

Dialog
Insight

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Discover Web push notifications

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Introduction

E-goi

According to one study, web push notifications have an opening rate 50% higher and a click rate 7x higher than an email.



In a reality where companies need to adopt an omni-channel strategy, and where many channels are already saturated, it becomes necessary to broaden your touchpoints by finding new ways to reach your prospects.

Web push notifications then become an excellent alternative to connect with your customers and prospects directly, when they browse the web, since it is a channel that is far from saturated because it is little used.

It is also very rare to see emerging channels that provide striking results, and this as soon as they are launched, as is the case with web push notifications.

In this white paper, you'll learn everything you need to know about what they are, the benefits they offer, the steps involved in creating web push campaigns, the implementation steps with Dialog Insight, and much more.

But first, let's start with the basics!

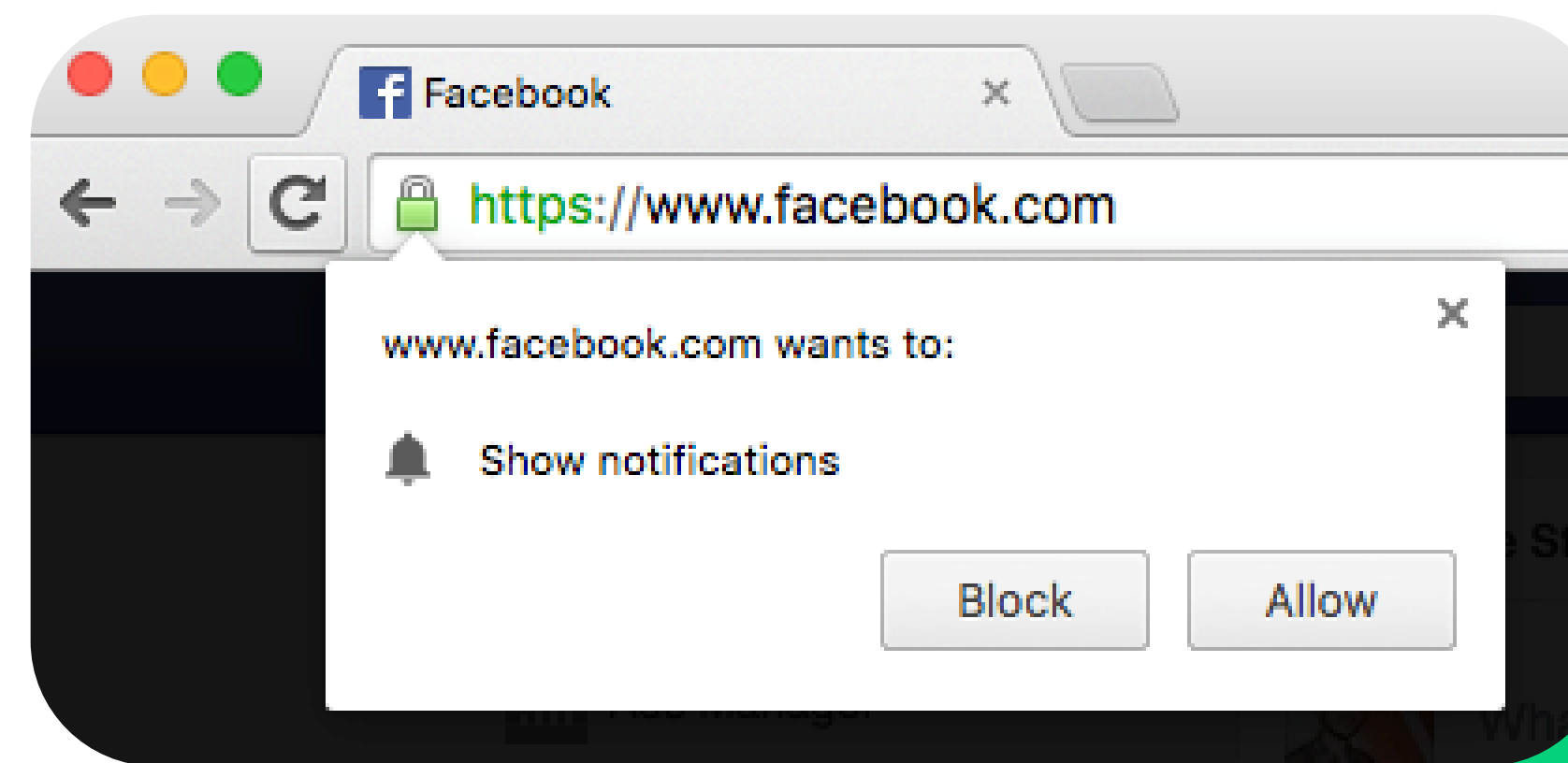
Discover Web push notifications



What is a web push notification?

