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6 WEB MARKETING CHALLENGES SOLVED WITH WEB PUSH NOTIFICATIONS

Blinded by the sudden upsurge in mobile apps, many marketers have taken a complete app-only approach to marketing, leaving the humble desktop and mobile browser behind. Yes, unlike a website mobile apps provide marketers with a lot more freedom to personalize, target and deliver rich communication to customers. But, what if we told you that you could do the same things on your website? It's about time marketers reconsider engaging users on the web. Read more to find out why.

Web matters. Here's why

What we see today is a unique blend of user behavior. Users check out products and learn more about the brand across devices (mobile, tablet desktop). But when it comes to completing transactions several people still prefer the good 'ol desktop a.k.a, **the browser web** (Chart below). So how do marketers go about engaging their audience on the web now? Introducing MoEngage Web Push. Using web push marketers are leveraging the push notification functionality similar to that of an app, only to engage website visitors. In fact, web push notifications have helped internet companies reverse cart abandonment and increase conversions by 9X.

Multiple vs Single device

37%

63%

■ Who checkout products on multiple devices
■ Who checkout products on single devices
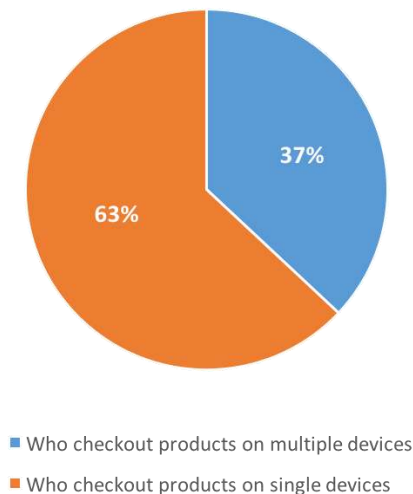
Preferred device to complete purchase of the ones who use multiple devices


31%

69%

■ Desktop   ■ Mobile device
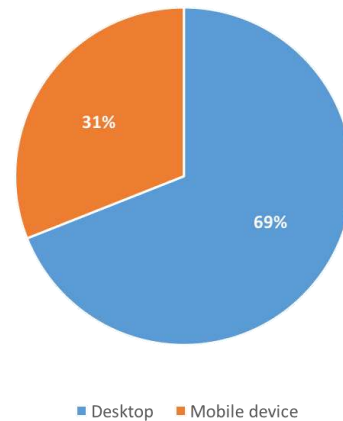
Following are some of the challenges faced by websites that can be successfully tackled with web push notifications.

Challenge #1: Purchase drop-offs

69% of shoppers on your site abandon their shopping cart without completing the purchase. Well, it's not entirely uncommon for users to get distracted or lose track while comparing prices on different sites or attend to something more urgent while they're shopping. So, how do you get these abandoners back to complete a transaction? With **automated** (scheduled daily campaigns on previous day's abandons) or **behavior-driven** (triggered one - two hours after abandonment) web push messages you can! Whether the user is not on your site or has even closed the browser.
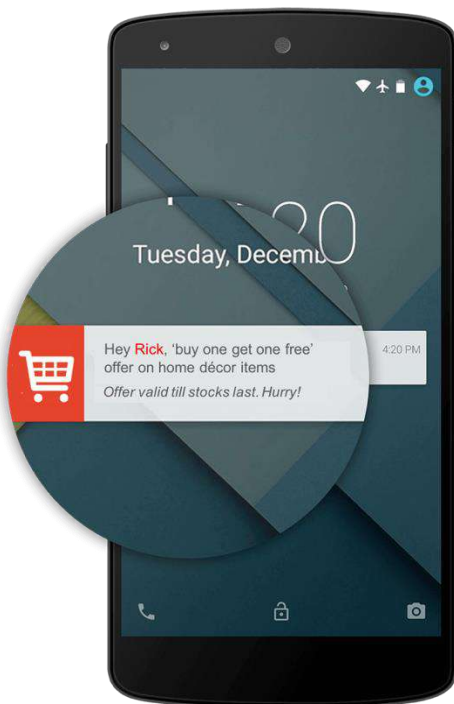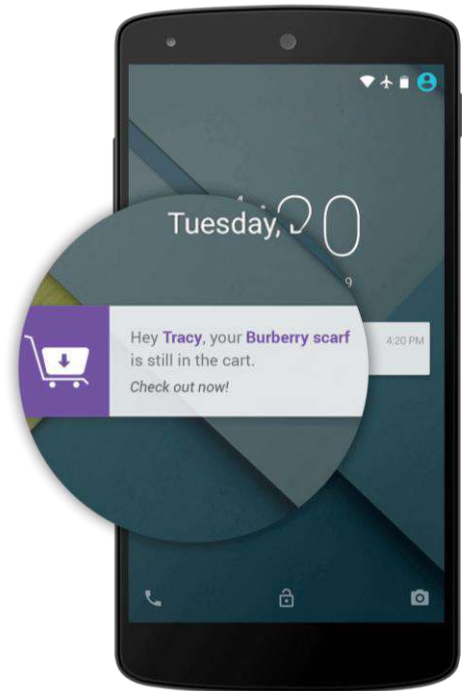
Challenge #2: Low transaction volumes

