



Four push notification strategies to avoid app abandonment

"Every day over 50 million mobile apps are downloaded, [but] 95 percent are abandoned within a month."

There are several reasons for the high app abandonment rate the mobile industry faces. The marketplace and the technology are both changing fast, and the most important thing is for app makers to take control of this situation without ending up on the wrong side of the statistic. Among several others, mobile app push notifications can be an effective strategy to take-on the abandonment challenge head-on.

Users who subscribe for push notifications not only 'stick-around' a lot longer but also have higher LTV.

When Used right, push notifications are great for driving app engagement, building customer relationships and triggering unplanned shopping behaviour. But the key is to use them right because, when abused, push notifications can irritate customers – and even trigger the very abandonment we're trying to combat! In this ebook, we explore push notification strategies that you can adopt to turn things around.

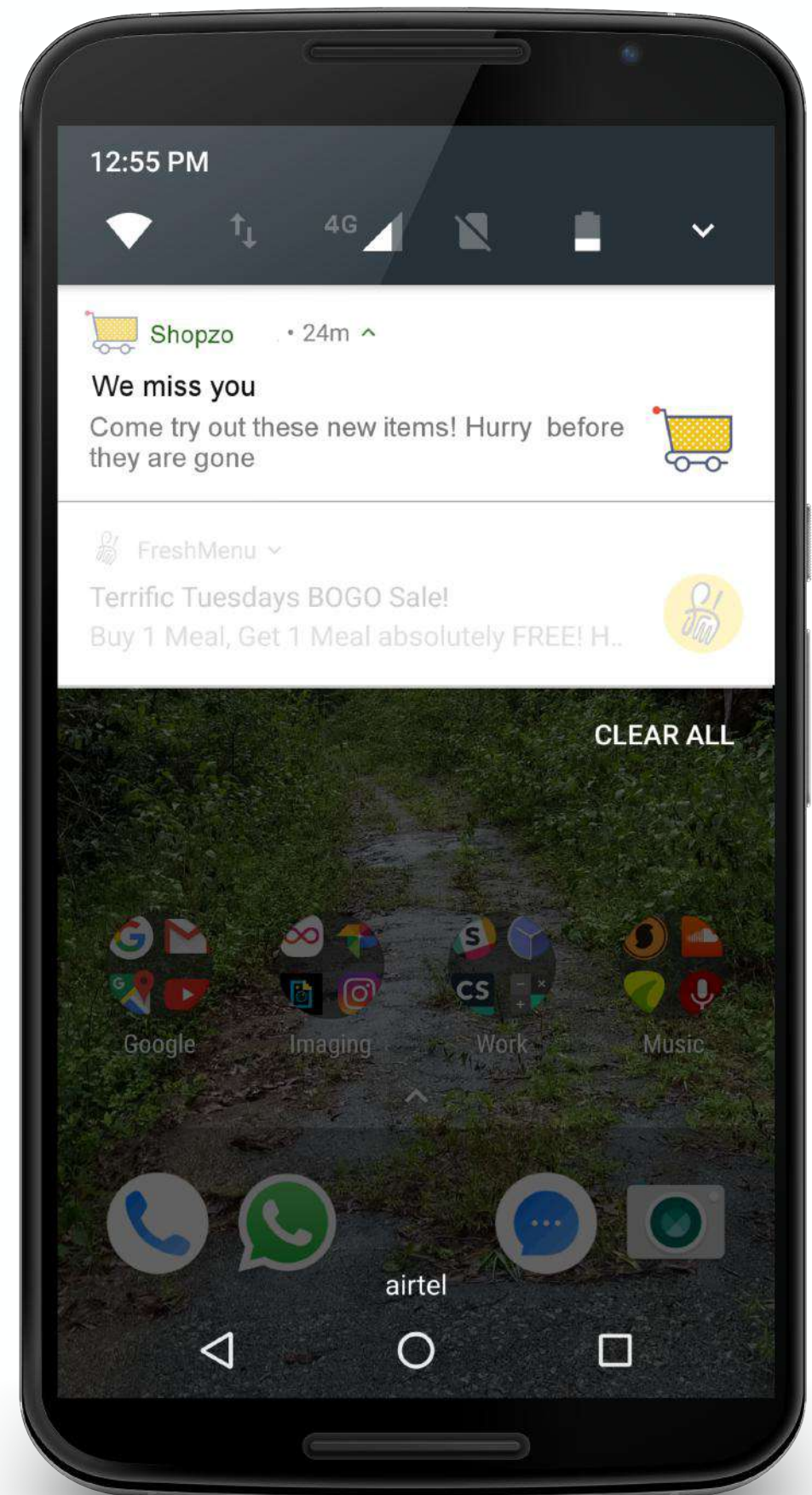
Strategy #1

User Intelligence Platform

Even before you embark on your push journey, use a powerful user intelligence platform to slice and dice your audience data and understand who they are, what they do on your app and how to engage with them better.

Use tools to segment your users, then identify the tell-tale signs of app abandonment based on their behavior and actions on the app. That way you can predict that a customer who does certain actions is at risk of abandonment based on the behavior of previous customers in their segment, and pre-empt them with effective, personalized push messages.