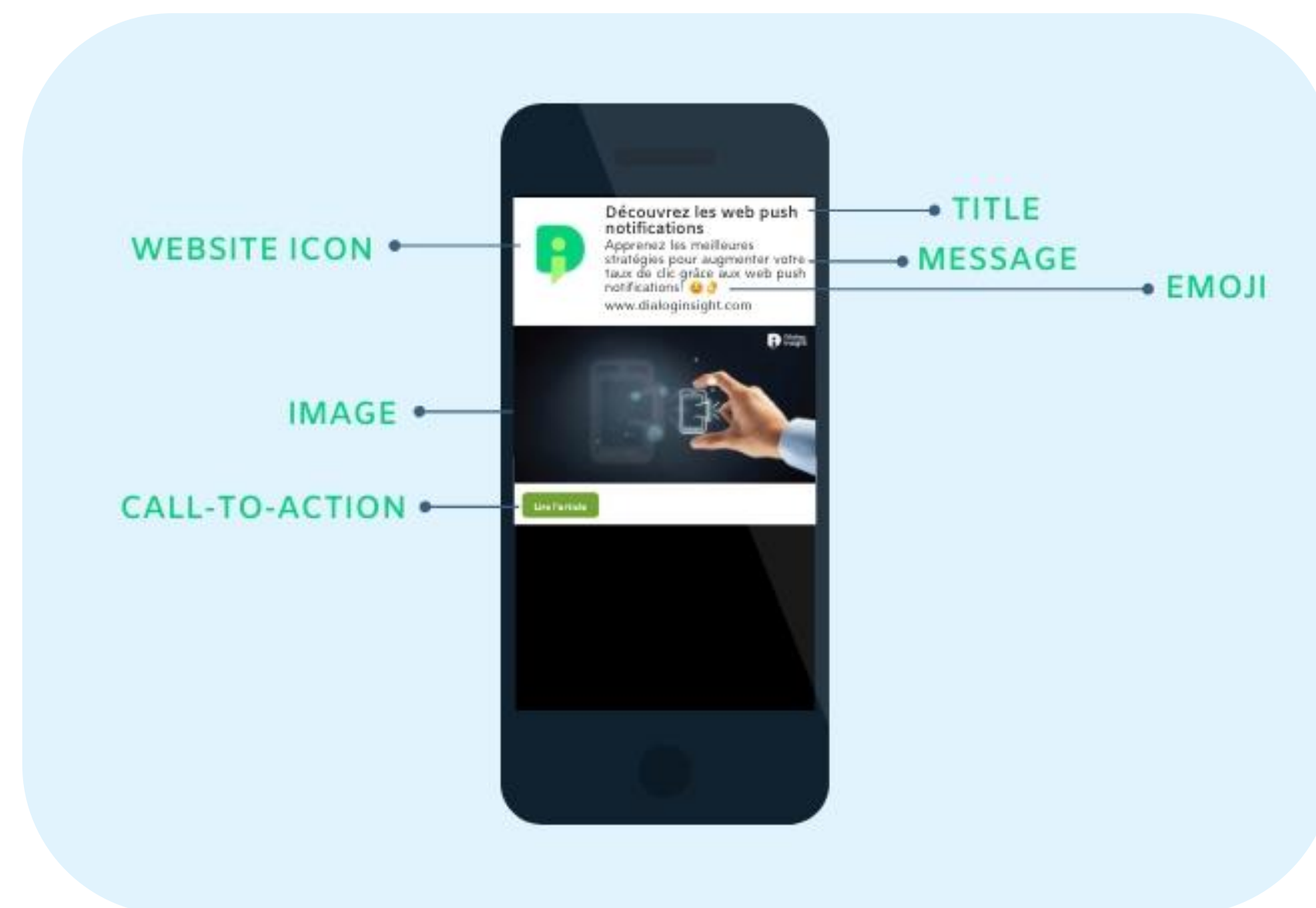
A web push is a short alert message sent in real-time when your subscribers use a web browser. They must first activate it on the same browser to be able to receive them. You have probably already seen the opt-in alert as shown in the image below. By clicking on "allow", your contacts subscribe to your list and allow you to send them push messages.

This is a much simpler and unambiguous means of obtaining consent than the traditional form used for other channels. This is one less barrier to subscription, which is why **the subscription rate is higher than most other channels**.



What's in them?

In the image below, we indicate the elements that make up a web push notification. In the image below, we indicate the elements that make up a web push notification. For the time being, we are simply focusing on what makes it up globally.



Web notifications or web push notifications

Although both types of notifications work on web browsers (Chrome, Safari, Firefox, etc.), **web notifications** only work if the visitor is on your website.

On the contrary, **web push notifications** are made in real time and work even when the visitor is surfing on a website other than yours.



The types

There are 3 types of web push notification:

1. Notifications based on **segmentation**

These notifications are sent according to a group with similar characteristics such as gender, age, geographical location, buying habits, etc. As this form of notification is more targeted, it can significantly increase your click through rate.

2. **Trigger**-based notifications

They are triggered by an action performed by the contact. For example, an abandoned item in a shopping cart, a visit to a particular blog post... For the first one, the contact could receive a notification announcing a price drop for an item in the basket. Several options are possible.

3. **Alert**-based notifications

They are generated by the company to inform contacts of a new activity. It can be a new blog post, a new flash sale, an exclusive offer, etc.