People will never tire of saving money and brands are looking to bring more customers on their site all the time. That's where offers and promotions come in. In fact, E-commerce companies have boosted sales by up to 272% with the use of targeted coupons. So there's no reason for your business to not do promotional coupons and boost conversions. With web push messages you can now segment your customers based on their behavior and promote relevant offers and promotions to them thus increasing their lifetime value. Use web push to Drive first purchase, reward best customers, seasonal promotions etc. Reach a wider audience with your offers and promotions.

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Challenge #3: Inactive users

What is the key to your marketing success? Building long-term relationship with users. To do this you need to create prolonged engagement by understanding the behavior of your website & 'push' relevant content to drive repeat visits to your website. MoEngage web push notifications can be triggered and personalized based on user behavior which can help bring back your past website visitors and ensure a long-term relationship with them.
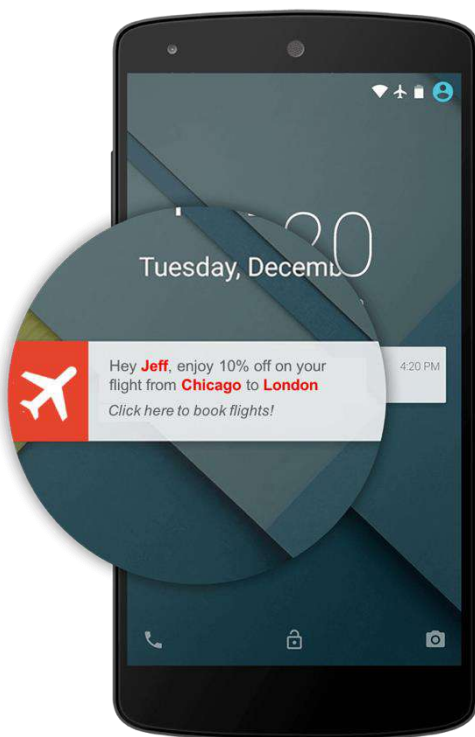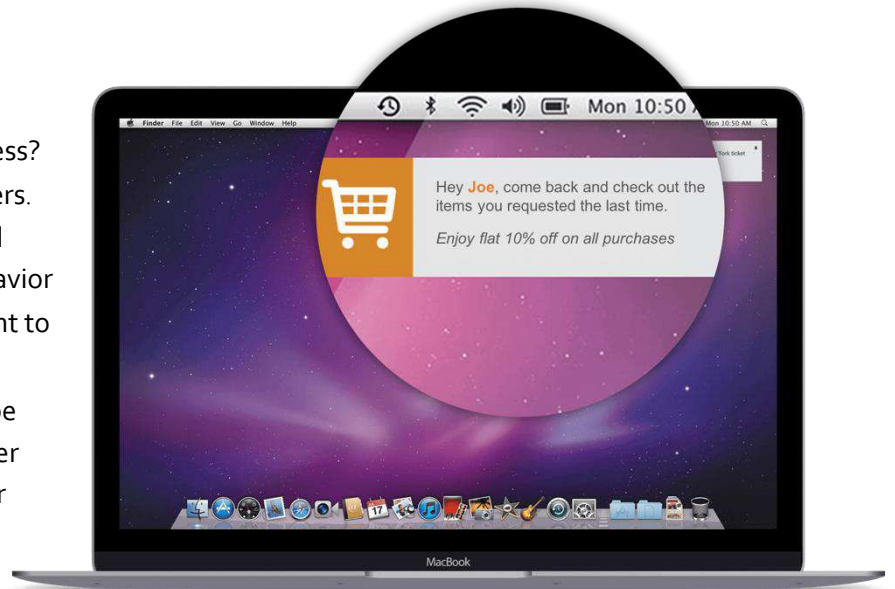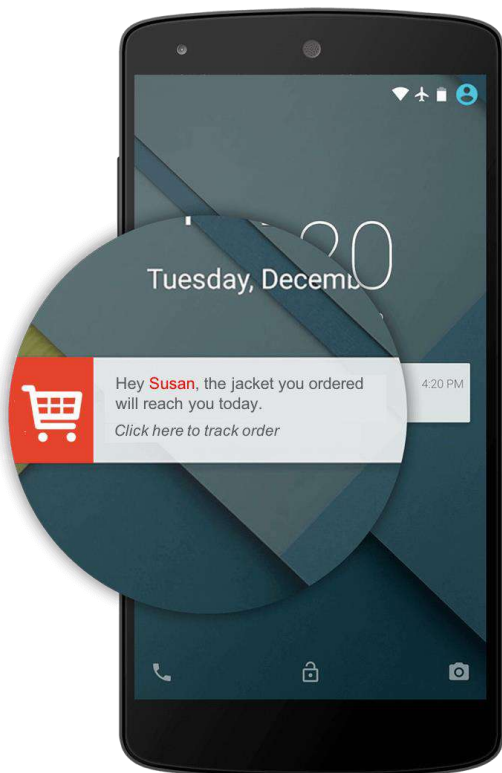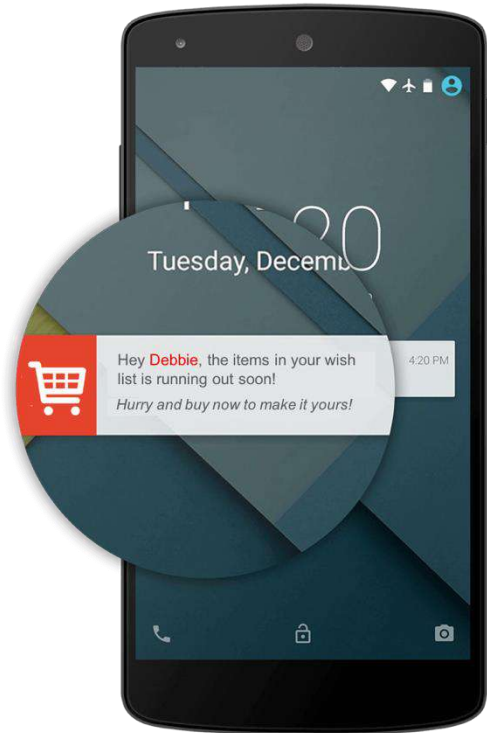

