# BREAKING BARRIERS TO PUSH NOTIFICATION ENGAGEMENT

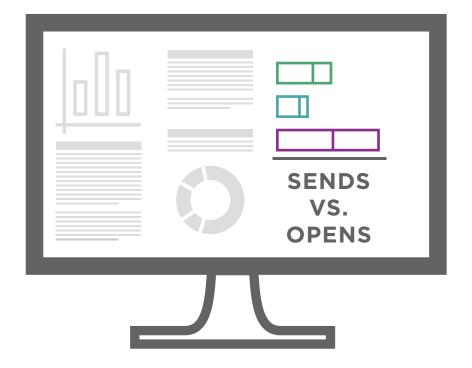
For years, brands have been slow to implement push notifications. They're cautious of sending too often and annoying those who ultimately opt-out. As a result, brands fail to reach users on the most personal device they own — their smartphones.

Our phones hold the key to our habits, such as the routes we take to work, the stores we use to shop, and the games we play. They reveal the secrets to our preferences, from our favorite bands to our most-read news topics. This wealth of information is a treasure trove for data-driven mobile marketers who want to build relationships with their customers.

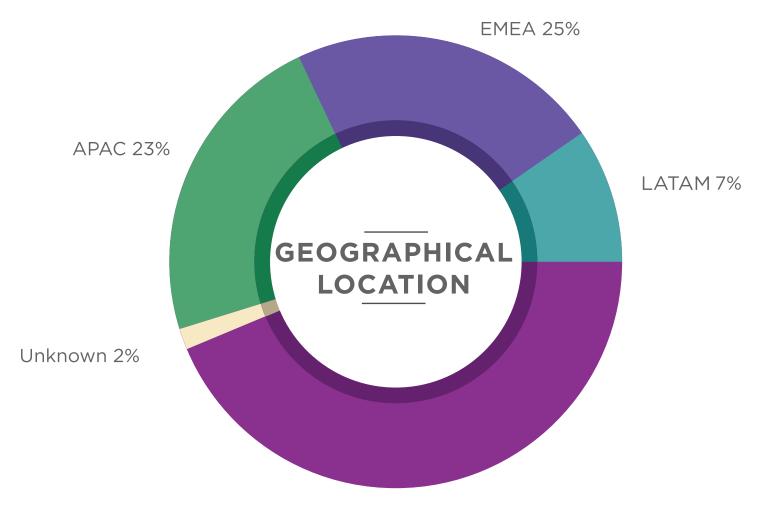
## THE ROOT OF DATA

To understand what your customers want, our data science team analyzed where apps go right — and wrong — with mobile messaging.

After scouring every push notification data point we could imagine, there was one stat that really stood out: **sends versus opens**. Across the world, apps were sending push notifications at certain times, but users were actually opening them during others. But first... Who are Leanplum's users?



