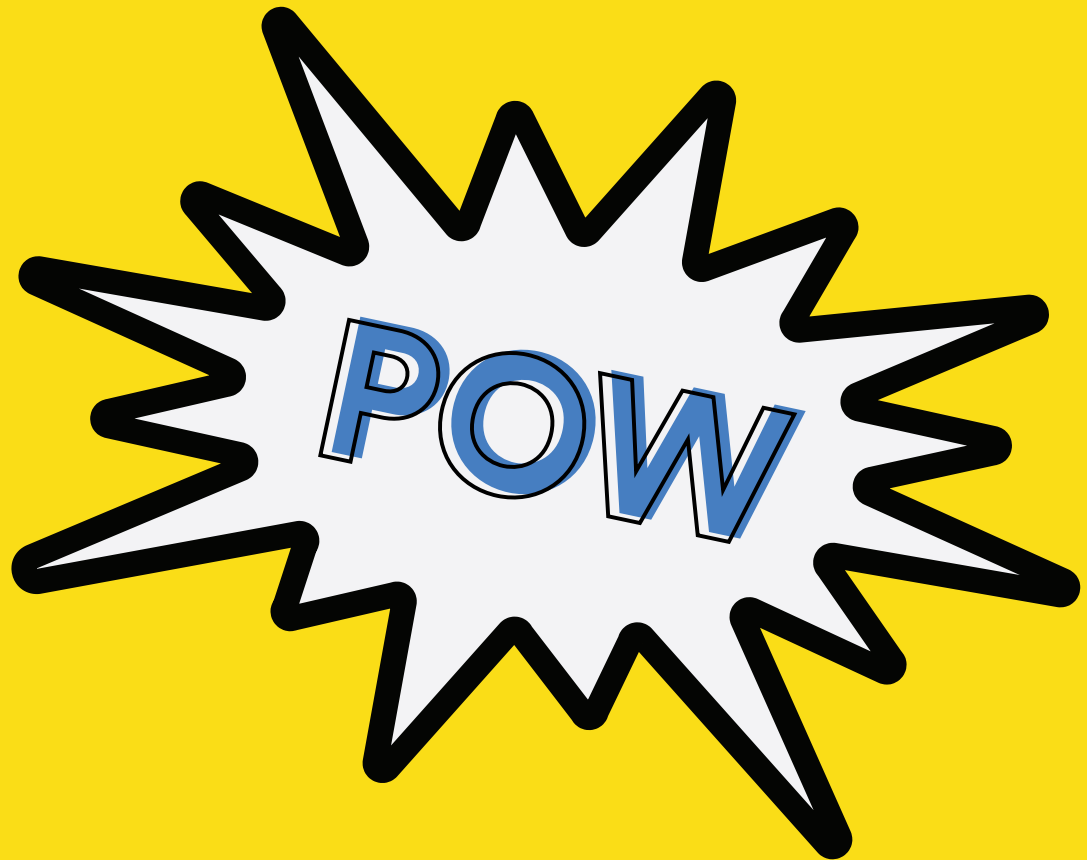


Mobile Marketing Trends

Push Notification Power Words

We analyzed over 2.6 billion push notifications to find out the most powerful words for your mobile messaging. Learn the impact that single words can have on your push notification engagement.



The Science Behind Creativity

When it comes to sending a push notification, your no. 1 goal is to lure users back to your app. But when you have a limited number of characters to accomplish this, every word counts.

That's why we compiled a list of the most powerful words for push notifications. Not only will these words help take the stress out of creativity and amplify your app engagement, but they will increase your open rates, retention, and revenue.

Methodology

We analyzed over 2.6 billion push notifications sent between Jan. 1 and Dec. 31, 2016. Within each message, we examined the **word engagement score**. How did we calculate this score?

Every push notification contains a series of words. We measured the impact of each word in the sequence and examined how that word performed across different messages. The result is a list of power words that result in consistently high open rates.