Challenge #4: Spammy notifications

Users would like to only consume content that is of interest to them instead of getting bombarded with irrelevant emails or notifications. Hence, it is important to identify what users like and deliver personalized, triggered recommendations to them based on their choice.

Personalization could be user identifiers (name, location etc) or user behavior (category viewed, search history, past transactions). Web push based on powerful segmentation can help identify what users are looking for and send only relevant and personalized content resulting in higher conversions. If you are running a news website or a streaming service, personalizing becomes important.

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Challenge #5: Time-bound communication

Web-push notifications are effective for sharing time-critical information that is valuable for your users. Share important information like fluctuating flight ticket prices, price drops on items, countdown sale, stock update for wish-list items and other time-critical information with users that can drive conversions. With the power of web push your brand can be the differentiator serving up best prices for your customers leading to higher brand loyalty and customer lifetime value. This can be particularly handy if your brand is into delivering breaking news, sellers C2C marketplace that need to deliver timely response etc.

Tuesday, Decemb
Hey Debbie, the items in your wish list is running out soon!
Hurry and buy now to make it yours!
4:20 PM

Tuesday, Decemb
Hey Susan, the jacket you ordered will reach you today.
Click here to track order
4:20 PM

Challenge #6: Transactional information

Web push notifications can be pretty useful while providing transactional information to users without needing any human intervention to do so. Order tracking, subscription based alerts (opt-in alerts), flight confirmations, subscription renewal alerts. Banking transaction alerts, insurance company sending alerts and such are some cases where web push notifications deliver the necessary information to users through complete automation of the process.

Conclusion

Used effectively, web push notifications have the power to engage and retain website users effectively and build long-term relationship, just like mobile apps - without being intrusive. In a recent row, several top internet companies switched-back to a web+app model from an app-only model - strengthening the validity of web-push as a marketing channel in the future.

About MoEngage:

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.

To learn how you can leverage MoEngage to deliver better experiences to your customers, speak to one our engagement experts. Visit www.moengage.com