Here's an example of a notification by a leading Indian e-commerce company. The notification was sent to customers who had not been active and had not transacted on the app in the last 30 days. The campaign resulted in 3.3% of the targeted customers opening the app and 12% of those customers completing an order. The figure of 3.3% may seem small, but remember – these customers were on the verge of abandoning the app and have been re-activated. That 3.3% represents higher customer lifetime value and lower abandonment rates – all with one simple push notification.



Strategy #2

Build intelligent campaigns with a smart push notification system

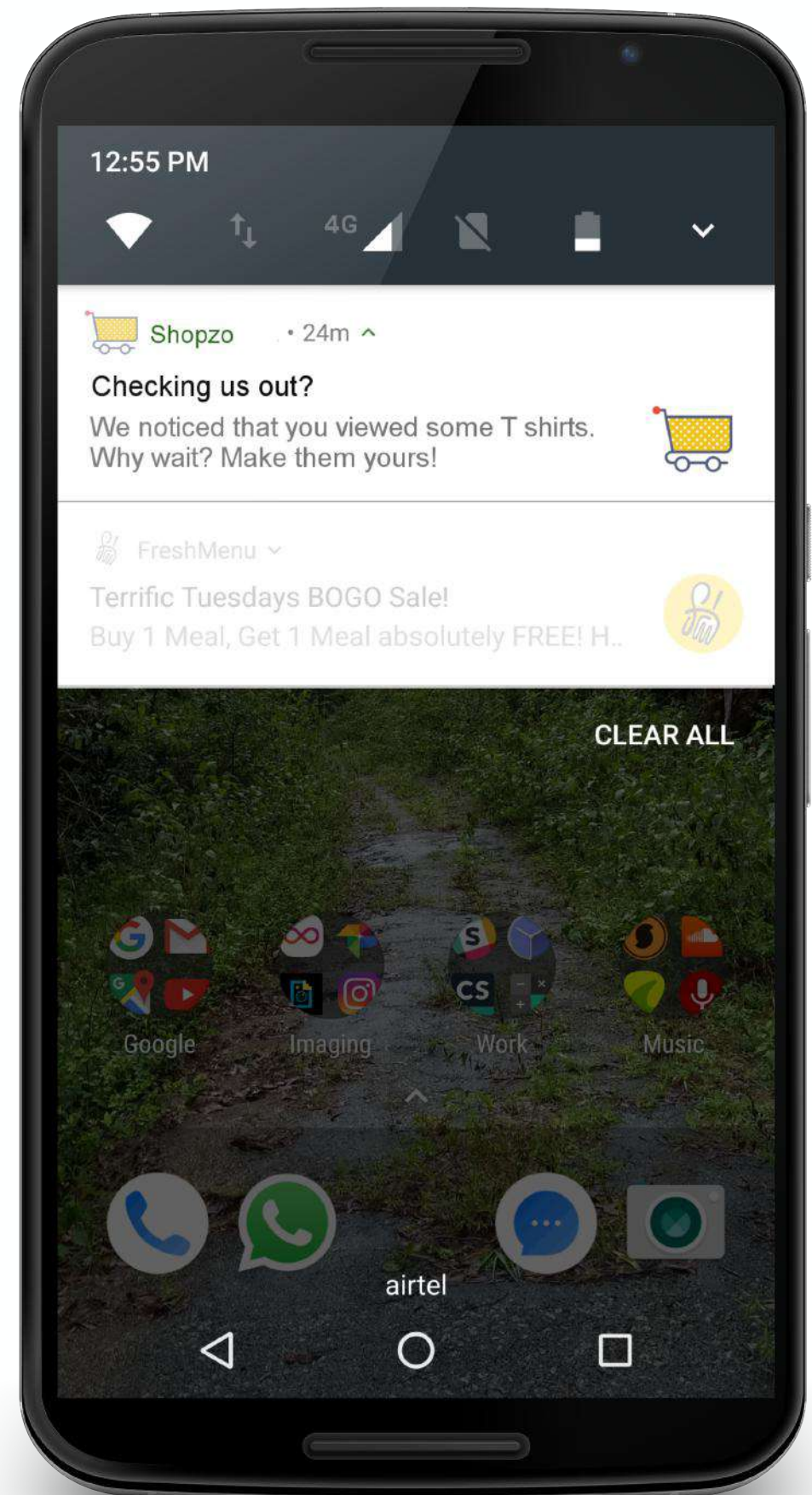
Leverage push notification automation technology like [MoEngage's Smart Triggers](#) to deliver perfectly timed and personalized interactions, within the right context, to the right users.