Word Frequency



We analyzed the 50 most-used words inside push notifications. A few insights:

- Gifts and prizes are common incentives. “Enter,” “win,” “bonus,” “reward,” “collect,” “chance,” and “tournament,” are a few words marketers use to obtain user attention and ensure app engagement.

- Marketers are really polite. “Please,” “thanks,” “hi,” “hello,” and “welcome” are all among the top 50 most-used words.

- The conversation is often one-to-one. “You,” “your,” “us,” “our,” and “we” are popular ways to communicate.



* The larger the word, the more frequently used.

Breaking Through the Noise

Now that we've seen how marketers communicate with their users, let's examine what gets the most attention. We analyzed the top words with the highest engagement score. Several categories surfaced:

Urgency

You have an amazing last-minute sale and you want to generate more revenue. Your best bet: alerting users the clock is ticking. Send urgent push notifications to get users to pay attention — and strike while the deal is hot.



Exclusivity

Everyone wants to feel special. Let users know they've been selected, whether for a tournament, promotion, or a sneak preview of new content. It may be the push they need to re-engage.



Emotion

Ultra positive and negative words turn heads. Experiment with tone, including themes of fear and delight, to discover what lifts push notification opens. Leverage words you don't hear every day to stand out from the crowd.



Value

Deals are too good to pass up. Grab users' attention by using monetary value words and daily deals in push notifications to promote app engagement and to increase conversions.



In the next four pages, we detail the push notification power words in each category that will help you earn higher opens.

Convey Urgency

When the clock is ticking, lighting a fire under users lifts open rates.
Try using these words in your next campaign.



Alert
Breaking
Cancellation
Critical
Date
Deadline
Delay

Immediately
Imminent
Important
Instantly
Notice
Pending
Quickly

Reminder
Reveal
Speedy
Tick-Tock
Timely
Today
Wait

“Breaking News! Lady Rara released a new single today! Check it out quickly or be the last to hear it.”

Deliver Exclusivity

Exclusive content increases intrigue. Borrow from this list to let users know they have unique access to special content. This is also a great way to build loyalty.



Accepted
Activate
Application
Deliver
Drawing
Eligible

Inquire
Inventory
Invitation
Limited
Member
Official

Opportunity
Pass
Queue
Reward
Spotlight
You've

“An opportunity you don't want to miss! You're eligible to try out our new application feature – before anyone else.”

Ignite Emotion

Here are a few words that stood out for being on the extreme end of the positive and negative spectrum, and inciting more emotion when read.



Positive

Believe	Love
Dream	Miracle
Epic	Playtime
Escape	Reward
Imagine	Unplug
Improve	Wish
Indulge	Woo

Negative

Addiction	Risk
Avoid	Shot
Creepy	Storm
Forfeiture	Warning
Quit	Waste

“Indulge and unwind. Discover new restaurants in your area that will improve your Thursday night. Reserve a table now!”

Give Value

Bargain buyers are sure to engage with your app when you offer a deal they can't refuse. Cash in on the opens that lead to conversions when you use words like these to extend value.



Bargains
Buy
Cash
Check
Deals

Money
Offers
Payday
Sale
Sell

“Reminder: Sale ends tomorrow! Take advantage of these timely deals before they vanish.”

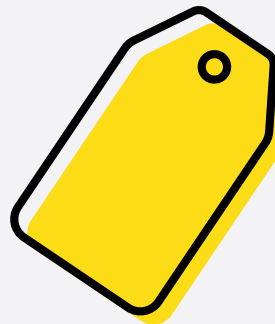
Power Words by Vertical

Next, we analyzed words by three verticals: travel, retail, and music. These power words helped apps in their vertical stand out and command user engagement.

