AIRSHIP®

Mobile App
Push Notification Benchmarks
for 2025

Insights and Best Practices to Boost Your Performance

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New Year, New Benchmarks

2024 was a watershed year for mobile customer experience. Final matches for the European Championship, Copa América and Wimbledon occurred on the same day just ahead of the Olympics. Widespread government instability, a highly divisive U.S. Presidential Elections, armed conflicts and ongoing social unrest were pervasive in the headlines. All of these major events created new opportunities to engage, inform and alert consumers in real time on the one screen always on hand — smartphones.

Push notifications — a primary means of communication between brands and app-toting customers — are central to helping marketers capture customers' attention on today's most valuable and visible real estate: smartphone lock screens. More importantly, notifications offer the simplicity, immediacy and relevancy that today's consumers expect.

This should come as no surprise as consumers increasingly reject blunt promotional email and social media marketing. Brands tap into the power of push notifications to not only capture customers' attention outside of the app but to also bring them back to the app for conversion. Previous Airship research found that apps using both push notifications and in-app messaging with segmentation and automation saw an average 31% higher Engagement Score than their app category average.

To ensure your push notifications aren't merely swiped off-screen or lost in the marketing noise, you must regularly assess your performance against industry standards. This is especially true as Apple and Google Google introduce new features that change the way push content is displayed and consumed, including [Apple Intelligence](#) and [iPhone Mirroring](#), along with proactive user-focused features across both [iOS](#) and [Android](#) that can limit visibility and access to apps and notifications. It's more important than ever to improve onboarding and activation of new users, and engage them in highly tailored, personalized ways.

Push notifications — a primary means of communication between brands and app-toting customers — are central to helping marketers capture customers' attention on today's most valuable and visible real estate: **smartphone lock screens**.

With the push landscape continuing to evolve, it's critical that your strategies adapt to win over and retain today's consumers. In this report, we offer industry benchmarks for key performance metrics to help you put your campaigns into context and gain best practices to outpace the competition. We'll help you answer the following questions:

- **How do my app's push notification engagement rates compare to those of my industry competitors?**

- **What's the delta between average and top performers across verticals?**

- **How has messaging and opt-in changed year over year?**

- **What steps can I take to improve my performance on these key metrics?**

For each benchmark, we explain what it means, why it matters, key differences in how Android compares to iOS, and what to do about it. **You'll learn best practices from the front lines of mobile customer experience innovation, and how specific brands are unlocking the full power of push to outperform industry peers.**

Industry Verticals

Each benchmark metric is broken down by key industry verticals. Below, we define each vertical to help you identify the most relevant categorization for your brand.

Charities, Foundations and Non-Profit
Apps that provide an interface between nonprofit entities and their supporters.

Education
Apps that provide training and learning opportunities, including schools or learning institutions.

Entertainment
Apps for video streaming, music, movies, TV, radio, artist apps.

Finance & Insurance
Apps to manage finances, banking, investment, insurance.

Food & Beverage
Apps for restaurants, beverage companies, recipe/cooking content.

Gaming & Gambling
Free and paid gaming apps and apps that allow you to place bets/gamble.

Media
Apps that include national & breaking news, local news, newsstands, books, magazines, radio.

Medical, Health & Fitness
Apps for fitness tracking, health management, pharmacy, health reference.

Retail
Apps for groceries, discounts/deals, specialty retail, fashion, big box/warehouse.

Social
Apps for networking, messaging, dating, communication.

Sports & Recreation
Team apps, sports news, recreation.

Travel & Transportation
Apps for airlines, automotive, hotel, bookings, rail, vacation rental, public transportation.

Utility & Productivity
Apps for navigation, reference, weather, other tools for productivity.
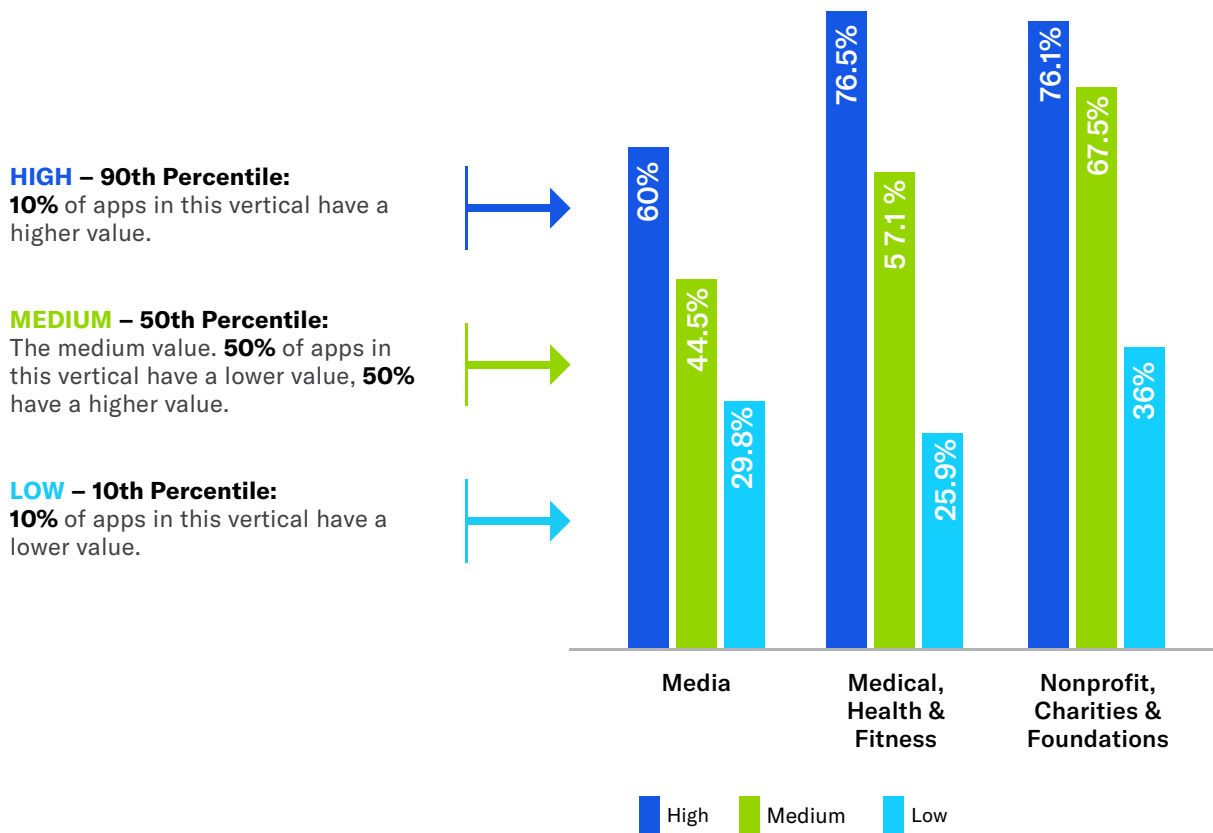
How to Read the Data

The benchmarks are broken down into high (90th), medium (50th) and low percentiles (10th). The 50th percentile is the median for the vertical. The 10th percentile number means that 10% of the apps had a lower value, while the 90th percentile means 10% of the apps had a higher value.

Looking at the chart below showing notification opt-in rates, if you are a media brand with a 60% opt-in rate, you compare to the top 10% of apps in this study and can feel great that you have some of the highest opt-in rates within your vertical.