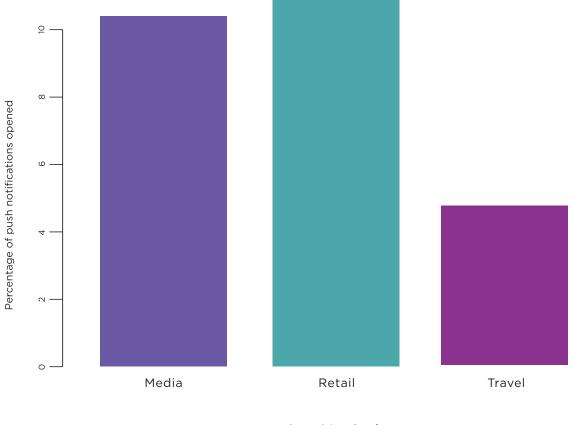
## **REGIONS ANALYZED**



North America 44%

## **USER ENGAGEMENT**

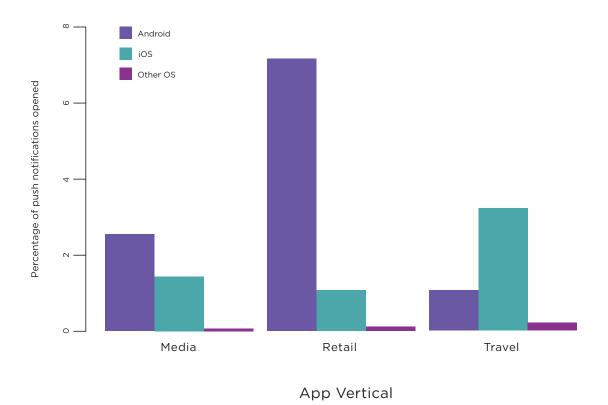
Spanning the globe, these users have a diverse set of interests. On the right, you can see how likely users are to open push notifications sent by certain verticals.



App Vertical

## PREFERRED PLATFORMS

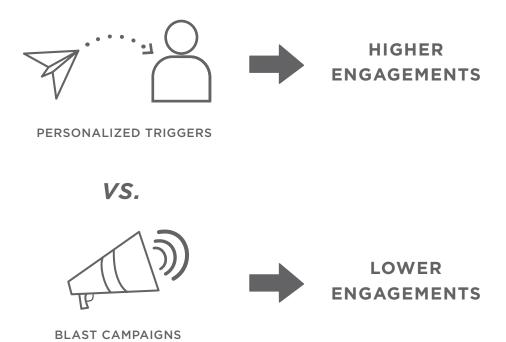
This is how users preferred to engage with push notifications, broken down by verticals on three different platforms: Android, iOS, and "other" — mostly Windows. iOS users prefer to engage with travel apps, while Android users show more interest in retail and media.



## THE POWER OF PERSONALIZATION

We also analyzed the effect personalization has on engagement. It turns out that apps that use personalized triggers see higher engagement than those that send blast campaigns.

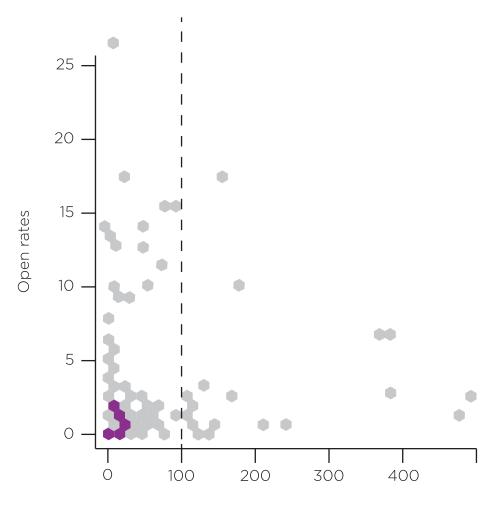
The takeaway here is to begin a conversation with your users via a personalized push notification.



## THE POWER OF PERSONALIZATION

It's evident that users respond to apps that utilize push campaigns effectively.

**Personalization is very powerful.** You don't want to overdo it. On the right, you can see that almost all apps with high open rates used fewer than 100 different push campaigns in 2015.



Unique push notification messages

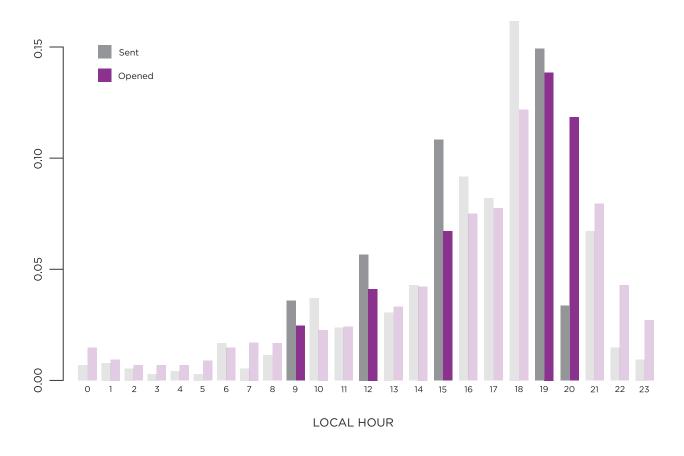
Open rates of apps that had at least 1,000 push messages send events in 2015, sorted by unique messages.