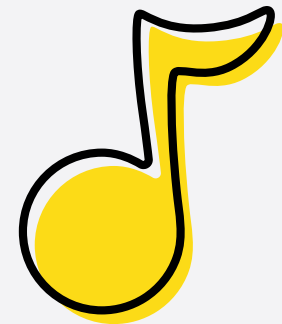
Travel



Retail



Music



Read on to find out the power words that resonate in your industry.

Power Words by Vertical: Travel

Airport	Easy	Memories	Starting
Airways	Escape	Miami	Super
Alerts	Executive	Mondays	Thursdays
America	Exemplary	Mumbai	Time
August	Express	October	Timeless
Australia	Fares	Offers	Tokyo
Bali	Flights	Passport	Travellers
Best	Flying	Phuket	Trending
Booked	Gates	Popular	Trip
Business	Hear	Remember	Until
Cairo	Indonesia	Saturdays	Visit
Canada	Indulge	Search	Welcome
Class	International	Seat	World
Clubhouse	Jakarta	See	
Cool	July	Seoul	
Deals	Limited	Smart	
Destination	Map	Sound	
Dream	March	Special	



Travel Takeaways

Dates are critical

Days of the week (“**Monday**,” “**Saturday**,” etc.) are often mentioned, as are months (“**July**,” “**August**”) when people are planning to travel.

Locations are popular

“**Jakarta**,” “**London**,” “**Mumbai**” — anywhere specific helps a user imagine relaxing on a faraway tropical vacation or jet-setting to a foreign metropolis.

Timely sales help

“**Deals**,” “**offers**,” “**limited-time**,” even “**business class**” encourage users to return to the app to discover low fares.

Emotions evoke longing

“**Dream**,” “**see**,” “**hear**,” “**escape**,” and “**memories**” entice people to open push notifications with the promise of adventure (and bookings).

The most powerful push sent by a travel app



SKYLINE TRAVEL

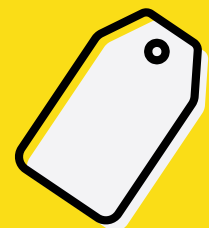
5m ago

Hello Parker! Your dream destination is just a tap away — plan your escape now!



Power Words by Vertical: Retail

Amazing	Friday	Quickly
Bargains	Gold	Recycle
Best	Great	Resell
Black	Happy	Right
Browse	Huge	Sale
Cash	Incredible	Search
Check	iPhones	Sell
Cleaning	iPods	Simplify
Clutter	Item	Spring
Curated	Money	Sweet
Deals	Money-making	Toss
Dressers	Motorcycles	Trending
Electronics	Payday	Unused
Extra	Popular	Want
Fast	Products	



Retail Takeaways

Mention the item

From electronics to furniture, being specific about what you offer will help boost your open rates.

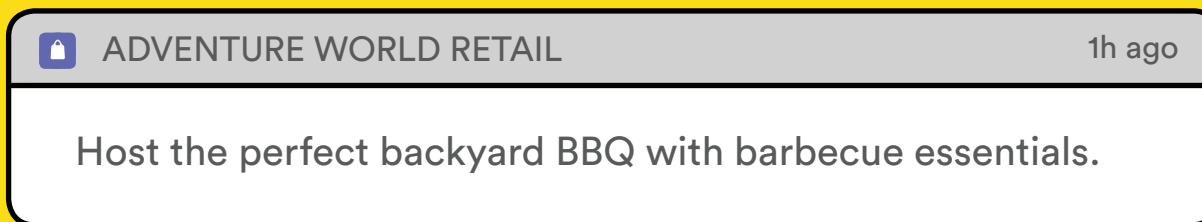
Focus on savings

It's no surprise words such as "deals," "bargains," "payday," and "cash" lure shoppers (and sellers) back.

Lead with desire

"Want," "sweet," "amazing," and "incredible" are just a few words marketers use to deepen shopping FOMO.