However, using that same chart below, if your opt-in rates are less than 29.8% or less, you're in the bottom 10% for your vertical, so there's significant room for improvement.

Benchmark for HIGH, MEDIUM & LOW Performers

To offer performance benchmarks, we reported results on the 90th, 50th and 10th percentiles f or all apps and verticals.

HIGH – **90th Percentile:**
10% of apps in this vertical have a higher value.

MEDIUM – **50th Percentile:**
The medium value. **50%** of apps in this vertical have a lower value, **50%** have a higher value.

LOW – **10th Percentile:**
10% of apps in this vertical have a lower value.

Media: High 60%, Medium 44.5%, Low 29.8%
Medical, Health & Fitness: High 76.5%, Medium 57.1%, Low 25.9%
Nonprofit, Charities & Foundations: High 76.1%, Medium 67.5%, Low 36%

Legend: High | Medium | Low

Questions about the data? Not sure where to find your own results?
Feel free to **get in touch** and let someone from our team of industry experts help!

Push Notification Opt-In Rates

What It Means

The percentage of an app's audience that has opted in to receive push notifications. This benchmark is based on monthly opt-in rates averaged over 12 months.

Why It Matters

Push notifications are key to delivering glanceable value to customers and bringing them back into the app. And while apps are consistently shown to generate higher customer lifetime value, retaining new users is the greatest challenge faced across all app store categories. According to [Airship's Activation Benchmarks](#), high-performing apps see spikes in activation rates throughout the first 30 days after download — most often driven by push notifications as well as email. No matter what your app monetization model is, it's critical to get opt-in permissions from your customers.
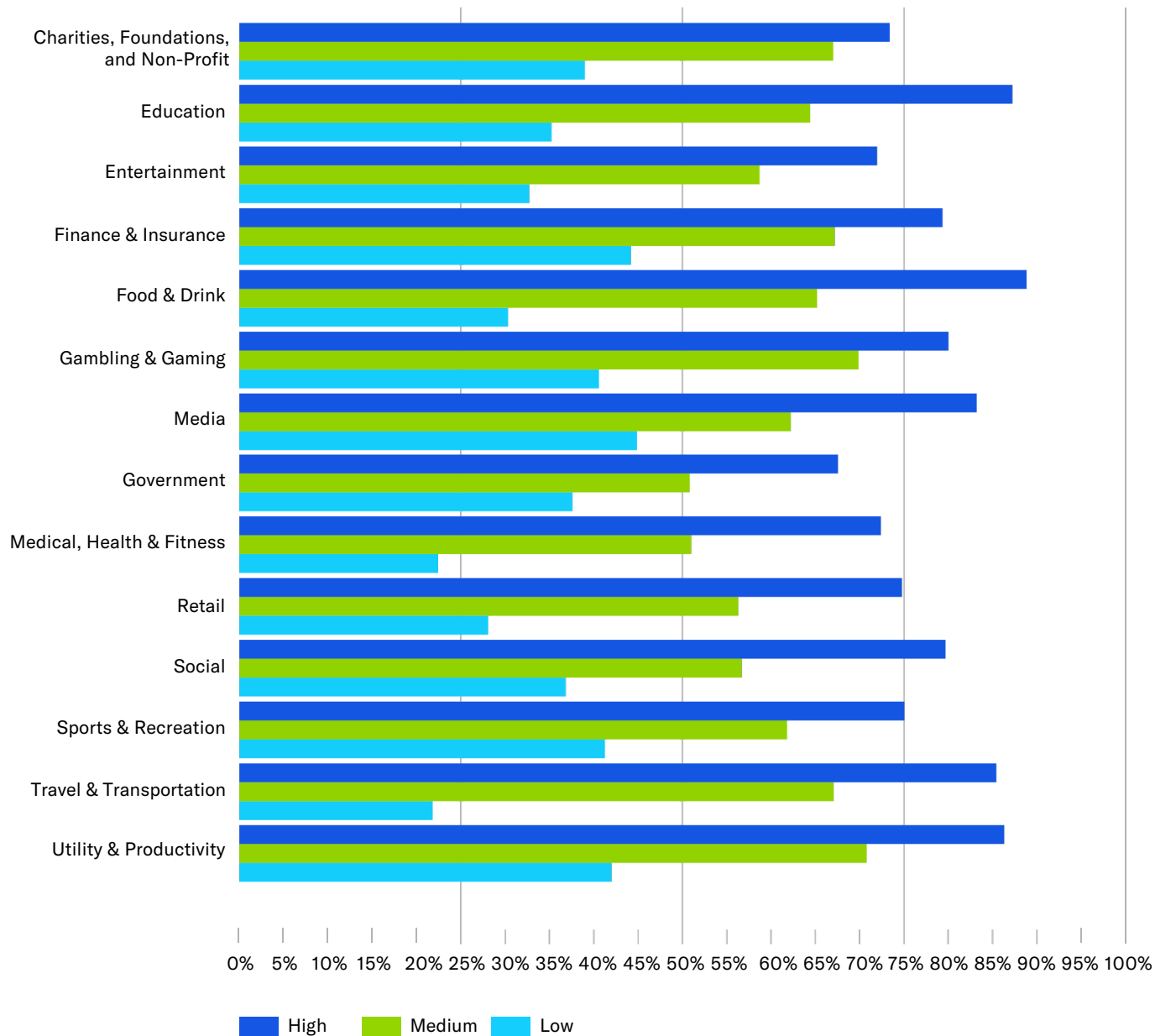
Customers who are opted-in to push notifications have 13% more purchases compared to opted-out customers, according to Airship research. And top-performing apps see a purchase lift as high as 39% greater. More purchasing frequency means more conversions and more revenue.

Android vs. iOS

Android opt-in rates have always been significantly higher than iOS rates because iOS users had to explicitly opt in to receive push notifications, whereas Android apps could automatically send users notifications. Now, apps targeting devices using [Android 13 or above](#) are also required to obtain user consent to receive notifications, so Android's elevated rates will continue to decline.

Customers who are **opted-in to push notifications** have **13% more purchases** compared to opted-out customers.

Android Opt-In Rates for Push Notifications

Chart showing Android opt-in rates for push notifications by industry category, with High (dark blue), Medium (green), and Low (light blue) bars.

- Charities, Foundations, and Non-Profit
- Education
- Entertainment
- Finance & Insurance
- Food & Drink
- Gambling & Gaming
- Media
- Government
- Medical, Health & Fitness
- Retail
- Social
- Sports & Recreation
- Travel & Transportation
- Utility & Productivity

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65% 70% 75% 80% 85% 90% 95% 100%

■ High   ■ Medium   ■ Low

iOS Opt-In Rates for Push Notifications

Chart showing iOS opt-in rates for push notifications by category, with High (dark blue), Medium (green), and Low (light blue) bars. Categories from top to bottom: Charities, Foundations, and Non-Profit; Education; Entertainment; Finance & Insurance; Food & Drink; Gambling & Gaming; Media; Government; Medical, Health & Fitness; Retail; Social; Sports & Recreation; Travel & Transportation; Utility & Productivity. X-axis scale from 0% to 100% in 5% increments.

