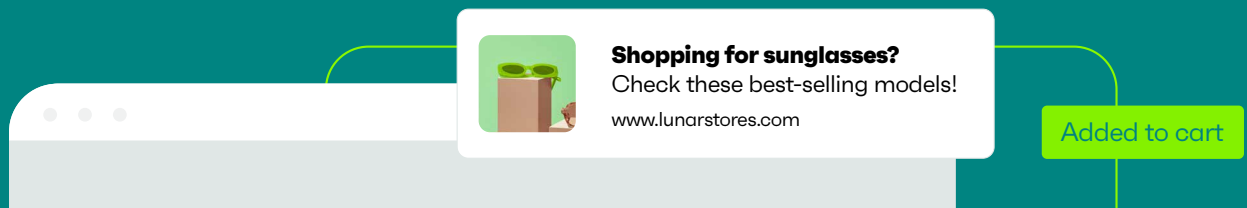


# Reach or retarget your customers immediately, on desktop or mobile

Push notification messaging is the underdog of ecommerce marketing—heavily undervalued, but it has one of the highest conversion rates of any channel. Reach your customers immediately on desktop or mobile, even if they're not on your site. Even better, integrate push notifications with your email & SMS marketing campaigns to see better conversion rates and higher sales.



## Benefits of feature:

### Benefits of Push:

- With segmentation, send relevant, targeted messages to your audiences every time.
- Everyone on Standard & Pro plans have UNLIMITED web push notifications.

### Benefits of Push when combined with Email & SMS:

- Get higher conversions when using push with email and SMS, since you'll be able to catch a customer while they're still in the shopping mood and before they've been pulled away by another task or distraction.

### Benefits of Push when automated:

- Automated push messages reach customers more quickly and directly, allowing for better conversions than other automated messages alone.

### Based on our customers' experience:

38% of people who click on a push message go on to make a purchase.

Promotional push orders increased 139% in 2021 compared to 2020, while automated push orders skyrocketed 504%.



"It's harder and harder to reach the customer, so a combination of push notifications and text messages works so much better. We've been testing it against email only, and email plus text and push gives us a much higher turnaround."

— Marcin Bielen, President of INGLOT Cosmetics Canada



# Best practices and actionable strategies



## Best practices for Push:

- Make sure you reach your shoppers soon after they've performed an action—signed up to your newsletter, abandoned a cart, or even purchased their first or fiftieth item—to keep you top of mind and get them to act (again) faster.
- Even better, add push messaging into your existing automation workflows, combining them with email and SMS to reach and convert more shoppers.

## Actionable Push strategies:

### Welcome Series

Be sure to greet your shoppers or recent subscribers by sending them a welcome message via push notifications. While emails and even SMS can sometimes get lost, setting up a welcome push message soon after they've signed up can help keep you top of mind, as well as provide an opportunity to add an irresistible offer and turn that subscriber into a first-time buyer.

### Cart Abandonment

Skip the inbox—notify your customers about their abandoned carts directly in their browsers so they can take immediate action. But to ensure that they do take some action (besides ignoring your message), make your cart abandonment offer appealing. Some consumers have come to expect a 10-20% discount, and it might be worthwhile to meet those expectations. For even better results, combine push notifications with email or SMS to reach them later if they decide not to buy right away (just like Inglot Canada).

Push messages more than doubled Inglot Canada's revenues when they added it to their abandoned cart workflows.

### Birthday Workflows

What better way to celebrate your subscribers on their special day than with a wonderful birthday message straight to their browser? Make it truly special with a nice discount or free offering (think "buy one, get one free" or "free shipping after \$50") that they can redeem by clicking on the push message. Even better, use one of Omnisend's unique, automatically-generated discount codes that's tailor-made for them.



### Time-sensitive campaigns

If you're running a time-sensitive campaign, such as a 24-hour Black Friday sale, you need to reach your shoppers faster. Inboxes get full, and even text messages can be missed, but push notifications are highly visible whenever they go online. Push also offers a bit more room for your images and branding than SMS only. Of course, you can reach better results by combining push with email or SMS to make sure your shoppers see and act on your offers.

### Cross-sell & up-sell at order confirmation

Right after your customer's bought from you (for the first or fiftieth time) is a great opportunity to get them to buy even more (or perform another action for retention, such as earn loyalty points or leave reviews). Order confirmations are welcomed and expected by shoppers since it lets them know their payment went through and provides an estimate when they will get their goods shipped. Why not offer them a last-minute cross-sell or upsell, such as a bundling discount (buy one extra item with no extra shipping charges) or a BOGO offer with urgency ("within the next 2 hours").

### Transactional Messages

Even though your customer just bought from you, doesn't mean you have to put on the brakes. You can send transactional messages via email, focused on the specific transaction at hand, such as the shipping confirmation, then send a separate cross-sell or up-sell message through push notifications. This can be done while your shoppers are still elated at buying your products, within an hour or two of their purchase.

### Re-activation

It's best to do your reactivation campaigns through multiple channels. We recommend sending a series of 2-3 messages through push, email and/or SMS. The first message should reintroduce your brand (if they've forgotten who you are) by highlighting a popular product or past purchase, and then provide them a chance to buy again. As always, an attractive offer will help push them in the right direction.

