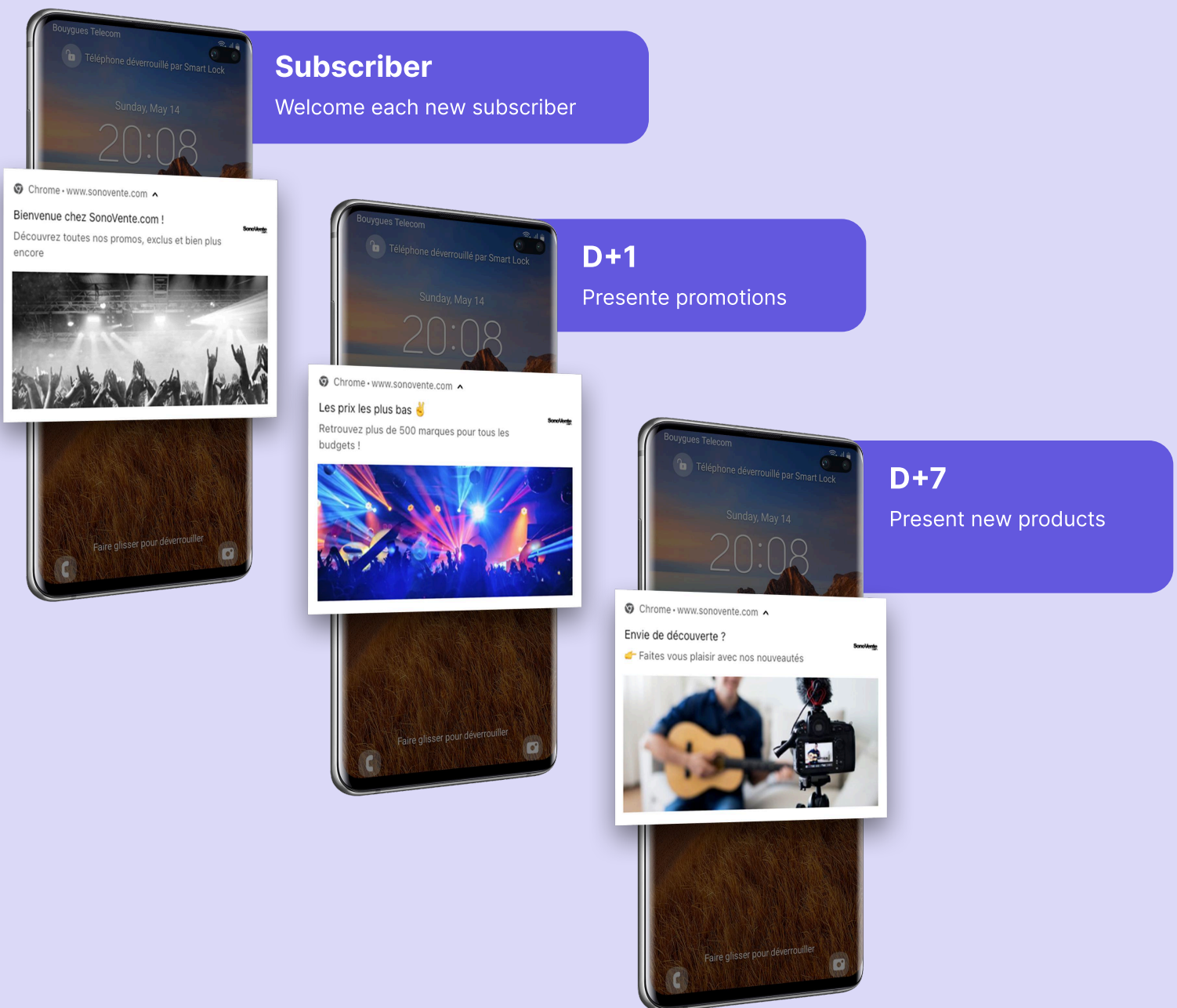
Unlike the push notifications previously mentioned, these in-app/on-site messages are displayed within the app or website itself, capturing the attention of users while they are engaged with your content. This allows you to **reach your entire traffic, including those who are not subscribed to push notifications.**

The formats of these notifications are flexible and can again be triggered based on **visitor behavior** (arriving on the site, leaving the site, viewing a page, etc.). You can also **segment your visitors to deliver personalized messages.**



The music equipment retailer SonoVente uses push notifications to thank visitors who have agreed to receive notifications. This helps to build a relationship by presenting various benefits.

