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Consumers are always connected, and a digital-driven buying process has become the norm. Yet few retailers have fully met buyers' expectations. Those that do enjoy a distinct advantage today, but in the future, it will become imperative.

Consumers use their connected devices to shop - a lot. **Nielsen tells us that 87% of smartphone and tablet owners use a mobile device for shopping activities**, and even more interesting, they use these devices for much more than completing a transaction. They use these devices for locating stores, checking prices, researching before they buy and reading and posting reviews.

Don't think you're safe once the buyer is in your store, just because they're there doesn't mean you've earned their loyalty. Research from SessionM shows that 90% of retail shoppers now use smartphones inside stores - 54% to check competitive prices and 48% to look up product information. 57% were more likely to shop at a store that offered in-store push notifications.

Consumers no longer follow a predictable buying pattern. Their buying journey takes them from home to coffee shop to game to train to store and back again. Their expectations are high - they expect retailers to know where they are, follow them seamlessly, anticipate their needs and deliver what they want, when they want it. To meet these expectations, retailers must treat mobile devices as more than a desktop with a small screen. They must treat them as their link to the always-connected consumer. They must use all the capabilities of all mobile devices to fully and creatively engage their customers – through mobile web, native apps, push notifications, location services, voice, imaging, payments and more.

Push notifications are often overlooked when developing an overall omnichannel strategy, but it can be your most powerful tool for engaging shoppers - when used correctly. The connected consumer is constantly bombarded with emails and marketing messages from all angles, but well crafted, personalized push notifications will cut through all that noise and grab the customer's attention. In a world full of generic information and vague promises, push notifications give you the opportunity to reach shoppers with meaningful content.

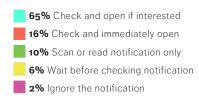


PUSHING CUSTOMERS IN THE RIGHT DIRECTION

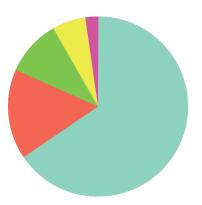
Push notifications are targeted, actionable messages that facilitate the connected consumer's shopping journey across channels. Once a shopper opts in, personalized notifications will appear directly on their device screen, ensuring that it's seen in the exact moment when it's relevant. These in-context messages, built around time, location and behavior unlock relevant offers and helpful information for the consumer, driving deeper engagement



Consumer Action When Receiving A Push Notification



Source: Salesforce Marketing Cloud



TARGETED CONTENT DRAWS CUSTOMERS IN

Shoppers want retailers to understand their needs and respond accordingly - whenever and wherever they shop. A recent survey found that 78% of consumers are more likely to become a repeat customer if retailers provide them with personalized offers.² Push notifications that offer them timely and targeted information create a better overall shopping experience, and as such, only 8% of consumers choose not to read a push notification right away.³

The main hurdle to overcome with shoppers is trust. Spam them with irrelevant promotional material and you're sure to drive them away, but deliver targeted, unique messages and you'll strengthen your customer relationships. Shoppers want helpful information and valuable content, as long as you're providing that, they will continue to subscribe and respond to your push notifications.

ANTICIPATING THE RIGHT MOBILE MOMENT

Push notifications support the consumer's shopping journey by providing relevant information in moments when they are ready to buy, research and browse. They key is to anticipate the right mobile moment and provide content that is relevant to the shopper in that instance.

A shopper who has browsed your product online and is walking into your store is probably ready to buy. In fact, 73% of consumers browse products online and then purchase in-store. A push notification with an in-store discount would help drive them to complete their purchase. Meanwhile, a dormant app user would



only be at the discovery phase - a push notification alerting them that new products are available would help draw them back into the app to browse. These messages help push consumers further along the path to purchase because they are customized to the their specific stage in the shopping journey.

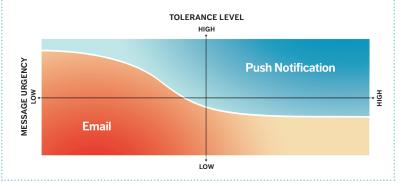
THE ALLURE OF PUSH OVER EMAIL

The number one reason that customers subscribe to any messaging channel is for coupons and deals, but this reason is cited less often for push notifications than it is for emails. 80% subscribe to emails for coupons and deals, while 52% opt in to push notifications for that reason. A close second reason for opting in to push notifications is to receive personalized alerts (46%).⁵ The consumer expects upcoming sales and promotions through email, and tailored deals and time-sensitive content through push notifications.