The trick is to identify different use cases to see how you can engage different users.

Try targeting use cases like transaction abandonment, activating new users, driving first purchase, etc in your campaigns to make them more personal. Combine the use case with customer segmentation and CRM data to let you build highly personalized, accurate messages onto a template.

As well as predicting behaviors and identifying use cases, you can create behavioral triggers which run in real-time to prevent app abandonment. Just like email marketing workflows, push notifications can be individual messages or triggered message cascades that work to encourage onboarding, re-engagement or purchase. These can have a trigger at every phase, be time triggered or flow once they're activated.

Here's an example of a Smart Trigger. The notification was sent after a gap of 75 minutes to customers who checked out a product page but did not complete the order. The smart trigger campaign resulted in close to 28% of customers returning to the app by engaging with the push notification and 27% of those customers completing an order on the app.



Strategy #3

Creative and compelling push notifications

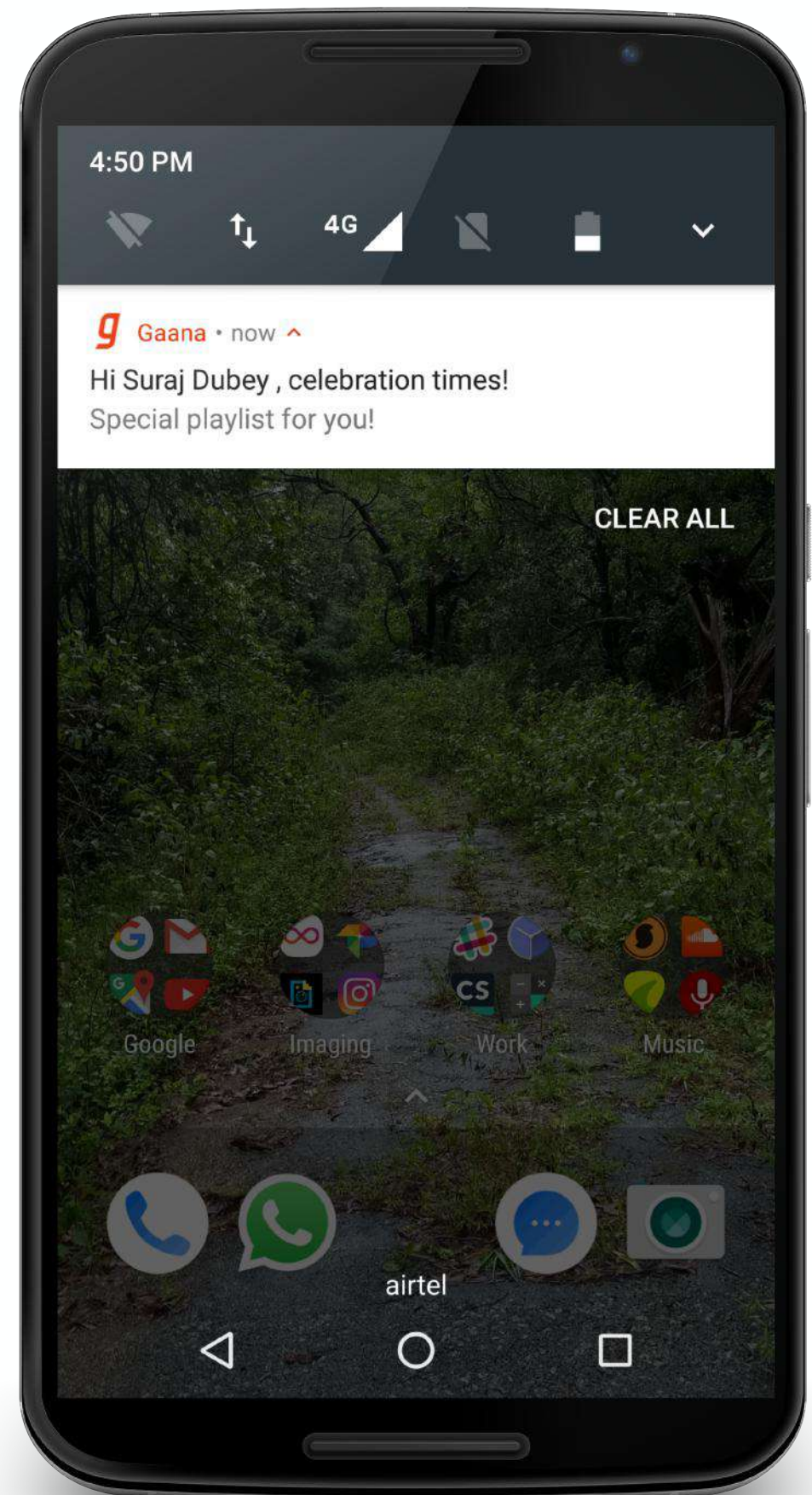
Ensure your push campaigns appeal to the hearts of your customers along with their minds. Remember, most of the decisions people take are emotional and logical.

Personalize your push notifications; experiment with intriguing title and images that drive the users to click on your notifications and find out more. If it's appropriate to your app and customers, experiment with informal, funny pushes. That's a common practice even in the business world now, so don't get left behind sounding robotic.

Apply A/B testing to test open rates and tweak your campaigns further. Remember, opens aren't the only metric: don't forget to measure productivity (conversions) as well as activity!

push notification app abandonmentAs observed, the 'Merry Christmas' notification, with images and personalized name, stands out compared to other such plain text notifications.

