A GUIDE TO

PUSH NOTIFICATIONS AT FERGUSON

FERGUSON

WHAT ARE PUSH NOTIFICATIONS?

Push Notifications are a key owned communication channel. They are automated messages an application or browser sends to a user instantly via desktop or mobile device that redirects the subscriber to your content with one click. When implemented and executed strategically, push notifications allow you to connect with engaged customers through a personal and direct channel they access all the time: their mobile device or their computer.

Use push notifications for:

Conversions
- Page Visits
- Form Submissions
- Subscribers
- Purchases

Reminders
- Informative Notifications
- Geolocation Notifications
- Catch-up Notifications
- Promotional Notifications
- Recurrent Notifications
- Survey Notifications

Revenue Generation
- Sales
- Discount Coupons
- Price Alerts

Traffic
- Reviews
- New Releases
- Tracking Alerts

User Engagement

Customer Retention

WHAT ARE THE TYPES OF PUSH NOTIFICATIONS?

We are willing to bet that you know push notifications from first-hand experience. Think about the buzz in your pocket when there is breaking news... The message that pops up to let you know that your favorite retailer is having a sale (ahem, should be Ferguson)... The sound you hear when your favorite out-of-stock item is back in stock... Push notifications give you the unique opportunity to gain more direct access to your customers than any other channel.

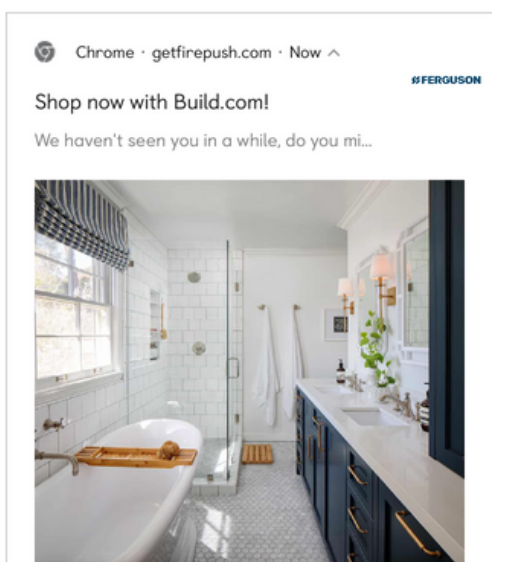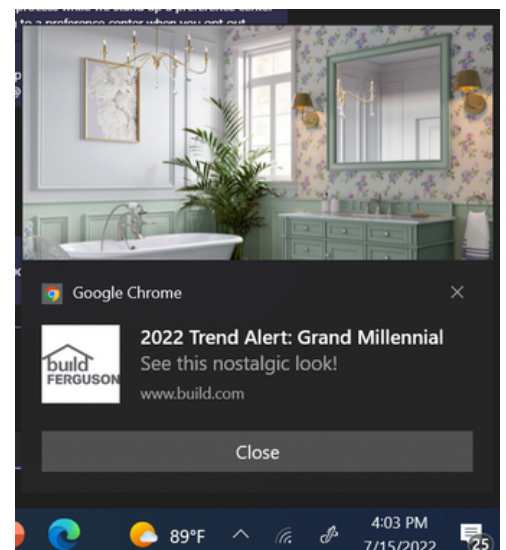Let's dive deeper into the types of push notifications:
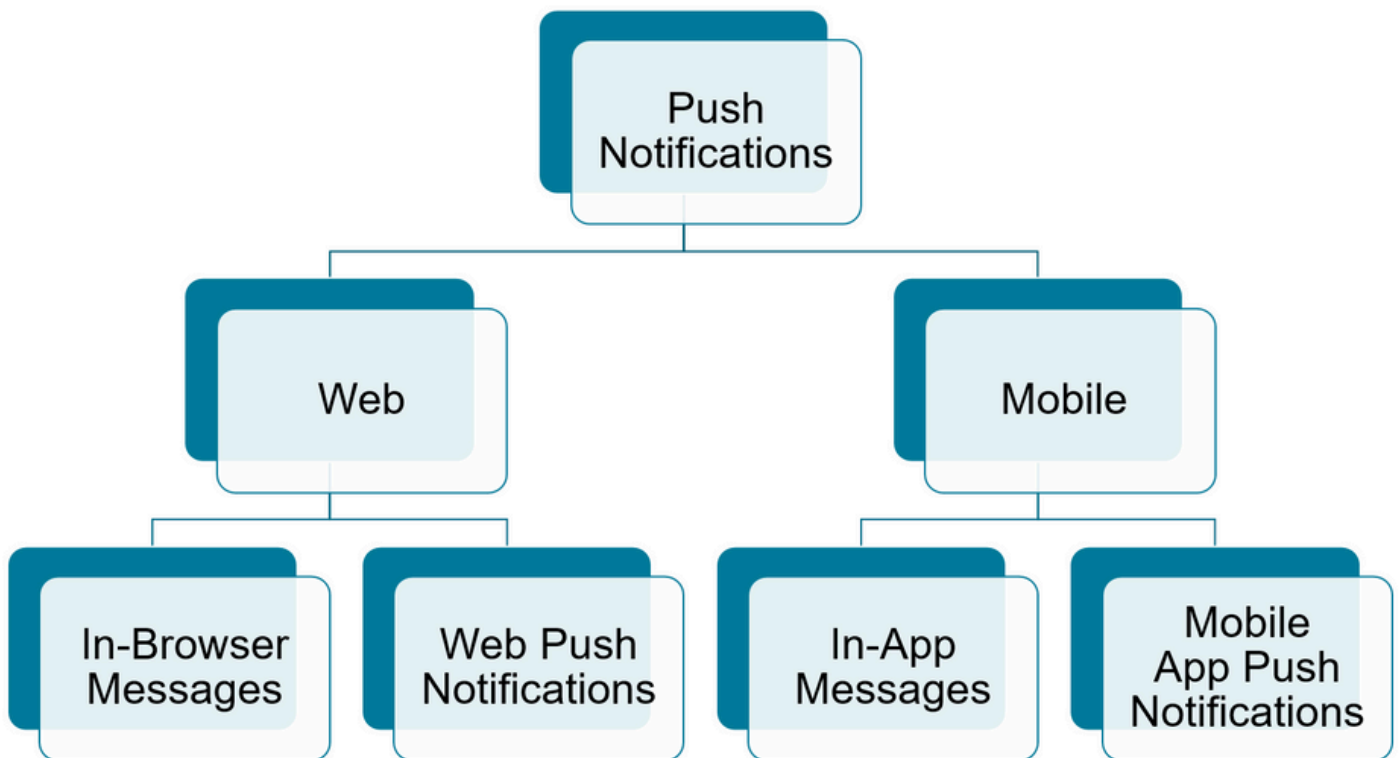
PUSH NOTIFICATION TYPES