MESSAGE MAPPING EXERCISE

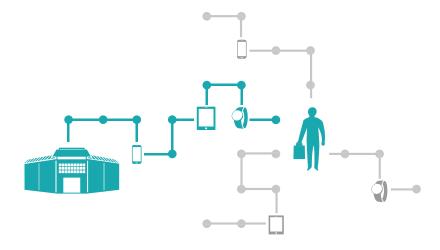
While emails can get lost in inboxes, push notifications lend themselves well to urgent information, such as shipping, customer service, and expiring coupons. The other factor to consider is the tolerance/preferences of your personas, some prefer email communication while others like the immediacy of push notifications. Here's how to best map your messages to your customer:

- 1. Determine the urgency level of all messages
- 2. Define personas' tolerance levels with marketing messages
- 3. Map personas and tolerance levels to message urgency levels
- 4. Build email or push notification campaigns for persona segments









Your customers are on the move, so creating compelling mobile experiences is critical if you want to reach them. The ability to engage customers on the move has evolved from a nice-to-have to a must-have. Let's face it, your customers are on mobile so you need to be too.

While you may have already recognized this need, it can be extremely challenging to achieve this successfully in the current world we live in. People are using multiple devices - desktop, tablet and smartphones - so marketers need a way to communicate across channels.

Enter stage right, push notifications; a communication channel to engage your customers with relevant, personalized notifications.

INTRODUCING THE POWER OF PUSH NOTIFICATIONS

Mobify's Mobile Customer Engagement Platform offers push notifications across both web and apps - channels that enable you to effectively engage customers and drive purchases in those all-important mobile moments. By relying on shopping behavior and location data, marketers can craft personalized messages that resonate with customers to inspire action and build loyalty.



"It [push notifications] allows us to, for all intents and purposes, tap the user on her shoulder. That's very, very powerful."

Clifford Levy

BREAKING IT DOWN

So how do push notifications actually work? The process can be broken down into 4 basic steps:

- Opt In It is very important to demonstrate your value before asking for permission so that users are more inclined to opt in.
- Segment Users Once you have built up your subscriber list, you can segment users based on their shopping behavior and location data.
- Push Notifications Start sending targeted messages! App and web push notifications will appear on the user's mobile device regardless of whether or not they have the app or website open.
- 4. Measure and adjust Monitor the results to determine how push notifications are performing and make adjustments to improve.

TWO DISTINCT CHANNELS FOR ENGAGEMENT

Retailers use both app push notifications and web push notifications to engage customers and drive sales. While they have many similarities, there are some distinctions between the two in terms of reach, opt-ins and location capabilities. The best approach is to use both channels together as they have slightly different capabilities and they reach different audiences (those who have downloaded your app and those who have not).



	web Push	App Pusn
Reach	55% of browser revenue share	Those who download app
Opt-in Rate (ecommerce)	4-8%	48%
Opt-in Process	Two taps	Download app and tap to opt-in
Location Capabilities	Uses browser geolocation API	Use phone's GPS

Wah Duah

APP PUSH NOTIFICATIONS

Those who have downloaded your app are generally your most loyal customers, so app push notifications present the opportunity to engage a very important audience. By downloading your app they have expressed an affinity for your brand, but that's just the beginning. 76% of app users churn in the first 30 days and 88% are gone in the first 3 months.⁶ To maintain that spot on their homescreen and drive them back into your app, you need to engage them with valuable content through app push notifications. Over 50% who opt in to receive push notifications return to the app regularly.⁷

App push notifications also enable you to take full advantage of the shopper's location. Because the app can access the device's GPS (even when the app is closed), you are able to accurately drill into their specific location and send very contextual notifications, such as in-store messages.