The content

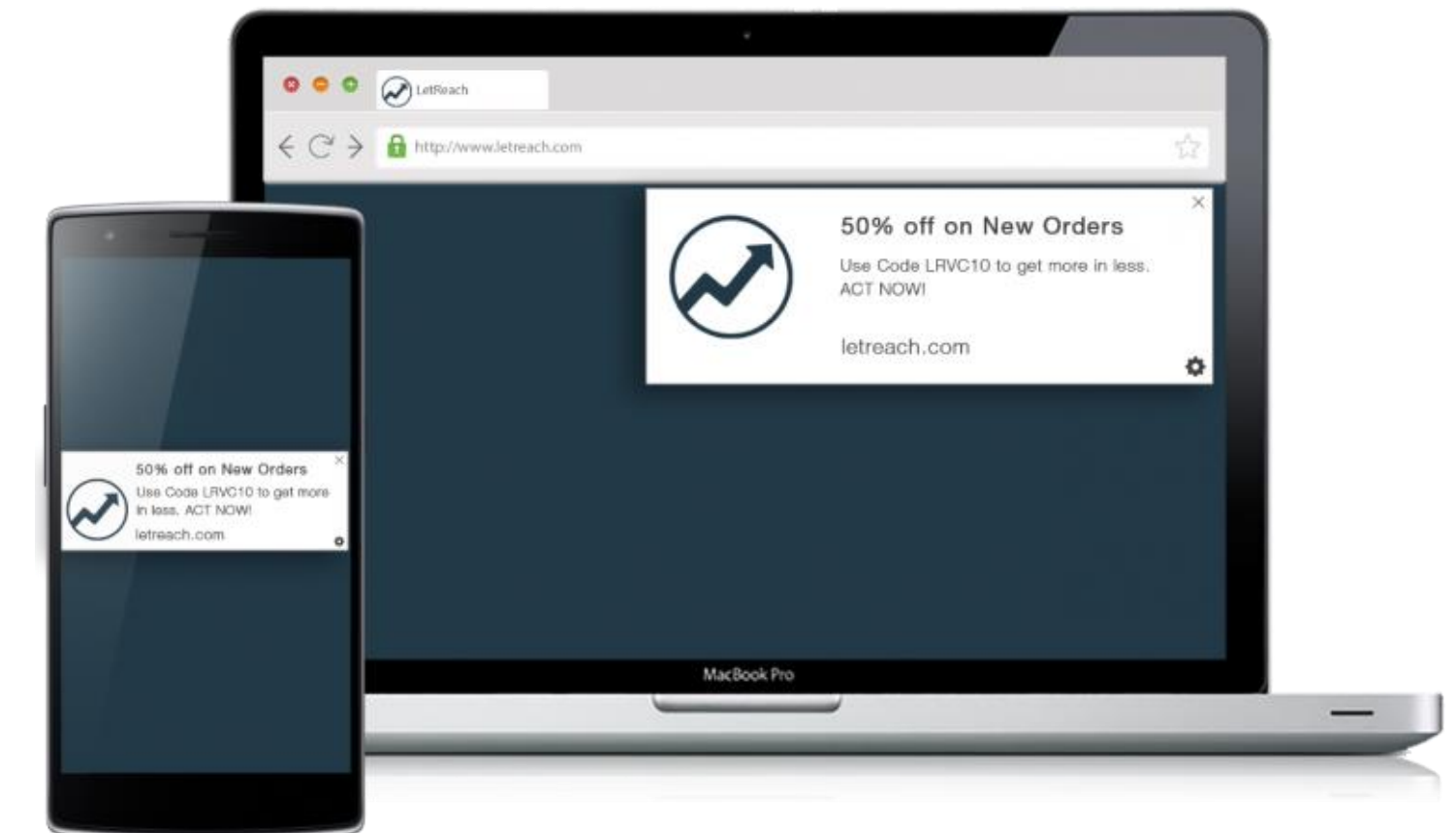
At the content level, web push notifications adapt to different marketing objectives of an organization. They allow you to re-engage a contact, share discounts, share important news, and much more.

In fact, web push notifications are perfect for:

- Urgent short messages;
- Add a new channel to your omnichannel strategy;
- Send re-engagement messages;
- Encourage your new prospects to complete your onboarding process;
- Companies that don't have a mobile application.

They also fit very well in different contexts:

- Latest news alert;
- Shopping cart abandonment campaign;
- New blog post;
- Event notification;
- Appointment reminder.



In short, these small, timely pop-up windows are a great way to communicate with prospects, subscribers and existing customers!



Why opt for web push notifications?



As mentioned above, the main advantage of web push notifications is that the recipient does not need to browse your website to receive your alerts. Your subscriber only has to open his browser to receive them... Knowing that most browsers are installed on both mobile and computer, the subscriber receives them everywhere and this is what contributes to the good results of this channel.

But there are many other less known advantages of integrating web push into your multi-channel strategy, as you will discover in the following pages!



Why opt for web push notifications?

Web push notifications appear based on browsing behavior, visitor location, or position in the funnel.

1. Easy to program and use

In fact, they only require a small snippet of code that needs to be connected to the URL of your website. As an example, Dialog Insight offers installation of web push notifications. In this way, it is possible to test them and then modify them according to the campaigns and needs of the organizations.

Beyond that, it is an easy-to-use tool that integrates well into an omni-channel marketing campaign, in parallel with other marketing tools. **For example**, you are doing an upselling campaign: you can easily add an alert on content promoting the benefits of your product through your sequence of communications by email, social media and SMS, for example.

2. Timely communication

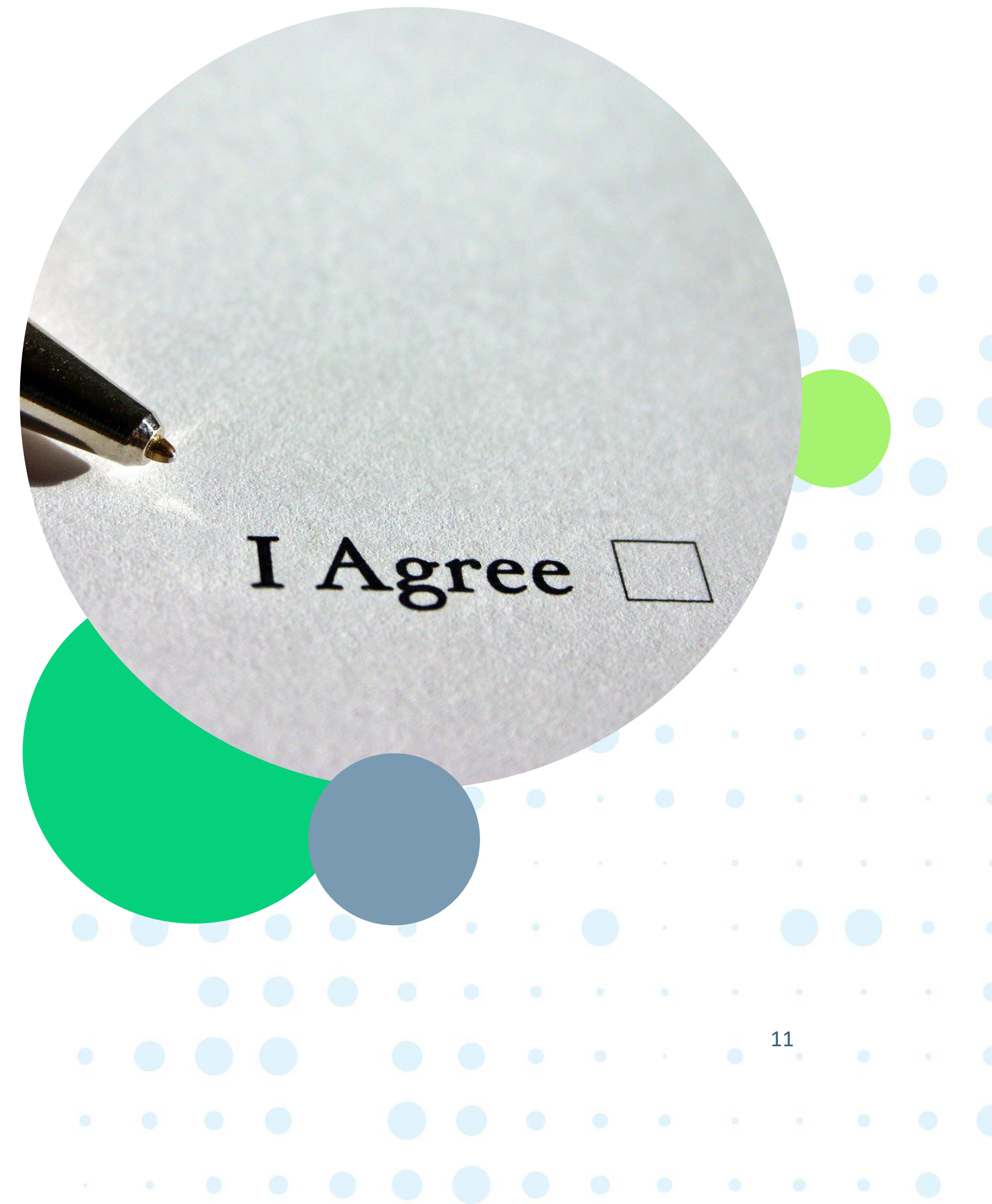
Web push notifications act strategically in communications. Once well programmed, they appear according to navigation behaviour, visitor location, or even according to a position in the funnel. All of this, in real time. That's what makes a tool like Dialog Insight so ingenious in communications planning.