# SENDS VS. OPENS THE RESULTS

Next, we'll dive into key findings of sends vs. opens. After analyzing over 671,587,169 push notifications, we found that 63 percent of apps send at the wrong time. Here is the data, broken down by geography and weekday vs. weekend.

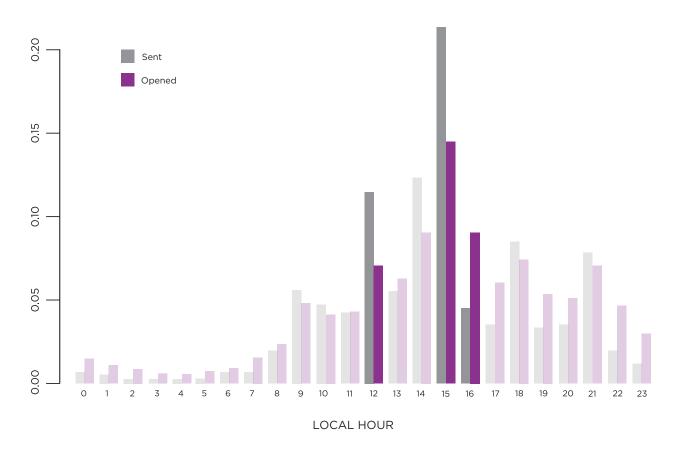
## NORTH AMERICA (WEEKDAY)



**Benchmark:** On weekdays in North America, sends spike during morning commuter hours, lunch breaks, and after school ends.

Opportunity: Brands should send after dinner, from 6-9pm.

## NORTH AMERICA (WEEKEND)



**Benchmark:** Apps send the bulk of pushes on weekend mornings and afternoons.

**Opportunity:** Brands should send at 4pm and 5pm where customer engagement is still strong and push frequency drops.

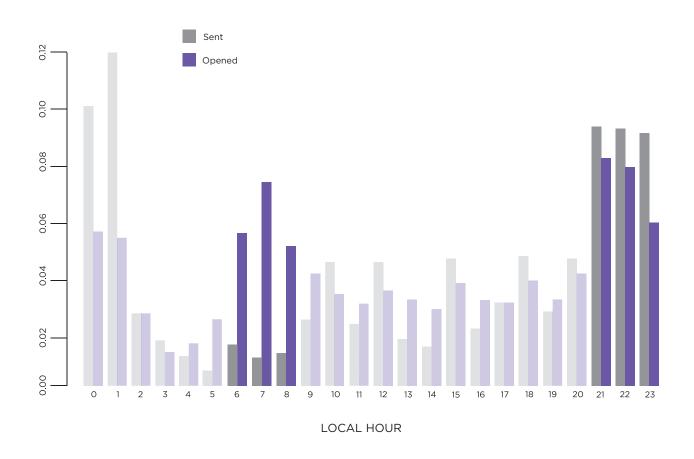
# Findings

In North America, apps barely miss the mark, often by only an hour.

On weekdays when kids get home from school, engagement begins to peak. Opens fully vest at 7pm, when people reach their most engaged for hours. This proves that the old adage not to call at dinner is false. When the 8pm drop-off in sends occurs, apps actually have the least competition, and therefore the highest chance of grabbing user attention. Our theory: users are relaxing at night, unhindered by work or chores.

On weekends, best practice dictates sending during late afternoon through the evening.