WEB PUSH NOTIFICATIONS

Web push is a brand new communication channel which allows you to send messages directly to your customers via their browser on both smartphones and desktops. While in many ways it behaves similarly to app push notifications, the beauty of web push is customers don't need to download your app or provide their email address to subscribe. Mobify has developed a simple two tap process

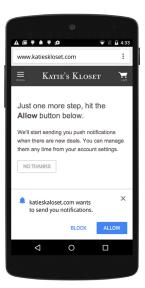
ANDROID BEATS IOS?

A --- D.....

Being a new channel, web push notifications are Safari, Chrome, and Firefox for desktop, as well as Chrome for Android. This represents 55% of the total browser revenue share. Despite what most would assume, engagement rates for push notifications are actually higher on Android than on iOS. Due to the easier access of the Android status bar and to more rich media formats. Android users more than twice as often as iOS users on average - 20% versus 8%.8

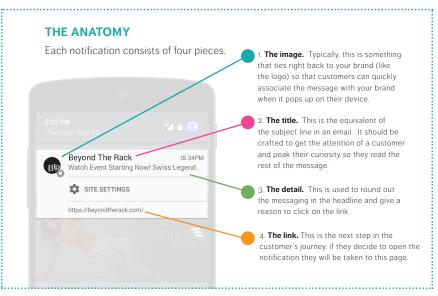






so that customers can opt in and immediately start to receive notifications from your brand - and as you have probably guessed, sending notifications to all of your customers on the web rather than just those who have downloaded your app has a much wider reach.

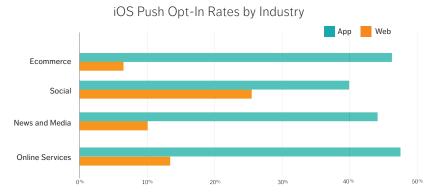
Web push notifications are so new that many marketers have not had a chance to pull it apart and play with it yet, so let's start off with some basics.





REACHING A WIDER AUDIENCE

When customers opt in to receive push notifications from your brand, they're granting you access to a powerful channel, allowing you to reach them directly through their mobile device (or desktop). They're expecting relevant, timely messages and many have a perception as to which industries are most likely to deliver on that promise. As such, different industries have different opt-in rates. The ecommerce industry has an approximate 48% opt-in rate for iOS app push notifications, and 4-8% for web push notifications.



Source: Jeapie and Kahuna

It is important to remember that only those who have actually downloaded your app are asked to opt in to app push notifications, so although web push has a lower opt-in rate, it has a much wider reach.

REACH OF WEB PUSH vs. APP PUSH

Web: (2.8B Internet Users \times 0.55*) \times 0.06 Opt-In Rate = **92.4M Users** App: 10M App Downloads** \times 0.48 Opt -n Rate = **4.8M Users**

*Revenue share of browsers that currently support web push

**Based on Target app which is ranked 36th in the app store and estimated to have 5 - 10M downloads 910



Use Cases 20 Ways to Push To The Top



One of the most important aspects of your push notification strategy is determining what use cases make the most sense for your brand. You want to send your customers notification that they want to receive.

We divide push notifications into two camps, promotional and non-promotional, or alternatively, revenue drivers and engagement drivers.

PROMOTIONAL NOTIFICATIONS

When it comes to revenue drivers, there is no limit to what you can send. Each use case can be triggered by an event or behavior such as visiting a website, usage history, or physical location. Examples include:



Wishlist: Send a notification when an item in their wishlist goes on sale.



New Products: Notify customers of relevant new products.



Sales and Promotions:

Announce a limited time sale, driving customers to the website or store to convert



In-store Coupons: Send shoppers a coupon when they walk in your store, encouraging them to buy something.



Social Share CTA: Entice shoppers to share their favorite products with their social networks for a promo code.



Retarget: Send promotions to customers who have been browsing your website.



Local Pages: Send locationspecific promotions to customers who have viewed a local store landing page.



Drive In-Store: Send shoppers a coupon when they walk near your store, encouraging them to come into the retail location.



Price Alerts: Send pricing changes to users who are watching out for price fluctuations on specific products or holiday destinations.



Abandoned Cart: Remind customers when they have an item sitting in their shopping cart, reducing shopping cart abandonment.