WEB PUSH

Web push notifications are messages sent via web browsers. They can be seen on desktops, mobile devices or tablets. Any site can send a web push notification through supported operating systems (OS) and browsers. Notifications can pop up on different areas of a screen, depending on your browser or operating system type. Keep in mind that Safari supports web push notifications differently than other browsers.
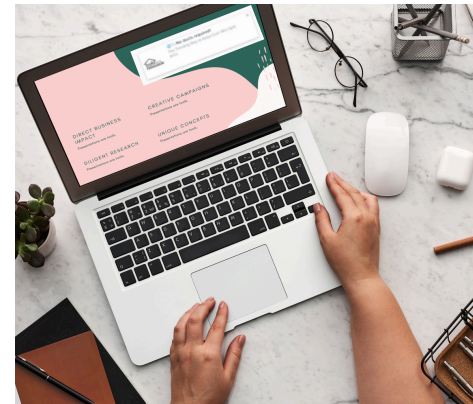
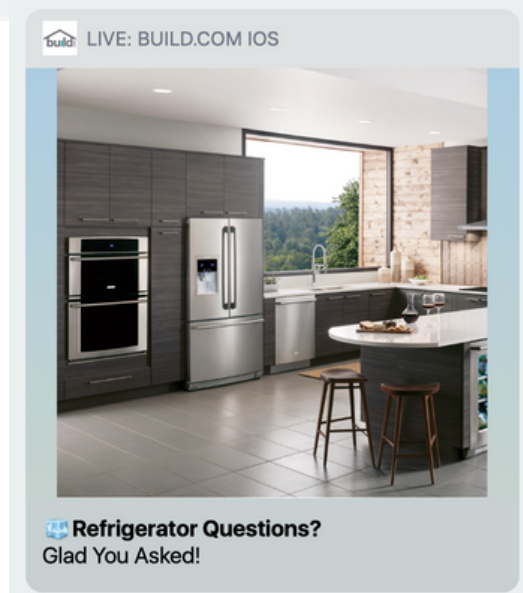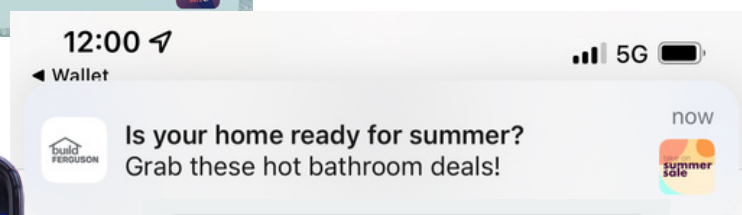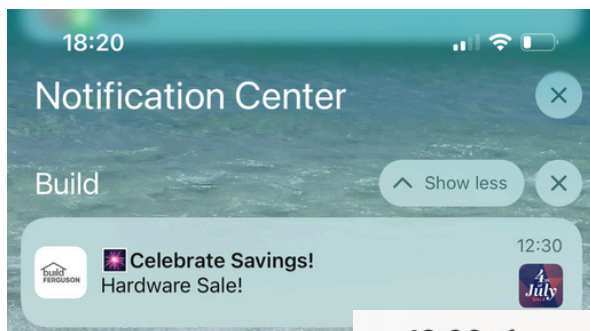