The most powerful push sent by a retail app



Power Words by Vertical: Music

Accounts	Love	Stream
Artist	Mix	Surprise
Audio	Mixtape	Today
Best	Month	Top
Browsing	Perfect	Trending
Buy	Playlist	Underrated
Co-signed	Poppin'	Uploaded
Curated	Premier	Week
Dropped	Ranked	Weekend
Enjoy	Rapper	
Follow	Reggae	
Happy	Selected	
Hip-hop	Show	
Holidays	Songs	
Jazz	Start	



Music Takeaways

Superlatives reign

“Best,” “premier,” and “underrated” are a few words that describe must-hear beats offered by music apps.

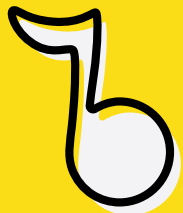
Newer is better

From “trending” to “dropped,” these apps want you to be the first to know when a new song is available.

Personalization is key

“Curated” and “selected” indicate that these apps take user preferences seriously — and that each recommendation is hand-picked for you.

The most powerful push sent by a music app



BEATJAM MUSIC

20m ago



Our best 40 songs of 2016 playlist is the perfect pre-game music for New Year's Eve! Get it poppin' 🍷



The Ultimate List of 120 Push Notification Power Words

Accepted	Date	Great	Money	Remember	Surprise
Activate	Deadline	Happy	Money-making	Reminder	Sweet
Addiction	Deals	Huge	Notice	Reveal	Tick-tock
Alert	Delay	Imagine	Offers	Reward	Timeless
Amazing	Deliver	Immediately	Official	Right	Timely
Application	Drawing	Imminent	Opportunity	Risk	Today
Avoid	Dream	Important	Optimize	Royalty	Top
Bargains	Dropped	Improve	Pass	Sale	Toss
Believe	Easy	Incredible	Payday	Search	Trending
Best	Eligible	Indulge	Pending	Selected	Underrated
Breaking	Enjoy	Inquire	Perfect	Sell	Unplug
Browse	Epic	Instantly	Playtime	Shot	Urgency
Buy	Escape	Inventory	Poppin'	Show	Wait
Cancellation	Exemplary	Invitation	Popular	Simplify	Want
Cash	Express	Limited	Premier	Smart	Warning
Check	Extra	Love	Quality	Special	Waste
Cool	Fast	Member	Queue	Speedy	Welcome
Creepy	Follow	Memories	Quickly	Spotlight	Wish
Critical	Forfeiture	Miracle	Quit	Storm	Woo
Curated	Gold	Moment	Ranked	Super	You've

Are There Any Words You Should Avoid?

Just as there are words that can increase your engagement, there are also words that can decrease it. We combed through the words that were consistently associated with low open rates and found a few red flags.

Boring Reminders

We all just want to have fun. While sometimes you have to send those transactional messages (“your app version is outdated”), spruce up your language to keep users engaged.

Difficult Outdated Necessary Requirement

Instead, try this:

“We’ve got a sweet surprise for you... all you’ve got to do is update the app to find out!”

False Promises

When you try too hard to sell something, you may come off as spammy. There’s a fine balance between using power words and inauthentic-sounding superlatives. Keep things delightful by avoiding words like these.


Higher Faster Guarantee Affordable

Instead, try this:

“Imagine a world where everything was on sale... Stop imagining. Check out all of today’s deals!”

Personalization is King/Kween

Now that you have your content on lockdown, don't forget this one simple rule:



Personalized push content gets up to **4X** more opens.

You can personalize at scale in seconds. Trigger push notifications by individual behavior and personalize for each user. It's simple to add contextual details, such as:

- User name
- Local weather
- Available inventory
- Nearby event
- Previously browsed product or content



ADVENTURE WORLD RETAIL

5m ago

Hi Max! You're close to our store. The jacket in your cart is available in our nearby store. Try it on in person!