Renewal: Remind customers that a product needs to be reordered/refilled.



Discounts: Send discounts to repeat customers.



NON-PROMOTIONAL NOTIFICATIONS

Engagement drivers can help raise brand awareness and satisfaction levels - they are very convenient when well timed and easily actionable. Examples include:



Exclusives: Provide exclusive events and offers to push notification subscribers.



Package Tracking: Notify customers when their order has been shipped.



Loyalty Programs: Inform customers of how many loyalty points they've accumulated and how they can use them.



App Downloads: Encourage customers to download your app.



Weather Updates: Send weather updates such as storm warnings for a specified region.



'Sold Out' Warnings: Warn customers when certain products have almost sold out.



'Back in Stock' Items: Notify customers when an item they've been following comes back in stock, or when an upcoming product they've been watching finally comes online.



News Updates: Send breaking news headlines or news updates.

No matter what your push notification objectives are, Mobify will work with your marketing team to develop and deploy the best use cases for your brand.





Both promotional and non-promotional push notifications can be equally effective, but they serve different purposes. Despite these differing purposes, all messages should check the following boxes:

PUSH NOTIFICATION CHECKLIST		
	Attention grabbing	
	Clear and concise	
	Contains a CTA	
	Link to more content (full article, promotional page, etc.)	
	Non-disruptive (inside of waking hours)	
	User engagement drivers OR revenue drivers	

Push notifications are a powerful channel as it gives you a very direct and personal line of communication with you customer. For the same reason, it can be detrimental to your brand if you abuse it. So what can you do to increase the chance customers will opt in, read your messages and ultimately take action? The key is to create a real sense of value by following these best practices.

BEST PRACTICES

Opting In

The good news: research shows that you can influence user opt-in rates with comprehensive onboarding strategies. Here are techniques to improve the user experience and dramatically increase opt-in rates.

Wait before asking customers to subscribe to push notifications. Don't ask customers to opt in to push notifications straight away - ensure they are already engaged. This can be done in a number of ways, such as tracking the number of sessions viewed in the last week. You don't want to ask customers before they've had a chance to interact with and trust your brand.



Give customers a second chance. Okay, so a customer didn't agree to subscribe to app push notifications the first time. That's not to say you've lost them forever (unless they hit block, in which case it's more difficult to get them back). Present them with the ask again but at a later time.

Web push is a little different - once a customer opts out, you can't ask them for permission again. So make sure you're asking engaged customers who understand your value-add. Mobify deploys a two tap process to ensure that shoppers are primed to opt in. We send an initial permission ask, which can be customized and sent multiple times (even if they decline) - once they've granted permission, we will ask them to confirm subscription which isn't customizable and can only be done once.

Educate your customers on the value of subscribing to push notifications. You need to communicate the perceived value of signing up for push notifications. Explain the benefits in the opt-in dialogue box so that users know what to expect. You can even add a "Tell me more" link that takes them to a separate page with more information to remove any doubts or hesitancies.

Delivering on promises. Once you have communicated the value of signing up for push notifications and a customer opts in, you must deliver on your promises. Be respectful of this channel as deviating from your promises could mean customers blocking your notifications. Once that happens it is very difficult to get them back again. Try as much as possible to send contextual, personalized, timely messages that provide the value that you promised.

BEST PRACTICES

Personalization

Personalization is key. Sending unique, targeted messages will deliver the value that you promised on opt-in, and drive deeper engagement with your customers.



Segment customers to deliver tailored content. Every shopper is different and each should only receive push notifications that are uniquely personalized to them. In order to effectively tailor your notifications, you need the ability to segment specific individuals or groups of people. You can combine online and offline data to target recent store visitors, shoppers with abandoned carts, dormant app users, etc.

HOW SHOULD WE SEGMENT OUR CUSTOMERS?

This can be very specific to your brand and how you currently do things in your organization. If you haven't already ironed out a comprehensive segmentation strategy, here are a few pointers to lead you in the right direction.



By demographics - Address, gender, and other personal information that makes up their profile. For example, only send details of an in-store promotion in your London store to Londoners or those in surrounding areas.