Examples of web push notifications:

MOBILE APP PUSH

Mobile app push notifications are notifications app users receive even without being in the app. They typically pop up on lock screens or notification trays and are such a ubiquitous form of communication that they're often associated synonymously with mobile messaging.

Mobile app push notifications run on OSPNS (Operating System Push Notification Service) that connects servers to the app via an elaborate OS-linked network of the receiver device. Delivery of mobile app push notifications takes place even when the app is closed.

Examples of mobile app push notifications:

IN-APP MESSAGES

In-app messages are integrated within the application itself and are an integral part of the user experience linked to the app. The message delivery takes place **only** when the app launches.

Rather than an additional form of marketing, in-app messages should feel more like a natural part of the app and relate only to the task or action being carried out by the user at the time.

These notifications help communicate with active users inside an app. They can help with customer education by:

- Enhancing user experience
- Gathering feedback
- Onboarding
- In-app guidance
- Driving customer expansion
- Increasing feature adoption across the board
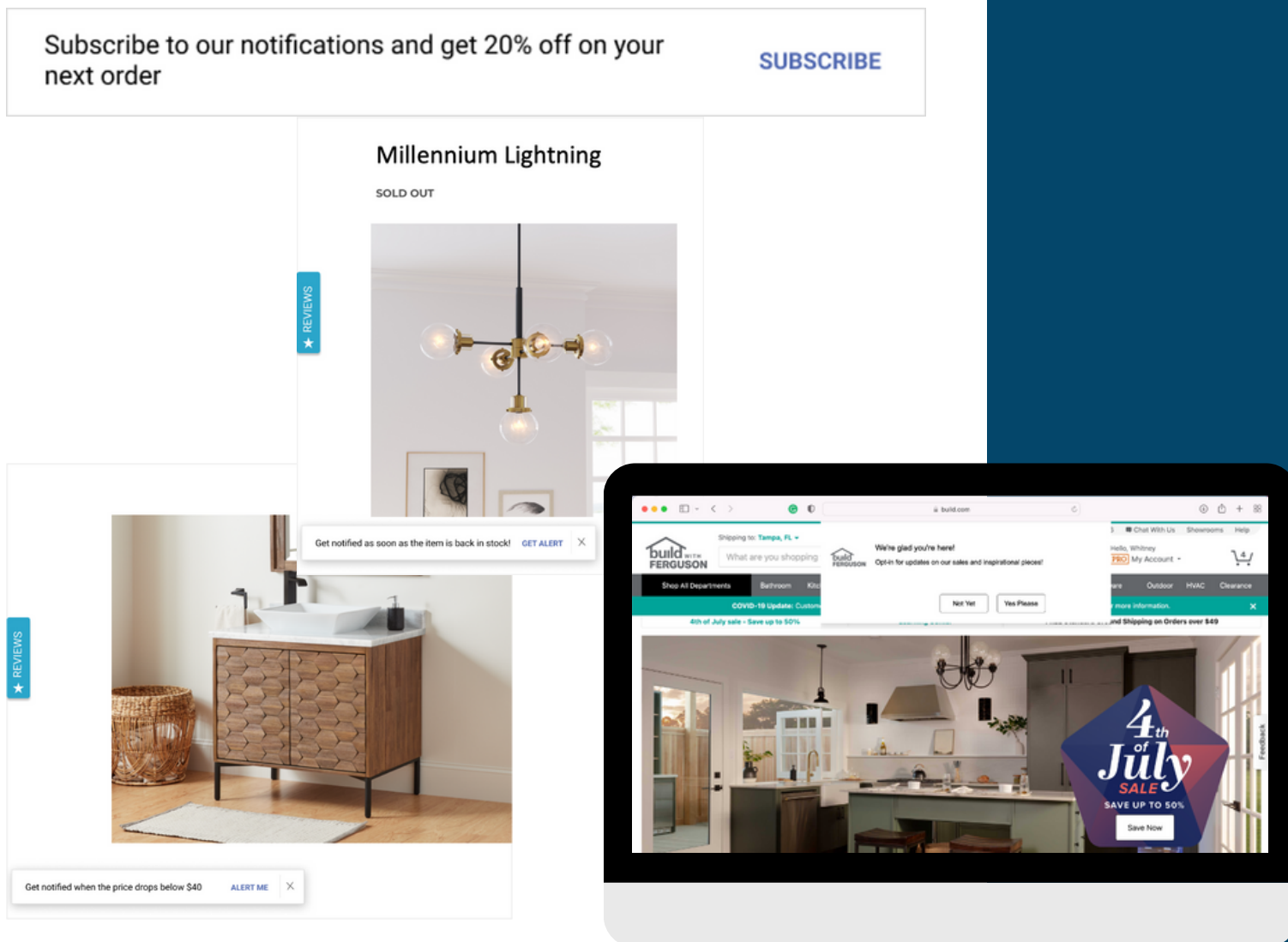
Examples of In-App Messages:
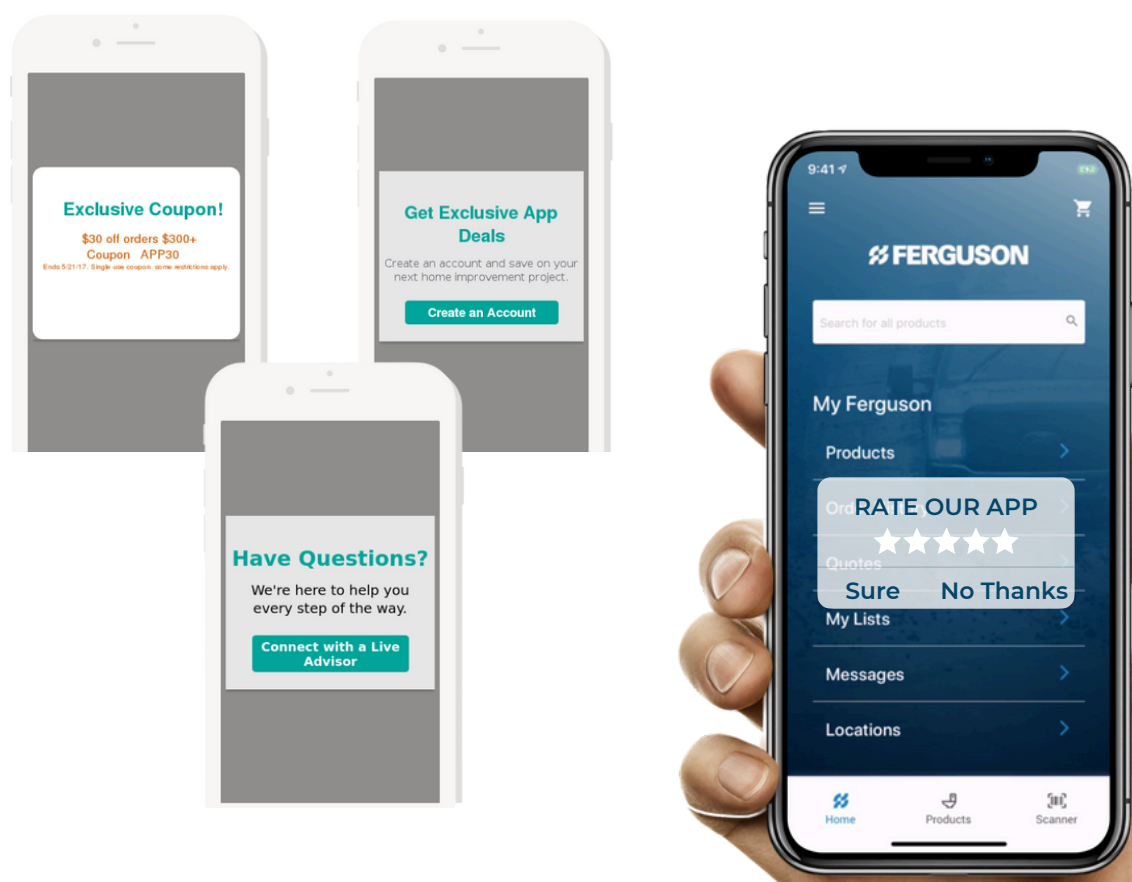
IN-BROWSER MESSAGES