3. Easy permissions management

As people are increasingly reluctant to provide their personal information, the fact that web push notifications are not intrusive in requesting information makes the process interesting.

Firstly, the person can accept or refuse to continue to receive them directly in the alert. In addition, no e-mail address is required, which makes it possible to contact anonymous visitors who have not provided any information about themselves. This explains why web push notifications have a better subscription rate than most other channels.

Nor should we think that because they are unknown, they are not advantageous to have. On the contrary, with a good marketing tool, it is possible to set up acquisition campaigns that can put them through the funnel of marketing and then sales.



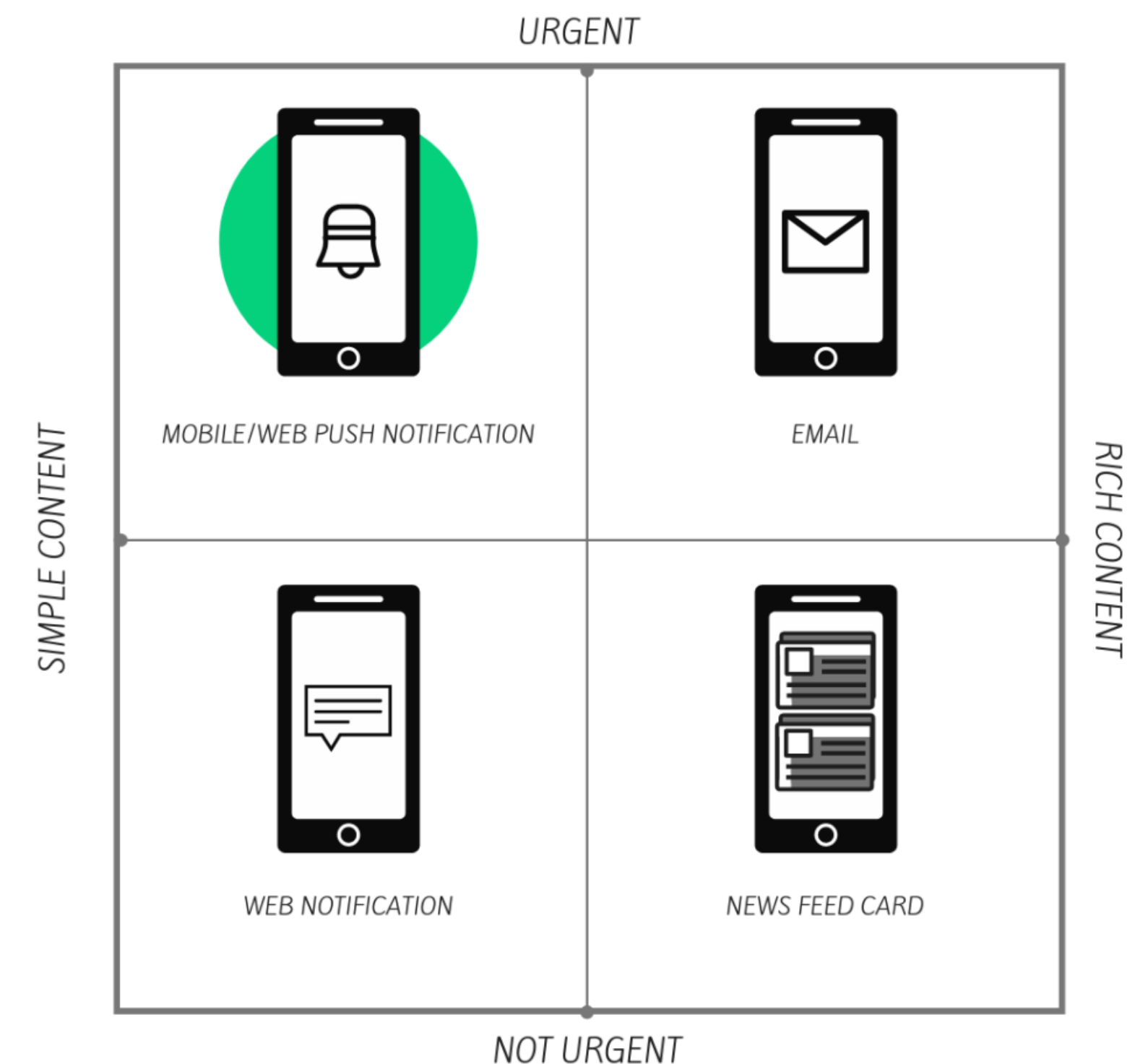
How to use them effectively?