By behavior - Sites they've visited, actions they've taken, items they've purchased. For example, only send notifications to those who need to refill an order that is about to expire in 14 days.



By brand affinity - A measure of how engaged they are with your brand. For example, only send a promotional offer to redeem a free cosmetics bag in-store to your loyal, high value customers.

Tailor content to your segments. Once you've segmented customers, you can deliver personalized notifications that resonate with those segments. Generic messages won't inspire action because they are not specific to the recipient's needs. Deliver notifications that take into account the customer's shopping behavior, timezone and location.



Messaging Content

If you deliver targeted content, over time your users will come to associate your brand with a valuable messaging experience which can positively impact their overall impression of your brand.

Set clear messaging objectives. Is the goal of your message to drive engagement, increase retention or influence purchasing behavior? Based on the message goal, craft your notification by putting yourself in the shopper's mindset. Ask yourself: what would increase my engagement or motivate me to make a purchase?

Match the tone of your message to the recipient. Getting the tone right is critical for the message to be successful. Think about the segment that you're sending to, how do they communicate with their friends? For a younger segment, using on brand emoji is a great way to set the right tone for your notifications. Researchers have found that emoji are a powerful tool for humanizing mobile messaging, which can often feel impersonal and expressionless. According to Swyft Media, six billion emoticons are sent every day (worldwide) through mobile messaging apps. With just a simple icon or two, you can grab the customer's attention and inspire an emotional response. On top of that, emoji can also help make your overall message more succinct by cutting down on words that can be easily substituted with an emoji.

Keep it short and sweet. Our rule of thumb is to treat a push notification like a tweet. Although there is no character limit, you should be conscious of the device the message will be displayed on. For that reason we suggest between 60 - 120 characters.

Create a sense of urgency to drive action. This messaging channel lends itself well to sharing time-sensitive information. Notifications pop up directly on the customer's device screen, even if they aren't browsing your particular website or app. This kind of high exposure is perfect for location or time-related information like sales and geo-marketing. If the clock is ticking on an offer you can communicate the sense of urgency via push notifications.



Include a clear, strong call to action. The CTA is extremely important - getting this right can make or break the success of your notification. What's the next step that customers should take after reading your notification? Visit the store, download a coupon, complete a purchase through the app? Ensure that the URL in the push notification leads them to the logical next step.

BEST PRACTICES

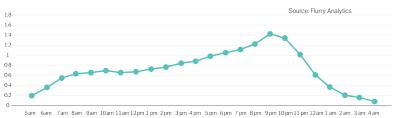
Frequency and Cadence

Establishing the right frequency and cadence is essential to retaining push notification subscribers.

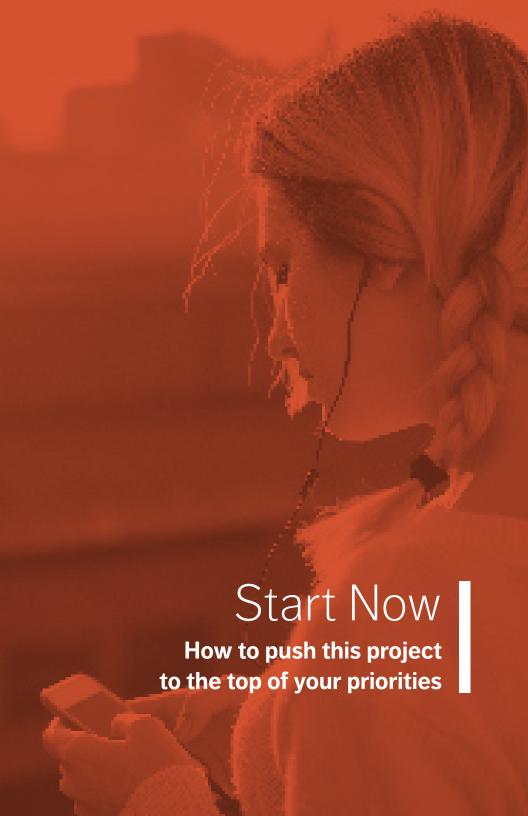
Quality over quantity. During the first three months of sending push notifications, our recommendation is to send quality over quantity. Sending a high frequency of notifications could likely turn people off and encourage them to opt out. At the start, proceed with caution by being cognizant of intrusiveness.