High ● **Medium** ● **Low**

Year-Over-Year Comparisons: Opt-In Rates for Push Notifications

Android

	2023	2024
High	88.0%	79.7%
Medium	71.3%	59.5%
Low	42.1%	37.1%

Apple

	2023	2024
High	73.9%	74.1%
Medium	49.1%	49.4%
Low	27.3%	27.1%

High   Medium   Low
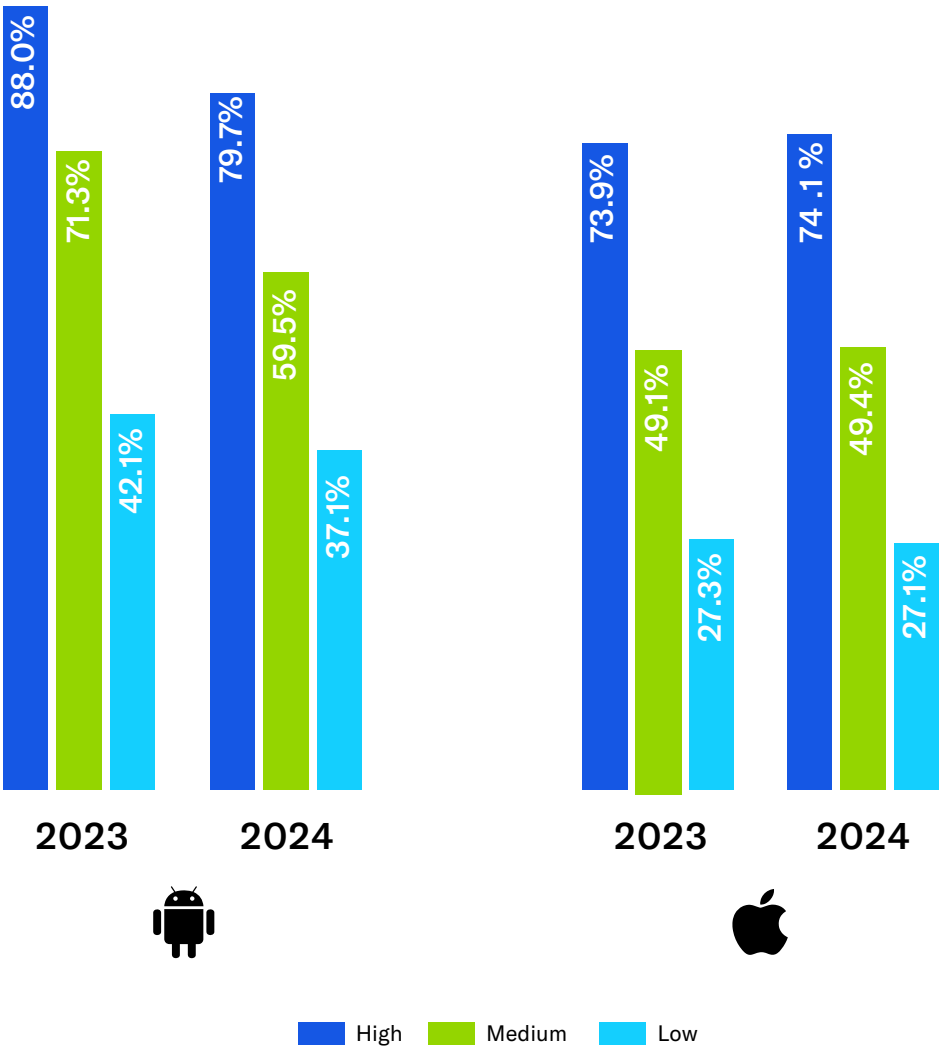
Key Takeaway

While iOS opt-in rates remained steady, Android opt-in rates dropped significantly across all percentiles. While no major surprise, these findings are a significant consideration for brands looking to maintain high visibility. **Retaining opt-in rates on Android devices is a challenge that brands will need to tackle in 2025**, **but it's also an opportunity** to foster a more equitable value exchange and build deeper trust.

3 Tips for Securing the Opt-In

1. Don't Jump the Gun with a Generic Prompt

We've all been bombarded with permission requests the moment we open an app for the first time. It's a frustrating experience for customers who are trying out the app. Try a "soft prompt" before sending the system dialogue prompt. Give new customers the space to explore your app's functionality so that when they are presented with the permission prompt, they are confident in their decision.

2. Prioritize Your Onboarding Experience

Onboarding offers you a chance to convey your app's value proposition, key features and the benefits of opting into push notifications — real-time updates, exclusive offers, helpful reminders or all of the above. New customer research from Airship shows that apps running onboarding campaigns see increased opt-in rates, as high as 40% above their category average.

Our Activation Benchmarks report explores the importance of converting customers [from anonymous to identified](#) during the onboarding experience, paving the way for greater success in the future. Why? Identifying customers allows brands to link any data they already have on these customers from previous brand interactions across other channels, scaling personalization, tailored messaging and unified experiences everywhere.

3. Leverage In-App Experiences to Target Opted-Out Customers

If you don't get the opt in immediately, don't worry. There are still plenty of opportunities to convey the value of this decision. Airship research found that in-app messages drive a 14% average increase in opt-in rates among opted-out users.

Create targeted experiences within app screens and web pages via [Scenes,](#) [Surveys](#) and [Embedded Content](#) — all native and no-code so you don't have to wait on developer resources — making it much easier to gather insights about all customers and learn what they care about most over time. Then, deliver highly personalized, contextual prompts when customers are most engaged to incentivize opt-ins. Progressive profiling empowers brands with the insights they need to boost customer engagement, according to our [Engagement Benchmarks.](#)

Boosting Opt-Ins with In-App Experiences

USE CASE

Hawaiian Airlines set out to increase push opt-ins among app users by educating them about the role of notifications in streamlining the day-of-travel experience. The brand leveraged Airship's Scenes to create a campaign that highlights new "Ready to Board" alerts.

RESULTS

By the end of the campaign, Hawaiian Airlines **increased push notification opt-ins by 23%** and identified a strategy to implement at scale moving forward.
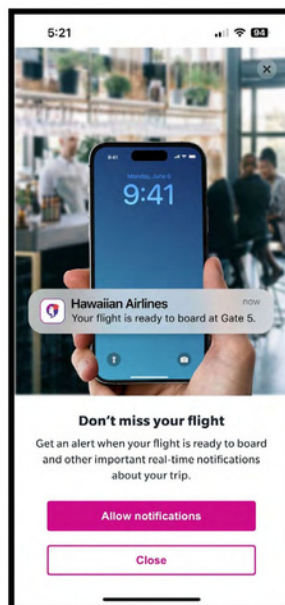
Push Notification Direct Open Rates

