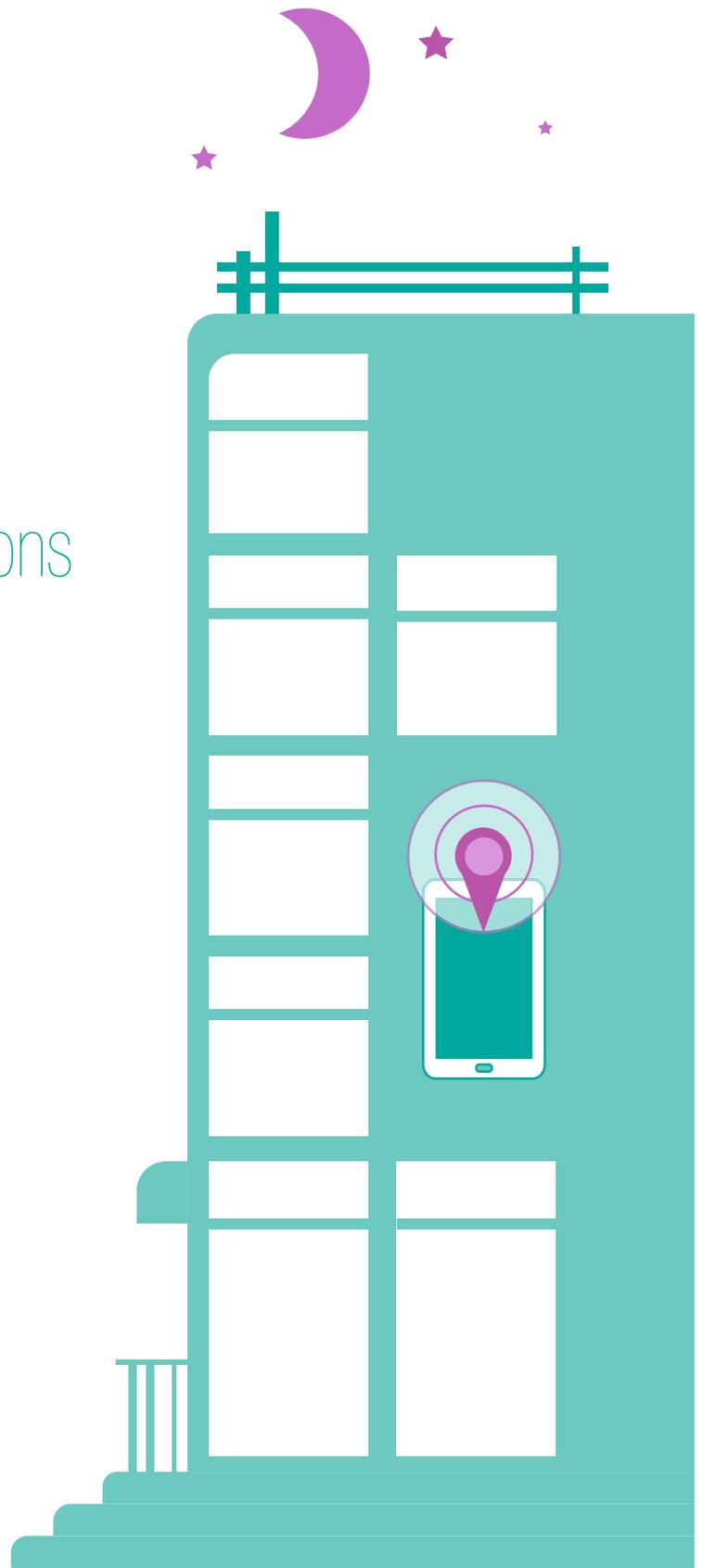


Secrets to Success:

Mobile Push Notifications
Made Easy

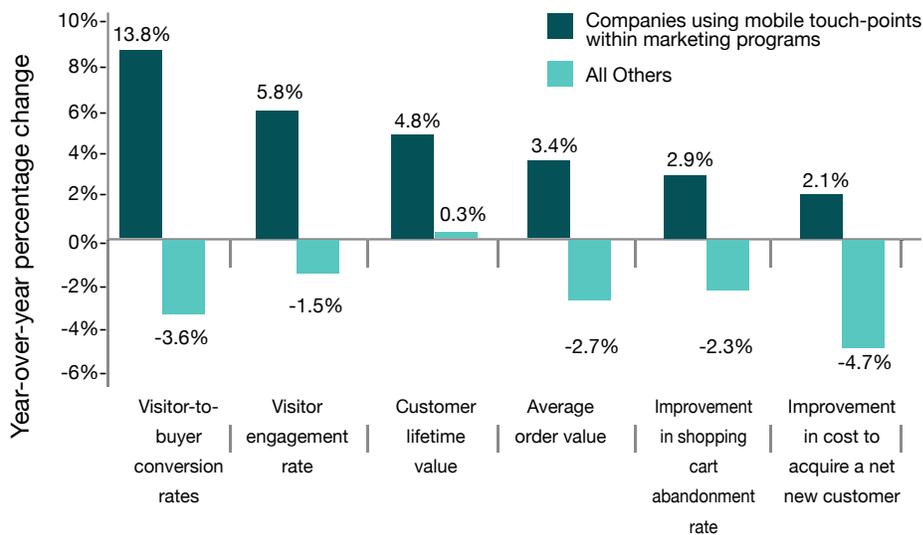


1

Overview

Mobile touchpoints have now become an important part of customer / company interactions. Indeed, 44% of businesses are already using mobile applications as part of the customer interaction channel-mix. More companies are planning to incorporate mobile applications within their marketing programs within the next several months in order to respond to changes in consumer behavior of increasing content consumption through mobile devices. Figure 1 shows that mobile marketers investing in these capabilities enjoy substantially greater results, compared to peers not incorporating mobile within cross-channel marketing activities.

Figure 1: Incorporating Mobile Touch-Points Within Marketing Programs Adds Substantial Value



n=162

Source: Aberdeen Group, August 2015

In this guide, we'll dive into how using push notifications help marketers amplify the performance gains depicted above. We'll first define the different types of push notifications, and then provide an overview of several best practices to maximize marketing effectiveness through this key technology.

2

What Are Push Notifications?

On a high level, mobile push notifications refer to a technology enabler that helps firms deliver content to customers' mobile devices (e.g. smart phones, tablets, and wearables). This content is delivered through push technology, which enables marketers to send notifications by utilizing the operating systems (e.g. iOS by Apple and Android by Google) within consumer mobile devices.

Generally, push notifications are broken into three categories:



Advisory notifications:

Targeting consumers with messages when they are not using a mobile application or visiting a website. 'Advisory' in this context refers to intervening (and advising) in customer activities with the goal of driving a desired behavior through advisories and alerts.



Reactive notifications:

Delivering notifications when the customer is using a mobile application or visiting a mobile website. This approach differs from the one above, in that it delivers notifications as a consumer is engaging the business.



In-App notifications: These notifications reside within the inbox functionality of a mobile application (native or HTML 5). It allows brands to send notifications to consumers' inboxes within a mobile application without interrupting the "normal flow of activities."

3

Laying the Right Foundation Makes All the Difference in Maximizing the Benefits of Push Notifications

To mitigate the pressure of visibility,

Once companies determine the type of push notifications to use as part of their marketing activities, it's also important to identify the content types. Marketers have two options when it comes to the content types: native and rich (see callout).

Identifying the type of notifications, as well as the unique content to be used in each helps marketers build the foundation to deliver personalized marketing messages, which refers to the ability to deliver the right message, to the right buyer, at the right time.

Figure 2 below shows that marketers who follow a well-designed approach to ensure personalized messaging within their push notification activities outperform other marketers who use push notifications in an ad-hoc fashion—those without a clear strategy to target the right buyer with the right message.

