automation libraries.

2. Are you looking for a tool only to support push notification or provide an entire marketing suite?

3. How do push notifications create an impact in your app (engagement, retargeting, or social impact)?

4. How can deep links in push notifications fit into your app needs?

You will find many alternatives, but choosing the right one for your app is important!

Key metrics for a successful push

• Build trust with your user

Ask users to opt in to push notifications upon app install or after the first time they use an app, so it's easier to be transparent about how users can opt out later.

• Give users control

Let your customers decide what notifications they want to receive. It may help to break up your notifications into categories so you can empower your customers with this decision.

• Create user segments

Creating lists of your app users based on characteristics or events that align to specific campaigns will help you better target your mobile marketing efforts.

- **Personalize messages**

Make sure to use deep linking to guide users to the specific screen relevant to that offer.

- **Control timing**

Pay attention to user time zones and customize messages based on time of year (holidays) to make brand personable.

- **Right frequency**

The ideal frequency depends on the type of app you have.

- **A/B test push messages**

Test different action words, phrases, message lengths, and more.

- **Marketing automation**

To "auto-enroll" new users into existing campaigns.

- **Measure the right metrics**

Don't silo the success of your campaign to just app opens.

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