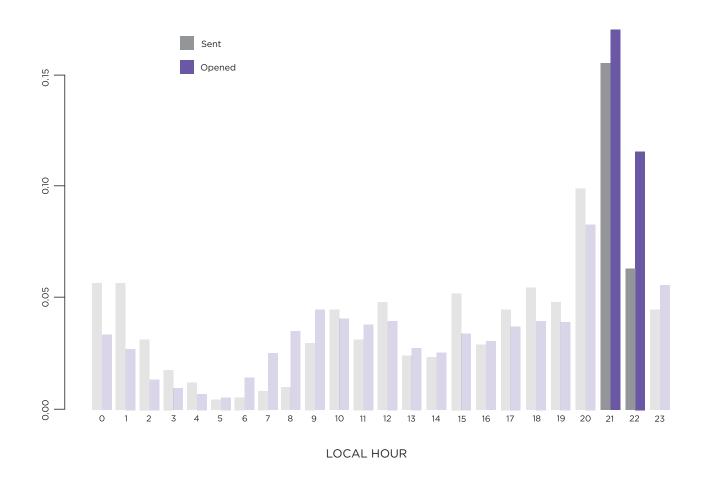
## **EMEA (WEEKDAY)**



**Benchmark:** On weekdays in EMEA, apps send late at night, with push peaking from 9pm-1am.

*Opportunity:* Brands should instead target mornings, from 6-8am, when users are more likely to open.

## **EMEA (WEEKEND)**



**Benchmark:** On weekends, sends and opens both peak at 9pm, but sends taper off an hour later, while opens are still high.

**Opportunity:** Brands should keep sending an hour longer, through 10pm.

# Findings

#### When in doubt, 9pm is the magic number in EMEA.

Here we see the complete opposite of North America.

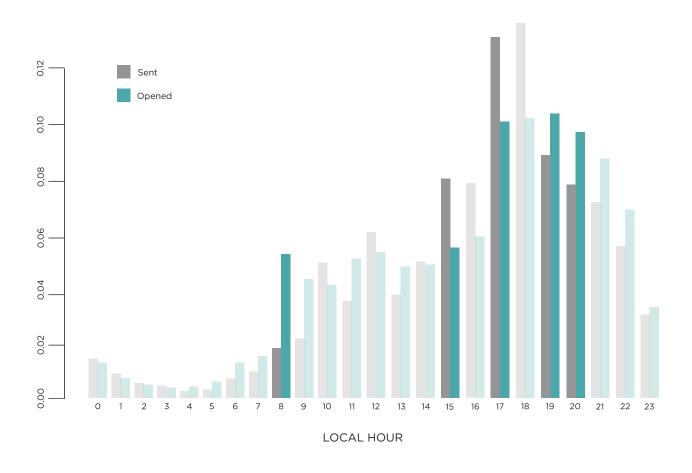
On weekdays, users are much more likely to open push notifications in the morning hours, particularly from 6-8am.

Marketers should focus on this goldmine before work.

However, a look at the late night hours, between midnight and lam, reveals an alarming discrepancy. Sends peak, yet users aren't engaging. One possibility is that marketers in other geolocations fail to take into account individual time zones and send every notification at once.

On weekends, the answer is simple. Marketers send push correctly at 9pm, but users crave communication even after that. Send between 8-10pm to get the most impact.

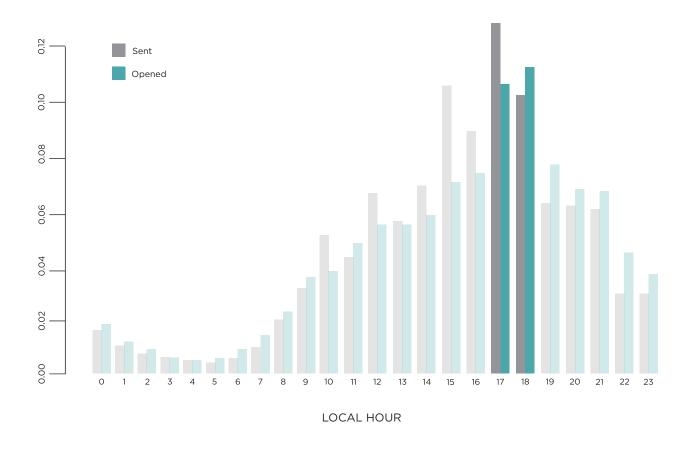
## LATAM (WEEKDAY)



**Benchmark:** On weekdays in LATAM, customer engagement is high in the morning and night.

*Opportunity:* Brands should engage at 8am or after 6pm, rather than oversend in the afternoon.