What It Means

The percentage of total sends within a month that triggered an app open. For this benchmark, we looked at monthly direct open rates per app averaged over 12 months.
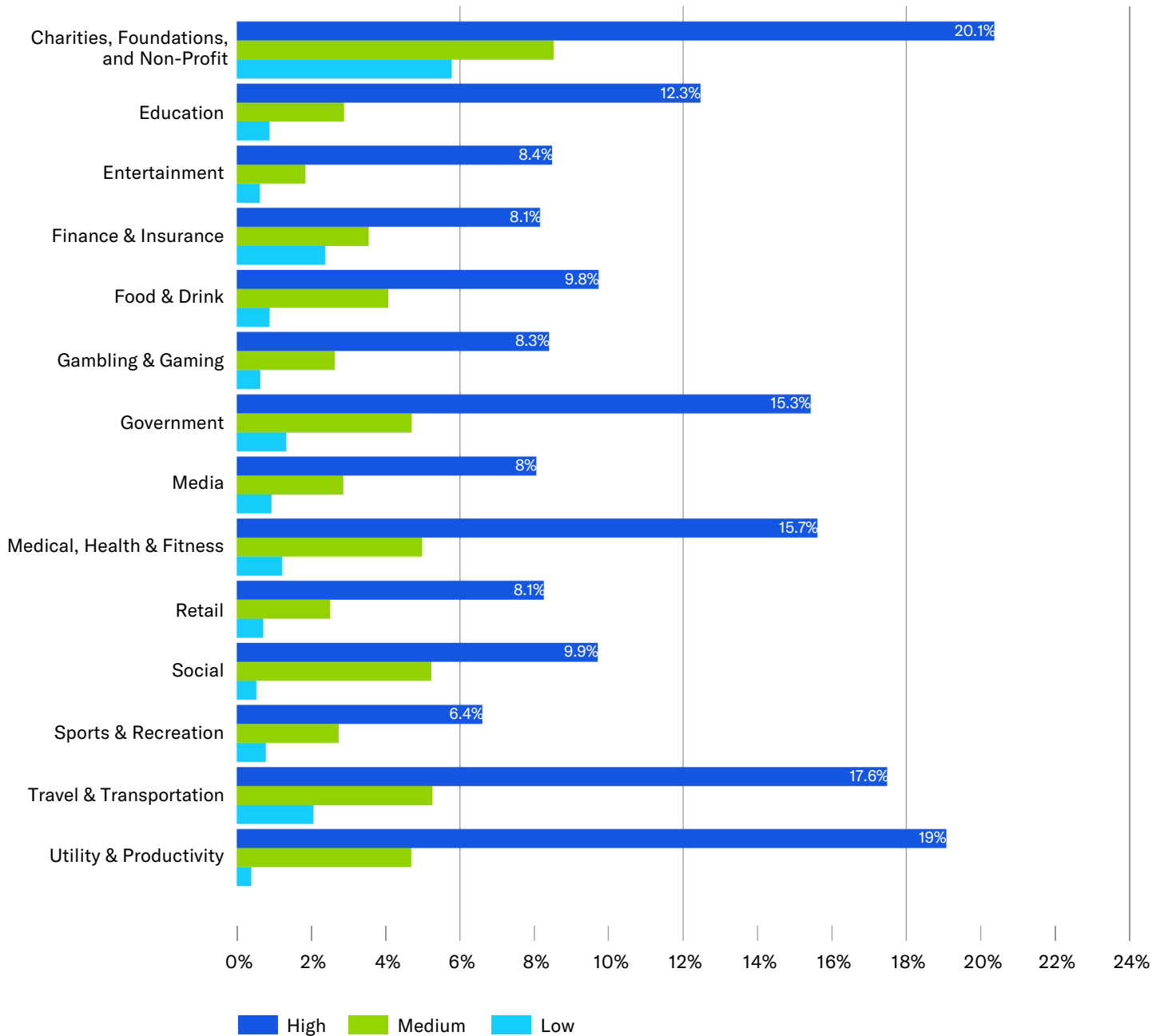
Why It Matters

Direct open rates are a key way of measuring your push notifications' impact on app engagement. Keep an eye on this figure, while also monitoring conversions, active users, opt-outs, indirect opens and uninstalls, to get a more granular understanding of how push messages are influencing engagement and retention.
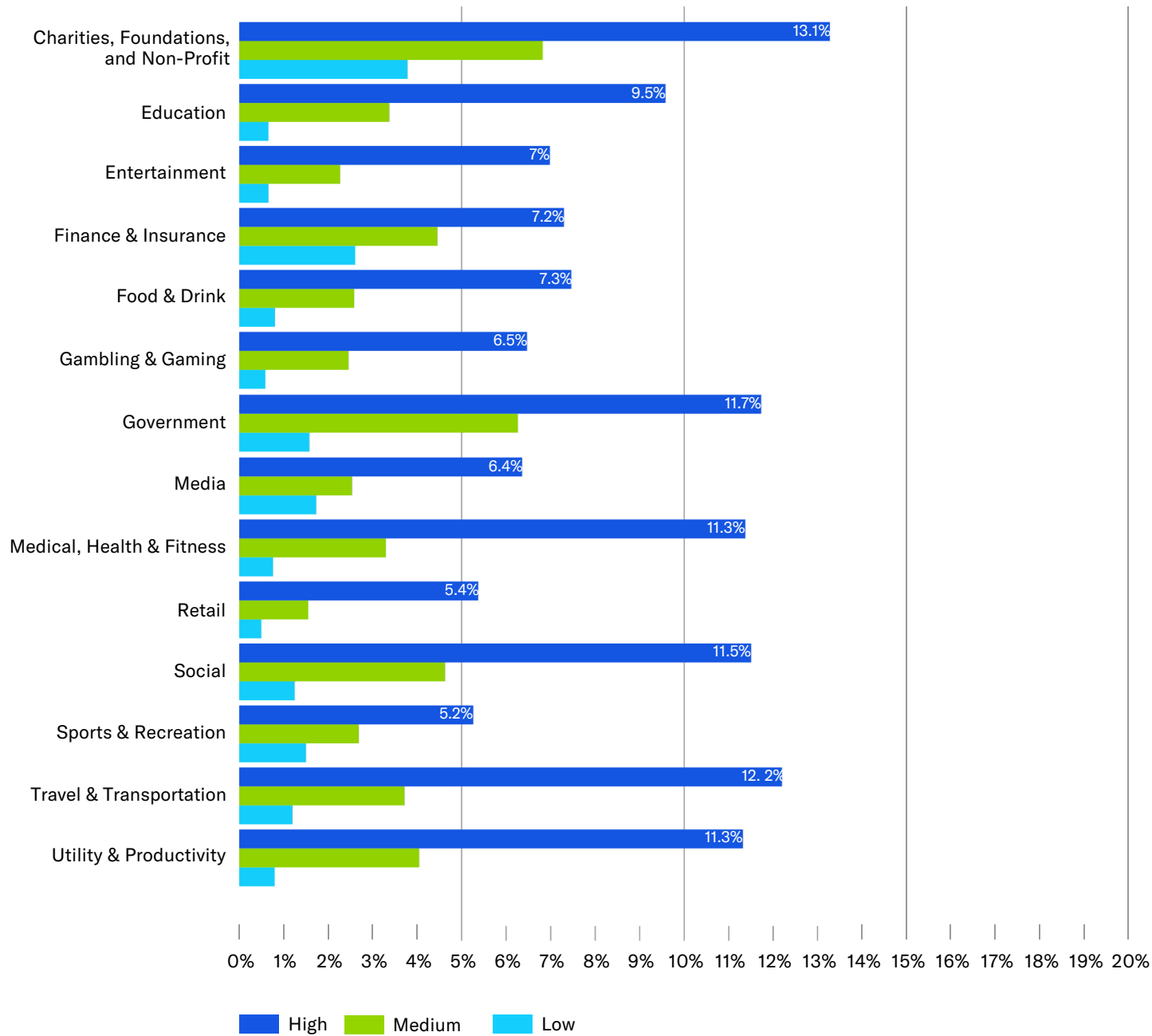
Android vs. iOS