Here is how SonoVente manages the welcome of each opt-in visitor:



THE ROLE OF ON-SITE/IN-APP MESSAGES IN USER ACQUISITION AND ENGAGEMENT

On-site/in-app messages, often perceived as an intrusive marketing tool, actually play a crucial role in user acquisition and engagement when used strategically and targeted effectively. When properly designed, they become a powerful communication channel, capturing the user's attention at the right moment and prompting them to take action. Here are several ways on-site/in-app messages can enhance user engagement:

Data Capture

On-site/in-app messages are extremely effective for data capture, encouraging visitors to sign up for a newsletter or receive notifications. By offering something of value in exchange (such as a promo code or exclusive benefits), you can significantly increase your database of engaged users.

L'EQUIPE

15% CTR

This is the case for L'Equipe, which uses on-site / in-app messages to inform its best subscribers of their advantages.



Promotions and Exclusive Offers

They highlight promotions and exclusive offers in a highly visible manner. A well-timed on-site/in-app message drawing attention to a flash sale or a discounted product can increase conversion rates and generate immediate sales.

Enhancement of User Experience

Contrary to popular belief, on-site/in-app messages can enhance the user experience when they are personalized and relevant. For example, a message offering live chat help to a user who appears hesitant on a product page can provide welcome assistance and increase the chances of conversion.

Feedback and Surveys

On-site/in-app messages are an effective way to solicit feedback and survey participation from users. This feedback can be crucial for improving products/ services and adjusting marketing strategies based on user needs and preferences.

L'ÉQUIPE

10% CTR

Here again, L'Equipe uses on-site / in-app messaging to gather visitor feedback in the form of multiple-choice questions.



Reducing Cart Abandonment Rate

Strategically used on cart or checkout pages, on-site/in-app messages can offer incentives (such as a small discount or free shipping) to reduce the cart abandonment rate, encouraging users to complete their purchase.

Segmentation and Personalization

With advances in tracking and analytics technologies, on-site/in-app messages can be highly segmented and personalized to display according to visitors' specific behaviors or browsing history, increasing their relevance and effectiveness.

Consent Reminder

In the context of GDPR compliance, on-site/in-app messages play a crucial role in reminding users of their consent for personal data processing, ensuring that interactions remain transparent and respectful of users' privacy.

In conclusion, on-site / in-app messages, when executed well, can not only **increase user engagement but also serve as a significant lever for conversions and improving the user experience**. Their success relies on balancing attention-grabbing with providing value, while maintaining a positive user experience.

Part 03

5 Effective Customer Activation Strategies

To ensure your push notification campaigns reach and exceed your objectives, it is essential to adopt proven strategies that maximize engagement and conversion:

1. PRECISELY SEGMENT YOUR AUDIENCE

Effective segmentation is the cornerstone of a successful push notification campaign. Divide your audience into groups based on behavioral, demographic, and psychographic data to personalize your messages. For example, send sports product promotions only to users who have visited the sports category on your website.

It is indeed possible to segment your audience through on-site/in-app messages! This is what Promod offers, automatically categorizing each opt-in visitor to notifications via a pop-up.

This pop-up invites visitors to subscribe by selecting their preferences to receive tailored notifications.

5%

opt-in



2. PERSONALIZE MESSAGES FOR INCREASED RELEVANCE:



Personalization goes beyond inserting the user's first name into the message. Use behavioral and preference data to create messages that truly resonate with the needs and interests of each segment.

Notifications that recommend products based on previous purchases or viewed items have a significantly higher click-through rate.

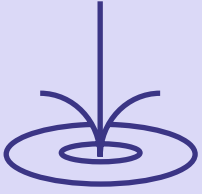
3. CHOOSE THE RIGHT TIMING



The timing of notifications can greatly influence their effectiveness. Analyze usage data to determine when users are most active and likely to respond.

For example, notifications sent in the early evening might be more effective for a professional audience, while weekends may be preferable for leisure.

4. USE CLEAR CALLS TO ACTION



Each push notification or on-site/in-app message must include a clear call to action (CTA) that prompts the user to take the desired action. Whether it's "Buy Now," "Learn More," or "Sign Up," ensure that the CTA is visible and compelling.

5. MEASURE AND CONTINUOUSLY OPTIMIZE



The success of push notifications lies in their ability to be measured and optimized in real-time. Regularly analyze the performance of your campaigns using KPIs such as click-through rates, conversion rates, and unsubscribe rates.

Use this information to refine your strategies and continuously improve the effectiveness of your messages.

CONCLUSION

Through this guide, we have explored how push notifications can boost customer acquisition and transform customer engagement, all while enhancing your digital marketing strategy.

By adopting recommended practices, personalizing interactions, and continually optimizing your campaigns, you can not only meet customer expectations but also anticipate their needs. Push notifications are not just a communication tool; they are a powerful strategic lever that, when used effectively, can significantly increase customer acquisition, retention, and lifetime value.

We hope this guide has provided you with the knowledge and inspiration needed to effectively integrate push notifications into your marketing strategy!



Brevo

More connections, more conversions

Choose push notifications to stay close to your customers and boost their engagement.

[Contact us](#)