



इंडियन रेलवे केटरिंग एण्ड टूरिज्म कॉरपोरेशन लिमिटेड  
(भारत सरकार का उद्यम-मिनी रत्न)  
INDIAN RAILWAY CATERING AND TOURISM CORPORATION LTD.  
(A Govt. of India Enterprise-Mini Ratna)

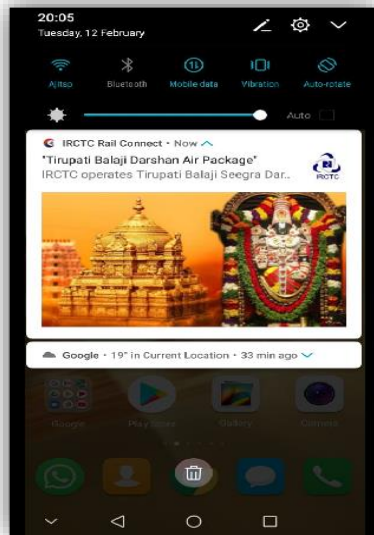
CIN-L74899DL1999GOI101707" E-mail : [info@irctc.com](mailto:info@irctc.com) Website : [www.irctc.com](http://www.irctc.com)

## Push Notification Advertisement

*"Let your product reach the right customer at the right time"*

IRCTC is the leading website and app in the country with millions of daily transacting users. IRCTC now offers a wonderful opportunity to reach out to an exclusive customer base of over 10.5 Crore Creditworthy, Internet savvy users spread across the country & the world. Notifications allow advertisers to reach out to the customer at any time irrespective of their usage of the website or app. Segmented Push Notifications can be sent to users based on location, browser type, device and OS type. Advertisers would also have the option to target users based on traveling patterns, gender, income levels and other relevant demographics. With very high click through rates and 100% impression, notifications is among the best performing digital inventory and in very high demand. Push Notification Advertisement Format is a Premium Advertising unit that fits in to Advertisers Marketing campaign requirements for reaching and engaging with customers. Push Notification consists of a short Notification message combined with an icon and an Image. Such messages capture user's attention immediately. These are delivered to users who have Subscribed for receiving such messages, thus leading to higher customer engagement. As these are delivered right on to the user's screen (On Mobile or on Desktop), even when they may not be interacting with app or website, these result in to high Viewability and can lead to higher brand recall as well.

Sample screenshots (On Mobile and Desktop)



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Regd. & Corp. Office : 11th Floor, Statesman House, B-148, Barakhamba Road, New Delhi-110 001 Tel.: 011-23311263-64 Fax : 011-23311259

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Some of the advantages and use case for companies are:

- Almost all apps and advertisers are using push notification for transactions, promotion of products and services, re-engagement or to engage the existing customers, it's now a great marketing tool.
- Advertisers can reach the audience with their message across with a limited number of words.
- Ads through push notification are delivered directly to the users on their device, so don't occupy additional space on the advertiser's website.
- Push notifications provide the capability to communicate brief, yet important alerts to your mobile app users. It lets you send time-sensitive, relevant, and personalized push messages on a large-scale.
- Push notifications display in the notification tray or the notification inbox of the user so are visible even if the app/ website is not open.
- Companies can use it for New Product launches/Offerings or send reminders about new Sales, Offers, Discounts etc.
- They can be used to get customer feedback using Ratings/Survey's etc.
- Its one of the most effective way to generate leads for your brand from interested customers

Push Notifications are one of the most High-Performing Inventories, because of some of the advantages mentioned below:

1. High Click Through Rates (CTRs)
2. 100% Opt-in inventory
3. Engaging Large size creatives
4. Best quality impressions (With immediate and mass reachability) having high view ability
5. Off-Page Unit- Target customer even when they are not active on browser
6. Access to Transacting users

Creative requirements:

1. Notification icon image (100\*100)
2. Notification image (360\*240)
3. Notification Title
4. Notification Description
5. Landing Page URL

**For More Details, Please Send your Queries on [Business@irctc.co.in](mailto:Business@irctc.co.in)/Marketing@irctc.co.in**

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