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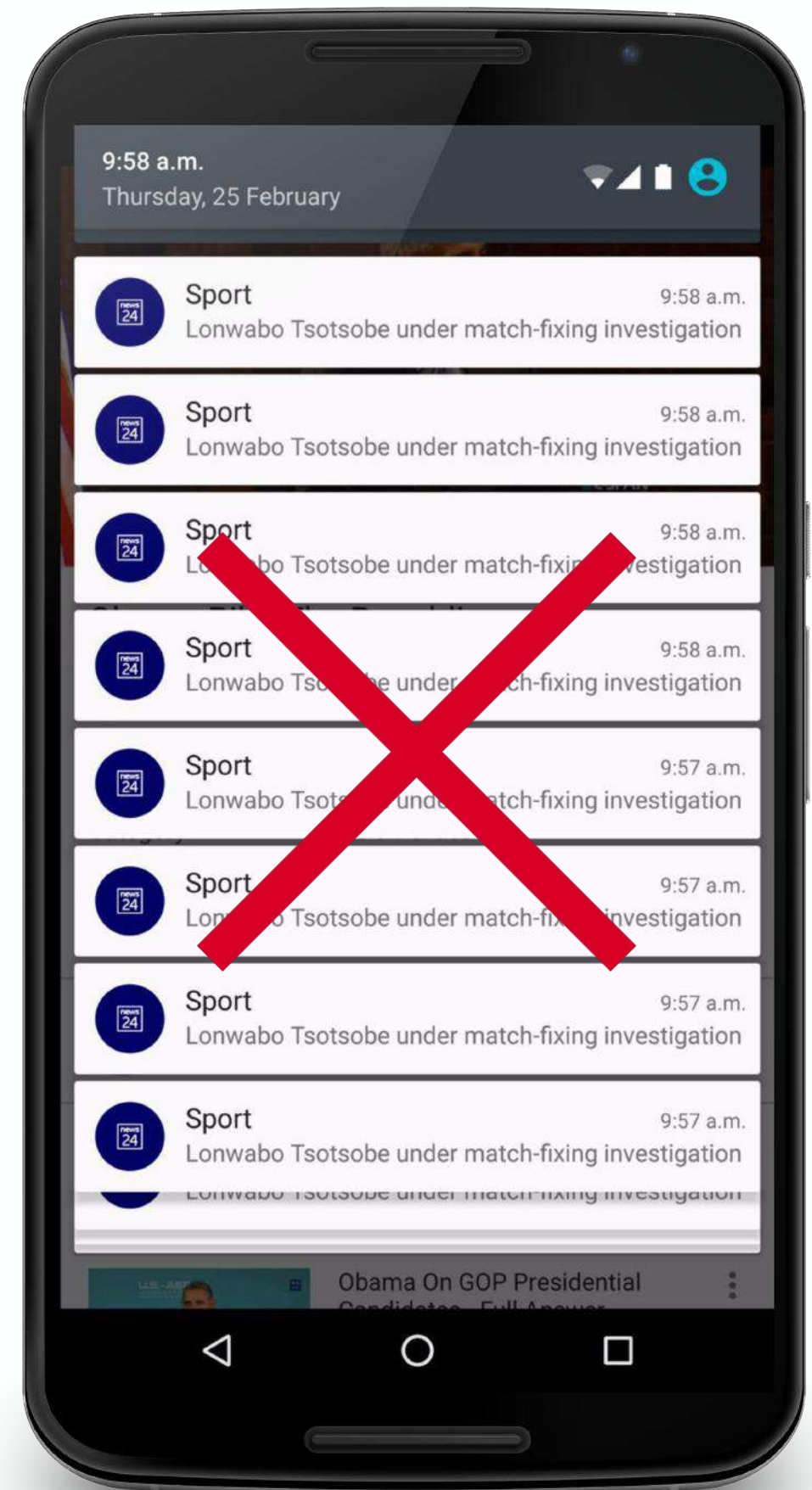


Strategy #4

Don't 'push' your users

Respect the relationship by sending less frequent and more contextual and relevant push notifications. People's phones are already cluttered with notifications from email, text and social apps. If you're adding to that, make sure you're also adding value. If not, you might be encouraging that customer to opt out from push. When that happens you lose one of your most valuable communication channels with that customer.

And customers are always looking to reduce the barrage of messages they receive by opting out of push – or even uninstall apps. Don't trigger abandonment with your re-engagement campaign: don't push your users away.



About MoEngage:

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

To read how MoEngage is helping internet and app companies drive engagement and revenue, please [click here](#).