First of all, let's mention the importance of frequency and timing which are, according to several studies, THE most important things to watch out for. Although the "soft spot" is not easy to find, an alert placed at an opportune moment in the customer journey can be very rewarding.

Secondly, it is also important to take care of the content. Information with very small added value for the individual is not worth sending in Web push. Save them for your social media or newsletter.

In addition, segmenting and customizing your messages according to the needs and behaviors of your visitors is also a good way to ensure that you remain relevant to your audience.

Finally, pay attention to the length of your text. Most browsers have a character limit between 41 and 120 on web notifications. This means that you must be clear and very concise in your message.



Is it for B2B or B2C?

It seems that web push notifications are perceived as a marketing tactic specific to B2C. However, this is not necessarily the case. They can benefit both types of organizations, just by having a **clear and distinct strategy**.

Thus, for B2B, information related to webinars, web content, face-to-face events, new product launches, etc. are interesting to put forward and are definitely interesting for the client as well.

On the other hand, avoid alerts related to more general news, such as the signing of a major new account or having won an award in your industry. Because although they are important to your company, they have no added value for the person receiving them.

On the B2C side, alerts of discounts, new products, or the release of several products are definitely interesting. However, unlike e-mail, it is important to use them sparingly. Do not abuse the privilege of being in a relationship with these people.



What is the impact on my SEO?

Many people probably wonder if the use of Web push notifications has a negative impact on their SEO since they act a bit like a pop-up... Well, the answer is no! And if, in addition, they are well done, they can even have a positive impact on your SEO.

Why is that? First of all, web pushes generate recurring traffic on your website, which can obviously help you on this side.

In addition, if you have done your job well and are sending quality content, and the landing page is relevant (we will see this aspect in detail later), you will certainly have a low bounce rate, a very good conversion rate, and people will stay longer on your website. Of course, you shouldn't rely on that alone to improve your SEO, you must already have a good SEO strategy in place and web push will simply support it.



Then, the installation of Web push on your site requires that it is in https. Sites that use this security measure are prioritized over others in the SEO ranking, which also benefits you on this side.

We can therefore say that Web pushes can help your SEO, only if they are well executed.



Setting up with Dialog Insight



The initial configurations

First of all, make sure your domain is secure (https). If it is not, web push notifications will unfortunately not work on your site.

If it is secure, the first step is to set up your website on the Dialog Insight platform, because this is where you will ask your visitors to subscribe to your notifications. You have the possibility to add different domains, if you wish.

You will then have to configure several basic elements:

- Language;
- The website icon;
- The fire base cloud messaging;
- Integration to your website;
- The subscription request;
- Contact identification.



The initial configurations **(continued)**

Language

This configuration is used to determine the language that will be registered on Dialog Insight and then send notifications in the right languages to the right people when it is time to send your message. The authorization request will appear in the language configured in each contact's browser.



The website icon

The icon you configure in this step should ideally be your company logo, if not, it should at least be quickly associable with it. This way, your subscribers will immediately recognize where the notification comes from, which obviously helps your notoriety. Besides, if people don't recognize you immediately, they are unlikely to click to take action.

This icon that you configure is the one that will be displayed by default in all your notifications. However, you will be able to change it directly when you create a notification.



The initial configurations **(continued)**

Firestore cloud messaging (FCM)

Your notifications, which will be sent via Cloud Messaging, require that you have a Google Account first. Next, you need to [create a project in Cloud Messaging](#) to get the sender ID and server key. You can use the same Google key for your other configured domains.

This step allows, in the script, to say that the DI platform sends your message to Google which, through the keys mentioned above, makes the delivery. This is basically what allows your notifications to reach their destination.

This would also be useful if you decide to change your Web push sending platform, to be able to transfer all your subscriber data to this new platform.



Integration to your website

Then, to integrate the whole thing into your website, you have to get a code, which will be generated at the end of the configurations. This code must be copied into the `<head>` Code `</head>` tags, on the pages of your website where you wish to offer your visitors to subscribe to your notifications.

Why? This allows you to use JavaScript features to generate your web push notifications.

You must also download the Dialog Insight JavaScript file and place it at the root of your website.

Why? This file is used to manage the reception and display of the notification in the browser.

You will also find a demo file to download, which explains all the steps you need to follow to test your web push notifications without having to integrate them officially into your site.

The subscription request

The first thing to fetch using a Web push notification is your visitor's subscription. This subscription is managed by an API that keeps all the data collected and then sends the right messages to the right browsers.

You can put this subscription request in different places and at different times. It can appear when the page loads, so as soon as your visitors arrive on your site, or at any other time.

However, be careful if you have several elements appearing on the same page, such as a pop-up or a warning about the use of cookies. The ideal would be to have a single element that appears so that your visitor is not overwhelmed and knows exactly what action to take.

A small word of caution: Note that subscription to notifications is only done on the browser used to subscribe. If a user wants to subscribe to more than one browser, they must subscribe on each of the desired browsers. On the other hand, the platform does not manage double subscriptions. So, if one of your contacts is subscribed to your notifications on 2 browsers, he will receive it twice if he uses both browsers before your notification expires.



Contact identification

In Dialog Insight, the contacts you get will, by default, be anonymous. In order to be able to identify them, two methods are possible:

1. Integration in HTML code (when visitors are already registered in their account on the website in question)
2. By email, because when you set up a website, an email injection rule is automatically created to identify the contact. So, if this contact subscribes to your emails, you will automatically know who they are, since they also subscribe to your web push notifications.