Across industry verticals, engagement with Android notifications maintains a wide lead over iOS. This is primarily due to differences in how notifications behave on iOS vs. Android devices. When you un- lock the screen on an Android device, notifications persist on the lock screen, requiring you to swipe left or right to dismiss them. In iOS, the notification vanishes from the lock screen as soon as you unlock the device and are grouped with the app's other messages in the Notification Center.
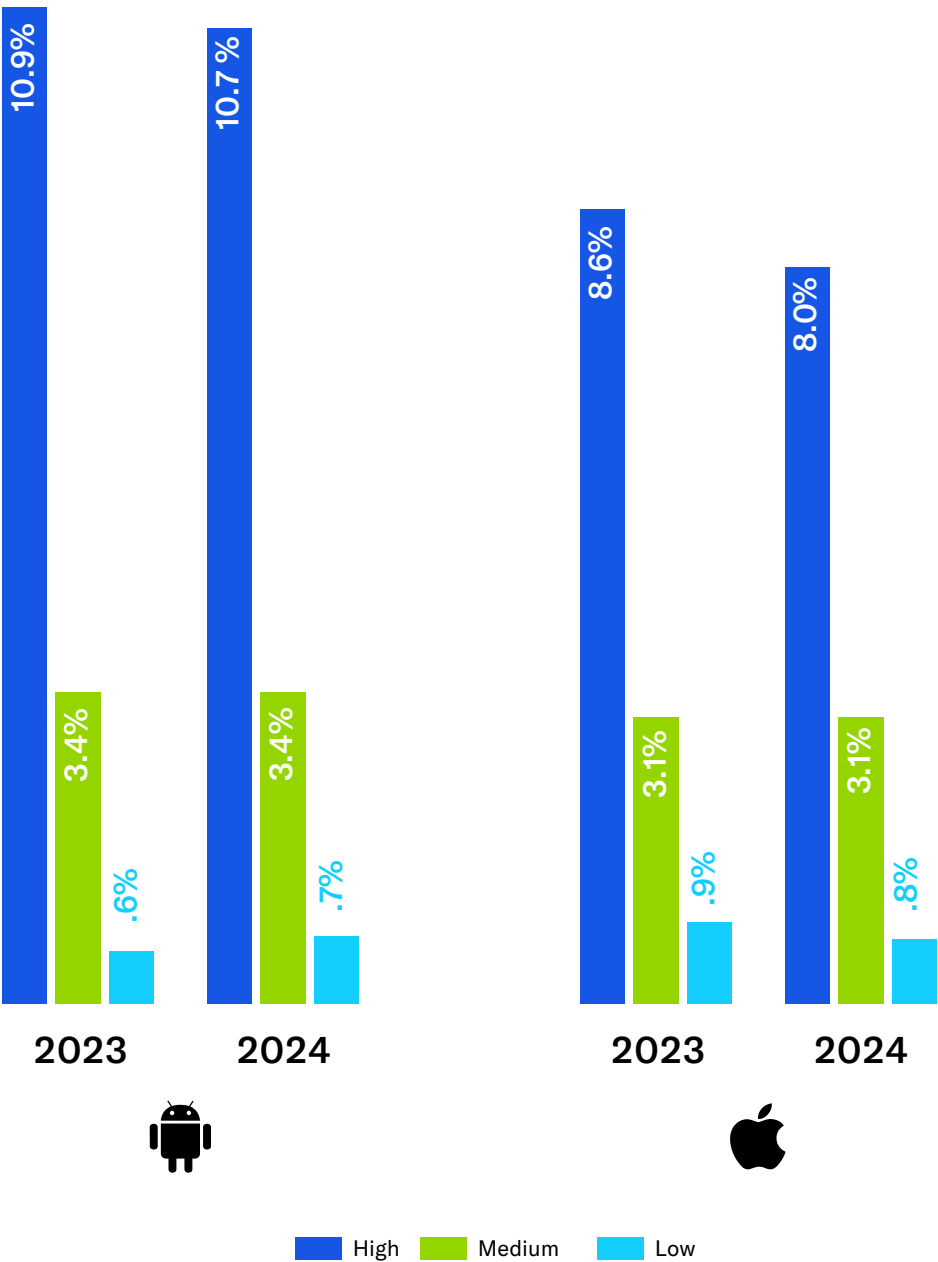
Android Direct Open Rates

Industry	High	Medium	Low
Charities, Foundations, and Non-Profit	20.1%		
Education	12.3%		
Entertainment	8.4%		
Finance & Insurance	8.1%		
Food & Drink	9.8%		
Gambling & Gaming	8.3%		
Government	15.3%		
Media	8%		
Medical, Health & Fitness	15.7%		
Retail	8.1%		
Social	9.9%		
Sports & Recreation	6.4%		
Travel & Transportation	17.6%		
Utility & Productivity	19%		

Legend: High · Medium · Low

iOS Push Notification Direct Open Rates

Chart: iOS Push Notification Direct Open Rates by industry, showing High (blue), Medium (green), and Low (light blue) values.

Industry	High	Medium	Low
Charities, Foundations, and Non-Profit	13.1%		
Education	9.5%		
Entertainment	7%		
Finance & Insurance	7.2%		
Food & Drink	7.3%		
Gambling & Gaming	6.5%		
Government	11.7%		
Media	6.4%		
Medical, Health & Fitness	11.3%		
Retail	5.4%		
Social	11.5%		
Sports & Recreation	5.2%		
Travel & Transportation	12. 2%		
Utility & Productivity	11.3%		

Legend: ■ High ■ Medium ■ Low

Year-Over-Year Comparisons: Push Notification Direct Open Rates

2023 **2024** **2023** **2024**

Android: 2023 — High 10.9%, Medium 3.4%, Low .6%; 2024 — High 10.7%, Medium 3.4%, Low .7%

Apple: 2023 — High 8.6%, Medium 3.1%, Low .9%; 2024 — High 8.0%, Medium 3.1%, Low .8%

■ High   ■ Medium   ■ Low

Key Takeaway

Despite Apple and Android moving toward reducing notification "noise," direct open rates have remained quite steady. **The most significant shift — a decrease in iOS direct opens for high performers** — could signify that users may be experiencing notification fatigue or have adjusted their notification settings.

Brands should keep an eye on this trend, especially with the introduction of new privacy measures that empower users to lock their apps and notifications.

3 Best Practices for Boosting Direct Open Rates

1. Personalization is King

Airship research shows that delivering tailored messages is the single most important driver brands can use to boost notification open rates — resulting in a 37% increase on average. The most successful personalization strategies involve creating in-app experiences that engage customers and provide a mutual exchange of value for both the customer and the brand.

This all starts with expanding customer understanding through preferences, survey questions and gamification to capture zero-party data, which enables delivering the type of personalization consumers prefer most. This includes preference center selections, interests, intentions, personal context and even opinions. Airship research shows that using zero-party data effectively in audience targeting drives a 91% lift in purchases attributed to push notifications. See our top tips for collecting zero- and first-party data here to enhance your strategy.

2. Segment to Stay Relevant

Apple Intelligence notification summaries are officially here to highlight priority content for users, using their personal context and generative summaries. As adoption increases, the role of these summaries will continue to evolve. Relevancy should remain a North Star for brands, delivering the right content to the right people, or risk getting deprioritized by the algorithms.

Don't send bulk notifications to the masses; segment your messages based on who is most likely to engage with it. That way you can avoid messaging fatigue and land yourself at the top of customers' lists. Airship research found that brands using segmentation for their push notifications see a lift in both direct open rates and purchases attributed to push notifications. The lift for purchases attributed to segmented push notifications is between 4% – 72% and as high as 350%. The lift in direct open rates is between 18% – 65% and as high as 334%.

3. Leverage Rich Content

Tap into visually appealing content and offer customers a quick preview, driving greater attention. By providing additional context before the customer has even opened the notification, engagement increases. In fact, previous Airship research found that brands using rich push see a +22% average lift in direct open rates over notifications without rich media.