## LATAM (WEEKEND)



**Benchmark:** Apps send more often than users open from 3-5pm.

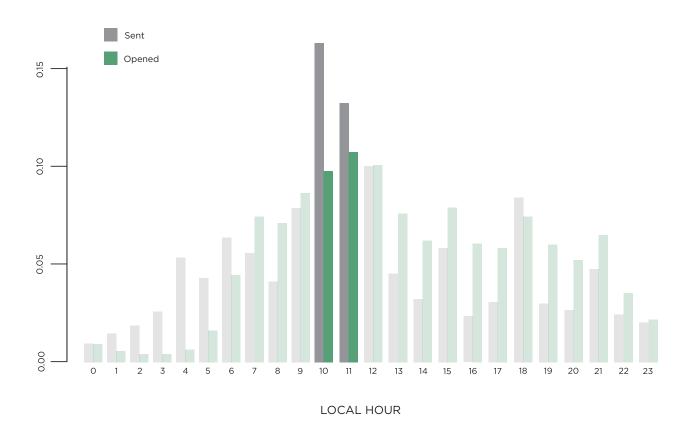
**Opportunity:** Brands should send more pushes at the 6pm timeframe when customers are likely to open.

# Findings

Latin America's results are quite telling. On weekdays, opens peak during commuting hours, at 8am, and then drop during work hours. Opens dramatically increase at 5pm when users clock out, the time we have happily dubbed, "push notification party time"!

On the weekends, marketers send too frequently at 3pm. By sending at 6pm, when users are most engaged, they increase the likelihood of users opening.

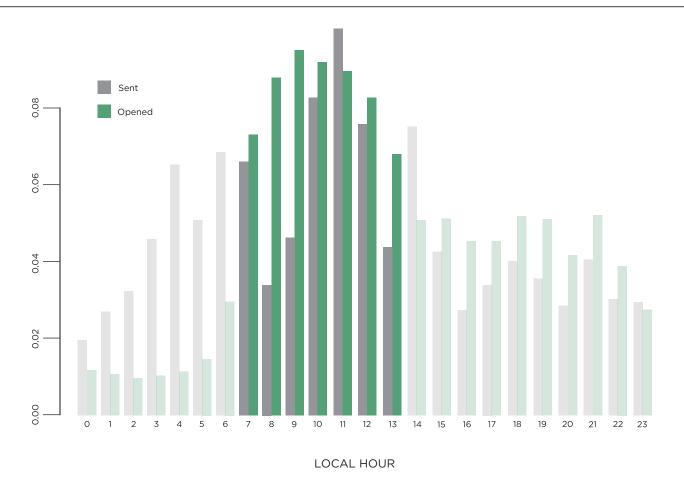
## APAC (WEEKDAY)



**Benchmark:** On weekends in APAC, push frequency is higher in the late morning.

**Opportunity:** Brands should send earlier from 7-9am to have a better chance at engagement.

## APAC (WEEKEND)



**Benchmark:** Afternoon push sends are still high from, 4-6pm when customers open less often.

*Opportunity:* Brands should aim to reach their audience by sending from 7am-1pm.

# Findings

On weekdays in APAC, there's an appetite for morning pushes. Starting at 7am, consumers are more engaged than apps anticipate, but as opens rise throughout the morning, so do sends. By 10am, apps actually flood users with messages.

On weekends, apps are totally off-base. Marketers vastly underestimate early morning engagement and send too often from 12-6am. Instead, apps should send from 7am-1pm to reach their full user base.

## **CLOSING THE ENGAGEMENT GAP**

Looking at this data, it's apparent that far too many apps send push notifications at times when users aren't likely to open.

Luckily, there's a solution for this. Mobile apps can employ a data-smart **mobile marketing automation** platform (MMA). A holistic MMA platform, such as Leanplum, enables apps to make intelligent decisions about their mobile messaging.

Leanplum's platform provides an omnichannel approach, empowering apps to reach users via push notifications, email, in-app messages, SMS, and more. Here are a few ways you can optimize your messaging with our platform.