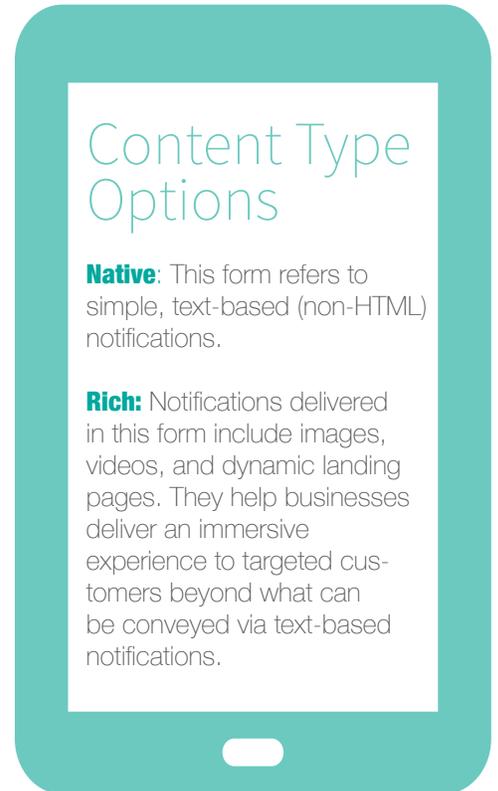
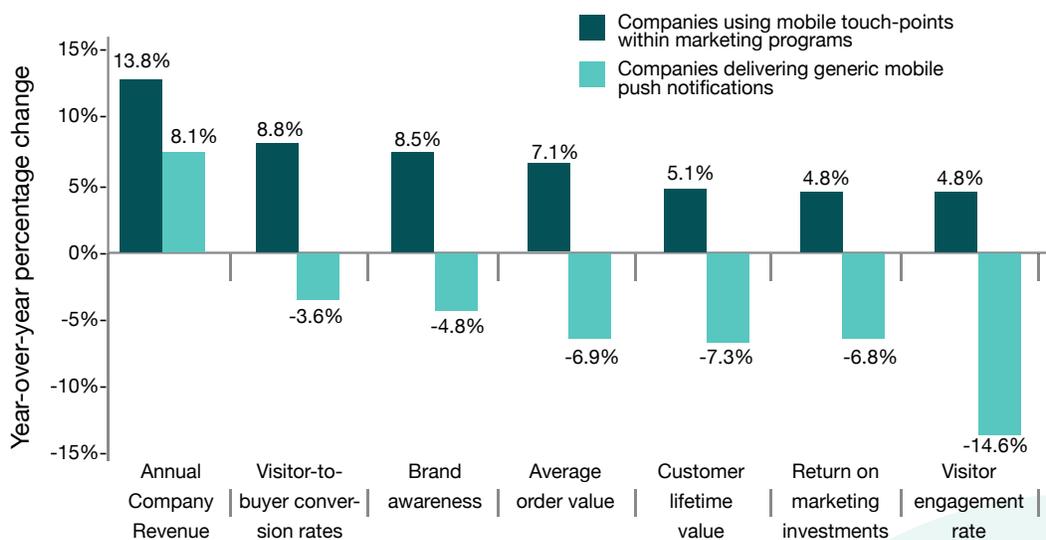


Figure 2: Personalized Notifications Maximize Results



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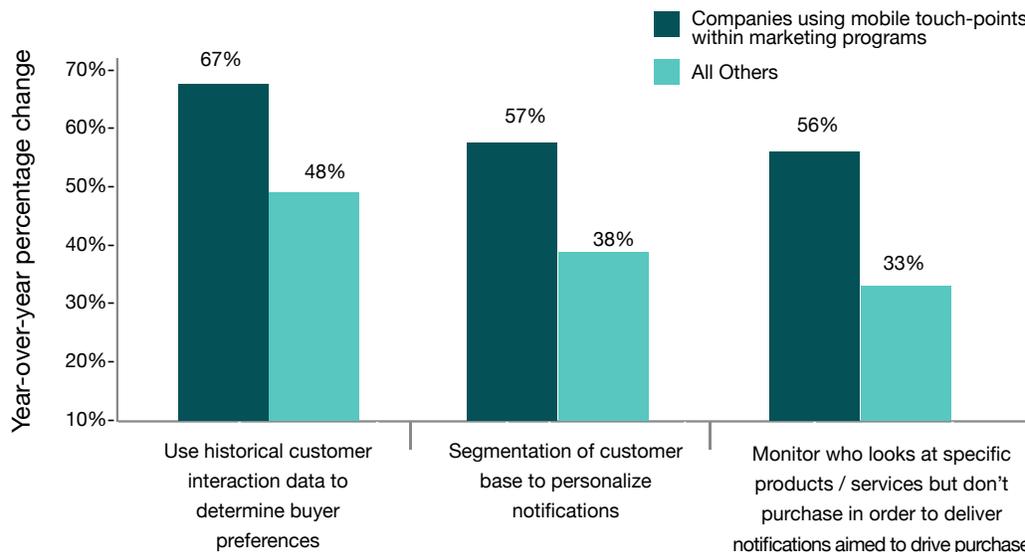
Source: Aberdeen Group, August 2015