# How ASDA **Increased Push Open Rates** & Loyalty Program Engagement

USE CASE

ASDA wanted to differentiate its cash-based rewards program from competitors and drive greater engagement through rich push notifications, in-app Stories and in-app messages tailored to each individual. These experiences personalized customers' rewards progress and encouraged them to complete Missions to maximize rewards, increasing direct opens and conversions.

RESULTS

ASDA saw a **100% uplift in push notification open rates**, doubling direct opens for the campaign compared to average performance.
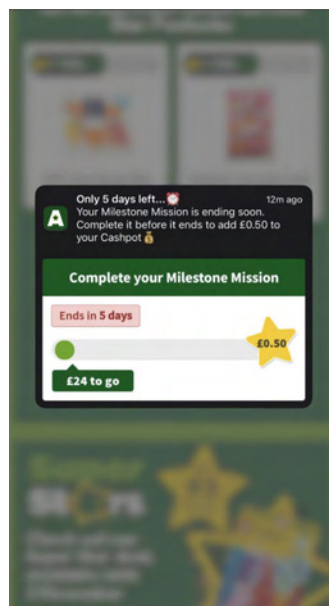
Average Monthly Push Notifications Per User

What It Means

The average number of push notifications an app sends to its users per month.
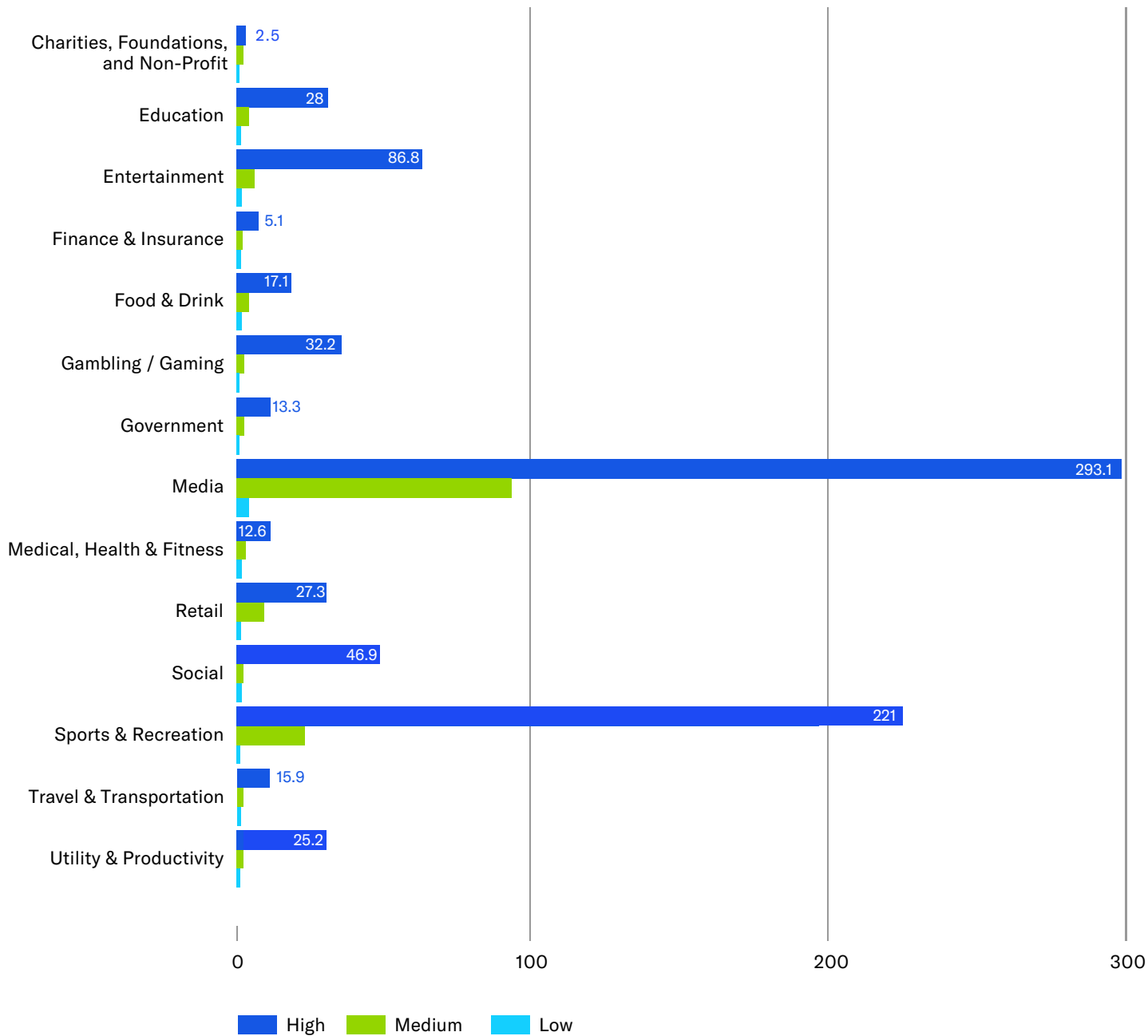
Why It Matters

In the age of information overload, average monthly notifications per user is important to monitor to balance engagement and potential for marketing fatigue. Our **Engagement Benchmarks** reveal that top-performing apps — those that are in the 90th percentile of sends per user — see a 72% average increase in sessions per active user compared to their category average.