Message settings

You are now at the message settings, which are the ones you will have to do each time you send a notification. So, if you managed to perform all the previous steps, you can now forget about them, you don't have to worry about them anymore! The following is what becomes important for each of your following messages:

The groups

You must now choose the sending criteria for your message. Your identified contacts will be divided into 2 groups, eligible and ineligible contacts. Depending on your targeting criteria, this division is carried out according to what the platform knows about your contacts. For example, you want to target all people who meet the following criteria:

- dialoginsight.com website notification subscribers,
- that are subscribed on Firefox and Chrome browsers,
- having only selected French as their preferred language.

The contact group formed on the basis of these criteria will bring together the eligible contacts. This is how you make sure you send your notifications to the right people. You can also send a generic notification to target your unknown subscribers by not adding any personalization. This is the only way to target your anonymous subscribers.



Message settings (continued)

1. The languages

Now you have to choose in which languages you want to send your message. You will of course need to create content for each language selected in this step.

4. The test

At this stage, you can:

- See the rendering of your notification on different browsers;
- Testing personalization elements;
- See an overview on computer and mobile;
- Send you a test notification;
- Test display to anonymous subscribers.

2. Types of communication

Now it's time to choose the type of communication. The same filtering rules apply per type of communication as for other channels.

5. Le sending group

Depending on whether you have chosen to send a generic or personalized notification, you have the choice to send your notification to known subscribers, anonymous subscribers, or both. You can also select all your contacts or a particular group (that meet a set of criteria).

3. The content

Then you have to write your message. You will have to choose a title, write the text, the link to direct your subscribers, your website icon (if you want to change the default one) and the image (which only appears on Chrome and Edge browsers).

6. The sending

You can choose to send it now or schedule it. You must also determine the time zone based on the geographical location of your contacts. All you have to do is approve your message for it to be officially sent.

7. Analyze your results

When your campaign is complete, analyzing the results is key to determine what works and improve what doesn't work.



Launch your first web push notification campaign



From a marketing point of view now, the following pages detail the different steps to carry out a good communication campaign by web push notifications.

The subscription request

First of all, it is important to think about the subscription request. So take the time to analyze your website statistics to target the pages where your visitors spend the most time. It is important to choose your pages wisely so that they are strategic and bring you a lot of subscribers without tiring them out. This is the basis of your strategy because you won't have any impact if you don't have subscribers.

For example, an e-commerce site could put this request on out of stock item pages to be notified when they are back in stock. It could also be on any product page to be notified when products are on sale. Experiment and modify according to what works best for you.

Also remember to wait a certain amount of time before making the subscription request appears. Give your visitors time to soak up some of your content before asking if they want to subscribe. If you respect their rhythm, it will be easier for you to get new subscribers.

Then, take the time to write down the benefits your visitor has to subscribe to encourage them to do so. **For example**, on an airline's purchase confirmation page, offer not to miss any itinerary changes by subscribing.



The campaign objective

The next step is to determine the objective of your campaign. Several types of campaigns exist: nurturing, transactional, promotional and alert campaigns.

Nurturing campaign

Product and service companies must inform their users about the benefits of purchasing their products or using their services. Sending informative content to your prospects and clients will position you as an expert in your field and increase their confidence in your company.

A great way to do this is to do a drip push notifications campaign. In other words, put in place a series of informative notifications to be sent at regular intervals. You can also use an RSS feed to showcase your content.



In this series of notifications, you can:

- Inform your users of the benefits of purchasing your products and services;
- Show the different functions of your product and make tutorials to show how to use it;
- Show customer cases that have been successful with your product or service;
- Present customer testimonials that have benefited from your products and services.

In short, use this automated sequence to showcase your products or services. You will thus increase your notoriety and the confidence of your users in your company.

Transactional campaign

Its main goal is to build customer loyalty by optimizing the buying process. This by offering an after-sales service that encourages re-purchasing.

You can use them to:

- Confirm a purchase;
- Welcoming your new subscribers/customers;
- Thanking a customer for buying from you;
- Send order statuses;
- Confirm delivery of a purchase;
- Asking your customers for a review after a purchase.

Promotional campaign

It is useful to promote a product, service or event with an offer.

Make a promotional campaign for:

- Announce a new feature of an existing product;
- Announce the addition of a new product or service;
- Make a sale or promotion.

Using promotion as a lever to generate sales is an excellent strategy to use on a regular basis. In fact, it is the one most used by companies.

Alert campaign

It is used to remind your users to take an action on your website or to notify them of an update.

Several uses are possible:

- Notify that an out of stock product is newly available;
- Warn when there is a price drop on a product;
- Encouraging users who have abandoned products in their shopping cart to make a purchase;
- Creating a sense of urgency through limited-time sales;
- And much more!



Creation

There are four pillars on which you should rely on to build a web push notification:

- The target (to whom is your campaign addressed?)
- Content (title, message and CTA)
- The moment of sending
- Relevance and settings



1. Who is your campaign for?

Of course, all your users are different, so sending the same message to everyone is never a good idea. Instead, segment your contacts according to several criteria and send your message to the most appropriate segment. As a result, targeted users will feel more engaged with your message and you will increase your click-through rate.

Your segmentation may be demographic (age, gender, location, etc.) or behavioural (device used, actions performed on your website, etc.). The latter is one of the most effective, especially when done dynamically.

The segmentation of your contacts also allows you to send more personalized messages based on representative personas of each segment.



1. Who is your campaign for? (Continued)

Here are some ideas for personalized behaviour-based messages you could send:

Abandoned shopping cart: Target people who leave your website by leaving items in their shopping cart. Personalize your message with the user's name, an image of the product(s) left in the cart and a call to action leading to the order page.

Buying behaviour: Analyze the buying behavior of your customers. Then categorize your products in order to select complementary or superior products to offer to your customers in your notification.

Research history: You can use the same product suggestion strategy for users who are not yet customers and who are looking for products on your website.

Customized transaction: When your customers make a purchase, sending them a notification with the details of their purchase can be a good idea if you want to increase their satisfaction with your brand. Then send notifications to keep your customers informed of updates to their order: upon delivery, for example.