In-browser messages can come in a number of sizes and forms, but they're only viewable by people who are actively engaging with your brand's website on a mobile browser or on a desktop.

They can help with customer education by:

- Reaching both loyal and prospective users
- Encouraging customers to subscribe to web push notifications
- Alerting users with news, such as updates, sales, coupons, back-in-stock, etc.

Examples of In-Browser Messaging:

Subscribe to our notifications and get 20% off on your next order   **SUBSCRIBE**

Millennium Lightning

SOLD OUT

Get notified as soon as the item is back in stock!   **GET ALERT**   ✕

Get notified when the price drops below $40   **ALERT ME**   ✕

PROS & CONS

WEB AND MOBILE APP PUSH

PROS	CONS
You can reach customers, even when they are not directly engaging with the app	Not everyone opts into receiving push
Great at prompting customers to engage	Not everyone who opts into push will engage with notifications
Helps overall cross-channel support	Sending too many push notifications can trigger uninstalls/unsubscribes

IN-APP AND IN-BROWSER MESSAGES

| PROS	CONS
Helps you reach your audience when they are likely to engage	Messages won't be seen by the portion of your customers who aren't actively using your app
Speaks directly with people who are primed to take action	If you're looking to lure back customers, this isn't the channel for you
Deepens interactions with your brand by building on something they're already doing	Messages don't stick around, so they are not great for sharing important information like receipts or confirmation numbers
Plays nice with other channels, making it easy to build a cross-channel approach	Messages can disrupt customers when they're in the middle of something
No marginal cost associated with sending additional in-app messages	Using them too often can lead to messaging fatigue

Web Push

- Title character limit: 50
- Message character limit: 62
  - Safari: 25
  - Apple Chrome: 35
- Image/GIF
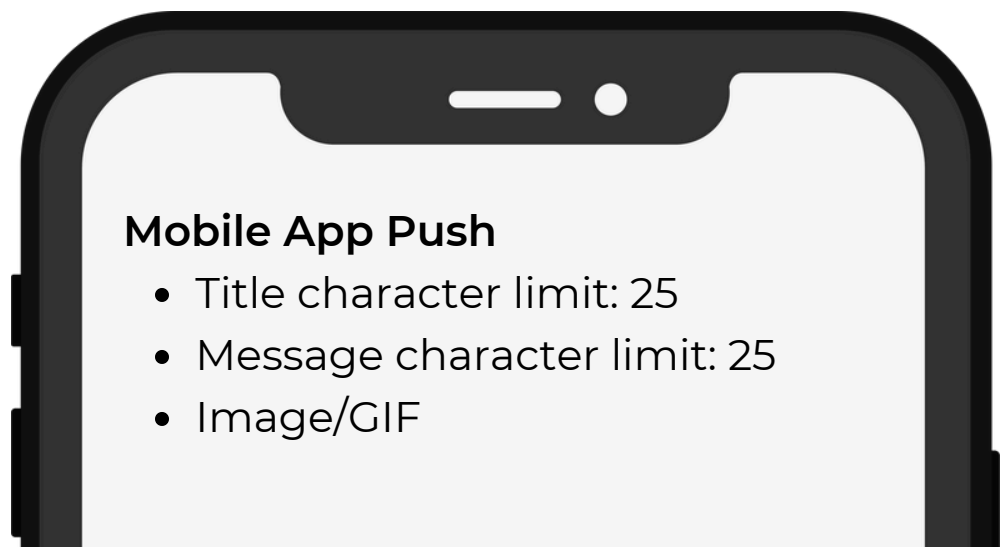
Mobile App Push