Brands must toe the line between driving engagement and overcommunicating, which can actually erode customer trust. One global consumer survey Airship fielded found that the top two reasons for opting out of brand com- munications were the same across seven countries: messages were either too frequent or weren't rel- evant/personalized to an individual's needs. Brands need to keep customers engaged without over- whelming them — or they risk creating frustration or, even worse, driving opt-outs and app deletions.
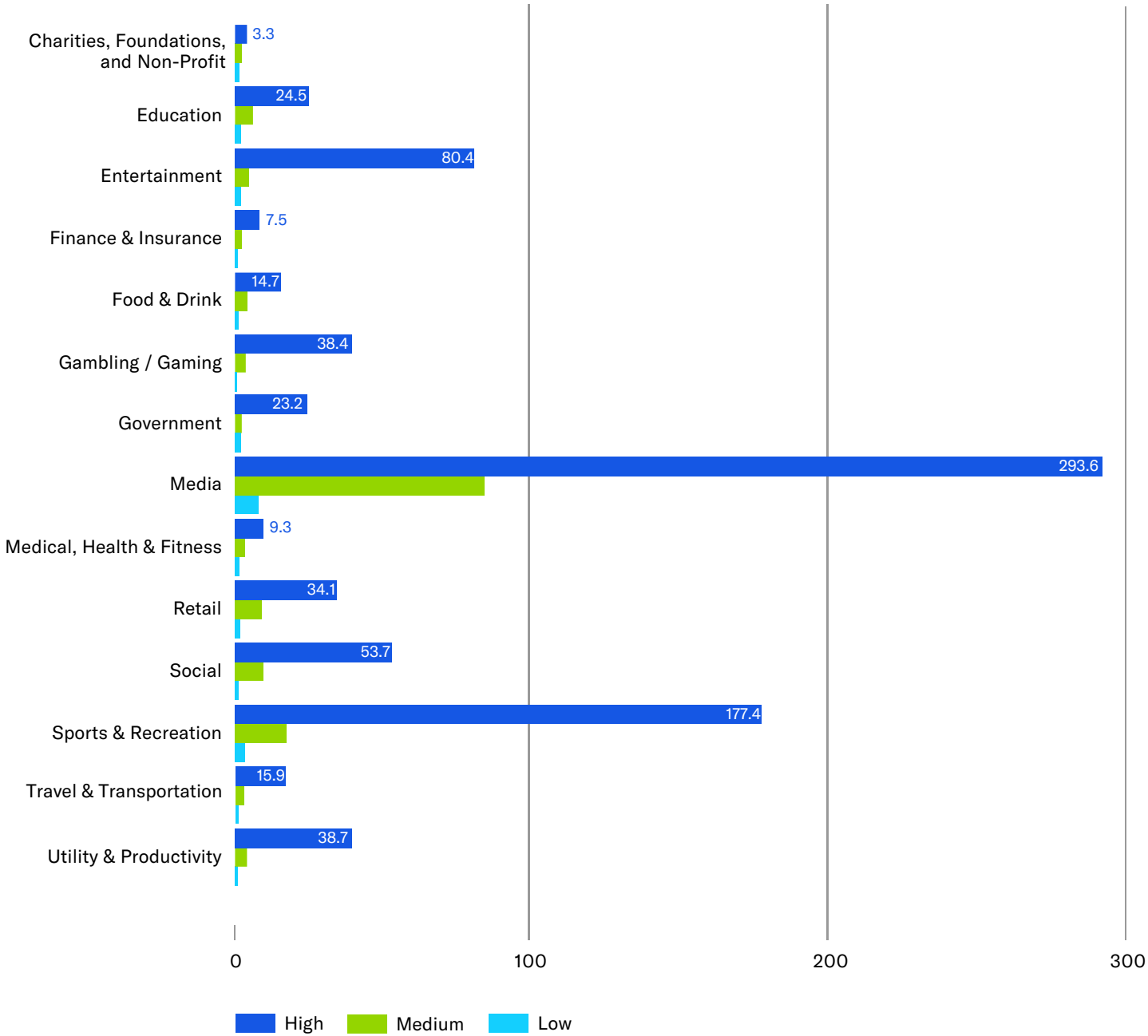
Variations Across Industries

The volume of push notifications varies significantly across industries. For example, brands in media and sports send a higher volume of notifications to deliver news and updates, while brands in travel, trans- portation and food send less, focusing most communications on specific moments. These benchmarks should be evaluated based on industry context and understanding that the type of push notification — promotional, transactional, educational or engagement-based reminders — dramatically impacts the volume of notifications sent to customers.
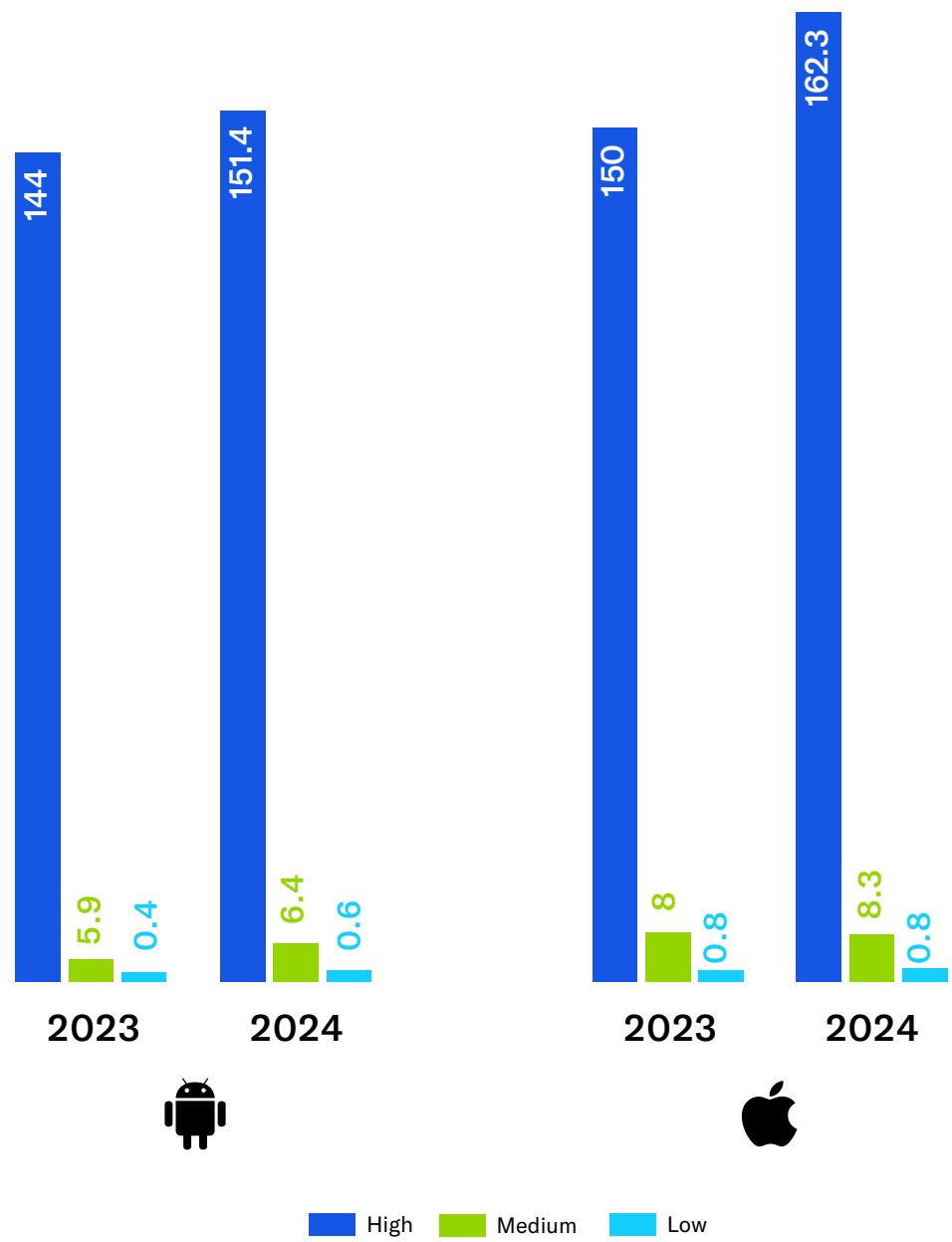
Android Average Monthly Push Notifications Per User

Category	High	Medium	Low
Charities, Foundations, and Non-Profit	2.5		
Education	28		
Entertainment	86.8		
Finance & Insurance	5.1		
Food & Drink	17.1		
Gambling / Gaming	32.2		
Government	13.3		
Media	293.1		
Medical, Health & Fitness	12.6		
Retail	27.3		
Social	46.9		
Sports & Recreation	221		
Travel & Transportation	15.9		
Utility & Productivity	25.2		

Legend: ■ High ■ Medium ■ Low

iOS Average Monthly Push Notifications Per User

Category	High	Medium	Low
Charities, Foundations, and Non-Profit	3.3		
Education	24.5		
Entertainment	80.4		
Finance & Insurance	7.5		
Food & Drink	14.7		
Gambling / Gaming	38.4		
Government	23.2		
Media	293.6		
Medical, Health & Fitness	9.3		
Retail	34.1		
Social	53.7		
Sports & Recreation	177.4		
Travel & Transportation	15.9		
Utility & Productivity	38.7		

Legend: ■ High ■ Medium ■ Low

Year-Over-Year Comparison: Average Monthly Push Notifications Per User

Android:
- 2023: High 144, Medium 5.9, Low 0.4
- 2024: High 151.4, Medium 6.4, Low 0.6

Apple:
- 2023: High 150, Medium 8, Low 0.8
- 2024: High 162.3, Medium 8.3, Low 0.8

Legend: High · Medium · Low

Key Takeaway

Overall, average push sends per user increased across the board — **likely in response to the events across the globe that offered new reasons to engage and inform.** However, iOS sends surged even further ahead than Android's across high-performers. As push notifications continue to play a central role in cross-channel strategies, balancing quantity and quality with personalization and segmentation is imperative.