## **CAPABILITIES & TACTICS**



### 1. Optimal Timing

Use machine learning algorithms to automatically predict when a ustomers is likely to open your push.



### 2. Personalization

Address customers by name and send relevant messages triggered by in-app activities.



## 3. Marketing Automation

Use predictive behavior-based tools to deliver millions of mobile engagements.



## 4. A/B Testing

Test every variable, from A to Z, both in and out of the app without code or app store resubmissions.

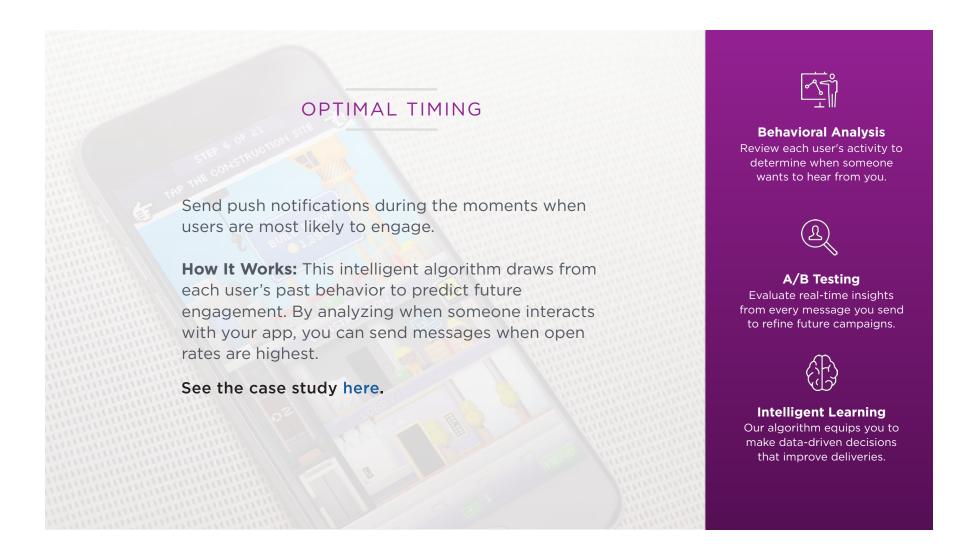


## 5. Analytics

Understand each and every customer and measure in-depth campaign impact.



## PERFECT YOUR TIMING



## **INCREASE PUSH OPT-INS**

#### SOFT ASK PUSH PERMISSIONS

On average, only 42 percent of users opt-in to push. Engage your full customer base with these powerful features.

**How It Works:** Send personalized in-app messages to encourage push permissions at a time when the user is most engaged.

See the case study here.



#### **Optimal Timing**

With Soft Ask, you can move beyond the default iOS Push prompt to engage users during peak times.



#### **Multiple Ask**

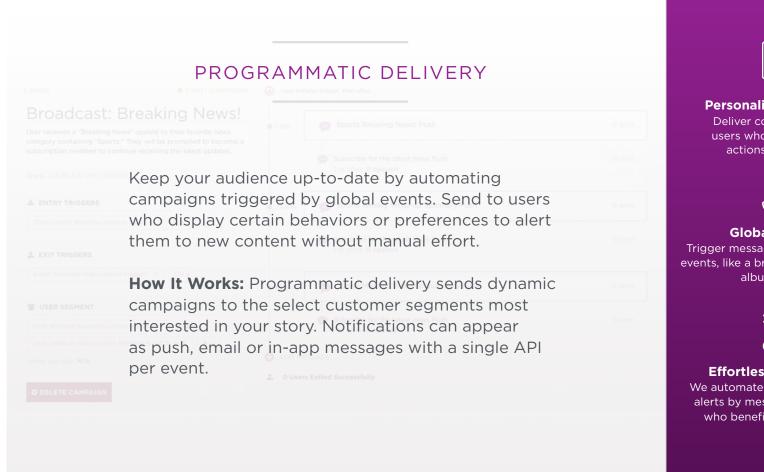
Apps can prompt multiple times, to increase the chances of users opting in.