Note: To run such campaigns, you will need to have an omnichannel communication tool with an integrated 360-degree customer file to track the desired behaviors across all your channels. The Dialog Insight tool is excellent for making these kinds of automated campaigns.



2. Content

Let's now move on to the content of web push notifications. Let's go back to the image you saw at the beginning of this white paper and dissect the elements that make it up:



A. **The title** is the most important element of your message. Since the number of characters is limited, take the time to write a short and catchy title that encourages people to click directly.

Creating a sense of urgency is a good way to implement it.

B. **The message** corresponds to your value proposition. It should therefore be complementary to your title and explain the benefits of clicking on the notification. The text should be short, convincing and direct. It should also reflect the content of the landing page to which you are directing your contact.

Personalization is a good way to get your visitor's attention and thus increase your click-through rate.

C. You should also always add your **company logo** in your web push notifications to create an identity reminder in the minds of your contacts.



2. Content (continued)



D. Inserting an **image** in your notification makes your message more attractive. Even if it is optional, it often contributes to a better click rate and sets you apart from your competitors.

On the other hand, be careful not to put an image just because you have the option. It must support your message and add value to your communication. Embedding a bad image can confuse the user and in some cases it can direct attention away from the message.

The suggested image size for web push notifications is 360 x 240px.

E. Finally, you need to make it clear to the user what they need to do. That's why adding a **call to action** at the end of your message is important. The goal is always to make people click, so choose a catchy CTA that makes them want to know more. Direct your contacts to a landing page that is relevant and linked to your campaign. That way, you won't miss any opportunities.

Little bonus trick: Using **emojis** in your notification makes it more personal. According to a study, the use of emojis would increase the conversion rate by 85%!



3. Thinking about when to send it

Engaging your contacts at the right time is an art. A web push notification that is sent at the wrong time can seem intrusive and lead the contact to unsubscribe. To prevent this from happening, rely on your different segments (step 1) to determine the best possible timing. Then do some tests to see which one works best.

If you have contacts around the world, segment your audience by time zone, to make sure you don't send a notification at night by mistake. It's also very useful when you're doing time-limited sales. Make sure you have the right times for the right segments to avoid confusion.

4. Relevance and settings

Finally, always make sure to direct your users to a relevant landing page that is linked to the content of your notification. In addition, since web push notifications are not stored anywhere, the user cannot review their content after clicking on it. Your landing page should therefore contain all the information the user needs to do the desired action.

Then, remember to put an end date to your message. Your users are not online 24 hours a day. Providing an end to your offer prevents your users from receiving too many notifications when they log back in. This also prevents you from sending expired offers to your users who log in after this date.



Why not automate the whole thing?

Automating your web push notifications allows you to reach the right users at the right time and in the right way. At each step in the buying cycle that your users go through, you should send a message that initiates an action to take them to the next step.

By automating your web push notifications, you make sure to send a relevant and personalized alert based on the actions performed by your users. Triggers may be multiple:

Abandoned shopping cart

With such a campaign, you can target users who have left items in their shopping cart without making a purchase in the hope that they will eventually do so. Determine how long you want to wait before sending your message. You can also add a discount code to encourage the user to take action.

By automating your Web push notifications, you make sure to send a relevant and personalized alert based on the actions performed by your users.



Why not automate the whole thing? (Continued)

Purchase of product(s) or service

You have the possibility to send a notification automatically after the purchase of one of your customers. Whether it's confirming a purchase, thanking you for your purchase, sending a discount coupon or tracking a delivery, these are all good tactics. Either way, you stay in your customer's head and improve their shopping experience.

You can also wait a little longer to send your customers suggestions for complementary or higher-end products to encourage a second purchase.

Subscription

Use web push notifications to automatically welcome your new subscribers. You will thus create a link with each of your subscribers as soon as they register.

You can also create a series of educational content to send to your users who have subscribed to your newsletter or who have recently purchased your products or services to educate them. To do this, using an RSS feed to automate the sending of content is a good technique to adopt.

Visiting your website or a specific product page

Take advantage of the magic of automation to send a product demonstration or customer testimonial to visitors who have viewed a specific product page on your website. These are additional arguments to encourage purchase.

Also, why not send a notification to your users who haven't visited your website in a few weeks to tell them that you miss them? You can target a specific page in order to personalize your message and link to the right page (for example, your blog).

These are just a few examples among many, find the strategy that suits you best!



Before we finish... a few checks!



Here are the 20 checks to be made before hitting send, which also summarizes all the points discussed in this white paper so far:

1. Make sure your website domain is secure (<https>).
2. Have performed the [6 configuration steps](#) explained on pages 16 to 22 of this white paper.
3. Choose [strategic pages](#) of your website for your subscription requests.
4. Choose an appropriate [time of appearance](#) to respect the rhythm of your visitors (subscription request).
5. Be sure to indicate the [benefits of subscribing](#) in the subscription application.
6. Determine a [campaign objective](#) that meets your needs.
7. Choose the [type of notification](#) that best meets your campaign objective (p. 7).
8. [Segment](#) your target audience according to predetermined criteria.
9. Send [contextual notifications](#) according to your segments.
10. A short and catchy [title](#).



Before we finish... a few checks! (continued)

11. A relevant, convincing and direct **message**, in line with the title and respecting the character limit of the chosen browser.
12. Integrate your **company logo** for better recognition.
13. Add an **image** (Size: 360 x 240 px) related to your message.
14. Use a clear **call to action** that encourages clicking.
15. Check that the **link** points to the correct landing page.
16. Make sure your **landing page** is relevant and contains all the necessary information for the conversion.
17. Make sure you send your notifications at the **right time** according to your target segment (in the right **time zone** too).
18. Determine **how long** it will take for your notification to appear (around 20 seconds is recommended).
19. Set an **expiry date** for your notification.
20. Automate it all so you can focus on other strategies while this one brings you more subscribers!



Track the results of your campaign
with the right KPIs



The importance of analyzing its results

Although Web push notifications are one of the best ways to directly engage your customers or prospects, you need to understand and track certain key performance indicators.