3 Big Considerations for Push Sends

1. Implement Robust Testing

You only have one moment and limited characters to capture your customers' attention and get them to open your notifications. You can't afford to miss the mark. Testing message variants and send times against direct open rates and other critical metrics will help you identify what factors impact engagement the most so you can achieve your goals more efficiently.

2. Gather Message Preferences

Both Apple and Android are actively taking steps to give users more control over push notifications. Brands need to rise to the occasion and create a regular feedback loop about the content customers want to receive, including where and when. Consider implementing **Surveys** and **Preference Centers** to get a pulse on individuals' communication preferences and keep track of how they evolve over time. This step is vital in advancing cusomers through the Activation and Engagement lifecycle phases.

3. Balance Your App Push Sends with Web Push Sends

With iOS mobile app push notifications making their way to Macs via iPhone Mirroring, now is a good time to explore how mobile app and web notifications should be coordinated within your channel mix. As consumers increasingly interact with brands across these destinations, you must unify experiences and balance volume as appropriate.

How TNT Sports **Boosted App Engagement** with a Rich Push Notification Strategy


USE CASE

TNT Sports combined strategic in-app messaging during onboarding with a push notification strategy featuring both automated and editorially-driven rich content tailored across a range of audience prefcerence and segmentations.

Their team A/B tested their strategy during regular-season games to

optimize March Madness execution and maximize results.

RESULTS

TNT Sports saw a **28% increase in push notification open rates** compared to the previous year's tournament and **25% longer live viewing sessions** from push vs. non-push audiences.
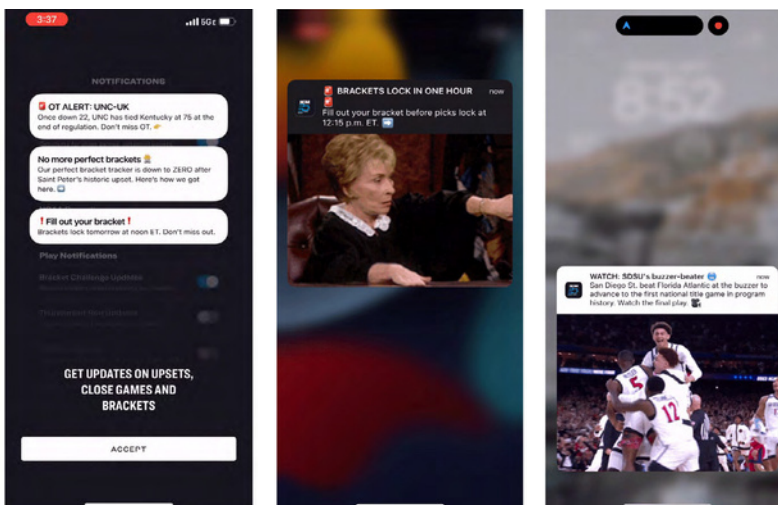
Methodology

Airship analyzed customer data in aggregate from January to December 2024 to identify apps with at least 1,000 active users that had sent at least 1,000 cumulative push notifications in one month. That group included more than 9 billion app users across thousands of apps and 13 industry verticals. All of our benchmarks are based on monthly calculations, which are averaged over 12 months.

9 billion app users

Thousands of apps

13 vertical industries

12 months

About Airship

Since the dawn of mobile apps, Airship has helped our customers create innovative mobile customer experiences. We delivered the industry's first push notification and first in-app message. Then we powered the first mobile wallet boarding pass, now the digital norm for travelers. We enabled the first commercial use of Live Activities on the day it was launched by Apple. Most recently, we launched the world's first no-code native Experience Editor for app and web, enabling marketers and prod- uct managers to engage with customers wherever they are and get work done in minutes instead of months without ongoing developer support.

Today, the Airship Experience Platform provides an end-to-end solution for unifying experiences across channels and capturing value across the entire customer lifecycle. It starts with Airship's market-leading app store optimization (ASO) solutions that promote app discovery and downloads. Then our AI-powered cross-channel journey orchestration, content creation and experimentation solu- tions kick in — all no-code and highly flexible. Customer-facing teams can quickly design, deploy and iterate cohesive in-session experiences on the web and in the app. The result? Deeper customer engagement, better conversion.
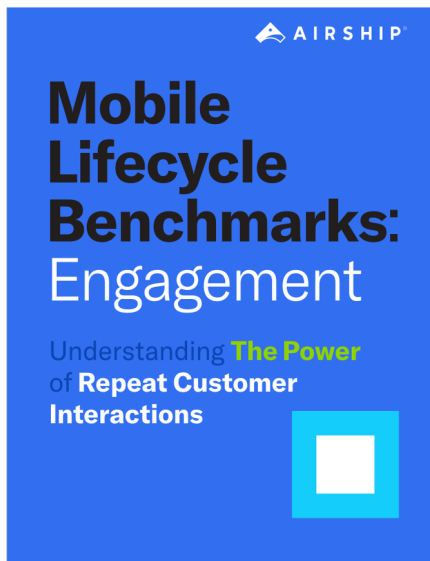
When it comes to helping brands get customer experience right in a mobile-first world, no one knows more, does more or cares more than Airship.

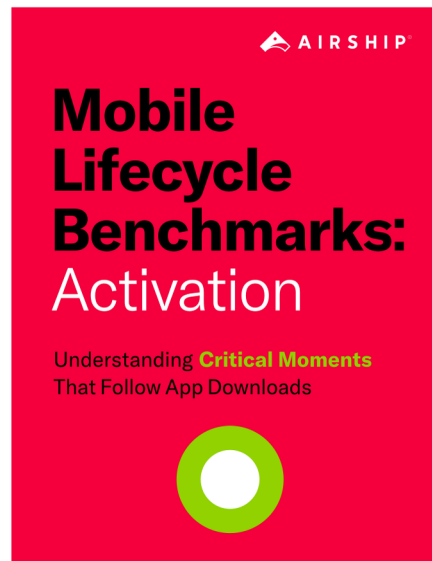1/4 FORTUNE 500

TRUSTED BY THE WORLD'S
Leading Brands

Recommended Reading

Mobile Engagement Lifecycle Benchmarks

Discover critical benchmarks associated with the Engagement phase of the customer lifecycle so you can assess your performance and improve it.

Read Now

Mobile Activation Lifecycle Benchmarks

This report, the first of its kind for mobile marketing, is designed to help your organization understand critical benchmarks associated with the Activation phase of the customer lifecycle.

Read Now

2023 Mobile Consumer Survey

Consumers are downloading more apps than ever, but the leading reasons for ongoing use might surprise brands.

Read Now

2025 Insights & Predictions

Opportunity often hides behind fear, uncertainty and doubt, and 2024 seems to layer it on. Airship spoke with 20 business leaders about trends critical for the year ahead.

Read Now