Leveraging Power Words to Impact Engagement

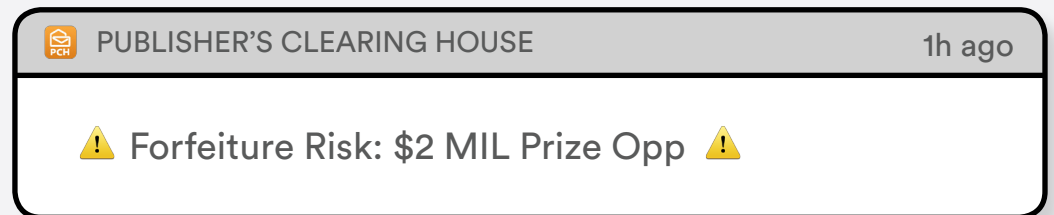


Publisher's Clearing House (PCH), a gaming and sweepstakes company, wanted to drive more mobile growth and revenue in its apps. It launched a series of A/B tests that, among other goals, experimented with tone.

PCH quickly found that the closer a user is to churning, the more urgent of a tone needed to reactivate them. A simple change in tone brought in 5% more users! It also experimented with the copy, testing emojis and other playful content.

The open rate results:

- Tone: 5% lift
- Shorter copy: 20% lift
- Seasonal copy: 5% lift
- Emojis: 3% lift
- Personalization: 11% lift
- Behavior-based messages: 27% lift

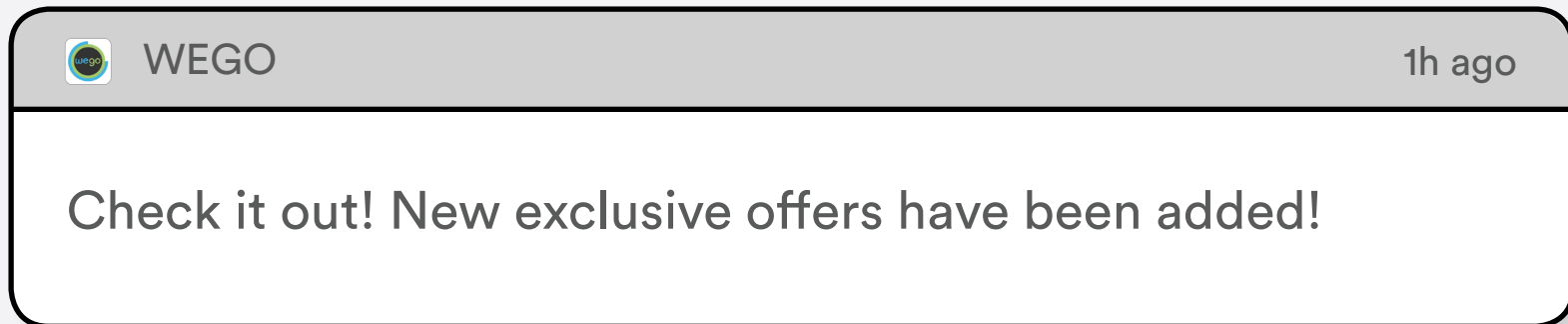


“ We’ve found that power words have a big impact on user engagement,” said Brooke O’Keefe, Associate Director of Integrated Marketing at PCH. “They help us capture user attention and stand apart from other apps’ messaging. Leanplum makes it super easy to A/B test elements such as tone, copy length, and personalization, which substantially boosts engagement. ”

– Brooke O’Keefe,
Associate Director of Integrated
Marketing at PCH

Using Power Words to Influence Bookings

Wego.com, a travel app, sent a push notification with a deep link and power word, to encourage users to view and book a special offer. As a result of the campaign, offer views increased by 150% and clicks to offer suppliers by 67%.