#### **Clear Value**

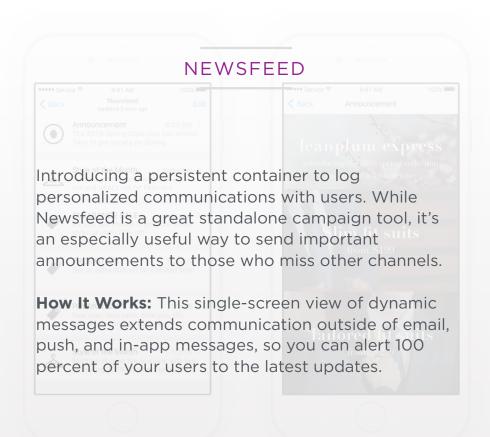
Showcase the benefits of push at compelling times during the app experience.

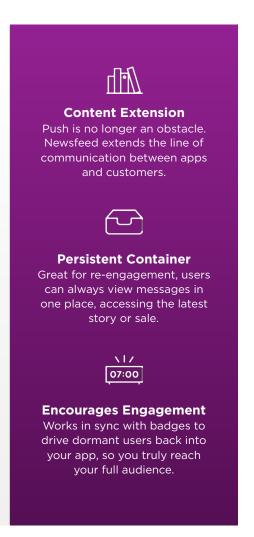
## **AUTOMATE CAMPAIGNS FOR THE RIGHT USER**





## **REACH 100% OF YOUR AUDIENCE**





## **EMAIL INSIDE A ONE STOP PLATFORM**

Content of the HTML variable EMAIL

Create an integrated communication strategy that works in tandem with other mobile channels on one device. Start a conversation where your customers crave engagement most.

**How It Works:** This automated marketing strategy intelligently recognizes and responds to in-app activities. Contact users who opt out of or dismiss push and in-app campaigns; or send email as a reminder in a larger campaign.



#### **Coordinated Communications**

Author a holistic campaign and publish once, to engage customers across all channels.



#### **In-App Triggers**

Trigger emails based on in-app activities or time them as a followup to push and in-app messages.



#### **Personalized Power**

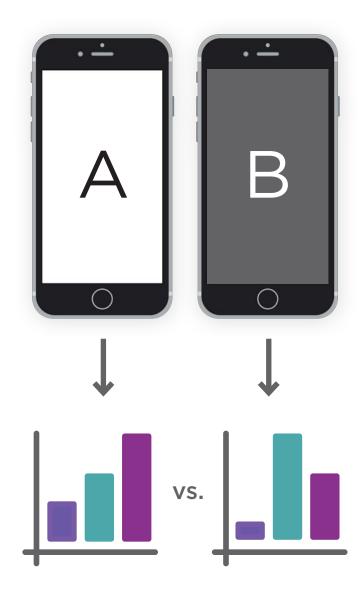
Automate and personalize for every user to recognize activities that increase conversions.

## THE CONFIDENCE TO SUCCEED

Leanplum is the only MMA platform that enables A/B testing both inside and outside of the app. You no longer have to rely on gut feeling, telling yourself, 'I think this time works better.'

Instead, test every message — the who, what, and when — to analyze each variable that affects your opens. Then, test app content so your return on investment extends beyond messaging.

With every test you run, your data is automatically organized, giving you a clear picture of statistical significance. It's the smart approach to push notifications.



## TOP BRANDS TRUST LEANPLUM

Our world-class customer success team works with our customers to deliver results like these:



+27% engagement by A/B testing three new product feed strategies.



+182% push opt-ins with Soft Ask Push Permissions.



+17% Revenue by using Optimal Time delivery.

#### **CONTACT US**

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## **ADDITIONAL RESOURCES**

**LEANPLUM BLOG** 

FORRESTER GUIDE TO 2016 MOBILE AND APP MARKETING TRENDS

**HOW TO TRIPLE MOBILE PUSH NOTIFICATIONS** 

Want to learn how you can triple push notification opt-ins for your mobile app? We're happy to shed some light.

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www.leanplum.com

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