It's all about good timing. When you send a push notification the screen lights up and the phone vibrates and buzzes to grab the customer's attention. While this is useful if well-timed, it can also be a nuisance if notifications are delivered at all hours of the night. You need to make sure you are only sending push notifications when your users are awake and online. Flurry Analytics found that Americans are most active online between 6:00 and 10:00 PM. Utilize timezone scheduling if your user base is across more than one timezone.

Lifestyle & Shopping Time Spent on iOS Devices (U.S.)







JUSTIFYING WEB PUSH NOTIFICATIONS

Are your customers on the web? If so, you need to connect with them via web push notifications. Seems fairly simple, right? Just as email has become a necessity for brands, so too will web push notifications. Customers expect you to reach them wherever they are - and they're on the web. Here at Mobify we predict that web push notifications will become another part of the digital marketer's toolkit, joining the ranks of email, social, online ads and SEO. The question is not if you need to start sending out web push notifications - but when?

As with all communication channels, you need to see a return on your investment to justify the time and effort that goes into campaign management. Before you try to measure the ROI, you must decide the objective of the notifications you're sending - are they engagement or revenue drivers?

Revenue Driver

- Include campaign tracking parameters in the web push URL
- All push notifications from sent from Mobify's Connection Centre have a web push attribute that can be set up to measure ecommerce statistics in Google Analytics

Engagement Driver

- · Include campaign tracking parameters in the web push URL
- Look at click through rates and compare these to other mediums, i.e. email, native push
- Monitor website traffic pre, post and during the web push campaign
- If sending out the same content across email and web push notifications watch for unsubscribes in either channel as it's a sign you could be over-burdening subscribers

JUSTIFYING APP PUSH NOTIFICATIONS

App push notifications are a no brainer to engage app users - those that opt in are 4X more engaged and retained at double the rate of opt-out users." So the big decision is whether or not you should invest in an app. Here's how to build a business case.



Input #1: Mobile traffic as a percentage of desktop (and the corresponding growth rate)

If your mobile traffic is sitting around 30-50% and growing fast, it's a healthy sign that your core demographic is comfortable using mobile and are likely ready to be engaged further.

Input #2: Conversion rate and AOV

One of the biggest draws of an app is the user experience you can give customers, so it's no surprise that app customers convert at a much higher rate. There is sometimes a tradeoff however, and that's with your average order value. Generally you'll see a 2x higher conversion rate compared to mobile customers on the web, as well as that your average order value may drop by 5%.

Input #3. Mobile traffic cannibalization rate

At Mobify, we use the rule of thumb that 10% of your most valuable mobile traffic will head to the app. In the case where apps are offered across both iOS and Android, this number is closer to 20%. From this point, you should be able to roughly calculate how much revenue you're transferring from web to app.

TECH STACK CONSIDERATIONS

This question often arises when evaluating new technologies - where will this fit in my tech stack? The answer - nowhere. Push notifications can be easily layered onto your existing tech stack, providing high impact with low technical overhead.



Partner with Mobify

Mobify delivers a comprehensive Mobile Customer Engagement Platform to help merchants cultivate powerful relationships with their customers, increasing revenue online and in-store.

Mobify leverages its Progressive Mobile™ technology, to create connected mobile web and native applications linked with legacy commerce platforms to ensure seamless customer journeys across channels and minimize development, operational and maintenance expenses. With Mobify's Engagement Engine, merchants can tailor content to each customer's context, including their real-time physical location and micro interactions with content. The Mobify Connection Center brings everything together in a single interface for managing all mobile customer interactions across web, apps and push notifications.

Ranked by Forrester as a leader in mobile commerce and engagement, Mobify serves retailers and brands worldwide, including Matalan, BT, Crocs, Carnival Cruises, Bosch, Superdry, Eddie Bauer and Tommy Bahama.





Appendix

- http://marketingland.com/survey-90-percent-of-retailshoppers-use-smartphones-in-stores-135759
- http://www.trafsys.com/trend-report-why-personalized-retail-isthe-future-of-brick-and-mortar-stores/
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