- Title character limit: 25
- Message character limit: 25
- Image/GIF

COMPLIANCE

Push consent must be explicit and specific. Explicit consent is when someone opts in for push notifications. When someone opts for push notifications, they give you consent to send them marketing notifications.

Asking for permission plays a key role in your push notification strategy as it determines whether a customer can experience your app or website to the fullest. Once a user denies permission, reversing the decision is much more difficult.

Did you know?

60% of users opt-in to mobile app push notifications

Ways to Collect Consent

Download App:
In-app messages obtain consent when users download a mobile app.

Browse Website:
In-browser messages obtain consent when users access your brand website.

Opt-in Form:
Web and mobile app push notifications capture the combination of the device and the IP address to generate a key that is unique to the customer's device. That's what happens when people opt for your push notifications by clicking "Allow."
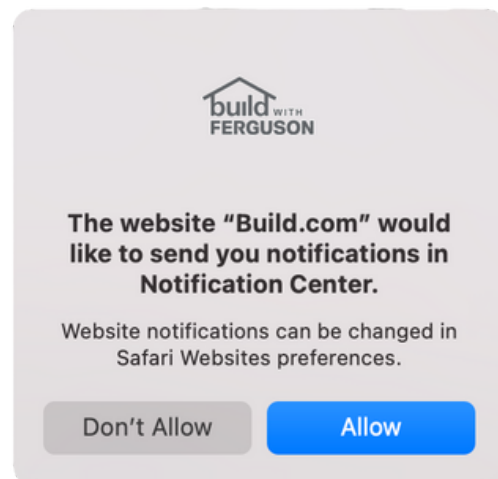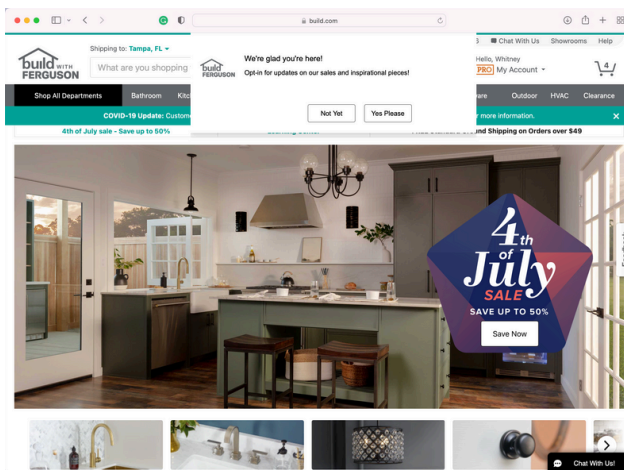
Example of a Process to Consent for Web Push Permissions:

The popular process for requesting web push permissions can look like this:

1. A user opens your website for the first time
2. A user receives a pop-up opt-in form
3. The device will open a dialog with permission requests

Example of a Process to Consent for Mobile App Push Permissions:

The popular process for requesting mobile app push permission can look like this:

1. A user downloads a mobile app
2. A user opens a mobile app for the first time
3. The app immediately opens dialogs with all permission requests
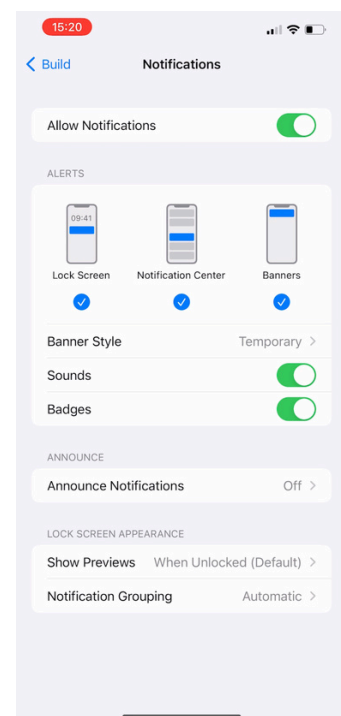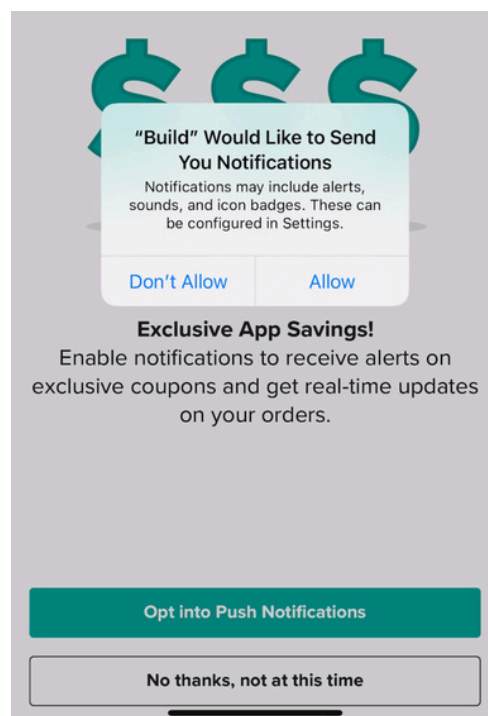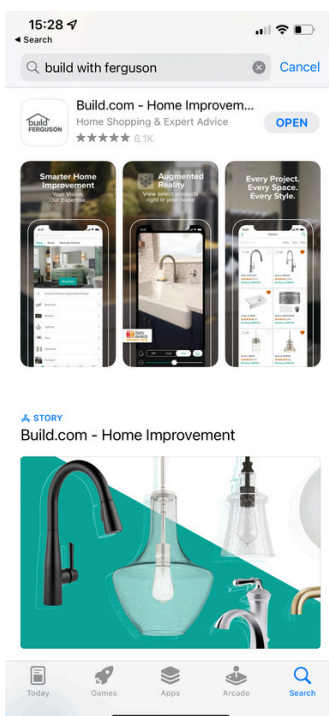
DELIVERABILITY

Push deliverability is defined as a push notification successfully being delivered to a recipient's browser or mobile device. Your push marketing platform and the recipient's browser and mobile device both perform a series of checks before delivering your push notification: connectivity, device, location.

Maintain Push Notification Deliverability by:

- Making sure your users are opting-in

- Inserting actionable CTAs

- Personalizing push notifications to elevate the customer experience

- A/B testing messaging

- Allowing users to configure the notifications they receive

- Creating a Unique ID for each user to directly deliver push notifications

- Creating omni-channel campaigns that allow users to whitelist your app and browser

REPORTING

Reporting is key to measuring the success of push notifications. Use consistent copy templates and test content to easily track the efficacy of messages and pivot on strategy when needed.

The success of push notifications is based on the following metrics:

Sales Revenue
- Transactions

Uninstall/Opt-out Rates
- User retention

Opt-in Rates*
- This is the percentage of people who download your app and opt-in to receive mobile app push notifications.

Conversion Rate
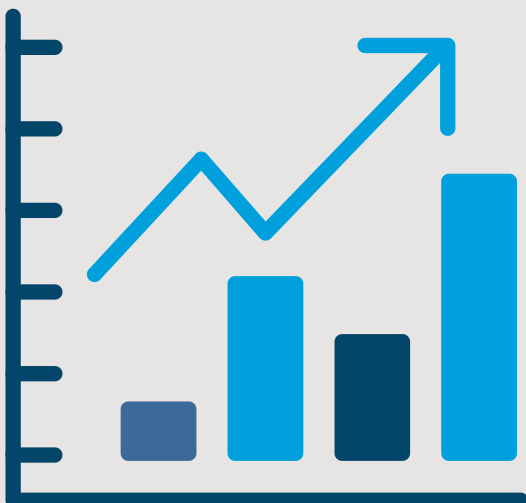- This is the number of conversions divided by the total number of visitors.

Click-Through Rate
- This is the number of clicks divided by how many times your message was sent.

Engagement
- Engagement is measured as the average number of sessions push recipients completed within the first week of receiving the push notification.

*excluded from web push

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