4

Mobile Marketing Push Notifications: Secrets to Success

Personalized push notifications are by definition “context aware,” which means that these notifications are delivered to serve a specific purpose within a specific context. The context is made up of numerous factors, including customer needs, behaviors, and business objectives. In order to ensure that each notification is delivered within the appropriate context, personalized push notification users first focus on understanding the needs of the recipient—the consumer. They do so by analyzing existing account data stored across various enterprise systems, such as customer relationship management (CRM) and enterprise resource planning (ERP). The analysis of account data is conducted by using technology tools, such as customer analytics, to help firms uncover hidden insights through customer behavior and feedback data. Figure 3 highlights the adoption of this key capability by savvy mobile marketers who excel in delivering targeted buyer messages.

Figure 3: Effective Use of Data is Crucial for Delivery of Personalized Notifications



n=162

Source: Aberdeen Group, August 2015

Understanding of buyer needs to deliver targeted notifications is enhanced when the aforementioned activity is combined with segmentation. Marketers delivering personalized push notifications are 50% more likely (57% vs. 38%) to segment their customer base. This segmentation is done based on numerous criteria used as part of marketing activities. These criteria range in nature, and include customer demographics, historical spend, mobile website history, and mobile application usage. Segmenting the customer base when analyzing existing behavioral and feedback data helps marketers understand the needs and wants of different target audiences. In turn, this enables fine-tuning of push notifications for different consumer segments.

5

Gauge Performance Regularly

to Ensure Continuous Success

Understand the needs and behavior of each customer? Check. Deliver targeted notifications to uncover opportunities that drive customer spend and engagement? Check. The next step in delivering personalized push notifications is to focus on performance management. To this point, data shows that companies tailoring the message and timing of notifications for each recipient determine the most relevant key performance indicators (KPIs) to gauge how notifications contribute to marketing outcomes.

Identifying and measuring the right KPIs on a regular basis helps mobile marketers understand if current push notifications are yielding desired outcomes. As a result, marketers are able to identify the tactics and formats that drive the best results when targeting specific customer segments. The resulting insights also shed light on notifications that drive sub-par results, thus helping marketers avoid using them when targeting respective customer segments in the future.



6

What to Look for in a Mobile Notification Solution Provider

Companies have numerous options when implementing and executing the activities highlighted in this guide. Among those are executing these activities manually and in an ad-hoc fashion, which is prone to error and minimizes success associated with push notifications. Yet another option is to work with dedicated solution providers offering a wide range of capabilities in line with the best practices we highlighted. The below capabilities are most typically associated with greater success in achieving maximum results through push notifications. As such we recommend using them as part of your assessment criteria when seeking (and selecting) a solution provider:



Personalized Messaging



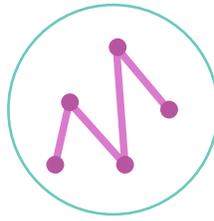
Mobile A/B Testing



Mobile Lifecycle Marketing



Behavior Triggered Responses



Powerful App Analytics



Content Management



7

Conclusion: Key Takeaways

Research shows that the use of personalized push notifications elevates mobile customer engagement program results to new heights. Delivering personalized push notifications signifies an organizations ability to engage buyers with the right content, at the right time, with the right message, optimized for the right device. This is a key expectation of today's consumers, and such marketers must be laser-focused to make it a part of their activities.

Companies incorporating this key technology enabler achieve better results than others with mobile customer engagement programs that are not utilizing push notifications as part of these efforts. These results include increases in key metrics such as customer lifetime value and average order value. If you're not already using push notifications as part of your mobile customer engagement programs, we highly recommend you do so. As you embark on this journey (or work on improving an existing one) it's crucial to incorporate key activities such as understanding buyer needs and segmentation to maximize results from your mobile marketing efforts.



READ THE FULL REPORT:

Secrets to Better Engage
the Mobile Consumer:
The Role of Push Notifications

DOWNLOAD NOW →

Resources:

- ➔ *Four Ways Marketers Can Seize 'Mobile Moments'*
- ➔ *Three Easy Tips for Hyper-Personal Push Notifications*
- ➔ *Four Questions To Improve Your Mobile Lifecycle Strategy*
- ➔ *What Every Marketer Needs to Know to Shape and Win Mobile Moments*
- ➔ *The Definitive Guide to Mobile Lifecycle Marketing*

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