“ To retain users and increase return visits, Wego stays in touch with travellers using creative and engaging messaging. Leanplum assists us with A/B testing push notifications. This has helped us achieve an increase in Wego’s Insider’s Club travel offer views by 150%, and clicks to offer suppliers by 67%. A/B testing push notification content is simple with Leanplum, and in addition to testing other factors such as channels, segments, and timing, we are better able to achieve the right mix and ultimately increase bookings. ”

– Aparna J. Nambiar,
Product Manager, CRM at Wego.com

Take Your Engagement Even Higher

Of course, an excellent push notification strategy is a coordinated effort. Rocket your push notification engagement with these easy steps.

Personalize Content

Personalize content to boost opens 4x. Include a user's first name, translate languages, mention an action item (like a forgotten shopping cart item), or target by location.

Recognize User Behavior

Messages that are triggered by user behavior lift opens 9x. If a user listens to Frank Ocean, for example, send an alert about his latest release.

Include Emojis

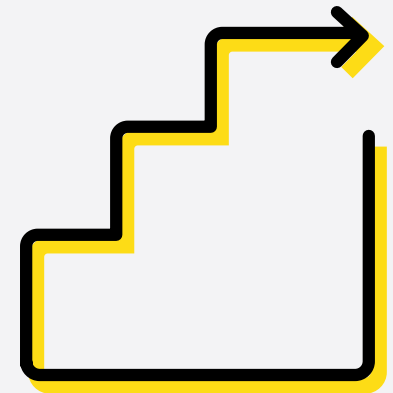
Not only are emojis fun to read, but sprucing up your push notifications with them can increase opens by 85%! High-five 🙌

Optimize Delivery Time

Leanplum provides an algorithm that analyzes individual app engagement and automatically sends messages when users are most likely to open.

Coordinate Across Channels

Coordinate and automate messages across multiple engagement channels, including push notifications, email, and in-app messages, to reach users wherever they are.



Marketers' Biggest Takeaway

Content plays a huge role in generating more engagement and revenue. By injecting a few power words into your push notification campaigns, alongside a great engagement plan, you can attract more users back to your app and make a big impact to your business.

In This Report You Learned...

1. The most-used words in push notifications

2. The strongest power words for each vertical

3. 120 power words that boost app opens

4. How to use power words to lift conversions

Ready to Get Started?

Leanplum offers everything you need to increase app engagement and ROI. Our integrated solution delivers meaningful engagement across messaging and the in-app experience. We offer Messaging, Automation, App Editing, Personalization, A/B Testing, and Analytics, alongside a dedicated customer success team to help you with all your campaign needs.

Also Loved by



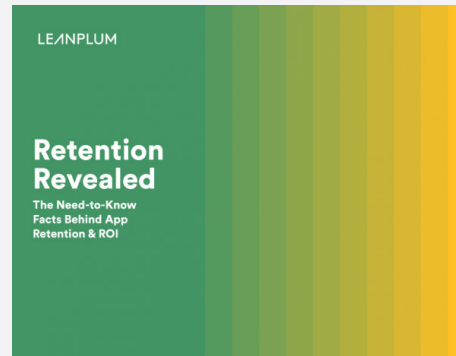
Gimme the Good Stuff

Back your decisions with powerful insights from all of our Mobile Marketing Trends reports.

Winning App♥️(&💰)
With Emojis



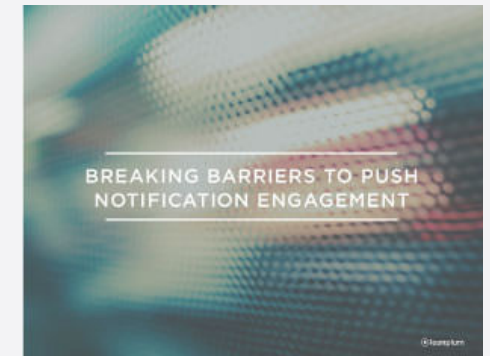
Retention Revealed



Personalize or Bust: The
Impact on App Engagement



Breaking Barriers to Push
Notification Engagement



Visit

leanplum.com

hello@leanplum.com

www.leanplum.com/demo