Now that you have set up several web push notifications campaigns, that you have done a proper segmentation and targeting work, that you have elaborated your communication strategy and all the details surrounding your campaign: timing, frequency, etc., all you have to do now is wait for the results. Well, that's not quite true!

In fact, once your notification campaign is gone, you need to determine specific indicators that will tell you how successful (or unsuccessful) it will be. What do you want to measure when analyzing the results?

To find these indicators, you need to base them on your initial campaign objective. For example, for a notoriety objective, you will want to display your message to as many people as possible (display rate) and even, ideally, bring them to your website (click rate). For a ticket sales goal for an event, you will want to measure the conversion rate and the revenue generated, for example. There are many possibilities!



The importance of analyzing its results (continued)

Combustible

Generating statistics is not enough to draw conclusions about your business, because in this context, a relevant analysis adapted to your activity is essential. That's why, before anything else, you need to set yourself goals and determine your KPIs.



These metrics you need to determine will be useful for several things, the most important of which, of course, is to measure the success of your strategy. But also to find out what works with your audience and what doesn't work so well. You will be able to use this information to optimize your notifications and strategy, as well as to better identify and understand your subscribers.

Indeed, your target (which is at the heart of your strategy) is constantly changing: it develops new lifestyles, new interests, new tastes, in short, it adapts to its environment and its era. This is why you must have relevant information at all times in order to make your marketing strategies evolve at the same pace as your target.

The audience metrics



As mentioned earlier, your audience is at the heart of your strategy. And to optimize your strategy, you need to know and understand your audience. Some metrics are therefore less important in terms of directly measuring the effectiveness of your campaign, but they are still important in terms of better understanding your target and their habits.

The **number of notifications** sent and the **frequency of sending** are two elements that allow you to do this. Then use the information this gives you to send the number of notifications that works best and the ideal frequency.

The more you know your target, the more you will be able to send relevant messages that are aligned with what interests them most. This will result in better performance for you. That's why these are indicators that you should follow at all times.

This is a continuous learning process, as this data will certainly change over time.



Larger metrics

Subscription rate

Like any self-respecting communications strategy, for yours to be successful, you must have a good subscriber base. This is probably the most important data of all. If this rate is low, of course all your other metrics will suffer.

This is why it is important not to leave anything to chance, and to configure the subscription request window to the taste of your contacts and to clearly identify the advantages of subscribing.

Display rate

Display rate = Total number of displays / Total number sent

Your goal should obviously be that all your subscribed contacts see your notifications. If this is not the case, it is because your contacts do not browse the Internet when your notifications are displayed... This gives you a hint that the timing of your push sendings is problematic. This means that you send your notifications when your subscribers are not online and reflects a great lack of knowledge of your audience.

To remedy this, test over the long term to find out what works for you and at what times of the year. Analyze your data to spot patterns, and then exploit them. These patterns are likely to be different from day to day and month to month within a year, so you'll be in continuous test and learning mode.



Display rate (continued)

The most important thing is to listen to what your subscribers are telling you through their behaviour and not to rely on your feeling, because your intuition can be wrong, but behavioural data is never wrong.

In addition, it is the first metric to be set for low efficiency, as it influences all the others. For example, if your engagement rate with your notifications is low and your display rate is low as well, the display issue must be addressed first, because in order to respond to your notifications, your audience must first see them. That's why your goal would be to always have this metric with the highest possible value.

Click-through rate (CTR)

A second important metric to follow is, of course, the click-through rate. Of course, in order for your subscribers to want to click on your notification, it must be properly edited.

Another element that influences the click rate is the relevance of the offer. If your subscribers are not interested in what you have to offer, there is a major problem: either your subscribers are simply not interested in your company (but this is very unlikely if they have subscribed to your web push notifications) or you need to find an offer that interests them. This is very important, because every push notification sent is a chance to connect with your users.



Click-through rate (CTR) (continued)

Here's the formula for calculating it:

Click-through rate = Total number of clicks / Total number display

A good click-through rate means more customer engagement, which is what every marketer wants: committed contacts.

The use of offers, discounts and promotions is always a good tactic for this, but it should be used sparingly. Retargeting and shopping cart abandonment campaigns are also good ways to get a higher click through rate. Just like creating time-limited campaigns, or for special occasions such as Valentine's Day for example, to create a sense of urgency.



Revenues generated and conversion rates

The revenue generated metric generally applies to companies that send promotional content with web push notifications or campaigns with a monetary target. If you only send educational content, for example, follow the conversion rate instead, which measures the effectiveness of your landing page, regardless of the desired action.

If your communication is well done, normally your web push notification should point to a landing page once clicked. As mentioned above, your landing page must be relevant and complementary to the message contained in your notification. Otherwise, you will directly lose your visitors at this stage and no one will buy your product or convert.

So, if you have a high click-through rate on your web push notification, but your final conversion rate is low, don't ask any more questions: the problem lies in your landing page. [Follow our tips for setting up a landing page that converts.](#)

Conclusion

Now you know everything you need to know to get started with web push notifications.

From the configuration to the analysis of the results, through the strategy, you have all the information you need to build a great campaign and impress your competitors who are still betting all their resources in saturated channels.

If this white paper has not yet convinced you, leave it to us to respond to your apprehensions and uncertainties.

[Contact us](#) to discuss with our team of experts.



About Dialog Insight

One of the most effective ways to achieve your growth is to take control of your customer data to maximize your marketing efforts.

At Dialog Insight, we believe that each of our customer is unique and that their needs are specific. Therefore, we have developed global solutions in personalized marketing to adapt to ever-changing contexts. On the one hand, we provide a platform that centralized customer database, omnichannel campaigns and detailed analysis of your performance. On the other, we offer strategic and operational support services aligned to your needs.

Whether you're looking to increase sales or engage your customers, leverage customer insights you've gathered over time. You will communicate in a more relevant, coherent and personalized way than before. Make every point of contact an opportunity to offer your customers a brand experience beyond their expectations.

With Dialog Insight on your side, you are more than ever the master of your success.



